



SUBTLE SPEAKS

get fit. W/ SOLIHULL MOORS

Mental & Physical training to assist resilience and cohesion within our local communities.



PROBLEM

COVID-19 HAS NEGATIVELY IMPACTED YOUNG ADULTS

- Rising mental health issues within our local communities for example; Lozells, Shard End & Castle Vale rank in the top 15 of the most deprived areas.
- Waiting time for NHS psychological therapy ranges from 4 days to 61 days in England.
- Employment & Education opportunities on a local level
- Reduced income
- Lack of community contact & connectivity
- Health impact of lockdown

"44% of young people have felt loneliness during lockdown"

"1/4 of brits have said they have done significantly less exercise"

COVID-19 HAS NEGATIVELY IMPACTED YOUNG ADULTS WITHIN OUR LOCAL COMMUNITIES.

"People in more deprived areas are less likely to experience improvement or recovery"

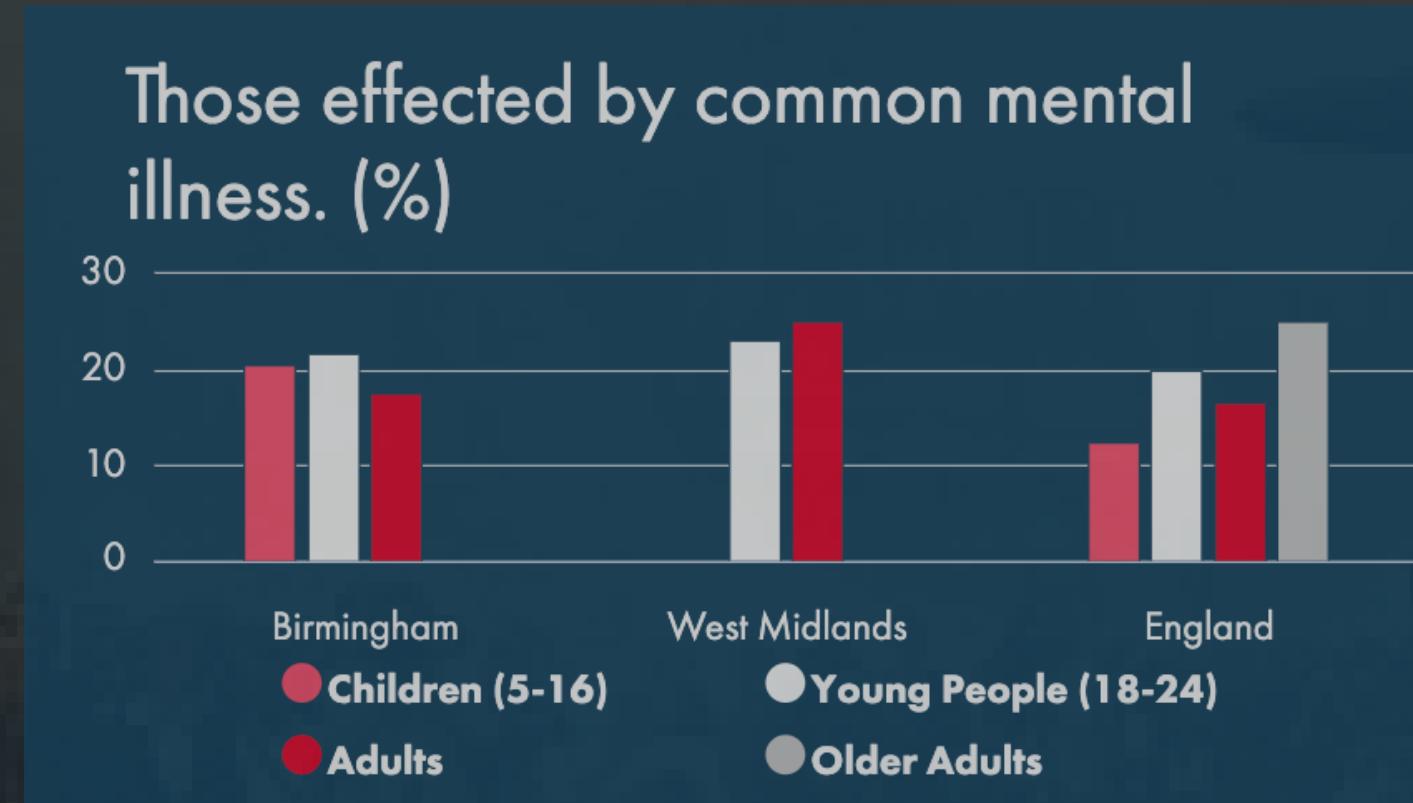
House Of Commons Report

Deprivation is about more than lack of money. It can include lack of access to resource such as adequate housing and exposure to negative stressors such as violence, crime or lack of public green space.

