

# Creating an Active Birmingham Strategy Implementation Plan

The Creating an Active Birmingham Strategy aims to set out a vision for Birmingham to be more active, across all ages and abilities. It proposes a framework for collective action working with a wide range of partners and communities to help local people to build physical activity into their everyday lives and break down the barriers which prevent individuals and communities being active every day.

The Strategy has been informed by a Physical Activity Needs Assessment (PANA) which has gathered information about the activity of people in Birmingham, taking a life course approach. Conversations with Stakeholders, review of national and international Physical Activity policy, conversations with Seldom Heard Groups, and consultation with the public have informed the five themes for the Strategy: Active People; Active Society; Active Environments; Active System; and Closing the Gap.

*Table 1. Deliverables against key priorities*

Strategy Theme	High Level Action	Key Deliverables	Organisation/Team to lead the action
<b>Active System</b> We will create a more integrated and interconnected system by strengthening our local leadership, governance, partnerships, and workforce capabilities	<b>Leadership</b>	Identify system leaders to own and drive all five priority themes.	Public Health and Theme Leads
	<b>Governance</b>	Review the Terms of Reference for CPAC Forum and align them to the aims for the Creating an Active Birmingham and Sports Strategy.  Take a Forum Report to the Health and Wellbeing Board at the end of each financial year with update on progress of	Public Health and Active City Forum Members

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		<p>delivering the Creating an Active Birmingham Strategy.</p> <p>Create a governance process that supports delivery of the Strategy e.g., subgroups for a range of implementation requirements such as data or funding.</p> <p>Create a Physical Activity Citizens Forum and ensure there is a representation on the Active City Forum to bring co-production into strategic decision making.</p>	
	<p><b>Partnerships</b></p>	<p>Develop wider partner relationships to bring in sectors not represented at the CPAC Forum currently. These community-led and grassroots organisations with immediate impact on and access to the community.</p> <p>Create greater connections with overlapping strategies like: City of Nature; Birmingham Local Plan; Walking and Cycling Strategy; and Culture Strategy. Overlapping aims and goals should be reported on at the Active City Forum.</p>	<p>Active City Forum Members</p>

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	<b>Workforce Capabilities</b>	<p>Set up a workstream to support Physical activity workforce development.</p> <p>Workforce developments consider how to best spread inclusive good practice in physical activity training activities that are developed.</p> <p>Scale up the Moving Medicine programme in Birmingham and evaluate the impact  <a href="#">Homepage - Moving Medicine</a></p>	Active City Forum Members
	<b>Monitoring and Evaluation</b>	<p>Create a Dashboard for the Forum to monitor and demonstrate impact of the Creating Active Birmingham Strategy in ensuring it is being delivered across all its five priorities.</p> <p>Use data to inform interventions, understand impact, and target resources to the places.  Establish a data group that reports to the Creating an Active City Forum.</p>	Public Health and Active City Forum members.
<b>Active People</b> We will create and promote access to opportunities taking a	<b>Children and Young People</b>	Set up a workstream that focuses on physical activity for children	Children and Families Team Educational Settings

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<p>life course approach across multiple settings to enable people to engage in regular physical activity.</p>		<p>and young people, segmented by age: Under 5 years; Primary School age; Secondary School age; and 18 – 25-year-olds</p> <p>Create a plan of engagement with educational settings, and indirectly with parents, to support physical activity in children.</p> <p>Extend Bikeability Scheme.</p>	<p>Education and Infrastructure Team Health Visiting Team Educational Settings</p>
	<p><b>Working Age Adults</b></p>	<p>Set up a physical activity workstream that focuses on working age adults.</p> <p>Engage with workplaces to increase support for employees to be physically active.</p>	<p>Public Health Workplaces</p>
	<p><b>Older Adults</b></p>	<p>Set up a physical activity workstream that focuses on older adults, with a focus on falls prevention.</p> <p>Create communications and processes which support over 65s to be active twenty minutes a day to help reverse frailty and build resilience in over 65-year-olds <i>Public Health Older People Plan</i></p>	<p>Public health, Adult Social care</p>

