
WEST MIDLANDS ON THE MOVE

PHYSICAL ACTIVITY
STRATEGIC FRAMEWORK

2017-30



WEST MIDLANDS
COMBINED AUTHORITY

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

FOREWORD



“ We continue to have the highest levels of adult physical inactivity in England and need to inspire more 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. We are 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.”

My Renewal Plan set out the 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. 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

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PREFACE



“ I welcome this emphasis on the link between physical activity levels and socio-economic ambitions, including addressing inequalities. ”

I am delighted to introduce the ‘West Midlands on the Move’ Strategic Framework, which focuses on how making more people physically active can help achieve our goals for the economy and the people of the West Midlands.

I welcome this emphasis on the link between physical activity levels and socio-economic ambitions, including addressing inequalities. In our region, although for many people being physically active and taking part in sport is part of everyday life, we continue to have the lowest number of adults active in England.

We know there is plenty of good practice out there – ‘Good Move’ examples are featured throughout this document. However the scale of our challenge calls for better collaborative working, scaling up good practice where it does exist and understanding the added value of working at WMCA level.

The themes and actions have been designed to contribute to economic growth, boost wellbeing and strengthen community resilience. This aligns the physical activity strategy to the combined authority’s Strategic Economic Plan, positioning active communities as the dynamo of a healthier, happier, better connected and more prosperous West Midlands.

The Strategic Framework has been developed following extensive consultation about where a combined authority approach can add value to local planning and delivery and we intend to maintain this collaborative approach as we take forward its findings.

I look forward to working with you on the Strategic Framework’s delivery.

Cllr Bob Sleigh

Deputy Mayor and Wellbeing Board Chair West Midlands Combined Authority

EXECUTIVE SUMMARY

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

The WMCA Strategic Economic Plan (SEP) sets out objectives and actions to improve the quality of life for everyone who lives and works in the region. Economic growth across the West Midlands also means a better, more successful and more vibrant national economy – the region is key to UK global competitiveness.

Evidence is clear that economically prosperous cities and regions are also the most physically active. Also that physical inactivity leads to poorer health, reduced productivity, more isolated communities and lower educational attainment.

Around a third of adults in the WMCA area are currently inactive, spending less than 30 minutes per week on physical activity. The estimated cost to the region is about £147m a year – which puts boosting physical activity high on both our economic growth and our Public Service Reform agenda.

The strategic framework, West Midlands On The Move, has been developed with local authorities, Public Health England, the County Sports Partnerships, in consultation with WMCA theme leads and networks and sets out four ambitions:

1. Making it easier and more desirable to move around the West Midlands
2. Making it easier and more enjoyable to be outdoors in our green and blue spaces and urban environments
3. Improving how it feels to live in our streets and communities
4. Improving people's life chances, wellbeing, employability and access to work.

It is designed to provide a strategic framework for planning and delivery, specifically where physical activity can add significant value to WMCA priority themes such as:

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

Housing and Land – the importance of the landscape and the places we live to encourage people to be active

Community Resilience – working with communities to design physical activity to support their own and communities needs

Creative and Digital – utilising digital technology as a nudge to get more people active

Productivity, Employment and Skills – strengthening the role physical activity plays in plugging the region's skills gaps and shortages, as well as supporting work to get people closer to the job market.

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

Wellbeing – improving individual, mental and physical wellbeing

We will demonstrate this added value and develop the capacity and resources required to make 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

WHY DO WE NEED A WMCA PHYSICAL ACTIVITY STRATEGIC FRAMEWORK?

INTRODUCTION

Consultation informed us that one of the biggest opportunities we have to realise our vision for a 'healthier, happier, better connected and more prosperous West Midlands' is to create an active society in a way that has not been achieved here before.

We recognise that the West Midlands continues to produce and deliver world beating athletes, sports coaches, events and clubs – but acknowledge that for the combined authority it is addressing levels of inactivity and inequality which will have the greatest impact.

We have developed the strategic framework following extensive consultation with constituent and non-constituent organisations and stakeholders* with a vested interest in physical activity, improving health and wellbeing and social and economic development.

We acknowledge the great work by those organisations we consulted and many others who

are influencing behaviour change to get more people active and using sport and physical activity to support social and economic growth priorities.

GETTING MORE PEOPLE ACTIVE

In the West Midlands approximately one third of adults would be in the category of 'highest levels of adult physical inactivity' in England - less than 30 minutes per week. This is an estimated 90,000 people below the England average for physical inactivity and also raises concerns over children and young people's activity levels.

