

Commonwealth Games, Culture and Physical Activity Overview and Scrutiny Committee



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AN OVERVIEW – TAWS, THE LOCAL DELIVERY PILOT AND THE CWG

- Birmingham City Council (BCC) had a clear strategy for sport and physical activity that led to successful tenders for the Commonwealth Games (CWG) and the Sport England Innovation Programme (Local Delivery Pilots). The strategic thinking, planning and delivery for both builds on aspirations BCC had to tackle health inequalities and promote physical activity in the most deprived communities.
- The Active Wellbeing Society (TAWS) was transferred out of the Council, as part of this strategy, and is the lead partner for the delivery of the LDP in Birmingham and Solihull and is centrally involved in work around the CWG Legacy.
- The thinking and learning captured from the LDP will influence the kinds of activities, interventions and changes that will be funded as part of the CWG Legacy.
- TAWS is a key member of the Physical Activity and Wellbeing Legacy Group chaired by Dean Hill, Physical Activity and Wellbeing Lead for the CWG, as are Sport England.
- We sit on other key work streams and the Friends of Alexander Stadium Working Group.
- Cllr Zaffar, cabinet member for transport and the environment, is the chair of the LDP Sponsor Board.

ACTIVE COMMUNITIES: THE LOCAL DELIVERY PILOT (LDP)

- The LDP seeks to build more resilient communities and get people more physically active. The proposition is that we can use active citizenship opportunities to engage those least likely to be physically active.
- The programme focuses on work in deprived communities where health inequalities are greatest.
- There are 12 pilot areas nationally.
- Partnership locally – TAWS, Sport England, Sport Birmingham, Birmingham City Council, Solihull Metropolitan Borough Council, local organisations and residents.
- 6 priority areas in Birmingham and North Solihull but scope to deliver outside of these areas.
- By focusing intensively in six areas, the Active Communities team and their local partners are working with residents and small community groups looking at what stops them being active and working out ways to deal with these barriers.

AREA 1

Handsworth,
Aston, Birchfields,
Holyhead, Lozells,
Newtown, Perry
Barr and Soho &
Jewellery Quarter

AREA 2

Balsall Heath West,
Bordersley &
Highgate,
Ladywood,
Nechells and North
Edgbaston

AREA 3

Erdington, Gravelly
Hill, Kingstanding,
Perry Common
and Stockland
Green

AREA 4

Alum Rock, Bordesley
Green, Heartlands,
Small Heath, South
Yardley, Sparkbrook
and Balsall Heath East,
Tyseley & Hay Mills,
Ward End, Yardley West
and Stetchford.

AREA 5

Chelmsley Wood,
Kingshurst &
Fordbridge, Smith's
Wood, Glebe Farm &
Tile Cross, Shard
End, Hobs Moat
North and Greenhill

AREA 6

Billesley,
Brandwood &
Kingsheath, Druids
Heath & Monyhull
and Highter's
Heath

WHAT WE HAVE DONE MORE OF AND BUILT ON...

