



## **Wellbeing Board**

<b>Date</b>	31 October 2018
<b>Report title</b>	West Midlands on the Move Update
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<b>Report has been considered by</b>	

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

The Wellbeing Board is recommended to:

1. Note the innovative Housing Deal and Wellbeing Design Code and agree to include this as a separate agenda item at future meetings.
2. Approve the 'West Midlands on the Move' Implementation Group terms of reference, membership and reporting.
3. Approve the draft headline priorities for Disability and Physical Activity.
4. Note the physical activity and social movement work.
5. Agree next steps in developing a WMCA partnership with Sport England.

## **1. Purpose**

This paper provides an update on West Midlands on the Move (WMotM) delivery which reflects the role the WMCA has in enabling collaboration and change across sectors which have an impact on shared West Midlands and local priorities to get people active.

## **2. Background**

### **Housing Deal Wellbeing Design Code Proposals**

1. At previous meetings, the Board received an update on the work being expertly led by Deborah Harkins Chief Officer for Health and Wellbeing for Dudley MBC and John Berry, Project Manager, Public Health England West Midlands working with a cross sector project team to shape the approach to Housing delivery and the subsequent opportunities to impact on population health and wellbeing.
2. We cannot stress enough the important role the built and natural environment has on health and wellbeing. Housing and land use policy presents an opportunity to address some root causes of ill health and health inequalities.
3. In March 2018, a Housing Deal between the WMCA and government was announced. This forms part of a programme of joint work and investment between the West Midlands and Government to deliver 215,000 new homes by 2031. This will involve delivery at a rate of nearly 16,000 homes a year compared to an average of 10,000 over the last three years.
4. In addition to the a significant increase in the release of land for new homes, the West Midlands Housing Deal focuses on innovative methods to deliver a brownfield first policy and joint working with partners to support delivery of a mix of tenure provision based on local housing need.
5. The project team has drawn on evidence to develop the following strategic principles, sufficiently broad to enable flexibility in application, but establish features of good quality healthy place making design across the West Midlands:
  - Healthy, affordable homes that enable people to retain their independence
  - Streets that provide, promote and prioritise accessible travel and movement for all
  - Access to the natural environment and high quality social spaces
  - Connected places, with access to services, social infrastructure & transport.
6. This is game changing work for the West Midlands in delivery future housing which has the potential long term to improve the impact on population health and wellbeing. A good example of the added value a WMCA approach can bring.

### **Next Steps**

7. Infographics and accompanying explanatory text are being developed to support the application of the referenced broad principles, which will be considered by the Housing and Land Delivery Board in December 2018.
8. Discussions are also on going to understand and agree the application of the principles in emerging work areas led by the WMCA Housing and Regeneration Directorate, including the:
  - a. The Spatial Investment and Delivery Plan
  - b. An emerging West Midlands Design Code

- c. Developing Town Centres
  - d. Advanced Methods of Construction (AMC)
  - e. Live opportunities to incorporate into developments
9. Given the significance of this work in addressing one of the wider determinants impacting on health and wellbeing and the potential implications this has for WMCA and local health and planning policies, it is proposed that this is a future Wellbeing Board agenda item presented by lead officers

### **WMotM Implementation Group**

- 10. To support the shift from planning to delivery has been reflected in an up dated Terms for the group responsible for leading the WMotM implementation. This includes Local Authority Senior Managers, County Sports Partnerships, Sport England and Public Health England. It is chaired by Public Health England's Physical Activity Manager.
- 11. The Board is asked to approve the Terms, which will mean the Group will steer the WMotM report.

### **“Include Me”. Improving Life Chances of Disabled People by being more active.**

- 12. With the WM Mayor’s support and led by Cllr Caan, this expert working group has been charged to determine what are the West Midlands actions needed to improve the life chances of disabled citizens in the West Midlands by becoming an exemplar region in those disabled citizens who are inactive. This work has been led by the WMCA with the expertise of the West Midlands Activity Alliance Engagement Adviser, Mark Fosbrook.
- 13. This far reaching research by the Working Group included academic evidence review, a call for evidence and listening events with disabled people and considered the provision and demand for sport, the role physical activity plays as part of a health care pathway and the wider barriers which may impact on disabled citizens.
- 14. In the West Midlands, 49% of disabled adults in the West Midlands and according to Public Health England, around 3.5m adults England wide are at greater risk of poor health due to inactivity. Our research also highlighted that inactivity also impacts on mental wellbeing, mobility and access.
- 15. The work is timely given the recent review of evidence of the “General Health Benefits in disabled adults” by Public Health England and Sport England (2018) and led by Birmingham University and co-produced with disabled adults and organisations, which sets out that:

