

## Wellbeing Board

**Date:** Friday 24 January 2020  
**Time:** 10.00 am **Public meeting** Yes  
**Venue:** Room 116, 16 Summer Lane, Birmingham B19 3SD

### Membership

Councillor Izzi Seccombe (Chair)	WMCA Wellbeing Portfolio Holder
Councillor Paulette Hamilton (Vice-Chair)	Birmingham City Council
Councillor Nicolas Barlow	Dudley Metropolitan Borough Council
Councillor John Beaumont	Nuneaton and Bedworth Borough Council
Councillor Kamran Caan	Coventry City Council
Councillor Les Caborn	Warwickshire County Council
Councillor Stephen Craddock	Walsall Metropolitan Borough Council
Councillor Karen Grinsell	Solihull Metropolitan Borough Council
Councillor Jasbir Jaspal	City of Wolverhampton Council
Councillor Farut Shaeen	Sandwell Metropolitan Borough Council
Ben Brook	West Midlands Fire Service
Andy Hardy	STP Systems Leader NHS
Helen Hibbs	STP Systems Leader NHS
Paul Jennings	STP Systems Leader NHS
Alison Tonge	NHSE
Sue Ibbotson	Public Health England
Guy Daly	Universities (Coventry)
Sarah Marwick	Office of the Police & Crime Commissioner
Sean Russell	Director of Implementation for Mental Health, Wellbeing & Radical Prevention
Lina Martino	Public Health England

Quorum for this meeting shall be seven members.

If you have any queries about this meeting, please contact:

**Contact** Wendy Slater  
**Telephone** 0121 214 7016  
**Email** [wendy.slater@wmca.org.uk](mailto:wendy.slater@wmca.org.uk)

# AGENDA

No.	Item	Presenting	Pages
1.	Apologies for Absence	Chair	None
2.	Declarations of Interest Members are reminded of the need to declare any disclosable pecuniary interests they have in an item being discussed during the course of the meeting. In addition, the receipt of any gift or hospitality should be declared where the value of it was thought to have exceeded £25 (gifts) or £40 (hospitality)		None
3.	Nomination of Substitutes	Chair	None
4.	Chair's Remarks (if any)	Chair	None
5.	Minutes of the last meeting	Chair	1 - 6
6.	Matters Arising	Chair	None
7.	Coventry - A Marmot City	Liz Gaulton/Sue Frossell	7 - 12
8.	Population Intelligence Hub Update	Lina Martino	None
9.	West Midlands Thrive Update	Sean Russell	None
10.	West Midlands on The Move	Simon Hall	13 - 20
11.	Date of next meeting - 3 April 2020		None



## **Wellbeing Board**

**Thursday 24 October 2019 at 1.00 pm**

### **Minutes**

#### **Present**

Councillor Izzi Seccombe (Chair)	WMCA Wellbeing Portfolio Holder
Councillor Paulette Hamilton (Vice-Chair)	Birmingham City Council
Councillor Nicolas Barlow	Dudley Metropolitan Borough Council
Councillor John Beaumont	Nuneaton and Bedworth Borough Council
Councillor Jasbir Jaspal	City of Wolverhampton Council
Councillor Farut Shaeen	Sandwell Metropolitan Borough Council
Ben Brook	West Midlands Fire Service
Guy Daly	Universities (Coventry)
Simon Gilby	STP Systems Leader NHS
Helen Hibbs	STP Systems Leader NHS
Sue Ibbotson	Public Health England
Paul Jennings	STP Systems Leader NHS
Lina Martino	Public Health England
Alison Tonge	NHSE
Sean Russell	Director of Implementation for Mental Health, Wellbeing & Radical Prevention

#### **In Attendance**

Lynne Bowers	New NHA Alliance
Simon Hall	WMCA
Henry Kippin	WMCA

#### **Item Title No.**

##### **15. Apologies for Absence**

Apologies for absence were received from Councillors Caan, Caborn and Grinsell and Andy Hardy.

##### **16. Nomination of substitutes**

The following substitutes had been received:

Simon Gilby for Andy Hardy.

##### **17. Chair's Remarks**

(i) Goodgym launch in Warwick – 16th October 2019

The Chair reported that she was pleased to announce that Goodgym had launched in Warwick last week and conveyed her thanks to Simon Hall and all those involved in the launch.

(ii) Offer for Veterans

In relation to the Armed Service Covenant, the Chair reported that it would be timely to look at what's on offer for veterans in our region and how the health sector responds to ex-forces personnel (with a view to submitting a report to a future meeting). Sean Russell reported that a meeting would be arranged with interested colleagues to look at how this would be taken forward.

(iii) Mental Health Star Awards – 29th January

Sean Russell reported that further to the recent email circulated on the Mental Health Star Awards, he was seeking support from members to encourage colleagues and partners to submit nominations for the Mental Health Star Awards before the closing date for entries on 3 November. He added that the event on 29 January would celebrate the great work being undertaken in mental health and asked colleagues to note the date in their diary.

