
WEST MIDLANDS ON THE MOVE

PHYSICAL ACTIVITY
STRATEGIC FRAMEWORK

2017-30



WEST MIDLANDS
COMBINED AUTHORITY

[#wmotmove](https://twitter.com/wmotmove)

FOREWORD



“ We continue to have the highest levels of adult physical inactivity in England and need to inspire more and younger people to get and keep active.

The Mayor’s role offers a once in a generation opportunity to truly realise our potential by addressing the issues that matter locally: jobs, housing, transport and skills. I am encouraging every sector to play a significant part.

This is why I am backing the vision and ambitions set out in “West Midlands On The Move.”

In my Renewal Plan, I set out my commitment to supporting all our great teams, whilst looking to see where we can bring in more high profile sporting events to promote the region. I also recognise that the West Midlands Combined Authority’s energy needs to focus on addressing the chronic levels of physical inactivity and inequalities. This is where we can make the biggest gains – creating a happier, healthier, better connected and more prosperous West Midlands.

There is a lot to do - we continue to have the highest levels of adult physical inactivity in England and need to inspire more and younger people to get and keep active. We also need to harness the tremendous potential sport and physical activity have by bringing people together,

developing many of those transferable skills that many of businesses require;

Improving physical and mental wellbeing;

Engaging those furthest from the job market;

Making the West Midlands an attractive place for companies to base themselves;

And contributing to getting our transport system moving again.

The Strategic Framework sets out how this will be achieved.

We have a stark choice: whether to continue to count the health and economic costs of rising levels of physical inactivity or harness the potential to work together to get more people active.

We will make the right choice to grow our economy by getting more people to be active.

Andy Street
Mayor of the West Midlands

CONTENTS

Executive Summary	4
Why do we need a WMCA Physical Activity Strategic Framework?	5
Introduction	
The West Midlands Strategic Economic Plan	
The Case: Public Sector Reform	
The Opportunities	
The Delivery	
Vision	8
Strategic ambitions	
How we will deliver our Strategic Ambitions and Make our Mark	9
Theme 1: Transport and HS2 Growth	10
Theme 2: Housing and Land	14
Theme 3: Community Resilience	17
Theme 4: Creative and Digital	20
Theme 5: Skills for Growth and Employment for All	23
Gaining Employment and Tackling Patterns of Worklessness	
Education	
Skills	
Theme 6: Wellbeing	28
Mental Wellbeing	
Physical Wellbeing	
Principles of Delivery	32
Appendices	34
1. WMCA West Midlands on the Move Group Draft Terms of Reference	
2. West Midlands on the Move Logic Chain	

EXECUTIVE SUMMARY

AN ACTIVE COMMUNITY IS THE DYNAMO OF A HAPPIER, HEALTHY, BETTER CONNECTED AND MORE PROSPEROUS WEST MIDLANDS.

The West Midlands Combined Authority's Strategic Economic Plan¹ (SEP) sets out the objectives and actions to improve the quality of life for everyone who lives and works in the region. Economic growth across the West Midlands delivers a better, more successful and more vibrant UK economy, playing a key role in maintaining and improving the UK's global competitiveness.

Our economically prosperous cities and regions are also our most active². Evidence suggests that physical inactivity leads to poorer health, less productivity, more isolated communities and reductions in educational attainment. Around a third of adults³ in the West Midlands Combined Authority (WMCA) area are currently inactive, doing less than 30 minutes per week of activity, costing the region about £147m a year⁴. Actions to increase levels of physical activity contribute to our Public Sector Reform priorities.

Developed by local authorities, Public Health England, Sport England and the County Sports Partnerships in consultation with the WMCA theme leads and networks, constituent and non-constituent members, West Midlands On The Move provides a strategic framework for planning and delivery, where physical activity can provide significant added value to the WMCA priority themes such as:

Transport – building the opportunities for physical activity with active travel and the sustainable transport agenda.

Productivity and Skills – strengthening the role physical activity plays in plugging the region's skills gaps and shortages, as well as generating a new workforce.

Digital – strengthening the important impact digital and creative economies will play in a prosperous West Midlands economy.

It also highlights an ambition to work collectively at a WMCA level to get more people moving including:

Delivering targeted Thrive West Midlands priorities by harnessing the value of physical activity in improving **wellbeing**.

Evidencing impact to the Productivity and Skills Commission.

Building and strengthening community cohesion and resilience.

Developing a long term WMCA community physical activity impact on Birmingham's 2022 Commonwealth Games' bid.

We will demonstrate this added value and develop the capacity and resources required to achieve the greatest impact on a prosperous West Midlands by getting more people active. We call for leadership and co-ownership to achieve our strategic framework's ambitions.

A third of adults



in WMCA are inactive, doing less than

30min 
per week of activity

£ 147m

The Government recommends

150min 
per week of moderate intense physical activity for a health-related benefit

¹WMCA (2016) Strategic Economic Plan. Birmingham. WMCA

² Sustrans/Nike (2015). Design to Move, Active Cities. A Guide for City Leaders. London Nike

³ Sport England (2017) Active Lives Survey (excluding gardening). <https://www.sportengland.org/research>

⁴ Black Country Consortium Limited (2017). Economic Metrics Estimates April 2017

WHY DO WE NEED A WMCA PHYSICAL ACTIVITY STRATEGIC FRAMEWORK?

THE WEST MIDLANDS STRATEGIC ECONOMIC PLAN

The West Midlands Strategic Economic Plan (SEP) sets out the vision for the West Midlands Combined Authority. It sees the West Midlands as a place that meets people's needs and aspirations throughout their lives and where everyone's life chances, health and wellbeing are improved.

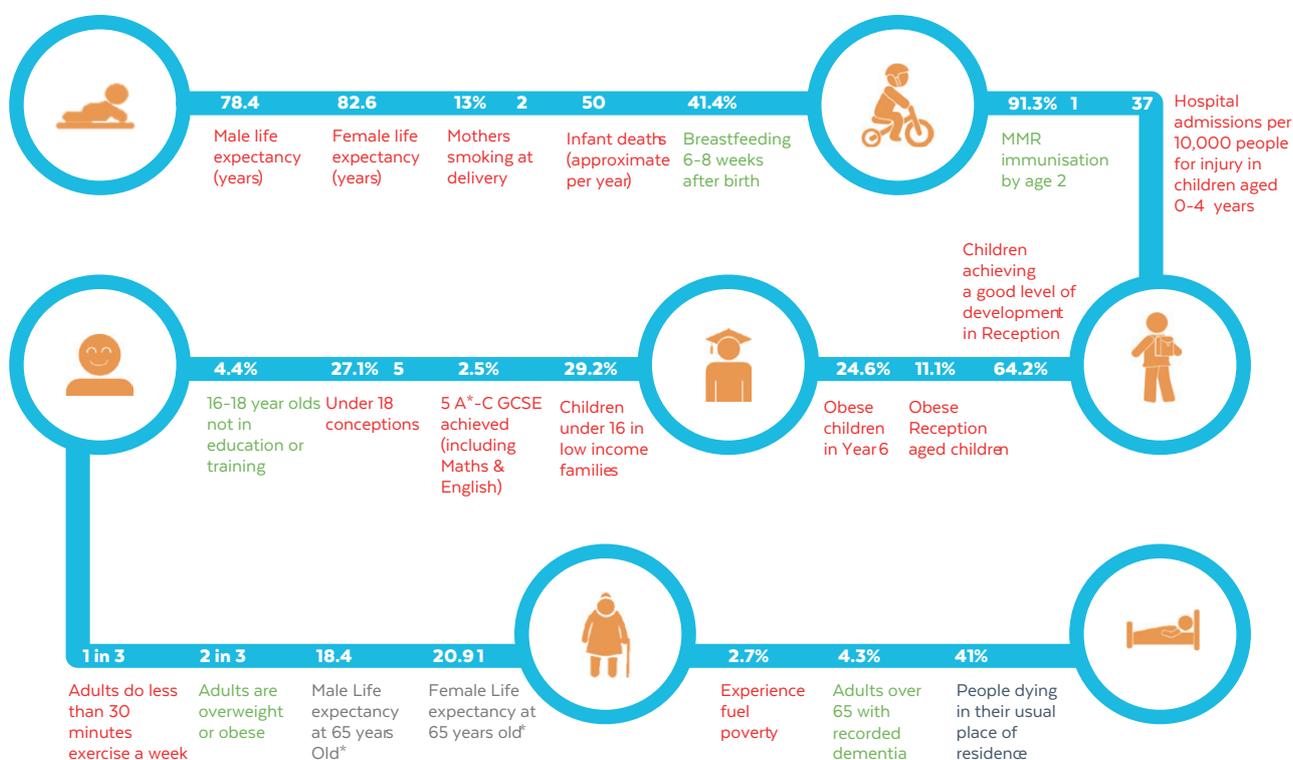
The SEP's ambition is based on the recognition that, through devolution, the West Midlands' assets can be enhanced to benefit not only local residents and businesses, but the entire nation. Economic growth across the West Midlands delivers a better, more successful and more vibrant UK economy, playing a key role in maintaining and improving the UK's global competitiveness.

Our ambition is to reduce the gap in life expectancy between the richest and poorest, increase productivity, reduce demand on public services and

enable economic growth and innovation. Above all, the SEP will have made the West Midlands a place where its people can lead healthier and happier lives. In 2030, its economic growth will have delivered better life chances, raised aspirations and improved the quality of life for all its residents. It will have created an economy and a community that's dynamic, resilient and flexible, with the ability to meet new challenges and adapt to changing environments and different futures.

We aim to increase the opportunities that will create an active society in a way that has not been achieved before. More people moving and physically active is as much about contributing to the population's wellbeing as it is to contributing to the economic and social development of the WMCA's 3 Local Enterprise Partnership geography. Physical activity also makes a significant contribution to our Public Sector Reform agenda and our ambitions to transform people's lives. There is strong evidence that a more active and healthier population will reduce the demand for services over time.

LIFE COURSE SUMMARY



*Data for West Midlands region

Compared with England: ■ Better ■ Worse ■ Lower ■ Not Compared

⁵ Sport England (2017). Active Lives Survey. <https://www.sportengland.org/research> (ex. Gardening but including dance, walking cycling etc. Sport England are piloting a children and young people measure in 2017/18)

⁶ Black Country Consortium Limited (2017). Economic Metrics Estimate 13 April 2017.

⁷ Booth, F. W., Roberts, C. K. and Laye, M. J. 2012. Lack of Exercise Is a Major Cause of Chronic Diseases. *Comprehensive Physiology*. 2:1143-1211

⁸ NHS Scotland. (2003). Physical Activity Task Force. Available: <http://www.healthyworkinglives.com/advice/workplace-health-promotion/physical-activity>. Last accessed August 2017

⁹ SANDFORD, R.A., DUNCOMBE, R. and ARMOUR, K.A., 2008. The role of physical activity/sport in tackling youth disa_ection and anti-social behaviour. *Educational Review*, 60 (4), pp. 419 - 435.

¹⁰ World Health Organisation (2017). Governance: Development of a draft global action plan to promote physical activity. Geneva: World Health Organisation. 8-9.