*“there is no good evidence base that suggests being active is a risk for disabled adults” (Public Health England 2018)*

- 16. The first Infographic Guidelines on physical activity benefits for disabled adults have been produced and are set out in Appendix 2. The working group the promotion and adoption of these guidelines both by disabled people; providers and health practitioners and this is reflected in the recommendations.

17. However, the Group's research identified that the physical activity session itself was the "tip of the iceberg" of the issues and opportunities that are faced by disabled people.
18. The "**Include Me Report**" is been finalised by the Group and considers where West Midlands impact could be greatest given:
- Disabled people's perception of their disability or condition and the impact it has on their lives.
  - There is lots of good practice which has the potential to be delivered West Midlands wide, such as inclusion sessions in schools and Midland Mencap's "Parkride", inclusive family cycling scheme.
  - The WMCA's responsibilities for transport, housing, skills and mental health. This research combined with Transport for West Midlands consultation on its discretionary transport spend.
19. The consensus is that focus should be given to developing better engagement and awareness of a more inclusive approach on how services are delivery, initially starting working on the sport and physical activity sectors, transport and digital innovations. This also means that targeted work is needed where disability heavily impacts on people's lives.

### Inclusive and respecting choice

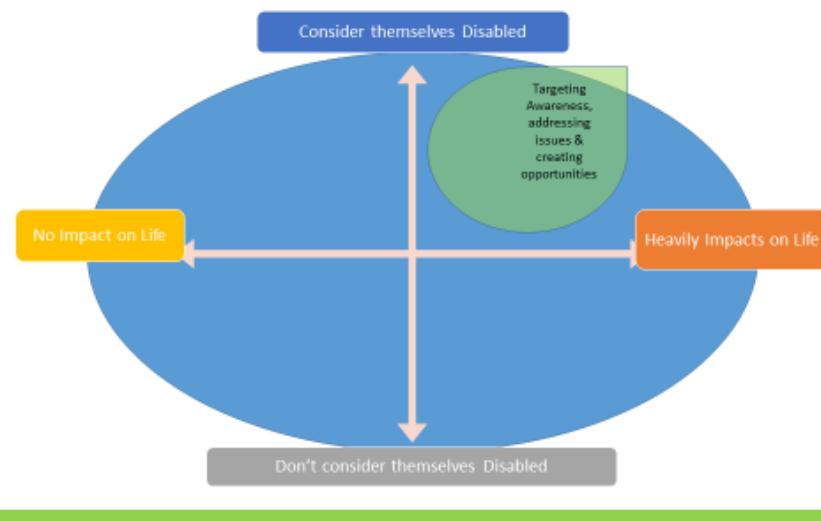


Figure 1- a more inclusive approach to delivery.

20. The following sets out the top 5 draft Priorities:
- Draft Priority 1: For the West Midlands to be an exemplar region in encouraging a more inclusive approach to sport and physical activity service delivery by driving awareness, engagement, support and reassurance.**
    - Why?**: whilst many providers already offer opportunities for disabled people to take part, disabled people told us that too often they are unaware of opportunities available to them or said what is offered is not appealing or accessible enough:

- ii. **How?**: To co-ordinate work across the West Midlands to become the first area to adopt and deliver the Activity Alliance's and Sport England's "[\*\*10 Principles\*\*](#)", which encourage an inclusive approach and making delivery more appealing. We will trial this adopt with a Local Authority and private sector partner with the intention to expand West Midlands wide from April 2019.

