

## Who we are, where we are and What we do



The Active Black Country Partnership (ABC) is the CSP partnership for the Black Country region.

The geographical region called the 'Black Country' covers 365 square kilometres and is made up of 30 towns and four strategic centres with a growing population of 1.17m. The population is broken down by a gender split that is slightly more women than men, an age split that has 82.6% of its population under the age of 65 and a diverse ethnic population which is slightly larger than national average.

Sitting at the heart of England, it forms the west part of the West Midlands Metropolitan Area and is the largest conurbation outside of London. Comprising the four separate Borough councils of Walsall, Dudley, Wolverhampton and Sandwell, and with a long tradition of manufacturing across the region, it has a proud and diverse history with a belief that it is a place not defined by its borders, but by its people. The region is undergoing a transformational period in its history with regeneration seeking to change the face of its urban environment and improve the lives for those who live, work, play and learn within it.

Our understanding of the Black Country Place and People sits at the heart of our current and future approach.

Our priority audience is large scale with 502,086 people residing in the most deprived areas and communities across the Black Country who are most likely to be physically inactive. Those figures comprise children and young people, residents in lower skilled professions (NSEC 5-8) and unemployed.

The high deprivation levels promote the stubborn inequalities that lead to inequality to a greater extent across the Black Country than in any other CSP area.

The 'Towards an Active Black Country' Strategic Framework recognises the far-reaching approach needed to get people active, understanding people's motivations and challenges, improving the place to get people moving and the role businesses can play in getting a more active workforce.

Our priorities reflect the need to change behaviours, co-ordinate the offer, influence policy and secure investment.

Our golden thread, providing our shared sense of purpose, lies with our acknowledgement and genuine recognition that the inequalities that spread across the Black Country must be addressed through understanding who the 'go to' people are, where we connect with key influencers and decision makers and how we connect with those align with our agenda and can upscale our ability to impact on the large scale issues the region presents.



## **Our Vision**

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## **Our Values**

- Ensuring individuals and communities are the focus of our work
- Respecting and promoting the diversity of individuals, communities and businesses across the Black Country
- Working in partnership
- Working in an inclusive way so that any individual, community or organisation can contribute to our goal of getting everyone active and enjoying activity as part of their daily lives
- Ensuring a happy, healthy working environment for staff, Board members and people working in partnership with us
- Behaving with integrity
- Creating commitment to continually create, learn and improve