



# Birmingham & Solihull Local Delivery Pilot

Removing the barriers, promoting resilience, and doing the 'social knitting' to provoke active citizenship

Birmingham City Council  
Overview and Scrutiny January 15, 2019



**Birmingham**  
City Council

# Local Delivery Pilot (LDP)

- We have called our LDP 'Active Communities'
- In 2017 Sport England announced that around £100 million of National lottery funding would be invested in bold new approaches to build healthier more active communities across England. Twelve pilots were chosen across the country.
- Our pilot is built on a foundation of what works that has been developed through the Wellbeing Service and The Active Wellbeing Society.
- It is a partnership between directly between Sport England, Birmingham City Council, Solihull Metropolitan Borough Council and The Active Wellbeing Society. Multiple partners are involved in the delivery of Active Communities
- Key focus on those most socially excluded within broad descriptors of Later Life, Women and Families, Early Life and Cultural Needs.



# Foundation of what works....

- Active streets
- Active parks
- Big Birmingham Bikes
- Big Run Project
- Active data
- Wellbeing panel
- Community cohesion metrics
- Whole systems approach to obesity
- Collaboration and distributive leadership approach in practice

Phase 1 (March 2017)  
Development Award



One of 12 in the country

Phase 2 (Approved Dec 2018)  
Investment Award





# Active Communities



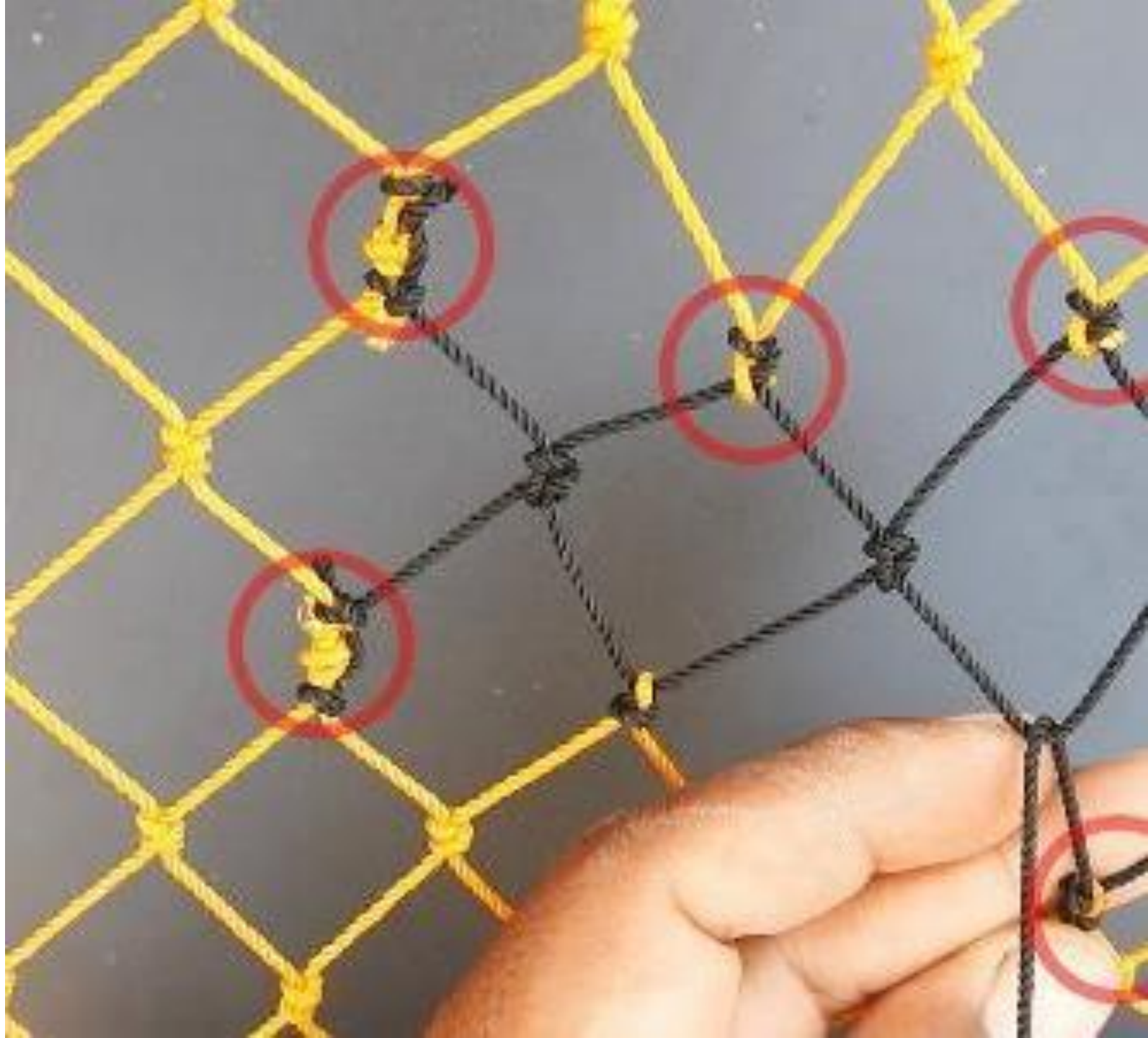
- **creating strong resilient communities.**
- positioning sport and physical activity as **vehicle for bringing people together**
- **re-connect the fragmentation** within deprived communities in the sub region.
- Networked connected communities are made up of individuals who experience and exercise **social agency**,
- exchange leads to a **re-invigoration of the civic relationship** between the local authority and the citizen/resident.

