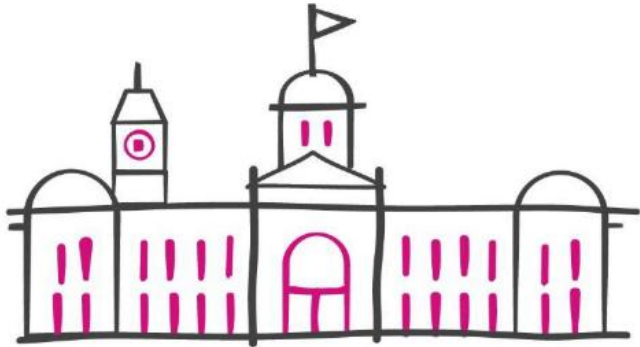


Creating an Active Birmingham Strategy 2024-2034

Consultation Findings & Ratification

Physical Activity Team
March 2024



 **RESET**

 **RESHAPE**

 **RESTART**

Papers

Cover Notes

- HWB Report

Appendices

- 1.Stakeholder Engagement in Creating an Active Birmingham Strategy Development
- 2.Creating an Active Birmingham Strategy
- 3.Implementation Plan
- 4.Physical Activity Needs Assessment – Executive Summary
- 5.Physical Activity Needs Assessment
- 6.Raw data excluding demographic information to protect identity of respondents.
- 7.Creating an Active Birmingham Strategy Consultation Report
- 8.'You said, we did' summary
- 9.Equality Impact Assessment
- 10.Legal Sign-off
- 11.Finance Sign-off
- 12.Procurement Sign-off
- 13.HR Sign-off



How active is Birmingham?

Birmingham adults – 481,400 (55%) of all adults (16 years +) living in Birmingham are active (at least 30 mins activity per day)

Birmingham children – 71,800 (42%) of children & young people (5-16 years) living in Birmingham are active (at 60 mins activity per day)

What are the inequalities within Birmingham?

Underrepresented groups

Inequalities in PA exist across several underrepresented groups

People living with a disability or long-term condition are a third more likely to be inactive compared to people without (44% v 28%).

People from an Asian (excl. Chinese) background are nearly twice as likely to be inactive compared to a white British background (43.1% compared to 26.5%)

Deprivation

Physical inactivity is strongly linked to deprivation

People from lower socio-economic groups (SEG) are more inactive than those from higher SEG

The proportion of adults living in IMD1 who are inactive is nearly double (39%) those living in IMD 10 (21%)

Age

You are more likely to be inactive if you are a younger or older person living in the city

Children and young people – 2 in 5 (38%) children & young people living in Birmingham are inactive

Older people - 2 in 5 (39%) of older adults (aged 55 and above) are inactive

Gender

Women and girls are more likely to be inactive

Overall, 1 in 3 (35%) women are inactive compared to 1 in 4 (28%) of men

Only 1 in 3 (35%) girls are meeting the CMO guidelines for PA compared to nearly 1 in 2 (47%) boys



Priorities



Active People

Recognise the role of play and culture to increase children's and adults' physical activity



Closing the Gap

Tackle Inequalities in activity by focusing on the groups with the highest level of inactivity



Active System

Improve workforce knowledge of the benefits of physical activity and how to have the conversations



