



WMCA Board

Date	19 July 2019
Report title	West Midlands on the Move
Portfolio Lead	Cllr Izzi Seccombe – Wellbeing Board Chair
Accountable Chief Executive	Deborah Cadman OBE, West Midlands Combined Authority email: Deborah.cadman@wmca.org.uk Tel: (0121) 214 7800
Accountable Employee	Simon Hall Physical Activity Policy & Delivery Lead Email: simon.hall@wmca.org.uk Tel: 0121 214 7093
Report has been considered by	Cllr Caan, Physical Activity Political Champion Sean Russell, Wellbeing Director, WMCA Anna Sirmoglou – Equalities and Diversity Manager.

Recommendation(s) for action or decision:

The Wellbeing Board is recommended to:

1. Note progress in delivering priorities and early learning.
2. Approve the joint letter from the Wellbeing Board Chair and Political Physical Activity Champion to Local Authorities and organisations seeking their commitment to the Include Me West Midlands Report.
3. Approve the shared Statement of Intent between the WMCA and Sport England on collaborative engagement and the next steps.

1. Purpose

This paper summarises the progress in the impact of delivering priorities discussed at the last meeting and will include a short presentation from Ian Carey, Active Black Country Director at Black Country Consortium Limited on the implementation of the Black Country Fund, which will provides the Board the opportunity to share learning across 3 geographies to inform the Board's policy and influence on behaviour and system change. To support this work, the paper seeks the Wellbeing Board's approval for the shared intent with partners on how we work together.

2. Background

- 2.1 At its last meeting, the Wellbeing Board agreed a 2019/20 delivery priorities for West Midlands on the Move. Since the last meeting, the last meeting the following progress has been made:
- 2.1.1 In May 2019, the launch of Include Me West Midlands (IMWM) Report including the IMWM pledge for which over 20 organisations have committed so far to sign up to a more customer centred and inclusive approach to sport and physical activity planning and delivery. The WMCA is seeking approval for a joint letter from the Wellbeing Board Chair and Cllr Caan as Political Physical Activity Champion to encourage more organisations to commit to working in partnership to deliver the report and sign up to the pledge and get over 5000 people accessing training in mental health and inclusivity awareness. This included the WMCA working with Streetgames, Mind, Mental Health First Aid and the Sport for Development Coalition and other national partners to launch the 21 by 21 campaign, with the ambition to get 21,000 coaches and volunteers trained in mental health awareness by 2021.
- 2.1.2 In May 2019, the Birmingham and Solihull Mental Health Foundation Trust launched its Bounce Alzheimer Therapy project at the Juniper Centre Moseley, part funded by the WMCA. This project has led to the getting and staying active to form part of the Birmingham and Solihull Clinical Commissioning Group's Strategy.
- 2.1.3 In June 2019, agreement with Warwickshire CC to jointly invest in the delivery of GoodGym Leamington Spa and Warwick. From September 2019, operating across Birmingham, Coventry, Solihull and Warwick and Leamington Spa, GoodGym gets more people active by doing community good and being a referral agency for adult social care providers by volunteering to help loneliness in older people.
- 2.14 Coventry CC, Sandwell MBC, Walsall MBC, and the City of Wolverhampton Council are 4 local authorities who have agreed to work together with Birmingham City University, WMCA and Sport England to deliver and learn from a Public Space Design trial aimed at creating community active spaces by testing innovation, understanding the impact of restriction, adopting a community led approach and impact on getting more people active. This collaboration will develop new spaces outside a GP surgery and local park; a parklet, outside a

major transport interchange and a canal towpath to be delivered in 2020/21.
Providing the opportunity to share learning,

