



## Wellbeing Board Meeting

<b>Date</b>	6 October 2017
<b>Report title</b>	“West Midlands on the Move” From Strategic Framework to Implementation
<b>Cabinet Member Portfolio Lead</b>	Councillor Bob Sleigh – Deputy Mayor & Wellbeing Board Chair
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<b>Report to be/has been considered by</b>	

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

### The Wellbeing Board is recommended to:

1. Approve the appointment of the Chair of Coventry’s Health and Wellbeing Board as Political Physical Activity Champion.
2. Note the progress made in understanding and agreeing Constituent Authorities Offer and Asks of the WMCA.
3. Note the progress in agreeing the 2017-19 Delivery Plan, resourcing and progress on immediate priorities.
4. Agree the launch proposals on 16 November from 1500 in Coventry including invitations to Council Leaders, WMCA Board Member and Senior officers as well as inviting Sport England Senior Management.

## **1.0 Purpose**

- 1.1 Previously the Wellbeing Board has considered the priorities and themes for the “West Midlands on the Move Strategic Framework”. This report and its accompanied 2 Year Delivery Plan sets out progress including the WMCA’s approval process, the appointment of a Political Physical Activity Champion; the Strategic Framework launch and the work with Constituent Authorities and stakeholders to move strategy in to delivery.

## **2.0 Background**

- 2.1 The West Midlands on the Move Strategic Framework has been developed following consultation with over 35 organisations and provides a place based system change approach to getting more people active. It identifies how more people getting active provides added value to transport, housing and land, productivity, employment and skills and wellbeing priorities as well as to local strategic planning and delivery.
- 2.2 In developing this work, the WMCA are grateful for the considerable commitment by Local Authorities in shaping this work and determining its first 2 year Delivery priorities.

## **3.0 Wider WMCA Implications**

- 3.1 The Strategic Framework covers the 3 LEP geographies of the WMCA. It focuses on those WMCA Strategic Economic Plan themes where there is a strong inter-dependence with physical activity. These are: transport; productivity, employment and skills; creative and digital; housing and land and wellbeing, plus an additional theme on community resilience.
- 3.2 The West Midlands on the Move Strategic Framework performance measures are a subset of the Strategic Economic Plan’s Performance Management Framework, ensuring we can evidence the direct contribution of improving physical activity to economic growth in the West Midlands.

## **4.0 Progress.**

- 4.1 The Strategic Framework was taken to the WMCA Programme Board on 29 September and the WMCA Board for adoption on 13 October.
- 4.2 The Strategic Framework has been updated to reflect WMCA progress and points raised by the WMCA Board and digitally designed to ensure that it is consistent with other WMCA documents. The final draft document is included as Appendix 1.

## **Political Physical Activity Champion**

- 5.0 At our last meeting, the WMCA gained approval from its Wellbeing Board for the establishment of a Political Physical Activity Champion, to provide leadership, advocacy and challenge for the Framework’s and Delivery Plan’s implementation. They will also provide the interface with the WMCA Board. The Chair of the Coventry Health and Wellbeing Board has expressed his interest in this role and the Wellbeing Board has been asked to approve this appointment.

## **Constituent Authority Offer and Asks and Stakeholder Commitment**

- 6.0 Consultation continues with Constituent Authorities and stakeholders to agree their offer to And asks of the WMCA. Appendix 2 Delivery Plan provides the current status. We recognise that many Local Authorities delivering change including for example for the City of Wolverhampton Council, new Directors of Public Health. Although there is willingness to support the WMCA, approvals have yet to be gained. This will be achieved prior to the next Wellbeing Board.
- 6.1 The offer and asks become critical given the progress made by Constituent Authorities to Transform service provision including the bidding for resources such as Sport England's Place based pilots.

### **2017-19 Delivery Plan (Appendix 2)**

- 7.1 The Delivery Plan has also been developed following consultation and highlights the initial progress made in identifying potential resources to support delivery.
- 7.2 The immediate priorities reflect previous discussions with the Wellbeing Board and includes:
- 7.2.1 Walking and Cycling Infrastructure and Delivery – The WMCA is working with the Treasury on the potential devolution of resources to increase the expenditure per head on walking and cycling from 5p to £10per head. This includes providing Business case evidence, a cycle share scheme and steering the development of the Cycle Charter as the vehicle to influence behaviour change.
  - 7.2.2 Submission to the Design Council/LGA Public Health Challenge to explore how we can gain support and deliver “Healthy Active Streets” along our key route network.
  - 7.2.3 Joint work in developing a physical activity offer and plan as part of the Workplace Charter and commitment.
  - 7.2.4 Exploring the potential of a collaborative approach to Open Data to enable people to find out and book activities.
  - 7.2.5 Working with stakeholders and in consultation with the Dept. for Education concerning the use of the Primary School Sport Premium and Sugar Tax Levy to improve life chances for young people, focusing on mental resilience.
  - 7.2.6 Discussing with Sport England, their potential support to the WMCA over and above their commitments to Local Authorities and other stakeholders.
  - 7.2.7 With the support from Wellbeing Board lead Chief Executive, initial discussions are planned with Birmingham CC concerning the WMCA's contribution to the potential legacy for the Birmingham Commonwealth Games bid

## **8.0 Launch**

- 8.1. Subject to WMCA Board approval, the WMCA intends to launch the Strategic Framework on 16 November 2017 from 1500 in Coventry. The WMCA Mayor has agreed to launch the Strategic Framework at a media launch and a stakeholder event.
- 8.2 This will include setting out the scale of the challenge and opportunity by bringing added value, showcasing the connectivity and case studies across and evidencing the contribution increasing levels of physical activity can bring to the public sector reform agenda. As part of the media launch, the WMCA is exploring the Mayor working with community groups to encourage people to get active and using for example, renewable energy using exercise bikes (for example as phone chargers).
- 8.3. The Wellbeing Board is asked to approve the launch and Constituent Authorities Leaders and Senior Officers and to stakeholders including Senior Management from Sport England.

## **9.0 Financial implications**

- 9.1 The WMCA is funding the Physical Activity Strategic Lead 12 month secondment contract until 30 June 2018.
- 9.2 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".
- 9.3 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.

## **10.0 Legal implications**

- 10.1 There are no immediate legal implication flowing from this report.

## **11.0 Equalities implications**

- 11.1. 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.
- 11.2 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.
- 11.3 There is evidence nationally of significant inequalities in various aspects of health which have (in the past) been relatively unaffected by interventions. Adult levels of physical activity show significant variations – there are inequalities in relation to age, religion, gender and disability. Moreover, black and minority ethnic communities are more likely to be physically inactive (big variance amongst different groups). Those living in the most deprived areas are also more likely to be physically inactive.
- 11.4 The strategic framework recognises the existence of inequalities in levels of physical activity across protected characteristics, lower socio-economic groups and specific localities and commits to working with communities to address such inequalities.
- 11.5 Future individual streams of work will need to conduct an equality impact assessment to identify determinants of physical inactivity amongst different protected characteristics and to identify measures to address such inequalities, hence reducing the equality gap in relation to physical activity in the West Midlands

## **12.0 Other implications**

- 12.1 There are no further implications.

## **13.0 Schedule of background papers**

- 13.1 The key background papers include:
- Wellbeing Board Report May/July 2017.

- WMCA Programme Board 29 September 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.
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#### **14.0 Appendices**

- Appendix 1 – West Midlands on the Move Strategic Framework 2017-30
- Appendix 2 – 2017-19 Delivery Plan