

Wellbeing Board

Date	24 October 2019
Report title	West Midlands on the Move
Portfolio Lead	Cllr Izzi Seccombe – Wellbeing Board Chair
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Report has been considered by	Sean Russell, Wellbeing Director, WMCA

Recommendation(s) for action or decision:

The Wellbeing Board is recommended to:

1. To note the progress in the delivery of current priorities.
2. Agree for the WMCA to explore the wider potential of Include Me WM in delivering a more inclusive and customer focused West Midlands.
3. To note the Terms of Reference for the WM on the Move Executive Group reporting into the Wellbeing Board.

1. Purpose

This paper outlines the achievements in delivering West Midlands on the Move and sets out the next steps to develop the west midlands partnership needed to get more people active and reducing the inequalities in those who take part.

2. Background

- 2.1 At its last meeting, the Wellbeing Board discussed the delivery of WM on the Move priorities including the Black Country Place Based Fund. Table 1 on page 3 summarises the progress and next steps for each work strand.
- 2.2 As work strands develop, we are beginning to see the more widespread adoption of Include Me West Midlands, designed to improve sport and physical activity service provision so that it is more inclusive and disabled customer focused. We are seeing improvements in staff training in terms of how organisations communicate and listen to disabled people and organisations.
- 2.3 This includes organisations applying Include Me WM to their organisation as a whole and for work wider than sport and physical activity. The WMCA is seeking the Wellbeing Board's approval to explore the roll-out of Include Me WM beyond the sport and physical activity area and to understand what its implications are in terms of improving services to disabled citizens including its fit within wider inclusion agenda.

3. Collaborative Engagement

- 3.1. At the last meeting, the Wellbeing Board approved the Sport England and WMCA 's Commitment to Collaboration and a commitment to working with Local Authorities as well as stakeholders to jointly facilitate greater participation in physical activity and reduce the inequalities amongst those who take part.
- 3.2. We have agreed this approach with Local Authorities and stakeholders such as Public Health England, Active Partnerships and the WMCA with financial support being provided by Sport England to recruit further expertise to deliver a best-in-class approach to deliver our common goals on reducing inactivity and associated inequalities. This includes:
 - Developing the shared cultures, values and principles which are rooted in community, the distinctiveness of a Local Authority and how we work together at a West Midlands level to address the barriers and deliver at scale.
 - Embed a West Midlands community of learning programme so that we learn and scale best practice, learn from what doesn't work (lessons learned) and how we best apply this for the future work.
 - Shape our next 3-year WM common priorities where working together can have the greatest impact.
- 3.3. The WMCA aims to start this work with partners by the end of November 2019.
- 3.4. To take this forward and following consultation, the WMCA intends to establish a WM on the Move Executive/Partnership Group bringing stakeholders together to drive forward common work. This will report into the Wellbeing Board setting out its direction,

thereby driving collaboration and shared accountability. The Terms of Reference are outlined in Appendix 1.

- 3.5. We will see great work across the WM and our own shared priorities are beginning to make a difference. We also wish to evaluate the extent of the impact, our collaborative engagement is having as this will be critical to enable the West Midlands to deliver long term wellbeing and inclusive economy growth by getting more people active.

