

A large, stylized letter 'B' in pink with a black outline, set against a teal background. The letter is partially cut off on the left side.

# Development of the Creating an Active Birmingham Strategy and the Sports Strategy

Health, Adult and Social Care Overview  
and Scrutiny Committee

17<sup>th</sup> October 2023

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**A BOLDER HEALTHIER BIRMINGHAM**

# Creating an Active Birmingham Strategy



# Creating an Active City Strategy so far..



### **Draft Vision**

*We will create a bold, healthy, and active city where people have access to a wide range of opportunities and a supportive environment to enable them to become more active. Birmingham will be a city where physical activity improves people's lives and the places in which they live. By working collaboratively with partners from across Birmingham we will inspire, motivate, and make it easier for everyone to be active at every age and ability.*

### **Draft Priorities**

Priority 1 - **Active People** Creating and promoting access to opportunities taking a life course approach across multiple settings to enable people to engage in regular physical activity.

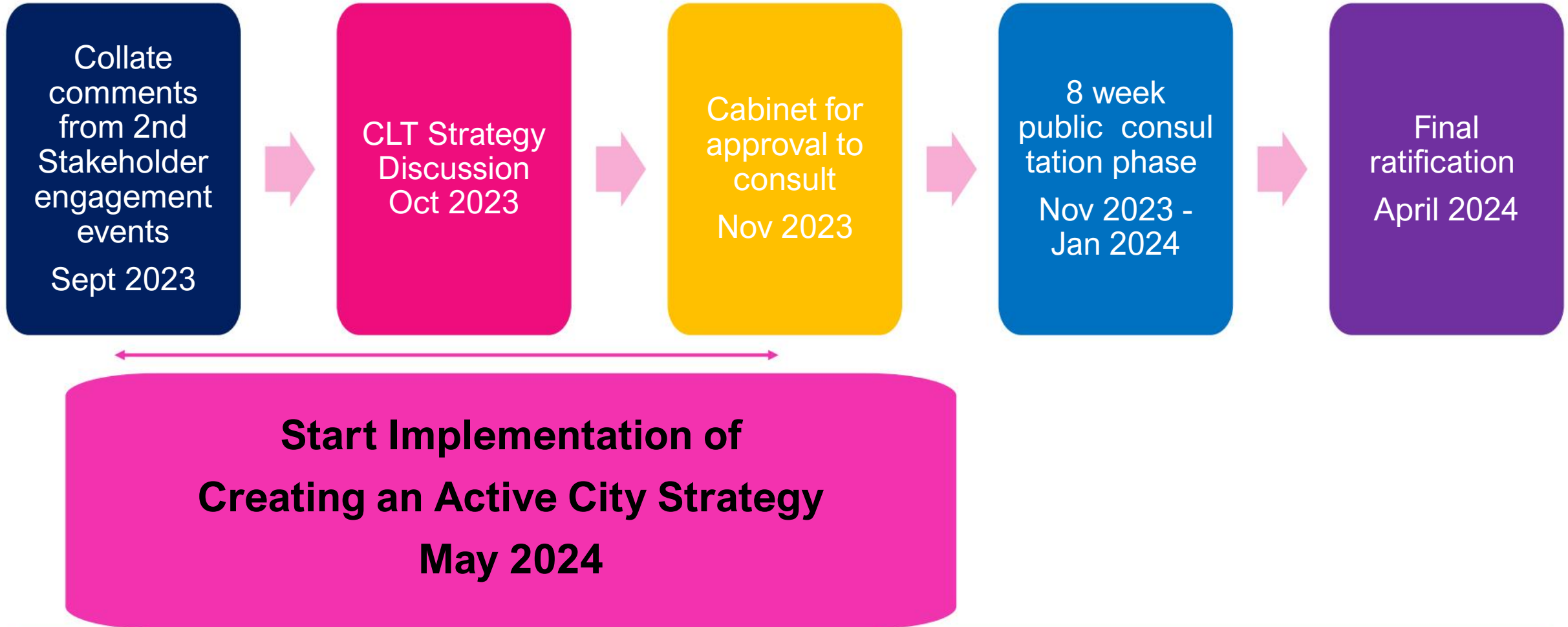
Priority 2 – **Active Environments** creating and protecting the places and spaces that promote and engage people of all ages and abilities in activity

Priority 3 - **Active Society** changing the narrative around physical activity across the city building insight and evidence into policy, commissioning, planning decisions and communication messages and marketing campaigns.

Priority 4 - **Active System** creating a more integrated and interconnected system by strengthening our local leadership, governance, partnerships and workforce capabilities.

Priority 5 – **Closing the gap** continuing to develop a better understanding of local barriers and enablers to increase activity across the city and ensure we focus on the least active groups as identified in the Physical Activity Needs Assessment.

# Next Steps for Creating an Active City



# Sports Strategy



# Creating the Sports Strategy



KKP appointed to develop the Sport Strategy for Birmingham April 2023



Multi stakeholder Steering Group established



Thirteen consultations with sports clubs and community groups



Consultations with other stakeholders and desktop analysis

# Next Steps for the Sports Strategy



MS Teams based consultations with seventeen NGBs



Engagement with Primary and Secondary Education Sector



Prepare key issues paper in autumn 2023

# Alignment of the Creating an Active City Strategy and the Sports Strategy



Public Health and Sports Service are working together to align their strategies as the effective development of both will help the people of Birmingham become more active and reduce the impact of health inequalities.



The timelines for development of the PAS and Sports Strategy are slightly different but the implementation of plans to deliver change will come together in 2024



The permission to consult with the public for the PAS is going to the HWB and Cabinet in November and the Sports Strategy early 2024



By May 2024 both strategies will have plans to implement change