	Agenda Item: 11
Report to:	**Birmingham Health and Wellbeing Board**
Date:	**22nd May 2025**
TITLE:	**Birmingham Active City Partnership – Update for the Health and Wellbeing Board**
Organisation	**Birmingham City Council**
Presenting Officer	**Ibrahim Subdurally-Plon**

Report Type:	Information

1. Purpose:

1.1. This report provides an overview of the Birmingham Active City Partnership's (ACP) activity and impact between April 2024 and April 2025 and sets out key intentions for the year ahead (May 2025 – April 2026) in reducing physical inactivity levels and increasing physical activity levels.

1.2. It outlines key achievements, governance developments, ongoing collaborative work, and forward plans in line with the Creating an Active Birmingham Strategy (2024–2034), aiming to address high levels of physical inactivity across the city.

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. Commissioner's Review:
This section needs to be completed for all reports. If this report has been submitted by Birmingham City Council, this section will be completed by the Commissioners. If this report has been submitted by another organisation, please use the template wording set out at 2.2. *3.1. Commissioners have no observations on the report.*

4. Recommendation
4.1. Note the progress made by the ACP in contributing towards the Health and Wellbeing Board's (HWBB) ensuring everyone in Birmingham is *Active at Every Age and Ability.* 4.2. Endorse the methodology for monitoring and reporting against the Creating an Active Birmingham Strategy to support evidence-led decisions on physical activity. 4.3. Support the imminent submission of the collaborative Sport England Deepening Bid, led by the ACP Task & Finish group. 4.4. Recognise the Locality Active Partnership (LAP) model as a means of operationalising the CAB strategy at a sub-city level. 4.5. Promote and advocate for the Active Birmingham Activity Finder (ABAF) as a citywide mechanism for enabling equitable access to physical activity opportunities.

BIRMINGHAM HEALTH AND WELLBEING BOARD

5. Report Body

Background and Governance

5.1. The ACP is managed by the Public Health (PH) Division, funded through the PH Ring-fenced grant. It continues to serve as a platform for collaboration among strategic partners across various sectors and organisations, fostering cross-sector commitment and accountability in reducing inactivity.

5.2. The ACP is comprised of partners, including council departments, other institutional stakeholders such as the West Midlands Combined Authority (WMCA), key local Sport and Physical Activity (S&PA) organisations and representatives from the third sector.

5.3. The Partnership is significant from a PH perspective because it allows the Health and Wellbeing Board (HWBB) to have delegated oversight over physical activity (PA) work in Birmingham. This allows the HWBB to ensure that delivery under the 'Active at Every Age and Ability' theme of the Bolder, Healthier Strategy is coordinated across the city.

5.4. In line with the HWBB refresh,

1. The ACP meets quarterly and in person.
2. Mike Chamberlain, CEO of Sport Birmingham, has been appointed as co-chair of the ACP following an Expression of Interest process.
3. The annual Terms of Reference (ToR) review has been conducted and will be finalised with standardised wording about the new HWBB refresh amendments.

5.5. In addition, two face-to-face workshops were held, focusing on the following important work streams:

1. ACP data dashboard – The structure of the data dashboard was agreed, and a PA intervention audit for partners to upload data on an annual basis using a standardised template was co-designed. This will allow for consistent and continual evidence of the impact of the work through the ACP, i.e. change in PA levels at city and sub-city level.
2. ACP influence in Planning processes – In this workshop, participants were assisted in understanding the practical ways planning can be influenced to improve S&PA. The workshop highlighted the current extent of PH's involvement in planning, and recognised the importance of a more coordinated response to planning applications from the ACP. It involved significant collaboration with the PH Built & Natural Environment team, as well as involving colleagues in Planning and Transport, and represents the first of many ACP workshops which will bring in other PH teams and colleagues across the Council to look at how the CAB Strategy crosses over with their work. This has allowed for a strengthened relationship with Planning colleagues and clear opportunities of influence to maximise PA levels.

Coordination and System Change

5.6. To better engage with members following meetings, a new streamlined methodology for engagement has been introduced. This has resulted in improved engagement and collaboration, with more feedback on items being submitted and better response rates for governance queries.

