

# WMCA Physical Activity Implementation Plan 2020/21

October 2020

This Implementation Plan provides the headline physical activity deliverables and actions led by the WMCA. Many of the deliverables are achieved by working collaboratively with Local Authorities and other partners, who are best placed to implement. This is core to the WMCA's work.

## Section 1 – Background to the Delivery Plan

<b>Description</b> <i>(Brief description of what the plan covers)</i>	The Plan covers the priority physical activity work areas for the WMCA where it is using its resources to enable, influence and deliver (through partners) to reduce the inequalities in those who are active as part of a collective “prehab” and “rehab” approach to support those mist impacted by Co-vid 19. It is also focuses on strengthening the collaborative working across the West Midlands to have a greater impact and contribute to ensuring that there is a long lasting Commonwealth Games physical activity legacy by working with and for our communities.		
<b>WMCA Portfolio</b>	PSR & Inclusive Growth	<b>Key contact</b>	Simon Hall
<b>Dependencies</b> <i>(Any external factors upon which this plan is dependent)</i>	<ul style="list-style-type: none"> <li>• Collaborative working across stakeholders in the WM;</li> <li>• Using and applying learning to advocate and influence change.</li> <li>• B2022 Legacy Plans</li> <li>• National and local strategy and actions</li> </ul>	<b>Other contributors and internal stakeholders</b>	Teanay Cope, Mark Fosbrook Mubasshir Ajaz, Sean Russell, Claire Williams (Head of Walking and Cycling TfWM), Matt Lewis (Head of Swift TfWM); Helen Kershaw (Head of Com Games Delivery WMCA)
<b>Top 3 risks</b>	<ul style="list-style-type: none"> <li>• Limited resources</li> <li>• Stakeholder engagement</li> <li>• Impact of Co-vid 19 restrictions in pausing or repurposing delivery</li> </ul>	<b>Key external stakeholders</b>	Local Authorities 3 Active Partnerships Sport England, Active Wellbeing Society Activity Alliance, Streetgames Birmingham 2022

