

# Birmingham City Council

## Report to Cabinet

14 November 2023



**Subject:** **DRAFT BIRMINGHAM PHYSICAL ACTIVITY STRATEGY - CREATING AN ACTIVE BIRMINGHAM**

**Report of:** **Dr Justin Varney, Director of Public Health**

**Relevant Cabinet Member:** **Cllr Mariam Khan - Health and Social Care**

**Relevant O &S Chair(s):** **Cllr Mick Brown - Health and Adult Social Care**

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|   |   |   |
|---|---|---|
| Are specific wards affected?  | <input type="checkbox"/> Yes            | <input checked="" type="checkbox"/> No – All wards affected |
| If yes, name(s) of ward(s):   |   |   |
| Is this a key decision?   | <input type="checkbox"/> Yes            | <input checked="" type="checkbox"/> No                      |
| If relevant, add Forward Plan Reference: 012030/2023                                |   |   |
| Is the decision eligible for call-in?   | <input checked="" type="checkbox"/> Yes | <input type="checkbox"/> No                                 |
| Does the report contain confidential or exempt information?                         | <input type="checkbox"/> Yes            | <input checked="" type="checkbox"/> No                      |
| If relevant, provide exempt information paragraph number or reason if confidential: |   |   |

### **1 Executive Summary**

- 1.1 The Creating an Active City Forum is a sub-forum of the Health and Wellbeing Board. The purpose of the Forum is to work together to increase physical activity at a population level across Birmingham by ensuring that a joint action plan is developed and delivered.

- 1.2 The Forum has created the draft Birmingham Physical Activity Strategy - Creating an Active Birmingham.
- 1.3 The draft strategy has been developed by the Physical Activity Team in the Public Health division, with input and perspectives from system partners and members of the Creating a Physically Active City Forum. These include internal council partners such as the Neighbourhood team. External partners include Sports England, Swim England, University of Birmingham among others.
- 1.4 The draft strategy has also been informed by the Physical Activity Needs Assessment which brought research and evidence together in understanding the current local picture and opportunities for action.
- 1.5 Hard to reach voices have been included in the draft strategy through the Seldom Heard Voices (SHV) project.
- 1.6 The draft strategy aligns with the Sports strategy, Culture Strategy and Active Travel/Cycling and Walking Strategy.
- 1.7 The draft strategy sets out the Creating an Active City forum's ambitions for the next 10 years (2024-2034). The draft strategy is based on one of the 5 themes of the Birmingham Joint Health and Wellbeing Strategy – Creating a Bolder, Healthier City 2022-2023 – Active at Every Age and Ability.
- 1.8 It includes ambitions, objectives, and potential actions to be taken, along with system partners, indicators, and leaders who will help us achieve them. Throughout the strategy is a commitment to undertake change across the city and across socio-economic groups to improve health through physical activity and reduce health inequalities. This is done through improving physical activity throughout the life course and regardless of residents' abilities.
- 1.9 The Creating a Physically Active City Forum sets out several ambitions that as a city we are working together to achieve:
  - i. Reduce the percentage (%) of adults who are physically inactive to less than 20% by 2030.
  - ii. Increase the percentage (%) of adults walking or cycling for travel at least three days a week by at least 25% by 2030.
  - iii. Increase the percentage (%) of physically active children and young people to the national average by 2030.
  - iv. Reduce the inactivity gap between those living with disabilities and long-term health conditions and those without by 50% by 2030.
  - v. Reduce the inactivity gap between different ethnic communities by 50% by 2030.
- 1.10 The draft strategy will achieve the forum's ambitions through 5 priorities:

- i. Active people - Creating and promoting access to opportunities taking a life course approach across multiple settings to enable people to engage in regular physical activity.
  - ii. Active environment - creating and protecting the places and spaces that promote and engage people of all ages and abilities in activity.
  - iii. Active societies - changing the narrative around physical activity across the city building insight and evidence into policy, commissioning, planning decisions and communication messages and marketing campaigns.
  - iv. Active systems - creating a more integrated and interconnected system by strengthening our local leadership, governance, partnerships and workforce capabilities.
  - v. Closing the gap - continuing to develop a better understanding of local barriers and enablers to increase activity across the city and ensure we focus on the least active groups as identified in the Physical Activity Needs Assessment.
- 1.11 The purpose of the consultation is to seek residents' views on The Creating an Active Birmingham Strategy 2024 – 2034. And aims to support residents in Birmingham to be Active at Every Age and Ability. It will assess support for our vision and key objectives, our vision to embed actions across the city, our forum's ambitions and to be our tool for decision-making and policy prioritisation.
- 1.12 Cabinet is asked to give permission to launch a public consultation exercise to seek comments on the draft Creating an Active Birmingham Strategy 2024 – 2034.