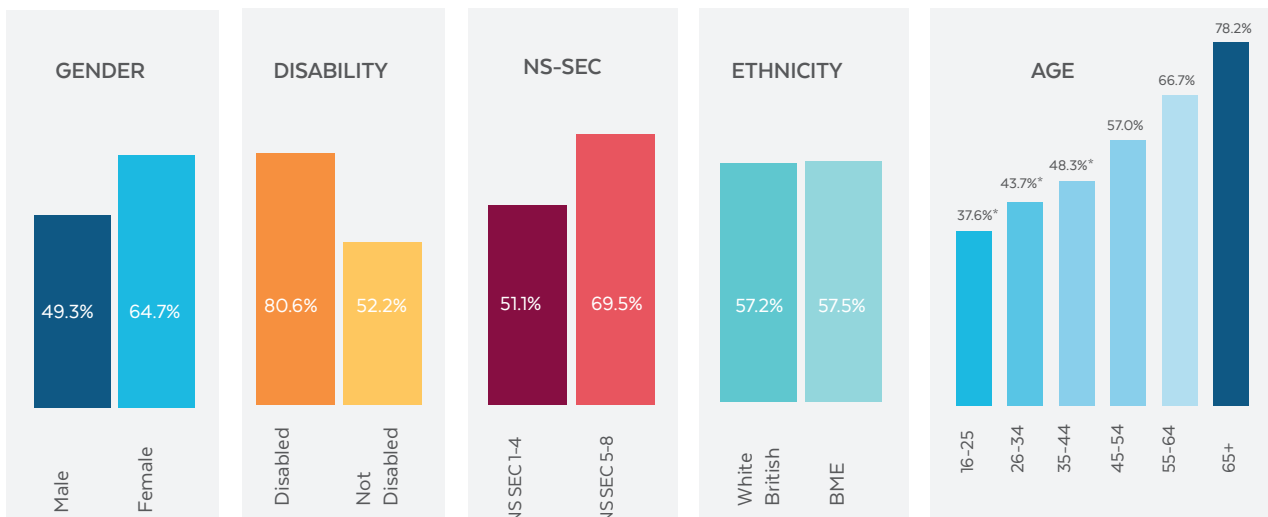
ADDRESSING INEQUALITIES

Not only do we continue to have high levels of inactivity, but inequalities persist within the region's population, across gender, disability, socio-economic groups, age and black and ethnic communities.

We need a concentrated effort to ensure opportunities for everyone to become physically active, to strengthen communities and improve life chances.



The percentage of adults who are physically inactive/not taking part in physical activity.



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.

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

*Available from WMCA

THE CONSEQUENCES OF PHYSICAL INACTIVITY

Physical activity has been built out of our society more and more, with jobs becoming less active and greater reliance on the car, especially for short trips. This is holding back the delivery of our vision for the West Midlands. It leads to:

Poorer health - an increased risk of diabetes, cancer, heart disease and dementia. The health benefits of physical activity are outlined on page 10.

Lower productivity at work - associated with 27% reduced output in the least active compared to the most active workforce.

More isolated societies - fewer people walking, cycling, playing outdoors and knowing their neighbours and fewer participating in sporting events.

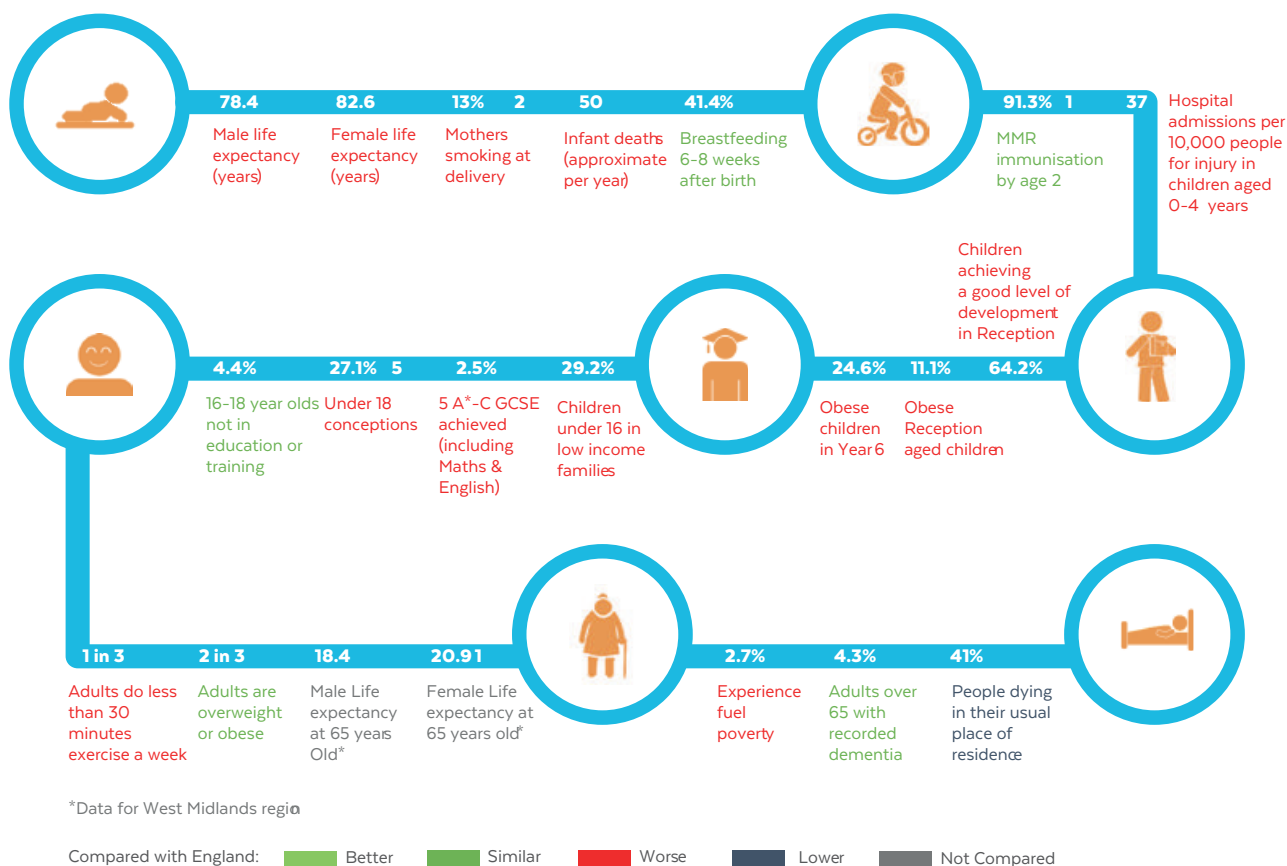
Reduced educational attainment and young people's resilience - an active child has greater concentration and better behaviour than one who is not active.