This Strategic Framework has been developed following extensive consultation with constituent and non-constituent local authorities and stakeholders and has been designed to:

Assist in local planning and delivery of physical activity and corporate priorities

Identify those areas for which there is an added value of adopting a cross-local authority and WMCA approach to getting more people active

Inform and influence WMCA priorities where getting more people move and active makes a significant contribution to achieving SEP and Thrive West Midlands goals.

The WMCA recognises that the West Midlands in the birthplace for many world leading athletes, sports people and clubs, but how we foster and develop talent is not where our initial attention lies. It also recognises the importance of getting more people regularly active, but focuses on the actions needed to reduce levels of inactivity and inequality. The size of the challenge is significant given we have the highest levels of adult inactivity in England. In addressing the levels of physical inactivity, this strategic framework also recognises the need to address the inequalities that exist in levels of physical activity across gender, disability, black and minority ethnic communities, lower socio-economic groups and specific localities. Our priorities and actions recognise the need to work with communities and target addressing these imbalances.

Our initial target is to get to England average and our ambition is to be the most active region. This will significantly contribute to improving the life chances of the population and therefore, this is where the greatest gains will be made for the WMCA.

It acknowledges that there is no single solution to getting people more active and requires a combination of actions to influence behaviour change. It adopts a system change approach to encourage behaviour changes and argues that there is a strong inter-dependence of policy, planning, infrastructures and skills as well as wellbeing in getting people to be active. Physical activity has been built out of our society with less active jobs and a reliance on the car. This is why we have positioned how increasing levels of physical activity contributes to specific Strategic Economic Plan themes for

Transport and HS2 growth, Housing and Land, Productivity and Skills and Creative and Digital and with identified Thrive West Midlands Action Plan priorities. It also consider physical wellbeing as well as community cohesion as a cross cutting theme. There are a considerable number of actions which will be championed by the WMCA with its constituent and non-constituent authorities and stakeholders as well as WMCA leads for Productivity and Skills for example and the Transport for West Midlands team.

Unless stated, we have not set outputs or target markets and geographies, this will be determined as part of the initial 2017-2019 Delivery Plan.

This is an exciting opportunity to form new collaborations and explore new ways of working to achieve our vision of a healthier, happier, better connected and prosperous West Midlands. The Government recommends

WHAT IS PUBLIC SERVICE REFORM (PSR) AND WHAT DOES IT MEAN FOR COMMUNITIES?

Our challenge is to create jobs, enhance skills, develop prosperity and drive economic growth.

The WMCA's strategy, the Strategic Economic Plan (SEP), has a significant focus on Public Sector Reform and its vision of transformation of the lives of people in the West Midlands.

An important aspiration of the PSR programme is to eliminate the gap between the cost of local public services and the tax generated by the local economy which will be achieved through the PSR ambitions. This gap currently stands at over £4 billion per year.

Transformation is not just about reducing the net deficit between the level of public expenditure and the income raised through taxes and revenues, but about improving the quality of life of everyone in the area.

The WMCA plans to reform services so that they improve the quality of life of people, improving life chances, health and wellbeing, preventing demand, reducing dependency, growing the capability and untapped assets in communities and supporting the ageing population.

BUILDING ON STRENGTHS AND TACKLING CHALLENGES

The Case

Across the WMCA three Local Enterprise Partnership (LEP) areas, a third of adults aged 16 and over are currently inactive⁵; around 90,000 adults below the England average. Inactivity is holding back economic growth and better life chances, raised aspirations and the quality of life that the WMCA aspires to. If we were to get to the England average, it could lead to an anticipated £147m boost to the West Midlands' economy⁶. We aim for year on year increases to meet and surpass the England average 25.6% of adults doing less than 30mins per week.

Inactivity leads to:

Poorer health with an increased risk of diabetes, cancer, heart disease and dementia⁷.

Less productivity at work associated with 27% reduced output in the least active compared to the most active workforce⁸.

More isolated society with fewer people walking, cycling and playing outdoors and fewer participating at sports events.

Reduced educational attainment and resilience as an active child has greater concentration and better behaviour, than one who is not active⁹.



A third of adults aged 16 and over are currently inactive

90,000

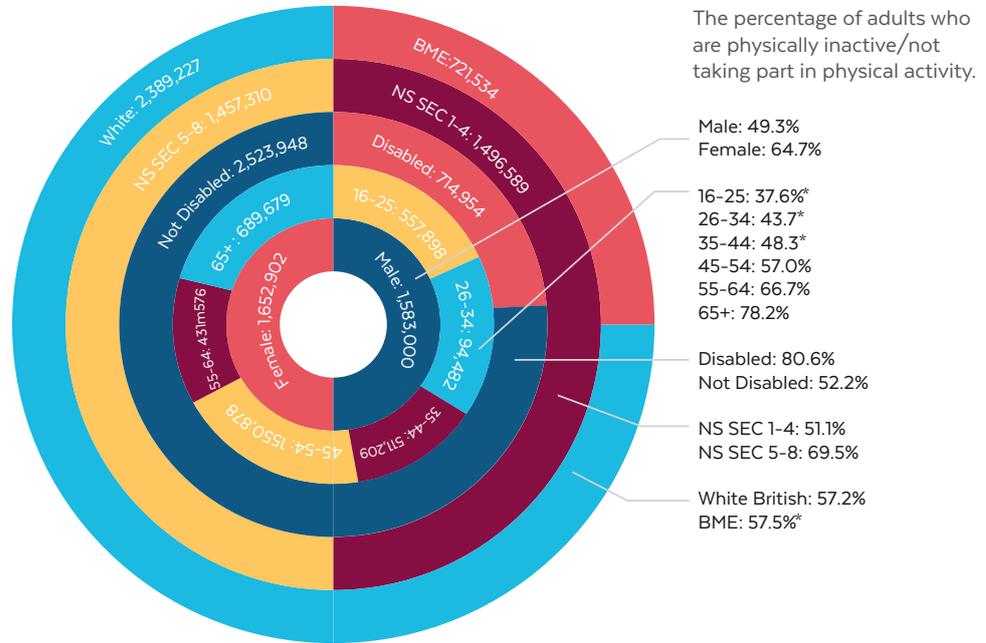
adults below the England average

£ £ 147m

anticipated boost to the West Midlands economy

THE PERCENTAGE OF ADULTS NOT PARTICIPATING IN SPORT AND PHYSICAL ACTIVITY BY DEMOGRAPHIC IN THE WEST MIDLANDS

Not only do we continue to have high levels of inactivity, we also need to work towards reducing the inequalities that exist across the people of the West Midlands across gender, socio-economic group, disability, age and Black and Minority Ethnic Community. We need a concerted effort to ensure that everyone has the opportunity to get physical active, strengthening our inclusive communities and providing people with improved life chances.



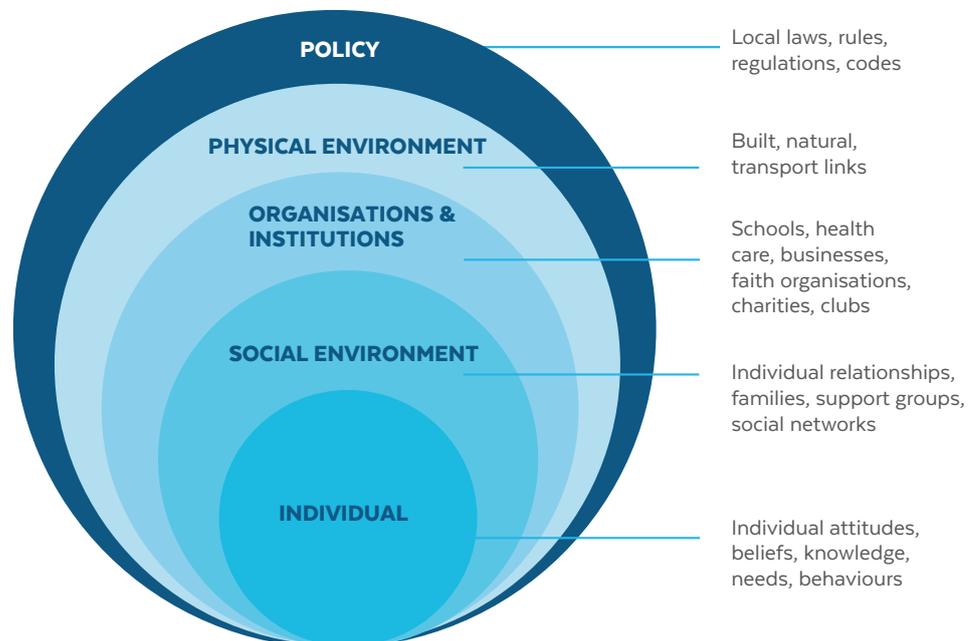
Graph 1: the number of people in the WMCA 3 LEP geography by gender, age, disability, ethnicity and socio-economic grouping. Black Country Consortium 2017.

Sport England, Active People Survey 10, December 2016
*denotes Incomplete Data

THE DELIVERY

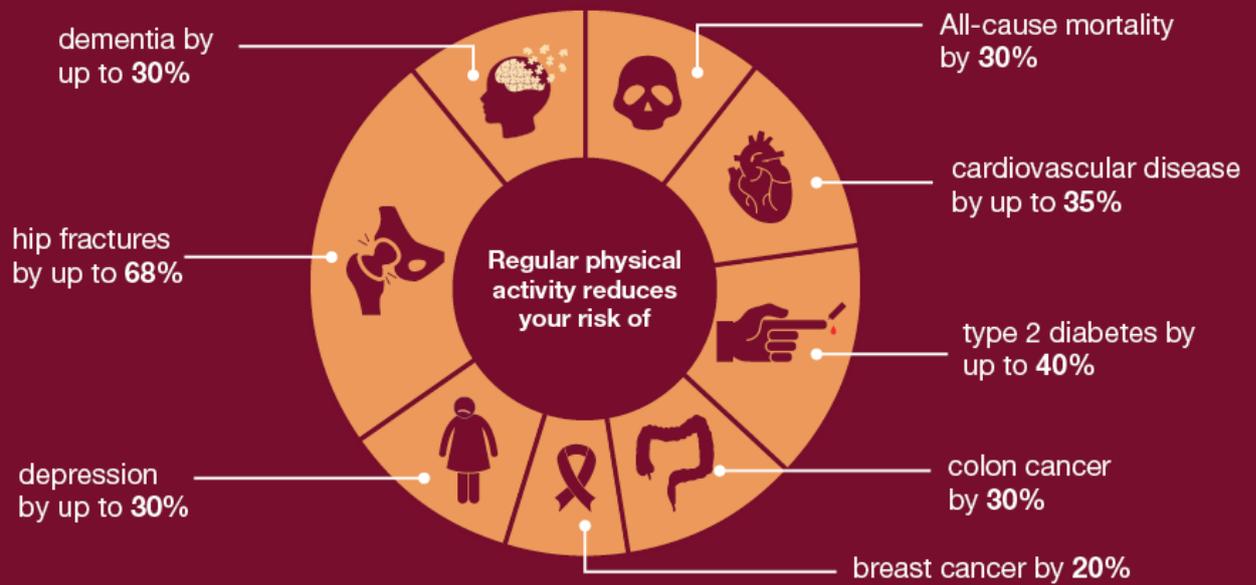
The scale of behaviour change needed to encourage more people to adopt an active lifestyle requires a place and people based system change.