(iv) 'Walk Out of Darkness' – May 2020

Sean Russell reported that the 'Walk Out of Darkness' event, a 6 mile walk around Birmingham City Centre to support the Zero Suicide Ambition was planned for a date in May next year and further details would be circulated to colleagues in due to course. In the meantime, Sean Russell asked if members could nominate an officer lead to support the event.

(v) High Street Health Checks

Sean Russell reported that consideration is being given to what high street health checks might look like moving forward and a paper would be shared with colleagues before the next meeting.

(vi) Chatty Cafes

In relation to the Mayor's initiative of taking forward 'Chatty Cafes' (the scheme seeks to reduce loneliness by getting people chatting), Sean Russell reported that the WMCA was seeking to increase the number of Chatty Cafes in the West Midlands from the current 60 cafes and a leaflet providing more information was available following today's meeting. He added that 20th January 2020 was officially designated as 'Blue Monday' and it was hoped that Chatty Cafes could help support people on this day.

(vii) Violence Reduction Unit

Sean Russell advised the board that a report on the Violence Reduction Unit would be submitted to the next meeting.

(viii) Local Authorities input into future Wellbeing Board meetings

Sean Russell reported that he would like to hear from local authorities on 3 health/ wellbeing initiatives that they are really proud of and asked that Coventry and Warwickshire authorities report to the next meeting on 24 January 2020; Birmingham to the meeting on 3 April 2020 and the Black Country authorities to the meeting in July (to be arranged).

(ix) Farewell to Henry Kippin

The Chair informed the board that this meeting was Henry Kippin's last, as he would be leaving the organisation in December to take up a post with the North of Tyne Combined Authority. The Chair thanked Henry Kippin for all his work in taking forward the joint ambition for the region and wished him well for the future.

**18. Minutes of the last meeting**

The minutes of the meeting held on 19 July 2019 were agreed as correct record.

**19. Population Intelligence Hub**

The board considered a joint report from the Implementation Director Wellbeing, Director of Public Service Reform and the PHE/WMCA Consultant in Public Health that provided an update on the current position of the Population Intelligence Hub and reported on progress on intelligence projects to date.

It was noted that the Population Intelligence Hub is a virtual intelligence hub established by PHE in collaboration with WMCA and is intended as a resource for the whole of the West Midlands and a focal point for placed based intelligence on population health outcomes.

Lina Martino, PHE/WMCA Consultant in Public Health, outlined the report and highlighted progress being made on 3 key areas; demonstrating impact, delivering solutions and increasing capacity.

The board noted the importance of ensuring the Population Intelligence Hub includes information from communities and all sectors, including the voluntary sector to ensure it provides an effective resource for policy development.

Alison Tonge reported that work is being undertaken to develop decision support tools to look at how decisions are made in taking forward a priority.

Lina Martino concurred with the need to obtain more information from communities and that she would linking-in with Alison Tonge and NHSE on the work they are undertaking.

The Chair reported that she was interested in asking people what works for them and what they want.

Resolved : That the proposed updates to the Population Health Intelligence Hub projects be agreed

**20. Proposal for Consultation on a 'Healthy Weight' Action Plan**

The board considered a report of the Implementation Director Wellbeing, that provided a high level overview of a potential draft of the Health Weight Strategy framework for the West Midlands that was attached to the report as Appendix 1, 'Healthy Weight in the West Midlands : Strengthening Partnerships for Collective Action 2019- 2030'.

The report highlighted the overarching ambition for the West Midlands, outlining the four key pillars of the framework (Leadership and enabling change; healthy environment; healthy settings and healthy people) and the need for engagement from partners, stakeholders and citizens of the West Midlands to tackle obesity across the region.

It was noted that following consultation with Lead Wellbeing Members and Health and Public Health Partners, it was hoped the draft framework would be formally signed off in early January 2020 before a broader consultation was undertaken with wider partners, stakeholders and the public in the early part of 2020.

Councillor Hamilton, Vice-Chair and WMCA Wellbeing Board sponsor for healthy weight (previously childhood obesity) introduced the report and urged colleagues to get involved in the consultation and to encourage their Public Health Director to comment on the framework.

The Implementation Director Wellbeing, Sean Russell and the Director of Public Service Reform, Henry Kippin, echoed Councillor Hamilton's comments regarding the need for engagement by all partners and communities to take forward this work and the need for more collaboration across the region.

Councillor Hamilton outlined the work being undertaken by Birmingham in partnership with the Food Foundation and reported that she would be interested to learn what other areas are doing with regards to the food environment.

In relation to a comment from Helen Hibbs regarding the need for an easy read version of the document to be available for the public consultation, the Implementation Director Wellbeing reported that an easy read version would be produced and available for the public roadshows following a review of the document and an agreed final version.

Resolved :

1. That work be undertaken with officers to develop an agreed final consultation document and
2. That the proposed timetable for stakeholder consultation be agreed and support for the consultation be endorsed.

## **21. West Midlands Thrive Update**

The board considered a report of the Implementation Director Wellbeing that provided an update on progress of the key programmes of work within the Thrive West Midlands Mental Health Commission Action Plan.

