

Birmingham City Council

Health, Adult and Social Care Overview and Scrutiny Committee

Date 17th October 2023



Subject: Development of the Creating an Active Birmingham Strategy and the Sports Strategy

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1 Purpose

- 1.1 The Commonwealth Games held in Birmingham in 2023 brought people from diverse backgrounds across business, sport, leisure, and wider communities together to enjoy a spectacular event. It raised the profile of Birmingham and provided the city with economic and social benefits. It introduced different types of sports to people who have gone on to continue spectating or partaking in them, as well as hosting the biggest programme of para-sports ever at a Commonwealth Games.
- 1.2 The Commonwealth Games, Culture and Physical Activity O&S Committee and the Health and Social Care O&S Committee carried out a review in 2023 titled 'The Promoting Health and Wellbeing: A Commonwealth Games Legacy' review in which one of the recommendations was to develop and adopt a new inclusive Sports Strategy and a Physical Activity Strategy.
- 1.3 This report informs the Health, Adult and Social Care Overview and Scrutiny Committee of progress on the development of a Physical Activity Strategy for Birmingham 'Creating an Active Birmingham' and a Sports Strategy for Birmingham.

Creating an Active Birmingham Strategy

- 1.4 In November 2022, Public Health brought stakeholders together to scope what a Physical Activity Strategy for Birmingham could look like.
- 1.5 In January 2023 a Physical Activity Needs Assessment was commenced and a review of data both national and local: policy both national and international;

evidence base and research led to a set of recommendations. These recommendations along with stakeholder engagement have informed the draft 'Creating an Active Birmingham Strategy' which goes to Cabinet for permission to consult with the public in November this year.

Creating an Active City Strategy so far..



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1.6 There are five emerging Themes for the strategy: Active People; Active Society; Active Environment; Active System; and Closing the Gap. Each of these priorities aim to support the factors that enable people in Birmingham to be active and tackle the factors which prevent people being active.

- 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.
- 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.
- Active Environment - creating and protecting the places and spaces that promote and engage people of all ages and abilities in activity.
- Active System - creating a more integrated and interconnected system by strengthening our local leadership, governance, partnerships and workforce capabilities.
- 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.

- 1.7 There are many physical activity inequalities within Birmingham, not least in those with a physical or psychological impairment. The strategy is all age and inclusive and theme five Closing the Gap prioritises programmes of work that target communities with the lowest levels of inactivity.
- 1.8 The next stage of Strategy Development is to consult with the people of Birmingham about the themes and the vision for the strategy which is:
- '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'.*
- 1.9 A consultation plan has been prepared, and once Cabinet has given permission to consult with the community, the consultation will run from the 20th November 2023 to the 15th January 2024.

Sports Strategy

- 1.10 Knight, Kavanagh & Page, (KKP), were appointed in April 2023 and commissioned to carry out consultation and gathering of insight in the development of a Birmingham Sports Strategy and action plan.
- 1.11 A multi stakeholder steering group has been established to guide, check, challenge, and advocate for the strategy, with representation from the Sports Service, Sport England, Sport Birmingham, The Active Wellbeing Society, Public Health, the Events Team, West Midlands Combined Authority, and the education sector.
- 1.12 The role of the steering board has been to agree the scope and structure of stakeholder engagement and ensure the right groups and organisations are consulted with, ensuring appropriate representation particularly across disabled groups, ethnically diverse groups, all age groups, and genders.
- 1.13 An outline framework in respect of key principles, themes and measurement has been drafted and is being developed and updated as consultation takes places.
- 1.14 KKP, have carried out consultation with sports clubs, community groups and National Governing Bodies of sport, in the form of semi-structured online interviews, and face to face meetings. These interviews have explored issues and challenges in terms of growing and sustaining participation and relationships with key institutions including the Council, Sport England, Sport Birmingham, and The Active Wellbeing Society.
- 1.15 Desktop research has been undertaken to understand emerging linked research, such as the legacy impact of the Birmingham 2022 Commonwealth Games, and interpretation of learning and outcomes of existing sports and physical activity

programmes in the city including the Local Delivery Pilot and the Commonwealth Active Communities programme, to transfer knowledge and understand best practice principles to adopt.

- 1.16 The next steps in the development of the Sports Strategy are to engage with the education sector and conduct a high-level facility audit across the city's facilities, ranging from Council operated wellbeing and community centres to community owned hubs and private sports sites.
- 1.17 A key issues paper will be prepared in November to summarise the findings from all consultation and stakeholder engagement, and the facility audit, for consideration by the steering board. This will lead into the next stage of strategy development of identifying key themes and the development of an outline strategic framework to be tested and consulted via resident level engagement.