## Removing the barriers, promoting resilience, and doing the 'social knitting' to provoke active citizenship



# What was the thinking behind our bid...

- Civic Activation
- Community cohesion
- Resilience
- Social knitting
- Integration
- Distributive Leadership
- Poverty and urban grit
- Whole Systems
- Movement...
- Humans...



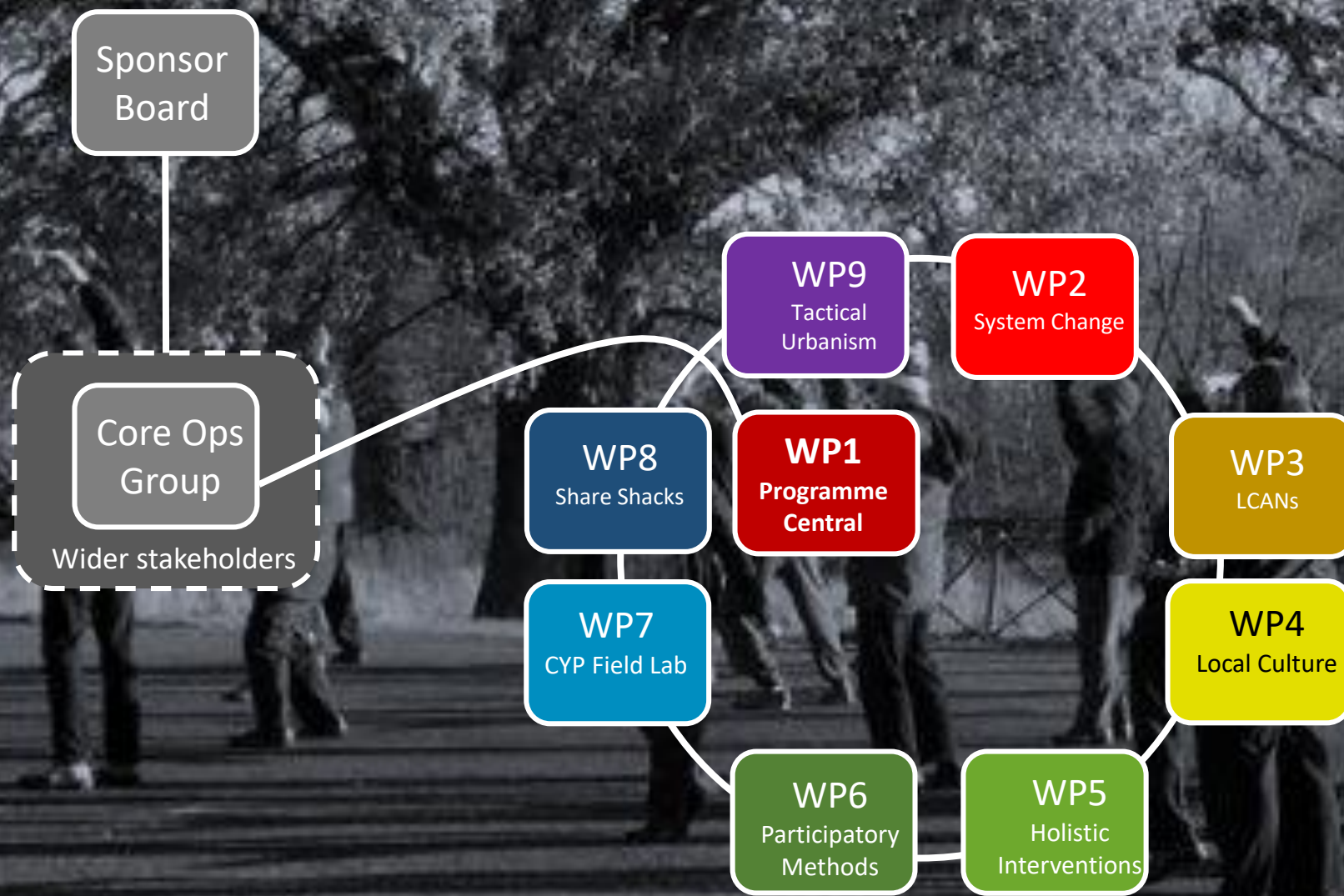
# From Development to Full Investment Delivery



- In December our Phase 2 Investment Proposal was approved by Sport England Board.
  - **£7.358m** of Hard Commitment
  - **£2.562m** of In-Principle Commitment
  - **£9.92m** out of £90m national total funding pot
- To convert in-principle to hard commitment the programme will require a successful **test and learn** phase that can help create an evidenced plan for the conversion.
- Spend will be received and reconciled every 6 months, 3 months between to avoid payment gaps and remove risk of claw back relating to non delivery.
- Not a traditional 'commissioning pot' but to be built on the principles of 'doing with' communities and achieving system change.