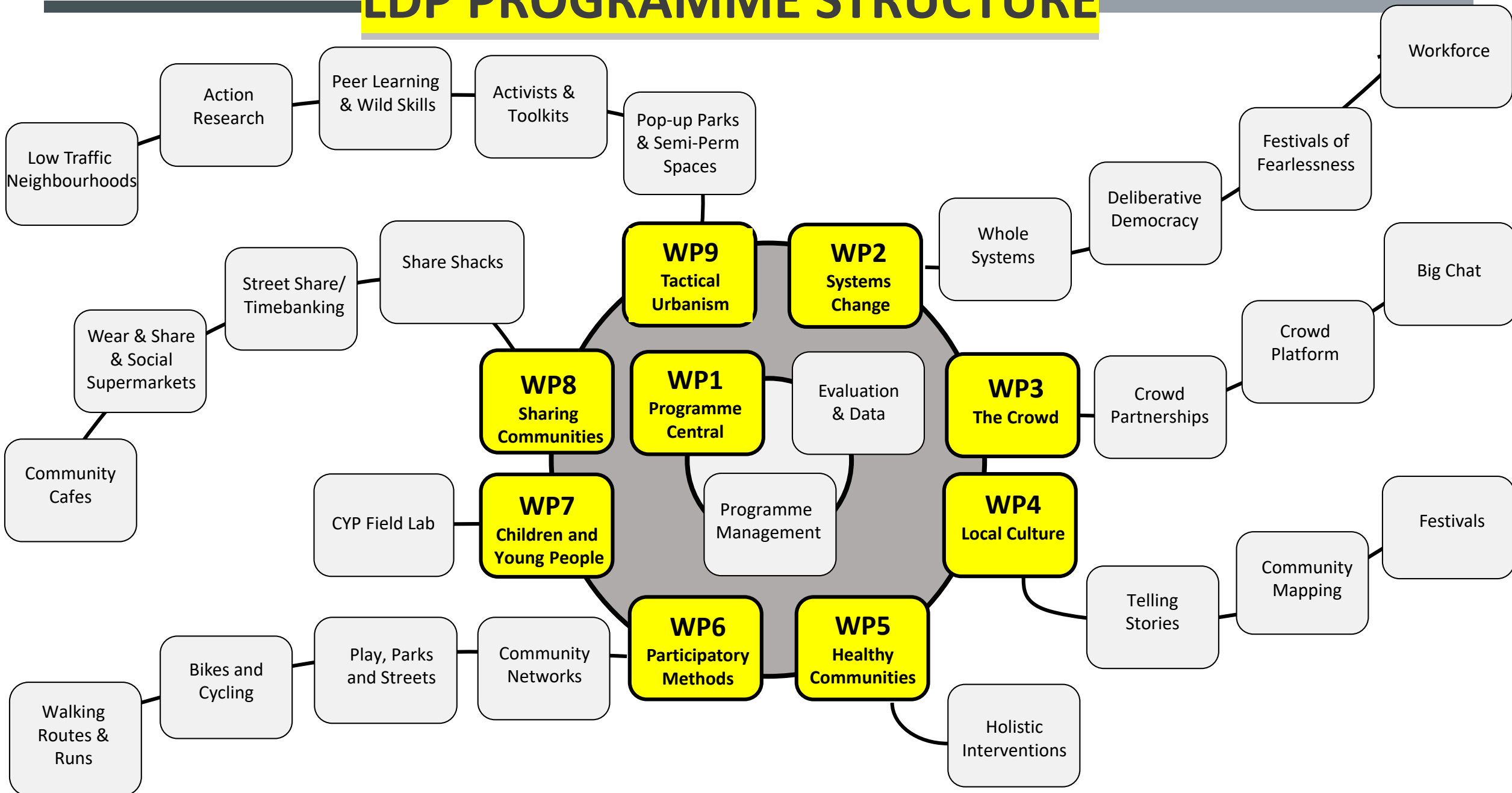
- **Active Streets**
 - Goes wild
 - School road closures
 - High rise active streets
- **Active Parks**
- **Big Run Project**
 - Plogging
 - Walking
- **Big Bikes**
 - More giveaways
 - Training
 - Repair and recycle
 - E-cargo bikes

WHAT WE HAVE ADDED....

- Bringing new interventions into Solihull.
- Reclaim the wild commons
- Tactical urbanism & Visible Traces
- Air Quality/Clean Air Day
- Low Traffic Neighbourhoods
- Share Shacks/Repair café (hubs)
- Community cafes
- Local action networks
- Holistic interventions