- 2.2 The WMCA, Sport England and Black Country Consortium Limited have a grant agreement on the delivery of the Black Country place-based Fund. The Black Country continues to have the highest levels of physical inactivity in the West Midlands and the work will provide insight into the barriers and opportunities to get active and leading work on social prescribing physically active lifestyles. A presentation on the model and anticipated impact will be provided by Ian Carey, Active Black Country Director at Black Country Consortium Limited.
- 2.3 These and other projects starting shortly, along with the learning from Sport England funding into its Local Delivery Pilot in parts of Birmingham and Solihull and into Coventry and the Active Partnerships will provide the Wellbeing Board with the opportunity to share learning and agree action needed across the West Midlands and the WMCA as an organisation on behaviour and system influence and change.
- 2.4 The learning so far has told us:
- 2.4.1 There is an appetite to working more collaboratively to address inactivity and inequalities and we need to continue to strengthen the framework on how we work together.
- 2.4.2 Include Me West Midlands implementation has shown us that there is backing for a west midlands campaign that is based on insight and sound practice, but recognise that organisations want to focus on areas that would make the greatest impact such as co-design and using those communication channels that disabled people use. Making subtle changes that would have a significant difference to experience. These subtle changes can go a long way to improving customer experience and changing habits, such as the wording on websites. More training is needed by many organisations tailored to their needs.
- 2.4.3 That there is interest from some organisations to take Include Me West Midlands across their whole organisation after realising the impact in the sport and physical activity sector.
- 2.4.4 Talking to people about their experience and needs has raised other areas of inquiry such as raising sport staff awareness of anorexia, body image and excessive use of gyms/fitness centres. We need to increase awareness of wider physical and mental health issues impacting on people's active lifestyles.
- 2.4.5 People's barriers and motivations to be active are very different and change over time, working collaboratively to understand and determine our audiences is critical as we plan the next phase in the refresh and implementation of West Midlands on the Move. Often people's barriers have little to do directly with physical activity. The emerging public transport trial will create the evidence around whose active behaviour is changed and under what circumstance. Providing the Board will the insight and intelligence to inform and influence Transport for West Midlands policy.

- 2.5 Critical to this work is how we collaborate across the West Midlands to share learning, accountability and influence behaviour and system change. WMCA and Sport England have agreed a shared statement of intent on developing the collaborative engagement across Local Authorities, the Active Partnerships, Public Health England West Midlands, Association of Directors of Public Health and Sport England funded Local Delivery Pilot area. There has been a positive response to consultation on Appendix 1 and the Wellbeing Board is asked to approve this Statement of Intent, so that partners can take this work forward. This will inform how we work together to define and deliver the next 3-year priorities which will be presented to the Board at its next meeting.

Next Steps

2.6 Over the next 3 months, the WMCA will:

- 2.6.1 With Warwickshire CC, launch GoodGym Warwick and Leamington Spa and coach runs in Solihull and Coventry and have worked with partners to agree the lessons learnt to be presented to the Wellbeing Board at its next meeting.
- 2.6.2 Have held the first collaborative engagement session as a part community of learning event and to agree how we will develop the shared cultures, behaviours and values needed to implement change.
- 2.6.3 Host the first meeting with Cabinet Members, Active Partnership Chairs and ADPH WM, PHE WM and Sport England on working together. Chaired by Cllr Caan, this first meeting will discuss the shared priorities over the next 3 years bringing forward recommendations to the Wellbeing Board.
- 2.6.4 Launch the Include Me West Midlands Citizens Network and Champions scheme to place disabled people's voices at the heart of the co-design, co-production and co-evaluation of our disability work, connecting people and networks across the West Midlands. We also intend to have the 50th organisation committed to working towards the Include Me West Midlands Pledge and over 125 people trained.
- 2.6.5 Have worked with Black Country Consortium Limited, to have interpreted the initial insight and findings from consultation with identified communities, setting out the barriers and motivations.
- 2.6.6. Have worked Coventry CC, Sandwell MBC, Walsall MBC, City of Wolverhampton Council and Birmingham City University to announce the 4 sites and planning consultation with the community.
- 2.6.7. Launch the Swift Disabled People Public Transport trial in Coventry and Wolverhampton working with a cohort of disabled people and organisations to encourage behaviour change in the use of public transport to get to places to be active. This was identified as one of the main barriers stopping people getting active.
- 2.6.8. Have developed a Physical Activity Walking and Cycling offer to be presented to the Wellbeing Board at its next meeting.