The Implementation Director Wellbeing, Sean Russell highlighted the progress being undertaken on key programmes including Thrive At Work, Thrive Into Work, Community Sentence Treatment Requirements and the Housing First Programme.

In relation to an enquiry from Helen Hibbs as to how the Thrive Into Work programme could be embedded into STPs given the start/stop nature of the programme, the Implementation Director Wellbeing reported that he would welcome the opportunity to embed Thrive Into Work into the NHS Long-Term Plan.

The Chair conveyed her congratulations to Sean Russell for all the work being undertaken to improve mental health since the Thrive Action Plan was launched almost three years ago in January 2017.

Resolved: That progress in the delivery of the current priorities be noted.

## **22. West Midlands On The Move**

The board considered a report of the Physical Activity Policy and Delivery Lead that outlined the achievements in delivering 'West Midlands On the Move' and set out the next steps to develop a West Midlands partnership to get more people to be active and to reduce the inequalities of those who take part.

The Physical Activity Policy and Development Lead, Simon Hall outlined the progress being made across the various programmes notably, 'Include Me WM' and the work being undertaken with disabled people.

The Physical Activity Policy and Development Lead also updated the board on collaborative engagement and the proposal to establish a WM on the Move Executive /Partnership Group with stakeholders to drive forward common work.

Ben Brook considered that more collaborative working was required and reported that West Midlands Fire Service has a 'Fire Fitness' programme that supports diversity and helps with recruitment.

The Physical Activity Policy and Development Lead and the Implementation Director Wellbeing, undertook to follow-up with Ben Brook with regards to the fitness programme provided by West Midlands Fire Service.

Resolved:

1. That progress in the current delivery of priorities for West Midlands on the Move be noted;

2. That the WMCA explore the wider potential of Include Me WM in delivering a more inclusive and customer focused West Midlands be agreed;
3. That the terms of reference for the WM on the Move Executive Group reporting into the Wellbeing Board be noted.

**23. Date of next meeting - 24 January 2020**

The meeting ended at 2.45 pm.



## Wellbeing Board

<b>Date</b>	24 January 2020
<b>Report title</b>	Coventry – A Marmot City
<b>Portfolio Lead</b>	Councillor Izzi Seccombe - Wellbeing
<b>Accountable Chief Executive</b>	Deborah Cadman - WMCA
<b>Accountable Employee</b>	Liz Gaulton, Director of Public Health and Wellbeing, Coventry City Council
<b>Report has been considered by</b>	

### Recommendation(s) for action or decision:

To note the briefing on Coventry as a Marmot City.

#### 1. Purpose

To brief the Board on the background, progress and impact of delivering the Marmot City approach in Coventry to date.

#### 2. Background

**2.1** Coventry is a young, ethnically diverse and growing city with two major universities, and has a higher than average concentration of areas of deprivation. The city has significant health inequalities and differences in life expectancy and healthy life expectancy closely mirror the Indices of Multiple Deprivation map of Coventry. In 2012 inequality in male life expectancy at birth was 11.7 years between highest and lowest income deciles, whilst inequality in female life expectancy at birth was 7.9 years. Recognition of the gap in life expectancy and budget challenges at Coventry City Council led to a decision by the Council to pursue becoming a *Marmot City*, attempting a city-wide whole-systems approach to reducing the social gradient in health. Alongside this, HM Inspector of Schools published a report in which Coventry was singled out for its exceptionally poor educational attainment. The evidence regarding health impacts of education presented in the Marmot Review were, according to some Council Members, an additional influence on their thinking as to how to improve schools.

In 2013, seven cities including Coventry were designated *Marmot Cities* in England and received national expertise and support from the Institute of Health Equity and Public Health England. Of these, Coventry was the only city to renew this commitment in 2016 and continue to use the title.

In becoming a Marmot City, Coventry City Council's approach to adopting the Marmot principles drew on the literature of 'assets-based approaches': seeking to identify needs whilst working with existing strengths and assets in the city to find solutions and build on what is 'strong' in relation to those needs.

## 2.2 The Marmot Approach

Adopting Marmot was heavily influenced by strong support among senior leaders that made it possible to communicate the approach across the Council. The base included the Leader of the Council, the Chief Executive, the Cabinet Member for Health, and the Director of Public Health and Wellbeing. The commitment across political and corporate strands of leadership to taking a whole systems approach allowed several levers to be used at once to galvanise action.

Partners were invited to form a Steering Group with the aim of developing a Marmot City Action Plan and act as the vehicle for ensuring it was delivered. The Steering Group is co-chaired by the West Midlands Fire Service and Cabinet Lead for Public Health and reports directly to the Health and Wellbeing Board. Its membership includes representation from the Council (Public Health, Employment Services, Libraries and Adult Social Care), Public Health England, Voluntary Action Coventry, Coventry and Rugby Clinical Commissioning Group, West Midlands Fire Service, West Midlands Police, Department of Work and Pensions, Chamber of Commerce and Welfare Advice Services.

Importantly, the approach does not receive any additional funding, and underpins the work on achieving public health objectives with diminishing resources.