5.7. In addition to ad-hoc items, each meeting has three standing agenda items:

1. A 'Deep Dive' topic consisting of a rapid review of evidence and papers from partners with relevant local experience. The purpose of the “deep dives” is to align with the CAB Strategy sub-priorities and highlight best practice using case studies and research to ensure that partners work together as a system to achieve the relevant priority.
2. The monitoring of the CAB Strategy
3. The progress on the emerging Sports Strategy.

These standing items ensure that all partners in the ACP have a shared understanding of relevant developments in the field, both in terms of the science of behaviour change regarding PA and in terms of key local projects and workstreams.

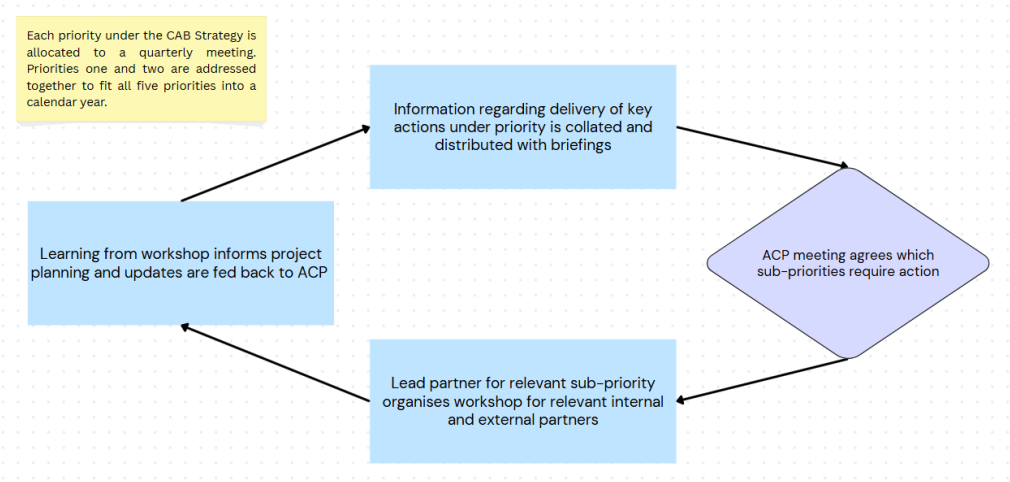
Creating an Active Birmingham Strategy 2024 – 2034 Delivery Monitoring

5.8. The CAB Strategy has been developed in partnership with stakeholders, extensive and comprehensive public consultation and underpinned by evidence. It is key, therefore, that every aspect of it is delivered to better respond to physical inactivity in Birmingham.

5.9. To better evidence its delivery, an auditable monitoring methodology has been developed. This is done through its five key priorities:

1. Active System
2. Active People
3. Active Society
4. Active Environments
5. Closing the Gap

5.10. The following flowchart provides a visual overview of the process. The process allows for better oversight of what is known to be delivered, the gaps and concrete actions ACP members can take to address them.



5.11. Following the monitoring of the 'Active Systems' and 'Active People' priorities at the March ACP, the following gaps have been identified, which will be addressed through a workshop with relevant ACP partners and other relevant external organisations:

1. PA workforce development
2. Development of a system model for travel plans
3. PA and Children and Young People
4. PA and Older Adults

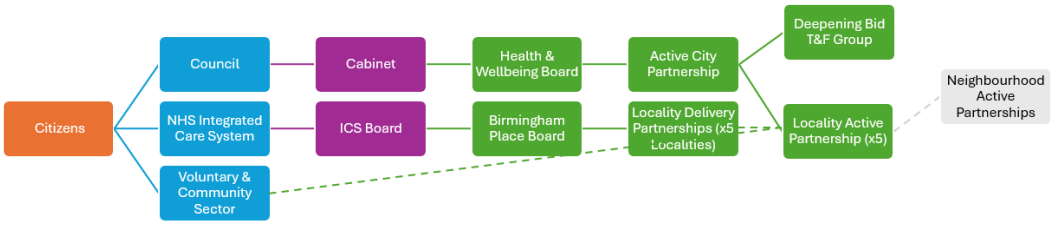
These workshops will develop the PA team's collaboration with relevant teams both within PH and across the Council in line with the aims set out in the CAB Strategy and evolve closer links between the ACP and other partnerships such as the Ageing Well Partnership.