LDP PROGRAMME STRUCTURE



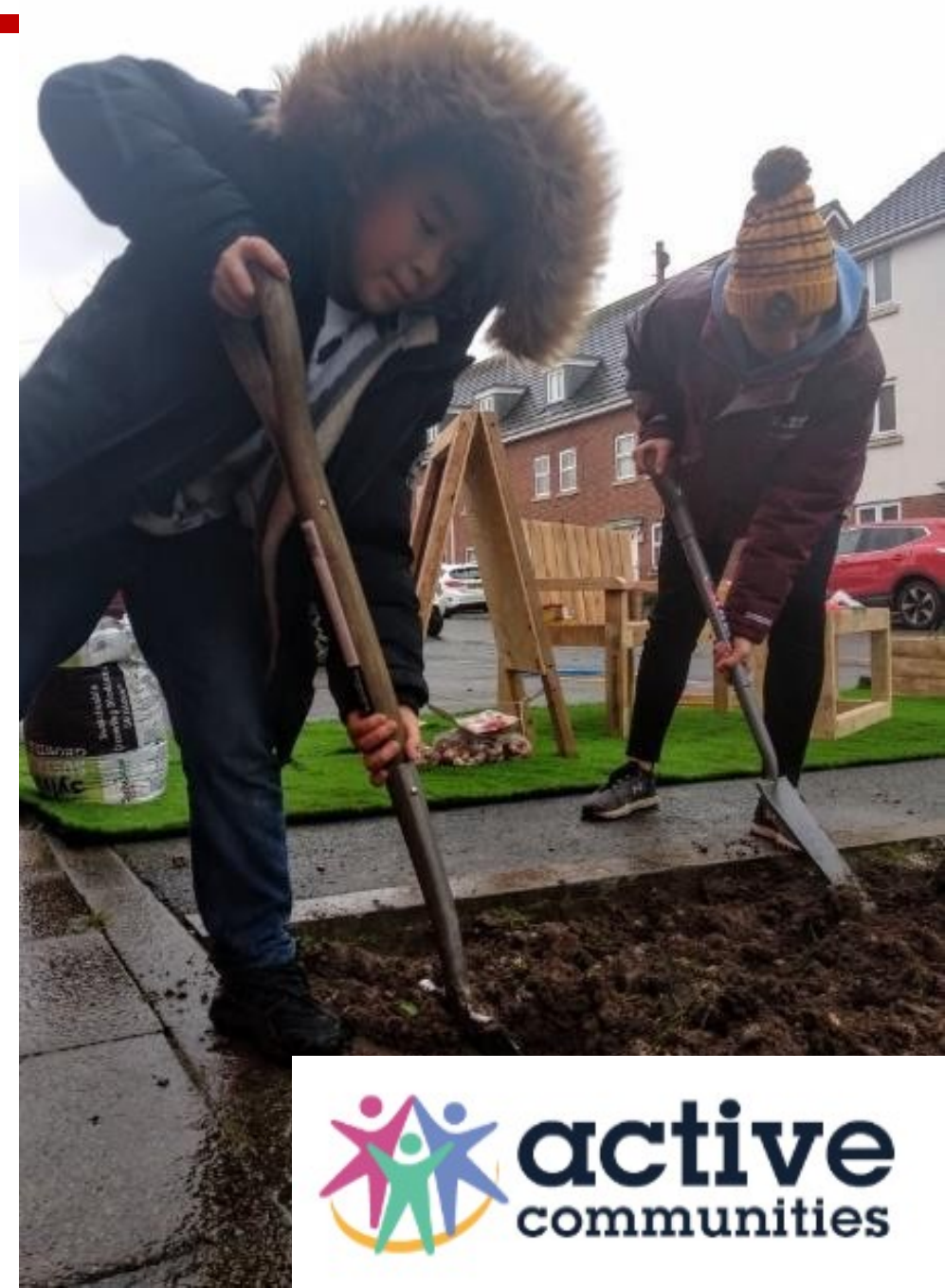
EVIDENCE: WHAT DO WE KNOW ALREADY?