We need to understand the barriers and opportunities to motivating more people to be active - from the aspect of policy, physical environment, organisations and institutions, the social environment and understanding individuals' behaviours, capabilities and needs.



¹¹ Sport England. (2017). County Sports Partnerships. Available: <https://www.sportengland.org/our-work/county-sports-partnerships/>. Last accessed 21 August 2017.

WHAT ARE THE HEALTH BENEFITS OF PHYSICAL ACTIVITY?



Additional benefits of more cycling and walking:

Less car travel, pollution & congestion

Safer and more welcoming streets

Increased social interaction

Supports local business



Our ambition is to work across the WMCA, strengthening joint working, building the evidence base, informing and influencing the direct impact that getting more people active has in delivering the WMCA's SEP and Public Sector Reform agenda.



WEST MIDLANDS ON THE MOVE VISION

Active Communities - the dynamo to building “a healthier, happier, better connected and more prosperous West Midlands”

MISSION

Delivered through a commitment to “a human right to move”

Main Measures:

O1 Increase in GVA in the physical activity sector.

P17: Reduction in levels of physical inactivity and increase the number of people who are physically active, reducing inequalities.

STRATEGIC AMBITIONS

We aim to ignite a social movement throughout the West Midlands that makes physical activity and active citizenship the norm. We want “active citizens” and we are committed to:

Making it feel easier and more desirable to get around the West Midlands.

Making it feel easier and more enjoyable to be outdoors in our green and blue spaces, as well as other urban environments.

Improving how it feels to live in our streets and our communities.

Improving people’s life chances, wellbeing, employability and access to work.



HOW WILL WE DELIVER OUR AMBITIONS AND MAKE OUR MARK?



This strategic framework has used strategic ambitions to prioritise six key themes which we will champion focusing on the connectivity between physical activity, wellbeing and economic prosperity. This includes how increases in the number of people being physically active will contribute to achieving four of WMCA's 'Strategic Economic Plan' priority themes.

Through consultation we have also identified a common cross cutting theme, community cohesion, for which increasing the number of people who are physically active will directly impact.

STRATEGIC AMBITIONS AND THEMES

We will make it easier and more desirable to get around the West Midlands by focusing on:

Theme 1 – Transport and HS2 Growth

We will make it feel easier and more enjoyable to be outdoors in our green and blue spaces, as well as other urban environments.

Theme 2 – Exploiting the Economic Geography

We will improve how it feels to live in our streets and our communities.

Theme 3 – Community Cohesion

Theme 4 – Creative and Digital

We will improve people's life chances, wellbeing, employability and access to work.

Theme 5 – Skills for Growth and Employment for All

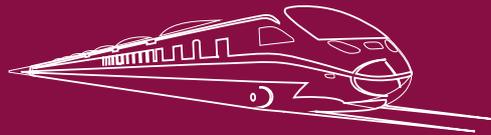
Theme 6 – Wellbeing

For each theme, there are a number of identified actions which have been identified through consultation. These will be championed by the WMCA and subject to approval from constituent and non-constituent members. Without this approval, there are no specific timescales set. This Strategic Framework has three functions:

1. To support local planning and delivery
2. To focus on those WMCA themes where physical activity can have the greatest impact.
3. For the WMCA to lead specific physical activity priorities.

The two-year Delivery Plan and Resourcing Framework is available on request.

THEME 1:
**Transport and HS2
Growth**



MAKING IT EASIER AND MORE DESIRABLE TO GET AROUND THE WEST MIDLANDS

CONTEXT AND WEST MIDLANDS ISSUES

Currently, 41% of all journeys in the UK are less than two miles, of which 36% are by car, and 68% are less than five miles, of which 53% are by car¹². There is therefore great scope for a substantially increased role for walking and cycling. It is crucial that both are made more attractive options for journeys of less than one or two miles.

Movement for Growth (MfG): 2026 Delivery Plan for Transport Consultation Draft (2017)¹³ sets out the vision and commitment to building a high quality, sustainable, infrastructure system: a network built on the principles of high quality, accessibility, safety and coherence. It recognises that the way that people travel is an important part of physical and mental health as well as improving air quality and network resilience. We recognise that there are a number of barriers which need to be addressed such as concerns over safety on roads and the potential of injury, the lack of accessible cycling infrastructure like cycle stands, lockers and showers; not just at Metro, train and bus stations, but in the high street, business sites and new housing developments. Several Local and LEP-wide strategies have been developed to complement the priorities in the MfG including increasing active travel. The integration of physical activity within key implementation plans such as the West Midlands Cycling Charter¹⁴ is critical.

More people being active will not only impact on MfG priorities such as clean air and congestion, but influence improved health and quality of life measures for people. Physical activity can act as a 'push factor' to add value to transport schemes by encouraging behaviour change to get more people moving - not only for active travel but also for leisure. It supports the Movement for Growth proposals to deliver a strategic cycle network enhancing local conditions for active travel.

Our strategic framework also supports a shift away from the private car towards methods of transport (modes) that involve physical activity and active travel. It seeks to integrate initiatives, to promote active travel to those who are most sedentary and often the most deprived, and workplaces that have the highest levels of car usage for home-to-work journeys. This strategic framework adds value in that

it seeks to address some of the barriers that currently exist to encourage active travel and sustainable transport usage.

Although investment continues into cycle routes, very few off-road cycle routes across the region are lit-up after dark, which may contribute towards the perceived dangers of cycling at night, as well as the seasonal variations in cycling when taking into account both active travel and leisure trips. There is also a growing recognition of the importance of smart data being used to drive informed decisions about future investment in active travel infrastructure / cycle routes, which we need to harness.

DESIRED OUTCOME

More people walking and cycling, with the resulting benefits of:

Less car travel, leading to lower levels of air pollution, carbon dioxide emissions and congestion

Reduced road danger and noise

More people taking to the streets, making public spaces seem more welcoming and providing more opportunities for social interaction

Opportunities for everyone, including people with impairment, to participate in and enjoy the outdoor environment¹⁵.

41% of all journeys in the UK are less than **2** miles
of which **36%** are by 

68% are less than **5** miles
of which **53%** are by 

Encouraging just one more person to cycle to work rather than go by car could generate between **£539** and **£641** in savings.

¹² Sport England. (2017). County Sports Partnerships. Available: <https://www.sportengland.org/our-work/county-sports-partnerships/>. Last accessed 21 August 2017.

¹³ Transport for West Midlands. (2017). Movement for Growth. Available: <https://www.tfwm.org.uk/media/2430/2026-delivery-plan-for-transport.pdf>. Last accessed 21 August 2017

¹⁴ Transport for West Midlands. (2017). West Midlands Cycle Charter. Available: <https://www.tfwm.org.uk/media/1067/cycle-charter.pdf>. Last accessed 21 August 2017.

¹⁵ National Institute for Clinical Excellence. (2008). Physical Activity and the Environment. Available: <https://www.nice.org.uk/Guidance/PH8>. Last accessed 21 August 2017

ACTIONS:

Through the delivery of these actions, the WMCA will support “Movement for Growth” by:

- 1.1. Aiming to create an extensive, safe and coherent network of well-designed off and on-road active travel links connecting key destinations irrespective of administration boundaries. We will work with transport planners to remove as many barriers as possible to active travel.
- 1.2. Encourage a West Midlands-wide cycle share scheme encouraging greatest use of our physical infrastructure by bike.
- 1.3. Developing a West Midlands Combined Authority approach to promoting the benefits that this enhanced network provides to encourage people to be physically active. We will work with a wide range of public and private sector partners to break down the barriers to walking, cycling and running. This could include a “Free Bike Scheme on Prescription” combined with cycle training for those who are cycling for the first time, or coming back to cycling.
- 1.4. Developing a joint approach towards road safety, which will aim to improve the physical activity gains that can be made through traffic speed and casualty reduction in residential areas.



GOOD PRACTICE EXAMPLE

BIG BIRMINGHAM BIKES

ORGANISATION: Birmingham CC

PURPOSE

Part of the Birmingham cycle revolution, a 20 year initiative to encourage more people to cycle in and around the city; the programme offers a range of free, exciting cycling opportunities including adult cycle training, led rides and cycle maintenance courses.

OBJECTIVES

- To make Birmingham healthier, greener, safer and less congested.
- To provide around 1,500 bikes to individuals and groups a year to encourage more people to cycle for the next 4 years.
- To offer free adult cycle training, free led rides and free cycle maintenance courses.

ACHIEVEMENTS

- 3,400 bikes have been given out to individuals so far and 600 distributed to the community.

WEBSITE

www.birmingham.gov.uk/BBB

CONTACT

bigbirminghambikes@birmingham.gov.uk.
0121 464 1020

3,400

bikes given out



WALSALL A STARS

ORGANISATION: Walsall MBC

PURPOSE

In promoting safe and healthy travel to school the A*STARS programme seeks to support schools to embed the principles of sustainable travel, road safety education and physical activity into the culture and mindset of everyone through encouraging healthy lifestyles

OBJECTIVES

- To increase the number of pupils using all forms of safer, sustainable travel on the journey to and from schools and provide evidence of modal shift
- To increase knowledge and understanding of healthy lifestyles, road safety and sustainable travel by providing education, training and encouragement
- To provide a safer, cleaner environment in the vicinity of schools to benefit everyone and enable schools to take ownership of the programme and promote its key messages to parents and the wider community.

ACHIEVEMENTS

- Health and Sustainable travel: 2.1% increase in sustainable travel, 0.8% increase in walking and cycling and 43% of schools taken up new "5 minute walk zone" initiatives.
- Environment: 1% reduction in car use as the main mode of travel. 60% of A Stars schools in 20mph limits.

WEBSITE

astarswalsall.co.uk

CONTACT

A Stars Team at Walsall MBC. 01922 654680



65%

of schools participating

900

children have been trained to Bikeability Level 2

THEME 2:
Housing and Land



MAKING OUTDOORS MORE INVITING IN OUR GREEN AND BLUE SPACES, AS WELL AS OTHER URBAN ENVIRONMENTS

CONTEXT AND WEST MIDLANDS ISSUES

Making it easier to be physically active across our towns and cities is important to encourage more people to move and be active as well as making the West Midlands an attractive place for companies to base themselves. We know that the way we build our cities and towns, design the urban environment, plan highway networks and provide access to the natural environment can be a great encouragement, or a great barrier, to physical activity and active travel. The SEP has set out plans for a £500m housing investment by 2030 and we need to make it easier and safer to be physically active in our everyday life.

Improving residential areas and connections to local high streets and other areas is vital. Schemes such as the expansion of 20 mph zones could play a pivotal role in making journeys on foot.

Development and regeneration of spaces as active places is therefore fundamental to unlocking physical activity opportunities in our streets, housing developments, town and city centres and to support active travel in and around the West Midlands.

DESIRED OUTCOME

This strategic framework influences traditional planning issues around the local infrastructure, not just leisure centres and playing fields, but a greater focus on the way that towns, cities, buildings, parks and streets are designed to encourage human powered movement. Our strong partnership approach with local authorities, community organisations, West Midlands Police and Fire Service has built confidence in safe, secure, connected and accessible environments and infrastructure.