Increased costs to local public services - the impact of inactivity results in greater pulls on the demand for services.

PUBLIC SERVICE REFORM

An active society has a considerable role in public service reform and economic growth. The WMCA plans to reform public services so they improve people's quality of life, their health and wellbeing and life chances, reducing demand and dependency, growing the capacity and untapped assets in communities and supporting the ageing population.

LIFE CHANCES SUMMARY



MAKING OUR MARK - THE STRATEGIC ECONOMIC PLAN

The WMCA's Strategic Economic Plan (SEP) sets out how our vision will be achieved. It 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, so the West Midlands is the best region in the UK to do business.

The SEP's strategy is focused on rapid acceleration in growth, employment and productivity through targeted actions in key sectors, enhanced innovation and skills development alongside public service reform. The SEP identifies eight priority actions.

- **New manufacturing economy**
- **Creative and digital**
- **Environmental technologies**
- **Medical and life sciences**
- **HS2 growth**
- **Skills for growth and employment for all**
- **Housing**
- **Exploiting the economic geography**

WHAT WILL WEST MIDLANDS ON THE MOVE DO?

Consultation identified a place-based system change approach as the best way for a combined authority to bring the most added value to local planning and delivery.

The WMCA will adopt a cross-regional approach to getting more people active and focus on the inter-dependence of identified strategic economic priorities. We understand that often the barriers - and drivers - to motivating people to be more active can lie within policy, infrastructure, organisations and the individual and social environment. We have adopted a place based system change approach.

SHORT AND LONG TERM AMBITIONS

Our short term target is to get 90,000 more people active.

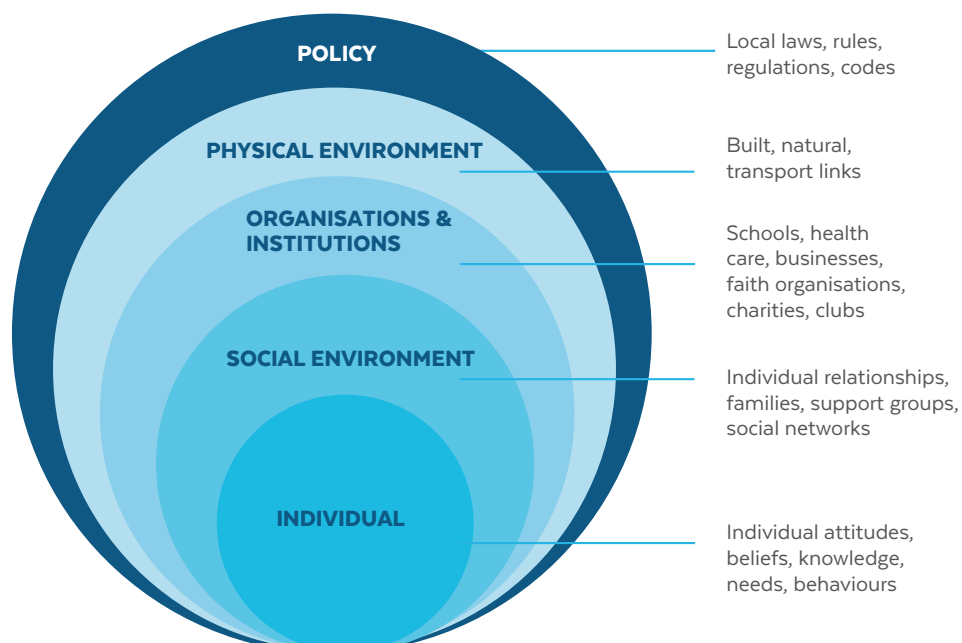
Long term it is building physical activity into everyone's everyday life.

OUR SEP AND THRIVE WEST MIDLANDS CONTRIBUTION

Getting more people physically active is part of the solution to delivering our SEP and Thrive West Midlands ambitions. We highlight many good practice examples - 'Good Moves' - where physical activity is already making a significant contribution.

Six themes and actions have been developed with WMCA leads as well as our consultees:

- **Transport and HS2 growth**
- **Housing and land**
- **Community resilience**
- **Creative and digital**
- **Skills for growth and employment for all**
- **Wellbeing**



HARNESSING THE POTENTIAL TO GROW INCLUSIVE COMMUNITIES

Consultation also showed the importance of physical activity in bringing communities together, building skills, reducing inequalities and improving people's life chances. This is why community resilience has been adopted as a cross-cutting theme.

Within the framework each theme is positioned against one of the strategic framework's bold ambitions and each theme provides context, a set of long term actions and, where appropriate, measurement mechanisms. These will be taken forward in two-year delivery plans including resources and agreements for joint working.