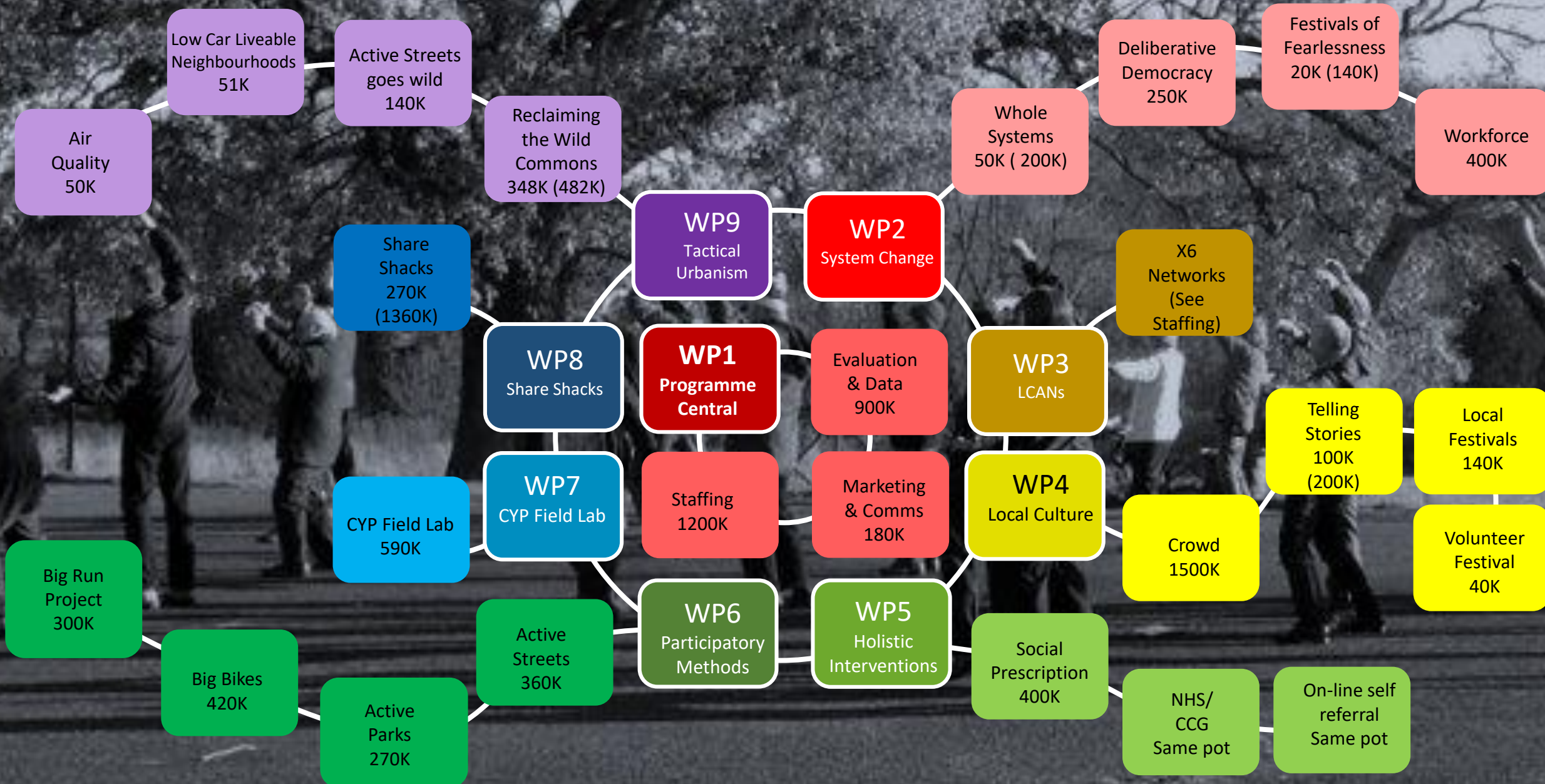


# Programme Delivery Structure





# Programme Delivery Structure





# WP 1 Programme Central

Programme manage 9 work packages consisting of 26 Workstreams

Key functions;

- Strategic Direction
- Governance, Programme & Project Management
- Evaluation & Insight (Lead partner BRAP)
- Marketing and Communications

## Example ways to engage?

- Strategic Alignment and opportunity to match fund Workpackage activity.
- Connecting insight and evaluation and learning into wider system and wider practice.
- Leveraging the comms reach and potential to combine and amplify messages and joint engagement.

Wider core group visualising our path to 2022





# WP 3 Local Community Action Networks

Total Population 607,808

Birmingham 566,156 (93%) Solihull 41,652 (7%)

- Reaching out to 'unusual suspects' which include formal and informal groups and organisations.
- Each area has an LCAN lead following the prototyping model- reaching out into/joining up community networks.
- Then they work with networks to connect the programme to solutions and facilitate collaboration.
- Each LCAN lead comes from within the community
- Using innovative engagement and participatory methods and involving people from the community.
- LCAN full complement now in place.