ACTIONS:

The WMCA will:

- 2.1. Aim to influence regeneration of urban space and the future approaches to planning which encourage active lifestyles, healthy ageing and healthy environments. We will encourage inclusion of Active Design¹⁷ principles to be included in future development proposals specifically Lifetime homes standards and neighbourhoods¹⁸.
- 2.2. Endeavour to influence the redesign of our urban spaces to be civic active spaces as much as we possibly can and use our common civic spaces to encourage physical activity as part of a deliberate provocation to healthy behaviour change.
- 2.3. Work to ensure that as many of the barriers to full use of community assets (including school facilities) are removed or mitigated as much as possible. Community assets should be focused on ensuring that there are places and opportunities to be active in the heart of communities that are the both the most disadvantaged and inactive.
- 2.4. Investigate influencing new developments to enhance opportunities for people to be active.
- 2.5. Proactively seek to increase opportunities for outdoor exercise, both formal and informal (gyms, play equipment, health walks, games) by utilising our outdoor spaces as much as possible. In doing so, ensuring a systematic and joined up approach to the use of the open green spaces, connecting open and wild spaces and canal networks with a clear outcome focused around increasing activity levels, improving physical and mental wellbeing.

¹⁶ National Transport Survey 2016

¹⁷ Sport England. (2017). Active Design. Available: <https://www.sportengland.org/facilities-planning/active-design/>. Last accessed 21 August 2017.

¹⁸ Lifetime Homes. (2017). The Lifetime Home Standard. Available: <http://www.lifetimehomes.org.uk/pages/revise-design-criteria.html>. Last accessed 21 August 2017.

ACTIVE PARKS, BIRMINGHAM

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s,

OBJECTIVES

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ACHIEVEMENTS

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WEBSITE

More information can be found at: beactivebirmingham.co.uk/active-parks

CONTACT

BLACK COUNTRY GARDEN CITY

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OBJECTIVES

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PORTWAY LIFESTYLE CENTRE, SANDWELL

ORGANISATION: Managed by Sandwell Leisure Trust on behalf of Sandwell Council

PURPOSE

A co-located leisure facility, wellbeing centre; GP family Practice and a centre of excellence for people with disabilities

OBJECTIVE

- Provide a building that is easily accessible for people with disabilities which meets their needs.
- Bring health, leisure and social care to one site, from early years to older adults, with a 'whole life approach' to health and social care service delivery for residents of the borough and the wider West Midlands.
- Encourage greater participation in physical activity and leisure services within Sandwell with a specific approach that promotes inclusion, choice and control.
- Create greater involvement of Sandwell residents in their leisure and physical activity facility.

ACHIEVEMENTS

- The centre has achieved Key Performance Indicators (KPIs) in terms of active visits to the facility.
- The centre has a lively, committed and engaged 'Service Users' group which helps to steer developments and improvements for all users of the facility.
- The centre has achieved the Inclusive Fitness Initiative (IFI) Excellent standard and is viewed Nationally and Internationally as delivering best practice in disability sport / leisure.

WEBSITE

www.slt-leisure.co.uk/our-centres/portway-lifestyle-centre/

CONTACT

info@slt-leisure.co.uk

THEME 3:

Community Resilience



IMPROVING HOW IT FEELS TO LIVE IN OUR STREETS AND COMMUNITIES

CONTEXT AND WEST MIDLANDS ISSUES

Physical activity plays a vital role in bringing communities together, having a social and cultural impact, developing social capital and reducing crime and anti-social behaviour. Regular involvement in physical activity can benefit individuals and communities and contribute to a range of positive outcomes including:

More local people participating as volunteers in community life.

Local people having a greater voice and influence over decision-making.

Increased voluntary and community capacity to own community assets and to manage and deliver services.

More cohesive, tolerant and inclusive communities that value diversity.

More sustainable communities with local pride and a sense of place.

A reduction in youth offending and antisocial behaviour.

An increased culture of respect and tolerance among young people.

A reduction in crime and in alcohol and drug misuse.

A reduction in the fear of crime.

Although Community Cohesion is not a SEP theme, the WMCA recognises that the West Midlands diversity and community spirit are some of our most important assets.

INFORMATION ON DEPRIVED WARDS

DESIRED OUTCOME

For this strategy to be a success, capacity to take action on levels of inactivity must be created with people in

all communities. In taking forward a social movement approach, we can make being physically active the social norm. This way of working needs to accelerate transformation and instigate wide scale changes.

ACTIONS:

The WMCA will:

- 3.1. Aim to work with locally determined voluntary organisations, community groups and leaders who are best able to work alongside communities supporting them to develop their own ideas, capacity, and solutions to get local people active and implement local plans, in both urban areas and use of open spaces by developing natural capital¹⁹.
- 3.2. Investigate utilising the physical and digital infrastructure to promote physical activity interventions such as geo fencing²⁰, digital marker and data sharing and other innovative and sustainable ways to provide a “nudge” into activity and active citizenship working with some of our most deprived and sedentary populations.
- 3.3. Consider supporting communities to own their local spaces and assets for local social good and ‘remove the noes’ that could be preventing them from trying out new activities or making progress towards becoming less inactive.
- 3.4. Aim to work with local authorities and communities to invite residents to work collaboratively with local community groups to encourage active community events, such as Play Streets and the use of adjoining parks (Active Parks), common civic spaces, open spaces and town centres.
- 3.5. Explore the potential of establishing a centre for academic excellence for insight into addressing physical activity inequalities.

¹⁹ World Forum on Natural Capital. (2017). What is Natural Capital?. Available: <http://naturalcapitalforum.com/about>. Last accessed 21 August 2017.

²⁰ Geomarketing. (2017). What is Geofencing. Available: <http://www.geomarketing.com/geomarketing-101-what-is-geofencing>. Last accessed 21 August 2017.

BIRMINGHAM 2022 COMMONWEALTH GAMES BID POTENTIAL

Birmingham's 2022 Commonwealth Games bid provides a significant opportunity to accelerate both economic growth and increasing levels of physical activity.

Large sporting and cultural events can create immediate and sustained employment, a wider economic impact, a profile in international markets, and they can inspire people to get involved in activity that benefits their health through volunteering, creating connections and being active. Making large scale events more accessible by public transport and walking and cycling networks will also help encourage activity, reduce congestion and improve air quality.

The official post-Glasgow Commonwealth Games study²¹ found that over the eight years from winning the bid to hosting the event, the Games contributed more than £740 million gross to Scotland's economy including £390 million for Glasgow alone. The Games

supported on average 2,100 jobs each year from 2007 and 2014, including 1,200 per annum in Glasgow. The event itself attracted around 690,000 visitors to Scotland, supporting 2,137 jobs and contributing £73m to the country's economy. It was also the prompt for Glasgow to introduce the city cycle hire scheme.

ACTIONS:

The WMCA will:

- 3.5. Consider support for bids for international sporting and cultural events to be held across the region to stimulate the economy and create jobs based on legacy and the principles of this framework. The current priority will be the support of Birmingham's 2022 Commonwealth Games (CG) bid.
- 3.6. Aim to work with Birmingham City Council to use this strategic framework to steer the work needed to stimulate behaviour change to get people active leading up to and beyond the 2022 CG.

Glasgow Commonwealth Games contributed



740m **390m**

gross to Scotland's economy

Glasgow alone

The Games supported on average



2,100 **1,200**

jobs each year from 2007 and 2014 in Glasgow

jobs per annum

The event itself attracted



690,000

visitors to Scotland

supporting



2,137

jobs

and contributing



73m

to the country's economy.

It was also the prompt for Glasgow to introduce the city cycle hire scheme.



GOOD PRACTICE EXAMPLE



GOOD TO GO COVENTRY

ORGANISATION: Grapevine and Coventry CC

PURPOSE

Good to Go is the umbrella brand for a set of activities co-ordinated by Grapevine, which are explicitly designed to encourage non-traditional (and 'hard to reach') people in Coventry to become more physically active.

OBJECTIVES

- To use social mobilisation techniques to enable the needs of the communities to be identified, and then in turn translated into resources, which encourages those with disabilities to become the creators of the activities/campaigns.

ACHIEVEMENTS

- 1467 people are more sustainably active. 652 (44%) of these were people with disabilities. Taking 440 hours a quarter as the minimum known amount it is likely that Good to Go has delivered a minimum 1,760 volunteer hours across Year 2 as a whole. The direct value of this volunteering is more than 1.25 times the value of the Good to Go Year 2 budget – suggesting that Good to Go has repaid its investment simply in terms of the direct value alone of the volunteering it has unlocked.

WEBSITE

<http://www.grapevinecovandwarks.org/>

CONTACT

Mel Smith - msmith@grapevinecovandwarks.org
Twitter - @GrapevineYP
0121 464 1020

THEME 4:

Creative and Digital



IMPROVING HOW IT FEELS TO LIVE IN OUR STREETS AND COMMUNITIES

CONTEXT AND WEST MIDLANDS ISSUES

In its Strategic Economic Plan, the WMCA sets out the ambition to have the best broadband connectivity possible. Physical activity needs to maximise the potential this connectivity will bring. Open data, connectivity and data-led insight is being harnessed through the development and implementation of Smart Cities and is gaining growing importance within the WMCA. Identifying and developing easier and more accessible ways to get active is essential to improving health and wellbeing. We aim to improve and open all information about physical activity opportunities. The growing market of health and fitness apps such as Fitbit²² and Strava²³ provide great motivational tools to get people active. Digital technology is also transforming sports equipment through reusable energy and mass participation events to track progress and how the workforce motivates and supports those taking part.

DESIRED OUTCOME

Creative and digital technologies have been instrumental to encouraging more people to adopt an active lifestyle, using smart technologies, open data and understanding people's movement patterns to inform future provision.

ACTIONS:

The WMCA will:

- 4.1. Work in partnership with the Consortium for the Demonstration of Intelligence Systems (CDIS²⁴), building on its mobility and health focus to explore how data can be used to help understand consumer behaviour, provide insight and be used to evaluate and measure helping to deliver successful behaviour change.
- 4.2. Consider working with communities to develop and deliver digital schemes including mass participation events to encourage people to adopt a more active lifestyle.
- 4.3. Review and promote the impact of practice across the WMCA in utilising digital technology to

get people active such as Better Points²⁵, GPs in Big Birmingham Bikes; Outdoor Gyms and mass participation schemes such as Beat the Street²⁶.

- 4.4. Aim to lead the way in using technology including open data sources to get more people to take part in physical activity. This will develop our insight into when and where people are taking part in activities and accessing physical activity information, helping to shape behaviour change initiatives and used to drive informed decisions about future investment such as active travel infrastructure / cycle routes.
- 4.5. Investigate the feasibility of encouraging third party activity apps and linking with Swift card and Mobility as a Service, to encourage more people to be active.
- 4.6. Aim to work with networks such as the West Midlands Academic Health Sciences Network, to explore how we can encourage people to be active, through a self-managed approach using smart and intelligent systems.
- 4.7. Aim to trial the use of low power wide area network to allow people to hook up sensors to capture activity data, initially looking at walking in Birmingham city centre and then extending, subject to funding.
- 4.8. Working with the Smart Cities Network to encourage the creation of new business opportunities for technology and innovative businesses, focusing on "demand led" innovation where small businesses co-create solutions to user defined challenges.
- 4.9. Explore the potential of the 5G trials and the connection with wider transport data capture to getting more people active.
- 4.10. Aspire to develop a WMCA strategic approach to mobility data capture as part of the procurement of a data platform and multi-modal transport model. This will support the delivery and measurement of the impact of many strategies as well as assisting in operational decision-making utilising more effective tools.