5.12. To support and complement this process, a data dashboard is being created by the City Observatory to map PA rates and interventions at city and sub-city levels.

Key Achievements and Impact (April 2024 – April 2025)

Locality Active Partnerships

5.13. The ACP recognises the need to improve its capability to understand and meet the differing needs of local communities within Birmingham and bridge the gap between the city-wide approach and the micro-community. Additionally, addressing inactivity in communities of identity and communities of experience is more effectively considered at a neighbourhood level than at a city level. The first stage to strengthen this bridge is through the commissioning of five Locality Active Partnerships (LAPs) aligned to the ICS Locality infrastructure, creating an organic link between the ICS's Place Board and the HWBB (See below organigram). This programme is delivered in partnership with BCHC, representing a new way of working for HWBB partnerships and a deeper level of integration at a sub-city level. LAPs will be facilitated by the local lead Voluntary, Community, Faith, and Social Enterprise (VCFSE) organisations, who also lead the Locality Delivery Partnerships (LoDPs).



5.14. The five LAPs will mirror the ACP inter-agency membership, building stronger connections at a sub-city level between organisations working on physical activity to support the delivery of the CAB Strategy. This will allow for

1. PA to be addressed from a holistic perspective that considers medical, psychological social factors (Biopsychosocial model)
2. Community-led organisations to have a structure to feed into the HWBB for better-informed decision-making
3. Improved response to local and specific needs of citizens and coordinated local actions to address those needs
4. Local capacity and expertise to be recognised, shared and strengthened to support sustainable community-led work

5.15. A total funding of £125,000 for two years (2025/26 and 2026/27) has been allocated for this work.

5.16. This funding will deliver greater collaboration between organisations across the city, both at a locality level and at a strategic level, and deepen the integration between Public Health and the work of BCHC regarding the physical activity agenda, delivering better outcomes for patients benefitting from well-structured physical activity referral opportunities. It is an essential part of the work that delivers the Deepening Bid, so is necessary to unlock the projected investment of up to £4,000,000 into the Birmingham physical activity sector.

Place-based Physical Activity Clinical Champions

5.17. To further address physical activity from a holistic perspective, the place-based Physical Activity Clinical Champions (PACC) programme, an evidence-based initiative offering specialised, progressive education and training to healthcare providers on integrating physical activity into standard patient care practices, will be integrated into this LAP model. A lead Physical Activity Clinical Champion (PACC) GP is being recruited in each of the Birmingham five localities and will co-chair the LAP meetings with the VCFSE.

5.18. A total funding of £244,000 for two years (2025/26 and 2026/27) has been allocated for this work.

5.19. This funding will deliver better outcomes for patients who would benefit from a physical activity referral, a cost-effective intervention recommended by the CAB Strategy, by ensuring that the GP workforce in the city has appropriate and up-to-date training on current best practice based on accurate information about opportunities available in their area.

Active Birmingham Activity Finder

5.20. The Active Birmingham Activity Finder (ABAF), commissioned by ACP members (Sport Birmingham, The Active Wellbeing Society, Canal and River Trust, BCC Public Health) is a digital platform that advertises physical activities. It can be used to search for sessions for people of a particular age or gender or filter for accessibility for people with diverse needs. The search can be limited to free sessions. Comprehensive work is being undertaken to promote the ABAF to more delivery partners and citizens, as well as improving the platform based on citizen feedback, with all relevant partners participating in regular review and development meetings and training materials for the PACC programme focusing on its utility as a tool for frontline medical staff.

5.21. A total funding of £74,997 has been allocated for this work for three years (2024/25, 2025/26 and 2026/27).

5.22. This funding delivers a critical element of the PACC programme and other community-based physical activity referral projects by providing an up-to-date and localised resource to facilitate good behaviour change conversations. It is also available directly to citizens as a self-service low-level intervention, responding to a need identified in the Physical Activity Needs Assessment.

