

Birmingham

Creating A Physically Active City (CPAC)

An overview

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October 2nd 2019



Our Ambition As A City

Birmingham – a city of growth where every child, citizen and place matters



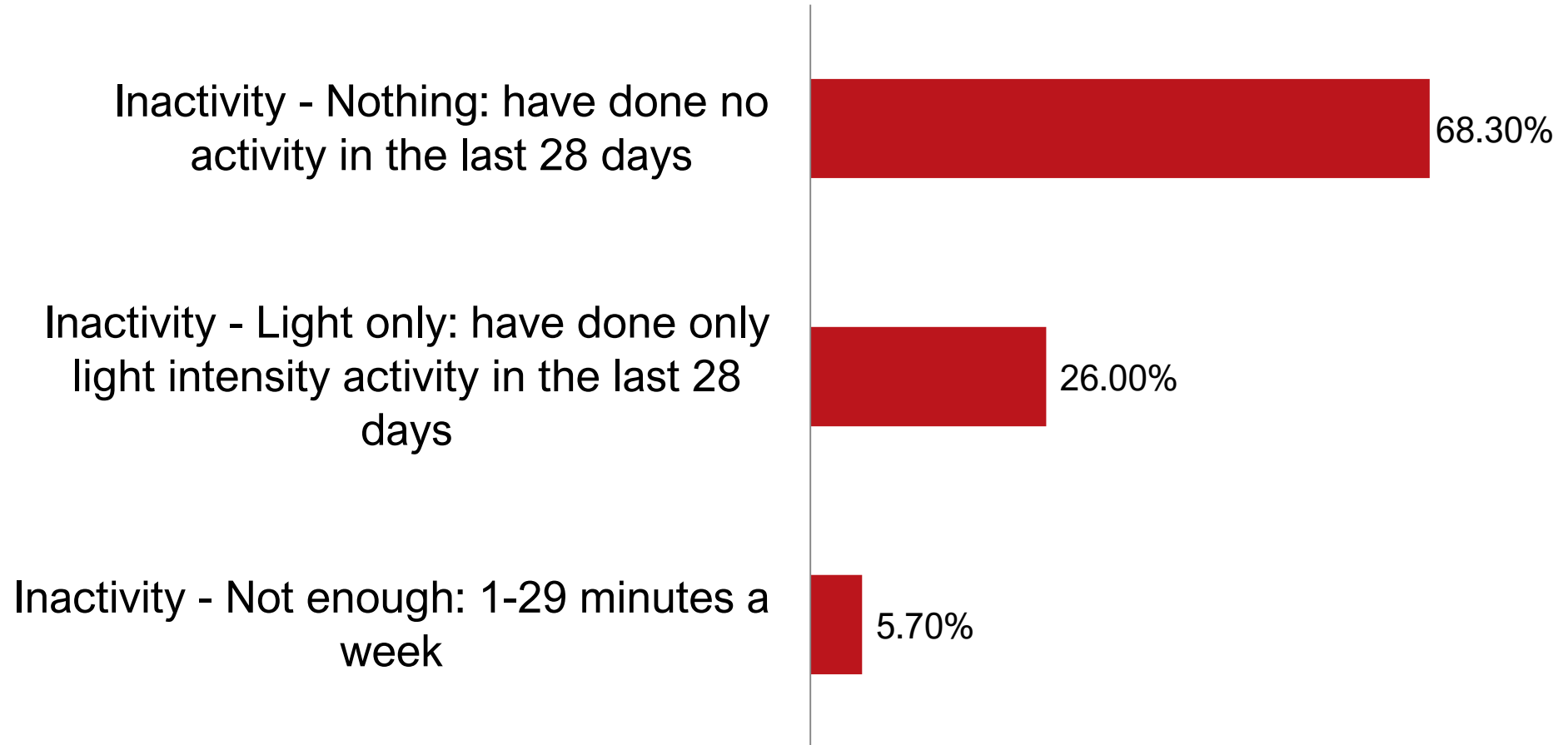
- Birmingham is an entrepreneurial city to learn, work and invest in
- Birmingham is an aspirational city to grow up in
- Birmingham is a fulfilling city to age well in
- Birmingham is a great city to live in
- Birmingham residents gain the maximum benefit from hosting the Commonwealth Games

The Challenge

A snapshot of the issues



Physical Inactivity (May 17/18 Active Lives)



Physical Activity Data: Adult Physical Activity

Birmingham

W.Mids

England

26.4% of adults are inactive
(<30 mins a week of moderate
activity)

25.5%

22.2%

Women are more inactive than men
Inactivity increases with age, higher among those with
impairments/disability, and higher among South Asian communities

61.0% of adults are achieving
the recommended level of
physical activity each week.