²² Fitbit. (2017). Get Motivated. Available: <https://www.fitbit.com/uk/home>. Last accessed 21 August 2017

²³ Strava. (2017). Features. Available: <https://www.strava.com/>. Last accessed 21 August 2017.

²⁴ Birmingham Science City. (2017). Ideas for Life. Available: <http://www.birminghamsciencecity.co.uk/case-study/consortium-for-the-demonstration-of-intelligent-systems/>. Last accessed 21 August 2017.

²⁵ Betterpoints. (2017). About. Available: <https://www.betterpoints.uk/page/about>. Last accessed 21 August 2017.

²⁶ Intelligent Health. (2017). Beat the Street Wolverhampton. Available: <https://beatthetstreet.me/wolves/home>. Last accessed 21 August 2017

BEAT THE STREET WOLVERHAMPTON 2017

ORGANISATION: Intelligent Health funded by City of Wolverhampton Council & Sport England lottery funding

PURPOSE

To encourage more people to be active by transforming a city into a giant game. Players are issued with Beat the Street game cards or fobs which they tap against goals called Beat Boxes strategically placed across a city.

This programme has been delivered across 60 cities with over 600,000 participants. This study evidences the impact in Wolverhampton.

Beat the Street encourages participation through game-based strategies and motivates positive behaviour that, over time, becomes the daily norm. Beat the Street addresses the physical barriers to being active by using an inclusive, simplistic concept and combats emotional barriers by creating a community-wide social norm.

OBJECTIVES

- Decrease the percentage of adults in Wolverhampton who are physically inactive.
- Increase the percentage of adults in Wolverhampton achieving at least 150 minutes of moderate intensity physical activity per week, as per the UK Chief Medical Officer's recommended guidelines.
- Test and evaluate new ways of tackling inactivity and add to our growing evidence base of successful strategies.
- 25,790 participants and 147 teams ran, walked and cycled 163,342 miles over a 7 week period between March to May 2017.

ACHIEVEMENTS

- Before Beat the Street 18% of participants reported: "Over the past six months I have started to be more active more regularly" (maintenance). This increased to 32% immediately after the programme.
- At the end of Beat the Street, 78% of participants felt it had helped them in some way.

WEBSITE

<https://wolves.beatthestreet.me/UserPortal/Wolverhampton>

THEME 5:

Skills for Growth & Employment



Measures:

B5 Increase jobs in the physical activity sector and impact on all jobs.

B3 Percentage of working age population with no qualifications.

P9: Additional Apprenticeships

B3 Increase in Business Birth Rates

P8 Reduction in the number of working days lost due to sickness/absenteeism

IMPROVING PEOPLE'S LIFE CHANCES, WELLBEING, EMPLOYABILITY AND ACCESS TO WORK

CONTEXT AND WEST MIDLANDS ISSUES

There is a growing evidence base around the positive influence sport and physical activity holds in delivering the WMCA's ambition to ensure 80% of the working age population is in full-time employment, creating 500,000 new jobs, 20,000 additional businesses and at least 156,000 more people with level 4 qualifications by 2030. The WMCA's Productivity and Skills Commission determining the true extent of the productivity and skills challenge in our region and determining subsequent courses of action. Our contribution and prioritisation is three-fold:

1. Promoting the evidence for employers that sport and physical activity can play in meeting their needs. 70% of employers state that there are a low number of applicants with the appropriate skills.

- a. Team sports and outdoor adventure activities are perceived by employers to foster desirable skills and demonstrate outgoing personalities.

- b. Skills were not ones that could be taught in the workplace but came from early years development and community support.
- c. Ability to demonstrate experience through sport and physical activity outside the workplace that builds skills such as regularity, teamwork, motivation and organisational skills²⁷.

2. Focusing on using sport and physical activity as a vehicle to engage those furthest from the job market.

Programmes such as with the Dame Kelly Holmes Trust²⁸, Streetgames²⁹ and Kicks³⁰ provide an increasingly strong evidence base for the value of sport such as volunteering, leadership and employability training and have a significant impact on getting people closer to the job market.

Through involvement in the Department of Work and Pensions (DWP) Work and Health Programme³¹, WMCA will make links between work and health and the physical activity agenda.

There is a growing evidence base around the positive influence sport and physical activity holds in delivering the WMCA's ambition to ensure



80%

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and



20,000

additional businesses

creating



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new jobs

and at least



156,000

more people with level 4 qualifications by 2030.

²⁷ Black Country Consortium Limited. (2017). Sport and Physical Activity Sector Skills Action Plan. Available: <https://www.activeblackcountry.co.uk/upload/files/NewFolder/Sport%20and%20Physical%20activity%20Sector%20Skills%20Plan.pdf>. Last accessed 21 August 2017.

²⁸ Dame Kelly Holmes Trust Limited. (2017). About Us. Available: <https://www.damekellyholmestrust.org/>. Last accessed 21 August 2017.

²⁹ Streetgames. (2017). About us. Available: <http://www.streetgames.org/about-us/about-streetgames>. Last accessed 21 August 2017

³⁰ Premier League. (August 2017). Communities/Programmes. Available: <https://www.premierleague.com/communities/programmes/community-programmes/pl-kicks>. Last accessed 21 August 2017.

DESIRED OUTCOME

Physical activity playing a large part in giving someone who has been long term unemployed, the confidence, skills and fitness to become employed again. Cycling and walking combined with public transport can also play a role, enabling people furthest from labour markets to access training and employment opportunities. This also broadens people's travel horizons while searching for skills or jobs, access to low cost transport choices; and also increasing active travel amongst this market segment, thus increasing levels of physical activity. The WMCA is proposing an innovation pilot, working with local communities to build social capital and social networks to support people to move into and sustain employment. The role of physical activity will be built into the delivery model.

3. Improving Employee Wellbeing.

CONTEXT AND WEST MIDLANDS ISSUES

An active workforce is a more productive workforce. In the West Midlands over 8.6 million working days are lost annually through sickness absence; that's

over 2.2% of the total working time and 4.5 days per worker and is above the national average. The associated direct national costs in state benefit have been calculated to be over £8.66 billion, with an additional £600 million paid by employers in the form of sick pay. An active workforce results in 27% fewer days of sickness and increased productivity of between 4-15%³². Workplace interventions such as the Workplace Challenge³³ and Workplace Active Travel Plans have evidenced the positive impact on improving wellbeing.

Low productivity is a national issue and challenge for the West Midlands. Productivity levels for the region are below the national average, taking the UK figure for Gross Value Added (GVA) worked per hour as 100, the West Midlands area average is 89³⁵. The link between employee wellbeing and productivity is a recurring theme for Thrive West Midlands and for the Productivity and Skills Commission.

An active workforce leading the way in delivering a happier, healthier, better connected and more prosperous West Midlands.

An active workforce is a more productive workforce. In the West Midlands



8.6m

working days are lost annually through sickness absence



8.66bn

the associated direct national costs in state benefit



600m

paid by employers in the form of sick pay additionally

that's



2.2%

of the total working time



4.5

days per worker

An active workforce results in



27%

fewer days of sickness



4-15%

increased productivity

³¹ HM Government. (August 2017). Work and health plan to help disabled people into employment. Available: <https://www.gov.uk/government/news/work-and-health-plan-to-help-disabled-people-into-employment>. Last accessed 21 August 2017

³² NHS Scotland. (2003). Physical Activity Task Force. Available: <http://www.healthylivinglives.com/advice/workplace-health-promotion/physical-activity>. Last accessed August 2017

³³ County Sports Partnership Network. (2017). Business Administration. Available: <http://www.workplacechallenge.org.uk/become-a-company-admin>. Last accessed 21 August 2017

³⁴ Sustrans. (2017). Workplace Travel Planning. Available: <https://www.sustrans.org.uk/our-services/our-expertise/workplace-travel-planning>. Last accessed 21 August 2017

³⁵ Office for National Statistics. (January 2017). Regional and sub-regional productivity in the UK. Available: <https://www.ons.gov.uk/employmentandlabourmarket/peopleinwork/labourproductivity/articles/regionalandsubregionalproductivityintheuk/jan2017>. Last accessed 21 August 2017

³⁶ HM Government. (August 2017). Common Inspection Framework. Available: Common inspection framework: education, skills and early years from September 2015. Last accessed 21 August 2017

ACTIONS:

The WMCA will:

- 5.1 By working jointly on employment support, work with DWP to promote physical activity and active travel choices to those deemed hardest to reach, getting people back into work and expanding the workforce.
- 5.2 Champion the contribution physical activity makes to the WMCA's Productivity and Skills priorities evidencing to West Midlands employers the increasing value placed on skills gained through taking part, sport leadership and volunteering to the West Midlands employers and the specific workforce skill gaps and shortages that need to be addressed to get more people active.
- 5.3 Encourage a social movement with communities on the creation of a range of additional volunteering opportunities. This will involve building on existing and developing additional capacity to encourage physical activity addressing stubborn inequalities and creating clear pathways from worklessness into job creation. The proposed employment support pilot will provide a focal point to test approaches within areas of high unemployment.
- 5.4 Investigate the co-ordinated development of an asset management plan for existing national, regional and local sporting assets in the region and a plan to bring forward new assets. We will ensure that we have the infrastructure needed to get people active right across the region.

Physical activity and physical education has a significant role to play in improving the outcomes for our children and young people. There is much to do - in areas such as obesity in children at year 6, 5 A*-C GCSE performance and adult levels of physical activity, the West Midlands performs worse than England average.

EDUCATION

CONTEXT AND WEST MIDLANDS ISSUES

Being active should be the accepted normal behaviour for all children as it helps to improve cognitive skills and educational attainment. This message should start at pre-school all the way through to college.

11.1%

obesity in reception aged children

24.6%

obese children in year 6

52.5%

C GCSE achieved including maths and English

29%

of children under 16 in low income families

4.4%

of 16-18 year olds are not in education or training (At a similar level with England)

Ofsted's Common Inspection Framework includes a judgement of personal development behaviour and welfare. At the end of end of the last but one sentence ending in "skills" add "we recognise the tremendous impact the "School Daily Mile" across activity, health, resilience and education performance. We encourage all schools to get on board"^{38b}. As part of this judgement, inspectors look at the extent to which schools are successfully supporting students to gain "knowledge about how to keep themselves healthy" and "make informed choices about healthy eating and fitness"³⁶.

DESIRED OUTCOMES

We want children to remain active throughout their education, but we need to give specific emphasis on addressing transition from pre-to primary, primary to secondary and secondary to college or community. We will emphasise the role and opportunities to promote and enable children to travel actively to school, for this to be inclusive in everyday lives.

