

# Delivering a Long term Physical Activity Legacy Framework to 2031

## The WM problems to be solved?

What are the common priorities and actions needed to ensure the WM delivers a long term physical activity legacy which makes a significant contribution to the West Midlands recovery by removing the 93k physical inactivity gap by reducing the inequalities in those who take part? What is needed to co-ordinate effort and energy across the WM how we lever influence, collaboration and investment to deliver long term change.

Strategic Context	WMCA	Govt	Sport England	Bham 2022	Health	Local/Sub-Reg
	SEP. Movement for growth Strategy & PSR Bus. Plan. Housing Design Charter, Environment Strategy, MH Commission. Co-vid 19 Recovery Plan	Sporting Futures Transport Covid 19 guidance	Shaping Our Future Local Delivery Pilots	Legacy Framework PA & WB legacy Framework Rapid Review	NHS Long term Plan STP Plans	Bham CC Physical Activity Recovery review BC Legacy Strategy

**Vision** – Leading a WM legacy which delivers active communities and citizenship is the dynamo for a greener, healthier, better connected, inclusive and prosperous WM.

### Outcomes

More people active  
Improving physical and mental wellbeing  
Improved social and economic development  
Improve how it feels to live and work in the West Midlands.  
Improved environment  
Improved connectivity  
High quality & inclusive workforce  
Increased co-design, production & evaluation  
Greater PA collaboration

### Priorities

Getting more people especially from our most deprived communities **walking and cycling**.  
Improving the range of locally accessible, **inclusive community active environments**  
Energising a **diverse workforce and active citizenship**, using the B2022 , growing capacity and skills  
Maximising the opportunities for our communities by providing a B2022 **venues legacy**.  
Working with communities to get more **children and young people** in our most deprived areas active

### WMCA Deliverables

Working alongside TfWM on a co-ordinated **walking and cycling infrastructure and activation programme** and PSR championing work with Health & Environment.  
Leading the delivery of the **community active environments programme**  
**Lead the Include Me WM campaign** to get more venues and services to commit to inclusive delivery & customer centre approach.  
**Accelerate digital inclusion and skills programme**

### Integrated co-owned Framework and 10 year Plan to:

Getting 60k more people from our more deprived communities active.  
Create 150 new community active environments.  
2k community volunteers & more diverse & quality workforce  
More inclusive and community based leisure provision  
80% of children in deprived areas active

**PSR/Inclusive Growth role** – influencing policy, convening the WM work; securing investment, strengthen governance and accountability, advocacy, sharing learning & impact

#### To support this, WMCA should:

- **Give consideration to establishing a WM Physical Activity Commissioner** to strengthen collaboration, accountability and national and WMCA advocate and influence the impact physical activity is having in recovery.
- **Refocus** the WMCA and Sport England jointly funded **collaborative leadership and evaluating impact programme** to inform the collaborative cultures, values, learning and accountability to enable the delivery of long term legacy.
- Work with B2022 and Birmingham CC to develop **the structure and governance for delivering the long term physical activity legacy post games**.

# Active Environments

A WM wide co-ordinated programme delivering a network of outdoor community active spaces and places and active citizenship

Applying the learning through lockdown and best practice in Public Space Design, Active Streets, Parks, green and blue spaces e.g. CRT to influence behavior and system change.

Reclaiming and repurposing environments which are easy to find and use, enjoyable, social, accessible and inclusive, getting more people active and improving wellbeing.