## Section 2 – Deliverables and Milestones

<b>Deliverables</b>	<b>Lead</b>	<b>Description</b>	<b>Start date</b>	<b>End date</b>	<b>£</b>	<b>Issues to consider</b>
<p><b>Collaborative Leadership</b>  <i>A WM sport &amp; pa sector working strongly together to deliver shared priorities to address inequalities in those who take part, embedding learning, working to agreed values and principles and shared accountability.</i></p>	Simon Hall	<p>During lockdown the WMCA paused the collaborative leadership programme, this has been repurposed to share practice, learning and agree priorities moving forward. Also, to inform the long term B2022 legacy. This includes:</p> <ul style="list-style-type: none"> <li>• Delivery of a <b>collaborative leadership &amp; evaluating impact programme</b> including 4 <b>Communities of Practice</b> events to share learning, cultures, values and actions</li> <li>• Completion of <b>Digital Skills and Physical activity sector audit</b> and analysis &amp; provision of <b>training</b></li> <li>• Chairing the <b>West Midlands Violence Reduction Unit’s Sport Board</b> &amp; member of the Executive Group influencing whole system approach to using sport to prevent and encourage positive outcomes for those impacted or involved in violence.</li> <li>• <b>Development &amp; delivery of Inclusive Physical Activity Fund</b> applying the learning from existing practice targeting communities as part of a rehab and prehab Cov-19 intervention.</li> </ul>	Nov 20 Nov 20 Oct 20 Nov 20	June 21 Feb 21 June 21 March 22	£40k £15k tbc	<ul style="list-style-type: none"> <li>• Co-vid 19 impact on time commitment of partners.</li> <li>• Evidencing the value and impact of WM work.</li> <li>• Subject to outcome of Govt. WMCA CSR approval.</li> </ul>
<p><b>Active Environments</b>  <i>Starting the development of a network of new spaces for people to get active, getting better insight into active lifestyles &amp; responding to need &amp; getting people active by delivering community tasks</i></p>	Simon Hall	<p>Access to Green and open spaces have become increasing important to communities impacted by Co-vid 19. Understanding the barriers to and opportunities for people getting active in targeted communities. This will be achieved by:</p> <ul style="list-style-type: none"> <li>• Creating 4 new inclusive community led active spaces and using the learning to influence housing Design Charter and #wm2041 policy &amp; practice WM wide (<b>Coventry, Walsall, Sandwell and Wolverhampton</b>)</li> <li>• delivery of a <b>Black Country Place based programme</b> in inclusive growth corridors to understand the barriers &amp; opportunities to get more people active and the appointment of local community connectors to respond to need, connecting to Coventry and Bham and Solihull Local Delivery work.</li> <li>• Delivery and sustainability of the <b>Goodgym Solihull, Coventry and Warwick &amp; Leamington Spa</b> programmes inspiring people to be active by doing community deeds.</li> </ul>	Ongoing Ongoing Ongoing	Sept 21 March 22 March 22	£45k £150k £100k	<ul style="list-style-type: none"> <li>• Co-vid 19 impact delaying community engagement and potentially delivery.</li> <li>• Projects are being repurposed and designed beyond existing scope to reflect Co-vid 19</li> </ul>
<p><b>Walking and Cycling</b>  <i>Improving community voice in EATF decisions and impact; social prescribing walking &amp; cycling targeted in specific areas and communities e.g. pre-diabetic &amp; migrant communities &amp; more disabled citizens cycling.</i></p>	Simon Hall	<p>Getting more people walking &amp; cycling key to helping people getting around &amp; improving their wellbeing. Working alongside TfWM, to develop a more inclusive &amp; health and transport connected approach to policy and delivery to get more people walking and cycling for active travel.</p> <ul style="list-style-type: none"> <li>• Co-leading the delivery of a <b>citizen focus groups</b> to understand the impact of lockdown on walking and cycling, the emergency active travel fund measures, taking citizens’ recommendations to future investment.</li> <li>• Delivery of <b>3 DfT Emergency Active Funded programmes</b> aimed at getting more inclusive approach to walking and cycling: social prescribing Black Country &amp; potentially B’ham pilot; Midland Mencap “ WM Parkride” inclusive cycling programme; &amp; Digital Walking app aimed to get more people walking in local neighbourhoods in the Black Country.</li> </ul>	Ongoing Ongoing	Nov 21 Oct 21**	£10k £75k	<ul style="list-style-type: none"> <li>• Impact of Initial Tranche 1 funded programme, for example 233 new disabled cyclists.</li> <li>• **Subject to DfT decision on Tranche 2 EATF which will see the increase in funding and wider delivery until March 21.</li> </ul>