## Example ways to engage?

- Connecting with existing community and local networks.
- Collaborating on responding to the needs and outcomes of LCANs.
- Amplifying LCAN action or enabling with helpful system response to facilitate distribution of power and leadership





# WP4 Local Culture

The programme will employ deliberate methods to build a stronger sense of local culture.

- **1,000 stories**- helping communities to tell their own stories
  - act as a record of the very real human struggle,
  - provide deep immersive insight
  - lift human testimony into a transformative power.
- Encourage communities to gain a sense of agency over their space, using simple methods of **leaving visible traces** and **commemorating people or events** that can build a sense of ownership for community space.
- Building a **networked crowd of 100k unusual suspects** from local people and organisations. **Digital platform** (goes live January 2020) and physical community spaces to leverage their power with physical and digital connect points.... **1,600+** In the Crowd already...
- Through the LCAN networks **local festivals** will be a means to create new tradition and folklore to connect and build on local culture.

## Example ways to engage?

- Use stories as insight or to influence system change, speak truth to power.
- Engage with the crowd and positively join the dialogue, engage and collaborate.
- Join in with local festivals or help enable them by removing barriers

## St Georges Lozells Get Active!

- Two wonderful days of the children, parents, guardians and teachers from St Francis School, Angelsey School and Heathfield School taking over Georges Park, Lozells plogging cleaning up the park of all the rubbish, doing arts and crafts, playing cricket, learning to ride and a whole range of fun stuff.

## Storytelling and speaking truth to power to stimulate system change

Yousef aged 7 an asthma suffer speaking to us at the Radical Transport Summit said

*"We went on our first ever holiday to Wales and I said to my mom it doesn't feel lumpy to breath anymore."*









# WP 5 Holistic Interventions

- Asset Based Community Development Social Prescription approach - **deliberately removed from a simple clinical model.**
- Focus on **pre-contemplators** as well as people with health conditions.
- A triage based around assessing holistic wellbeing using the happiness pulse leads to a “Holistic” offer of activities based in communities (e.g. knit and natter, mendhi, self-care, group art)
- Pathway to **activity in communities**- connecting people to each other, to place, to instructors/workers to build confidence)
- The key aspect is that the approach is that the ‘prescription’ builds in community impact amplifying this above individualistic behaviour change.



Collaborations with GP practices



Reclaiming disused space and offering Holistic Interventions on the door step

## Pathway to Activity



Mendhi and Badminton next door



## Early Reach and Impact



**35%**  
Participated in social activity as 1<sup>st</sup> session - 55% went onto physical activity



**92%**  
Attendees are BAME



**66%**  
Met new people/made friends



**50%**  
Gained new skills



**65%**  
Participated in physical activity as 1<sup>st</sup> session - 10% went onto social activity



**90%**  
From IMD Quintiles 1 & 2



**29%**  
Not been in education or training for over 10 years



**35%**  
Increased confidence

## Example ways to engage?

- Potential for future referrals into HI
- Include or signpost other commissioned opportunities as part of the HI Future offer.



# WP 6 Participatory Methods

The participatory methods work to activate our target group the ‘unusual suspects’ and provide a safe and trusted space that in turn provides a platform for building social agency and to build cohesion and civic action through ‘doing with’.

## Scale of Delivery over the course of the Programme

	Total Events	Ave per week
	1,900	20
	1,200	12
	1,200	12
	1,500	15
<b>Total Sessions</b>	<b>5,800</b>	<b>59</b>



## Example ways to engage?

- We can use the participatory platform to engage with people, groups, communities. We create a trusted, neutral space where simple or sometimes difficult or divisive issues can be raised and discussed. Examples of doing this with BCC include Future Parks Accelerator and Public Health Research
- Connect opportunities for new participatory opportunities linking to local or city priorities.

Recent addition of Big Feed



# WP 7 CYP Field Lab

- Our Active Communities programme won the opportunity to become an LGA design council project.
- A team of six made led by Solihull Public Health, Transformation and TAWS and have been on a Design Council process around the concept of the CYP field lab. This went back to basics, insight and a detailed understanding of the dynamics.
- The result is an agreed approach to focus on schools in the initial phase;
- The initial phase has started with some survey work to baseline and gather basic insight plus documenting 'a day in the life' with children and parents camera journaling their usual days. This will highlight travel to school and some of the barrier faced making wellbeing positive decisions.