THE NATIONAL CONTEXT

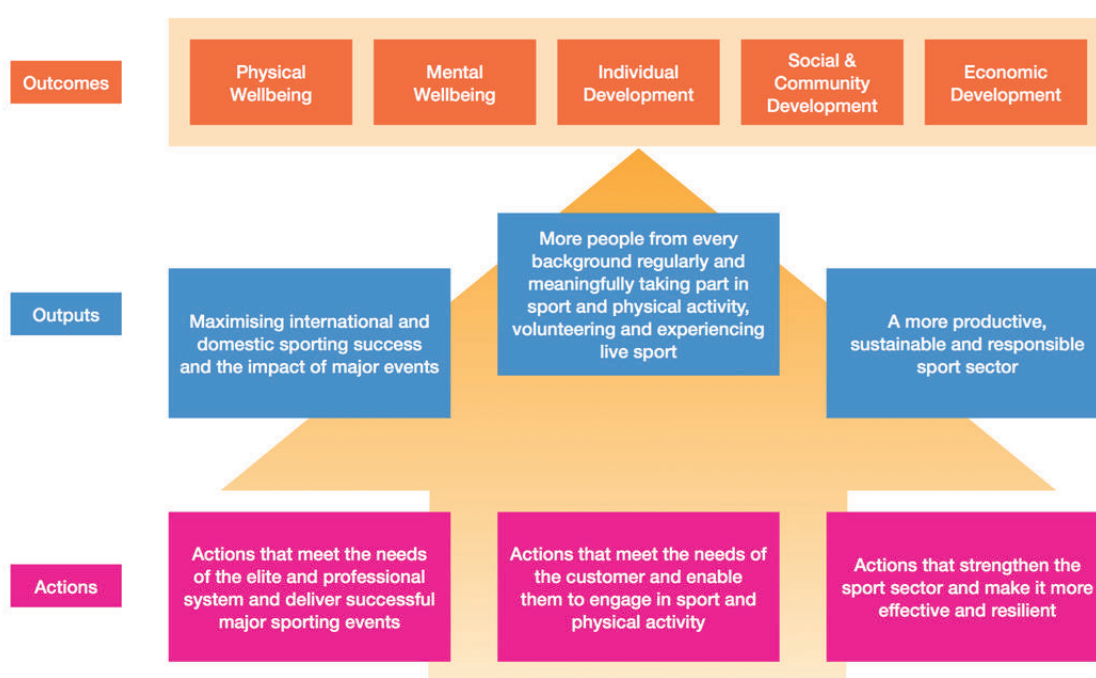
Our focus on reducing levels of physical inactivity, increasing physical activity also chimes with the strategic direction of government's 'Sporting Futures' and Sport England's 'Towards an Active Nation', positioning increases in physical activity to improve individual, social and economic outcomes:

THE PRINCIPLES OF DELIVERY

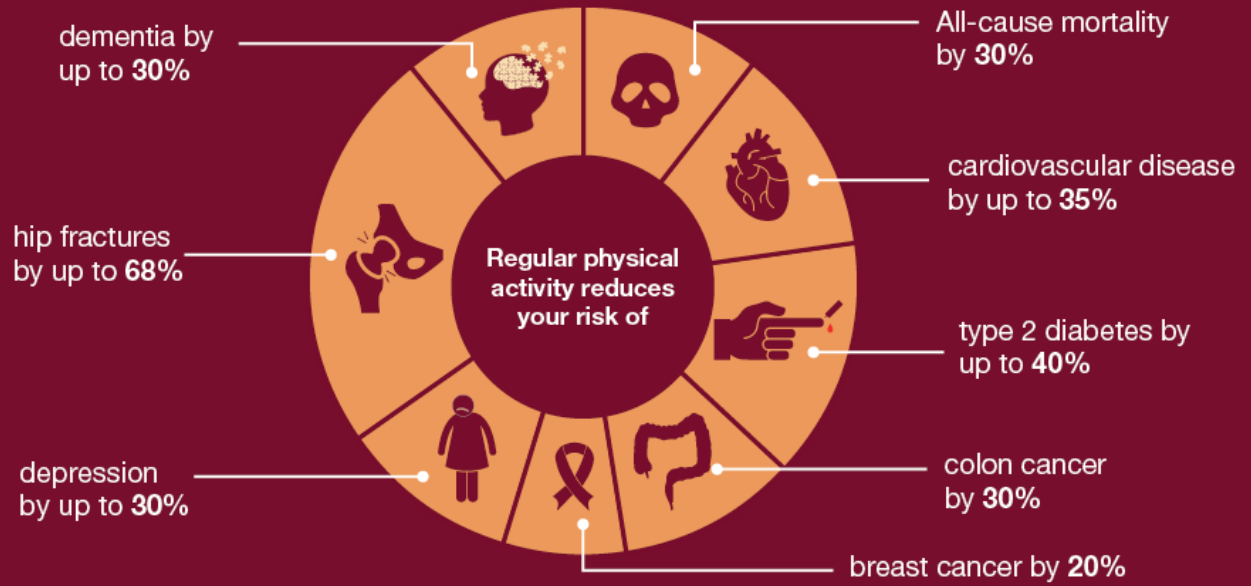
Consultation also told us we need to explore different ways of working and we have developed nine principles to steer planning and delivery. These cover leadership, good governance and addressing inequalities. The strategic framework measures focus purely on how increasing physical activity contributes to the WMCA's main impacts and outputs. Nothing more. It is measuring increasing physical activity impact on wellbeing, public service reform and economic growth where we will make the greatest difference. This is set out later in the document.

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

THE FRAMEWORK FOR A SPORT STRATEGY



WHAT ARE THE HEALTH BENEFITS OF PHYSICAL ACTIVITY?





Our aim 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 Service 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 SEP priority themes.

Through consultation we have also identified a common cross cutting theme, community cohesion - more physically active people will positively impact on this.

