

The Benefits of Adopting a West Midlands Combined Authority Approach to West Midlands on the Move.

1. This paper should be read in conjunction with the WMCA Devolution Agreement between the 7 Local Authorities, 3 LEPs and Government in 2015. <https://www.wmca.org.uk/media/1376/westmidlandsdealsummary.pdf>
2. Over the summer 2017, the WMCA will be seeking both Local Authority and Stakeholder sign up to the Strategic Framework and seek resource commitment to delivering the West Midlands on the Move delivery priorities.
3. The WMCA cannot impose any strategic priorities or actions on any local authority or stakeholder or to commit resources. This is why the Strategic Framework is currently written in this way. The Delivery Plan consultation aims to sharpen up the actions outlining which Local Authorities and Stakeholders have agreed to work with the WMCA. The Strategic Framework and an updated Delivery Plan will be presented to the WMCA Board in September.
4. At the end of the document, we have set out the proposed governance structure.
5. The following sets out some of the added value benefits of adopting a WMCA approach:

No.	Added Value	How will we achieve this?	What will we need?
1	<p>A collective one voice to inform and influence of the impact increasing levels of physical activity has on WMCA's Strategic Economic Priorities and vice versa for:</p> <ul style="list-style-type: none"> a. Transport and HS2 growth. b. Creative and Digital. c. Skills for Growth and employment for all d. Housing and Exploiting the Economic Geography and e. Wellbeing <p>Following consultation, an additional Community Cohesion priority has been identified</p>	<ol style="list-style-type: none"> 1. Provide the evidence of impact of physical activity on priority actions such as through the Productivity and Skills call for action. 2. Establish Physical Activity Champions across the WMCA's governance structure to influence policy and investment decisions. 3. Encourage representation on relevant WMCA Project and thematic Boards providing an opportunity to influence strategic direction and delivery. 4. Address and where appropriate challenge and provide solutions those emerging priorities which have a negative impact on physical activity. 5. Influence cross Local Authority and West Midlands Networks on the role of physical activity can play for example, the WM Design Forum. 6. Develop regular impactful dialogue with the Mayor's office such as policy formation and briefings as well as encouraging the Mayor to visit impactful physical activity projects or "Ask the Mayor" events on physical activity. 	<ol style="list-style-type: none"> 1. £10,000 per year commitment to delivery of agreed actions. <p>Staffing</p> <ol style="list-style-type: none"> 2. Agreement on the appointment of Physical Activity Political Champion designation and recruitment. 3. Ambition of Local Authorities/CSPs committing 1 day a week to WMCA physical activity. This may include: <ul style="list-style-type: none"> a. Senior Officer on the WMotM Working Group which will meet once a month and include actions and paper preparation. b. Senior officer (same or different) to take responsibility to be WMCA lead for a specialist area for example Skills,
2	<p>Providing a collective one voice to negotiate and influence Government, West Midlands and national policy and investment. For example, devolution deals, Lottery funding.</p>	<ol style="list-style-type: none"> 1. Shaping and agreeing the potential benefits and implications of physical activity being part of identified future devolution deals. 2. Agreeing the potential to negotiate funding deals with national and West Midlands 	

		<p>funding agencies for example, Sport England and Grant funding bodies, which is over and above local partnerships.</p> <p>3. To prepare briefings and seek approval from the WMCA Board, Mayor's office and thematic leads for physical activity proposals evidencing the greater impact a WMCA approach will bring to Government priorities.</p>	<p>Digital, Planning including developing policy, meeting attendance and preparing reports.</p> <p>c. Membership of Boards, Sub-Groups and Task and Finish Groups for example, insight lead, Skills lead.</p> <p>d. Being local advocate for WMCA practice.</p>
3	Work towards ensuring there is a consistent and aligned approach to planning, delivery and measurement of plans to get more people active and reduce inequalities.	<p>1. Use the Strategic Framework to influence local and where appropriate sub-regional priorities and actions.</p> <p>2. Evidence the alignment and where appropriate difference between local, regional and WMCA's strategic priorities.</p> <p>3. Encourage a common performance management framework which encourages comparative evidence and scaling up of practice.</p>	<p>4. Sharing practice, strategies and policy direction.</p> <p>5. Working towards a common performance and evaluation framework.</p> <p>6. Briefing to Council Members and Senior Management on West Midlands on the Move priorities ensuring progress.</p>
4	Provide the platform for sharing and learning from best practice in getting more people active and reducing inequalities.	<p>1. Develop an Intelligence and Insight network and social media site to share practice.</p> <p>2. Develop a WMCA social media campaign promoting the benefits of physical activity, impact of projects and importance of physical activity in meeting identified WMCA priorities.</p> <p>3. Develop a research programme connecting with the HE Academic Network to plug gaps in intelligence and insight.</p>	<p>7. Where and when relevant providing the local platform for the WMCA to work with the Council.</p>

		<ol style="list-style-type: none"> 4. Develop and implement guidelines on using the WMCA branding to support events and programmes. 5. Develop a set of WMCA resources where needed to showcase the impact of getting people active. 	
5	Due to the scale of the challenge in getting people active, pilot new ways of working for example by adopting a WMCA approach. Then scaling up what works across the area.	<ol style="list-style-type: none"> 1. Provide the platform for joint working as part of the WMCA Governance structure. 2. Gain agreement to work to develop the business case, secure commitment and finances to scale up programmes which have had a significant impact on getting people active. This includes agreeing supporting the lead local authority and stakeholder to manage and mitigate risks. 3. Aim to pilot and showcase good practice examples. 	
6	Recognises people's movement across local authority boundaries and daily lives of residents do not always take place within their administrative borders. In 2011 57 % of journeys to work by residents of the metropolitan area involved crossing a district boundary, giving weight to the need for a commonly agreed main road network to handle this movement more effectively	<ol style="list-style-type: none"> 1. Ensure the following principles are adopted: <ol style="list-style-type: none"> a. Impact of cross-local authority planning and delivery e.g. walking and cycling improvements. b. Addressing physical activity inequalities. c. Evidencing the impact against WMCA measures. 	
7	Champion Public Sector Reform encouraging innovation, service improvement and the	<ol style="list-style-type: none"> 1. Provide the platform for innovation, improvement by showcasing practice, market testing, operating as the "honest 	

	potential to pool resources to maximise the impact of interventions.	broker”; constructive challenging and evidencing impact.	
8	Being clear about the potential of the WMCA’s 3 cities with their significant strengths for economic growth and connectivity.	<ol style="list-style-type: none"> 1. Understand the alignment and difference between with B’ham/Sol and Coventry with the progress of their Sport England Place based pilots and other impactful interventions. 2. Work with all other local authorities to consider how a WMCA approach can support the delivery of their strategic priorities 	

West Midlands on the Move