## Example ways to engage?

- We have already joined together with Nelson Mandela School with the Climathon, Radical Transport Summit and Clean Air Day.
- Influencing system change that can support each of the schools to become a beacon of what an active community looks like.
- e.g. Clustered road closures, Air Quality Monitoring



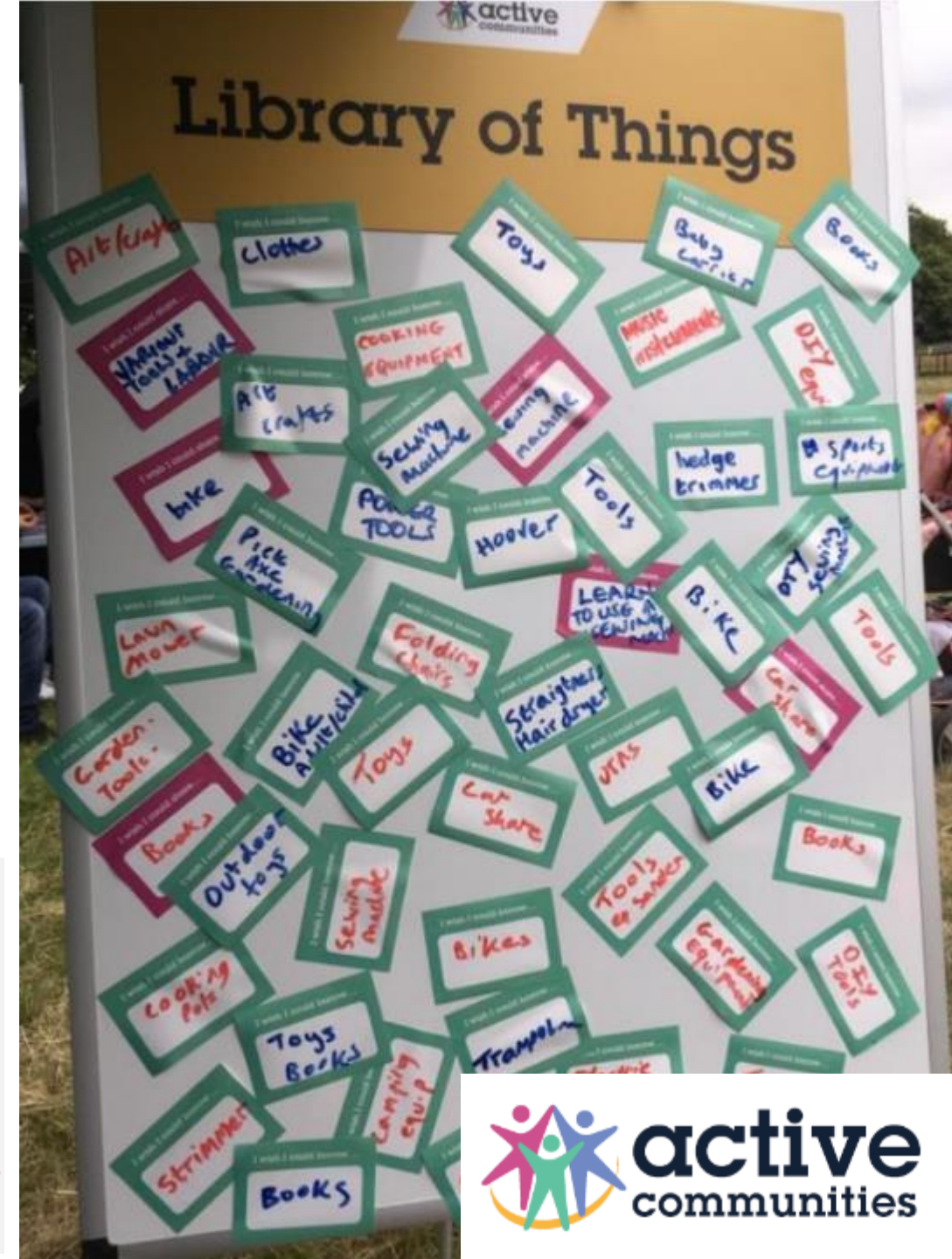


# WP 8 Share Shacks

- Research and prototyping determined a need for communities to share more.
- The sharing can be of 'things' or skills/time or access for example community fridges/freezers.
- The benefits communities want to see include;
  - Removed barriers to being active e.g. cost of things
  - Environmental gains from reduced consumption
  - Social cohesion gains from openly sharing in the community
- We will test share shacks in differing models from ultra local at the street level to community hubs.
- We will also trial repair shop/cafés relating to the upkeep of things.
- We have three Share Shacks in the process of coming to life, Balsall Heath Farm, Ladywood Vincent St, Omina GP Practice plus at the site of an established active street.

## Example ways to engage?

- If you have equipment, space or anything that you would like to be available to the community we can facilitate this through the Share Shack model.
- Following the test and learn we will be looking for appropriate places to host share shacks in the community and shared space makes a lot of sense.





# WP 9 Tactical Urbanism

Builds on learning from previous initiatives such as Urbact Vital Cities

Will use positive disruption in the community connecting to the idea of the commons, re-wilding and land ownership.

