

	<b><u>Agenda Item: 11</u></b>
<b>Report to:</b>	<b>Birmingham Health &amp; Wellbeing Board</b>
<b>Date:</b>	<b>28 November 2023</b>
<b>TITLE:</b>	<b>CREATING AN ACTIVE BIRMINGHAM STRATEGY CONSULTATION PLAN</b>
<b>Organisation</b>	<b>Birmingham City Council</b>
<b>Presenting Officer</b>	<b>Humera Sultan</b>

<b>Report Type:</b>	<b>Discussion</b>
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<b>1. Purpose:</b>
1.1. To inform Health and Wellbeing Board members about the consultation plan with the public on the Draft Creating an Active Birmingham Strategy.

<b>2. Implications (tick all that apply):</b>		
Creating a Bolder, Healthier, City (2022-2030) – Strategic Priorities	Closing the Gap (Inequalities)	X
	Theme 1: Healthy and Affordable Food	
	Theme 2: Mental Wellness and Balance	
	Theme 3: Active at Every Age and Ability	X
	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		

<b>3. Recommendations</b>
3.1. Board members to note that Birmingham City Council Cabinet have given approval to consult on the Creating an Active City Strategy.
3.2. To review the consultation plan and understand its scope and timescales.

- 3.3. To consider how Board members could support the consultation plan, with particular focus on accessing Seldom Heard Voices.

#### **4. Report Body**

##### **Background**

- 4.1. The Creating an Active Birmingham Strategy (previously known as the Physical Activity Strategy) aims to set out a vision for Birmingham to be more active. 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.
- 4.2. From autumn 2022 until to date, a Physical Needs Assessment has been gathering information about the activity of the people in Birmingham, taking a life course approach. The findings of the Needs Assessment have been assimilated to inform the Strategy.
- 4.3. A review of national and international policy and research about physical activity, and engagement with stakeholders and seldom heard voices has also been undertaken and the summary of this with recommendations from the Needs Assessment have led to the development of: a draft vision for the strategy; a set of principles by which partners will work; and a set of five priorities (See **Appendix 1** for further details).
- 4.4. A report requesting permission to consult with the public on the draft Creating an Active Birmingham Strategy will be going to Cabinet on the 14<sup>th</sup> November 2023.
- 4.5. Members of the public, service providers and stakeholders will be asked for their thoughts about: the draft vision, priorities and principles and what needs to be included in plans to implement change.
- 4.6. Active People; Active Society; Active Environments; and Closing the Gap are the five emerging Themes for the Creating an Active City Strategy. These aim to tackle inactivity in Birmingham at many different points. **Appendix 1** gives an overview for each priority.

##### Consultation Plan

- 4.7. The consultation phase will start on the 20<sup>th</sup> November and will run for 7 weeks, ending on the 15<sup>th</sup> January 2024 and aims to ensure that as many communities and citizens in Birmingham can bring their voice to inform how the strategy will be finalised and then implemented.
- 4.8. A Questionnaire about the Strategy (see **Appendix 2**) will be hosted on the Birmingham City Council BeHeard site and individuals will be directed to this location to complete an online survey.
- 4.9. As not all individuals and communities are able to engage with digital communications, members of the Public Health Physical Activity team will be attending venues like libraries, community centres, mosques and other religious

venues, school forums and community service locations to have face to face conversations across the city talking directly to the public.

- 4.10. **Appendix 3** sets out in further detail the methods to be used for consultation which include a press release, posts on Birmingham City Council website, use of social media account Healthy Brum, attendance at Community and stakeholder meetings, and Ward Forums.
- 4.11. Some Seldom Heard Groups may require additional support to participate in the consultation and we will be working with key partners to complete Interviews about the Strategy will individuals less confident about communicating their comments.
- 4.12. The consultation phase will be launched with a press release On the 20<sup>th</sup> November and the Be Heard platform will go live at the same time.

## **5 Compliance Issues**

### **5.1 HWBB Forum Responsibility and Board Update**

The Creating an Active City Forum will support the consultation and development of the Strategy Plan for Action.

### **5.2 Management Responsibility**

Dr Justin Varney, Director of Public Health, Birmingham City Council  
 Humera Sultan, Consultant in Public Health, Birmingham City Council  
 Mary Orhewere, Assistant Director, Public Health, BCC  
 Lynda Bradford, Interim Service Lead, Physical Activity, Public Health, BCC  
 Ibrahim Subdurally-Plon, Permanent Service Lead, Physical Activity, Public Health, BCC

## **6. Risk Analysis**

<b>Identified Risk</b>	<b>Likelihood</b>	<b>Impact</b>	<b>Actions to Manage Risk</b>
Lack of resident and partner engagement in the consultation	Low	Medium	The draft Strategy has been co-produced with partners and received support from many organisations prior to consultation.  A comprehensive public consultation plan hopes to mitigate this risk
Council's current financial situation may pose a challenge in using	High	Low	The consultation plan has been revised to propose alternative non-paid advertising. Utilising existing

paid means of advertisings.			partnership and online communication routes
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**Appendices**

**Appendix 1** - Draft Creating an Active Birmingham Strategy

**Appendix 2** - Creating an Active Birmingham Strategy Consultation Questionnaire

**Appendix 3** - Creating an Active Birmingham Strategy Consultation Plan

**Appendix 4** - Creating an Active Birmingham Strategy Consultation – Presentation

The following people have been involved in the preparation of this board paper:

Lynda Bradford, Interim Service Lead, Physical Activity, Public Health, Birmingham City Council