63.2%

66.3%

Students are most active followed by those in employment.
Single households were more active than lone parents or couple households

Physical Activity Data: Road Traffic Accidents

Birmingham

W.Mids

England

40.4 individuals killed or seriously injured on the roads per 100,000 20-64yr olds (2015-17)

38.4

40.8

26.5 children killed or seriously injured on the roads per 100,000 0-15yr olds (2015-17)

19.6

17.4

Birmingham City Council Plan: 2018-2022

Challenges and opportunities

BIRMINGHAM HAS
1,141,000
CITIZENS
46%
UNDER 30



Our population is expected to rise to 1.31million by 2039 (15% rise from now) and 24% predicted rise in adults aged 85+ by 2028.

90
A
DIFFERENT
LANGUAGES
ARE SPOKEN

Birmingham has a young and richly diverse population with 25% of the population under-18 and 42% from Black and Minority Ethnic communities.

OUTSIDE OF LONDON
OUR CITY IS THE
MOST
ETHNICALLY &



CULTURALLY
DIVERSE



1,789
CHILDREN
IN CARE
(UNDER 18)

1 in 3 children live in poverty and there is a gap in life expectancy between the wealthiest and poorest wards. English is not the first language for 42% of school children.

1,836
FAMILIES
SUPPORTED BY
FAMILY SERVICES*

(*THINK FAMILY)

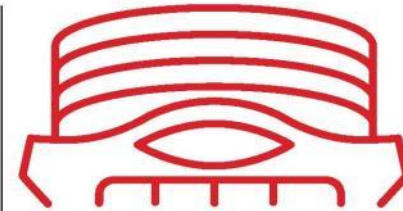


Unemployment is higher than the UK average – 6.4% in Birmingham compared to 2.6% in the UK. Unequal employment rates across Birmingham – e.g. Hodge Hill at 46% compared to 78% in Sutton Coldfield. Air pollution causes up to 900 premature deaths (deaths before the age of 75) per year.



61,818
COUNCIL HOUSES

89,000 new homes are needed by 2023: street homelessness is on the rise and 1 in 88 people (12,785) are homeless.



MOST RAPIDLY
IMPROVING CITY

to live and work in with exciting new developments in Birmingham city centre, delivering almost 13,000 new homes, over 40,000 jobs and adding £2billion to the local economy.

COMMONWEALTH
GAMES

will reposition Birmingham globally,

GENERATING
£526m

for the regional economy and creating 1,000 new homes.



Wide ranging lively cultural offer, including world class theatres, Town Hall and Symphony Hall and a rich tapestry of festivals.

CITIZENS'
TOP PRIORITIES

- #1** Clean Streets (57%) 
- #2** Refuse Collection (55%) 
- #3** Child Protection and Safeguarding (37%) 
- #4** Road and Pavement Repairs (37%) 
- #5** Care and Support for Older and Disabled People (36%) 

IN 2017, MORE THAN

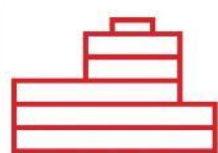
12,000
NEW COMPANIES
OPENED THEIR DOORS
FOR NEW BUSINESS
IN BIRMINGHAM



HOME TO OVER
20
MUSEUMS

571
PARKS

More than any other European city.

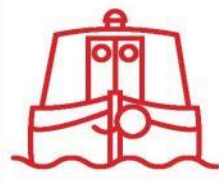


4 MILLION VISITORS TO
CITY'S 37
LIBRARIES
ANNUALLY



12,373
ADULTS (18+)
RECEIVING
LONG-TERM SUPPORT

35 MILES
OF WATERWAYS
MORE CANALS
THAN VENICE



HOME TO
5
UNIVERSITIES
with 87,400 students (aged 16-64).