		<ul style="list-style-type: none"> <li>Development of WM CSR proposal with partners to be a pilot “<b>social prescribing walking and cycling region</b>” in response to Government’s “Gear Change” Strategy.</li> </ul>	Oct 20	March 21	TBC	<ul style="list-style-type: none"> <li>Subject to Government approval for WMCA’s CSR ask</li> </ul>
<p><b>Inclusive Venues &amp; Programmes (Include Me WM)</b></p> <p>A whole system approach to getting over 400 more disabled people active, over 900 people trained in inclusivity and 500 citizens engaged.</p>	Mark Fosbrook	<p><b>WM Disabled Citizens Physical Activity Network and Panel</b> – Using the Disability Rights UK “Moving the WM Forward” Citizens engagement report to:</p> <ul style="list-style-type: none"> <li>establish a local-regional disabled citizens network to co-design, influence and inform the delivery of sport and physical activity with Include Me WM (IMWM) supporters.</li> <li>continue to grow the IMWM Facebook page to engage especially those who are isolated or shielding to encourage them to be active. Currently 154 members.</li> <li>establish an IMWM Citizen Panel to co-design WMCA workstreams, capture value and identify and address blockages.</li> </ul> <p><b>Include Me WM Supporters:</b> A social movement working towards a more inclusive and citizen focused approach to the delivery of sport &amp; PA. Currently 65 IMWM Supporters. Work will focus on:</p> <ul style="list-style-type: none"> <li>reviewing all Supporter commitments in response to Co-vid and identified support</li> <li>An indepth capture of the value and impact of IMWM with 10 supporters.</li> <li>Delivery of an IMWM Supporters campaign to encourage more supporters &amp; disabled citizens to access Supporters Provision.</li> </ul> <p><b>Inclusive Training programme:</b> Disabled people said that health professionals provided a lot of support and are trusted sources, however not all of these individuals spoke to people about the benefits of being active. In response, the WM will:</p> <ul style="list-style-type: none"> <li>With partners develop &amp; test the delivery of a health &amp; social care disability &amp; physical activity elearning programme.</li> <li>Based on the elearning evaluation, seek course accreditation</li> <li>By investing in the 6 Active Partnerships, provide local inclusivity, disability awareness and mental wellbeing training &amp; awareness to supporters</li> </ul> <p><b>Public Transport Trial</b> -Many disabled citizens now feel more isolated and less confident in using public transport. As public transport system resets need to help build confidence in using pub. Transport to get to places to be active. This will be achieved by:</p> <ul style="list-style-type: none"> <li>With TfWM &amp; Sport England, deliver and evaluate the impact of the Swift app trial to encourage positive behavior change in a group of disabled citizens to get to places to be active in Birmingham, Coventry and Wolverhampton involving over 40 citizens.</li> <li>To apply the learning to develop the business case to deliver across the WMCA geography</li> <li>Development and delivery of inclusive cycling offer</li> </ul>	Oct 20	June 21	£34K	<ul style="list-style-type: none"> <li>Building trust in citizen engagement, lack of knowledge of WMCA</li> <li>Expertise needed to build capacity &amp; connect the system</li> <li>Continued impact of Co-vid</li> </ul>
		Oct 20	June 21	£22k	<ul style="list-style-type: none"> <li>Many supporters have been impacted by Co-vid and not delivering programmes &amp; opportunities</li> <li>Lockdown led to disconnect with many supporters</li> </ul>	
		Oct 20	May 21	£22k	<ul style="list-style-type: none"> <li>Lack of elearning inclusive training in sport and physical activity</li> <li>Need for Professional accreditation in health and social care.</li> </ul>	
		Oct 20	March 21	£62k	<ul style="list-style-type: none"> <li>Lack of Health awareness of sport</li> <li>Impact of Co-vid 19</li> <li>Other similar apps on the market.</li> </ul>	

<p><b>WMCA's contribution to the B2022 Physical Activity legacy</b></p> <p><i>As a Games partner working together to ensure that there is a realistic, long lasting and inclusive games legacy.</i></p> <p><i>Physical Activity and Wellbeing (PAWB)</i></p>	Simon Hall	<p>The WMCA is working alongside physical activity partners to implement a legacy framework to use the Games and targeted activity to reduce inequalities in those who take part and improve mental wellbeing by:</p> <ul style="list-style-type: none"> <li>• Developing the PA &amp; WB element of the <b>Games Legacy Plan</b> as a member of the PAWB legacy group and Accessibility Forum &amp; subsequent securing of funding for implementation.</li> <li>• Chairing the PAWB legacy group's Active Environment (SH) and Walking and Cycling Task and Finish Groups (Claire Williams) to determine priority projects and secure funding.</li> <li>• Leading the <b>collaborative stewardship</b> programme on how partners will work together to ensure that there is a long-lasting Physical activity and wellbeing legacy.</li> <li>• Convening the mental health collaboration to develop legacy priority actions to use the games as a catalyst to reduce the stigma of mental health to build into the legacy plan</li> </ul>	Oct 20	Jan 21	£15k	<ul style="list-style-type: none"> <li>• Impact of Co-vid 19 in timing and delivery of legacy.</li> <li>• Subject to approval from the Games Legacy governance.</li> <li>• Subject to securing additional funding</li> </ul>
	Mark Fosbrook		Ongoing	Nov 20		
			Oct 20	Dec 20		
			Oct 20	Jan 21		

