



“A Sustainable, Independent Network That Supports The Physical Activity Agenda For The West Midlands.”



Supporting the Development of Active Lifestyles



History of the Network

The need for a Regional Physical Activity Network in the West Midlands was identified during the consultation process for the Regional Plan for Sport in late 2003, early 2004 and a mapping exercise of physical activity interventions in the West Midlands. Physical activity and sports programme deliverers and practitioners in the region identified a number of barriers to developing the Physical Activity Agenda and felt that a Regional Network would enable the sharing of information across organisation boundaries; enabling the sharing of good practice, providing increased networking opportunities in the West Midlands to support the emerging physical activity agendas, and encouraging the development of local networks and partnerships.

As a result of this the development of a Physical Activity Network for the West Midlands was written into the “Improving the Health and Well-being of People Through Sport” objectives detailed in the Regional Plan for Sport 2004 – 2008.

A voluntary Steering Group was established in March 2005 to drive forward the development of the Physical Activity Network for the West Midlands (PAN-WM).

The “Choosing Health, Choosing Activity, Choosing a Network” conference was held on the 7th of December 2005 to officially launch the network in the region, and focused on national, regional and local approaches to commitments in the Choosing Health Physical Activity Delivery Plan. The Network became a constituted body in July 2006 at its first Annual General Meeting.

The Facts

The West Midlands has the lowest participation rate in sport and active recreation with 19.3% of the population undertaking 3 x 30 minutes of sport or recreation activities per week compared with the national average of 21% (Active People 2006). Just over one in ten people in the region (10.5%) meet the Chief Medical Officer’s recommendations of 5 x 30 minutes of activity through participating in sport and active recreation. More than half of the region’s population (53.8%) reported undertaking no 30 minute bouts of sport and active recreation in the previous 4 weeks. This is classified as sedentary behaviour and can be a causal factor in more than twenty chronic health conditions such as obesity, coronary heart disease and diabetes.

The Active People survey highlights that the West Midlands region is below the national average in participation rates for all priority groups, with over 1.25million women and girls (16+) (58.1%) in the region undertaking no 30 minutes sessions of sport and active recreation per week. The Regional Lifestyle Survey (2005) found that respondents with a mental health problem are significantly less likely to be undertaking recommended levels of moderate activity compared to those without a likely mental health problem.

The West Midlands has the highest rates of obesity for women in the English regions with 29% obese and a further 31% classed as overweight. Out of the Government Office regions the West Midlands is ranked fourth for its levels of obesity in men with 23% of men classed as obese and a further 43% are overweight .



We are here to help

The Network has gone from strength to strength providing support to those working to increase physical activity participation levels across the region, through the hosting of events, the development of resources, the dissemination of information, and responding to national, regional and local consultations.

The annual conference is designed to highlight the continuing importance of quality partnership working to promote and develop physical activity opportunities. The conference's and seminars provided by the Network focus on pertinent topics and provide delegates with the opportunity to consider the range of national, regional and local agencies which contribute towards developing physical activity at a local level.

PAN-WM are leading the development of the "Regional 2012 Health and Physical Activity Legacy" planning and hosted a "Legacy for a Lifetime" event at the end of 2007 which focussed on how the region can maximise the potential of the 2012 Games to create a healthier, more active West Midlands.



The plan will detail how the region will work to capitalise on London hosting the Games to secure a 2012 legacy for the region through improved partnership working and the development and delivery of pathways to participation.

Examples of more PAN-WM activities

- Organising and running seminars on current topic areas e.g. “Sport and Active Recreation Playing It’s Part in Choosing Health” seminar and “Transport, Health and Physical Activity; Best Practice” seminar on “Increasing Levels of Cycling and Walking, “Mental Health and Well Being”
- Developing topic based sub groups for example Exercise Referral Co-ordinators and Research and Evidence base” sub-groups
- Developed responses to NICE Guidance and regional and national strategy consultations, copies of which can be found on our web pages.
- Working with regional colleagues to develop the “Wellbeing in the West Midlands” portfolio that successfully attracted Big Lottery Funding.
- Developing resources for physical activity practitioners including a Briefing Paper on the new Public Service Agreement targets, Media Toolkit for Physical Activity and statistical slides from the 2008 Statistics on Obesity, Physical Activity and Diet report.

