

Appendix 4: Creating and Active Birmingham Strategy Consultation Plan

The public Consultation for Creating an Active Birmingham Strategy will be launched on the 20th of November following Cabinet approval to go out for consultation. The Consultation plan set out below will be supported by members of the Creating a Physically Active City Forum and other stakeholders and partners in the City 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.

We want to know if our vision statement is meaningful. Do we have the right principles by which we will work? Are our priorities explained? and What should a plan for Action include?

All of these questions are captured in a Questionnaire (see Appendix 5 for details) that will be hosted on BeHeard and can be completed online. As not all individuals and communities are able or are interested in digital communication, we will be arranging a number of face-to-face conversations across the city, working with partners. 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.

The Consultation will start on the 20th November 2023 and will run for 7 weeks ending on the 15th January 2024.

The consultation plan has been designed to facilitate public engagement in as many ways as we can to reduce without incurring large costs. Staff time, a small amount of printed materials and some payment for completing interviews with harder to hear individuals will be the sum of expense.

The intention is to work via partner engagement avenues to ensure all groups including seldom heard voices and localities get represented. Mapping attendance at events will allow us to identify (using Power BI) which parts of the city have not been represented in our feedback as we proceed, and additional activities can be planned over the 7-week period if needed where gaps are seen.

The table below sets out different important groups we want to inform and who can help us find and encourage individuals to complete our questionnaire and give their views about the strategy,

This Consultation will be launched with a press release at the outset and the Be Heard platform will go live at the same time.

On the BeHeard site there will be a link to the Creating an Active Birmingham Strategy document (Appendix 1), the Creating an Active Birmingham Strategy Questionnaire and five short webinars that explain how actions to support each priority area will together create an action plan for change.

The types of communication the consultation will use are outlined in the table below:

STAKEHOLDER(s)	METHOD(s)
Public	<ul style="list-style-type: none">• Press release.• Birmingham City Council website• Be Heard (online consultation platform)• Social media accounts (Birmingham City Council and Healthy Brum)

	<ul style="list-style-type: none"> • Community/stakeholder meetings and listening events. • Ward forums • Interviews. • Drop-in events (face-to-face); to be held throughout Summer 2022
Educational centres <ul style="list-style-type: none"> • Early years settings and nurseries • Children's Centres • Primary schools • Secondary schools • Special Educational Needs settings 	<ul style="list-style-type: none"> • E-mail • School noticeboard • Connecting with network groups • Engagement sessions with head teacher forums (as appropriate) • Interviews
Further education settings <ul style="list-style-type: none"> • Colleges • Universities • Student Unions 	<ul style="list-style-type: none"> • Be Heard (online consultation platform) • Social media accounts (Birmingham City Council and Healthy Brum) • E-mail • Connecting with network groups • Interviews
Community settings <ul style="list-style-type: none"> • Community centres • Allotments • Shared spaces • Third sector • Initiatives • Ward Forums 	<ul style="list-style-type: none"> • Press release. • Birmingham City Council website • Be Heard (online consultation platform) • Social media accounts (Birmingham City Council and Healthy Brum) • Community/stakeholder meetings and listening events. • E-mail • Connecting with network groups • Interviews
Birmingham City Council department	<ul style="list-style-type: none"> • E-mail and engagement sessions (where appropriate) • Birmingham City Council Intranet and Yammer
Workplace and employers <ul style="list-style-type: none"> • Organisation policy makers • Workplace health initiatives 	<ul style="list-style-type: none"> • Be Heard (online consultation platform) • Social media accounts (Birmingham City Council and Healthy Brum) • E-mail • Connecting with network groups

Birmingham MPs	<ul style="list-style-type: none"> Email
BCC Councillors	<ul style="list-style-type: none"> E-mail and engagement sessions (where appropriate)
Town/Parish Councils <ul style="list-style-type: none"> Sutton Coldfield New Frankley 	<ul style="list-style-type: none"> E-mail
Regional partners <ul style="list-style-type: none"> WMCA WMCA local authorities Neighbouring county councils 	<ul style="list-style-type: none"> E-mail and engagement sessions (where appropriate)
Research, innovation and other Partners <ul style="list-style-type: none"> Knowledge hubs Innovation companies Charities Industry organisations and network 	<ul style="list-style-type: none"> Be Heard (online consultation platform) Social media accounts (Birmingham City Council and Healthy Brum) E-mail Connecting with network groups
Private/paid public physical activity centres. <ul style="list-style-type: none"> Edgbaston Priory Club Beeches pool and leisure centres Stechford leisure centre Birmingham community leisure trust 	<ul style="list-style-type: none"> Email and physical engagement sessions
Health Care Services <ul style="list-style-type: none"> Birmingham and Solihull NHS Trust Solihull Primary Care NHS Trust Birmingham and Solihull Mental health Trust. 	<ul style="list-style-type: none"> Email and physical engagements sessions
Community Centres <ul style="list-style-type: none"> Kings' Health community centre Sheldon community centre Summerfield community centre. Mere Greenwood community centre. 	<ul style="list-style-type: none"> Email and physical engagement sessions

Vulnerable population <ul style="list-style-type: none"> • People with autism • People with visual impairments • People with learning disabilities • Unpaid carers • Pregnant women • Birmingham Childrens Trust • Age UK 	<ul style="list-style-type: none"> • Physical engagement and workshops
Sports Authority <ul style="list-style-type: none"> • Sports England • CWG Birmingham • AVFC foundation • Birmingham County FA • England Squash 	<ul style="list-style-type: none"> • Email
Physical activity-oriented organisations <ul style="list-style-type: none"> • Sustrans • The Mind West Midlands physical activity network • Youth City Board • Saheli hub • The Active Wellbeing Society • Transport for West Midlands 	<ul style="list-style-type: none"> • Email