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 - Housing and land

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

Theme 3 - Community resilience

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

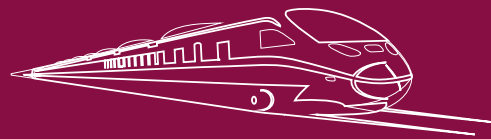
For each theme, there are a number of identified actions which have been identified through consultation. These will be championed by the WMCA and subject to approval from constituent and non-constituent members. Without this approval, there are no specific timescales set. This Strategic Framework has 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. 68% of journeys are less than five miles, of which 53% are by car. Therefore it is crucial that cycling and walking are made more attractive options for journeys of less than one or two miles.

Movement for Growth (MfG): 2020-2026

Delivery Plan for Transport sets out the vision and commitment to building a high quality, sustainable, infrastructure system and a network built on the principles of high quality, accessibility, safety and coherence. It recognises that the way people travel is an important part of physical and mental wellbeing as well as improving air quality and network resilience. We recognise that there are a number of barriers to be addressed - road safety, cycling infrastructure like cycle stands, lockers and showers; not just at Metro, train and bus stations, but in the high streets, 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 Charter 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 environment.

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.

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. Delivering a West Midlands-wide cycle share scheme encouraging greatest use of our physical infrastructure by bike.
- 1.3. Developing a combined authority approach to promoting the benefits of this enhanced network for physical activity.
- 1.4. 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.
- 1.5. 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.



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 URBAN AND RURAL SPACES

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. 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 Design principles to be included in future development proposals specifically Lifetime homes standards and neighbourhoods
- 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. Encourage 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.

ACTIVE PARKS, BIRMINGHAM

ORGANISATION: Birmingham City Council

PURPOSE

Active Parks gives people a chance to be active outdoors in our parks and green spaces. It now operates in over 60 parks across Birmingham and all activities are free to take part in. People can be active on their own local area, they get to meet others from the local community, and interact with the natural environment. The programme provides something for everyone including: Green Fit Baby, Tai Chi, Zumba, Rowing and Cycling, Walking and Jogging, Family fun sessions, Multi-sport etc.

Active Parks also includes non-traditional physical activities that encourage people engaging with their green space – Bushcraft, Conservation, Little People in Parks, Explorers (rangers linking with local early years settings to bring them into parks for various activities).

OBJECTIVES

- To deliver a programme of activities that increases physical activity, provoke behaviour change to support a healthier lifestyle health, reducing the health inequalities associated with inactivity.
- To remove the barriers that prevent individuals from being physically and civically active – providing local, free and accessible programmes at the right time.
- To encourage citizens to take ownership of their communities creating more resilient and cohesive environments that uses the outdoors to connect one another.
- Develop the appropriate workforce that can engage with our local communities.

ACHIEVEMENTS

- Over 60 parks in priority neighbourhoods are now Active Parks and working in upwards of 80 parks across the programme. There are more than 250 sessions delivered every week in 91 parks and green spaces, with over 113,000 attendances in the past 12 months. The Active Parks team have been shortlisted for the Birmingham City Council Chamberlain awards for the past two years in the Community Engagement category.

WEBSITE

beactivebirmingham.co.uk/active-parks

CONTACT

Gaynor Roberts, Email: gaynor.roberts@birmingham.gov.uk
Tel: 0121 303 0067

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

OBJECTIVES

- 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

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

CONTACT

info@slt-leisure.co.uk



BLACK COUNTRY GARDEN CITY

ORGANISATION: Black Country LEP and the 4 Black Country Local Authorities and the Homes and Communities Agency

PURPOSE

Working together to create a new 21st Century garden city which will connect into existing communities and infrastructure covering over 1500 hectares.

OBJECTIVES

- To utilise green, cultural and economic assets to develop attractive places where people want to live, transforming the reality and perception of the Black Country.
- To lever £6bn of investment and deliver 45,000 new homes over the next 10 years.
- To apply garden city principles including well connected communities by car, public transport, cycling and walking; green streets and easy access to green space; chances for engaging the local community and space for enterprise and creative industries to flourish.

ACHIEVEMENTS

- 10 Black Country Garden City sites across the Black Country are currently live, with a total of 500 units currently under construction with residents already living in completed homes in Goscote Lane, Walsall.

WEBSITE

blackcountrylep.co.uk/regional-growth/black-country-garden-city

CONTACT

gardencity@blackcountryconsortium.co.uk



45,000

new homes over the next
10 years



6bn

of investment

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 capital.
- 3.2. Investigate utilising the physical and digital infrastructure to promote physical activity interventions such as geo fencing, 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. Work towards 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.

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.

