

	<u>Agenda Item: 11</u>
Report to:	Birmingham Health & Wellbeing Board
Date:	28th March 2024
TITLE:	Creating an Active Birmingham Strategy – Consultation Findings
Organisation	Birmingham City Council
Presenting Officer	Humera Sultan / Ibrahim Subdurally-Plon

Report Type:	Discussion and Approval
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1. Purpose:
<p>1.1. To present the findings of the Creating an Active Birmingham Strategy (CABS) consultation and the Final strategy</p> <p>1.2. To advise Health and Wellbeing Board members about the intention to seek Cabinet’s ratification</p>

2. Implications (tick all that apply):		
Creating a Bolder, Healthier, City (2022-2030) – Strategic Priorities	Closing the Gap (Inequalities)	
	Theme 1: Healthy and Affordable Food	
	Theme 2: Mental Wellness and Balance	
	Theme 3: Active at Every Age and Ability	✓
	Theme 4: Contributing to a Green and Sustainable Future	
	Theme 5: Protect and Detect	
	Getting the Best Start in Life	
	Living, Working and Learning Well	
	Ageing and Dying Well	
	Joint Strategic Needs Assessment	

3. Recommendation

3.1. Board members to note the CABS Consultation Findings

3.2. Board members to support the Final Strategy and Implementation Plan

4. Report Body

4.1. Co-produced with city partners, the Public Health (PH) Physical Activity (PA) team has developed the 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 has also been conducted to ensure the strategy has a strong evidence base.

4.2. CABS can be found in Appendix 1; Implementation Plan can be found in Appendix 2; PANA can be found in Appendices 3.

4.3. 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.

4.4. 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:

4.5. Reduce the percentage (%) of adults who are physically inactive (25%) to 20% by 2030

4.6. Increase the percentage (%) of adults walking (17.7%) for travel at least three days a week to 25% by 2030

4.7. Increase the percentage (%) of adults cycling (2%) for travel at least three days a week to 4% by 2030

4.8. Increase the percentage (%) of physically active children and young people (41.6%) to the national average (47.2%) by 2030

4.9. Reduce the inactivity gap (20%) between those living with disabilities and long-term health conditions and those without to 10% by 2030

4.10. Reduce the inactivity gap between minority ethnic communities (Asian not including Chinese – 38%, Black – 35%) and white ethnicity (29%) by 50% by 2030.

4.11. 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.

4.12. 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.

- 4.13. 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.
- 4.14. 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.
- 4.15. The full Consultation Report can be found in Appendix 4.
- 4.16. 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 grassroots and community-led organisations to bridge the gap in inactivity levels across diverse groups.
- 4.17. 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.
- 4.18. 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.
- 4.19. 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.
- 4.20. 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.
- 4.21. 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 residents emphasised involving and empowering grassroots and community-led organisations, leveraging existing relationships to bridge the inactivity gap.
- 4.22. Appendix 5 outlines the key asks from residents in the Consultation and how we have addressed the strategy and implementation plan to reflect these.

4.23. Equality Impact Assessment complete on the 7th of February 2024. Approval pending.

5. Compliance Issues

5.1. HWBB Forum Responsibility and Board Update

The Active City forum (ACF) is a sub-forum of the Health and Wellbeing Board, a statutory body created under the Health and Care Act 2012. The ACF will manage delivery of the CABS.

5.2. Management Responsibility

Dr Justin Varney, Director of Public Health, BCC
 Humera Sultan, Consultant in Public Health, BCC
 Dr Mary Orhewere, Assistant Director, Public Health, BCC
 Ibrahim Subdurally-Plon, Service Lead, Physical Activity, Public Health, BCC

5.3. Finance Implications

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.

5.4. Legal Implications

None identified.

5.5. Equalities Implications (Public Sector Equality Duty)

Equality Impact Assessment complete on the 7th of February 2024. Approval pending.

6. Risk Analysis

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.

6. Appendices

Appendix 1 – Creating an Active Birmingham Strategy

Appendix 2 – Implementation Plan

Appendix 3 – Physical Activity Needs Assessment

Appendix 4 – Creating an Active Birmingham Strategy Consultation Report

Appendix 5 – ‘You said, we did’ summary

Appendix 6 – Summary Slides

The following people have been involved in the preparation of this board paper:
Ibrahim Subdurally-Plon, Service Lead, Physical Activity, Public Health, Birmingham City Council