



WMCA Wellbeing Board

Date	22 January 2021
Report title	Working together to promote active travel and health – West Midlands Active Travel Fund
Portfolio Lead	Cllr Izzi Seccombe – Wellbeing Board
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Accountable Employee	Simon Hall Physical Activity Strategic Lead Email: simon.hall@wmca.org.uk (for the specific programmes listed in this report) Claire Williams, Head of Cycling and Walking TfWM is accountable for the West Midlands Active Travel Fund programme
Report has been considered by	N/A

Recommendations for action and decision:

The Wellbeing Board is asked to:

Note the progress of this work in integrating transport and health priorities and encouraging behaviour change in communities most impacted by Covid 19.

1. Purpose

- 1.1 At its last meeting, the Wellbeing Board approved the WMCA's Physical Activity priorities and the delivery plan. This included priorities for getting more people walking and cycling, which is a joint transport and health agenda.
- 1.2 This report summarises the impact of initial work and sets out the lessons learnt and next steps. To support this report, Deborah Fox, the Head of Demand Management at TfWM will be providing a presentation on delivery of the West Midlands Active Travel Fund, securing investment from Department of Transport for supporting measures to get more people walking and cycling.
- 1.3 The report highlights the relevance to the "Community Recovery of Covid 19" and the "Health of the Region" priorities, illustrated through collaboration, as well as enabling of and influencing behaviour change, especially amongst BAME and vulnerable groups.

2. Background

- 2.1 In its "Gear Change" Strategy, the Government set out its intentions to get more people walking and cycling and this was supported by a £2bn package to deliver a series of recommendations to improve health, get more people active, improve the environment and greater modal shift getting more people to adopt Active Travel and use public transport.
- 2.2 Excellent collaborative work between the 7 Local Authorities and Transport for West Midlands/WMCA which has led to £16.85m investment directed at measures to improve the "Starley Network" of 500 miles of cycling routes across the West Midlands and a range of revenue supporting measures to activate the network and get more people walking and cycling.



3. Delivering the Health of the Region priorities

3.1 Working with TfWM and Local Authority colleagues, our Wellbeing and Prevention focus has been on embedding behaviour change, trialling different ways of working and offering economies of scale to local authority partners. Much has been achieved and is planned by Local Authorities and TfWM to provide new, safer and better opportunities for local people to walk and cycle. The collaborative work is having a positive impact in encouraging behaviour change.

3.2 In delivering the Regional Health of the Region priorities, the funding has enabled initial delivery has:

BAME and Vulnerable Groups

Engaged 269 families and 235 new disabled people getting cycling through the Midland Mencap's "Parkride" scheme

People Powered Health

Enabled close to 8,000 people to use 9 Black Country parks using the Love Explore app between 17 November and end of December and enabled the Black Country to secure funding between Local Authorities and Black Country Consortium to launch this app.

Access to Health and Social Care

40 patients were prescribed walking or cycling by GPs as part of a £15k Black Country trial targeting people who suffer from hypertension, identified as pre-diabetic and from migrant communities. 70% reported a physical health benefit, 67% a mental health benefit and 93% confirmed that they intended to continue with their activity (people powered health).

Wider Determinants

Enabled TfWM/WMCA to secure investment to support local areas to bolster community engagement and capacity to get more local communities especially in our most disadvantaged areas to use the cycling network.

3.3 The TfWM presentation provided at the Board meeting demonstrates the impact that a collaborative approach to leveraging investment to improve the infrastructure and activate communities can have. The local collaboration between transport and Local Authority public health teams has been instrumental to delivering better health and active travel outcomes for local citizens.

4. Legal Implications

4.1 There are no additional legal implications.

5. Equalities Implications

5.1 This has been addressed in the planning and submission of the TfWM bid to Department of Transport for which the impact on addressing inequalities will be monitored.

6.0 Inclusive Growth Implications

6.1 There are no new inclusive growth implications associated with this report. However, the delivery from the West Midlands Active Travel Fund has involved targeting

investment at people who face more barriers to walking and cycling, including people with disabilities, people from BAME groups, and people living in areas of multiple deprivation. As such, the inclusive growth implications associated with this delivery are positive, but will need to be sustained and grown, to ensure that the gains realised during this programme are not lost as soon as the investment is spent. This is crucial to enable positive health outcomes across the region, as well as to meet our climate change obligations, as laid out in WM2041.

7. Geographical Area of Report's Implications

7.1 This work operates across the WMCA geography creating connected infrastructure and supporting measures at a local and through economies of scale across the West Midlands.

8 Other Implications

None