Subsequently, when the programme was reviewed and renewed in 2016, an updated Marmot Action Plan was launched with the same aims but a reduced number of priority areas for action, as it was felt that the group needed to be more focused, reflect local pressures and be aligned with the Council's priorities for Coventry. The new priority areas for action were:

- *Tackling inequalities disproportionately affecting young people.*
- *Ensuring that all Coventry people, including vulnerable residents, can benefit from 'good growth', which will bring jobs, housing and other benefits to the city.*

The above refresh maintained a focus on the six policy objectives recommended in the Marmot Review (often referred to as the 'Marmot Principles'):

- Give every child the best start in life
- Enable all children, young people and adults to maximise their capabilities and have control over their lives
- Create fair employment and good work for all
- Ensure a healthy standard of living for all
- Create and develop healthy and sustainable places and communities
- Strengthen the role and impact of ill-health prevention

A Poverty Summit was held in November 2018 to look at how Coventry could tackle the impact of poverty as an integral part of health inequalities. The Marmot Steering Group committed to taking forward priorities identified through this summit and subsequently established working groups to take these priorities forward. These groups were identified as poverty and employment, health, and lifelong learning.

## 2.3 Key achievements

The two headline measures of health inequality are the gap in life expectancy (LE) at birth, and the gap in healthy life expectancy (HLE) at birth: the difference in the number of years a child born today can expect to live in good health between the most and least deprived areas.

Nationally, inequality in LE at birth increased between 2012-14 and 2015-17, and for females in particular this was due to a reduction in LE at birth among females living in the more deprived areas and an increase in those living in the least deprived areas.<sup>1</sup> A similar pattern, though smaller increase, was found for inequality in male LE and HLE at birth. The only sign of narrowing inequality was in female HLE at birth, which reduced by 0.9 years, according to the same ONS release.

In Coventry, average HLE is improving, and the city now ranks high compared with statistical neighbours on this measure. Between 2012-14 and 2015-17, male HLE has increased from 61.3 to 62.9 years, and female HLE from 63.4 years to 63.5 years. These figures place Coventry joint second of 16 statistical neighbours (SNs) for male healthy life expectancy (previously 8<sup>th</sup> in 2012-14) and first among SNs for female (previously second in 2012-14).<sup>2</sup>

Meanwhile average life expectancy at birth of males in Coventry has risen, from 78.1 (2011-13) to 78.3 (2015-17), placing Coventry 7<sup>th</sup> among SNs (previously 6<sup>th</sup>). Female life expectancy has increased from 82.2 to 82.4 over the same time-period, placing Coventry 10<sup>th</sup> of 16 SNs on this measure (previously 7<sup>th</sup>).

Whilst healthy life expectancy data at ward level is not available, inequalities within Coventry have unfortunately widened, among males the inequality in life expectancy at birth increased by 1.2 years and among females the gap widened by 1.2 years (both figures for the period 2012-14 to 2015-17).<sup>3</sup>

Between 2015 and 2019, Coventry saw a reduction in the number of neighbourhoods among the 10% more deprived in England from 18.8% to 14.4%. This is unique among cities in the West Midlands, in which no other city has improved on this indicator.

Although it is difficult to attribute changes in population life expectancy and healthy life expectancy to work carried out in specific projects, there have been a number of successful policies and programmes across the city which are likely to have contributed to a reduction in health inequalities. These include:

- Inclusion of health inequalities as a consideration in Equality Impact Assessments of key policies
- Inclusion of health inequalities in the Coventry Local Plan
- Creation of Planning guidance documents to influence health impacts of residential developments and restriction of hot food takeaways.
- A Housing Scrutiny Committee effort to raise housing standards in the private rental sector by developing a licensing scheme for landlords.
- The Thrive at Work Charter programme (developed with WMCA) supports organisations to provide a workplace which promotes health and wellbeing for its employees
- The impact of the Marmot City status on major bids, such as City of Culture and European funding bids
- The successful employment support programmes run in partnership with a number of organisations and financed via European funding.
- Health and wellbeing and inequalities embedded in the Council Plan

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<sup>1</sup> <https://www.ons.gov.uk/peoplepopulationandcommunity/healthandsocialcare/healthinequalities/bulletins/healthstalexpectanciesbyindexofmultipledeprivationimd/2015to2017>

<sup>2</sup> 'Statistical neighbours' refers to the Chartered Institute of Public Finance and Accountancy (CIPFA) Nearest Neighbours model. This uses measures of similarity between Local Authorities, and includes variables such as population size, age distribution, the proportion in social rented accommodation and several other factors that influence the comparability of outcomes between authorities. Statistical neighbours are the 16 authorities with the most similarities on these variables.

<sup>3</sup> Among males the inequality in life expectancy at birth increased from 9.2 years in 2012-14 to 10.9 years in 2015-17 between those in the least and more deprived decile. Among females the gap widened from 8.8 years to 10.0 years between the same groups, with life expectancy increasing by 1.7 years in the highest decile and falling 0.8 years.