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<p><b>Active Society</b> We will change the narrative around physical activity across Birmingham, building insight and evidence into policy, commissioning, planning decisions and communication messages and marketing campaigns.</p>	<p><b>Policy</b></p>	<p>Bring external income to the city to support Physical Activity in Birmingham</p> <p>Physical activity in housing policy to be developed.</p>	<p>Public Health Other Birmingham City Council representatives Active City Forum Members</p>
	<p><b>Commissioning</b></p>	<p>Identify commissioning opportunities in line with gaps highlighted in PANA.</p> <p>Where possible and relevant, contracting should include specifications that support physical activity.</p>	<p>Public Health Active City Forum members</p>
	<p><b>Planning Decisions</b></p>	<p>Engagement with Planning, especially through the Local Plan Review, to agree a process in ensuring planning decisions consider Physical Activity needs</p>	<p>Public Health Planning team</p>
	<p><b>Communication Messages</b></p>	<p>Use of digital platforms that are affordable to promote access to information about physical activity in Birmingham to be escalated e.g. Birmingham Activity Finder <a href="#">Find local activities   Active</a></p>	<p>Public Health Active City Forum members</p>

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		<p><a href="#">Birmingham (activityfinder.net)</a> and 69 wards walking and cycling routes in Birmingham  <a href="#">69wards by bike or foot - ecobirmingham</a></p> <p>Create accessible and inclusive messaging and training which promote better understanding of Chief Medical Officer physical activity guidelines across the life course, using the CMO Communications framework <a href="#">UK Chief Medical Officers' physical activity guidelines communications framework - GOV.UK (www.gov.uk)</a></p> <p>Ensure physical activity messaging is part of healthy behaviours promotions such as healthy eating, mental health and stop smoking.</p>	
	<b>Marketing Campaigns</b>	Create an accessible and culturally competent health literacy-informed annual plan for physical activity campaigns in the city working with Creating an Active City Partners to get breadth of topics and scale.	Public Heath Active Birmingham Forum members

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<b>Active Environments</b> We will create and protect the places and spaces that promote and engage people of all ages to be active across the life course.	<b>Green Spaces</b>	Utilise green spaces to offer physical activity opportunities to citizens.	Public Heath City of Nature
	<b>Blue Spaces</b>	Collaborate with partners in increasing swimming skills across all ages and, where relevant and possible, abilities.	Public Heath Active Birmingham Forum members
	<b>Geographical Localities</b>	Using Public Health Profiles, map the physical activity needs for each locality in Birmingham.	Public Heath Data sub-group of Active City Forum members
	<b>Infrastructure</b>	<p>Planning for infrastructure maintenance needs to be considered as part of BCC finance review.</p> <p>Embed Physical activity needs in infrastructure development.</p> <p>Embed Physical Activity needs in housing policies.</p> <p>Utilise the road and byways assets to increase physical activity e.g., walking and cycling strategy.</p> <p>Development of robust Travel Plans across the City</p>	<p>Public Heath            Other BCC departments</p> <p>Public Health, Transport Planning and Active City Forum organisations</p>

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	<b>Workplaces</b>	<p>Develop the potential of workplaces to reduce inactivity by setting up a workstream.</p> <p>Increase the physical activity of health professionals.</p> <p>Promote Thrive at Work Scheme</p> <p>Promote Cycle2Work schemes.</p>	<p>Public Health Thrive at Work Team Relevant BCC departments Workplaces</p>
	<b>Art, Culture and Heritage</b>	<p>Culture Strategy to be informed by physical activity to help people get active by default using interesting means to engage individuals.</p>	<p>Public Health Culture Team</p>
<p><b>Closing the Gap</b> Continue 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</p>	<b>Focus on most inactive groups</b>	<p>Increase the opportunities for people living with learning disabilities to be physically active and/or participate in sport in the community. <i>Learning Disability Deep Dive</i></p>	<p>Children's trust Public Health Adult Social care Active City Forum members</p>
		<p>Set up a physical activity workstream that reviews and focuses on disability/impairment.</p>	<p>Public Health</p>



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	<b>Focus on Locations in the city that are most Inactive</b>		
		Set up a physical activity workstream that focuses on mental ill health, including elements about how to support those with Severe Mental Illness (SMI) or dual diagnosis to be active.	Public Health
		Ensure all physical activity workstreams consider how they can close the gap between the most active and the least active.	Active City Forum members
		Use data about deprivation to identify where resource allocation is best applied.	Active City Forum members
		Regularly carry out and review insights in groups with the highest levels of inactivity and apply the learning.	Public Health Active City Forum members
	<b>Co-production Plan</b>	Create a co-production plan that has a strong representation from groups with the highest levels of inactivity.	Active City Forum members
	<b>Innovation</b>	Interventions and workstreams should be innovative to maximise reach and impact in order to have better return on investment.	Active City Forum members