³⁷ Sport England. (August 2017). Economic Value of Sport Tool. Available: <https://www.sportengland.org/research/benefits-of-sport/economic-value-of-sport/>. Last accessed 21 August 2017

³⁸ Black Country Consortium Limited. (2017). Sport and Physical Activity Sector Skills Action Plan. Available: <https://www.activeblackcountry.co.uk/upload/files/NewFolder/Sport%20and%20Physical%20activity%20Sector%20Skills%20Plan.pdf>. Last accessed 21 August 2017

^{38b} The School Daily Mile children fit for life (2017). Schools and Physical Activity. Available: <http://thedailymile.co.uk/>. Last accessed 21 September 2017.

Taking part in sport, PE and physical activity contributes to raising standards and in closing the achievement gap through improvements in attainment, behaviour, attendance and wider attributes and skills. It builds resilience in our children and young people.

ACTIONS:

The WMCA will:

- 5.5 Encourage collaboration between pre-school, school, and college improvement networks to attempt to ensure that sport, physical education and physical activity are central to pupil and whole school improvement.
- 5.6 Together with young people, consider co-producing activities that are appealing and sustainable to ensure that participation in physical activity is improved post 16 years of age.
- 5.7 Seek a collaborative approach to ensure that all schools have a more impactful education, health and physical activity approach in utilizing the Primary School Physical Education and Sport Premium, School Games funding and the Healthy Pupils Capital Fund.
- 5.8 Work towards gaining local approval for a co-ordinated approach to Active Lifestyles campaigns in schools and travel options to

schools such as by School Travel Plans to ensure these principles of increased activity are evenly distributed across the region working towards 55% of children normally walking to school by 2025.

SKILLS

CONTEXT AND WEST MIDLANDS ISSUES

Creating an active population on an industrial scale requires reliance on more skilled volunteers and help from those in paid jobs to gain and apply new skills. The physical activity sector is reliant on its grass roots volunteers to get people taking part. The national economic value of sport related volunteering is estimated to be £2.7billion³⁷.

Consultation gained for the Black Country Sport and Physical Activity Sector Skills Plan³⁸ has shown that there is a major gap between the skills required and the skills available.

- 80% of physical activity employers in the Black Country stated that there were a low number of applicants with the required skills.
- 82% of physical activity employers stated that soft skills represent the greatest skill gaps in individuals.



The national economic value of sport related volunteering is estimated

£2.7b (£) (£)

DESIRED OUTCOME

The West Midlands at the forefront of changing the way frontline staff interact with customers, focusing on soft skills building a welcoming and inclusive environment for everyone.

ACTIONS

The WMCA will:

- 5.9. Encourage a joint approach with the sport and physical activity sector to develop a new physical activity career pathway. This will include the route from volunteer through to Activator, to Coach. The focus of this career pathway will be to specifically tackle inactivity in sedentary communities by developing clear and relevant physical activity intervention.
- 5.10. Investigate working with existing public and voluntary sector organisations to deliver this career pathway and complement it through integration into existing resources and related workforce.
- 5.11 Investigate how we can make best use of the apprenticeship reform agenda to deliver new apprenticeship opportunities in the sector.



BLACK COUNTRY SPORT AND PHYSICAL ACTIVITY SECTOR SKILLS ACTION PLAN

ORGANISATION: Black Country Consortium Limited

PURPOSE

Launched in Autumn 2016, by the Active Black Country Partnership and the Black Country LEP, the plan highlighted the sport and physical activity workforce needs and evidenced the role sport and physical activity can play in driving economic growth.

OBJECTIVES

- To gain insight into the skill shortages across the sector
- To use the insight findings to develop a workforce that is customer centric, inclusive and equipped with the right skills to encourage people to be active.
- To evidence the economic benefit and role sport & physical activity can play in developing transferable skills that can increase social and economic mobility. Demonstrating how Sport & Physical Activity as a key enabling sector can address the skill shortages priority sector employers collectively report to support economic growth.

ACHIEVEMENTS

- Informed the Active Black Country's approach to workforce development including the Coaching Plan for England implementation which features resources for the front line workforce, a menu of CPD based on the insight gathered.
- Piloting the new apprenticeship standard 'Community Sport Health Officer' with the Black Country College Principals Group

WEBSITE

www.activeblackcountry.co.uk/insight/strategies-and-plans/

CONTACT

Ian Carey (Head of Physical Activity & Sport) -
01384 471137
ian_carey@blackcountryconsortium.co.uk

BIRMINGHAM WAY

ORGANISATION: Sport Birmingham in collaboration with Birmingham Wellbeing Service, UK Coaching, Street Games and Sport England

PURPOSE

The Birmingham Way is a systematic approach to workforce development; designed initially for the sports / activity sector it now provides the evidence through research to demonstrate the key qualities and characteristics that underpin broader skills development. The model considers identification of the right people, the skills development and improvement of those people, and the opportunity for them to gain practical experience.

OBJECTIVES

- To understand the needs, motivations and values of Birmingham residents and match them with a workforce that can meet the wider social, health and wellbeing needs identified within inactive communities.
- Create a robust evidence base showcasing how The Birmingham Way approach and resources impacts on educators and coaches ability to improve the customer experience and encourage physical activity, create resilient habits, increase self-esteem, enjoyment and engagement.
- Embed The Birmingham Way approach across key partners, emphasising a culture of commitment and accountability that focuses on developing people through an individual centred process.

ACHIEVEMENTS

- Recognised by Sport England as best practice as an approach to developing people within local communities

WEBSITE

<http://www.sportbirmingham.org/the-birmingham-way>
<http://www.sportbirmingham.org/insight-summary>

CONTACT

Adam Warden, Coach and Volunteer Manager,
0121 285 0186
adam.warden@sportbirmingham.org

EMPLOYMENT SUPPORT FOR THE OVER 25S

ORGANISATION: Sport Structures Limited on behalf of Steps to Work

PURPOSE

The Coaching Communities programme provides economically inactive individuals living in the Black Country with the opportunity to become a Level 1 qualified sports coach and put these new skills and knowledge into practice through a valuable volunteering experience.

Each participant will receive individual support to enable them to build their confidence and self-esteem to change their mindset and as a result be more employable and enable them to progress onto further training, education or employment. We start the programme working as a group where participants often make friends which further enhances their lifestyle and positive experience of the programme.

OBJECTIVES

- Offer opportunities for people aged over 25 in the Black Country ad training programme that stimulates them to take up employment or other training opportunities
- Provide employment and training signposting
- Link with other BBO Bridges programmes

ACHIEVEMENTS

- 80% of our participants have progressed into employment, education or are working with another BBOBridges partner

CONTACT

Contact: Simon Kirkland, Managing Director,
01214558270 tw@sportstructures

THEME 6: **Wellbeing**



Measures:

B5 Increase jobs in the physical activity sector and impact on all jobs.

B3 Percentage of working age population with no qualifications.

P9: Additional Apprenticeships

B3 Increase in Business Birth Rates

P8 Reduction in the number of working days lost due to sickness/absenteeism

IMPROVING LIFE CHANCES, WELLBEING, EMPLOYABILITY AND ACCESS TO WORK

CONTEXT AND WEST MIDLANDS ISSUES

The WMCA recognises that physical activity not only contributes to improving both mental and physical wellbeing prevent ill-health.

Physical Activity can also improve both the physiological and psychological health of children and young people with increased self-esteem, self-confidence, social skills and reduced anxiety. Recent controlled studies suggest that children with Attention Deficit Hyperactivity Disorder who are physically active have improvement in behaviour and self-regulation, in addition to better memory, compared to those who are not active⁴⁰.

Physical activity can also reduce the risk of some of the major illness including:

30% lower risk of colon cancer in adults;

20-25% lower risk of cardio-vascular disease, coronary heart diseases and strokes in adults and 20-25% in children and young people

30-40% lower risk of Type II Diabetes

20-30% lower risk of depression for adults⁴¹

IMPROVING MENTAL WELLBEING

Thrive West Midlands' Concordat for Action⁴² commits key organisations to:

1. Work together to improve mental health and wellbeing to reduce of the burden of mental ill health across the West Midlands. We will work to improve people's lives and to encourage healthy communities.
2. Ensure services meet the needs of people with mental ill health and provides empathy and compassion. We will involve people who have experienced mental ill health and their carers

at the earliest opportunity in decisions about services.

3. Work together to develop and deliver the action in the Action Plan across the WMCA area.

Connecting people to place and strengthening social cohesion are both products of a more active community which can lead to significant increases in wellbeing and resilience through the five ways to Wellbeing⁴³ being active, connecting to others, noticing things, sharing and learning new skills.

DESIRED OUTCOME

By bringing together the ambitions of the Thrive West Midlands Action Plan, our knowledge and understanding of the five ways to wellbeing, we can make a greater impact on improving both mental and physical wellbeing through increasing levels of physical activity.

ACTIONS:

This strategic framework aims to support the WMCA's Thrive West Midlands Action Plan by contributing to:

- 6.1 **Theme 1 - Supporting People into Work and Whilst in Work** by encouraging the public-sector workers to have adequate training in how physical activity can both treat and prevent mental health disorders and long-term conditions. Working with the Thrive West Midlands' Implementation Director, we will strive to develop approaches to working collaboratively to integrate physical activity within the "Workplace Wellbeing Charter and Commitment", championing work to get more people active in small, medium enterprises and by exploring co-financing social prescribing to improve mental health and wellbeing.
- 6.2 **Theme 6 - Getting the Community Involved** by encouraging a collaborative approach, to extend community physical activity based initiatives to raise awareness of mental health and improve wellbeing including training up physical activity volunteers in Mental Health First Aid.

³⁹ British Heart Foundation. (2016). Children and Physical Activity. Available: <https://www.bhf.org.uk/about-us/our-policies/preventing-heart-disease/children-and-physical-activity>. Last accessed 21 August 2017.

⁴⁰ Ziereis & Jansen. (Volume 38, March 2015,). Research into Developmental Disabilities. Effects of physical activity on executive function and motor performance in children with ADHD. 38 (1), Pages 181-191.

⁴¹ NHS. (2017). Exercise for Depression. Available: <http://www.nhs.uk/Conditions/stress-anxiety-depression/Pages/exercise-for-depression.aspx>. Last accessed 21 August 2017

⁴² Lamb, N, Appleton, S, Tennant, M. (2017). Thrive West Midlands. An Action Plan to drive better mental health and wellbeing in the West Midlands. Birmingham: <https://westmidlandscombinedauthority.org.uk/what-we-do/commissions/mental-health/updates/>. p1-77

⁴³ Government Office for Science. (2008). 5 Ways to Wellbeing. Available: https://issuu.com/neweconomicsfoundation/docs/five_ways_to_well-being?viewMode=presentation. Last accessed 21 August 2017



6.3 **Theme 6 - Getting the Community Involved**, by championing a WMCA approach to using sport and physical activity to improve wellbeing as one of the major ways to impact at scale.

6.4 Contributing to **Theme 2- Providing Safe and Stable Places to Live**, by considering developing the links between housing and health, stating the added value that can be gained from implementing quality schemes on both encouraging physical activity and improving mental wellbeing.

IMPROVING PHYSICAL HEALTH AND WELLBEING

CONTEXT AND WEST MIDLANDS ISSUES

Although this Strategic Framework has placed significant emphasis on mental health and wellbeing, it also recognises that getting more people active significantly improves physical wellbeing. It supports increases in productivity, and reducing absenteeism, and reduces the risk of developing certain long-term conditions, as well as improving everyday lives of people suffering from these.