#### October to December 2020 WMCA Priorities

1. Delivery of the collaborative stewardship and communities of practice programme
2. Subject to Government funding, delivery of the Emergency Active Travel Fund Tranche 2 programmes
3. Subject to Government approval, development of the Inclusive Physical Activity Fund and Social Prescribing WM pilot implementation plans with partners
4. Establishment of the WM Disabled Citizen's Physical Activity Network and Panel.
5. Start of the Swift Public Transport Trial pilot
6. With partners, development of the draft physical activity and wellbeing legacy plan.

## Section 3- Risk Register

ID	Date Added	Risk Title	Impact	Evidenced in which Project/Programme?	Person Assigned to	Action Log		Control Measure	Status	RAG
		Risk Description				Date	Update			
1	17/09/2020	<p><b>Engagement and communication with stakeholders affecting project ownership</b></p> <p>Lack of consistency in speaking to/ engaging with our project partners and other stakeholders may make it difficult for them to own the work</p>	High	Digital skills, IMWM (supporters due to COVID), Public Space (More so the Local Authorities than WMCA as they cannot consult with their stakeholders in expected way due to COVID 19), Swift (disabled citizens may not be comfortable with going on public transport at this time so there is a risk they may not engage with the trial), Collaborative Leadership	All	17-Sep	Introduced monthly sessions with LAs and APs, six week meetings on PS, IMWM contacting supporters, Swift paused	Extension of project timelines	Open	
2	17/09/2020	<p><b>The scale of change or scope of work required for continuation is beyond current programme remit or available funding</b></p> <p>Initial project or programme findings highlight that the scale of change or scope required to continue to drive work forward is more than originally anticipated. There may not be funding available to drive the new scope forward</p>	High	Digital Skills, IMWM, Public Space (budget only)	All	17-Sep	Set out that this work is a starting point and will trial approaches. The evaluation will determine whether work has been impactful and scalable. Working towards funding plan to carry work forward		Open	
3	17/09/2020	<p><b>Stakeholder Capacity</b></p> <p>The working capacity of our stakeholders and project partners to deliver required work especially given COVID19</p>	High	All	All	17-Sep	Finding that we are having to reschedule meetings	Extension of project timelines	Open	
4	17/09/2020	<p><b>Project Delays</b></p> <p>Delays to projects timelines. This risk is heightened due to COVID19</p>	High	Evidenced in all projects but most prevalent in IMWM, Public space, Collaborative Leadership and Swift	All	17-Sep	Collaborative leadership repurposed as a community of practice	Contract extension to be granted where possible for SE funded work	Open	
5	17/09/2020	<p><b>Permissions</b></p> <p>Ensuring we have the senior officer permissions to take work forward</p>	High	All	All	17-Sep	Business cases are submitted to governance for new project proposals. Project plans are also created which form the baseline for implementation. Updates on the physical activity workstream are given at each Wellbeing Board.	The changes to project life cycles and processes proposed in the SAF will be introduced this year. We will need to ensure that our project approach transitions to align with the SAF once it is implemented.	Open	
6	17/09/2020	<p><b>Financial</b></p> <p>Not being able to spend the money we have this year, due to COVID</p>	High	All	All	17-Sep		Monitor budget and spend	Open	
7	17-Sep	<p><b>Raising the profile of our work</b></p> <p>Ensuring that leaders and partners are aware of what we are doing and why</p>	High	All	All	17-Sep		We have created a comms and media briefing template for exercise which should help enable us to identify, generate and promote stories from our work.	Open	

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Dr Mark Fosbrook  
Include Me WM Manager (Secondment)  
Teanay Cope  
Graduate Project Manager  
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