Programme	Summary	Achievements	Geography	Next Steps
Include Me WM Pledge and Supporter	Getting more organisations to be inclusive and disabled customer focused in their approach to physical activity provision	<ul style="list-style-type: none"> 32 IMWM supporters. 27 organisations working towards IMWM 	WM	<ul style="list-style-type: none"> Target 50 IMWM supporters by Dec 19 First Supporters Event by Nov 19 Public Awareness Campaign by Feb 19
Include Me WM Disabled Citizens Network	Disabled Citizens voice in the co-design, production and evaluation of sport & physical activity services.	<ul style="list-style-type: none"> 5 citizens supporting the development of work. Disability Rights UK contracted to lead workstream 	WM	<ul style="list-style-type: none"> Baseline assessment of user groups and networks by December 2019. First Network event by December 2019
Include Me WM Health and Social Care Training	Increasing the number of disabled people active through Health & social care professionals	<ul style="list-style-type: none"> 9 social prescribing link workers trained 	WM	<ul style="list-style-type: none"> Meeting with professions such as Occupational Therapists, Eye Link Worker, Social workers to design accredited programme by February 2020
Physical Activity 5000	Improving inclusivity and mental health literacy in the sport and physical activity sector	<ul style="list-style-type: none"> 65 sport & physical activity staff trained in inclusivity & mental health 	WM	<ul style="list-style-type: none"> Appoint Training partner by November 2019 150 additional people trained by June 2020.
Swift Public Transport Trial	Trial behaviour change in disabled people using public transport to places to get active	<ul style="list-style-type: none"> Consultation with Sport England, TfWM, Wolverhampton & Coventry 	Coventry Wolv.	<ul style="list-style-type: none"> Project Plan to be finalised for Sport England approval by December 2019. Launch February 2020
Goodgym WM	Social movement getting more people active by doing community good including befriending referral programme	<ul style="list-style-type: none"> 2135 community deeds 351 people active 9 volunteer visiting identified isolated older people (Sept 19) 	Bham Coventry Solihull Warwick/LS	<ul style="list-style-type: none"> Launch of Goodgym Warwick/LS on 16 October. Increase in the number of people who are befriending isolated older people by March 2020
Public Space Trial	A trial in working with the community to design community active spaces	<ul style="list-style-type: none"> 4 public spaces identified with 4 Local Authorities 	Cov Walsall, Sand & Wolv.	<ul style="list-style-type: none"> Project Plan approved by Sport England & Local Authorities by Nov 19. Community consultation starts Feb 19

Black Country Fund	Insight, social prescribing campaign to get more people active	<ul style="list-style-type: none"> • Invitation to tender out 	Black Country	<ul style="list-style-type: none"> • Insight and intelligence completed & community connectors in post by Spring 19
Digital and Physical Activity	Understanding how improvements in digital e.g. 5G can get more people active		Bham	To be confirmed
Mental Health through Sport	Using physical activity as a vehicle to improve mental wellbeing	<ul style="list-style-type: none"> • Dementia & physical activity trial launched in May 19 • Mental Health & Sport Symposium launched • Mind/Sport England bid submitted by Sport Birmingham 	WM	<ul style="list-style-type: none"> • Trial evaluation results December 2019 • Symposium to be held December 2019 • Mind/Sport England Regional Network launched by in Winter 2019.
Walking and Cycling	Encourage more people to walk and cycle for health, physical activity and active travel	<ul style="list-style-type: none"> • Implementation of local cycling and walking infrastructure plans • Better Streets Fund launch and assessment of 200+ projects 	WM	<ul style="list-style-type: none"> • Development of Physical Activity Walking and Cycling offer by Winter 2019. • Better Streets Fund announcement by Winter 2019

Table 1 – Implementation progress.

4. Financial Implications

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

5 Legal Implications

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

6. Equalities Implications

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

7. Inclusive Growth Implications

- 7.1 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.

