



Wellbeing Board

Date	5 April 2019
Report title	West Midlands on the Move Delivery & Impact
Portfolio Lead	Cllr Izzi Seccombe – Wellbeing Cllr Kamran Caan- Physical Activity Champion
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Report has been considered by	

Recommendation(s) for action or decision:

The Wellbeing Board is recommended to:

1. Support the significant work and investment into cycling and walking and the joint Transport for West Midlands and West Midlands on the Move Group work to develop an offer to get more people walking and cycling, coming back with details at a later date for approval.
2. Approve the work proposed in this report to strengthen the physical activity governance with Cllr Caan chairing a Cabinet Members for Wellbeing and Active Partnership Chair Steering to ensure that there is an improved flow from the West Midlands on the Move Implementation Group to the Wellbeing Board.
3. Approve the 2019/20 refresh of West Midlands on the Move Strategic Framework setting out next 3 years priorities, reporting to the Wellbeing Board by Autumn 2019.
4. Agree to receive reports on the work priorities set out in this report including the important role that the Wellbeing Board should play in evaluating impact and learning.

- 5. Note the Include Me West Midlands 10 and 11 May launch dates and the Dementia trial launch on 24 May 2019.**
- 6. Approve the continued support for the roll out of social movements such as GoodGym and to support the BBC Radio WM's Let's Get Moving "Mid day mile" campaign.**

1. Purpose

This paper summarises the progress in the impact of delivering priorities and how the secured funding will be used to get more people active. It sets out how the Wellbeing Board will play a key role in evaluating impact and supporting the collaborative leadership approach needed to realise the benefits of working at scale.

2. Background

2.1 In February 2019, the WMCA Board agreed a common approach to walking and cycling which includes:

Themes:	Actions
Leadership & Raising Profile	Appointment of a Cycling and Walking Ambassador Co-ordinate leadership for walking and cycling.
Cycling and Walking Network	Deliver a flagship corridor as identified in the Local Cycling and Walking Infrastructure Plans (LCWIP). Support local authorities to support local schemes Signposting and wayfinding regional strategy.
Promoting and encouraging cycling and walking	Ensuring capital schemes have adequate revenue, expand the walk to school offer, launch the walking and cycling brands, a walking action plan, and expand the Velo Birmingham and Midlands events.

2.2 To deliver these ambitions, in March 2019, WMCA Board approved £17m into prioritised cycling and walking routes and programmes. This takes WM spending on walking and cycling to £10 per head up to April 2021.

2.3 On 22 March 2019, ex BMX and track cycling World Champion Shanaze Read was announced as the West Midlands first Cycling and Walking Ambassador to champion delivery.

2.4 This funding also includes a “Better Streets Fund” working with local communities principally in the most deprived areas to develop small scale capital improvements to the street environment, encouraging community connectivity, improved sense of local pride and wellbeing and access to green spaces.

2.5 This commitment and investment provide an excellent opportunity to influence behaviour change to support modal shift and contribute to reducing levels of physical inactivity and childhood obesity. There is a growing commitment from the West Midlands on the Move Implementation Group to work alongside Transport for West Midlands to work towards a West Midlands cycling and walking offer. This offer will be brought to the Board for approval at its next meeting.

2.6 In February 2019, the WMCA secured £425,000 Sport England to deliver specific West Midlands on the Move actions in the following areas:

Addressing the identified barriers that disabled people and organisations told us preventing them being active by working at scale (Include Me WM Fund).

At the Autumn 2019 Wellbeing Board meeting, members discussed the priorities coming from the WM Mayor's Working Group and to secure Sport England funding, the WMCA has:

- 2.5.1 Secured the yearlong secondment of Mark Fosbrook from Activity Alliance, part funded by Sport England.
 - 2.5.2 Gained officer support to take forward wider actions and secure investment.
 - 2.5.3 Led work with the NHS, Birmingham Vision and British Blind Sport on link worker physical activity training.
 - 2.5.4 Started work with Sport England and UK Active to work together to set out how we will land the leisure operators "Everyone Can" and "IM West Midlands Campaigns.
 - 2.5.5 With the WM Mayor's office continue to promote this work to the Disability Minister and the alignment to the Minister's new Regional Disability Networks.
 - 2.5.6 Discussions with the mental health charity Mind, of landing their "Get Set to Go" West Midlands wide. The WMCA seeks the Wellbeing Board's approval to work with partners to bid for resources to land this programme across the West Midlands getting people with poor mental health doing sport.
 - 2.5.7 Agreed to trial impact an adapted sports programme has supporting people with the early onset of dementia at Juniper Centre, Birmingham in partnership with the Bounce Alzheimer Therapy Foundation and Birmingham & Solihull Mental Health NHS Foundation Trust and launched on the 24 May 2019.
- 2.6 In partnership with Sport England, the WMCA will invest in:
- 2.6.1 The delivery of a "**Include Me WM**" campaign to adopt a more inclusive approach to programme and delivery with the ambition of getting over 50 sport and physical activity operators and providers delivering positive change. This will be launched on the 10 and 11 May 2019.
 - 2.6.2 The funding the delivery of "**IM WM Workforce 5000**" training programme to raise the skills and awareness in mental health and inclusive programming and communications, with approaching 700 health and sport staff including eye care link workers, social prescribing link workers and social workers upskilled in the first year. This will also be launched on 10 and 11 May 2019.
 - 2.6.3 The development of a **WM Citizens' Network** connecting disabled people and networks, co-designing services and realising change. This will be established in Summer 2019.
 - 2.6.4 A behaviour change trial project with Transport for the West Midlands to encourage **more disabled people using public transport**. Our consultation told us for many disabled people this was a barrier to getting active. This will start in early Summer 2019.