This trial will look at existing practice and principles which will need to be developed and where support is needed. This may mean some modest changes which can have a widespread impact such as buddy schemes helping and motivating people, whether visually or hearing impaired or a little anxious about taking part.

b. **Draft Priority 2: To support the development of a regional awareness raising for health and social care practitioners to promote and encourage disabled people to be active.**

- i. **Why:** Our research highlighted that one of the biggest barriers was the lack of physical activity advice and guidance from health and social care professionals for disabled people. There was some local good practice and pilots such as the Disability Rights UK work with social workers.
- ii. **How:** We will build on current best practice including the Disability Rights UK work by developing a joint campaign to promote the physical activity guidelines across health and social care professionals developing case studies of positive impact and providing information on local appropriate opportunities. Explore how social prescribing at scale can connect advice and guidance with community opportunities.

c. **Draft Priority 3: Working with Transport for West Midlands (TfWM) to make public transport for preferred choice for disabled people.**

- i. **Why:** The WMCA and TfWM research identified that the lack of access and availability; anxiety about travelling and the location of services in relation to public transport routes were seen as some of the significant barriers.
- ii. **How:** We will work with TfWM and user groups to raise awareness and confidence in transport routes by for example delivering transport planning schemes and explore how we can use digital technology to support travel planning, awareness and access. We will also support the expansion of schemes such as Midland Mencap's "Parkride" inclusive bike scheme West Midlands wide. We will also utilise the expertise of the Disability Minister's offer of her "Disability Champions Network" to develop and implement solutions.

d. **Draft Priority 4: To develop and promote a workforce programme to develop a sport and physical activity workforce reflective of the WM demographics and to build understanding of working with disabled people motivating them to get active.**

- i. **Why:** Our consultation highlighted that how the disabled customer service of our sport and physical activity workforce was very important

- in reducing anxiety, building confidence and encouraging more inclusive opportunities. This is about applying the “10 principles”. We also need a “someone like me” inclusive workforce reflective of the West Midlands demographics.
- ii. **How:** We will work with the sport and physical activity sector to increase training and awareness of inclusive activity and mental wellbeing and subject to funding, champion a recruitment programme to get more a more inclusive workforce (coaches, volunteers and managers and administrators).
- e. **Draft Priority 5: To explore the utilisation of digital technology to raise awareness of local opportunities for disabled people.**
- i. **Why:** Raising the awareness of local inclusive and specific physical activity opportunities were seen as very important for disabled people if we are to encourage behaviour change. Digital technology was highlighted as one of the main ways to do this, especially for children, young people and their families.
  - ii. **How:** We will pilot work on using digital technologies and the application of Swift and Open Data to provide local opportunities and to support transport planning. Working with disabled people to design solutions which utilise their communication channels.

## **Next Steps**

21. The Working Group are considering other policy, practice and funding priorities which will be included in a final report which will be available shortly. This will include we can develop a Disabled Citizens Network to take work forward and both policy influence and funding opportunities that the work will bring.
22. The Report will be circulated for consultation and presented to the WM Mayor later this year. Priority will be given to attracting funding to deliver immediate priorities.

## **Physical Activity as a social movement**

23. WMotM promotes physical activity as a social movement and WMCA is trialling work with social movements which encourage people to be active by tapping into their other motivations to help individuals and the community.

## **GoodGym – a physical activity and befriending older adult’s service**

24. An initial 3 year partnership with GoodGym to support its roll out across the West Midlands getting people active by working with adult social care to deliver such a service where the demand is greatest and delivering other good deeds.
25. Working with GoodGym, our priority areas have been where there is the greatest interest in running for GoodGym and where demand for support for isolated older adults is greatest.
26. In early October 2018, the Cabinet Member for Health and Social Care, Solihull MBC and the WM Mayor launched Goodgym Solihull, the first as a partnership

between a Local Authority and WMCA and the fifth GoodGym UK wide. At the launch they commented:

*"It's a win-win for runners get the motivation they need and for the older people the runners visits who get some help and chat at home"*

*Cllr. K Grinsell, Cabinet Member for Health and Social Care*

*"building stronger and sustainable communities is central to the WMCA's purpose, this project is a superb example of that"*

*Andy Street, WM Mayor*

27. The programme will start later in the winter initially targeted where there is the highest demand for support to older people (Age UK Heat map) and moving into North Solihull in Year 2.

### **Next Steps**

28. GoodGym Coventry will follow shortly early 2019 and connecting the existing GoodGym Birmingham with adult social care partners. Planning has started in Leamington and Wolverhampton where over 140 runners have registered an interest. Discussions are ongoing in Walsall with adult social care as a potential model of delivery and to explore the potential for work West Midlands wide.
29. A West Midlands approach will work towards a West Midlands ambition to get over 800 older people accessing befriending support by 2021.