8. Geographical Area of Report's Implications

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

9 Other Implications

None

10. Schedule of Background Papers

Appendix 1 – Draft West Midlands on the Move Executive Group

Draft WEST MIDLANDS COMBINED AUTHORITY – WEST MIDLANDS ON THE MOVE EXECUTIVE GROUP TERMS OF REFERENCE

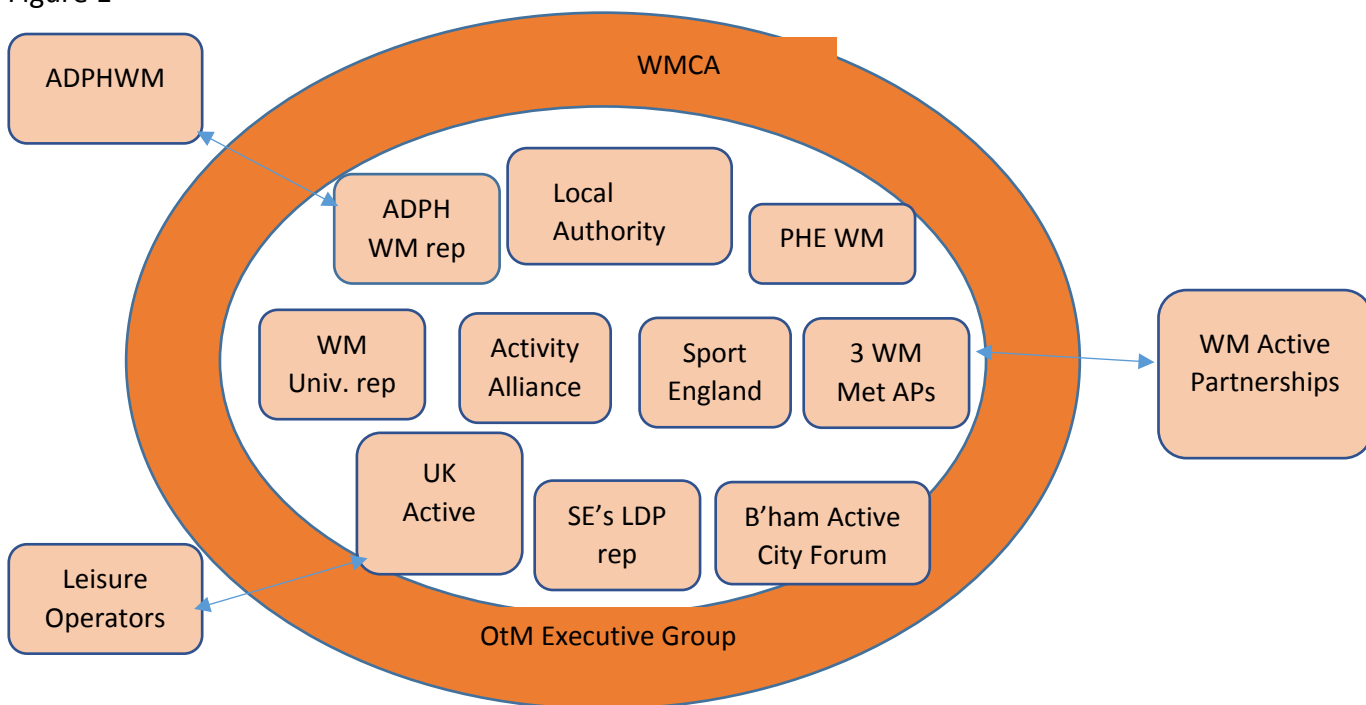
INTRODUCTION

The WMCA is working collaboratively to deliver the West Midlands on the Move Strategic Framework (WMotM) to reduce the levels of physical inactivity and the inequalities in those who take part. This is a commitment that supports inclusive economic growth and population health and wellbeing. There is a shared ambition to reduce inactivity and close the inequalities in physical activity as many levels of the system being led through Health and Wellbeing Boards, the independent Active Partnerships and a significant footprint of charities, businesses and individuals.

West Midlands on the Move provides a strategic framework that draws on international and national evidence and policies including the Government’s Sporting Futures (2016), Public Health England’s Everybody Active Every Day (2015) and Sport England’s Towards an Active Nation (2016). Addressing the barriers which prevent and maximising the opportunities to encourage people to adopt active lives requires action at every level of the system and WMOTM provides a framework for sharing, learning, scaling and collaborative leadership at scale to mobilise the population into every day activity to improve health and support sustainable economies.

