

WMCA Wellbeing Board

Date	24 January 2020
Report title	West Midlands on the Move
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Report has been considered by	Sean Russell, Wellbeing Director, WMCA

Recommendation(s) for action or decision:

The WMCA Wellbeing Board is recommended to:

1. To note the progress in the delivery of current priorities.
2. To approve the strategy refresh by Summer 2020.

1. Purpose

- 1.1 This paper outlines the progress and next steps in the delivery of the WMCA's West Midlands on the Move Strategic Framework and seeks the Wellbeing's support for this work.

2. Background

- 2.1 In delivering its strategic framework, the WMCA's focus has been on convening the collaborative space for physical activity and working with stakeholders to influence and address some of the barriers preventing people being active.

3. Progress Headlines

Collaborative Engagement and Evaluating Impact.

- 3.1. On 9 January 2020, 25 physical activity stakeholders launched the West Midlands physical activity sector collaborative engagement programme, a yearlong programme to strengthen how we work together to make the West Midlands the best it can be in getting more people active.
- 3.2. This programme is being led by the University of Birmingham's Institute of Leadership and the Leadership Centre working with Local Authorities, Active Partnerships and regional and national organisations such as Transport for the West Midlands and the Public Health England, will develop shared principles and values, explore shared accountability, priorities as well as applying learning from different practice. The Wellbeing Board's support for the development, monitoring progress and impact remains key to its success.

Include Me West Midlands

- 3.3. 42 organisations have pledged their commitment to Include Me West Midlands and more inclusive and customer centred service delivery ranging from Local Authorities to small medium enterprises. We are now being clear where organisations are wanting to improve services: communications, training and connecting to disability organisations. The WMCA has contracted the Leadership Centre to develop and implement the evaluation framework and how change (to whatever degree) is captured and learning apply. We seek the Wellbeing Board support in amplifying this work locally, understanding and promoting success. The progress is summarised below.



- 3.4. Disability Rights UK is contracted by the WMCA to lead work on connecting disability networks and developing the disabled citizens voice in future Include Me WM decision making. The Wellbeing Board members' knowledge and contacts with disability organisations in their area would be appreciated, which they can connect to our emerging WM Network. We will be bringing the initial learning and next steps to next meeting.

Black Country Place Based Fund

- 3.5. Black Country Consortium has contracted its 3 organisations to lead work on resident engagement, monitoring and evaluation and system thinking. The Black Country is holding local focus groups and stakeholder events over the next couple of months, which provide the better understanding of the opportunities and the barriers that impact on people's active lifestyles and citizenship. This will inform the next steps.

Mental Health through Sport

- 3.6. Over 180 delegates attended the 2nd Mental Health through Symposium in December 2019, organised by Birmingham and Solihull Mental Health Trust, Sport Birmingham, Doccia Sport, Newman University and the WMCA. The Symposium brought together leading speakers and programmes including the Chief Executive of Birmingham Commonwealth Games. The Symposium set out plans to increase the number of people trained in mental health awareness and a commitment to working together to normalise mental wellbeing in sport.
- 3.7. With the support of the WMCA, Sport Birmingham were successful in a West Midlands bid for Mind funding to establish a regional hub for mental health and support connecting mental health and sport organisations, increasing the awareness and opportunities for training and guidance.

Goodgym Coventry, Solihull and Warwickshire

- 3.9 The WMCA's collaboration with Coventry CC, Solihull MBC and Warwickshire CC and Goodgym is demonstrating impact with 968 good deeds done by local runners across the areas from clearing areas to addressing loneliness by the end of November 2019. This is summarised below:



- 3.10 Work continues to embed Goodgym in areas connecting with adult social care providers and community groups. Work is planned to look at how Goodgym Birmingham can grow and adapt. We are asking the Wellbeing Board members in these areas to continue to track and promote the work and for Members from other areas to promote Goodgym

and other similar projects in their areas, inspiring people to be active by making a difference to communities.

Walking and Cycling

- 3.11. Our collaborative work with Local Authorities and Transport for West Midlands (TfWM) continues to have an impact. The illustration of this work is summarised below:
- 3.12 The **Bike Life** report prepared by Sustrans in partnership with WMCA and local authorities and provides local area resident views on walking and cycling, providing a strong evidence base to support and drive work in the region. This year's report will be launched on 4 March 2020.
- 3.13 In March 2019, the WMCA Board approved the **West Midlands Strategic Local Cycling and Walking Infrastructure Plan** (DfT supported) which outlines a prioritised programme of investment. This included connecting health inequalities with transport priorities. This work has influenced a **£23m Transforming Cities Fund** (TCF) to deliver a prioritised programme of investment.
- 3.14 Supported by the Wellbeing team, £2m of TCF allocation formed the **Better Streets Community Fund**, an innovative community-focused grant scheme where WM residents submitted ideas to improve their local area for cycling and walking. During that time TfWM received over 140 applications from across the West Midlands, a list of successful projects is provided in Appendix 1.
- 3.15 Re-procurement started in September 2019 for a West Midlands wide **bikeshare scheme**, with the outcome known by Spring 2020. TfWM will be appointing a supplier through competitive dialogue to deliver a scheme across the West Midlands. It will link to our public transport network businesses, centres, universities and trip-attractors to provide more opportunities for cycling and the use of multiple modes of transport. TfWM will also investigate opportunities for e-bikes.
- 3.16 In 2019/20 the **Network Wide Cycle Parking Programme**, which aims to improve cycle parking capacity and quality across the network, will deliver cycle parking improvements at key transport interchanges across the region including Solihull rail station and Birmingham New Street. New cycle parking has been delivered in autumn 2019 at Coventry Pool Meadow and Wolverhampton bus stations.