Active Society

Ensure Birmingham City Council and NHS funding supports physical activity



Active Environment

Increase the number of people participating in active travel



Creating an Active Birmingham Strategy Metrics - 2030

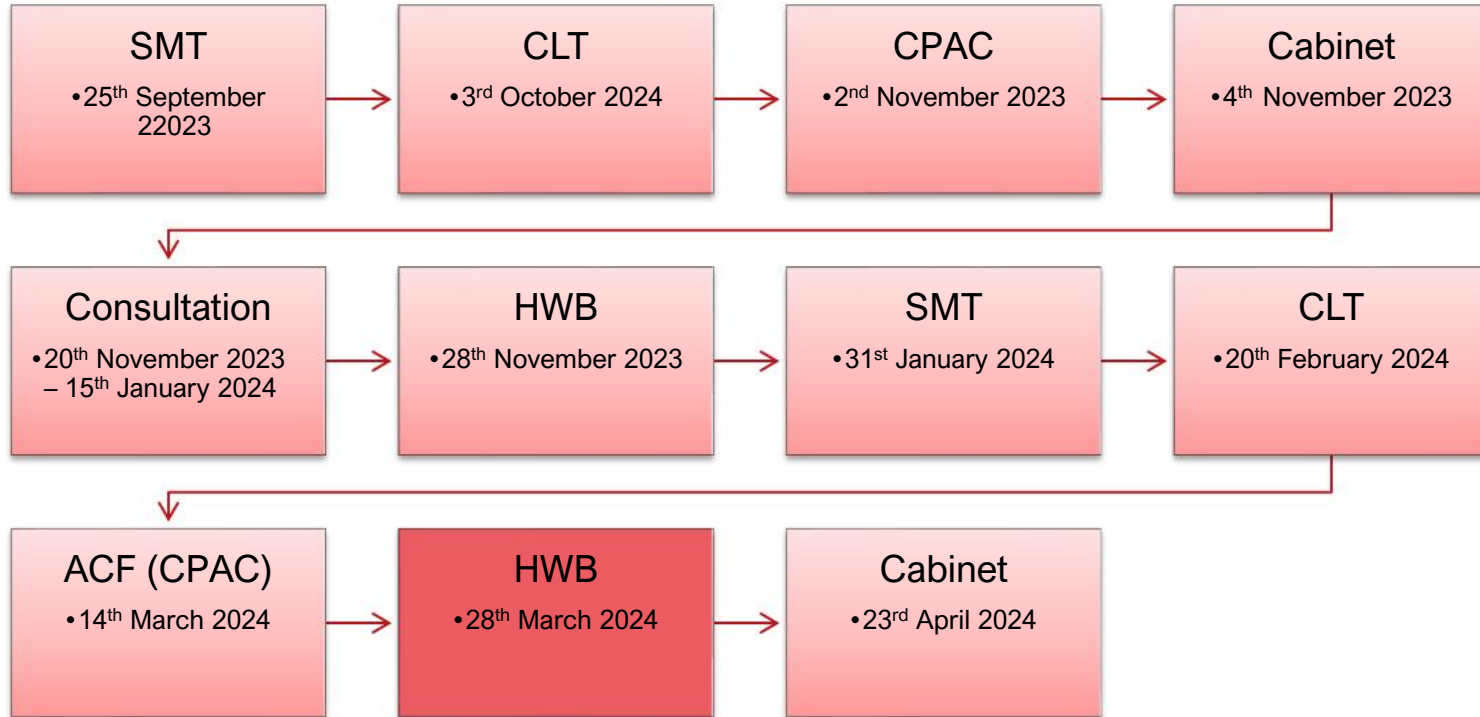
Reduce	Increase	Increase	Increase	Reduce	Reduce
Reduce the percentage (%) of adults who are physically inactive (25%) to 20%	Increase the percentage (%) of adults walking (17.7%) for travel at least three days a week to 25%	Increase the percentage (%) of adults cycling (2%) for travel at least three days a week to 4%	Increase the percentage (%) of physically active children and young people (41.6%) to the national average (47.2%)	Reduce the inactivity gap (20%) between those living with disabilities and long-term health conditions and those without to 10%	Reduce the inactivity gap between minority ethnic communities (Asian not including Chinese – 38%, Black – 35%) and white ethnicity (29%) by 50%