Place Work Sport England Deepening Bid

5.23. Following on from the success and learning of the Local Delivery Pilots (LDPs) funded by Sport England (SE), a deepening process was launched, which resulted in Birmingham coordinating a city-wide bid submission for £3 - 4 million over a three-year period. The improved collaboration of system partners through the ACP, the sub-city structure of responding to citizens' needs, the involvement of community-led organisations' voices in decision-making and the delivery of the CAB Strategy are fundamental factors in a strengthened position for Birmingham to submit this bid. The bid responds to BCC priorities, including the CAB Strategy, the emerging Sports Strategy and the reconciliation and restructuring of the Wellbeing Service, all in line with the SE priorities of increasing physical activity, decreasing physical inactivity, reducing inequalities, and providing positive experiences for children and young people. To increase transparency and accountability of the delivery, a Deepening Bid Submission Task and Finish Group has been developed as a sub-group of the ACP (see above Organigram).

5.24. This investment (£3-4m) will build on the LDP work to further address PA disparities across the city through a targeted approach.

<u>Planning for the Year Ahead (May 2025 – April 2026)</u>

5.25. With the recently appointed co-chair, a membership review will now be conducted to ensure all ACP members have strategic influence to contribute to and influence work against the HWBB priority of A*ctive at Every Age and Ability* and delivery of the CAB Strategy. Any members without this city-wide influence will be recommended to join their respective LAP in localities where they work to maximise impact.

5.26. Focus topic workshops addressing priorities under the CAB Strategy that are not currently being met, or which the ACP does not currently have oversight of, at a system level, will be held and led by partners within the ACP.

5.27. Once the City Observatory publishes the first draft of the ACP data dashboard, the ACP will ensure ongoing partner engagement and consistent updating of the data partners to visualise detailed, hyperlocal information. This will not only provide evidence on impact of the wide range of PA-related work across the city but also highlight areas of need which targeted work can address.

6. Compliance Issues
6.1. HWBB Forum Responsibility and Board Update
The annual report has been approved by the ACP Chairs, Cllr Majid Mahmood and Mike Chamberlain and disseminated to forum members on the **17th of April 2025.**
6.2. Management Responsibility
Ibrahim Subdurally-Plon – Service Lead – Physical Activity, Public Health Dr Oluwatoyin Amusan - Assistant Director - Health Protection and Place, Public Health
6.3. Finance Implications
All funding for the Active City Partnership will be funded through the Public Health Ring-Fenced Grant. This will not create any additional cost to the Birmingham City Council General Fund. The Active City Partnership is currently funding the projects below: 1. Locality Active Partnership - £125,000 over two years (2025/26 and 2026/27) 2. Place-based Physical Activity Clinical Champions - £244,000 over two years (2025/26 and 2026/27) 3. Active Birmingham Activity Finder - £74,997 over three years (2024/25, 2025/26 and 2026/27).

6.4. Legal Implications
There are no legal implications as this report seeks to update the Board on the ambitions for 2025 – 2026 for Birmingham Active City Partnership's. The Health and Care Act 2022 introduced architecture to the health and care system. Health and Wellbeing Boards play an important statutory role in instilling mechanisms for joint working across health and care organisations and setting strategic direction to improve the health and wellbeing of people locally. This report highlights the way in which Birmingham Public Health Division is discharging its statutory responsibility in this arena.
6.5. Equalities Implications (Public Sector Equality Duty)
The partnership, through its activity and delivering of the Creating an Active City Strategy 2024-2034, aims to reduce health inequalities in the city by creating and promoting equitable opportunities to be active at every age and ability in Birmingham.

7. Risk Analysis			
Identified Risk	**Likelihood**	**Impact**	**Actions to Manage Risk**
Unsuccessful SE deepening bid	Low	High	Highlight the improved partnership working and engagement with numerous different stakeholders
Lack of engagement with LAPs	Medium	High	Work closely with BCHC, delivery partners and ACP system partners to drive engagement

Appendices
None

Background Papers
None

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

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Tom Richards, Senior Officer, Public Health - Physical Activity
Jack Anderson, Officer, Public Health - Physical Activity