- Access to recreational infrastructure, such as parks and playgrounds, is associated with reduced risk of obesity among adolescents and increase in physical activity (Public Health England, 2017).
- There is evidence of a relationship between mental health and wellbeing outcomes, including lower rates of stress, fatigue, anxiety and depression, and exposure to natural environments.” (Defra, 2017).
- If every household in England had access to good quality green space, it could save the NHS £2.1 billion a year. (Natural England 2009)
- A recent report by Public Health England (2017) also found evidence that participation in physical activity in a natural setting is associated with more improved mental health outcomes than participation in physical activity in an indoor setting.
- Increasing evidence of the wellbeing benefits of access to green space. £192 million net annual value of health benefits from parks and green spaces (Birmingham City Council 2019).



RECLAIMING THE WILD COMMONS – AIMS

1. **Build new relationship to place** – ‘common ownership’ and co- design of civic assets
2. **Create new social and activity spaces** – disused space into community space
3. **Build capacity within communities** – the people connections and skills that underpin the physical change.
4. **Influence Design** – help new master planning processes (housing/transport etc...) co-design and also build in ways to lock assets in with entitlement.
5. **Understand barriers to participation** - and how can we overcome them?
6. **Address systemic wellbeing inequalities.**



WHAT ARE THE SYSTEMIC BARRIERS TO SPACE?

- **Green space is inequitably distributed in Birmingham.** This is contributing to long-term health inequality and impacts children and BAME communities disproportionately.
 - **Children in the most deprived areas of Britain are nine times less likely to have green/suitable areas to play in.** *Public Health England 2019.*
 - **Almost 40% of people from BAME backgrounds live in the most green-space deprived areas, compared to just 14% of white people.** *Friends of Earth 2020.*
- **There remain significant barriers stopping communities from accessing green space** – these include physical barriers & deep, long-standing cultural barriers. These stories are not being told and solutions are not being found – it is not a question of awareness.
- **Changing the barriers requires a system shift** - The existing system is often unaware or unable to adapt in order to address these barriers and inequalities.
- **And a new perspective on land value** - Land is often perceived as having a financial value not a human one.

COVID-19 GALVANISES OUR FOCUS

- NOT A 'NICE TO DO' IT IS ABOUT SOCIAL AND ENVIRONMENTAL JUSTICE

We already knew that→

1. Activity levels were already lower for poorest citizens and declining over time.
2. A range of structural deep-seated barriers have historically meant that access to active space was significantly more challenging for parts of the community that need it most.

Covid-19 amplifies the barriers ->

3. Those with least access to space are the same people who are likely to be living with increased anxiety from disproportionate death rates and decreasing physical wellbeing indicators (caused by decreased activity during lockdown).
4. Our role has to be about providing equitable access to active space for wellbeing for every citizen of Birmingham and Solihull.
5. Our focus cannot just be about existing parks/active spaces - supporting new spaces to emerge in every community; challenging prejudice about who space is for; space which includes nature, growing and physical activity
6. Purpose of cities in a post COVID-19 world – meeting human need.

WHAT HAVE WE DONE

- Created 7 new 'Wild Commons sites' with 74 pioneering community members driving high levels of participation.
- Supported roll-out of LTNs with planting and toolkits for community action.
- Delivered 'wilding' activities in Active Streets and at GP practices reaching high proportions of young people, deprived communities and participants from BAME communities.



KEY LEARNING POINTS

- 1. There is no shortage of interest.** There is clearly an unmet need not provided for by the existing system
- 2. A more radical view of green space is needed.** Beyond the park gates with updated 'permissions' on access and use of space.
- 3. Beyond communicating benefits.** Until we recognise the barriers and overcome them we risk exacerbating inequality.
- 4. Community development is vital.** Start by serving basic needs, feed communities, pick-up litter and build from there.
- 5. Multi-use spaces are key.** Spaces for growing, playing, connecting, being active, nature, local travel.
- 6. Capacity building.** Is as important as the space itself, so we need training, knowledge and peer-learning opportunities.
- 7. Transition from home to green space is vital.** The handrail from the home to the park via low-traffic neighbourhoods and local patch of green.
- 8. Building a new relationship with place requires cross-sector working.** Parks, Highways, Public Health, Sport & Physical Activity, Children & Young People. This is where CWG has a huge opportunity to really change things.