Strategy Development



Governance



Consultation

BeHeard Questionnaire

321 responses

Face to face Consultation Sessions

41 events; 879 conversations

Assisted Consultation

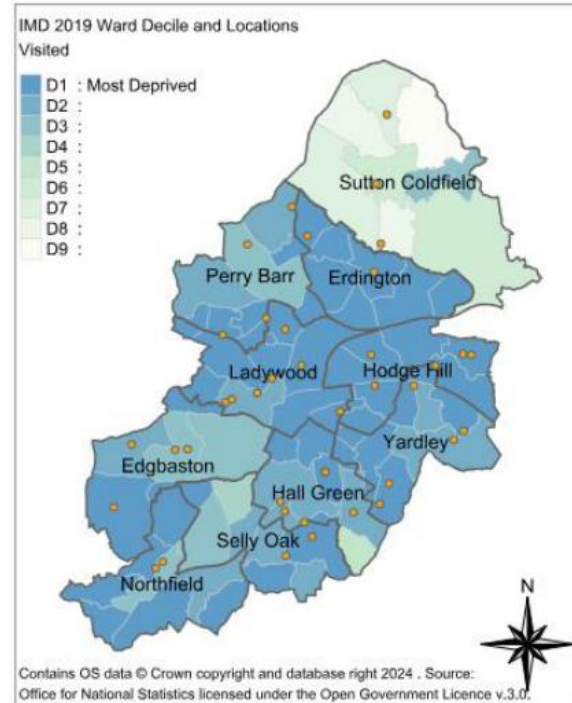
(Seldom Heard Voices)

4 SHV providers; 92 BeHeard
responses

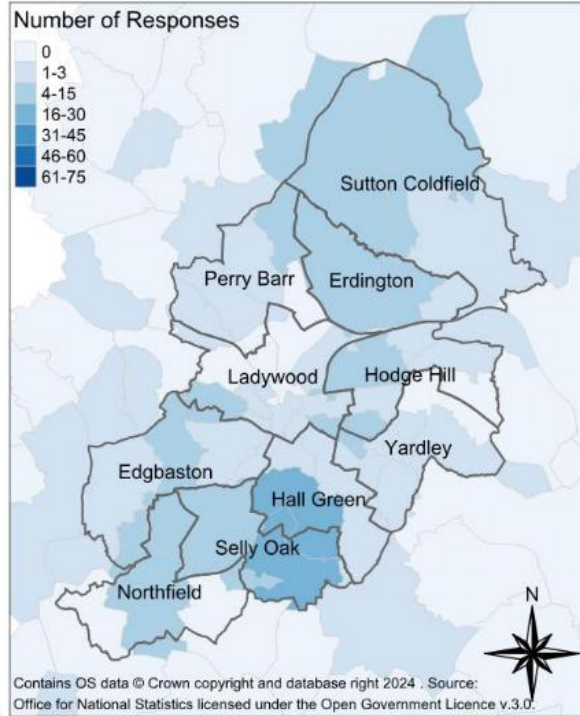
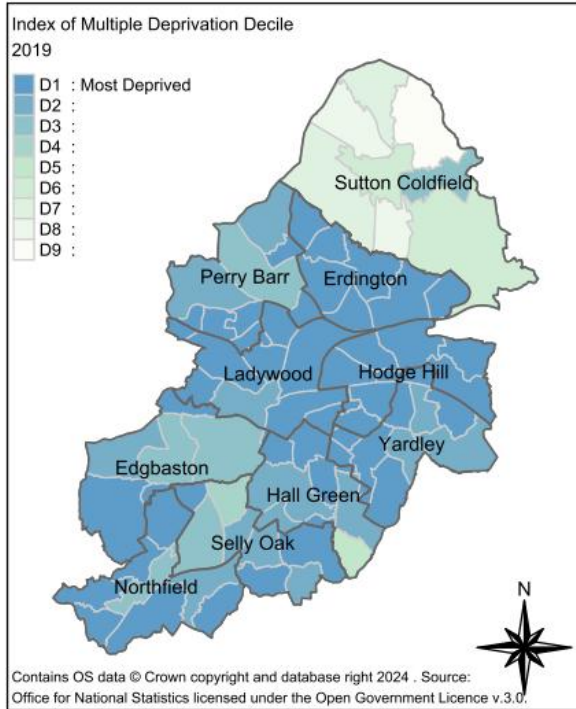


Face to face Consultation

- 41 Consultation Sessions
 - 19 libraries,
 - 10 leisure centres
 - 11 community centres
 - 1 faith-based organisation
- 879 Conversations



BeHeard



- 321 Responses
 - 92 from SHV



Main Findings

Accessibility

Inclusivity

Affordability

Whole-System approach

Concerns on delivery



You said...