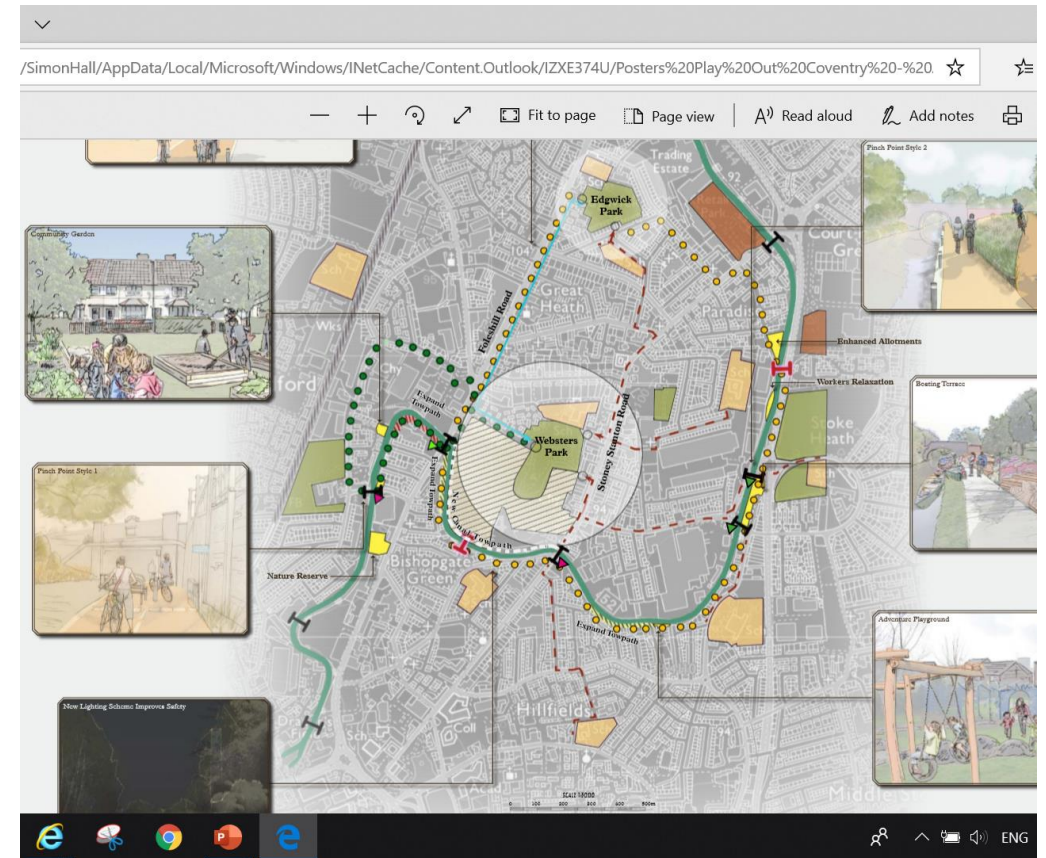
Working with the WM most deprived areas and communities to ensure these sites are more accessible, inclusive & community led .

Utilizing and raising the capacity, digital, skills and active citizenship including Community Games. **WMCA role will be to lead work to develop a co-ordinated approach to delivery, campaigns, project pipeline, work with partners to develop policy which ensures an inclusive approach, investment, impact and protection.**

## Alignment

**WM recovery plan:** Regional Recovery Priorities – WM 2041. Health and Wellbeing. Active travel and Housing Design Charter

## WMCA lead role



Sample: Foleshill Coventry Public Space Corridor Proposal-Birmingham City Univ. 2020

# Workforce and Volunteering

Our workforce has become more adaptable during the lockdown having had to diversify their offer, especially digital and repurpose facilities. Many working in the physical activity sector have been furloughed or become unemployed. We have seen a massive increase in people volunteering in their community and a reliance on volunteers in some of our most deprived communities. Digital use has increased substantially is a key part of our recovery.

Collectively, we need to sustain, develop and diversify our voluntary and paid workforce to get more people active, and more often and reduce inequalities using the recovery and B2022 to deliver long term change. **WMCA focus will be on developing a more inclusive and disabled customer led approach to delivery, the development of a more diverse workforce & digital inclusion & addressing digital skill gaps and shortages in the sector.**

## Alignment

**WM Recovery Plan:** regional recovery priorities, supporting leisure and culture sector workforce and community cohesion. Links to active environments and Cycling programme.



# Walking and Cycling

WMCA role to convene the collaborative work with Transport, Physical Activity, Health & Environment stakeholders as to work together with communities getting more people walking and cycling; making it easier, safer and more enjoyable, accessible.

This will set the tone and the approach for the region moving forward aligning infrastructure and activation.

Alongside TfWM collaborative work is with transport stakeholders, PSR focus will be working with Environment, Health and Physical Activity such as the NHS, Government, STPs and sport and physical activity providers to deliver shared priorities and working to address inequalities.

Applying the learning we have gained from lockdown on behavior change with more people walking and cycling on one hand, but widening the inequalities of those who have access and the ability to cycle and access to safe and enjoyable places.

## **Alignment**

**WM recovery plan: Regional Recovery Priorities – WM 2041, Transport**



# Venue Legacy



Design of Birmingham  
Aquatics Centre, Sandwell

Work with all Games partners to maximise the impact on local and regional communities, from the CWG main new venues of the Alexander Stadium, Sandwell Aquatics Centre, and Cannock Chase as well as the other sport specific sites.

To do this in a collaborative way with the PAWB Legacy framework and approach to addressing inequalities at the centre of the work.

To use this approach to set the tone for other venues across the region that are currently seen as 'no go settings' to more inactive groups.