OUR PLANS FOR 2021-22

More Common spaces

- Converting more common green and grey spaces to community use.
- A tactical placemaking fund to support micro-action in low traffic neighbourhoods.
- Land reclamation process with BCC & SMBC

Building community capacity

- Building a peer-learning network of active citizens who support and encourage one another.
- Developing co-creation tools so more people can participate.
- Activating common space with events and activities to promote participation.
- Developing a skills programme to empower residents to take action.

Collaborative action

- Research, insight and storytelling into the barriers experienced by the most vulnerable.
- Supporting cross-sector action to break down barriers and overcome inequality.

HOW DOES THIS LINK TO THE CWG?

- CWG Active Environments Legacy – Active Communities programme is involved in this workstream.
- We need to have a more joined up approach to how communities can transform the place they live to activate parks and create connected spaces and streets.
- This is about delivering low cost, community led system changes to making places safer, more enjoyable, accessible and easier to get around, building in wellbeing and activity into everyday life.
- It has a strong connection to other legacy programmes such as volunteering, culture, children and young people and potentially venues.
- A budget is being finalised for local authorities to bid for to create new Active Parks, Active Streets and Active Spaces.

#BRUM TOGETHER

- TAWS refocused its work during the first national Covid-19 lockdown to help those most in need in the most deprived communities in Birmingham.
- #Brumtogether, a community response to the pandemic, was created and a network of over 80 organisations was formed.



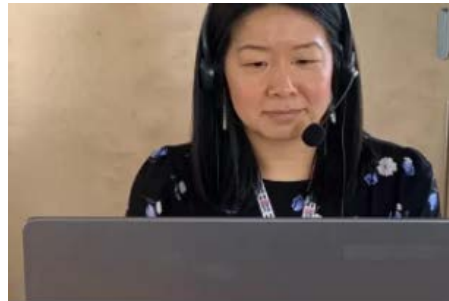
Food Distribution

We are working with a network of voluntary organisations to those in need (either cooked meals or ingredients packages).



Wear and Share

We're working with Aston Villa Foundation to collect and distribute clothes to those most in need across the city



Befriending Service

If you are worried and would like to speak to someone from our team for a friendly chat, then please get in touch



Virtual Wellbeing

We've put together a schedule of live streams and on demand activities, helping people of all ages to keep their minds and bodies active.



Positive Stories

We want to shed light on the positive stories of people working together, helping the community and looking after each other.