WM Violence Reduction Unit

- 3.17 Launched in October 2019, the [WM Violence Reduction Unit](#) (VRU) is a collaboration between Government, Public Health England, West Midlands Police, Office of the Police and Commissioner, Local Authorities and the WMCA to prevent serious crime by tackling the root causes. Physical Activity plays a powerful role providing safe havens and the mentors for people deemed at risk.
- 3.18 The WMCA led negotiations with the VRU for "Streetgames" to be lead work for the VRU on how we can build on some of the excellent diversionary work by building capacity in clubs and organisations to sustain activities beyond the holidays and aligned to VRU primary, secondary and tertiary violence prevention work. This is an important step change in the support for those at risk of violence or victims of violence. The project will share the learning with the Board at future meetings.

4. Next Steps

- 4.1 The report evidences the breadth and impact of work undertaken which will inform and be influenced by the collaborative engagement and evaluating impact work which the WMCA has contracted. We will work with local partners to embed this work.
- 4.2 This work, alongside the thinking on the Birmingham Commonwealth Games Wellbeing and Physical Activity legacy work will shape the refresh of "West Midlands on the Move" as we turn the Framework into a set of "Thriving on the Move" a small number of common physical activity priorities and actions for the region during the year.
- 4.3 The Wellbeing Board is asked to approve the start of the refresh of the Strategic Framework and to set out the future priorities and actions to the Board by Summer 2020.

5. Financial Implications

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

6 Legal Implications

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

7. Equalities Implications

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

8. Inclusive Growth Implications

- 8.1 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.

9. Geographical Area of Report's Implications

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

10 Other Implications

None

11. Schedule of Background Papers

Appendix 1

Better Streets Community Fund – Successful Projects 2019/20

Working in partnership with Local Authority Officers and WMCA public health colleagues all applications were assessed against a set of 10 criteria including affordability, deliverability, impact on modal share and levels of deprivation. Using this assessment process each Local Authority was then tasked with producing a shortlist of schemes that fit into the £250,000 allocation and a separate list of small measures which would be submitted into an additional small measures portion of the Better Streets Community.

Birmingham

- **Woodgate Valley Country Park:** The Better Streets Community Fund will be funding the widening and resurfacing of the main pathways around Woodgate Valley Country Park to allow for people using adapted bicycles to use their routes. There will also be a contribution made to a local charity to provide adapted bikes and storage for them with the aim of creating a hub for inclusive cycling.
- **Wheelers Lane and Barns Lane:** The Better Streets Community Fund will be funding an improved crossing across the busy roads of Wheelers Lane and Barns Lane. This is to improve safety and access to the 5 schools in the local area.
- **Soho Road in Bloom:** The Better Streets Community Fund will be funding the expansion of the Soho Road in Bloom project which aims to make the Soho Road a more pleasant place to walk and shop. The funding will go towards more planters which will reduce pavement parking and aid in improving air quality.
- **Clifton Primary School:** The fund will provide Clifton Primary School with a number of Parking Buddies which aim to reduce the amount of pavement parking outside of their school. This will help make the trip school a safer and happier experience.
- **Sparkbrook/Balsall Heath:** The Better Streets Community Fund will be providing funding for cycle parking outside a community hub in Sparkbrook/Balsall Heath. This will give local people the opportunity to cycle to their community hub without the concern of not knowing where to park their bike.
- **Summer Lane Canal Access:** The Fund will be contributing towards the improvement of the canal access point on Summer Lane. The access currently has steps which make it difficult for cyclists and those with mobility issues to gain access to the canal, the improvements will aim to remove these steps to make it more accessible.
- **Tangmere Drive Crossing:** Improvements to a crossing on Tangmere Drive to improve access to local facilities.

Coventry

- **Charterhouse Community Corridor:** The Better Streets Community Fund will be funding the first stage of the Charterhouse Community Corridor. Working with Historic Coventry Trust the funding will be used to create a safe, accessible, off road cycle link between the local residential areas to and the historic Charterhouse building in Coventry. The result being a completely traffic free walking and cycling route which can be used by everyone in the local community.

