

Appendix 2 – Physical Activity and Wellbeing

Physical Activity and Wellbeing Games Context

Physical Activity and Wellbeing is one of the Legacy workstreams for the Commonwealth Games. From a Games Partner perspective, the workstream is led by Department of Culture, Media and Sport (DCMS). Over the past 24 months there has been significant discussion on a regional level about how best to approach the development of a physical activity legacy for the Birmingham 2022 Commonwealth Games.

Agreement was reached in January 2021 that £4m of Sport England (SE) funding would be made available across the West Midlands through the Commonwealth Active Communities Fund. Expressions of Interest (EoI) for this fund opened on Friday 26th February 2021, with responses due back on 26th March 2021. Following this, SE will work with a small number of places to shape more detailed plans through a stage 2 application process. Confirmation and award of funds is expected by July 2021.

The Commonwealth Active Communities Fund will be seeking to support the development of Active Spaces across the West Midlands Combined Authority area, building on the learning from the local delivery pilots and other place- based approaches.

BCC's response to the EoI and any subsequent solicited funding bid will be co-ordinated through BCC's Creating a Physically Active City Forum (CPAC), to ensure that the proposal is grounded in a strong evidence base of what works for Birmingham and is appropriately aligned and targeted towards the city's longer- term strategic aims for the health and wellbeing of Birmingham people.

Physical Activity and Wellbeing – Community Fund Context

The focus of the £6m Community Fund is widespread engagement of Birmingham's residents on all aspects of the Games. We want everyone in the city to have the opportunity to get involved in Games-related activity regardless of their circumstances and where they live in the city.

As a multi-national sporting event, the Games provides an obvious connection to physical activity and wellbeing – both as a platform to promote the importance of getting active but also to leverage the sports-related benefits of hosting the games and ensure a sporting and health and wellbeing legacy for Birmingham.

Previous discussions at Cabinet level had identified the following priorities for physical activity and wellbeing initiatives across the £6m Community Fund:

- increase participation in physical activity amongst Birmingham citizens; enabling the inactive to become active and encouraging the active to remain active
- support projects that remove barriers to participation for under-represented groups/ groups in areas of high deprivation
- support projects that contribute to increased levels of wellbeing (both physical and mental) amongst specific population groupings (eg. Older people, young people, people within a defined geographic boundary or defined community etc)
- encourage the development of community outreach by existing sports clubs
- ensure that the projects commissioned are targeted towards being inclusive and representative of the socio-economic and diverse communities across the city

Links to other strands of the £6m Community Fund

Celebrating Communities Ward Funding

The 'Get Active' strand of the Celebrating Communities Fund provides the opportunity for local people to get involved or show support for a wide variety of physical activity initiatives

in their local area, from activities in parks to support to very local community clubs to gentler forms of activity such as walking or gardening. Localised decision-making means that resource will be allocated in line with local priorities and ambitions.

The weighted approach to funding (ward allocations based on a) the number of councillors a ward has (size) and b) a ward's ranking in the 2019 Indices of Multiple Deprivation) means that funding can be targeted towards those wards with greatest levels of inequality. Information will also be provided to wards interested in holding events such as Active Streets or Community Games, setting out who to contact and what kinds of things can be achieved at ward level.

Creative Communities Cultural Programme Funding

Projects submitted to the Creative Communities Fund can include a wide variety of art forms including dance and other forms of movement. As part of the decision making process we will be looking to ensure the programme of work includes a wide variety of projects across the city, and will also be capturing

Proposed Approach to £1m and Linkages to Regional Approach

In order to further support local engagement and to create some overarching projects, £1m of the £6m has been allocated to support projects connecting to physical activity and wellbeing in Birmingham, in addition to the resource available through Celebrating Communities and Creative Communities.

It had previously been our intention to align closely with the regional approach to physical activity and wellbeing in order to ensure maximum leverage but delays in consensus and clarification around approach and criteria at regional level have made this difficult within the agreed timeline for finalising key elements of the £6m fund.

In order to

- a) address the need to release funding to allow planning to take place as we are now less than 500 days to the Games, and
- b) deliver on a commitment to set out to Cabinet by 31st March how the £6m was due to be allocated,

discussions have taken place with internal and key external stakeholders based in Birmingham to agree the following areas of focus for money ringfenced in the community fund to support physical activity and wellbeing initiatives. As these stakeholders will also be represented as part of the wider CPAC discussions that determine the approach to the SE funding, we can expect alignment and consistency, and will work with CPAC to ensure that all opportunities are leveraged to the best of our ability.

We are currently exploring opportunities including but not limited to the following projects:

- Community sport and physical activity club development – working with existing community sports clubs to develop outreach, understand their communities and build capacity
- Community Games – activities for young people and families across the city
- 'Project Brum' – summer youth employment programme giving valuable experience to young people and making a difference in the community at the same time. Participants have the chance to take on leadership roles including organising events and schedules, managing teams of their peers and engaging members of the public in community wellbeing interventions.
- FPA Seed Funding – working with BCC's existing Future Parks Accelerator (FPA) project to seed fund expansion of existing activity in parks and open spaces across the city

- Walking Trails – working alongside Games partners to look at the potential for creating / expanding / linking walking trails across the city around Birmingham’s main points of interest, with a potential link to the Games mascot (a feasibility study is being commissioned by DCMS).
- Working with the Youth City Board to give young people a decision-making role in the allocation of funding to support health and wellbeing for other young people across the city.

Indicative funding amounts have been allocated towards these projects but further work is required to finalise the scope, remaining mindful of any potential links to the SE £4m Commonwealth Active Communities Fund or any additional opportunities that may arise. We aim to be in a position to release funding by July 2021 at the latest.

Governance

- It is proposed that this programme of work will report into BCC’s Legacy Committee (chaired by the Assistant Chief Executive) and be subject to robust programme governance and monitoring as part of the Council’s wider Commonwealth Games Programme and BCC’s Legacy Evaluation Framework.
- Subject to Cabinet agreement, funding will be ratified by this Committee utilising the Council’s scheme of delegations and in line with relevant procurement and financial guidelines; in the event of a sum exceeding the delegated authority of the BCC Legacy Committee Chair it will be referred to the relevant Cabinet Member for decision.
- CPAC is already represented at BCC’s Legacy Committee through Public Health, so alignment between BCC’s funding and regional opportunities will continue.
- We will also continue to seek opportunities to amplify funding on a Birmingham footprint through funding bids and exploring the potential for sponsorship for Games related activity.