



WMCA Wellbeing Board

Date	16 October 2020
Report title	Physical Activity Strategy Implementation & Physical Activity Commissioner Proposal
Portfolio Lead	Cllr Izzi Seccombe – Wellbeing Board Chair
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Report has been considered by	Mubasshir Ajaz, Head of Wellbeing Sean Russell, Thrive Implementation Director Anna Sirmoglou – Equalities and Diversity Manager

Recommendations for action and decision:

The Wellbeing Board is asked to:

- 1. Approve the “Halting the Gap” Physical Activity Implementation Plan 2020/21 set out in the report.**

1. Purpose

- 1.1** At its July 2020 meeting, the Wellbeing Board discussed the future direction of the WMCA’s West Midlands on the Move Strategic Framework.

2. Background

Lockdown Impact

- 2.1 People can go outside more than once a day for exercise alone or with their household, with up to 5 people outside their household providing they observe social distancing. Most sport facilities and gyms can re-open if they feel they are ready to do so and able to safely meet government guidelines. Team sports have started where their Governing Body of Sport has met the Government's restart proposals, who have shown they have stringent plans in place.
- 2.2 There has been a massive disruption in the physical activity behaviours of adults and children. According to Sport England dataⁱ 31% of adults did more and 41% of adults did less physical activity in the last week compared to before restrictions.
- 2.3. 62% of adults believe that it is more important to be active in response to the pandemic and 67% are getting active to improve their physical and mental wellbeing. 53% of adults have been encouraged to be active by Government guidelines.
- 2.4 As we know, Co-vid 19 has had a profound effect on certain communities for example, BAME, disability, older age. This has broadened the inequalities and inequity (including those who are active that existed pre-lockdown. Consultation with partners through the WMCA's Communities of Practice, agreed that energy needs to be focused on encouraging more people to active as part of a pre and rehabilitation programme working with those communities most impacted by Co-vid.

Birmingham Commonwealth Games

- 2.5 WMCA is working with B2022 and physical activity stakeholders to develop the Physical Activity legacy priorities and the collaborative stewardship needed to ensure a long-lasting legacy post Games. These emerging legacy priorities are reflected in the WMCA Physical Activity Strategy implementation plans, focusing on those areas where the WMCA can make the greatest impact.

3. Draft Physical Activity Implementation Plan 2020/21

- 3.1 This draft plan is set out in **Appendix A** outlining priority work streams, where through consultation how the WMCA functions within the WM physical activity ecosystemⁱⁱ and in delivering the RHIC priorities.

RHIC Priorities	Examples of PA work programmes & projects
BAME & Vulnerable People	<ul style="list-style-type: none"><li data-bbox="370 1713 1436 1809">• Include Me WM – a work programme encouraging a more inclusive and customer centred approach to sport & physical activity delivery targeting work to get more disabled citizensⁱⁱⁱ active.<li data-bbox="370 1816 1436 1942">• Black Country Place based project – WMCA secured the funding to enable the BCC Ltd to gain insight, respond to the barriers to & opportunities identified through consultation to get more people from identified deprived communities active.

	<ul style="list-style-type: none"> • Public Space Design – WMCA leads & funds work with the 3 local authorities alongside BAME and vulnerable communities in Foleshill, Willenhall & Prince’s End to create new community active spaces.
People Powered Health	<ul style="list-style-type: none"> • Parkride – secured funding to extend the Midland Mencap’s Parkride which has got 223 new disabled citizens active over the last 8 weeks • Include Me WM facebook led by the WMCA with other 150 members offers self help getting active and online exercises and keeping people connected. • Walking app activation -encourage people to walk and explore their neighbourhoods, capturing exercise, nature and history (linked to UNESCO sites in the Black Country). • Goodgym -getting people active by doing community deeds helping those communities who most need help – prescriptions collection, helping foodbanks & befriending.
Wider Determinants	<ul style="list-style-type: none"> • Collaborative leadership -joint investment to strengthen joint working across the WM to address inequalities and unblock the issues, policies and practices that prevent people getting active. • Public Space Design – using the learning to influence the delivery of the WMCA’s Housing Design Charter. • Walking and cycling – ensuring addressing health inequalities are designed into future walking and cycling infrastructure & an inclusive approach to revenue supporting measures working with the health system.
Access to health & care services	<ul style="list-style-type: none"> • Social prescribing walking and cycling – Black Country pilot working with GPs to enable vulnerable communities e.g. pre-diabetic & recent migrant communities to access health and care and community support. • IMWM Health and Social Care training in response to disabled citizens consultation the development of training and guidance to get more GPs & health and care specialists to refer disabled citizens to physical activity.

