



# **West Midlands on the Move Strategic Framework 2017-2030**

**Draft Delivery Plan 2017-2019**

**Consultation Document 23 June 2017**

## **Introduction**

1. West Midlands on the Move Strategic Framework 2017-30 sets out a new collaborative approach to the impact getting more people active has in achieving the West Midlands Combined Authority's Strategic Economic Plan's priorities. It is based on the principle that an "Active Community is the dynamo of a prosperous West Midlands".
2. West Midlands on the Move (WMotM) has been positioned to:
  - a. Support local planning and delivery
  - b. Define those themes and actions where there is a value added impact by adopting a WMCA approach to planning and delivery.
  - c. Work towards a common metrics aligned to the WMCA's Performance Management Framework.
3. WMotM is purposely ambitious placing getting more people physically active at the heart of the WMCA's priorities. In preparing WMotM, we have consulted with over 30 organisations, the WMCA Programme and Wellbeing Boards and Theme Leads for Transport for the West Midlands, Thrive West Midlands and Productivity and Skills encouraging a platform of co-ownership in delivering its 39 actions.
4. The Strategic Framework's implementation is championed by the WMCA's WMotM Working Group reporting to the Wellbeing Board. The Wellbeing Board recognises the Strategic Framework's delivery inter-dependence with other WMCA priority work areas such as Transport; Productivity and Skills and Wellbeing. It also acknowledges that implementation requires new thinking on resourcing; thinking, partnerships and planning.
5. This consultation document sets out an initial draft WMotM delivery plan for the financial years 2017-18 and 2018-19 and is based on the following determinants:

- a. Being realistic as to what can be achieved in the first two years, recognising the need for new thinking and continue to strengthen joint working and advocacy (**2 years**).
  - b. Agreeing those actions which are already delivered or planned locally, where there is potential longer term to scale up to a WMCA level and share learning (**Locally driven with WMCA potential scale of impact**)
  - c. Determining those actions championed by the WMCA's Theme Leads for which physical activity is playing its part for example working jointly with Transport for West Midlands to develop and implement the WMCA's Walking and Cycling Strategy (**WMCA Theme Led with physical activity contributing**).
  - d. Shape those actions to be championed by the WMotM Working Group and delivered through collaborative engagement with Local Authorities, local, regional and national stakeholders including WMCA Theme Leads and those Local Authorities who are not WMCA members and are willing to work jointly (**WMCA Physical Activity Led with stakeholders contributing**).
6. This Delivery Plan is supplemented by a Business Case and Resourcing Plan. It will identify which Local Authorities and stakeholders are committed to working with the WMCA to implement interventions also the investment needed and potential source. This plan will be developed by the WMotM Working Group with the final draft plans presented to the WMCA's Wellbeing Board at the end of July 2017.
  7. The public facing Strategic Framework, this Delivery Plan; Business Case and Resourcing Plan and Local Authority and Stakeholder commitment will form the schedule to be presented to the WMCA Board on 8 September 2017.
  8. This Plan will be monitoring monthly and reviewed every six months by the WMotM Working Group with progress reported to the Wellbeing Board and the WMCA Board as well as agreed local and west midlands networks.

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June 2017

## **2017/18**

### **Theme 1: Skills for Growth & Employment for All**

- 1.** Work with the WMCA Productivity and Skills Lead, to test approaches using physical activity and active travel choices as part of the DWP Work and Health Pilot<sup>i</sup> from September 2017. This includes exploring the potential deployment opportunities including volunteering with agreed stakeholders.
- 2.** Working with the Thrive West Midlands Director, Local Authorities and County Sports Partnerships, Trial and evaluate an approach with Primary Schools to build young people's resilience using the Primary PE and Sport Premium<sup>ii</sup> from September 2017.
- 3.** Led by the WMCA lead work on how we can make the best use of the apprenticeship reform agenda to deliver new apprenticeship opportunities in the sector by March 2018.

