



# Creating an Active Birmingham Strategy Consultation Plan

Health and Wellbeing Board Meeting  
28th November 2023

**Justin Varney**  
Director of Public Health

**A BOLDER HEALTHIER BIRMINGHAM**

# Setting the Scene

## Physical activity

Active living

Active travel

Active recreation

Active sport

Schools

Homes

Workplaces

Utility transport

Active Play

Dance

Walking

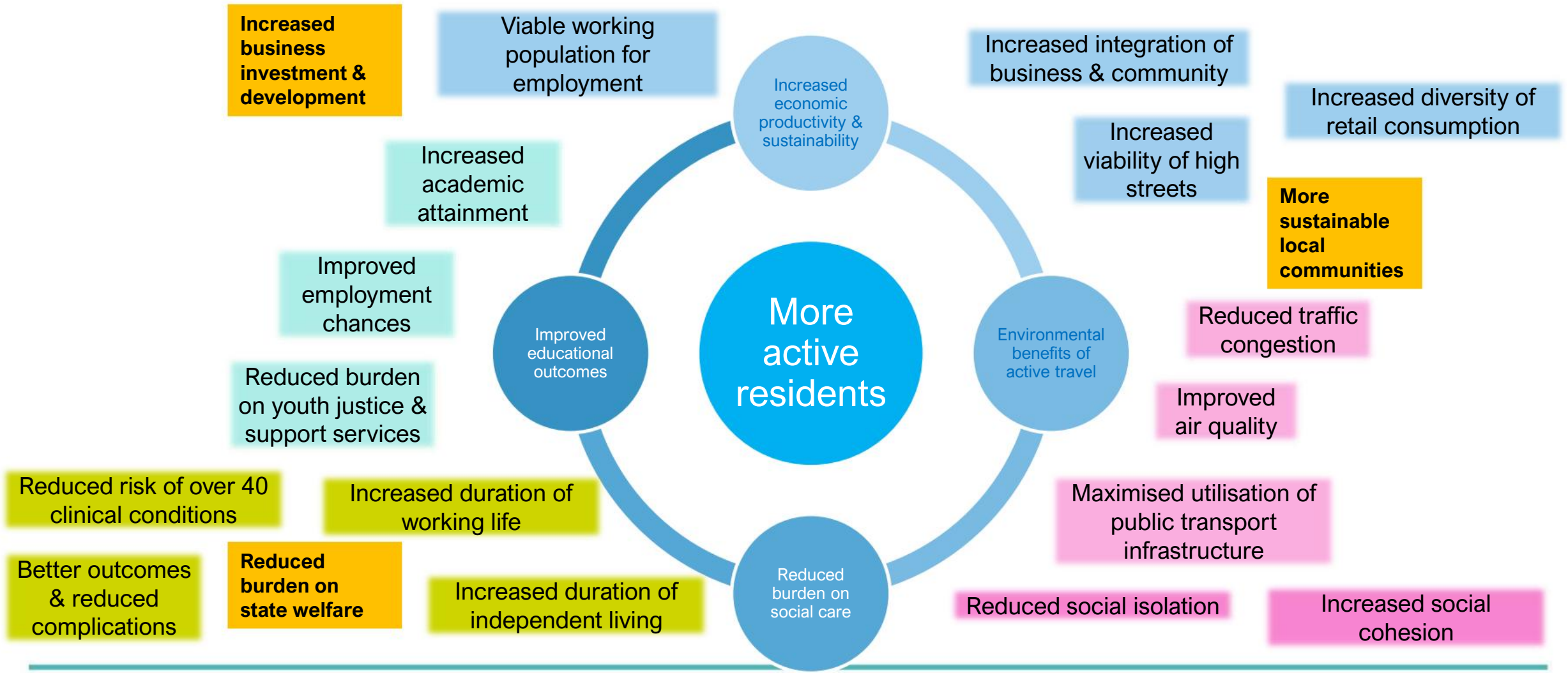
Cycling

Informal sport

Organised sport

Important at every age and ability across the life-course

# How does a more active population benefit the city?



# Creating an Active Birmingham Strategy



# What are we consulting on?

**We want the public's views on:**

**The vision** for the Creating an Active Birmingham Strategy

**The Principles** of how partners will work collaboratively to deliver ambitions for the city

**The Priorities** for the Strategy

What should go into an **Implementation Plan for Change**





# Consultation Plan

- Online information and Questionnaire via BeHeard
- Physical Activity Team attend face to face events and locations in Birmingham
- Interviews with groups of particular interest. Focusing on those who are least active, less likely to engage with digital, do not have English as a first language

# Recommendations from the Report

- Board members to note that Birmingham City Council Cabinet have given approval to consult on the Creating an Active City Strategy.
- Board members to review the consultation plan and understand its scope and timescales.
- Board members consider how they can support the consultation plan, with particular focus on accessing Seldom Heard Voices.

# Requests of Board Members

- Details of any public facing events during the consultation phase 20<sup>th</sup> November and 15<sup>th</sup> January
- Support to access the following groups: over 65s, LGBTQ+, Children and Young People, non English speaking communities, those with disability/impairment
- Dissemination of consultation information