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 Sport England Award and have an agreed Grant Agreement with Black Country Consortium Limited on the delivery of the Active Black Country Fund.

5. Equalities Implications

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

Include Me West Midlands. The WM Mayor's Working Group Report on improving the life chances of disabled citizens are being the most active (May 2019).

**Appendix 1 –
West Midlands Combined Authority and Sport England Commitment to Collaborative Engagement**

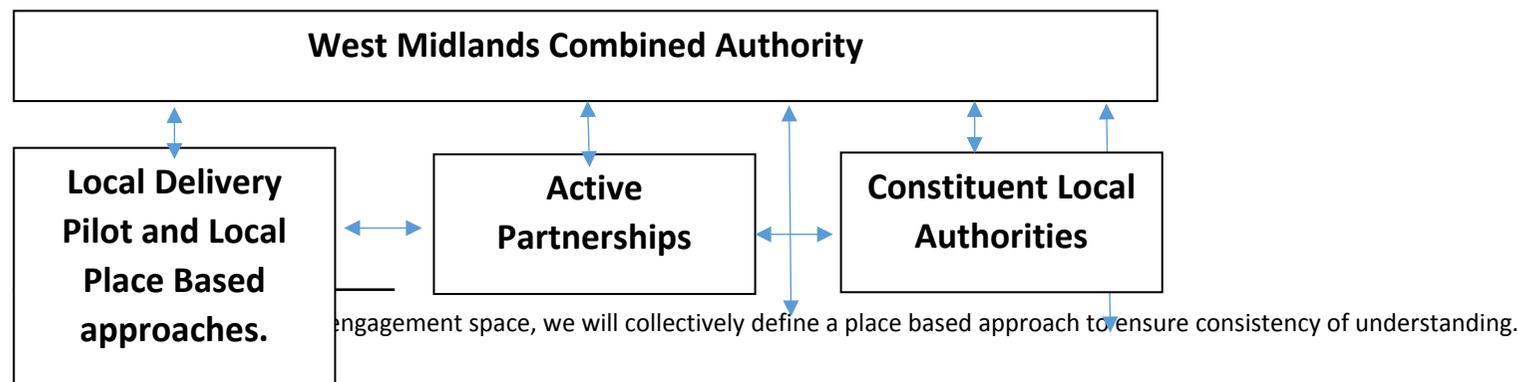
Consultation Draft

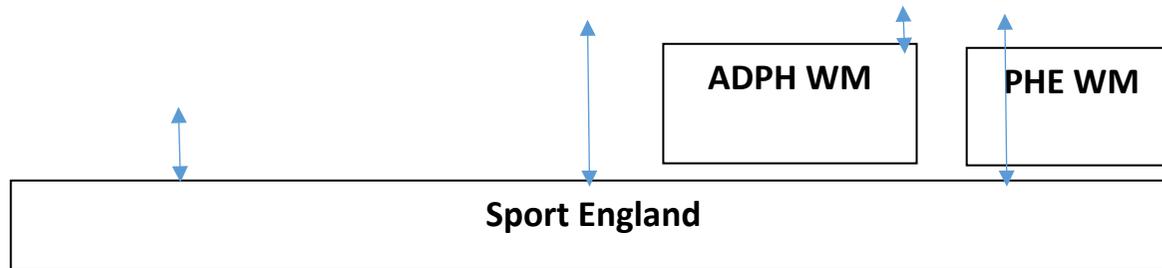
West Midlands Combined Authority and Sport England (WMCA & SE) wants to work collaboratively with partners in a place based¹ approach that will build from an understanding of the challenges and opportunities in the region, use an evidence base where it exists and develop new evidence where it doesn't to get more people active.