"PEOPLE WHO LIVE IN DEPRIVED AREAS ARE MORE LIKELY TO NEED MENTAL HEALTHCARE BUT LESS LIKELY TO ACCESS SUPPORT AND TO RECOVER FOLLOWING TREATMENT. THIS COMPOUND AND WORSENS MENTAL HEALTH PROBLEMS."

"MENTAL HEALTH ENVIRONMENTAL FACTORS.GOV"

THE FACTS.



Birmingham sits 7th in the national rankings of most deprived authorities. These results show the level of effected age groups on a local, county & national level. Our targeted demographic sits within Birmingham young people which shows an average of above 20%. Recorded data,..

The severity of these statistics are under reported within our local region. Through our programme and reporting we plan to bridge the lack of information surrounding mental illness within our local region.

"There were 5,691 suicides registered in England and Wales in 2019."

CRITERIA.

We want to work with local neighbourhoods who are within the top 15 most deprived areas.

Through our recruitment process we are wanting to work alongside an ethnically diverse cohort that adheres to our equality ethos.

People who have suffered more through the Covid-19 pandemic.



Location & Partners.

DELIVERY PARTNERS.



MORE TBC.



YMCA

GET FIT PROGRAMME

1 MONTH EDUCATION & TRAINING

COHORT OF 20. 1 month worth of physical & mental training delivered by experienced mental health professionals.

PATHWAYS

Creative education & workshops, Opportunities to on board onto qualifications, in various industries community connectivity, further support network

MENTORSHIP

Local champions championing for emerging champions

90 SECOND FILM

A film that highlights the prevalent issues we face within our local region & neighbourhoods.

FITNESS PROGRAMME

Train & play at Solihull Moors F.C. Meet ex & current professional players. Simple & effective solutions to a healthy mindset

**get
fit.**



SUBTLE SPEAKS

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CIC

Programme
Development,
Communication
Management, Engaging
Stakeholders, Content
Generation, Policies &
Procedures, POC.



ASH BEGG

Professional MMA trainer. Ash will focus on the benefits of a healthy lifestyle and how he overcame his 25 stone obesity issue.

YMCA

Charitable partner will deliver a 'Your wellbeing session' and form part of our referral network.



BIRMINGHAM CITY
University

BIRMINGHAM CITY UNI

Educational partner & host to our content creation days.



SOLIHULL MOORS

Hosts, Fitness programmes,
Engaging Stakeholders,
Safeguarding Policies & Procedures.



DAN WILDEN

Ex Military, Sport Scientist & Personal Trainer. Physical session lead.



NOEL BLAKE

Ex Professional footballer will delve into his experience of suffering a stroke, emotional disparity, suicidal thoughts & the impact of not valuing yourself.



SAMUEL LOCKYER.

Film Director & Project consultant.



JOHN GAYLE

Ex Professional footballer. Our programmes chief mentor. Youth mentor assisting the UK's most vulnerable young people. Previously working alongside schools, communities and football clubs. John will deliver workshops surrounding Youth Violence & Mental Health.



PAUL MUSA

Founder of What the footie podcast. Paul will be assisting the marketing efforts of the campaign.



PETER QUINN

Ex-IPP, a reformed individual now a trained mental health professional and youth violence advocate.



ALISON COPE

An anti-violence campaigner engaging with thousands of young people; her resilience and strength to educate and support others in seeing a future beyond negative experiences. Alison will deliver a session surrounding The Impact of Social Media & Youth violence



KRISTIAN BIRCH-HURST

Pr & Creative lead. Nationally acclaimed DJ, PR professional. Kristian will offer insight into the world of awareness through various creative sessions.

MEET THE TEAM.