- Health inequalities alongside the Equalities Act in all major policy decisions (adopted by West Midlands Fire Service)
- Cycle Coventry – ensuring cycle infrastructures and training in more deprived parts of the city
- Increase in the % of children with good development by the end of reception year
- 16.5% more Coventry residents in work than 5 years ago, when the Job Shop opened

A wide ranging and robust evaluation of the Marmot Programme in Coventry was carried out in 2019. It was overseen by the Institute of Health Equity, Public Health (Coventry City Council) and Public Health England and focussed on the impact of the Marmot programme and how the partnership approach has affected health inequalities across the city. This evaluation is due to be launched in 2020 alongside the 'Marmot Review – 10 Years On'.

The interim findings from the evaluation in Coventry include:

- Being a Marmot City, programmes are 'co-produced' by partners rather than delivered, meaning it relies on the active participation of Steering Group members and partner organisations to drive action. Many of the activities influenced by the Marmot City status do not have a direct link back to the Steering Group.
- For many organisations, joining the Marmot Steering Group was based on already understanding the impacts of social determinants on health, and a willingness to work in partnership to reduce the impacts of austerity as much as to reduce health inequalities.
- The Marmot City title has successfully been used as evidence of combined commitment to address social determinants of health when applying for grant funding.
- Being a Marmot City has made it possible to embed consideration of the impacts that Council policies and investments have on health inequalities across the organisation.
- Strengthen application of the principle of proportionate universalism across the council and partners.
- Consider the language used and relationship with the community, how could the approach be communicated, either itself or as part of One Coventry, to convey a positive vision and story.
- Agree a clear definition in lay terms of concepts such as the social gradient, social determinants of health and proportionate universalism, that can be applied in all public messaging for consistency of meaning and purpose.

## 2.4 Next Steps

Following the renewed commitment to continue to address health inequalities in Coventry, and the 'Marmot: Now What?' workshop held in October 2019, the key priorities identified for the next three years (2020 -2022) will be:

- Tackling inequalities disproportionately affecting young people
- Ensuring that all Coventry people, including vulnerable residents, can benefit from 'good growth' which will bring jobs, housing and other benefits to the city
- 0-5 years olds
- Income inequality

A new action plan will be developed to take account of these priorities and will also reflect the updated Health and Wellbeing Strategy as described below, the recommendations from the 2019 Director of Public Health Report (Bridging the Gap: Tackling Health Inequalities in Coventry, a Marmot City), and the 2019 evaluation of the programme to date. The Steering Group will oversee the development of the action plan and agree measures for quality on a six-monthly basis.

The work of the task and finish groups will continue, with a focus on the improvement of the quality of jobs and identification of projects which will contribute to the overall priorities, such as the feasibility of implementing tools which will help to proactively support vulnerable people.

The revised Coventry Health and Wellbeing Strategy takes a population health approach which enables a holistic view of everything that impacts on people's health and wellbeing across the whole population, with an emphasis on reducing inequalities in health as well as improving health overall.

A key element of the population health model is '**Wider Determinants**', and a key role for the Marmot Steering Group is to embed the Marmot City approach through working in partnership, with the aim of reducing health inequalities by addressing the social determinants of health, as set out in the diagram below.



Reducing health inequalities has, and will continue to be, integrated in the emerging City of Culture work programmes. This will leave a legacy improving health inequalities in Coventry.

### 3. Financial Implications

There are no financial implications as a result of the proposals in this report, the Marmot approach has at no point received additional funding.

### 4. Legal Implications

There are no legal implications as a result of the contents of this report.

### 5. Equalities Implications

The Marmot approach in Coventry has addressed, and will continue to address equalities, by ensuring that the most vulnerable and those living in the more deprived areas are targeted as appropriate.

## **6. Inclusive Growth Implications**

One of the priorities of the Marmot approach in Coventry is ensuring that all Coventry people, including vulnerable residents, can benefit from good growth, which will bring jobs, housing and other benefits to the city

## **7. Geographical Area of Report's Implications**

Delivery is either Coventry wide or in targeted locations where evidence suggests impact could be greatest

## **8. Other Implications**

None

## **9. Schedule of Background Papers**

- [Coventry Director of Public Health's Annual Report \(2019\) – Bridging the Gap](#)
- [Coventry Health and Wellbeing Strategy 2019-2023](#)



## WMCA Wellbeing Board

<b>Date</b>	24 January 2020
<b>Report title</b>	West Midlands on the Move
<b>Portfolio Lead</b>	Cllr Izzi Seccombe – Wellbeing
<b>Accountable Chief Executive</b>	Deborah Cadman OBE, West Midlands Combined Authority email: <a href="mailto:Deborah.cadman@wmca.org.uk">Deborah.cadman@wmca.org.uk</a> Tel: (0121) 214 7800
<b>Accountable Employee</b>	Simon Hall Physical Activity Policy & Delivery Lead Email: <a href="mailto:simon.hall@wmca.org.uk">simon.hall@wmca.org.uk</a> Tel: 0121 214 7093
<b>Report has been considered by</b>	Sean Russell, Wellbeing Director, WMCA

### Recommendation(s) for action or decision:

#### The WMCA Wellbeing Board is recommended to:

1. To note the progress in the delivery of current priorities.
2. To approve the strategy refresh by Summer 2020.

#### 1. Purpose

- 1.1 This paper outlines the progress and next steps in the delivery of the WMCA's West Midlands on the Move Strategic Framework and seeks the Wellbeing's support for this work.