Supports groups to work together to assert rights, entitlement and an emerging sense of ownership of community space to support civic activism, reclaiming space and revitalising it in relation to environmental requirements

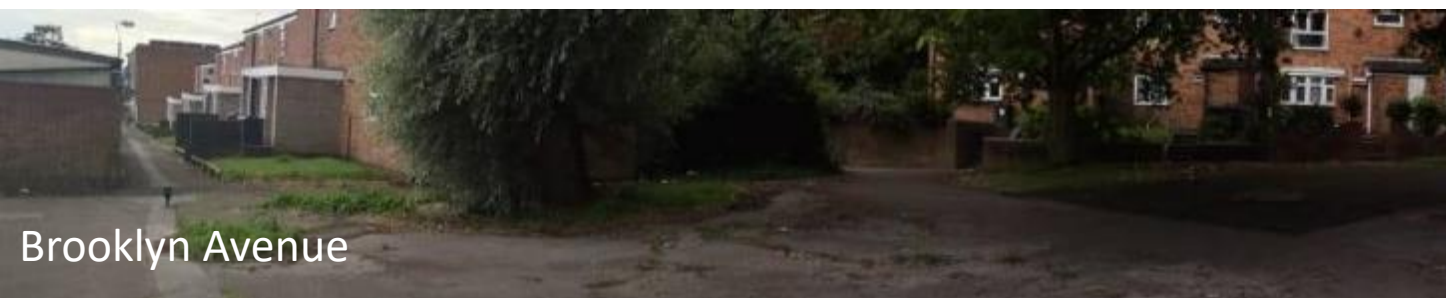
## Reclaiming the Wild Commons & Active Streets Goes Wild:

- Working with LCANs, Participatory methods and Holistic Interventions potential **tactical urbanism** opportunities come forward and are considered in a collaborative way for the test and learn.
- **Testing micro 'parklets' and circa 6 semi permanent larger sites:** these include
  - Group of residents in Brooklyn Avenue to reclaim an area on the back of a successful growing scheme on a small patch they have already reclaimed.
  - disused land around engaged GP centre where Holistic Interventions is running
- **Air Quality – using mobile AQ measurement and engagement techniques** to bring AQ into the conscious of our communities and provide a platform for their voice to be part of the AQ debate.
- **Low Car Neighbourhoods**– building on the success of Active Streets to achieve clustered road closures.



## Example ways to engage?

- Free up parcels of land during the planning and development process for innovative engagement in the design process.
- Find ways 'the system' can relax or step out of the way e.g. contracts that dictate mowing/weed killing etc..
- Encourage community ownership/commons
- Include Active Communities methods in the design and Masterplanning process.



Brooklyn Avenue



# WP 2 System Change

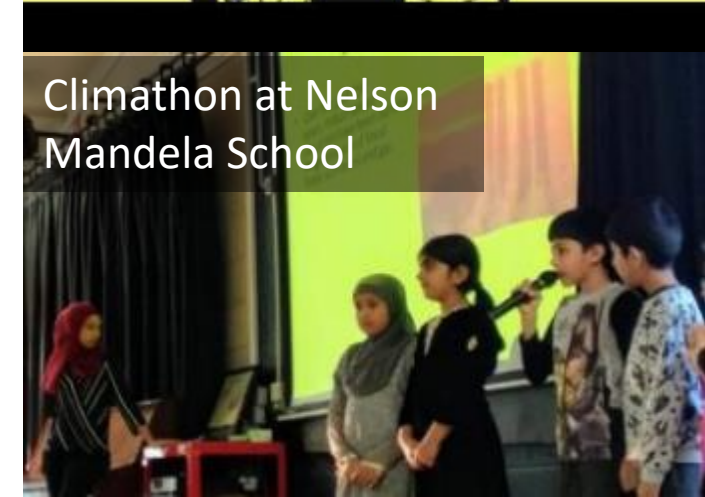
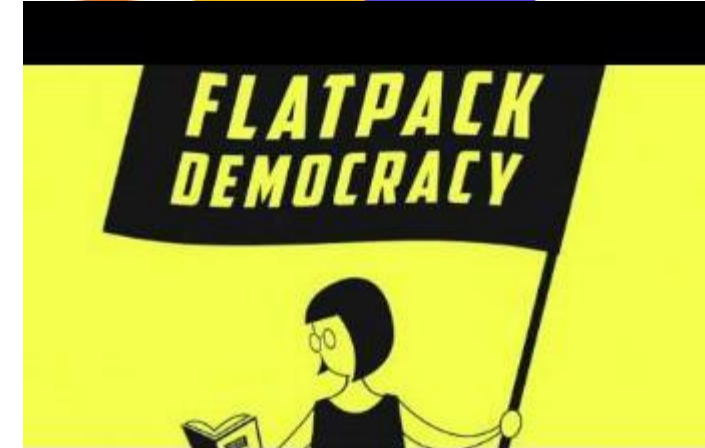
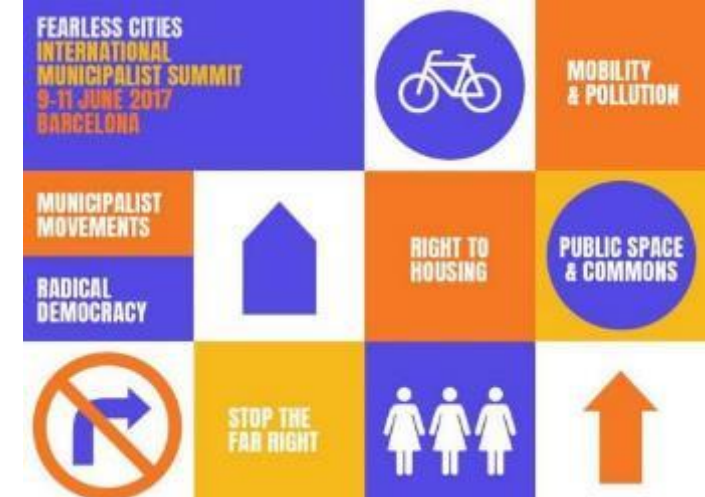
Connects the wider learning with strategic opportunities in the system