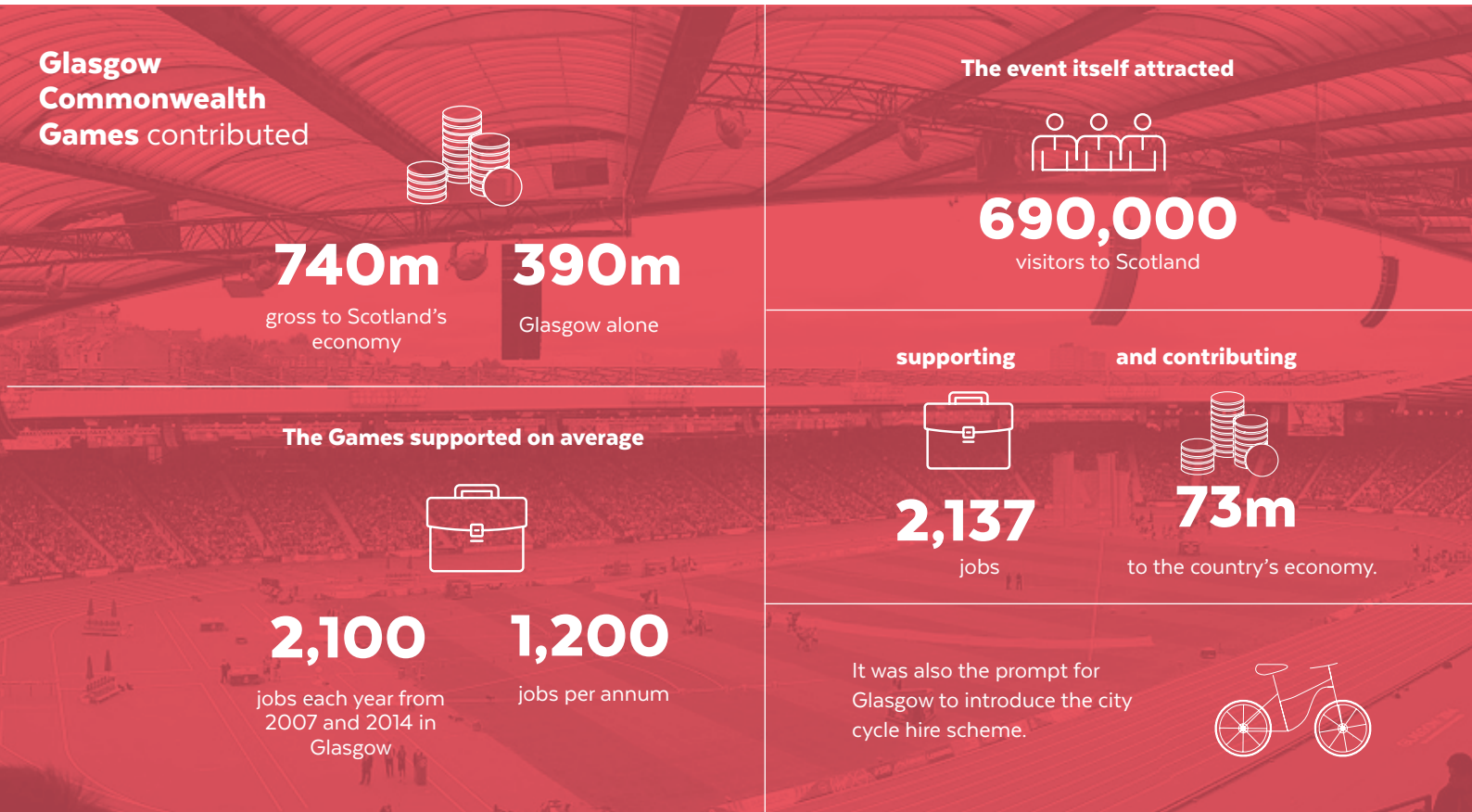
The official post-Glasgow Commonwealth Games study found that over the eight years from winning the bid to hosting the event, the Games contributed more than £740 million gross to Scotland’s economy including £390 million for Glasgow alone. The Games

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.





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 Fitbit and Strava 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 (CDIS), 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 Points, GPS in Big Birmingham Bikes; Outdoor Gyms and mass participation schemes such as Beat the Street.
- 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.

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 of sport and physical activity in improving skills and as an invaluable tool to engage those furthest from the job market. We aim to use this to help deliver the WMCA's ambition of ensuring 80% of the working age population is in full time employment, creating 500,000 new jobs and 20,000 additional businesses and at least 156,000 more people with level 4 qualifications by 2030.

The WMCA's Productivity & Skills Commission is determining the true extent of the productivity and skills challenge in our region and determining subsequent courses of action. Physical activity has much to offer, however we face considerable challenges in our own sector in the West Midlands in matching the supply and demand for skills.

Our contribution and priorities are:

1. Addressing the employer skill gaps


70% of employers report a low number of appropriately skilled applicants, especially those 'work-ready' and transferable skills such as communication and team work. Employers see activities like team sports, leadership,

volunteering and outdoor adventure as desirable skills and demonstrating outgoing personalities. These are not skills that can be taught in the workplace, but come from early years development and community influences. Experience through sport and physical activity outside the workplace helps build skills such as teamwork, reliability, motivation and organisational skills.

2. Engaging those furthest from the job market

Programmes such as the Dame Kelly Holmes Legacy Trust, Streetgames and Kicks provide increasingly strong evidence for the value of sport and volunteering employability and getting people closer to the job market. We need to scale up the good practice in this area. For example in the Department of Work and Pensions (DWP) Work & Health programme the WMCA will make links between the work, health and physical activity agendas. The WMCA is also 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.

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

and


20,000
additional businesses

creating


500,000
new jobs

and at least


156,000
more people with level 4 qualifications by 2030.

3. Improving Employee Wellbeing

An active workplace means a more productive workforce. In the West Midlands more than 8.6m working days are lost annually through sickness absence – more than 2.2% of the total working time and 4.5 days per worker, above the national average. The associated direct national costs in state benefit has been calculated to be over £8.66 billion, with an additional £600m paid by employers in the form of sick pay. Low productivity is a national issue and a major challenge for the West Midlands. Productivity levels for the region are below the national average. Assuming the UK figure for Gross Value Added (GVA) worked per hour as 100, the West Midlands average is 89. An active workforce results in 27% fewer days of sickness and increased productivity of between 4-15%. The link between employee wellbeing and productivity is a recurring theme for both Thrive West Midlands and the Productivity & Skills Commission.