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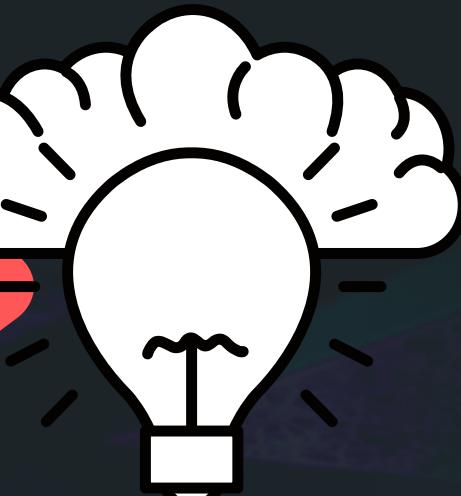
REFERALL PROCESS

RESEARCH

REVIEW, REPORT &

COHORT COMPETITION.

ON BOARDING PROCESS.



DECISION ON WHERE THE
HELP IS NEEDED MOST.



PASS ON CRITERIA TO
OUR REFERALL NETWORK.

YMCA, JOHN GAYLE, SOLIHULL MOORS &
SPORT ENGLAND.



**THE FUTURE
CONTINUED...**

8 WEEK PROGRAMME

TEAM OF 20. 8 weeks of wellbeing support, health & fitness training & a new community environment for young people to immerse themselves in

8 FURTHER WEEKS OF SUPPORT.

Through charitable partner the cohort will have access to a continued 8 weeks of support following cohort completion.

COMMUNITY CONNECTIVITY

Bringing together communities of like minded individuals who are wanting to make the step in the right direction of improving their lifestyle & opportunities.

6 EPISODE DOCUMENTARY

Documenting cohort progress, sharing stories and touching on key socio-economic issues that have developed during COVID-19

FITNESS PROGRAMME

Train & play at Solihull Moors F.C. Meet ex & current professional players. Simple & effective solutions to a healthy mindset

DELIVERY OF QUALIFICATIONS.

Fund opportunities surrounding qualification receipt & doors to employment opportunities through various channels.

MENTORSHIP

Local champions championing for emerging champions. 1 to 1 mentor sessions available. Fully funded to work closely on improving decision making & state of mind. Match making tool will be used to connect cohort & mentors.

COHORTS SOCIAL CAMPAIGN

Building, creating and launching a fundraiser surrounding knife crime.

ONE BLOCKBUSTER EVENT!

Fun community outing that will host the launch of the cohorts campaign, football tournaments & competitions, guest talks & panels.

RESEARCH

Understanding the effectiveness of a combined approach to improving individuals wellbeing & fitness.



SUBTLE SPEAKS



Est. 2007

EXAMPLE 8 WEEK CURRICULUM

WELCOME WEEK

Introductory activities, cohort induction. Physical & educational workshops.

Issues discussed & agreed for cohort to combat.

ATTITUDE TO FREEDOM

Guest talk from chief mentor John Gayle & how to combat the issue the cohort decided on. Cardio focus.

CHANGE STARTS FROM WITHIN

1 to 1 mentor sessions organised @ BCU. Ideation session on how to improve wellbeing ran by charitable partner. Physical session ran by ex pro.

THE EFFECTS OF YOUTH VIOLENCE

Alison Cope guest talk surrounding knife crime. Networking session w/ Live performances. Intense physical tests - Training game with BCU students.

REFLECTION
1 TO 1 MENTORING SESSIONS TO OCCUR DURING THIS TIME

RESILLIANCE & RECOVERY

Resilience & recovery sessions. John Gayle youth violence workshop Mindset focus. Strategy & Tactics session with PR professional. 1 hour trained by a pro.

BECOME YOUR INNER YODA.

Mindfulness. Invite Alison Cope back to support session. Utilise BCU facilities in terms of asset creation for campaign cohort is building. Practical mindfulness session.

LIFESTYLE CONSIDERATION.

Ash Begg - Leon Edwards MMA trainer. Benefits of a healthy lifestyle. John Gayle & Noel Blake. Physical session led by John also. Launch campaign.

GAME WEEK

Ex pro talking about competitive nature of the game. Foot golf testing team cohesion before exhibition match.

Saturday - Tournament / Exhibition.