We did...

<p>The Strategy should be clearer with accessible and simple English.</p>	<p>We have reviewed the strategy and ensured the language used is accessible. We have gone beyond and reviewed our use of language across our physical activity work. We have recently changed the name of our physical activity forum from 'Creating an Active City Forum' to just 'Active City Forum.' This way it is streamlined and clear. We intend to use clear and accessible English in all aspects of our work.</p> <p>We have clarified our targets to make it easier to measure the impact of the strategy.</p>
<p>Inclusivity and accessibility were important to you. You said that strategy should consider the diverse needs of residents of Birmingham, ensuring accessibility for all ages and abilities with a key focus on disadvantaged groups who are the least active in Birmingham. Some of those groups are those living in disadvantaged areas, older adults, individuals with disabilities (learning, sensory and physical) and South Asians, especially women.</p>	<p>This is an important point which also came through when we spoke to organisations who work with the most deprived communities. We, therefore, from the beginning of the strategy, changed the way we talked about opportunities and reinforced that we intend on ensuring opportunities are equitable and accessible and takes cultural needs into consideration. We changed our language to explicitly mention that we will use data and evidence to identify areas of needs where we will focus.</p>
<p>You expressed concerns about practical access to physical activity, including timing and location. Working-age individuals feel disadvantaged due to conflicting activity hours, and poor public transport limits accessibility.</p>	<p>As part of our Wellbeing Service in making physical activity accessible and affordable, we will continue to improve our BeActive offer based on evidence available.</p>
<p>Being physical active should be affordable. You suggested making physical activities more financially accessible.</p>	<p>Recognising affordability as a barrier to being physically active, we ensured our Vision and Priorities considered this. Our focus is to make being physically active an easy choice. Hence why, we will continue to review and evaluate our programme and services to ensure they are relevant, equitable, accessible and affordable.</p>
<p>It is important to have adequate infrastructure, including safer roads, cycle paths, green spaces, and overall city safety. You emphasised the need for safe and well-maintained leisure centres and indoor spaces.</p>	<p>This has come out really clear in the consultation. Therefore, for 'Active Environments' priority, we have highlighted our existing action of working to ensure there are local, safe, affordable and attractive spaces to be physically active in.</p>
<p>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 grassroots and community-led organisations, leveraging existing relationships to bridge the inactivity gap.</p>	<p>We have revised how we will deliver our 'Active Systems' priority by making it clear that the partners we intend to engage are not just traditional partners we have worked with. We will work with grassroot and community-led organisations. We have already started this through the Seldom Heard Voices project, and we are ensuring that the Active City Forum has those representations.</p>
<p>You have concerns about the Council's ability to deliver the ambitious strategy due to financial challenges. You worry whether the Council will have the necessary resources to support and implement the Creating an Active Birmingham Strategy.</p>	<p>The Creating an Active Birmingham strategy is a co-produced strategy and is owned by the city rather than just the Council. We will harness existing relationships to ensure the strategy is delivered.</p>
<p>You mentioned you want to be involved in designing services for you.</p>	<p>We created a Citizens Panel with over 100 members from the community who we will consult regularly to obtain views and suggestions when designing programmes of work.</p>



Citizens Panel

Throughout the Consultation, respondents were asked if they wish to be part of a citizens panel.

- Provide continuous perspectives on the implementation of the CABS
- 127 Respondents opted to support the team in deliverable the strategy.



Thank you.