#### 2. Background

- 2.1 In delivering its strategic framework, the WMCA's focus has been on convening the collaborative space for physical activity and working with stakeholders to influence and address some of the barriers preventing people being active.

### 3. Progress Headlines

#### Collaborative Engagement and Evaluating Impact.

- 3.1. On 9 January 2020, 25 physical activity stakeholders launched the West Midlands physical activity sector collaborative engagement programme, a yearlong programme to strengthen how we work together to make the West Midlands the best it can be in getting more people active.
- 3.2. This programme is being led by the University of Birmingham's Institute of Leadership and the Leadership Centre working with Local Authorities, Active Partnerships and regional and national organisations such as Transport for the West Midlands and the Public Health England, will develop shared principles and values, explore shared accountability, priorities as well as applying learning from different practice. The Wellbeing Board's support for the development, monitoring progress and impact remains key to its success.

#### Include Me West Midlands

- 3.3. 42 organisations have pledged their commitment to Include Me West Midlands and more inclusive and customer centred service delivery ranging from Local Authorities to small medium enterprises. We are now being clear where organisations are wanting to improve services: communications, training and connecting to disability organisations. The WMCA has contracted the Leadership Centre to develop and implement the evaluation framework and how change (to whatever degree) is captured and learning apply. We seek the Wellbeing Board support in amplifying this work locally, understanding and promoting success. The progress is summarised below.



- 3.4. Disability Rights UK is contracted by the WMCA to lead work on connecting disability networks and developing the disabled citizens voice in future Include Me WM decision making. The Wellbeing Board members' knowledge and contacts with disability organisations in their area would be appreciated, which they can connect to our emerging WM Network. We will be bringing the initial learning and next steps to next meeting.

## Black Country Place Based Fund

- 3.5. Black Country Consortium has contracted its 3 organisations to lead work on resident engagement, monitoring and evaluation and system thinking. The Black Country is holding local focus groups and stakeholder events over the next couple of months, which provide the better understanding of the opportunities and the barriers that impact on people's active lifestyles and citizenship. This will inform the next steps.

## Mental Health through Sport

- 3.6. Over 180 delegates attended the 2<sup>nd</sup> Mental Health through Symposium in December 2019, organised by Birmingham and Solihull Mental Health Trust, Sport Birmingham, Doccia Sport, Newman University and the WMCA. The Symposium brought together leading speakers and programmes including the Chief Executive of Birmingham Commonwealth Games. The Symposium set out plans to increase the number of people trained in mental health awareness and a commitment to working together to normalise mental wellbeing in sport.
- 3.7. With the support of the WMCA, Sport Birmingham were successful in a West Midlands bid for Mind funding to establish a regional hub for mental health and support connecting mental health and sport organisations, increasing the awareness and opportunities for training and guidance.

## Goodgym Coventry, Solihull and Warwickshire

- 3.9 The WMCA's collaboration with Coventry CC, Solihull MBC and Warwickshire CC and Goodgym is demonstrating impact with 968 good deeds done by local runners across the areas from clearing areas to addressing loneliness by the end of November 2019. This is summarised below:



- 3.10 Work continues to embed Goodgym in areas connecting with adult social care providers and community groups. Work is planned to look at how Goodgym Birmingham can grow and adapt. We are asking the Wellbeing Board members in these areas to continue to track and promote the work and for Members from other areas to promote Goodgym

and other similar projects in their areas, inspiring people to be active by making a difference to communities.

## Walking and Cycling

- 3.11. Our collaborative work with Local Authorities and Transport for West Midlands (TfWM) continues to have an impact. The illustration of this work is summarised below:
- 3.12. The **Bike Life** report prepared by Sustrans in partnership with WMCA and local authorities and provides local area resident views on walking and cycling, providing a strong evidence base to support and drive work in the region. This year's report will be launched on 4 March 2020.
- 3.13. In March 2019, the WMCA Board approved the **West Midlands Strategic Local Cycling and Walking Infrastructure Plan** (DfT supported) which outlines a prioritised programme of investment. This included connecting health inequalities with transport priorities. This work has influenced a **£23m Transforming Cities Fund** (TCF) to deliver a prioritised programme of investment.
- 3.14. Supported by the Wellbeing team, £2m of TCF allocation formed the **Better Streets Community Fund**, an innovative community-focused grant scheme where WM residents submitted ideas to improve their local area for cycling and walking. During that time TfWM received over 140 applications from across the West Midlands, a list of successful projects is provided in Appendix 1.
- 3.15. Re-procurement started in September 2019 for a West Midlands wide **bikeshare scheme**, with the outcome known by Spring 2020. TfWM will be appointing a supplier through competitive dialogue to deliver a scheme across the West Midlands. It will link to our public transport network businesses, centres, universities and trip-attractors to provide more opportunities for cycling and the use of multiple modes of transport. TfWM will also investigate opportunities for e-bikes.
- 3.16. In 2019/20 the **Network Wide Cycle Parking Programme**, which aims to improve cycle parking capacity and quality across the network, will deliver cycle parking improvements at key transport interchanges across the region including Solihull rail station and Birmingham New Street. New cycle parking has been delivered in autumn 2019 at Coventry Pool Meadow and Wolverhampton bus stations.