BREAKDOWN OF OVERALL REQUESTS FOR SUPPORT

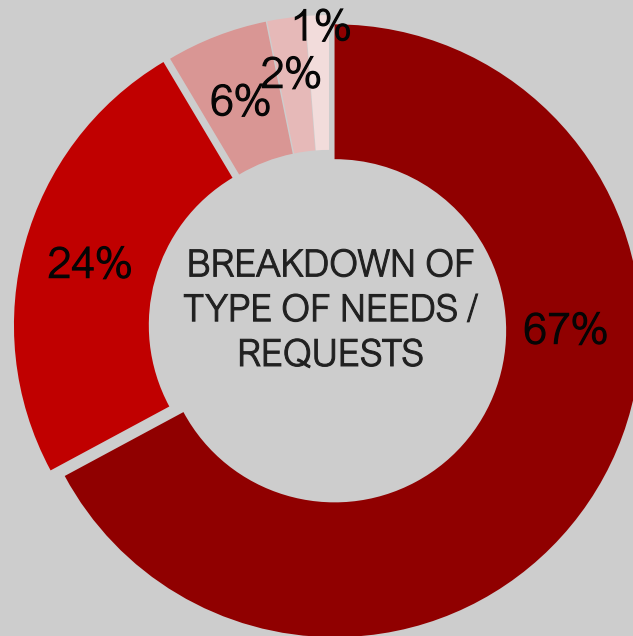


16,941 requests for support



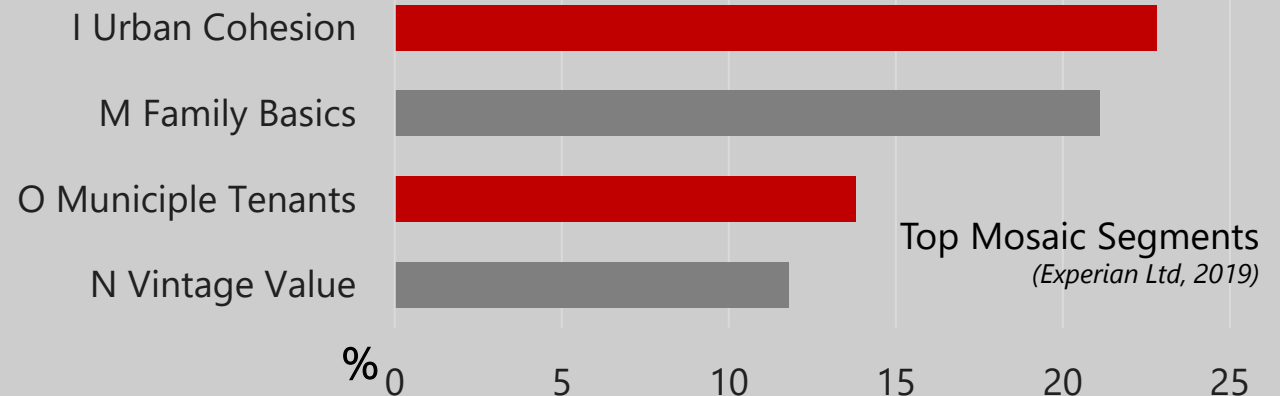
18,541 incoming calls = 1,064 hrs support

- Food
- Clothes / Dignity Supplies
- Chat/Advice
- Staying Healthy
- Covid-19 Advice



79% of requests are by Birmingham households from **IMD Quintile 1** compared to the city average of 58%.
(most deprived 20% in country)

93% from IMD Quintile 1&2 (compared to city average 79%)



FEEDING COMMUNITIES ACTIVITIES



67,982 food parcels
delivered via TAWS
direct households



1,480 bulk food orders
distributed to partners –
equivalent to **75,900** parcels



27,357 cooked meals
through Community Cafes
and doorstep delivery

VIRTUAL, BEFRIENDING, SUPPLIES AND CLOTHING SUPPORT



877 Virtual Wellbeing sessions
726 hrs content



5,915 people received phone befriending / advice
with 13,537 calls giving 5,350 hrs support



4 tonnes of donated clothing
distributed to
489 households



80,000 items of supplies*
2,000 children's activity packs

* toiletries & cleaning supplies, and activity packs funded by Direct Line's Community Fund donation of £100k, as well as public donations of essential items)

FURTHER SUPPORT AND IMPACT



82 bikes given to key workers (originally loaned) supporting them to travel to work, stay healthy and save money.

440 residents referred to BCC neighbourhood advice team resulting in estimated £354,000 annual income maximisation through new/amended benefits claims *(subject to being accepted)*.

1,018 unique volunteers on food, clothing and supplies, Street Share, shopping and prescription pickups providing **15,630 hours** of support at estimated value of £245k of time gifted *(301 are still engaged with TAWS at December)*.

BUILDING ON #BRUMTOGETHER...

- Projects and interventions constantly adapting to meet the needs of the community – even more so due to Covid.
- TAWS now run Listen and Connect – a telephone support service that offers a safe space for people to feel heard and talk about what is important to them. Sits within a wider network of support services within the organisation.
- New and improved virtual wellbeing offer.
- Continuing to work with Birmingham City Council and partners to distribute emergency food to those in need during Covid through the food hub.
- Establishment of a Food Justice Network. 150+ organisations.
- Wear and Share project – distributing free clothing to those in need.