- **Stoke Aldermoor:** This project aims to make the community of Stoke Aldermoor an easier place to walk and cycle around. This will be done with improvements to signage, lighting and cycle parking within the community.
- **Allesley Park:** The project aims to improve the pedestrian and cycling access to Allesley Park in Coventry. This will be done by delivering a new crossing across Allesley Park Drive as well as safer entrance for pedestrians and cyclists to the park itself.
- **Local Nursery:** The Better Streets Community fund will be providing funding to add cycle parking to a local nursery to allow parents to cycle their children to school.
- **Parkride:** The Better Streets Community Fund will be contributing towards the setting up of a Parkride Inclusive Cycling Centre in Coventry. The funding will be a contribution towards the provision of adapted bicycles and storage for them.
- **Stivichall Primary School:** The Better Streets Community Fund will provide funding to improve cycle parking outside Stivichall Primary School to enable more children from the local community to cycle to school.

Dudley

- **Howley Grange Park:** This project will deliver footpath improvements on Howley Grange Park providing a strategic walking and cycling route helping to link this area of Halesowen with Woodgate Valley in Birmingham.
- **Thorns Road:** The Better Streets Community Fund is providing funding to improve two crossings across the busy Thorns Road near Quarry Bank. The crossing will allow the students from Old Park School and Thorns Primary School to cross the Thorns Road more safely while also allowing better access to the green space provided by Stevens Park.
- **Wordsley School:** The Better Streets Community Fund is providing funding to improve the crossing outside Wordsley School in Dudley by improving it to a toucan crossing allowing both cyclists and pedestrians to cross safely. This will improve access from the school to nearby residential areas as well as the recently resurfaced canal towpath network.

Sandwell

- **Millenium Community Centre and Friar Park Primary School:** Two applications for the Better Streets Community Fund were submitted within close proximity of each other asking for improvements near the Millennium Community Centre and Friar Park Primary School. This project will provide improvements at and between these two locations providing a safe and enjoyable space for local people to walk and cycle.
- **Smethwick Old Church and Dorothy Parkes Community Centre:** This project will aim to improve the public space outside of Smethwick Old Church and Dorothy Parkes Community Centre by reducing traffic speed and making it easier for people to walk and cycle in their local community.
- **Blackheath:** The Better Street Community Fund will contribute to improving the accessibility of an existing crossing for cyclists and those with mobility issues by providing small amount of dropped kerb. The crossing in Blackheath forms a part of an existing cycle route between Blackheath and Rowley Regis Train Station and this small improvement will help improve this route.
- **West Bromwich Town Centre:** This project will provide public cycle parking outside of the YMCA in West Bromwich Town Centre. Allowing people attending the YMCA and the wider town centre to be able to park their bikes securely.

Solihull

- **Berkswell Project:** The Better Streets Community Fund will be funding the start of the Berkswell Project, which aims to make the local area a better place for cycling and walking by engaging the local community.
- **Green Hill Way Day Centre:** This project will provide benches and planters on the local streets around Green Hill Way Day Centre. The aim of this is to improve the area for the local elderly population making their local area a more pleasant place to walk around.
- **Willow Park, Balsall Common:** This project will provide new cycle parking at Willow Park in Balsall Common with the aim of encouraging local people to cycle to the park.

Walsall

- **National Cycle Route 5:** The Better Streets Community Fund will provide funding to improve accessibility on National Cycle Route 5 in Walsall and improve a the link between NCN5 and Walsall Town Centre. The aim being to give all of the local community the opportunity to access the town centre and NCN5 by bike.
- **Hawes Road:** This project will aim to deliver cycling and walking improvements along Hawes road with the aim of encouraging local residents to walk and cycle more. The project will widen footpaths and calm traffic to make the area a more pleasant place for the local community to become more active.
- **Aldridge High Street:** This project will add cycle parking to Aldridge High Street outside of Aldridge Social Club, as well as adding some planters and other improvements to the public realm improvements. The aim of this project is to make the town centre a more attractive place to cycle to in the hope of reducing congestion in the town.
- **Walsall Rugby Club:** The Better Streets Community Fund will help make Walsall Rugby Club a cycling hub for the local community. The aim is to build new cycle storage and provide a balance bike area for members of the local community to engage with cycling.

Wolverhampton

- **Cycleways and Signage:** This project will make minor improvements to cycleways and signage around a local community of Wolverhampton.
- **Wednesfield Road:** The Better Streets Community Fund will help support the delivery of improvements along the Wednesfield Road with the aim of creating a strategic cycling link into the Town Centre.
- **Park Village Education:** The Better Streets Community Fund will help Park Village Education become a cycling centre for its members and the wider community. The project will provide cycle parking, maintenance equipment as well as an area in cycle training can take place.
- **Aldersley Stadium:** The Better Streets Community Fund will be contributing towards the setting up of a Wheels for All Inclusive Cycling Centre at Aldersley Stadium in Wolverhampton. The funding will be a contribution towards the provision of adapted bicycles and storage for them.