Seek to influence how the system can be helped to best react to amplify positive impact.  
Elements include;

- **Workforce**, building on 'The Birmingham Way' to create an activator workforce including volunteers that can bridge the skills of sports activator and civic activator.
- **Festivals of fearlessness**, building on the Climathon and Radical Transport summit and learning from movements like Fearless Cities to find ways to provoke system change using festivals as a way of encouraging innovation and connectedness with community.
- **Deliberative Democracy**, building on joint BCC and TAWS work in Quinton and also bringing forward leading innovations such as the Flatpack Democracy approach in Devon or the BRAP Process engagement methods.
- **Active Communities Awards**, offering light touch, low level funding for communities.
- Building on the **whole systems** work in Solihull relating to childhood obesity.

## Example ways to engage?

- Engage and use the community engagement face of Active Communities as an opportunity to engage in coproduction and collective decision making.
- We have already engaged in activities such as the Radical transport summit.





## Tools

### Activities

Crowd  
Panel  
SETA  
Kinetic  
Atreemo  
Urban Clouds  
Dot.life  
Social Cohesion  
Thriving City Index  
Happy City Pulse  
Data Viz

## Data Feeds



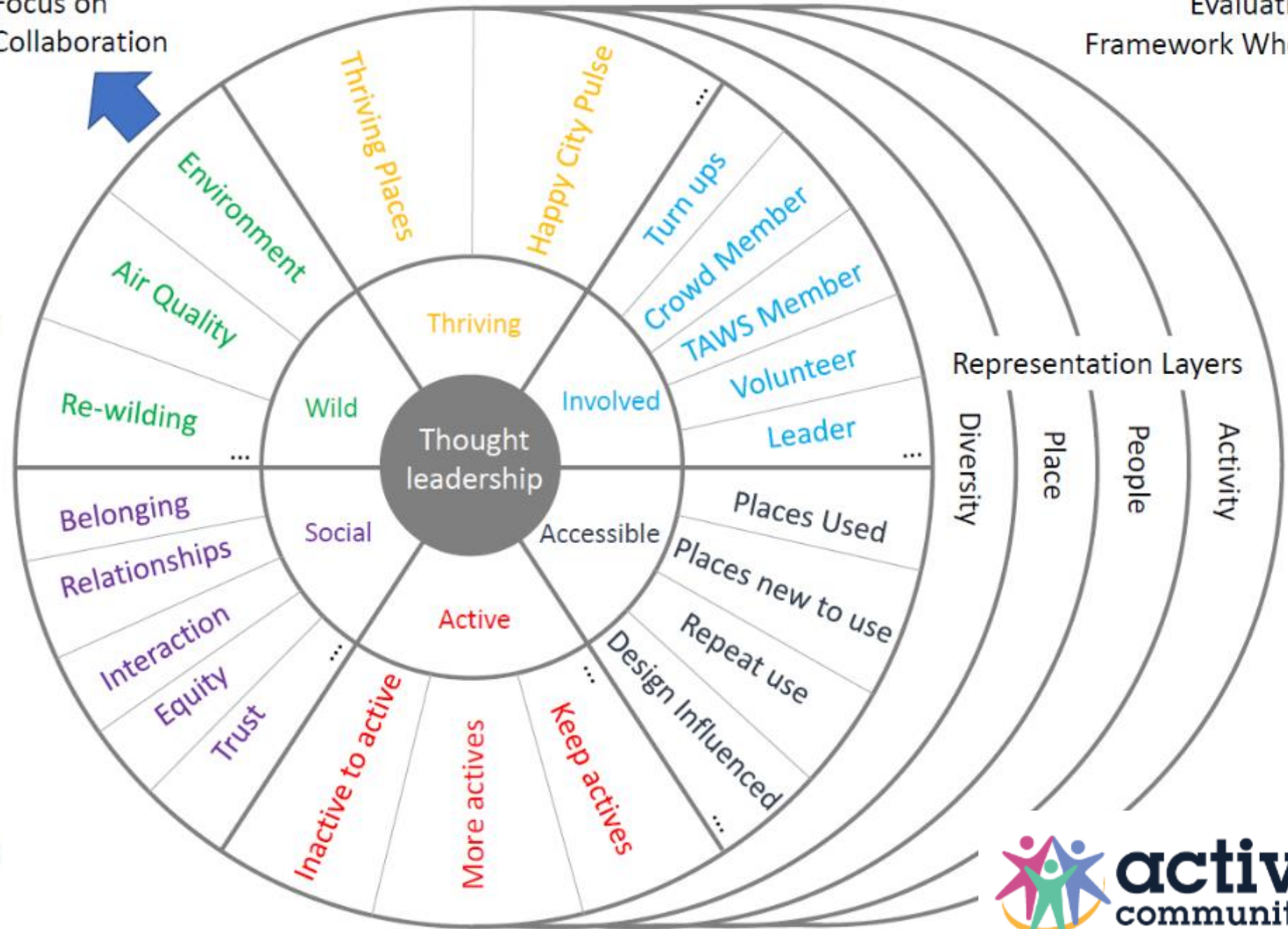
Counts  
Surveys  
Stories  
Research  
Kinetic  
Atreemo  
Urban Clouds  
Dot.life