3.2. In response to RHIC and physical activity evidence, the WMCA’s Comprehensive Spending Review includes 2 physical activity funding asks, which would enable the WMCA with local authorities, health system and Active Partnerships to apply the learning from this and other projects to help more BAME and vulnerable people and communities to get active.

3.3 These asks are for:

- Radical Prevention Fund – ringfenced **Inclusive Physical Activity Fund** working with communities as part of a pre and rehabilitation programme to strengthen resilience. The focus is on co-design and delivery of community initiatives and to support the Commonwealth Games physical activity legacy.
- **Social Prescribing Walking and Cycling Region** -the Government’s “Gear Change” Strategy^{iv} set out plans to pilot social prescribing of walking and cycling in a local authority area. The WMCA wants to apply the learning from the Department for Transport funded Black Country and subject to Government approval Birmingham Social Prescribing walking and cycling projects across the WMCA geography. This pilot will look the impact of different incentives to get

more BAME and vulnerable communities walking and cycling on their physical and mental wellbeing.

The outcome will be known later in the year.

3.4 The Board is asked to approve the draft implementation plan.

4. Financial Implications

4.1 The funding set out in the implementation plan is allocated in the WMCA's 2020/21 budget.

4.2 The WMCA is awaiting the outcome of its submission of its Emergency Active Travel Funding Tranche 2 bid, which includes the extension of the social prescribing and "Park ride"^v schemes. If funding is not secured, the WMCA will work with partners to scope potential funding for these schemes.

4.3 The WMCA is awaiting the outcome of its Comprehensive Spending Review submission and if the 2 Physical Activity proposals are unsuccessful (Inclusive Physical Activity Fund and Social Prescribing walking and cycling region), the WMCA will work with partners to source alternative funding.

5. Legal Implications

5.1 There are no additional legal implications.

6. Equalities Implications

6.1 Inequalities in physical activity are well documented and the region is one of the most inactive in the country. The following groups are more likely to be inactive – women, people from lower socio-economic groups, older adults, disabled people or people with long term conditions and people from BAME communities. Initial evidence suggests that the gap has further widened for these groups as a result of Covid-19.

6.2 The implementation plan evidences that delivery is focused on these communities where evidence suggests that there are inequalities in those who take part and those most impacted by Co-vid 19. Measures will be regularly monitored, and learning will inform future delivery.

7.0 Inclusive Growth Implications

7.1 The implementation plan prioritises getting more people active and addressing the inequalities and the barriers to participation in a more active and healthier lifestyle. Through collaboration, the WMCA is working alongside partners and stakeholders to deliver lasting and sustainable changes to deliver good outcomes for people living in the WMCA area.

8. Geographical Area of Report's Implications

8.1 The physical activity geographical delivery is set out in the implementation and reflects a collaborative approach to trialling and testing and where appropriate delivery at scale. All

collaborative projects are subject to approval from the Local Authorities or for example Active Partnerships through their own governance.

9 Other Implications

None

10. Schedule of Background Papers

ⁱ <https://www.sportengland.org/know-your-audience/demographic-knowledge/coronavirus>

ii. WM physical activity ecosystem defined as a complex interconnected network of organisations and physical environments, often working co-operatively in similar directions.

iii The Include Me WM approach recognises the interconnected nature of social categorisations such as race, class, disability and gender as to they apply to an individual or group, creating overlapping and interdependent discrimination or disadvantage (intersectionality) .

^{iv} <https://www.gov.uk/government/publications/cycling-and-walking-plan-for-england>

^v Park ride – free accessible and inclusive cycling programme <https://midlandmencap.org.uk/parkride/>