**Daily Mile Foundation** –getting schools to sign up to their children doing the Daily Mile as part of their school day to improve health and school attainment.

30. Public Health England is promoting young people to do the Active Mile and one such way in the Daily Mile. There is a low take up by West Midlands primary schools to sign up to the Daily Mile. Our intelligence says that there are a number of local authorities and STPs who are all encouraging primary schools in the area to do the Daily Mile.
31. Sport Birmingham has recently secured Sport England funding to co-ordinate work across the City to get more schools signed up to the Daily Mile. The WMCA will be working with Sport Birmingham and those interested Local Authorities and partners to implement a West Midlands wide campaign..

### **Next Steps**

32. WMCA wants to work with partners to deliver a West Midlands campaign to get all schools and young people being active for at least a mile, by doing the Daily Mile.

**Bounce Alzheimer Therapy** – an adaptive table tennis game and table research trial working Alzheimer and dementia patients.

33. In partnership with the Birmingham and Solihull Mental Health NHS Foundation Trust, GJW Turner Charitable Trust and Loughborough University, the WMCA

- is working with the Bounce Alzheimer Therapy to trial this adaptive game at the Juniper Centre, Moseley Birmingham.
34. The trial is testing the findings of Japanese study which saw improvement in cognitive functions of early onset dementia patients.

### **Next Steps**

35. The table and training will be delivered to the centre later this year and launched to coincide with the first “Mental Health through Sport” Conference at Newman University in December 2018.
36. The trial findings will be available in Summer 2019.

### **Sport England Partnership**

37. At previous meetings, members were informed of an emerging partnership between West Midlands Combined Authority and Sport England, Government’s strategic lead for sport and lottery distributor. This partnership is about focusing on those work areas which will bring added value to local planning and delivery to getting more people active and reducing inequalities such as our disability work.
38. A meeting is scheduled for the 23 October 2018 and the Wellbeing Board will be briefed on outcomes at its meeting.

## **4. Financial Implications**

There are no additional funding implications beyond current WMCA commitments. The WMCA has also secured 2 days a week support from the Activity Alliance and Public Health England for the housing and disability work. Any additional funding will be externally sourced by the WMCA.

## **5. Legal Implications**

There are no additional legal implications at this time.

## **6. Equalities Implications**

The disability and physical activity work has been developed through consultation with Disabled people and specialist disability organisations. This includes securing the 2 days a week secondee from the Activity Alliance. The delivery of the priorities listed in the report will be co-designed with the emerging Disability Citizen’s Network and with stakeholders. The delivery also promotes an inclusive approach to delivery.

The social movement delivery is targeting specific inequalities which are listed in the report.

If secured Sport England investment will be targeted at addressing the inequalities that exist in who takes part.

## **7. Inclusive Growth Implications**

The disability and physical activity findings have identified the impact of transport, employment, housing and behaviours which impact on disabled people’s life chances by being more active.

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

The work streams are responding to the WMCA Board approved WMotM strategic framework and those areas which will bring added value to local provision. This includes where appropriate delivering work at scale and targeted work in local areas where there is consensus.

## **9. Other Implications**

There are no other implications associations with this report.

## **10. Schedule of Background Papers**

1. West Midlands on the Move Implementation Group Terms of Reference  
**West Midlands on the Move Implementation Group**

### **Terms of Reference. August 2018**

#### **Overall Purpose**

Reporting to the WMCA Board via the Wellbeing Board, the Group will lead the development, implementation and impact of the WMCA's Physical Activity Strategic Framework, "West Midlands on the Move 2017-30". This implementation will include demonstrating the scale of impact delivered by reducing levels of physical inactivity in achieving a healthier and more prosperous West Midlands

#### **Definition**

The Group's focus is on the World Health Organisation's<sup>1</sup> definition of physical activity with an emphasis on getting more people to adopt an active lifestyle.

Members acknowledge the relationship between economic prosperity and inclusive economic growth and getting people active. It is important that the group informs WMCA strategies and consider their impact on delivery. This may include preparing a group view and response.

