



WEST MIDLANDS
COMBINED AUTHORITY

Wellbeing Board Meeting

Date	Friday 19 January 2018
Report title	West Midlands on the Move physical activity implementation.
Cabinet Member Portfolio Lead	Councillor Bob Sleigh – Deputy Mayor & Wellbeing Board Chair
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Report to be/has been considered by	Cllr Kamran Caan Cabinet Member for Health and Sport, Coventry CC & WMCA Political Physical Activity Champion.

Recommendation(s) for action or decision:

The Wellbeing Board is recommended to:

1. Note the physical activity outcome of the West Midlands Devolution deal and discussions with Local Authorities and the approve a collaborative approach to work Government, local authorities and commissioning agents to pilot work to get more people active.
2. Congratulate Birmingham, Coventry and Solihull for their considerable success in securing major events and investment into sport and physical activity, for which the West Midlands will benefit.
3. Approval for the WMCA to open discussions on a West Midlands wide co-ordinated commitment (legacy) to get more people active leading to and post Games.
4. Agree to receive a report at the next meeting on the developing Sport England framework and the scope of the disability and physical activity work.

5. Approval the initial priorities set out in this report.

1.0 Purpose

- 1.1 The WMCA Wellbeing Board is timely given the significant recent sport, culture and physical activity announcements such as the City of Culture and Commonwealth Games which has the potential to increase economic growth and improve wellbeing and physical activity. This report seeks consideration and approval for a number of inter-connected West Midlands on the Move physical activity priorities.

2.0 Background

- 2.1 Following WMCA Board approval, the Mayor and Deputy Mayor launched the “West Midlands on the Move” Strategic Framework in November 2017. A strategic Framework, which aims to reduce the levels of physical inactivity and inequality that exists in the West Midlands. The West Midlands continues to have the highest levels of adult physical inactivity in England.
- 2.2 Too often physical activity has not been built into the way we live, work and travel as well as spending their leisure time. Too address this challenge at scale, we need to work collaboratively and further up the system. This is why West Midlands on the Move focuses on those WMCA responsibilities which have the greatest potential to get people moving and active including transport, housing and land, wellbeing, productivity, employment and skills as well as digital economy and community resilience. In doing so, contributing to the West Midlands Industrial Strategy and Inclusive growth.
- 2.4 The strategic framework provided the context for the physical activity elements in the 2nd Devolution Deal and the exciting announcements of the City of Culture, Commonwealth Games and Sport England’s Place based pilots provides an important platform and new context to take forward the implementation of this work.

3.0 Physical Activity and Devolution

- 3.1 The West Midlands second devolution deal included discussions with Government to devolve some physical activity and policy resources to the West Midlands including the Primary School Sport Premium (Sugar Tax Levy and cycling/active travel). Although unsuccessful, the Government confirmed that increasing levels of physical activity and reducing inequalities is of the “utmost importance”.
- 3.2 In the second devolution deal, Government added that “Government will work with the WMCA, Local Authorities and other commissioning agents to fund and deliver local pilots to get more adults and children and young people active”. This provides an opportunity to demonstrate to Government our collaborative approach and the social value impact of getting more people active. A key feature of this work will be brokering new partnerships with commissioners to strengthen the potential to go back to Government with further proposals.

4.0 Commonwealth Games and City of Culture

- 4.1 The WMCA congratulates Coventry for winning the City of Culture 2021 and Birmingham for the Commonwealth Games. A great opportunity for West Midlands people, economic growth (pre, during and after) and a “once in a lifetime” opportunity to use international events to boost the economy; improve wellbeing and get more people active (and those who are active doing more). For example, Glasgow’s Commonwealth Games contributed £740m to the Scottish economy. 2,100 additional jobs from 2007-2014 and also the prompt to introduce the City Cycle Hire scheme.

- 4.2 The City of Culture bid includes opportunities to encourage more people to move and be active around the City such as through its heritage trail, walking and cycling as well as volunteering.
- 4.3 The Commonwealth Games will see an exciting new volunteer/ "Gamesmakers" programme for which we should encourage a commitment to improving mental wellbeing through volunteering. There is also lots of communication and opportunities about shaping a Commonwealth Games legacy focusing on grass roots and getting more people active. Rather than waiting for the Games to finish, West Midlands on the Move encourages a co-ordinated 4 year commitment across the West Midlands to getting more people active leading up to the Games which then beyond.
- 4.4 The WMCA is encouraging a co-ordinated West Midlands wide approach to take this forward and use the opportunity to work with Government that is set out in the response to Devolution 2 to deliver innovative pilots to get more people active. There is also additional Sport England funding available to support activity to get more people active alongside major events.
- 4.5 The WMCA seeks the Wellbeing Board's approval to open discussions with Birmingham City Council and other local authorities and stakeholders to encourage a West Midlands wide approach to a West Midlands commitment to improve wellbeing and physically active leading to and beyond the Games and to report to the Board at the next meeting on the scope of this work.