- 2.7 The Sport England funding will also provide the WMCA with a **Black Country Place based Fund**, to initially develop an in depth understanding of people and communities within the existing Black Country growth corridors. The Black Country continues to have the highest levels of physical inactivity in the West Midlands. Managed by Black Country Consortium Limited, the insight will inform a Black Country social prescribing campaign and the delivery priorities for 2 Community Connectors. This is supported by an evaluation of metrics, behaviour and system influence and will work towards sharing learning with other locality based work in the West Midlands.
- 2.8 In addition, the WMCA will invest in partners to test the impact of **redesigning public spaces and using digital/5G** to encourage behaviour change and develop our understanding customers, learning from practice to consider at how we can deliver at scale. We know there is no single solution to getting people active and the West Midlands on the Move Strategy set out actions on the role digital and 5G and using public spaces could have to stimulate behaviour change. We have been working with Birmingham City University, the Association of Directors of Public Health WM Health and Planning Group and private sector partners such as Arcadis to define the purpose and objectives.
- 2.9. To inform this work, Sport England and the WMCA will jointly invest in strengthening the **Collaborative Leadership** for physical activity to realise the impact in influencing behaviour and system change to get more people active and reduce the inequalities in those who take part. We are seeing progress with the support for the work areas above and in new physical activity strategies such as for Coventry CC, where this is strong alignment to West Midlands on the Move.
- 2.10 Discussions with Cllr Caan, Coventry CC Cabinet Member for Health and Sport & WMCA Political Physical Activity Champion, the WMCA are convening work with partners to look at a multi-layered approach focusing on embedding a clear direction and learning; shared accountability and shaping the values, cultures and behaviours which will inform the way in which we work. This will have a positive impact on strengthening the governance for physical activity and to support this the WMCA seek the permission of the Wellbeing Board for Cllr Caan to bring together a meeting of Local Authority members with the Active Partnership Chairs and officers to take this work forward.
- 2.11 The **evaluative impact** for all of this work will help inform and influence policy and practice moving forward and the WMCA intend to provide a progress report and learning at its future meeting to inform discussions on behaviour and system influence.
- 2.12 As part of our commitment to make **physical activity and active lives a social movement**, 19 and 20 March 2019 saw the GoodGym first runs and launches of its community tasks in Coventry and Solihull respectively for which over 70 people took part. The run included helping a local community projects to clear, clean and improve their sites. The older adult befriending service, which is critical to our funding commitment will be starting in the next couple of months after for instance Goodgym Solihull and Age UK putting in place a Partnership Agreement. This is the third Goodgym in the West Midlands, along with Birmingham and the WMCA is seeking Wellbeing Board approval to work in partnership with Warwickshire CC and part fund

(£12k) its development in Warwick/Leamington Spa, the next area with the highest registered interest, subject to approval of local partnership funding. The WMCA intends to bring an impact report to the Wellbeing Board's Autumn meeting.

- 2.13 As part of the WMCA's Thrive at Work programme, the WMCA has started work with BBC WM (Birmingham, Black Country and Solihull) to look at how businesses could be encouraged to do the "midday mile" which will be launched in June 2019 as part of the BBC WM "**Let's Get Moving Campaign**". This is a beneficial opportunity to encourage change in employers and contribute to meeting the Thrive at Work Commitments. The Wellbeing Board is asked to support this campaign.
- 2.14 Along with strengthening of the governance for physical activity, the implementation and impact of these work streams and partnerships, the City of Culture and the Birmingham Commonwealth Games prompts the WMCA to seek the Wellbeing Board's approval to refresh of "West Midlands on the Move Strategic Framework 2017-2030" setting out headline priorities for the next 3 years. This should be presented to the Wellbeing Board by the Autumn 2019 for approval.

3. Financial Implications

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

4 Legal Implications

- 4.1 WMCA legal team have approved the acceptance of the Sport England Award and have issued specific Memorandum of Understanding and Grant Agreement documents associated with this funding and the contracting or grant aiding of services.

5. Equalities Implications

- 5.1 An Equality Impact Assessment has been undertaken for WMCA and Sport England funded projects and actions will be taken forward and impact monitored.

6. Inclusive Growth Implications

- 6.1 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.

7. Geographical Area of Report's Implications

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

8. Other Implications

None

9. Schedule of Background Papers

[WMCA Board Agenda and Minutes February 2019](#) [Agenda 8 Cycling and Walking and Agenda 13 Wellbeing Board](#).

[Activity Alliance 10 Principles \(2014\)](#)