## Skills



Insight  
Engagement  
Research Methods

Focus on  
Collaboration



Evaluation  
Framework Wheel





## Participation statistics Up to Oct 2019



39,059 Attendances  
to Active  
Communities Events



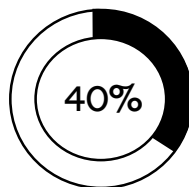
76% Female



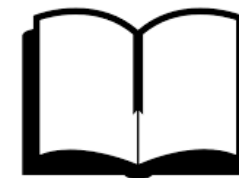
73% from BAME  
Backgrounds



21% Under 16



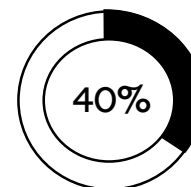
81% from IMD  
Quintiles 1 & 2



250+ stories



1,637 Members



89% from IMD  
Quintiles 1 & 2  
(address known)



51% from BAME  
Backgrounds  
(Of knowns)



74% Female  
(Of knowns)

# Thriving



	%ile	Mean Score
BE	51.1	6.51
DO	56.9	6.85
CONNECT	70.7	7.99
OVERALL	51.5	6.67

\*496 Respondents Birmingham and Solihull

- For Birmingham the Happiness Pulse connect score is highest at the 70<sup>th</sup> percentile.
- The BE and DO domains are lower but still in the upper half of the percentile range.
- The overall Happiness Pulse rating puts Birmingham happiness near the average of the 50<sup>th</sup> percentile.
- We see that Happiness Pulse scores are worse in Active Communities Priority areas.

BE	comprising how people think and feel about their lives
DO	what they do that supports better lives
CONNECT	how they connect with others



# Baseline Learning – Reaching our audience

- **39% of people** within **IMD quintile 1** were calculated as being active compared to **70%** in **quintile 3**
- **Happiness is lower in LDP areas** compared to the comparison geographies, with mean of 5.9 compared to 6.5-6.7 in the comparison geographies. For the summary scores, there are also proportionally more respondents reporting low scores in the LDP areas (23%).
- **More respondents in LDP areas report high level of anxiety**, with 49% having medium-high levels, compared to 42% for non-LDP areas and 45% for all Birmingham/Solihull.
- **Fewer respondents in LDP areas report that they trust people** in the local area, with 64% having medium-high levels, compared to 72% for non-LDP areas and 76% for all Birmingham/Solihull.
- Of 'active' respondents, **54%** thought that people in their local area could be trusted compared to only **27%** of those who were found to be being 'inactive'

# Baselining – Connecting the Theory of Change

- **Satisfaction with life** and or agreement that they can achieve most goals is seen to be **higher** with those who have **done physical activity** at least once a week, **a course** once a month or more or informal **learning** once a week or more
- **Higher** levels of **Happiness** track with higher levels of **satisfaction with life** and feeling that what they do is **worthwhile**, and **decrease in anxiety** levels.
- Those who have taken **a course** once a month+ or done informal **learning** once a week+ also report **higher levels of happiness** than those who do less frequent learning.
- Respondents from **BAME and none-British White backgrounds** all report higher **happiness levels than White-British** respondents.
- **Trust** in people in the local area seems to **decrease as age of respondent increases** and is **lowest for the most deprived** quintile respondents.
- When looking at physical activity levels, those who have done **walking, cycling or exercise** at least once a week report **higher levels of trust** than for LDP area overall, and the **more time spent** on these activities per week, the **higher the trust levels**.



# Other learning

- The challenges are complex and increase the importance of a mixed method test and learn approach. Innovation needs to be flexible and operate where bureaucracy meets chaos.
- 'Doing with' requires trust, which takes time- important to use the participatory methods to create safe, neutral, trusted spaces.
- Expectation management- holding our nerve, and how the programme is doing it differently.
- Being clear it is not a commissioning pot for organisations simply to bid into.
- The work will at times naturally create tension with existing power and systems. We are deliberately distributing leadership to places and people that have not had this before and it does challenge established leaders.
- Where this challenge is met with an open heart and an open mind sustainable change starts to happen. Good example being Holistic Interventions and GP practices.



# Strategic alignment to Future Opportunities

- Commonwealth Games
- Future Parks Accelerator
- Neighbourhood networks
- Modal shift, Open Street movement and Car Free Day
- Story Teller and creating an inclusive and empathetic narrative for the city
- Multiple opportunities to strategically or locally align and match fund.
- National influence in collective learning from all 12 Local Delivery Pilots







# Birmingham & Solihull Local Delivery Pilot

Removing the barriers, promoting resilience, and doing the 'social knitting' to provoke active citizenship

Birmingham City Council  
Overview and Scrutiny January 15, 2019



**Birmingham**  
City Council