

Birmingham City Council

Report to Cabinet

23 April 2024



Subject:	CREATING AN ACTIVE BIRMINGHAM STRATEGY 2024 – 2034 RATIFICATION
Report of:	Jo Tonkin, Deputy Director of Public Health
Relevant Cabinet Member:	Cllr Rob Pocock – 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 checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
If relevant, add Forward Plan Reference: 012632/2024		
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, state which appendix is exempt, and provide exempt information paragraph number or reason if confidential:		

1 Executive Summary

- 1.1 Co-produced with city partners, the Public Health (PH) Physical Activity (PA) team has developed a Creating an Active Birmingham Strategy (CABS) which focuses on developing opportunities for people to build PA into everyday life, through active living, active recreation, and active travel. It complements other strategies and plans

in place across the city, such as the Sports Strategy and Birmingham Transport Plan. Collectively these come together to ensure a whole system approach will be taken to increasing PA. A Physical Activity Needs Assessment (PANA) has also been conducted to ensure the strategy has a strong evidence base. Following public consultation, the strategy has been finalised which Cabinet is recommended to ratify.

- 1.2 CABS can be found in **Appendix 1**; Implementation Plan can be found in **Appendix 2**; PANA can be found in **Appendix 3**.
- 1.3 The strategy identifies opportunities, barriers and challenges and bring all partners together to develop a coordinated set of delivery plans to support the implementation of the strategy, focusing on key geographies and communities where targeted action is needed. These plans will drive the change needed and show how we will go further and faster to reach our ambitious targets for the city.
- 1.4 CABS will be implemented and delivered across the entire Birmingham system and will be managed by the Active City Forum (previously Creating an Active City Forum). It aims to achieve the following:
 - 1.4.1 Reduce the percentage (%) of adults who are physically inactive (25%) to 20% by 2030.
 - 1.4.2 Increase the percentage (%) of adults walking (17.7%) for travel at least three days a week to 25% by 2030.
 - 1.4.3 Increase the percentage (%) of adults cycling (2%) for travel at least three days a week to 4% by 2030.
 - 1.4.4 Increase the percentage (%) of physically active children and young people (41.6%) to the national average (47.2%) by 2030.
 - 1.4.5 Reduce the inactivity gap (20%) between those living with disabilities and long-term health conditions and those without to 10% by 2030.
 - 1.4.6 Reduce the inactivity gap between minority ethnic communities (Asian not including Chinese – 38%, Black – 35%) and white ethnicity (29%) by 50% by 2030.
- 1.5 The PH PA team has completed a successful public consultation which resulted in 321 BeHeard responses. Findings were collated and informed the CABS.
- 1.6 **Appendix 4** contains all raw findings excluding demographic information to protect identify of respondents.
- 1.7 **Appendix 5** contains complete Consultation Report.
- 1.8 **Appendix 6** outlines the key asks from residents in the Consultation and how we have addressed the strategy and implementation plan to reflect these.

2 Recommendations

- 2.1 It is recommended that Cabinet:

2.1.1 Note the Creating an Active Birmingham Strategy Consultation Findings

2.1.2 Ratify the Creating an Active Birmingham Strategy 2024 – 2034 and the Physical Activity Needs Assessment, as set out in this cover report and appended documents.

3 Background

3.1 The 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

4.1 This is a city-wide co-produced strategy with minimal cost in delivery. Any incurred costs will come from PHRFG, where needed to meet the needs of the most vulnerable demographics of the city. However, most of the work of team will involve co-production work with partners in the city to promote individual behaviour change.

5 Consultation

5.1 The PH PA Team obtained permission from cabinet in November to consult with the public from 20th of November 2023 until the 15th of January 2024. To maximise responses, the Consultation primarily tapped into three platforms – BeHeard online questionnaire, Face-to-face consultation sessions and Assisted Consultation through the Seldom Heard Voices (SHV) Project where those who are most disadvantaged when it comes to physical activity were supported to give their views on the draft strategy. These include carers, older adults, women and girls, South Asians, those with physical disability and those with learning difficulties.