Alignment between the Creating an Active Birmingham Strategy and the Sports Strategy

- 1.18 Public Health and the 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.
- 1.19 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.
- 1.20 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
- 1.21 By May 2024 both strategies will have plans to implement change.

2 Recommendations

To note the work being carried out to create both Strategies and the alignment between the two.

3 Any Finance Implications

Creating an Active Birmingham Strategy

- 3.1 Due to the council's current financial situation, the cost of producing the strategy is solely that of Officer time. The consultation to be commenced in November 2023 will use alternative means of advertising rather than the traditionally paid routes.
- 3.2 Implementation of the Strategy in May 2024 will largely be via partner organisations who have key roles in delivering the aspirations of the strategy, whilst Public Health will support data analysis, administration of the Creating an Active City Forum and key projects over the 10 years of the strategy using ring fenced money.

Sports Strategy

- 3.3 An award report was approved under delegated authority of the Head of Sport & Physical Activity in May 2023. The total of the sports strategy commission is £75,198.00.

4 Any Legal and Financial Implications

Creating an Active Birmingham Strategy

- 4.1 No legal issues are anticipated.

Birmingham Sports Strategy

A 12-month contract is in place, until May 2024, with Knight, Kavanagh & Page Limited to develop the Sports Strategy.

5 Any Equalities Implications

- 5.1 Both Strategies are focused on being all age and inclusive and an EIA will be prepared for each.
- 5.2 Appendix 1 show details of the Draft Creating an Active Birmingham Strategy EIA which is to be ratified by the EIA panel in October 2023.
- 5.3 An EIA will be drafted for the Sports Strategy upon taking the draft strategy to cabinet for approval.

6 Appendices

- 6.1 Appendix 1: Draft Creating an Active City EIA
- 6.2 Appendix 2: Presentation: Development of the Creating an Active Birmingham Strategy and the Sports Strategy

Appendix 1: Draft Creating an Active City EIA

Title of proposed EIA	Creating an Active Birmingham Strategy EIA
Reference No	
EA is in support of	A new physical activity strategy for Birmingham
Review Frequency	Once every 3 years
Date of first review	March 2027
Directorate	SEP
Division	Public Health
Service Area	Physical Activity
Responsible Officer(s)	Justin Varney
Quality Control Officer(s)	
Accountable Officer(s)	
Purpose of proposal	To ensure our strategy minimises the risk of inequalities being widened
Data sources	<ol style="list-style-type: none"> 1.Active Lives Adult Survey Nov 21-22 (Sport England, 2023) 2.Physical activity: applying All Our Health Updated (Office for Health Improvement and Disparities (OHID, March 2022) 3.Initial findings from Covid19 Health & Wellbeing Impact Survey (J. Varney, August 2020) 4.Physical activity: exercise referral schemes (National institute for Health and Care Excellence, 2014) 5.Physical activity referral standards (Public Health Scotland, 2022) 6.Behaviour change: digital and mobile health interventions (National Institute for Health and Clinical Excellence, 2020) 7.Healthy Communities: place-based built environment interventions to reduce health inequalities by increasing physical activity (Cambridge Centre for Housing & Planning Research, 2022) 8.Moving Matters – interventions to increase physical activity (National Institute for Health Research, 2019) 9.Physical Activity: encouraging activity in the community [QS183] (National Institute for Health and Care Excellence, 2019) 10.Place-based approaches for reducing health inequalities: main report (Public Health England, 2021) 11.Understanding and addressing inequalities in physical activity (Public Health England, 2021) 12. Pregnancy And Exercise - StatPearls - NCBI Bookshelf (nih.gov)

Please include any other sources of data	Local data from the Canal Trust, Road Traffic Accidents, Sustrans, and The Active Wellbeing Service
Initial impact assessment	The level of inactivity in some groups in Birmingham are significantly lower than others and these inequalities exist because of a range of factors including access to services and resources that support people to be physically active. In recognition of this, the strategy has a key priority called 'Reducing the gap' which aims to carefully consider how to prevent physical activity inequalities widening.
Protected characteristic: Age	
Age details:	38% of children and young in Birmingham are inactive. 39% of adults 55+ are inactive.
Protected characteristic: Disability	
Disability details:	People living with a disability or long term condition are a third more likely to be inactive compared to people without (44% v 28%). Those with disabilities report having fewer access to opportunities for physical activity.
Protected characteristic: Gender	
Gender details:	35% of women are inactive compared to 28% of men. 35% of girls are meeting the CMO guidelines for PA compared to 47% boys Women and girls report feelings of lack of safety when walking and cycling which impacts on their levels of physical activity. Other factors such as, sexism from coaches, concerns about sweating, and looking unattractive when hot impact on activity levels.
Protected characteristics: Gender Reassignment	