Priority is actions needed to reduce levels of physical inactivity and inequalities which exist in the West Midlands Combined Authority area and where acting across the area of the WMCA will add additional value to actions at the local authority level.

#### **Scope**

1. To lead the implementation, monitoring and review of West Midlands on the Move which bringing added value to local delivery.
2. As part of the Strategy's implementation, shape and measure metrics needed to evidence progress and impact in reducing levels of inactivity, and its contribution to the WMCA Performance Management Framework including Public Sector Reform.
3. To consider the resources needed in terms of staffing (both existing and potentially new); systems and processes as well as finance needed to implement the Strategy's priorities. This will include working with others to look at how future devolution deals and other external sources of funding could contribute to delivering any additional resources needed.
4. To improve marketing and communications around the added value and impact of the Physical Activity across the WMCA area.
5. To work towards consensus from each of the constituent and non-constituent members on their commitment to "West Midlands on the Move" work streams including evidencing the

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<sup>1</sup> <http://www.who.int/ncds/prevention/physical-activity/en/>

- added value this will bring to local delivery; agreeing the scope of co-operation and potentially co-resourcing and measuring the impact on local planning and delivery.
6. To prepare and agree WMCA, Local Authority and Other Network's Board and Committee papers and briefings needed to build awareness and integration as part of WMCA policy, including future devolution deals and resource bids.
  7. To work to ensure that the WMCA Physical Activity Group continues to support both constituent and non-constituent members where it is agreed that it brings added value to local and sub-regional planning and delivery.
  8. To work towards ensuring both impact and sustainability of the actions set out in its Strategic Framework.
  9. The group will consider the draft proposals for the WMotM report to the Wellbeing Board/PSR Board and other Boards as appropriate and their outcome. Members will also brief relevant Local Members who attend the relevant WMCA Boards and other stakeholder boards to encourage consistency in message and purpose, issues and outcome.
  10. To share practice and learning from the delivery of relevant local/sub-regional approaches which could be developed at scale or inform future planning.

### **Authority**

The Group shall be the responsible for ensuring it keeps a line on the strategic direction and not on specific initiatives and opportunities, unless there is Group consensus to do so. It will seek approval from WMCA Board<sup>i</sup> via the Wellbeing Board & where relevant other identified WMCA Theme Groups such as the Strategic Transport Officers' Group; Thrive West Midlands on specific issues which require adoption; progress reporting, resources and policy matters.

### **Membership**

West Midlands Combined Authority Programme Board Chief Executives shall appoint the following Group members:

- WMCA Political Physical Activity Champion
- 1 x Senior Officer from each of the 7 Constituent Local Authority Members or nominee.
- 1 x Senior Officer from WMCA Transport for the West Midlands
- 1 x Senior Officer from each of the non-constituent stakeholder members including Public Health England, Sport England, NHS Foundation Trust.
- 1 x each of the 3 West Midlands County Sports Partnerships
- 3 x Nominated Officers from non-constituent members.
- The Group shall also appoint other Advisory Members as required.

### **Meeting Arrangements**

The meetings shall be scheduled at least 3 weeks prior to the WMCA Wellbeing Board<sup>ii</sup> to ensure effective progress reporting and decision making. Constituent Members shall have voting rights. Meeting Agenda shall be agreed with the Chair and circulated 10 working days before the meeting and papers prepared and distributed 3 working days before the Group's meeting.

The Group's Chair appointment shall be approved by the WMCA Wellbeing Board.

Members will need to be nominated by Local Authorities and be able to provide advice on direction, confirm approval process and communicate progress and actions to relevant senior officers and members. Substitutes are able to attend, where they bring additional expertise to agenda items such as workforce.