5.2 321 responses (inclusive of Assisted Consultation responses) have been received from the BeHeard platform, the team has engaged with 879 citizens face-to-face at 19 libraries, 10 leisure centres, 11 community centres and 1 faith-based organisation. Four SHV providers supported 93 of the most disadvantaged demographics to complete the BeHeard questionnaire. **Appendix 6** includes all raw data from the consultation, but it does not include any demographics data to protect identify of respondents.

5.3 During the consultation process, respondents were asked to indicate interest if they would like to be part of a citizens panel that will provide advice and contribution on best approaches to implement the CABS. 127 respondents volunteered to be part of the Citizens Panel. We have informed them that we are devising a plan for continued engagement through the year to maximise their input without necessarily taking too much of their time.

5.4 The most recurring theme from the Consultation findings was in relation to inclusivity and accessibility of Physical Activity opportunities for people of all ages and all abilities. Residents also emphasised for partnerships with grassroot and community-led organisations to bridge the gap in inactivity levels across diverse groups.

- 5.4.1 Accessibility and inclusivity were important to respondents. They emphasised the importance of considering diverse needs in the Creating an Active Birmingham Strategy. The strategy should address the needs of all ages and abilities, ensuring access to resources for physical activity. Residents also highlighted the need for equitable provision for the most disadvantaged groups facing health inequalities.
- 5.4.2 Concerns were raised about practical access, such as inconvenient timing or inaccessible locations for activities. Working-age individuals may face disadvantages due to conflicting work hours, and poor public transport limits access.
- 5.4.3 Affordability is a significant theme, extending beyond access to activities. Residents worry about potential decreases in affordability due to the Council's financial challenges. Many raised they enjoy BeActive classes, and that more investment should be made into accessible classes at appropriate times.
- 5.4.4 Respondents felt safe and adequate infrastructure is crucial to making physical activity an easy choice. This encompasses safer roads, cycle paths, green spaces, and secure indoor facilities.
- 5.4.5 Residents felt it is key to have a holistic, whole-system approach to ensure Birmingham becomes an active city. Collaboration with partners is crucial, but you emphasised involving and empowering grassroot and community-led organisations, leveraging existing relationships to bridge the inactivity gap.

5.5 The full Consultation Report can be found in **Appendix 5**.

5.6 **Appendix 6** outlines the key asks from residents in the Consultation and how we have addressed the strategy and implementation plan to reflect these.

6 Risk Management

- 6.1 There are no perceived risks associated with the Creating an Active Birmingham Strategy. We will embed continuous monitoring to identify, mitigate, and manage any risks should they arise in the future.
- 6.2 The key focus on the strategy is on enabling system collaboration to promote behaviour individual change. As such, financial risk is minimal too.

7 Compliance Issues:

- 7.1 The Creating an Active Birmingham Strategy links to relevant City Council's priorities, plans, and strategies; including the Health and Wellbeing Board Strategy.

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

- 8.1 The Strategy aligns to and complements a range of local strategies and priorities such as the Creating a Bolder Healthier Birmingham 2022 – 2030 and Future City Plan.

9 Legal Implications

- 9.1 None identified.

10 Financial Implications

- 10.1 There are no financial implications on the Council's general fund resources arising from this report. Where relevant and appropriate the Public Health Grant may be used for programmes of focused work highlighted in the Creating an Active Birmingham Strategy (CABS) and Physical Activity Needs Assessment (PANA). However, most of the work of the team will involve co-production work with partners in the city to promote individual behaviour change.

11 Procurement Implications (if required)

- 11.1 None identified.

12 Human Resources Implications (if required)

- 12.1 None identified.

13 Public Sector Equality Duty

- 13.1 Equality Impact Assessment complete on the 7th of February 2024 – see **Appendix 7**.

14 Environmental and Sustainability Implications

- 14.1 None identified.

15 Appendices

- 15.1 **Appendix 1** – Creating an Active Birmingham Strategy
- 15.2 **Appendix 2** – Implementation Plan
- 15.3 **Appendix 3** – Physical Activity Needs Assessment
- 15.4 **Appendix 4** – Raw data excluding demographic information to protect identity of respondents.
- 15.5 **Appendix 5** – Creating an Active Birmingham Strategy Consultation Report
- 15.6 **Appendix 6** – 'You said, we did' summary.
- 15.7 **Appendix 7** – Equality Impact Assessment
- 15.8 **Appendix 8** – Summary Slides