FROM INSIGHT TO IMPACT:

Project 02

The Black Country Behaviour Change Project - ***Active Black Country***

Turning community insight into practical action by developing a behaviour change framework, workforce development programme and implementation toolkit that supports sustainable change across local communities.

THE SWANS COMMUNITY PARTNERSHIP

DS Insight

Active Black Country
Creating an active, healthier region

THE SWANS COMMUNITY PARTNERSHIP

FROM INSIGHT TO IMPACT

Project 02 – *The Black Country Behaviour Change Project*

In partnership with Active Black Country

Working collaboratively with Active Black Country and DS Insight to transform community insight into an evidence-informed behaviour change framework, workforce development programme and implementation toolkit that supports sustainable place-based change across the Black Country.

PROJECT OVERVIEW

Client	Active Black Country
Organisation	The Swans Community Partnership & DS Insight
Sector	Active Partnership • Sport for Development • Place Based • Public Health • Behaviour Change
Service Provided	Consultancy • Insight • Learning Design • Workforce Development • Behaviour Change • Co-Design
Project Length	Multi – Phase Programme (2026 – 2027)
Status	Phase One Complete • Phase Two Commencing
Year	2026 – 2027

THE CHALLENGE

Active Black Country is dedicated to creating healthier, more active communities by working alongside local partners to reduce inequalities and remove barriers to physical activity. As part of this place-based approach, the organisation identified an opportunity to strengthen and simplify its existing behaviour change framework, creating a practical, evidence-informed model that could support organisations, community connectors and delivery partners to deliver more consistent and sustainable behaviour change across the Black Country.

The original six-stage framework, developed by DS Insight, provided a strong strategic foundation for understanding behaviour change. However, there was an opportunity to evolve the model into a simpler, more intuitive framework that could be more easily understood, adopted and embedded by practitioners working across a diverse range of community settings.

The ambition extended beyond refining the framework itself. Active Black Country wanted to develop a complete implementation system that would bridge the gap between behavioural science and frontline practice, equipping practitioners with the knowledge, confidence and practical tools to engage communities effectively, influence positive behaviour change and deliver person-centred approaches tailored to local needs.

To achieve this, Active Black Country commissioned The Swans Community Partnership and DS Insight to work collaboratively in designing a comprehensive behaviour change programme. The commission centred on the development of a simplified behaviour change framework, supported by a structured workforce development programme, practical implementation toolkit and evaluation resources. Together, these outputs will provide organisations with a scalable, evidence-informed approach that can be piloted, refined through learning and ultimately embedded across communities throughout the Black Country.

OUR APPROACH

Listen - Every successful project begins by understanding people.

Working alongside Active Black Country and DS Insight, we invested time in understanding the existing model, organisational ambitions and the wider challenges facing place-based working across the Black Country.

By listening to stakeholders and understanding the realities experienced by community organisations, practitioners and local residents, we established a clear vision for what the framework needed to achieve.

DISCOVER

Using research, behavioural science and existing community insight, we reviewed the original six-stage framework alongside wider evidence relating to behaviour change, community engagement and systems thinking.

The discovery phase explored:

- Existing behaviour change evidence
- Community consultation findings
- Practitioner experiences
- Local implementation challenges
- Place-based working principles
- Behavioural science models
- Existing Active Black Country resources

This process enabled us to identify opportunities to simplify the framework whilst strengthening its practical application.

CO-DESIGN

Collaboration sat at the heart of the project.

Working closely with Active Black Country throughout Phase One, DS Insight led the review and redesign of the behaviour change framework whilst The Swans Community Partnership focused on how the framework could be translated into engaging learning experiences for practitioners.

Through collaborative discussion and iterative design, the original six-stage framework evolved into a clearer, more accessible four-stage model that better reflected the needs of those delivering community programmes on the ground.

DEVELOP

With the revised framework established, the project has now entered its second phase.

The Swans Community Partnership is leading the development of the workforce learning programme, transforming the framework into practical resources that will support organisations to confidently implement behaviour change approaches within their own settings.

Current development includes:

- Comprehensive training programme
- Facilitator Guide
- Participant Workbook

- Workshop presentation slides

- Train-the-Trainer package
- Interactive learning activities
- Reflection tools
- Co-design workshops
- Learning outcomes
- Session plans

Alongside this work, DS Insight is producing the implementation toolkit, including practical guidance, monitoring tools, implementation checklists and evaluation resources that will support successful pilot delivery.

REFINE

The project has been intentionally designed as an iterative process.

Following completion of the learning resources and implementation toolkit, the framework will be piloted across four Black Country local authority areas.

Learning from these pilots will shape the final version of the framework, ensuring it reflects the experiences of practitioners and communities before wider regional implementation.

THE SOLUTION

Rather than producing another behaviour change model, this project is creating a complete implementation system.

The combination of an evidence-informed framework, practical workforce development, implementation guidance and evaluation resources will enable organisations to confidently apply behaviour change principles within their own communities.

The project bridges the gap between strategic thinking and frontline delivery, ensuring behavioural science becomes practical, accessible and sustainable.

WHAT WE DELIVERED

Phase One

Behaviour Change Framework Review - Comprehensive review and redesign of the original six-stage model into a simplified four-stage framework.

Learning Architecture - Development of the overall workforce learning architecture that underpins the training programme.

Phase Two (In Progress)

Workforce Development Programme - Practical learning programme supporting community organisations and practitioners.

Facilitator Guide - Comprehensive delivery guidance to ensure high-quality, consistent implementation.

Participant Workbook - Interactive learning materials encouraging reflection and practical application.

Train-the-Trainer Resources - Supporting organisations to confidently deliver the programme independently.

Implementation Toolkit *(DS Insight)* - Practical implementation guidance, behaviour change tools and evaluation resources.

PROJECT OUTCOMES

Immediate Outcomes

- Reviewed and refined the original behaviour change framework
- Developed a simplified four-stage model
- Produced a complete learning architecture
- Commissioned Phase Two following successful completion of Phase One
- Workforce development programme now in production
- Implementation toolkit under development

Longer-Term Impact

Once complete, the Black Country Behaviour Change Project will:

- Build workforce confidence in applying behaviour change principles.
- Improve consistency across community organisations.
- Strengthen place-based working.
- Increase collaboration between partners.
- Support more effective community engagement.
- Improve participant experiences and outcomes.

- Create a scalable behaviour change model that can be adapted by organisations beyond the Black Country.

OUR CONSULTANCY PROCESS

From Insight to Impact

Insight - Understanding communities through evidence, research and meaningful engagement.

Co-Design - Working collaboratively with partners to shape practical, evidence-informed solutions.

Development - Designing engaging learning experiences, resources and implementation tools that support confident delivery.

Implementation - Preparing organisations and practitioners to embed new approaches through workforce development and practical support.

Impact - Creating sustainable systems that strengthen organisations, empower communities and deliver long-term behaviour change.

PROJECT STATUS

Phase Two – Workforce Development in Progress

Following the successful completion of Phase One, The Swans Community Partnership is now leading the development of the workforce learning programme, while DS Insight continues to develop the supporting implementation toolkit and evaluation resources. Together, these will form a comprehensive package ready for pilot delivery across the Black Country, laying the foundations for a scalable behaviour change approach that can support communities for years to come.