## WM Violence Reduction Unit

- 3.17. Launched in October 2019, the [WM Violence Reduction Unit](#) (VRU) is a collaboration between Government, Public Health England, West Midlands Police, Office of the Police and Commissioner, Local Authorities and the WMCA to prevent serious crime by tackling the root causes. Physical Activity plays a powerful role providing safe havens and the mentors for people deemed at risk.
- 3.18. The WMCA led negotiations with the VRU for "Streetgames" to be lead work for the VRU on how we can build on some of the excellent diversionary work by building capacity in clubs and organisations to sustain activities beyond the holidays and aligned to VRU primary, secondary and tertiary violence prevention work. This is an important step change in the support for those at risk of violence or victims of violence. The project will share the learning with the Board at future meetings.

#### **4. Next Steps**

- 4.1 The report evidences the breadth and impact of work undertaken which will inform and be influenced by the collaborative engagement and evaluating impact work which the WMCA has contracted. We will work with local partners to embed this work.
- 4.2 This work, alongside the thinking on the Birmingham Commonwealth Games Wellbeing and Physical Activity legacy work will shape the refresh of "West Midlands on the Move" as we turn the Framework into a set of "Thriving on the Move" a small number of common physical activity priorities and actions for the region during the year.
- 4.3 The Wellbeing Board is asked to approve the start of the refresh of the Strategic Framework and to set out the future priorities and actions to the Board by Summer 2020.

#### **5. Financial Implications**

- 5.1 Funding for the delivery of the Sport England partnership and for social movements form part of the 2019/20 budget.
- 5.2 Any additional funding will be externally sourced.

#### **6 Legal Implications**

- 6.1 WMCA legal team have approved Sport England Award and have an agreed Grant Agreement and Memorandum of Understandings in place for relevant work stands.

#### **7. Equalities Implications**

- 7.1 An Equality Impact Assessment has been undertaken for WMCA and Sport England funded projects and progress against actions are monitored.

#### **8. Inclusive Growth Implications**

- 8.1 Data and intelligence has driven the development of targeted inclusivity and geographical areas to reduce levels of inactivity and inequalities in those who take part.

#### **9. Geographical Area of Report's Implications**

- 9.1 Delivery is either West Midlands or in targeted locations as a trial or where evidence suggests impact could be greatest.

#### **10 Other Implications**

None

#### **11. Schedule of Background Papers**

## Appendix 1

### Better Streets Community Fund – Successful Projects 2019/20

Working in partnership with Local Authority Officers and WMCA public health colleagues all applications were assessed against a set of 10 criteria including affordability, deliverability, impact on modal share and levels of deprivation. Using this assessment process each Local Authority was then tasked with producing a shortlist of schemes that fit into the £250,000 allocation and a separate list of small measures which would be submitted into an additional small measures portion of the Better Streets Community.

#### Birmingham

- **Woodgate Valley Country Park:** The Better Streets Community Fund will be funding the widening and resurfacing of the main pathways around Woodgate Valley Country Park to allow for people using adapted bicycles to use their routes. There will also be a contribution made to a local charity to provide adapted bikes and storage for them with the aim of creating a hub for inclusive cycling.
- **Wheeler Lane and Barns Lane:** The Better Streets Community Fund will be funding an improved crossing across the busy roads of Wheeler Lane and Barns Lane. This is to improve safety and access to the 5 schools in the local area.
- **Soho Road in Bloom:** The Better Streets Community Fund will be funding the expansion of the Soho Road in Bloom project which aims to make the Soho Road a more pleasant place to walk and shop. The funding will go towards more planters which will reduce pavement parking and aid in improving air quality.
- **Clifton Primary School:** The fund will provide Clifton Primary School with a number of Parking Buddies which aim to reduce the amount of pavement parking outside of their school. This will help make the trip school a safer and happier experience.
- **Sparkbrook/Balsall Heath:** The Better Streets Community Fund will be providing funding for cycle parking outside a community hub in Sparkbrook/Balsall Heath. This will give local people the opportunity to cycle to their community hub without the concern of not knowing where to park their bike.
- **Summer Lane Canal Access:** The Fund will be contributing towards the improvement of the canal access point on Summer Lane. The access currently has steps which make it difficult for cyclists and those with mobility issues to gain access to the canal, the improvements will aim to remove these steps to make it more accessible.
- **Tangmere Drive Crossing:** Improvements to a crossing on Tangmere Drive to improve access to local facilities.

#### Coventry

- **Charterhouse Community Corridor:** The Better Streets Community Fund will be funding the first stage of the Charterhouse Community Corridor. Working with Historic Coventry Trust the funding will be used to create a safe, accessible, off road cycle link between the local residential areas to and the historic Charterhouse building in Coventry. The result being a completely traffic free walking and cycling route which can be used by everyone in the local community.