Gender reassignment details:	Trans people report engaging in less physical activity than non-trans people – this is related to issues around body image concerns and access to adequate changing facilities.
Protected characteristics: Marriage and Civil Partnership	
Marriage and civil partnership details:	No issues identified.
Protected characteristics: Pregnancy and Maternity	
Pregnancy and maternity details:	Research suggests that only 40% of pregnant women exercise.
Protected characteristics: Race	
Race details:	People from an Asian (excl. Chinese) background are nearly twice as likely to be inactive compared to a white British background (43.1% compared to 26.5%).
Protected characteristics: Religion or Beliefs	
Religion or beliefs details:	Belonging to a particular religion or belief can help support increasing levels of physical activity.
Protected characteristics: Sexual Orientation	
Sexual orientation details:	Mental health is cited as a key barrier to physical activity alongside other unique and substantial barriers such as homophobia, transphobia, exclusion, and discrimination.
Socio-economic impacts:	
Please indicate any actions arising from completing this screening exercise	Twice as many people living in the most deprived areas of Birmingham are inactive compared to those living in the least deprived areas of Birmingham. 39% of adults living in IMD1 localities in Birmingham are inactive compared to only 21% of adults living in IMD 10 localities in Birmingham.
Please indicate whether a full impact assessment is recommended	No
What data has been collected to facilitate the assessment of this policy/proposal?	Local intelligence has been gathered from focus groups of those with seldom heard voices. National data sources and research has been

	interrogated to collect the data necessary for this EIA too.
Consultation analysis	To be determined post Cabinet in November 2023. Pre cabinet consultation with a range of seldom heard voices suggests that there are lots of opportunities to reduce the inequalities associated with physical activity.
Adverse impact on any people with protected characteristics	None identified – the strategy clearly recognises the need for targeted action in these groups within ‘closing the gap’. The strategy is an inclusive population level initiative and supports all the needs of people with protected characteristics.
Could the policy/proposal be modified to reduce or eliminate any adverse impact?	No – already the strategy pays high regard to tackling inequalities. All the way through development and delivery there has been a consideration of the protected characteristics and some of the delivery plan will be targeted to decrease inequalities between different communities.
How will the effect(s) of this policy/proposal on equality be monitored?	A creating a physically active city (CPAC) dashboard is being developed and will have some equality metrics Data collection from local services will continue and grow, as well as review of data from national surveys.
What data is required in the future?	Focus groups with seldom heard voices of Birmingham residents should be repeated to understand changes being made within particular groups. Also need to develop processes to collect local physical activity data about children and young people.
Are there any adverse impacts on any particular group(s)	No
If yes, please explain your reasons for going ahead	NA
Initial equality impact assessment of your proposal	This strategy will have a positive impact on equalities for Birmingham residents.
Consulted People or Groups	Formal consultation to be completed post Cabinet. Seldom heard voices focus groups held with: <ul style="list-style-type: none"> • Deaf and hard of hearing • Older People

	<ul style="list-style-type: none"> • LGBTQ+ • Long Term Conditions • Asylum seekers and refugees • Young Women • Adults of Working Age with Mental Health Conditions • Teenagers • 3rd/4th Generation Migrants • First Generation Migrants • Unemployed • Chinese, Vietnamese, Korean Migrants • Individuals with autism • Pregnant and post natal women • Unpaid Carers • People with a Physical or mobility disability • People with Learning Disability
Informed People or Groups	7
Summary and evidence of findings from your EIA	Nearly all protected characteristics show some inequality with respect to physical activity. The strategy put forward is cognisant of this and includes a particular theme around closing this gap. This strategy will have a positive impact on equalities for Birmingham residents.
Submit to the Quality Control Officer for reviewing?	
Quality Control Officer comments	
Decision by Quality Control Officer	
Submit draft to Accountable Officer?	
Decision by Accountable Officer	
Date approved / rejected by the Accountable Officer	
Reasons for approval or rejection	