Making a positive difference everyday to people's lives

BIRMINGHAM

WORKING TOWARDS A HEALTHY CITY: HEALTH INEQUALITIES

BIRMINGHAM POPULATION

1,137,123

Birmingham
Population

Est. Population 2017

1,073,045

Census 2011

56.3%

of Birmingham
residents live in the
20% most deprived
areas in England

LIFE AT THE BOTTOM

People who live in the
most deprived 10% are:

3x

MORE LIKELY TO

be ADMITTED
for PREVENTABLE
CONDITIONS

DIE
PREMATURELY
from PREVENTABLE
CONDITIONS

People who live in the
most deprived 10% are:

3x

MORE LIKELY TO

be IN CONTACT
WITH MENTAL
HEALTH
SERVICES

have a
LONG TERM
CONDITION

AT RISK & VULNERABLE

8%

OF ALL IN-PATIENTS
are of
BLACK ETHNICITY

more than expected

BLACK ETHNICITY

12% IN-PATIENTS
with MENTAL
ILLNESS

9% A&E
PSYCHIATRIC
ATTENDANCES

2x more than expected

LIFE EXPECTANCY

84.6 MOST AFFLUENT 86.4



9.9
years less lived in
the most deprived
areas



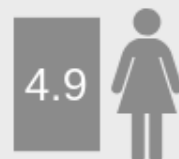
74.7 MOST DEPRIVED 80.2

HEALTHY LIFE EXPECTANCY

59.9 BIRMINGHAM 58.9



3.5
years less lived in
good health



63.4 ENGLAND 63.8

128,655

CHILDREN LIVE
IN THE MOST
DEPRIVED 10%

aged 0-15 years

1 IN 4

CHILDREN LIVE
IN POVERTY



Supported Adults with learning disabilities

1%

are in
paid employment

64.1%

live in stable
accommodation

OBESITY IN BIRMINGHAM

WORKING TOWARDS A HEALTHY CITY

ENVIRONMENTAL DRIVERS

1,058

Fast Food Outlets in
Birmingham in 2016

96.1

Fast Food Outlets per
100,000 citizens
Compares to
116 Manchester/ 126 Leeds

27

Food Banks listed
by the Trussell
Trust in
Birmingham

571
PARKS

Birmingham has more
green space than any
other European city

**14 sq
miles of
green
space**

**70,000
School
Meals**

Served by City Serve
every day in schools
across the city

24.5%

of adults aren't
even walking for
10mins or doing
any cycling at all in
a month

ACTIVITY & EATING

% infants who initiate
breastfeeding within
48hrs of Birth

71.1%

WM 68.9%
ENG 74.5%

52.2%

Are still breastfeeding
at 6-8wks



% of people who use
outdoor space for
exercise or health
reasons

18.4%

Average for England is
17.9%

26.1%

of 5yrs olds with one or
more decayed, missing
or filled teeth

0.33

average number of
decayed, missing or filled
teeth (dmft) in 3yr olds



54.1%

of 15yr olds eat 5 or more
portions of fruit/veg every
day WM 51.1% ENG 52.4%

12.3%

of 15yrs old who are
physically active for at
least 1hr a day

25.4%

of Adults in
Birmingham are
inactive (<30mins of
activity/wk)



48.9%

of Adults in
Birmingham eat the
recommended 5-a-
day fruit/vegetables

OUTCOMES

RECEPTION

23.5

% of 4-5yr children are
carrying excess weight
(overweight, obese or
severely obese)



YEAR 6

40.3

% of 10-11yr old children are
carrying excess weight
(overweight, obese or
severely obese)



11.7%



10.9%



14.1% of Black
children have
excess weight
compared to **10.3%**
of white children



27.2%



22.3%



27.9% of Asian
children have
excess weight
compared to **21.5%**
of white children

26.8% of YR6 & 12.4% of reception, children are
obese in the most deprived areas compared to 12.8%
(Yr6) & 5.3% (R) in the least deprived areas

1.46

% underweight among
children in Reception



1.85

% underweight among
children in Reception

Citizen's Perceptions of Physical Activity in the City

“I think increasing walking, cycling and use of public transport should be a top priority as part of creating a healthy environment. Increasing these transport modes will deliver multiple gains in terms of air quality, physical activity, and mental health.”

“It would also be beneficial to consider community safety within that remit which is an important barrier across age-groups to more walking, cycling, and use of public transport.”