- **Stoke Aldermoor:** This project aims to make the community of Stoke Aldermoor an easier place to walk and cycle around. This will be done with improvements to signage, lighting and cycle parking within the community.
- **Allesley Park:** The project aims to improve the pedestrian and cycling access to Allesley Park in Coventry. This will be done by delivering a new crossing across Allesley Park Drive as well as safer entrance for pedestrians and cyclists to the park itself.
- **Local Nursery:** The Better Streets Community fund will be providing funding to add cycle parking to a local nursery to allow parents to cycle their children to school.
- **Parkride:** The Better Streets Community Fund will be contributing towards the setting up of a Parkride Inclusive Cycling Centre in Coventry. The funding will be a contribution towards the provision of adapted bicycles and storage for them.
- **Stivichall Primary School:** The Better Streets Community Fund will provide funding to improve cycle parking outside Stivichall Primary School to enable more children from the local community to cycle to school.

#### Dudley

- **Howley Grange Park:** This project will deliver footpath improvements on Howley Grange Park providing a strategic walking and cycling route helping to link this area of Halesowen with Woodgate Valley in Birmingham.
- **Thorns Road:** The Better Streets Community Fund is providing funding to improve two crossings across the busy Thorns Road near Quarry Bank. The crossing will allow the students from Old Park School and Thorns Primary School to cross the Thorns Road more safely while also allowing better access to the green space provided by Stevens Park.
- **Wordsley School:** The Better Streets Community Fund is providing funding to improve the crossing outside Wordsley School in Dudley by improving it to a toucan crossing allowing both cyclists and pedestrians to cross safely. This will improve access from the school to nearby residential areas as well as the recently resurfaced canal towpath network.

#### Sandwell

- **Millenium Community Centre and Friar Park Primary School:** Two applications for the Better Streets Community Fund were submitted within close proximity of each other asking for improvements near the Millennium Community Centre and Friar Park Primary School. This project will provide improvements at and between these two locations providing a safe and enjoyable space for local people to walk and cycle.
- **Smethwick Old Church and Dorothy Parkes Community Centre:** This project will aim to improve the public space outside of Smethwick Old Church and Dorothy Parkes Community Centre by reducing traffic speed and making it easier for people to walk and cycle in their local community.
- **Blackheath:** The Better Street Community Fund will contribute to improving the accessibility of an existing crossing for cyclists and those with mobility issues by providing small amount of dropped kerb. The crossing in Blackheath forms a part of an existing cycle route between Blackheath and Rowley Regis Train Station and this small improvement will help improve this route.
- **West Bromwich Town Centre:** This project will provide public cycle parking outside of the YMCA in West Bromwich Town Centre. Allowing people attending the YMCA and the wider town centre to be able to park their bikes securely.

## Solihull

- **Berkswell Project:** The Better Streets Community Fund will be funding the start of the Berkswell Project, which aims to make the local area a better place for cycling and walking by engaging the local community.
- **Green Hill Way Day Centre:** This project will provide benches and planters on the local streets around Green Hill Way Day Centre. The aim of this is to improve the area for the local elderly population making their local area a more pleasant place to walk around.
- **Willow Park, Balsall Common:** This project will provide new cycle parking at Willow Park in Balsall Common with the aim of encouraging local people to cycle to the park.

## Walsall

- **National Cycle Route 5:** The Better Streets Community Fund will provide funding to improve accessibility on National Cycle Route 5 in Walsall and improve a the link between NCN5 and Walsall Town Centre. The aim being to give all of the local community the opportunity to access the town centre and NCN5 by bike.
- **Hawes Road:** This project will aim to deliver cycling and walking improvements along Hawes road with the aim of encouraging local residents to walk and cycle more. The project will widen footpaths and calm traffic to make the area a more pleasant place for the local community to become more active.
- **Aldridge High Street:** This project will add cycle parking to Aldridge High Street outside of Aldridge Social Club, as well as adding some planters and other improvements to the public realm improvements. The aim of this project is to make the town centre a more attractive place to cycle to in the hope of reducing congestion in the town.
- **Walsall Rugby Club:** The Better Streets Community Fund will help make Walsall Rugby Club a cycling hub for the local community. The aim is to build new cycle storage and provide a balance bike area for members of the local community to engage with cycling.

## Wolverhampton

- **Cycleways and Signage:** This project will make minor improvements to cycleways and signage around a local community of Wolverhampton.
- **Wednesfield Road:** The Better Streets Community Fund will help support the delivery of improvements along the Wednesfield Road with the aim of creating a strategic cycling link into the Town Centre.
- **Park Village Education:** The Better Streets Community Fund will help Park Village Education become a cycling centre for its members and the wider community. The project will provide cycle parking, maintenance equipment as well as an area in cycle training can take place.
- **Aldersley Stadium:** The Better Streets Community Fund will be contributing towards the setting up of a Wheels for All Inclusive Cycling Centre at Aldersley Stadium in Wolverhampton. The funding will be a contribution towards the provision of adapted bicycles and storage for them.