We would like to work together collaboratively with partners to share learning and develop approaches to how we tackle the stubborn physical activity participation inequalities that exist in our places and in so doing build a movement for a different way of working that builds out from the strengths in our communities and helps make the West Midlands the best it can be.

WMCA and SE recognise that we work in multiple and complex systems and tackling inactivity must be considered in a whole system context connecting the multiple relationships between and within Local Authorities, Communities, and respective delivery partners if we are to have the best opportunity to make an impact and succeed. Table 1 provides our thoughts on which stakeholders we wish to initially develop this approach with based on the place based working, the Local Delivery Pilot and Active Partnerships.

We acknowledge that there are multiple stakeholders but that we need to start somewhere and build.





Why?

We recognise we need to ‘shift the dial’ in the number of people who are active and to address the stubborn participation inequalities that exist in those people who do and do not take part. Areas of the West Midlands continue to have the highest levels of inequality, we wish to work with partners to look at how we can create the shared space to challenge what we have always done moving towards a more transformational, rather than transactional model of collaboration.

What?

We have much to share and learn from each other and from the Community of Learning across the 12 Sport England Local Delivery Pilots and other place based priorities which are relevant to the West Midlands. We want to build from a sense of place to grow learning that is bespoke to now; to our current situation and the real challenges our communities are facing. We intend to convene a facilitated discussion with those partners willing to take this forward by September 2019. We see this as the first phase of our collaborative engagement space.

Sean Russell and Simon Hall

WMCA

Adam Rigarlsford and Russell Turner

Sport England

10 June 2019.

Dear colleague

Include Me West Midlands

In May 2019, I launched the “[Include Me West Midlands](#)” Report setting out 6 priority actions needed to improve the life chances of disabled citizens in the West Midlands by getting more people active. The evidence is quite startling not only does the West Midlands have the highest levels of physical inactivity in England but some of the most significant inequalities in those who take part, 49% of disabled adults are inactive. I am committing to these actions so that the West Midlands leads the way in encouraging a more customer centre and inclusive approach to sport and physical activity provision

The interest and commitment to “Include Me West Midlands” is growing quickly and we are already seeing positive changes and adjustments by providers on how sport and physical activity services are delivered and more and more people accessing training to improve their knowledge and awareness of inclusivity and mental health awareness. I write to you to ask your organisation to sign up to working together on implementing these actions.

The actions were developed by my Working Group involving disabled people, disability and activity organisations and the actions reflect the priorities identified through extensive consultation. The report acknowledges some of the outstanding work by many organisations who are getting more disabled people active and highlights those barriers and opportunities where a West Midlands approach could make a significant difference, and these are:

- **Include Me West Midlands Approach** - an organisational pledge and an awareness campaign on taking positive action in delivering a more inclusive and engaging environment to getting people active.
- **Citizens Network** – working with disabled citizens to place them at the heart of the sector to ensure co-design, co-production, co-evaluation of delivery and bring about change.
- **Include Me WM 5000**- to support the pledge an ambition to get up to 5000 people working in the sport and physical activity sector trained in and aware of inclusivity and mental health awareness by 2022.
- **Health and Social Care Awareness** – training and awareness campaign for health and social care practitioners to promote and encourage more disabled people to be active.
- **Public Transport Behaviour Change trial** – initially targeted in Coventry and Wolverhampton but an opportunity to share learning and implement practice which encourages more people to use public transport.
- **Getting more disabled children and young people active** –how we give disabled children and young people the best start and build awareness of inclusion in schools and links with the community.

I also welcome the excellent support from the Activity Alliance and Sport England who have provided the WMCA with resources to take five out of the six priority actions forward.

I am asking you to commit to working with us to lead this movement towards a more customer centre and inclusive approach to get more disabled people active by sending your response to includemewm@wmca.org.uk or contact my officers Simon Hall and Mark Fosbrook on 0121 214 7093.

I will be bringing together all the organisations who have pledged their commitment in the next 6 months to share the learning and plan how we respond to the good practice and issues that this brings. I look forward to hearing from you.

Best wishes