This priority is further considered in the Wellbeing Theme and includes a set of actions.

4. Improving young people's education, resilience and activity

Physical activity and physical education play a significant role in improving outcomes for our children and young people. Being active should be

the accepted normal behaviour for all children as it boosts cognitive skills and educational attainment. This message should start at pre-school all the way through to university. Ofsted's Common Inspection Framework includes a judgement of personal development behaviour and welfare, which looks 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'. We recognise the impact the 'School Daily Mile' has had across activity, health, resilience and educational performance of young people. We encourage all schools to get on board.

5. Addressing the sector's needs

The physical activity workforce plays an ever increasingly important role in influencing behaviour change to encourage more people to be active. Building physical activity into everyone's daily lives will require a greater reliance on the skills of both the paid and unpaid workforce.

Consultation for the Black Country Sport and Physical Activity Sector Skills Plan has shown that there is a major gap between the skills required to get people active and the skills available – 80% of physical activity employers in the Black Country reported a low number of applicants with required skills and 82% of physical activity employers said 'soft' skills represented the greatest gaps.

An active workforce is a more productive workforce.



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

ACTIONS:

The WMCA will:

Address employer skill gaps by:

5.1 Championing 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.

Engaging those furthest from the job market by:

5.2 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.

5.3 Encouraging 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.

Improving employee wellbeing. See Wellbeing theme.

Improving young people's education, resilience and activity:

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.

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.

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)

- 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 Encourage a collaborative approach to health and physical activity in schools through 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.

Addressing the sector needs:

- 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. Work 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 We will capitalise on the apprenticeship reform agenda to create new opportunities.



The national economic value of sport related volunteering is estimated

£2.7b **£** **£**

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



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 values the contribution physical activity plays in improving both physical and mental wellbeing. Physical activity improves both physiological and psychological health with increased self-esteem, self confidence, social skills and reduced anxiety. Physical activity can also lessen the risk of some major illnesses including:

- 30% lower risk of colon cancer in adults
- 20-25% lower risk of cardiovascular 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 adults

IMPROVING INDIVIDUAL PHYSICAL WELLBEING

Evidence shows that even a little physical activity is better than none - and that gains can be made up to the recommended government guidelines of 150 minutes of moderate vigorous intensity a week. Health issues such as obesity, physical activity are best addressed by a combination of exercise and healthy eating. Once weight is lost it is extremely effective for weight maintenance.

IMPROVING INDIVIDUAL MENTAL WELLBEING

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

1. Work together to improve mental health and wellbeing to reduce 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 provide 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 being active, connecting to others, noticing things, sharing and learning new skills.

DESIRED OUTCOME

A greater impact on improving both mental and physical wellbeing through increasing levels of physical activity, addressing inequalities and improving life chances.

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.

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.

6.5 Aim to build on work to get 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.

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.

ENERGIZE YOUR WORKPLACE

ORGANISATION: Energize Shropshire, Telford and Wrekin

PURPOSE

Energize your workplace is a research project that set out to investigate the causes, behaviours and potential solutions in relation to physically inactive workplaces across Shropshire, Telford and Wrekin (STW). The programme has provided opportunities to deep dive into organisational culture, physical and policy environment, and current workforce infrastructure of a wide range of businesses in order to understand how this may affect an employee's chance of leading an active life.

Energize your workplace as a programme has provided direct support for businesses to give them the tools they needed to understand their options, future actions and in turn to drive cultural change for wellbeing. We have found that upskilling a team in a business which understand the inactivity challenge and the behaviour change tools available to help support a strong wellbeing culture has been the key to success.

In short we proactively identify workplaces inactive groups, help businesses understand what they can do to support an active culture and facilitate long term change.

OBJECTIVES

- To understand the challenge of physical inactivity in the working environment, by supporting insight gathering and consultation with workplaces.
- To spread the awareness and understanding of the

impact of sedentary working lifestyles across the business community of STW.

- Develop an evidence base showing the effectiveness of workplace physical activity on mental and physical health and business productivity.
- Design a method to increase business capacity to focus on workplace wellbeing and physical activity.

ACHIEVEMENTS

- Engaged over 30 businesses with an employee base of approximately 10,000 employees, providing advice guidance, insight gathering support and workforce development training.
- Utilised learning to design and roll out Energize your workplace training with 45 employees in 2017
- Implemented two full workplace programmes in 2017, from consultation to full large scale change.
- Implemented Energize your workplace consultation package, providing paid support to workplaces to get initial plans and insight for businesses

WEBSITE

<http://energizestw.org.uk>



Principles of Delivery

The WMCA understands that no single agency can deliver this Framework. It requires a new collaborative approach to make the themes and actions relevant to both local areas and the WMCA. It will require new thinking about how we inform and influence, lever resources and measure impact of getting more people active and how this contributes 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.

