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**CROSS SECTOR COLLABORATION
ON PHYSICAL ACTIVITY- CHANGING
BEHAVIOUR AT A CITY LEVEL....**

Birmingham.... Background to the challenge

- 1.1 million people in the city
- 408,000 Birmingham citizens live in the top 10% most deprived in England
- Large health inequalities directly linked to poverty in the city
- Austerity means reduction in role of public services, including health
- Over 80% of the population are inactive in the city



Health benefits of physical activity

- Emerging evidence of physical and mental health benefits
- Prevention of a number of key lifestyle illnesses including diabetes, cancers and other causes of early mortality
- Reduction in premature death and premature ageing
- Combats stress
- Can help tackle social isolation



What are the barriers that stop people being more active?



Not being able to afford the cost of attending the activity

Not having the kit for the activity, or
the money to buy it....



Social distance.... Not seeing people
like me doing the activity



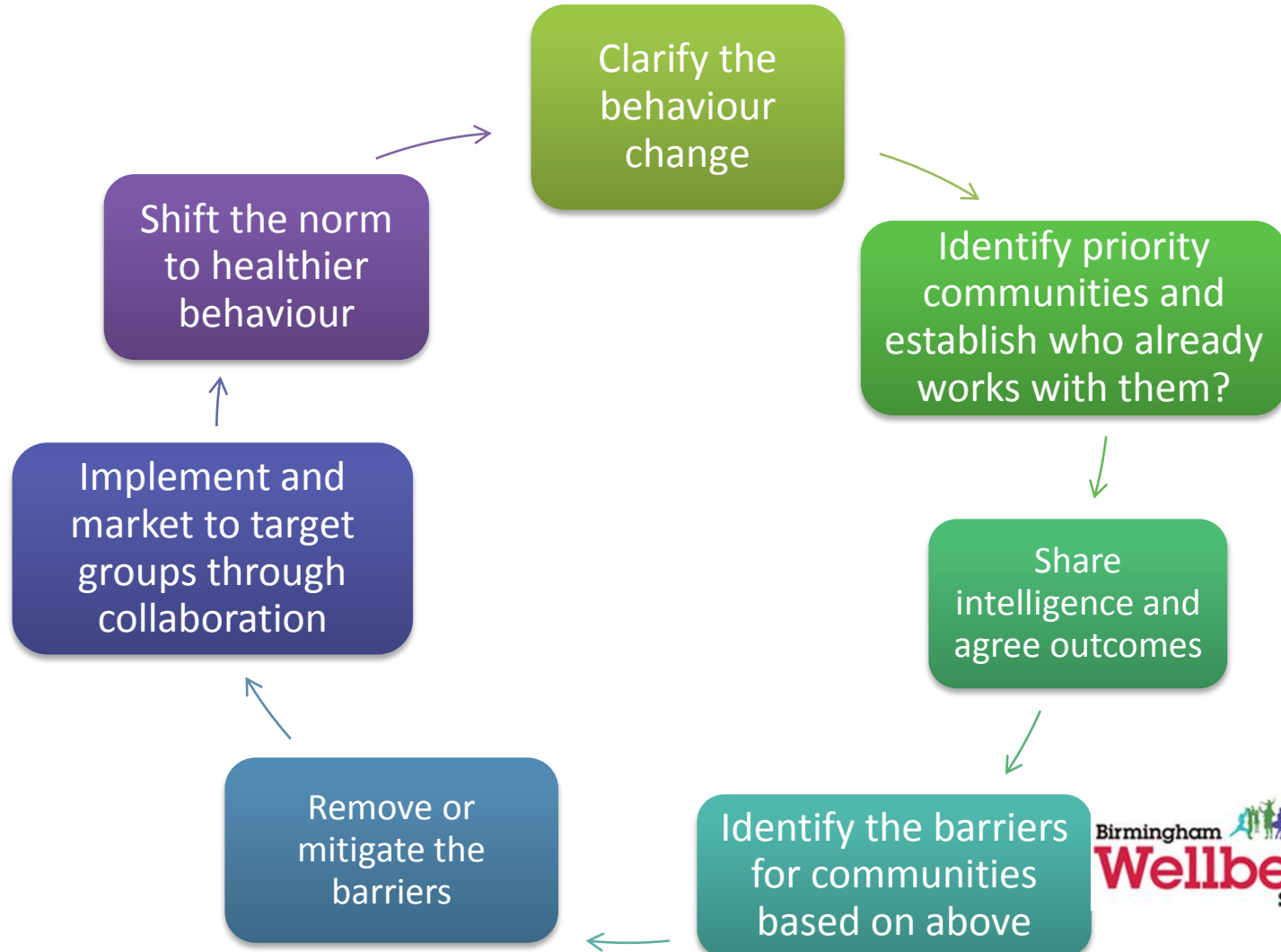
Geographical distance- not near
enough to me....



Not having the right venues for the activities ...



Health theory of behaviour change.... 'the Birmingham model'



What has that meant in practice... removing cost

- Be active-
 - Free physical activity in leisure centres and community settings for 1.1 million people
 - Gym, swimming, and fitness classes...
 - 440,000 people now on the scheme



Who have we worked with?

Be Active



- Customers
- Age Concern
- Cancer Research
- GPs
- Third Sector organisations
- Volunteers
- LGBT
- Academic institutes
- Community Groups



**1 IN 3 PEOPLE IN BIRMINGHAM
ARE PART OF BE ACTIVE, ARE YOU?**

Over 300,000 people in Birmingham have now signed up to the 'Be active' scheme, all enjoying FREE swimming, gym and exercise classes.

For full details of the offer visit your local leisure facility, or log on to:
www.birmingham.gov.uk/beactive

From April 2011 Be active will be changing to become more flexible, with each leisure facility offering a range of benefits based on the services they provide.



NHS Birmingham City Council

What has that meant in practice...

‘people like me and places I live in or go’

- Active parks:

- Over 70 parks identified in priority communities
- Range of fun free activities based on need of each park
- Delivered by volunteers and paid staff
- Received sponsorship from Coca Cola as ‘Parklives’



- Active streets:



- New this year
- Closing streets to traffic for play and physical activity
- Coordinated by local residents
- Bringing in national governing bodies of sport too



Who have we worked with?

Active Parks & Active Streets



- Communities
- Friends of Parks groups
- Sport deliverers
- Park rangers
- Saheli
- Resident groups
- Schools
- Residents



What has it meant in practice... giving people the tools

- Big Birmingham Bikes
 - 5000 free bikes to people in the poorest parts of the city
 - must use the bike once a week for first 6 months to keep it
 - GPS tracking, real time data
 - Learn to ride training provided free
 - Bike maintenance provided free



Who have we worked with?



Big Birmingham Bikes

- St Basils
- Bike shops
- LGBT
- Cycling community
- Centro
- Jericho
- Transportation
- Eco Centre
- Department for Transport
- Volunteers
- Communities
- Schools
- Third Sector organisations
- Sustrans

Building an evidence base...

- Universally free but targeted to those who need it the most
- Clear target groups- monitored regularly
- Who comes and what do they do
- Capturing data to show baseline and improvement

.....evidence of behaviour change, especially in BME communities

Outcomes...

- £1 spend = £21.70 benefits (mainly health)
- 167,000 sessions attended last quarter across the Wellbeing Service
- Active People survey has seen an increase year on year against trend nationally
- Over representation of key communities participating in the offer
- Evidence of a social movement gathering

Strategic objectives
(Community Cohesion /
Health etc)



Delivery Vehicle
(Activity)



Trusted Source
(Saheli)



Co-creation



THIS
GIRL
CAN

We've changed lives....