The network has worked hard to facilitate, develop and strengthen partnership working

at a local, sub regional and regional level to support and develop physical activity development, using regional strategy to increase physical activity and by co-ordinating a regional approach.

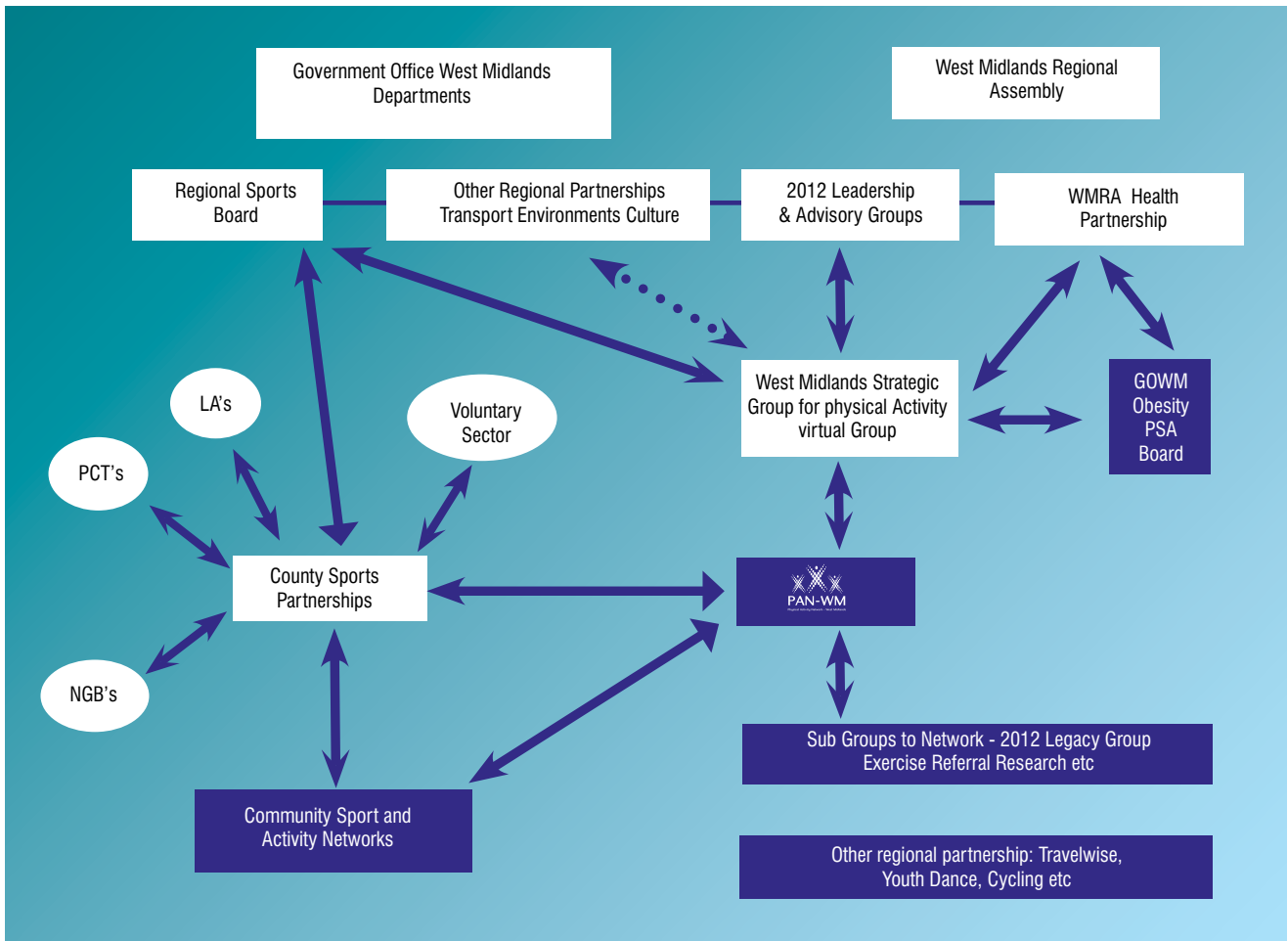
Terms of reference for PAN-WM

1. To be a consultative and influencing network for the development of regional physical activity planning.
2. To hold regional events, relating to relevant topics that will have a regional and local impact.
3. To provide opportunities for those working in the wider physical activity sector to network, share and access information and develop skills.
4. To contribute to the evidence base of effective physical activity interventions through the collation of best practice examples.