**WMCA role to integrate Include Me WM as the legacy movement for a more inclusive and customer focused approach to delivery.**

## **Alignment**

**WM recovery plan:** Regional Recovery Priorities around Physical and Mental health, and tackling inequalities, the economy and place making . Addressing inequalities

Tbc

# Children and Young People Activation

Often the first and most equal opportunities that children and young people have access to - which shape their relationship with movement for the rest of their lives – are felt to be low priority for many schools. This would be the catalyst along side the current limited (due to Covid 19) PE and sport based offer in school settings, to get school children moving in a safe environment

Children and young people activation involves partners such as through the DfE, Sport England, Youth Sport Trust and Living Streets. It also connects to all other priorities such as active environments.

**WMCA role to be agreed**

**Alignment**

**WM recovery plan:** Regional Recovery Priorities around Physical and Mental health, tackling inequalities, active travel and Children, young people and families.



# Commissioner & embedding Collaborative Cultures



WMCA establishes the **first Physical Activity Commissioner** to ensure that people in the West Midlands are given the best chance to adopt an active lifestyle.

Extending **WMCA collaborative leadership programme** with WM Physical Activity sector. Our ambition is to make the WM the best it can be in working together to get more people active by focusing on reducing the inequalities in those who take part.

Embedding learning from across the WM on collaborative communities e.g. Sport England LDP & WMCA & Disability Rights UK on engagement, co-production & evaluation.

Delivering common priorities and working towards shared accountability in the successful delivery of the WM Recovery plan, B'ham 2022 PAWB Legacy and Sport England's Strategic priorities. A WMCA administered/supported WM legacy activation fund jointly with an allocation of Sport England's Small Grants programme.

**Alignment:**

**WMCA Recovery Plan:** regional recovery priorities

# Halting the Gap – June 20– March 2021

1. Working with the PA Legacy Lead to get stakeholder buy in and Games and WMCA approval the long term legacy framework & WMCA and B2022 roles.
2. Developing the business case propositions for each priority working with stakeholders, clarifying WMCA role and building into the Games Legacy plan by Dec 20.
3. Delivery of the 4 Public Spaces and using the trial development and learning to influence Housing Design charter policy, Environment and as the bed rock of the Active Environments programme to get over 350 people active.
4. Refocusing delivery of targeted investment projects such as Include Me WM (Disability) and Black Country Place Based Pilot as part of the recovery to get over 750 people active and 500 additional volunteers. Applying learning to future priority delivery. Getting over 100 organisations committed to Include ME WM pledge.
5. Delivery of the joint Walking and cycling programme including the Emergency Active Travel Fund supporting measures e.g inclusive bikes, social prescribing and get more people walking, influencing future activation investment including B2022 Free Bikes for deprived communities programme. To get over 1000 more people active.
6. Delivery of digital inclusion priorities including bootcamp for targeted 40 physical activity organisations & a sector digital skills audit to identify priorities and Swift Transport behaviour change trial helping people to get to places to be active, getting 250 more people active.
7. Delivery of mental health and inclusivity training for the sport workforce leading to 3000 more people upskilled
8. Completion of stage 1 of the WM collaborative leadership programme creating the conditions for better collaboration across stakeholders to deliver the long term legacy plan.
9. Subject to WMCA approval, plan the appointment of a Physical Activity Commissioner and convene the WM Physical Activity Executive Group to collaborate in the delivery of the long term legacy
10. Establish investment plans and source funding for high priorities



# Halting the Gap WMCA Programmes 2020/21

Programme & (Project Period)	Objective	WMCA role & Budget	Delivery Partners	Co-vid Recovery Status	How will it be sustained?
Black Country Place Pilot (2019/22)	Determine barriers & opps to get people in inclusive growth areas active. Community activation	Enable & Accountable £150k SE grant £10k =£160K BCC Ltd	BCC Ltd & 4 LAs, BC Together	On Hold roll over into 2021/23	Learning informs future delivery
PA Digital Incl. Bootcamp & Audit (20/21)	Digital support for targeted PA orgs in immediate need, digital audit of sector	Jt. Skills & PSR lead, £40k SE & £2.9k Income =£42.9k	Tech Talent Academy	Delivering	2021/22 indicative & aiming for Full Cost Recovery
Public Space Trial(19/21)	Delivery & learning from co-designed approach to dev. Com. Active spaces	Lead £10k & £5k Wolv & £40k SE =£55K	Wal, Sand, Wolv & Cov LAs, Bham City U	Prep. Work following com. Consult. Delivery 2021/22	2021/22 indicative & com owned sites
Goodgym (18/20)	Getting more active by delivering community tasks e.g befriending	Lead £57.5k & £48 LA = £105K	Goodgym, Cov, Sol, Warks Las, CSWSport	Delivering & adapting	Self sustaining
Include Me WM Pledge & Campaign (19/21)	WM movement getting PA orgs to change to a more inclusive & citizen led approach	Lead & deliver £5.8k & £14.5k SE= £20.3k	65 WM organisations	Under revision cont. in 2021/22	Self sustaining
Inclusivity & Mental. Health training (20/21)	Respond to the above, raising skills & understanding in PA sector & annual symposium	Lead £3k & £13k SE= £16,000	6 Active Partnerships (Aps), B&S MHT	Mental Health training conts. 21/12	Built into SE contract with APs
Swift Public Transport trial (20/22)	Disabled Citizen behav. Change trial in using pub.transport , to go to active places	Lead & Deliver £12k & £52k SE = £64k	Wolv, Cov & Bham LAs, WMT	Planned for Dec/April trial & learning	WMCA adopts
Disabled Citizens Panel (19/22)	Co-design & evaluation of PA delivery	Lead £6k & £44k SE=£50k	tbc	On Hold conts. 21/22	2021/22 indicative & SE additional funding
Health & Social Care (20/22)	Upskilling prof to refer dis. Citizens to activity e.g social prescribers/social work	Lead £12k SE	tbc	On hold conts. 21/22	tbc
Emergency Active Travel Fund (2020)	8 week activation delivery to get more people walking & cycling.	Lead £75k DfT	Midland Mencap, BCC ltd	Draft grant letter	Tranche 2 Sept-March 20
Collab. Leadership, value & Impact (20/22)	Dev. Of WM PA common priorities, cultures, values & embed learning & value	Lead £52k & £45k SE - £97k	Leadership Centre LAs, APs, PHEWM, SE	Delivering & revising focus & conts 21/22	2021/22 indicative