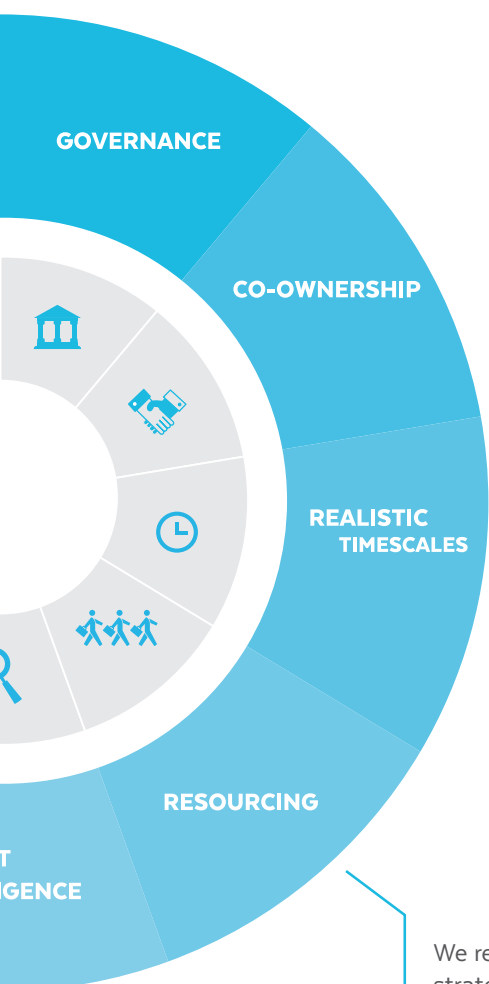


This will be achieved by embedding this framework within the WMCA leadership, strategic themes, priorities and governance. This includes the establishment of the West Midlands on the Move Theme Group within the WMCA's governance framework's Terms of Reference is included as Appendix 1. In addition, we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

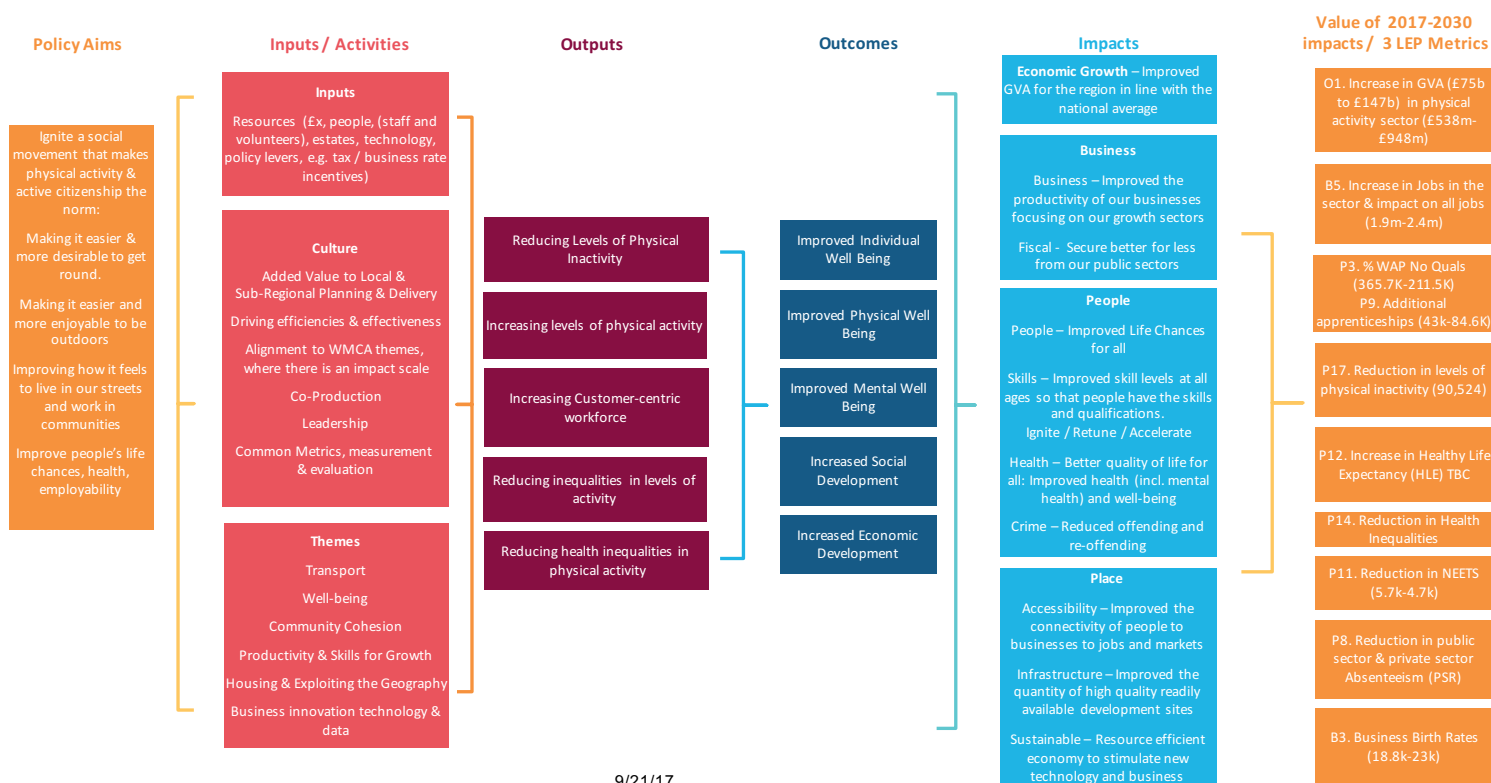
Group minutes shall be reported to the WMCA Wellbeing Board and through to the Programme Board and WMCA Board as required. This includes both progress reports such as dashboards and decisions needed by the WMCA Board.

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.



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