The Steering Group

The Network has a voluntary steering group of up to 18 members, who are involved with the strategic development of physical activity and sport programmes within the West Midlands. The Steering group meet at least six times a year and are responsible for driving forward the development of the Network and organising the events of the Network.





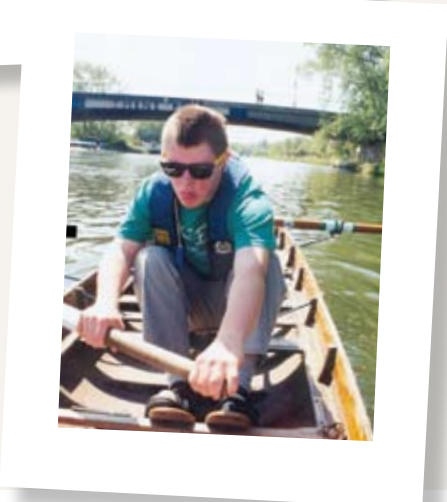
Physical Activity Network and its strategic links in the West Midlands

Who should become a member

Anyone involved or interested in increasing the levels of participation in physical activity.

This includes:

- *Physical activity, sport & leisure deliverers and providers*
- *Sports and Health club personnel*
- *Transport and Planning officers*
- *School sport and health personnel*
- *University sport and health personnel*
- *Education representatives*
- *PCT personnel; health promotion, public health, chronic disease management, obesity, mental health and commissioning leads and managers.*
- *Health professionals*
- *Play workers*
- *Sport club representatives*
- *Voluntary sector representatives*
- *Community group representative*





What are the benefits of becoming a member of PAN-WM

- Free invite to PAN-WM seminars and conferences
- Opportunities to network via events and the website
- Share best practice and access more information to develop skills
- Regular e-briefings on current topics, regional events, job opportunities
- Use resources, catch up on events, find useful links on our website
- Voting entitlement at the PAN-WM AGM
- Free advertising for corporate members

The PAN-WM web pages

The PAN-WM web pages are hosted by the West Midlands Public Health Observatory and can be accessed at www.wmpho.org.uk/paf

References

The Active People survey 2006
The Regional Lifestyle Survey 2005
Choosing health for the West Midlands 2006

How much does it cost?

Individual Membership – cost of £50

- One free place at the PAN-WM Annual Conference
- One place at two PAN-WM seminars, free of charge

Student / Voluntary Individual Membership – cost of £25

All of the above

Corporate Membership – cost of £160 (4 representatives)

- Nominate four representatives to attend the PAN-WM Annual Conference (these reps can be anyone from your organisation and do not need to be named at time of application).
- Eight spaces at PAN-WM seminars, free of charge
- Free advertising for your events, job adverts and projects

Voluntary Sector Corporate Membership – cost of £80 (4 representatives)

- All of the above

All of the above membership benefits are per membership year*. Benefits will be pro rata'd if membership commences part way through a membership year.

*Membership year will run
1st April – 31st March

Joining Procedures

Please complete the application form opposite and return it to;
Erica Rogers,
Physical Activity Co-ordinator
C/O Sport England
5th Floor, No 3 Broadway
Five Ways
B15 1BQ
07825915068
erica.rogers@sportengland.org

You will receive confirmation of your membership once administration procedures have been completed

Application Form

Type of Membership (tick appropriate box)

Corporate

Corporate Voluntary

Individual

Individual Voluntary

Student



For Corporate Memberships, please give contact details for 3 additional employees who will receive e-briefings	
Contact 2 E-mail	
Tel No	
Contact 3 E-mail	
Tel No.	
Contact 4 E-mail	
Tel No	
Payment Details	
I enclose a cheque for £	
Remittances should be made payable to The Physical Activity Network - West Midlands	
please invoice my organisation the purchase order number is	
Signature	
Date	

Organisation Name Lead Member/ Contact 1 Contact Address Tel No E-mail Address For Invoice (if different from lead Member/Contact 1)	
Organisation Name Contact Address Tel No E-mail	

Your name will be held on a database that will be used by PAN-WM recognised partner organisations for mailing purposes.

If you do not want your contact details released to recognised partner organisation please tick box



If you require this application form in other formats please contact Erica Rogers on 07825 915068

Photo Credits:

Sport England

English Federation of disabilities Sport

EFDS

British Orienteering

Forestry Commission