



## Wellbeing Board Meeting

<b>Date</b>	Friday 28 July 2017
<b>Report title</b>	"West Midlands on the Move" From Strategic Framework to Implementation
<b>Cabinet Member Portfolio Lead</b>	Councillor Bob Sleigh – HS2 & Wellbeing
<b>Accountable Chief Executive</b>	Sarah Norman Email <a href="mailto:sarah.norman@dudley.gov.uk">sarah.norman@dudley.gov.uk</a> Tel 01384 815201
<b>Accountable Employee</b>	Simon Hall Email <a href="mailto:simon.hall@wmca.org.uk">simon.hall@wmca.org.uk</a> Tel 0121 214 7093
<b>Report to be/has been considered by</b>	

### Recommendation(s) for action or decision:

#### The Combined Authority Board is recommended to:

1. Approve the appointment of a Wellbeing Board Physical Activity Champion to undertake the role set out in this report.
2. Agree the nomination process for such an appointment.
3. Note the progress made in the development of the Delivery Plan and gaining commitment from Local Authorities and Stakeholders.
4. Approve the establishment of the Physical Activity Insight and Intelligence Sub-Group as part of the WMCA/PHE Health Population Intelligence Network.
5. Agree to the WMCA to continue discussions with local authorities and stakeholders on developing proposals for the PE and Sport Premium for Primary Schools and to enter initial dialogue with Government on the feasibility of devolving funding and responsibility to the WMCA area.

## **1.0 Purpose**

- 1.1 At its May 2017 meeting, the Wellbeing Board approved the recommendations to work towards the adoption and implementation of the WMCA's "West Midlands on the Move" Physical Activity Strategic Framework. This report sets out the work undertaken to determine Local Authority and Stakeholder commitment to the WMCA and seeks approval for a set of actions listed.

## **2.0 Background**

- 2.1 The "West Midlands on the Move" Strategic Framework 2017-30 (WMotM) has been developed through extensive consultation to position the impact increases in the number of people who are physically active has on delivering identified WMCA Strategic Economic Plan priorities and Thrive West Midlands priorities and adopts community cohesion as a cross cutting theme.
- 2.2 It has been developed by a Working Group of the 7 Local Authorities, 3 County Sports Partnerships and Stakeholders such as Public Health England.
- 2.3 The WMCA is funding Black Country Consortium Limited for a 12 month secondment contract for Simon Hall to continue as Physical Activity Strategic Lead until 30 June 2018.
- 2.4 The Strategic Framework aims to support local planning and encourages a WMCA approach where there is evidence and commitment that this will bring added value.
- 2.5 The 3 LEP WMCA geography continues to have the highest levels of physical inactivity in England. The Framework therefore, focuses on encouraging behaviour change especially in reducing the levels of physical inactivity and addressing the demographic inequalities that exist in participation.

## **3.0 Wider WMCA Implications**

- 3.1 The Strategic Framework also recognises the importance of the inter-dependence of transport and HS2 growth; housing and exploiting the economic growth; creative and digital and productive and skills on encouraging people to get physically active. It is about informing and influencing wider WMCA work.
- 3.2 The Framework adopts the WMCA 3 LEP geography and has growing support from the Association of Directors of Public Health West Midlands.

## **4.0 Progress.**

- 4.1 Work is now focusing on determining the 2017-19 delivery priorities and gaining Local Authority and stakeholder commitment to work with the WMCA. The following provides headlines and seeks the Wellbeing Board's approval for identified actions.

### **Delivery Plan**

- 4.2 WMCA has developed a 2017-19 Delivery Plan which is out to consultation with local authorities and stakeholders seeking their commitment to working with the WMCA. This is included as Appendix 1.
- 4.3 A number of initial priorities actions are progressing and this includes:
- 4.3.1 The appointment and nomination of a Wellbeing Board Physical Activity Champion who would provide the political interface between the Wellbeing Board, the WMotM working group and the WMCA and be the advocate for physical activity across the WMCA. The appointment would be for an initial 12 months.

- 4.3.2 The establishment of an Insight and Intelligence Sub-Group which will operate within the context of the WMCA/PHE Health Population Intelligence Network and the WMCA's Policy Research Plan, bring together people and organisations across the WMCA to focus on determining and providing the research, insight and intelligence needed to inform the delivery of WMotM and local planning and delivery.
- 4.3.3 At the last Wellbeing Board, the WMCA highlighted the potential to explore how the Government's PE and Sport Premium for Primary Schools and the Sugar Tax Levy could be used strengthen young people's resilience. Exploring the potential of a WMCA approach was a consistent point raised during consultation and continues to gain traction. Discussions have taken place with Local Authorities and national stakeholders to explore the potential of the WMCA entering discussions with Government on devolving around £800,000 in 2017/18 for targeted work identified primary schools; local authorities and providers evidencing the greater return on investment this approach will bring to improving health, activity, attainment and resilience in young people. On Monday 17 July, the Government confirmed this funding and the WMCA is seeking Wellbeing Board approval to develop a proposition with local partners and enter dialogue with Dept. for Education, Dept. of Health, and the Dept. for Culture, Media and Sport and national stakeholders such as Sport England.

#### **Added Value and Commitment**

- 4.4 As part of the consultation with Local Authorities and Stakeholders, the WMCA has prepared a document setting out the Added Value that a WMCA approach can bring and the services that the WMCA can offer. This is included as Appendix 2.
- 4.5 This document also seeks commitment from Local Authorities and Stakeholders to offer at 1 day a week officer support to work on agreed priorities and in response to discussions with the Association of Directors of Public Health West Midlands discussing the potential investment of £10,000 per Local Authority/stakeholder towards a physical activity "fighting fund" to action specific priorities.
- 4.6 The consultation period is ongoing and the WMCA intends to provide the Wellbeing Board with a verbal progress report at its meeting.

#### **5.0 Financial implications**

- 5.1 The WMCA is funding the Physical Activity Strategic Lead 12 month secondment contract until 30 June 2018.
- 5.2 There is no dedicated funding allocated to delivery and the Wellbeing Board's; Local Authorities' and stakeholders' commitment to the Strategic Framework and Delivery Plan will enable the WMCA to establish an initial "fighting fund".
- 5.3 This approach will also enable the WMCA to seek Wellbeing Board approval for investment proposals including detailing the potential strategic partnership with Sport England, the Strategic Agency and Lottery distributor.

#### **6.0 Legal implications**

- 6.1 There are no legal implications for the WMCA.

## **7.0 Equalities implications**

- 7.1. The Strategic Framework focuses on reducing levels of inactivity and the inequalities that exist by women; disabled people; black, minority and ethnic communities; lower socio-economic groups and by age, especially adults 45 years plus.
- 7.2. Alongside work undertaken to gain Local Authority and Stakeholder commitment to the Strategic Framework and Delivery Plan, the WMCA is analysing the Equality implications. This will be monitored at a quarterly basis.

## **8.0 Other implications**

- 7.1 There are no further implications.

## **8.0 Schedule of background papers**

- 8.1 The key background papers include:

- Wellbeing Board Report May 2017.
- WMCA Strategic Economic Plan.
- Thrive West Midlands Action Plan.
- Government – Sporting Futures. A New Strategy for an Active Nation 2015
- Sport England – Towards an Active Nation 2016.
- Secretary of State for Education, Justine Greening, made a statement on schools update in the House of Commons on Monday 17 July 2017.

## **9.0 Appendices**

- Appendix 1 – Final Draft 2017-19 Delivery Plan.
- Appendix 2 – Final Draft Added Value Discussion Document