## **2018/19**

- 1.** Continue to promote physical activity and active travel choices as part of the DWP Work and Health pilot and evidence the impact of physical activity in getting people closer to the job market.
- 2.** Apply learning from the Primary Premium resilience trial to extend the programme to targeted schools across the WMCA area by June 2018.
- 3.** Led by the WMCA, in partnership with national and local agencies and employees establish the West Midlands Sports Skills Factory<sup>iii</sup> which develops a physical activity career pathway including apprenticeship and job creation programmes by January 2019.

## **2017/18**

### **Theme 2: Transport and HS2 Growth**

- 1.** Work with Transport for West Midlands and Local Authorities, to support work needed to deliver the Mayor's ambition to increase the overall spending on cycling.
- 2.** Working with Birmingham and Coventry City Councils; determine both the physical activity and economic impact of the City Ride & Birmingham Big Bikes schemes and explore potential of extending the scheme to other Local Authorities longer term by November 2017
- 3.** Work with Transport for West Midlands and Local Authorities to join up local delivery of initiatives for health, physical activity and sustainable transport by February 2018.

## **2018/19**

- 1.** Working with Transport for West Midlands, manage, develop, prioritise and co-ordinate the delivery of joint and physical activity specific elements of the annual costed work programme by March 2019.
- 2.** Evidence the impact of this work in getting more people active by March 2019.
- 3.** Lead work to understand and address the walking and cycling workforce implications of this programme by July 2018 on for example on getting people closer to the job market and addressing physical activity inequalities.

## **2017/18**

**Theme 3:  
Exploiting the  
Economic  
Geography**

- 1.** Seek WMCA approval to integrate Active Design principles into planning and delivery by March 2018
- 2.** Work with the Fields in Trust to adopt a WMCA approach to protecting Playing Fields and Open Space in perpetuity by December 2018.
- 3.** With the West Midlands Urban Design Forum, Transport for West Midlands and WMCA Living Streets Officer, develop case studies on the wellbeing, social and economic impact of civic active spaces by November 2018
- 4.** Support the Birmingham CC and International Sport and Culture Association Move Conference by October 2017.

## **2018/19**

- Work with Local Authorities, the West Midlands Urban Design Forum to pilot a healthy, active street proposal in the WMCA area including 20 mph zones by September 2018.
- Undertake an assessment of good practice and barriers in the full use of school assets for the community by March 2019.
- Work with Local Authorities, Wildlife Trust and other charitable and voluntary organisations, to pilot work needed to promote opportunities for outdoor spaces including developing community capacity by September 2018.
- Work with Local Authorities and other stakeholders, to support the establishment of community led spaces by March 2019.

## **2017/18**

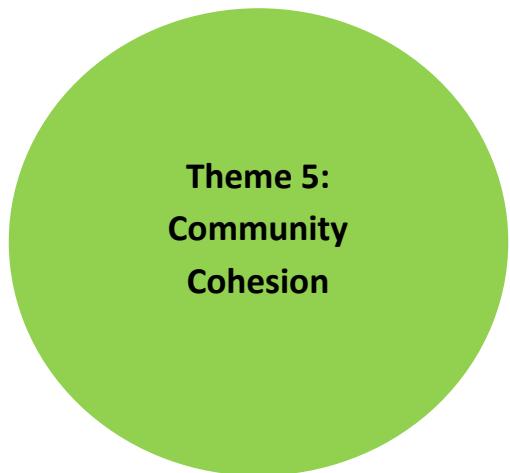
### **Theme 4: Wellbeing**

- 1.** Working with the Thrive West Midlands Director, develop a co-ordinated as part of the “Workplace Wellbeing Charter and Commitment<sup>iv</sup>” and its promotion to businesses across the WMCA area by September 2017.
- 2.** Undertake an audit of mental wellbeing physical activity programmes in the WMCA to explore scaling up practice by January 2018.
- 3.** Working with the Thrive West Midlands Director and Local Authorities ensure adequate training is provided in how physical activity can both treat and prevent mental health disorders by March 2019.
- 4.** With the Thrive West Midlands Director, explore a pilot co-financing a social-prescription<sup>v</sup> programme to improve mental health and wellbeing by October 2017.