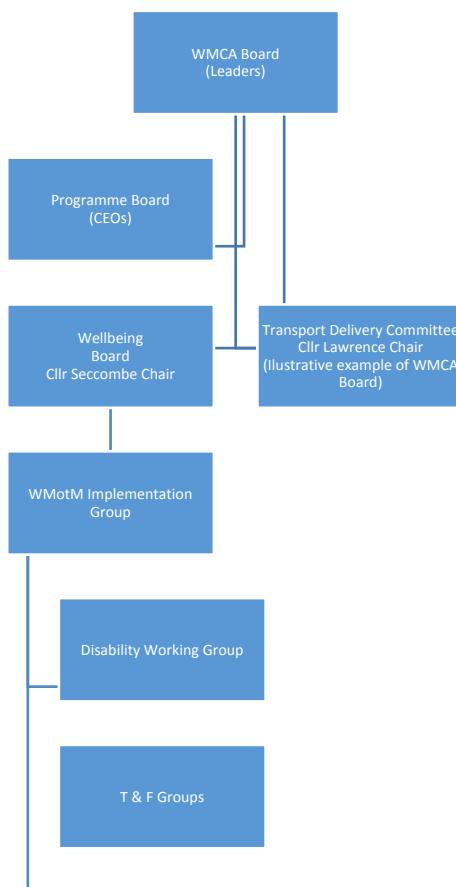
The Group is able to establish Working and time limited Task and Finish Groups for specific work as required without specific permission from the Wellbeing Board.

### Reporting

Wellbeing actions shall be reported to the WMCA Wellbeing Board and through to the Programme Board<sup>iii</sup> and WMCA Board as required. This includes both progress reports such as dashboards and decisions needed by the WMCA Board.

### Review

This Terms of Reference will be reviewed on an annual basis in line with the Strategy adoption and year on year delivery of its implementation plan. Approval to any changes both in terms of purpose, resourcing and membership shall be gained from WMCA Board via recommendations from the WMCA Wellbeing Board.



The WMCA Board's membership includes the Leaders of the constituent and non-constituent authorities, LEP chairs and:

- Has Overall responsibility for developing and delivering the Strategic Economic Plan
- Has Overall responsibility for developing the strategy and delivering Public Service Reform (PSR)
- Negotiates and delivers current and further devolution deals
- Approves of future devolution deal development, to determine strategy on investment decisions
- Allocates resources through the Combined Authority budget & income streams such as devolution deals

- Determines Transport strategy and spending priorities
- Operates Cabinet model with Constituent Member Leaders ‘sponsoring’ a portfolio
- Consider and determines applications for Constituent, Non-Constituent and observer status
- Works with partners to develop the Midlands Engine
- Works with Government to develop and influence national policy
- Sets up the fees for membership

The WMCA Wellbeing Board's membership includes the chairs of constituent and non-constituent authorities Health and Wellbeing Boards, STP leads, WM Fire Service and WM Police NHS and Public Health England and is:

- Responsible for setting the overarching strategic vision for the West Midlands Health and Social Care economy.
- Support the West Midlands to achieve its ambition of improving health outcomes for its residents as quickly as is possible, robust and inclusive
- governance structures need to be developed and put in place

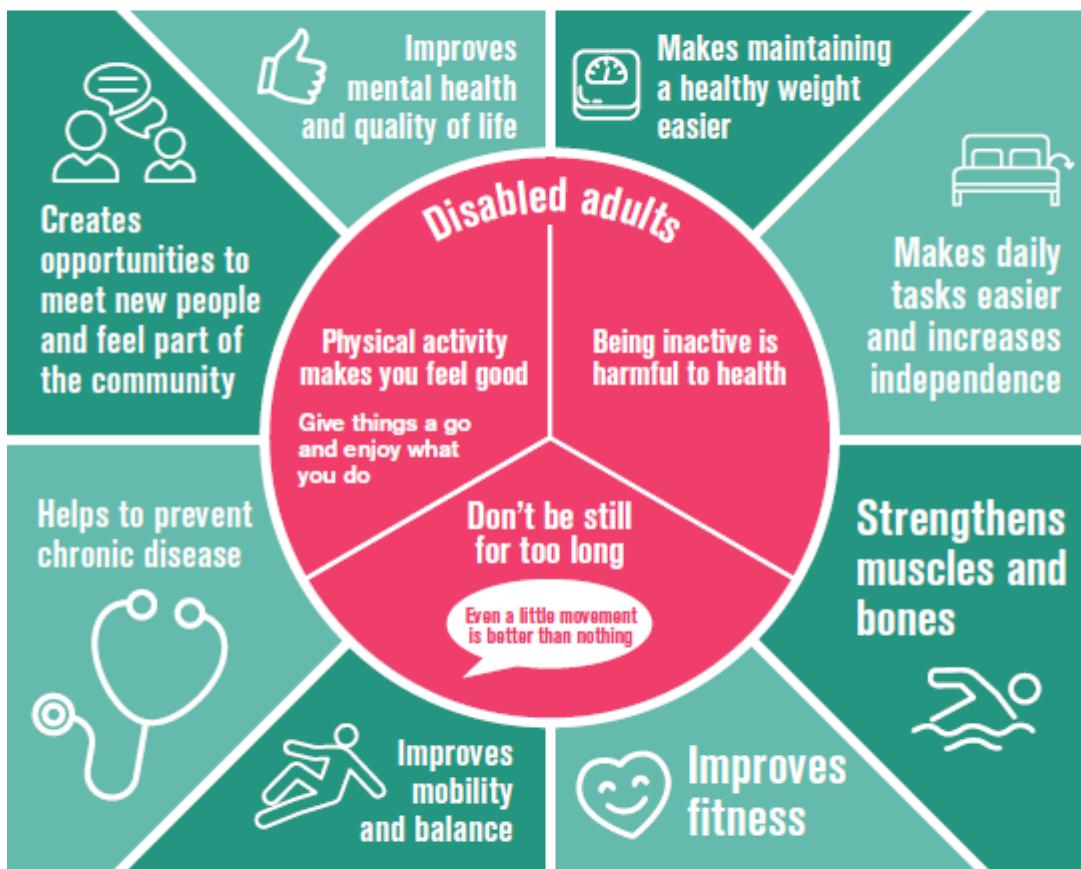
The WMCA Programme Board's membership includes the Constituent and Non Constituent Chief executives and:

- provides a forum for the officer management board to share appropriate proposals and decisions before consideration by the WMCA Board or other groups as necessary.
- receives relevant papers from officers, work streams, working groups, strategy groups, advisory groups or Boards as appropriate before seeking approval of the Combined Authority Board.
- ensure appropriate consideration of strategic and performance management activities of the Combined Authority.

## 2. Being active benefits for disabled people Infographic (Public Health England 2018)

# Physical Activity • for • Disabled Adults

Make it a daily habit



Do strength and balance activities on at least two days per week

For substantial health gains aim for at least 150 minutes each week of moderate intensity activity

Remember the talk test:

Can talk, but not sing = moderate intensity activity

Difficulty talking without pausing = vigorous intensity activity

UK Chief Medical Officers' Guidelines 2011 Start Active, Stay Active: [www.bit.ly/startactive](http://www.bit.ly/startactive)

### 3. Activity Alliance 10 principles

Activity Alliance, in conjunction with Sport England has to guide providers which on adoption would make physical activity opportunities more appealing and inclusive.

#### Principle 1



##### My Channels

Use communication channels that I already trust e.g. social media, local media.

#### Principle 2



##### My locality

Travelling to get to activities can be a significant barrier for disabled people. I would much prefer opportunities to be closer to home.

#### Principle 3



##### Me, not my impairment

Many people do not identify with being disabled and are put off by advertising that focuses on disability.

#### Principle 4



##### My values

Everyone has values. Understanding what my values are and linking an activity to these can make taking part more appealing.

#### Principle 5



##### My life story

As people grow older our values change. Keep me interested over time through new ideas.

#### Principle 6



##### Reassure me

Some disabled people fear standing out and need to be reassured that any activity we attend will be welcoming and suitable for our needs.

#### Principle 7



##### Include me

Some disabled people need to know we are good enough to take part. Providers should make sure that people with varying ability levels feel included in sessions.

#### Principle 8



##### Listen to me

Disabled people can be limited by our impairment and should be able to discuss our needs in a safe and private environment before starting an activity.

#### Principle 9



##### Welcome me

An unpleasant first experience can prevent anyone from taking part again. Ensure my first experience is enjoyable so I'm likely to return.

#### Principle 10



##### Show me

Engage disabled people who are already involved in your activity to promote it to others.

Activity Alliance 2018, which have been released as guidance to providers, supported by 5 films which

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<sup>iii</sup> The WMCA Programme Board's membership includes the Constituent and Non Constituent Chief executives and:

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- receives relevant papers from officers, work streams, working groups, strategy groups, advisory groups or Boards as appropriate before seeking approval of the Combined Authority Board.
- ensure appropriate consideration of strategic and performance management activities of the Combined Authority.