



The 4th Annual Conference
for the Physical Activity Network for the West Midlands



Pathways to Participation Routes to Social Inclusion



Tuesday 8th December 2009

at **Worcester Rugby Club**
Sixways Stadium
Warriors Way
Worcester WR3 8ZE

Introduction:

The Be Active, Be Healthy for getting the nation moving sets the commitment of shifting the curve of physical inactivity away from sedentary behaviour and details commitments to support those most at risk of physical inactivity to become more active.

It is well recognised that inequalities exist in relation to participation in physical activity with both the Health Survey for England and the Active People Survey showing that the following groups are less likely to participate in an active lifestyle:

- Women and girls
- People from areas of deprivation
- People on low incomes
- Older People
- People from some Black and Ethnic Minority groups
- People with disabilities
- People with specific health conditions e.g. mental health conditions

Many organisations have developed a range of successful activities and projects to support people within these target groups to become more physically active which are designed to meet local and individual needs. Such programmes aim to decrease the inequalities of provision and reduce the barriers to physical activity that are experienced by these groups through a number of methods. We have a large number of highly successful programmes in the region that have achieved such aims, however participation statistics tell us that we still have a long way to go in engaging individuals within these target groups with physical activity. So what more should we be doing?

This conference aims to answer a number of the difficult questions that need to be answered if we are to develop a truly inclusive physical activity offer in the West Midlands;

How do we ensure that everyone is included when we develop and deliver our activities?

How do we find out who those people are and what they might respond to?

How do we ensure that no one is socially excluded from becoming more active?

The conference will provide delegates with real life case studies, the theory to back up the studies and discussion sessions to share best practice and approaches that are being taken in the region.

The objective of the conference is to:

- develop the skill set of people in the region regarding the theory behind programme development, to strengthen the development and delivery of programmes to create effective pathways to participation.
- share best practice in areas of social inclusion and physical activity from programmes running in the West Midlands
- provide delegates with opportunities to network and discuss solutions to the challenges facing us

This conference will be of interest to:

- PCT professionals working in health promotion, public health, chronic disease management, obesity, mental health, commissioning leads and managers
- Physical Activity, Sport and Leisure providers
- Local authority departments including social services, young people's services, Transport and Planning Officers and Managers, environmental health
- Countryside and environmental agencies
- Voluntary sector managers
- School sport and health professionals
- Those involved in Community Sports Partnerships and Community Sports networks including sports clubs
- Further and higher education establishments

Social Inclusion – Pathways conference Programme for the Day

- 9.00 Registration**
- 9.30 Introduction**
- 9.40 Targeting Programmes and Interventions Session**
- 10.55 Refreshments**
- 11.10 Developing Programmes and Interventions Session**
- 12.25 Lunch/networking**
- 1.05 PAN-WM AGM (members only)**
- 1.35 Department of Health Let's Get Moving Pathway**
- 1.50 County Sports and Physical Activity Partnership Network West Midlands**
- 2.10 Delivering Programmes and Interventions Session**
- 3.25 Refreshments**
- 3.40 Monitoring and Evaluating Programmes and Interventions Session**
- 4.55 Summary**
- 5.00 Close**

The day will consist of 4 sessions that will focus on processes for developing pathways to participation:

- **Targeting Programmes and Interventions,**
- **Developing Programmes and Interventions**
- **Delivering Programmes and Interventions**
- **Monitoring and Evaluating Programmes and Interventions.**

Key Speakers:

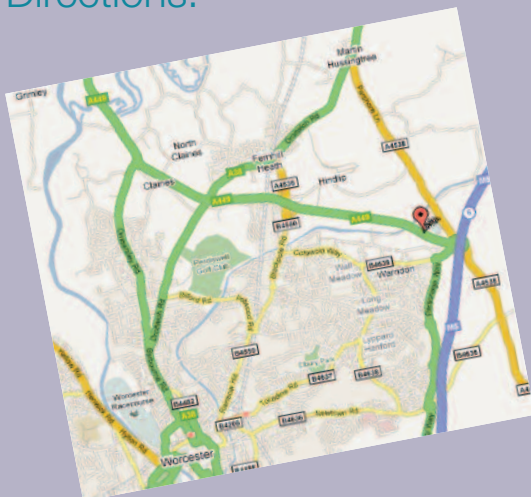
- John Ainsworth,
Managing Director, Make Sport Fun
- Dr Christopher Gidlow,
Senior Researcher, Staffordshire University
- Nikki Enoch,
Director, VAGA
- Gareth Mapp,
Director, Lifestyle Fitness and Physiotherapy Ltd

Case studies:

- Bromsgrove District Council
- A Partnership between the health sector and the City Council in Birmingham
- Walsall Primary Care Trust and Metropolitan Borough Council
- A partnership between Shropshire PCT, Shropshire Council and Shropshire Wildlife Trust



Directions:



By Rail

Worcester Foregate, Worcester Shrub Hill or Droitwich Spa. Taxis are available at all stations.

By Car

M5 leave motorway at junction **6**, take the **A4538** exit to **A449/Evesham/Worcester (N)**. At the roundabout, take the **4th** exit onto the **A449** heading to **Worcester/Kidderminster**. Exit onto the **A4536** toward **Worcester (N)**. Turn **right** at **A4536/Blackpole Road**. Continue to follow **A4536**. Slight **left** to merge onto **A449**. Destination will be on the left.

Sat/Nav

We advise delegates not to use these devices as they will not get them to the club.

Booking form:

Please complete one booking form for each delegate wishing to attend the seminar. Places at the seminar are limited, so please book early to avoid disappointment.

Contact details

Name

Job title

Organisation

Address

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Postcode Telephone

Email

Please indicate any special individual needs e.g. dietary/disability/access

Charges for attending the seminar:

PAN-WM Members: There is no charge for members to attend this event.

Non Members: £60 for Public and Private sector delegates
£30 for Voluntary and Community sector delegates and students

I am already a member of PAN-WM, my membership number is

I am a non-member of PAN-WM, please invoice my organisation, the PO No. is

Please complete and return to:

Erica Rogers
PAN-WM Co-ordinator
C/O Trident Care and Support
Fairlie House
Trident Close
Erdington
Birmingham
B23 5TB

Or e-mail to: Erica.rogers@pan-wm.org.uk

For further details please contact Erica Rogers on 07825 915 068

Would you like to join PAN-WM membership and attend our events free of charge plus receive weekly e-bulletins with useful resources?

Go to: http://www.pan-wm.org.uk/panindex.aspx?id=PAN_REGISTER for more details.