## **2 Recommendations**

- 2.1 It is recommended that Cabinet:
- 2.1.1 Gives approval to consult on The Creating an Active Birmingham Strategy 2024 – 2034, as set out in this cover report and appended documents.

## **3 Background**

- 3.1 The Creating an Active City forum is a sub-forum of the Health and Wellbeing Board, a statutory body created under the Health and Care Act 2012.

## **4 Options considered and Recommended Proposal**

Public consultation exercise.

## 5 Consultation

- 5.1 The consultation draft has been developed in partnership with a wide range of stakeholders through the Creating an Active City Forum and the Sport Birmingham Partnership. Internally there has been close working with the Sport and Leisure teams, Active travel teams and the wider public health division.
- 5.2 A seven-week public consultation process is planned, and the consultation will build upon best practice methods developed by the Public Health Division food system team in their consultations on the Birmingham Food System Strategy. The Consultation plan will offer a range of social media and online forums, targeted community engagement, wider stakeholder engagement, ward forums and utilise existing community trusted engagement channels.
- 5.3 Permission is sought from Cabinet to launch a public consultation exercise to seek views on the draft Creating an Active Birmingham Strategy.

## 6 Risk management

| Risk Analysis  |            |        |   |
|--|------------|--------|---|
| Identified Risk  | Likelihood | Impact | Actions to Manage Risk  |
| Lack of resident and partner engagement in the development of the draft strategy and its priorities. | Low        | Medium | The draft Strategy has been co-produced with partners and received support from many organisations prior to consultation.<br><br>Full public consultation exercise to gauge support is planned. |
| Council's current financial situation may pose a challenge in using paid means of advertisings.      | High       | Low    | The consultation plan has been revised to propose alternative non-paid advertising. Utilising existing  |

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|--|--|--|--|
|  |  |  | partnership and<br>online<br>communication<br>routes |
|--|--|--|--|

## **7 Compliance issues**

### **7.1 How are the recommended decisions consistent with the City Council's priorities, plans and strategies?**

- 7.1.1 The draft Creating an Active Birmingham Strategy links to the Council's priorities in becoming a bolder, healthier city.

### **7.2 Legal implications**

- 7.2.1 None identified.

### **7.3 Financial Implications**

- 7.3.1 Due to the council's current financial situation, expenses incurred during the consultation will be limited to £5K and the cost of officer time. Printing costs will be no more than £1000 and the reserve will be held to fund face to face interviews with individuals from groups of interest who are not confident about using online questionnaires (See **Appendix 4** for details of the questionnaire to be used).
- 7.3.2 The budget for the consultation and officer time are funded through the Public Health Ring Fenced Grant as this is a Public Health led strategy and will not create any additional cost to the Birmingham City Council General Fund.
- 7.3.2 Alternative means of advertising have been proposed instead of traditionally paid for routes and they focus on harnessing the relationships that our partners have with members of the public. **Appendix 5** sets out details of the Consultation Plan.

### **7.4 Procurement implications**

- 7.4.1 None identified.

### **7.5 Human resources implications**

- 7.5.1 None identified; consultation support will be delivered through existing staff.

### **7.6 Public sector equality duty**

- 7.6.1 The public sector equality duty drives the need for equality assessments (Initial and Full). An initial assessment should be prepared from the outset based upon available knowledge and information. If there is no adverse

impact, then that fact should be stated within the Report and the initial assessment document appended to the Report duly signed and dated.

- 7.6.2 An Equality Impact Assessment (EIA) has been completed on 04/10/2023 and is appended.

## **7.1 Environmental and Sustainability Implications**

- 7.1.1 An Environmental and Sustainability Impact Assessment is not required as report is requesting to undertake a public consultation.

## **8. Appendices**

**Appendix 1:** Consultation Draft Creating an Active Birmingham Strategy brochure

**Appendix 2:** Draft Physical Activity Needs Assessment

**Appendix 3:** EIA Creating an Active Birmingham Strategy consultation.

**Appendix 4:** Creating an Active Birmingham Strategy public consultation plan.

**Appendix 5:** Draft Creating an Active Birmingham Strategy public consultation questionnaire

**Appendix 6:** Draft Creating an Active Birmingham Strategy Plan for Action

## **9. Background Documents**

- 9.1 Draft Creating an Active Birmingham Strategy 2024 – 2034
- 9.2 Physical Activity Needs Assessment.