For many health benefits, such as reducing the risk of cardiovascular disease and mortality and the risk of breast and colon cancer, a dose-response relationship has been evidenced. This highlights that some physical activity is better than none, and gains can be made up to the recommended government guidelines of 150 minutes of moderate-vigorous intensity a week. To tackle the obesity epidemic, physical activity is best combined with a dietary intervention and once weight is lost it is extremely effective for weight maintenance⁴⁴.

DESIRED OUTCOME

This has the potential to improve many people's lives across the WMCA area.

ACTION:

The WMCA will:

6.5 Aim to build on the work and evidence the impact, in getting more people active through prevention or rehabilitation programmes for those with long term conditions such as type II diabetes, CHD and stroke, cancer, arthritis / osteoarthritis and other musculoskeletal conditions, that impact on people's everyday lives and their ability to work.

⁴⁴ S U Dombrowski, lecturer in health psychology12, . (2014). Long term maintenance of weight loss with non-surgical interventions in obese adults: systematic review and meta-analyses of randomised controlled trials. Available: <http://www.bmj.com/content/348/bmj.g2646>. Last accessed 21 August 2017.

GOOD PRACTICE EXAMPLE

GET SET TO GO DUDLEY

ORGANISATION: Dudley Mind, with the Mind Charity funded by Sport England

PURPOSE

One of 8 national pilots which were funded by Sport England designed to help those with mental health problems to get more active.

OBJECTIVES

- To work with sport providers to offer monthly taster sessions to provide people with the opportunity to try sports and other activities.
- To offer weekly sport based groups where people are supported by others who have experience with mental health problems who already use physical activity and found it had supported their wellbeing.
- Provide mental wellbeing training to sports clubs and organisations to enable to support those who have experience with mental health problems to get active.

ACHIEVEMENTS

- Good anecdotal support for this approach, - awaiting publication of formal evaluation by University of Northampton.

WEBSITE

<http://dudleymind.org.uk/get-set-to-go/>

CONTACT

01384 442938
enquiries@dudleymind.org.uk

ACTIVE WELLBEING HUB SOLIHULL

ORGANISATION: Active Wellbeing Hub

PURPOSE

- To provide an effective and efficient exercise service for people with an existing health condition, to promote life-long behaviour change and attitudes towards physical activity in a supportive environment.
- To reduce the incidence of illness related to inactivity or a sedentary lifestyle.
- To help patients manage their health condition and/or for rehabilitation after recovery from a specific condition; thereby reducing the risk of recurrence/deterioration and further health problems, as well as maintaining independence and improving quality of life.

OBJECTIVES

- To offer an evidence-based, accessible range of high level programmes which promote physical activity and reduce sedentary behaviour.
- To contribute to reducing the associated health problems and mortality rates linked with physical inactivity, and thereby help to reduce the financial cost to the NHS of treating physical inactivity related conditions and co-morbidities.

ACHIEVEMENTS

- Increased provision of local phase IV cardiac rehabilitation, in the north of the borough which has filled an identified gap in local provision that could not be supported by Solihull's Heart Support Group, who deliver classes in the south of the borough.
- 245 people involved in the various exercise classes, with 86 new participants for this year (2016-17 statistics).

WEBSITE

<http://www.solihullactive.co.uk/health-wellbeing/>

CONTACT

Kim Dunger, Solihull Active Officer - Physical Activity
kdunger@solihull.gov.uk, 0121 704 6942.



Principles of Delivery

The WMCA understands that no one agency can deliver this Framework and requires a new collaborative approach which makes the themes and actions relevant to local areas as it does to the WMCA. It will require new thinking of how we inform and influence, lever resources and measure impact on getting more people active, contributing to our wellbeing and economic priorities and long term in reducing the demand for services across the WMCA geography. The following principles of delivery will drive our work.

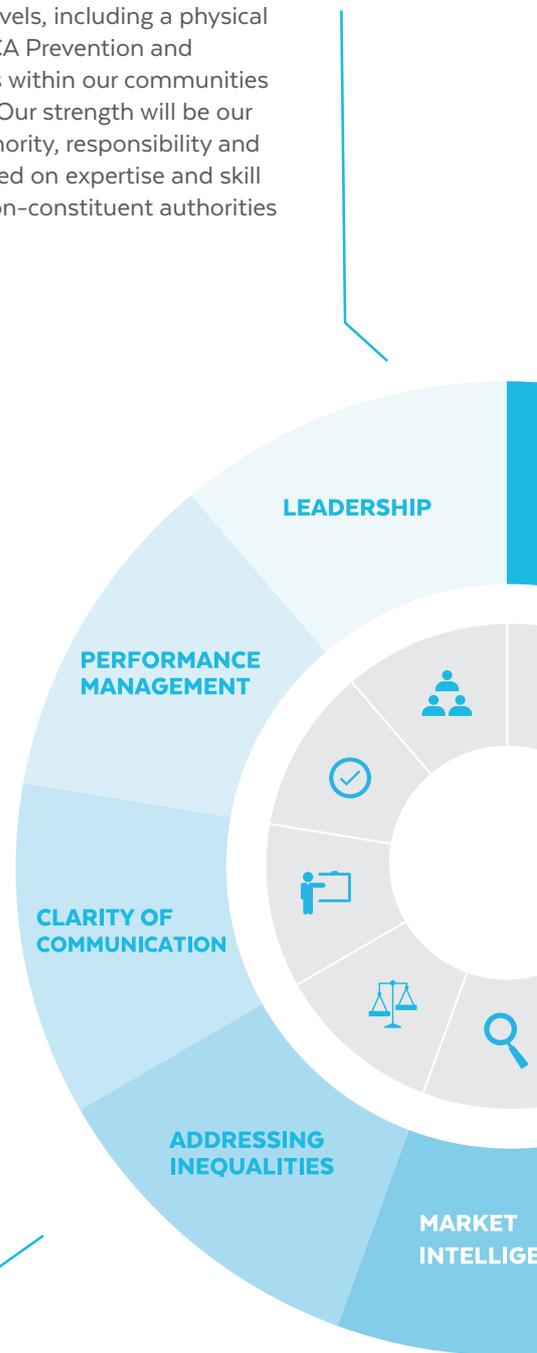
This will require leadership at all levels, including a physical activity political champion, a WMCA Prevention and Wellbeing team through to leaders within our communities who have agreed to work with us. Our strength will be our collective leadership, in which authority, responsibility and accountability are distributed based on expertise and skill sets across our constituent and non-constituent authorities and stakeholders.

A Common Performance Framework with the SEP which defines the success of the strategic framework not only the progress made, decreasing the percentage of inactive people across the region year on year working towards meeting and then surpassing England average and also evidence the direct impact on identified WMCA's Performance Management Framework. The West Midlands on the Move's Logic Chain details inputs, outputs; outcomes and values which evidence this correlation (see appendix 2).

A clear plan based on our insight work will help communicate the vision and the strategic ambitions and the impact so that the message about the importance and desire to change is clear and strong.

We will promote and embed equality and fairness in delivering the Framework, ensuring that actions are tailored to address the inequalities that exist in the number of people taking part including women. We will bring together stakeholders, individuals and communities who best understand the motivations and barriers that exist to determine the specific policies and deliverables needed, included targeted programmes. Our insight will be driven to filling the gaps in our knowledge and understanding. Where appropriate Equality Impact Assessments will be used to ensure that there is no negative differential impact on any specific equality group.

We aim to be leaders in sport and physical activity insight, working with individuals and communities to develop understanding of how individuals view physical activity and sport and how they can be motivated to change their behaviour.

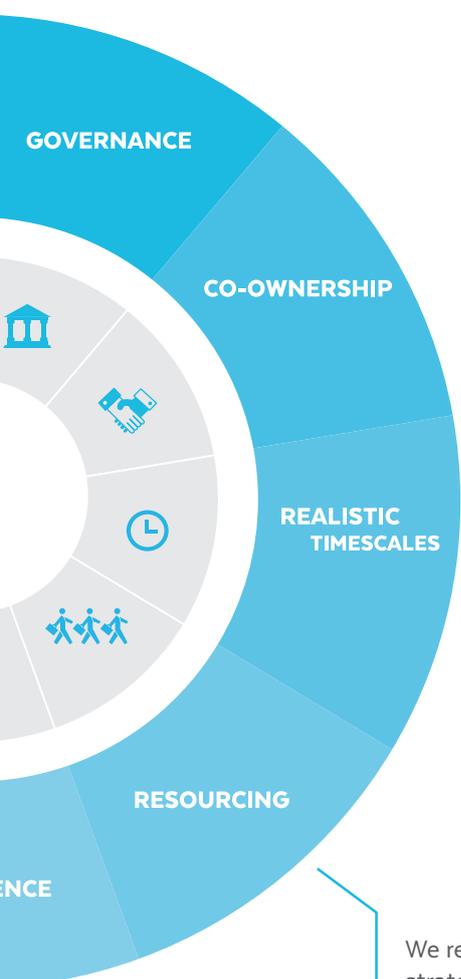


This will be achieved by embedding this framework within the WMCA leadership, strategic themes, priorities and governance. This includes the establishment of the West Midlands on the Move Theme Group within the WMCA's governance framework's Terms of Reference is included as Appendix 1. In addition, we will aim to ensure that the strategic framework is relevant to both constituent and non-constituent members.

Encouraging co-ownership by all partners who will benefit and contribute equally to the delivery of the plan, which recognise and value the added impact this strategic framework can bring. This includes agreeing with members how this strategic framework supports local strategic planning and delivery as well as those themes for which there is consensus for a WMCA approach.

The strategic framework is ambitious and there is a willingness to move work forward quickly to have the impact we need. An initial two year delivery plan has been developed and will be refreshed and reviewed as work streams develop.

We recognise that resources are limited and believe that this strategic framework brings added value to both constituent and non-constituent members enabling work streams to be accelerated and enhanced by adopting a WMCA approach. We will investigate securing resources by working at WMCA level through co-financing, collaborative bidding and the potential of positioning physical activity as a vehicle to enable the achievement of any future priorities, for example, future devolution deals with Government. The implementation plan will also include a Resourcing Framework identifying where members and stakeholders have agreed to work in collaboration.



Appendices

APPENDIX 1 - WEST MIDLANDS ON THE MOVE TERMS OF REFERENCE

WEST MIDLANDS ON THE MOVE THEME LEAD GROUP

TERMS OF REFERENCE. APRIL 2017

OVERALL PURPOSE

Reporting to the WMCA Board via the Wellbeing Board, the Theme Group will lead the development, implementation and impact of the WMCA's Physical Activity Strategic Framework, "West Midlands on the Move 2017-30". This implementation will include demonstrating the scale of impact delivered by reducing levels of physical inactivity in achieving a healthier and more prosperous West Midlands

DEFINITION

The Group's focus is on physical activity, both structured and informal including walking and cycling, both to work and for exercise and more intensive sports. It is about using physical activity as a cross-cutting theme evidencing the impact physical activity can play in improving social and economic development such as community cohesion; employment and skills and transport.

The Group recognises the WMCA's Strategic Economic Plan implementation is a critical inter-dependence on work needed to increase levels of physical activity. The group's primary focus is given to priority actions needed to reduce levels of physical inactivity and inequalities which exist in the West Midlands Combined Authority area and where acting across the area of the WMCA will add additional value to actions at the local authority level.