5.0 **Sport England and Birmingham and Solihull Placed Based Pilot**

- 5.1 The other major sport announcement late last year was the success of Birmingham CC and Solihull MBC in being selected as 1 of the 12 national Sport England Place Based Pilots. Place based pilots focuses on working with communities to understand and address both the system and individual behaviour changes to get more people active. Birmingham's and Solihull's innovative partnership focuses on working with some of the deprived communities across the 2 Boroughs. This also includes a commitment to share learning across the West Midlands.
- 5.2 Coventry CC was not successful with its bid, however Sport England has agreed a commitment to work with the Council to take elements forward. This evidences the commitment to innovative pilots and collaboration across the West Midlands.
- 5.3 The Wellbeing Board also gave the WMCA approval to open discussions with Sport England. These have focused on West Midlands on the Move priorities and what could be achieved by working at a West Midlands level that brings added value and does not cut across their commitments to Local Authorities and organisations such as County Sport Partnerships. Sport England is designing a draft framework that connects their commitments across the West Midlands. We aim to work with the West Midlands on the Move Theme Group to shape this Sport England Framework bringing it to the next Wellbeing Board for consideration.

6.0 **Immediate Implementation Priorities**

- 6.1 Ongoing discussions with Local Authorities and stakeholders have shaped the WMCA immediate (first 2 year) priorities, where there is agreed added value in using resources across the WMCA. For example, the Strategy's media "[human power station](#)" launch demonstrated the static exercise bikes outside Coventry station which can be used to charge phones. This has generated considerable interest from local taxi drivers as well as from other areas to consider how we can pilot similar schemes across the West Midlands with an emphasis on reducing sedentary behaviours.
- 6.2 This is best summarised in the diagram below. A detailed draft delivery plan will be brought to the next Wellbeing Board meeting. In addition outline business cases are being developed with the West Midlands on the Move Theme Lead Group:



6.3 At the heart of this work is reducing the inequalities that exist in those who are taking part which we have termed “inclusive physical activity growth.”

7.0 Disability Centre of Excellence

7.1 Sport England’s Annual Active Lives Survey suggests that 80.6% of disabled adults are physically inactive across the West Midlands 3 LEP geography. The WMCA hosted a round table on 11 January with 15 disability stakeholders to explore the aspiration of working together to get the West Midlands the leading area for active disabled people. This was chaired by Cllr Caan and there was a key note speech from the West Midlands Mayor, A short verbal report outlining the findings and initial next steps will be provided at the next meeting.

8.0 Financial implications

8.1 Consideration is been given to how the WMCA works with Local Authorities, other commissioning agencies and stakeholders and Government to fund local pilots to get more adults and children and young people physically active, as set out in West Midlands second Devolution Deal.

8.2 There is no immediate financial implications flowing from this report.

9.0 Legal implications

9.1 There are no immediate legal implication flowing from this report.

10.0 Equalities implications

10.1. The Strategic Framework focuses on reducing levels of inactivity and the inequalities that exist by women; disabled people; black, minority and ethnic communities; lower socio-economic groups and by age, especially adults 45 years plus.

10.2 The WMCA with the West Midlands Mayor is encouraging a collaborative approach to become the leading area of the number of disabled people who are physically active.

11.0 Other implications

11.1 There are no further implications.

11.0 Appendix

11.1 Human Power Station launch

Appendix 1

Mayor Andy Street teamed up with former Olympian David Moorcroft to launch a new keep fit campaign for the region.

They were at Coventry railway station to launch the West Midlands Combined Authority's (WMCA) physical activity strategy [West Midlands On The Move](#)

David, the Coventry-born former Olympic middle and long distance runner and ex-chief executive of UK Athletics, joined the Mayor, WMCA and Coventry City Council staff to demonstrate a 'human power station'.



David Moorcroft and Andy Street (opposite) at the launch West Midlands On The Move at Coventry railway station.

This uses exercise bikes to generate electricity – with a work-out at the same time.

Mr Street said: “This is an issue that matters to every single citizen in the West Midlands.

“Physical inactivity is bad in some parts of the region, especially in disadvantaged areas, and we cannot be comfortable that it is not up to the same standards everywhere.

“If we don't get this right there will be lots more demands on public services such as the NHS, and on our mental and physical health, so we must change trajectory around physical activity.

“By doing so we make the West Midlands the kind of place where active communities are vibrant and attract people into them, along with more inward investment.”

David Moorcroft is a former middle and long-distance runner who represented Great Britain at the Montreal, Moscow and Los Angeles Olympics and held the world record for the 5,000 metres.

He said: “This scheme is a fantastic idea as the West Midlands suffers from some of the lowest levels of physical activity in the country.

“There are many reasons for this, so it's great to see the Mayor and leaders of the councils in the West Midlands working together to try and tackle it and get people active.”

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Cab drivers at the station were already queuing up for a go on the bikes and said they would like to see more.

Taxi driver Tara Heer said: “It’s great for us, so much better than sitting in cars all day – this is brilliant.

“It’s good to see the Mayor here promoting this and I think we need more - in the summer it is going to be packed.”

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