## **2018/19**

- 1.** Working with the Thrive West Midlands Director, evidence the impact of the Workplace Wellbeing Charter and Commitment on improving wellbeing in the workplace by March 2019.
- 2.** Examine the impact of the pilot co-financing social prescription programme and explore potential to expanding the programme long term by December 2018.
- 3.** Working with Local Authorities, develop the evidence on the impact of rehabilitation programme have had the daily lives of people who have long term conditions by March 2019.

## **2017/18**



- 1.** Aim to work with Birmingham City Council to develop the WMCA's input into legacy section of Birmingham's 2022 Commonwealth Games bid by July 2017.
- 2.** Subject to the bid's outcome, work with Birmingham City Council to use the strategic framework to steer the work needed to influence behaviour change to get people active leading up to 2022 Birmingham Commonwealth Games by March 2018.
- 3.** to establish a network of 20 community activators working with localities to get more people active reflective of local needs by March 2018.

## **2018/19**

- 1.** Subject to the Commonwealth Games Bid's outcome, evidence the impact of the first year's Pre-Commonwealth Games Legacy work in the West Midlands and use this Strategic Framework to promote WMCA Commonwealth Games priorities by March 2019.
- 2.** Evaluate the impact of community activators pilot, sharing lessons learnt West Midlands wide and exploring the potential to roll out similar approaches reflective of communities by September 2018.
- 3.** With local authorities, pilot work to support a community to own their local spaces and assets for local social good by March 2019.

## **2017/18**

### **Theme 6: Creative and Digital**

1. Working with the Consortium for the Demonstration of Intelligence Systems (CDIS),  
<sup>v</sup>review and promote the impact of practice across the WMCA in utilising digital technology to get people active by October 2017.
2. Working with Local Authorities, CDIS and the Population Health Intelligence Network explore the potential to develop an active data and insight network to provide intelligence and insight services to support the local, CSP and WMCA delivery by December 2017.
3. Work with Transport for West Midlands to learn and share practice on 5G trials and walking in Birmingham City Centre by March 2018.

## **2018/19**

1. Investigate the feasibility of encouraging third party activity apps linking with Swiftcard <sup>vii</sup>and Mobility as a service to encourage more people to be active by March 2019.
2. Consider working with communities to develop and deliver digital schemes to encourage people to adopt more active by March 2019.

## 2017/18

### Principles of Delivery

1. Establish a network of WMCA Physical Activity Champions by November 2017.
2. Establish the West Midlands on the Move Working Group working to its Terms of Reference reporting to the WMCA's Wellbeing Board on a quarterly basis.
3. Establish a Physical Activity Intelligence and Insight Sub-Group responsible for understanding and co-ordinating work needed to understand physical activity participation..
4. Negotiate an agreement with Sport England and other identified funder which does not impact on local authority, CSP and other stakeholder relationships by September 2017.
5. Work with the Black Country LEP and Health Population Intelligence Network to implement the West Midlands on the Move Performance Management Framework<sup>viii</sup> by November 2017
6. Build understanding and share practice on social investment<sup>ix</sup> and other forms of new systems finance with the sector by March 2018.

## 2018/19

1. Explore the development of a Physical Activity Academic Research Network by September 2018.
2. Develop a WMCA intelligence and insight programme by July 2018
3. Produce and disseminate a 2017/18 Impact Report by 2018 and refresh the Year 2 Delivery Plan by January 2019.

## Glossary

<sup>i</sup> DWP Work and Health Pilot

<sup>ii</sup> Primary PE and Sport Premium

<sup>iii</sup> West Midlands Sport Skills Factory

<sup>iv</sup> Workplace Wellbeing Charter

<sup>v</sup> Social prescribing

<sup>vi</sup> CDIS

<sup>vii</sup> Swiftcard

<sup>viii</sup> West Midlands on the Move Performance Management Framework

<sup>ix</sup> Social Investment and new systems finance