SCOPE

1. To lead the development, implementation and review of the WMCA Physical Activity Strategy, "West Midlands on the Move" and ensures that the strategy is integrated into WMCA Themes and identifies the added value adopting a WMCA approach brings.
2. As part of the strategy's development, shape and measure metrics are needed to evidence progress and impact in reducing levels of inactivity and its contribution to the WMCA Performance Management Framework including Public Sector Reform.

3. To consider the resources needed in terms of staffing (both existing and potentially new), systems and processes as well as finance needed to implement the Strategy's priorities. This will include working with others to look at how future devolution deals and other external sources of funding could contribute to delivering any additional resources needed.
4. To improve marketing and communications around the added value and impact of the Physical Activity Strategy across the WMCA area.
5. To work towards consensus from each of the constituent and non-constituent members on their commitment to 'West Midlands on the Move' work streams including evidencing the added value this will bring to local delivery; agreeing the scope of co-operation and potentially co-resourcing and measuring the impact on local planning and delivery.
6. To prepare and agree WMCA, Local Authority and Other Network's Board and Theme Group papers and briefings needed to build awareness, integration as part of WMCA policy including future devolution deals and resource bids.
7. To work to ensure that the WMCA Physical Activity Theme Group continues support to both constituent and non-constituent members where it is agreed that it adds value to local and sub-regional planning and delivery.
8. To work towards ensuring both impact and sustainability of the actions set out in its strategic framework.

AUTHORITY

The Group shall be the responsible for shaping the strategy, communications and resources needed. It will seek approval from WMCA Board via the Wellbeing Board and where relevant other identified WMCA Theme Groups such as the Strategic Transport Officers' Group; Thrive West Midlands for adoption, progress reporting, resources and policy matters.

MEMBERSHIP

West Midlands Combined Authority Programme Board Chief Executives shall appoint the following Group members:

- WMCA Political Physical Activity Champion
- 1 x senior officer from each of the 7 constituent local authority members or nominee.
- 1 x senior officer from WMCA Transport for the West Midlands
- 1 x senior officer from each of the non-constituent stakeholder members including Public Health England, Sport England, County Sport Partnerships, NHS Foundation Trust.
- 3 x nominated officers from non-constituent members.
- The Group shall also appoint other advisory members as required.

MEETING ARRANGEMENTS

The meetings shall be scheduled at least three weeks prior to the WMCA Wellbeing Board to ensure effective progress reporting and decision making. Constituent members shall have voting rights. Meeting agenda shall be agreed with the Chair and circulated 10 working days before the meeting and papers prepared and distributed three working days before the Group's meeting.

The Group's chair appointment shall be approved by the WMCA Board following recommendation from the Wellbeing Board. There will be no substitutes attending instead of appointed members to ensure consistency in both decisions making and understanding.

The Group shall be quorate if more than a third of members are in attendance.

To ensure accountability and transparency all Group papers will be accessible to the public via the WMCA website.

All members shall complete an equity, interests and skills registers which will also be listed on the WMCA website. The skills and Interests registers will be updated annually.

The Group is able to establish Working and time limited Task and Finish Groups for specific work as required without specific permission from the Wellbeing Board.

REPORTING

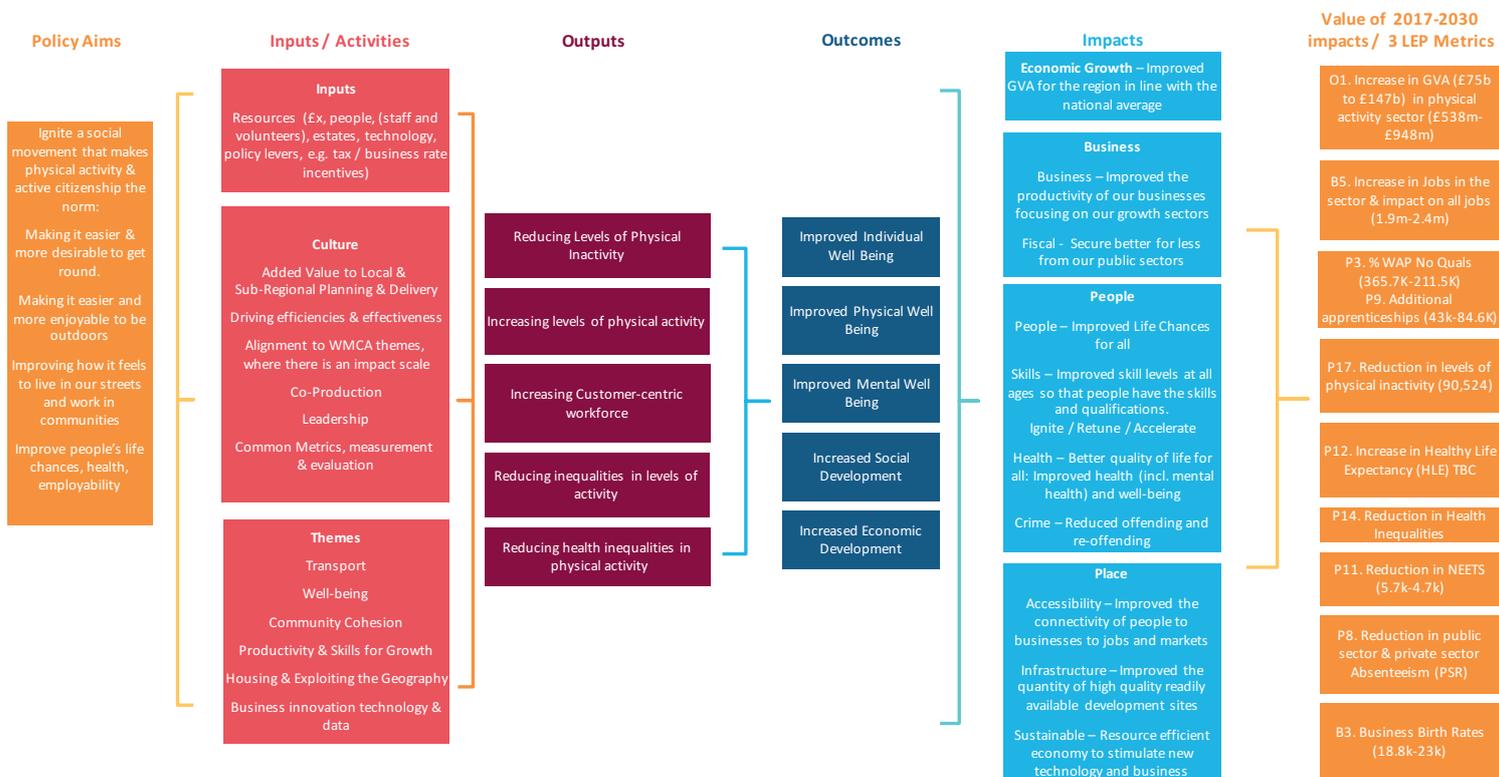
Group minutes shall be reported to the WMCA Wellbeing Board and through to the Programme Board and WMCA Board as required. This includes both progress reports such as dashboards and decisions needed by the WMCA Board.

REVIEW

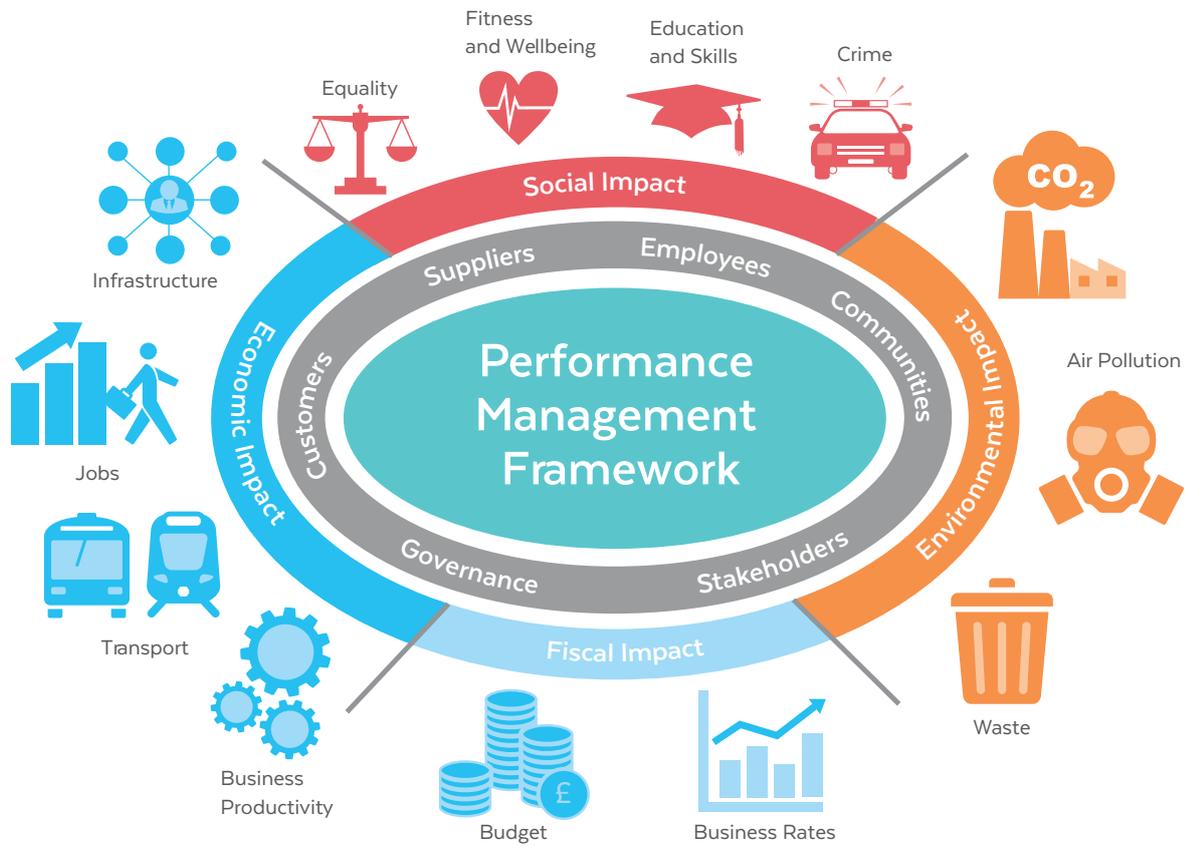
This Terms of Reference will be reviewed on an annual basis in line with the Strategy adoption and year on year delivery of its implementation plan. Approval to any changes both in terms of purpose, resourcing and membership shall be gained from WMCA Board via recommendations from the WMCA Wellbeing Board.

APPENDIX 2 WMCA WEST MIDLANDS ON THE MOVE LOGIC MODEL

The logic model not only provides a summary of the Strategic Framework, but also evidences the sequence of inputs, outputs and outcomes, which determine the values/metrics for which the Strategy’s success will be measured. This has been developed in partnership with the WMCA’s lead for its Performance Management Framework and Public Health England.



APPENDIX 3 PERFORMANCE MANAGEMENT FRAMEWORK





WEST MIDLANDS
COMBINED AUTHORITY

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