In addressing the barriers and opportunities to getting more people active, we need to work collaboratively to influence those who are

Figure 1



WEST MIDLANDS ON THE MOVE EXECUTIVE GROUP

TERMS OF REFERENCE

AIMS

- i. To enable the West Midlands to be the best it can in improving the individual and community wellbeing and inclusive economic growth by reducing levels of physical inactivity and closing the inequalities in physical activity across the West Midlands.
- ii. To promote collaborative working across the sector to influence and change in policy, practice and behaviours from local to national where there is common interest.
- iii. To inform and influence policy, practice and resources in those identified common priorities which impact on getting more people active and reducing the inequalities in those who take part, particularly where there are regional levers for action such as in transport and housing.

FUNCTIONS

- I. To steer the direction of the West Midlands on the Move Strategic Framework implementation and embedding these ambitions, outcomes and impact across the West Midlands.
- II. To scope and define the need for a West Midlands bringing together local insight, intelligence, monitoring and evaluation and whether it will strengthen the understanding of our communities (data and intelligence) and the barriers, opportunities and evidence.
- III. To oversee the development and delivery of agreed common priorities. This includes establishing and receiving reports from working and task and finish groups where and when agreed.
- IV. To influence the development of major plans and wider policy and service redesign. This would include reports and presentations from Senior leaders from relevant sectors, that are relevant to West Midlands working.
- V. To influence WM activity, supporting engagement with wider stakeholder networks and activity, identify and scale up good practice and agreeing where greater alignment and new resources are needed to deliver change.
- VI. To consider and monitor joint investment plans to take common work forward.
- VII. To receive reports from each area on progress in implementation including how good practice could be delivered at scale.

ACCOUNTABILITY

- i. Accountable to the WMCA Wellbeing Board and supported by the WMCA Lead Local Authority CEO and WMCA Director for Public Service Reform.
- ii. The Group will provide progress updates, advice and recommendations to other relevant WMCA and agreed external committees flowing through the WMCA's Wellbeing Board.
- iii. The accountable officer is the WMCA's Physical Activity Policy and Delivery Lead.

LEADERSHIP

- i. The Chair will be the WMCA Board agreed Physical Activity Political Champion.

- ii. The Group shall nominate an annual vice chair rotating between constituent authorities and stakeholders.

MEMBERSHIP

- Chair
- Constituent Authority Portfolio holders for physical activity and sport
- WMCA including Transport for West Midlands
- 3 Non-Constituent Authority Portfolio holders for physical activity and sport
- Public Health England West Midlands Regional Director Representative
- Active Partnership Chairs (Sport Birmingham, Active Black Country, Think Active) nominated Chair and Director
- 2 Association of Directors of Public Health West Midlands Physical Activity Portfolio lead
- Activity Alliance
- Sport England ex-officio, advisory member.
- WM Universities/WM Combined Universities Representative
- Sport England's Local Delivery Pilot Representative
- UK Active (representing leisure operators)
- Voluntary Sector Representative
- Police, Violence and Crime Prevention Representative
- Community Representation.

SUBSTITUTES

- i. Group members can nominate one substitute to attend and act on their behalf if they cannot attend. This needs to be agreed in 5 working days advance of the meeting with the WMCA's Monitoring Officer.

BUDGETS AND VOTING

- i. The group will agree an annual implementation programme, to be resourced by the WMCA and partners allocated to common priorities and an investment plan identifying what is needed.
- ii. Where possible recommendations will be agreed by consensus, if a vote is required the majority vote will be required. The Chair will retain the casting vote if there is a tie.
- iii. Ex-officio members will not have voting rights.

QUORUM

- i. This needs to be the WMCA Political Champion or vice chair and a minimum of 5 other members.
- ii. The Group may invite other representatives on to the Board as Advisors or ex-officio members.

FREQUENCY

- i. The Group shall meet up to 4 meetings a year scheduled around the WMCA committee meetings

SERVICING

- i. The WMCA's governance team will service the group working with the Physical Activity Policy and Delivery Lead.