# Bridging the Gap – April 2021 – March 2023

1. Appointment of WM Physical Activity Commissioner and deliver stage 2 of collaborative leadership to embed collaborative cultures.
2. Legacy priorities embedded in the recovery plan and stakeholder plans and priorities.
3. Seek to identify core and external funding for new areas of business.
4. Reducing the inequalities in those who take part in physical activity embedding practice in WMCA housing, transport, mental health and environment priorities. Ensuring active travel and walking and cycling for exercise are on an equal policy footing.
5. Delivery of a media campaign to get more people active as the Games approaches and gearing to continue getting active post games.
6. Apply the learning from the “Halting the Gap” stage to embed approaches and delivery of priority work programmes e.g acceleration of active environment.
7. Align to the **#2041 Climate Action Plan, Housing Design and Active Travel** to seek joint opportunities to transform the WM as a place to live and work.
8. Contribute to the successful delivery of the games and ensure robust governance and collaboration to realise a long term legacy post 2022.
9. With WMCA approval, agree the transition from Games time B2022 legacy to long term benefits including staffing, resources and equipment

# Moving Beyond the Gap- April 2023 – March 2031

1. Maintain the delivery of priority programmes working with our most deprived communities to get active and sustain levels of activity.
2. Set out how the learning from the Games will inform future WM delivery.
3. Maintain the volunteer and workforce base post games supporting the greater diversity and skills of the workforce which in turn are getting more people active
4. Embed active environments and walking and cycling infrastructure and activation as the bedrock of our housing, mental health, transport and environment priorities
5. Annually capture the value and impact of the legacy to inform future planning and delivery.

## WMCA Budget 2020/21

Work Stream	2020/21 Available Spend				
	WMCA £	SE[ii] £	Other	Total £	Potential 21/22 SE
Staffing	171,000	27,500		198,500	10,500
Sub-Total	171,000	27,500		198,500	10,500
Delivery (£59k)					
Goodgym	650			500	0
Collaborative Leadership & evaluating impact	25,000	34,000		59,000	23,000
Public Space Design Fund	7,000	40,000	5,000	52,000	0
Digital Active Bootcamp		40,000	2,900	42,900	0
		145,000			
Black Country Place Based Pilot*		0	10,000	155,000	0
Include Me WM Pledge	1,000	8,000		9,000	2,000
Swift Public transport Disability Trial	12,000	52,000		64,000	0
Inclusive & Mental health skills training (payment against schedule)	3,000	9,000		12,000	0
Health and Social Care referral (to be contracted)		7,000		7,000	5,000
Disabled Citizens Physical Activity Panel	3,000	25,000		28,000	10,000
Contingency	7,350			7,500	
Sub-Total	59,000	360,000	17,900	436,900	40,000
		387,500			
Total Budget	157,000	0	17,900	562,400	50,500

[i] Total budget allocated for the initiative across financial years  
 [ii] SE Sport England  
 \* Paid against grant agreement

## Indicative 2021/22

Indicative Budget 2020/21			
	Staffing	Delivery	Total
External funding 19/20 cfwd	10,500	40,000	50,500
WMCA fees if standstill	112,850	72,000	184,850
proposed WMCA Ask	37,000	141,000	178,000
External funding sought	29,000	387,000	416,000
Total	189,350	640,000	829,350