The Aspiration

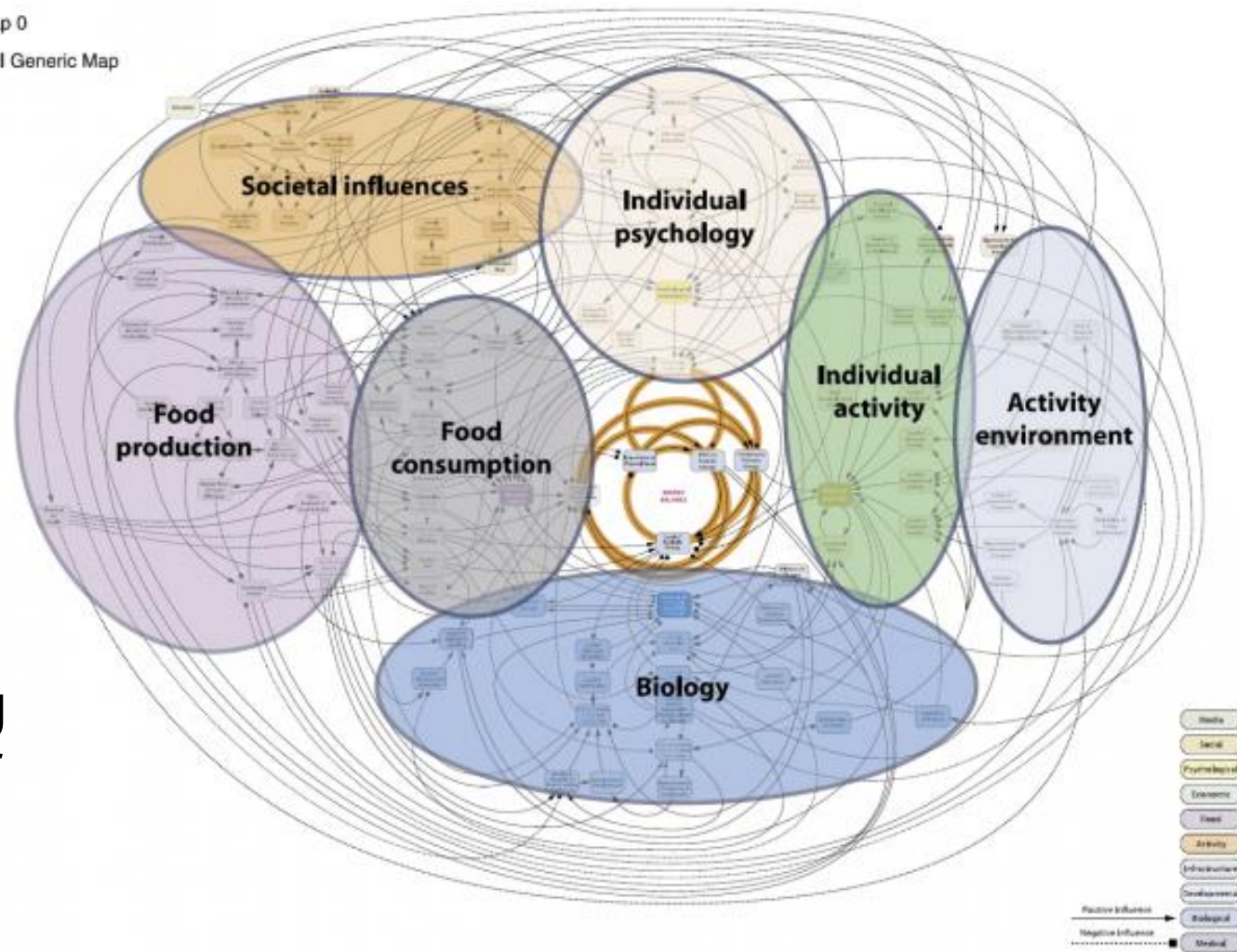


Whole System Action Is Needed

Research, like the [Foresight report](#), has shown that tackling obesity needs lots of different actions.

Action is needed at different levels of society and by different types of organisations working together in a range of different areas.

Map 0
Full Generic Map



Three Pillar Approach

Creating A Healthy Food City

- Healthy food environments in communities, workplaces and schools
- Healthy food economies
- Communities of identity and place informed approaches
- Social narrative about food

Creating An Active City

- Active environments, including making the most of the CWG infrastructure opportunities and active travel connections.
- Accessible provision
- Community co-production
- Social narrative about activity

Supporting Weight Management

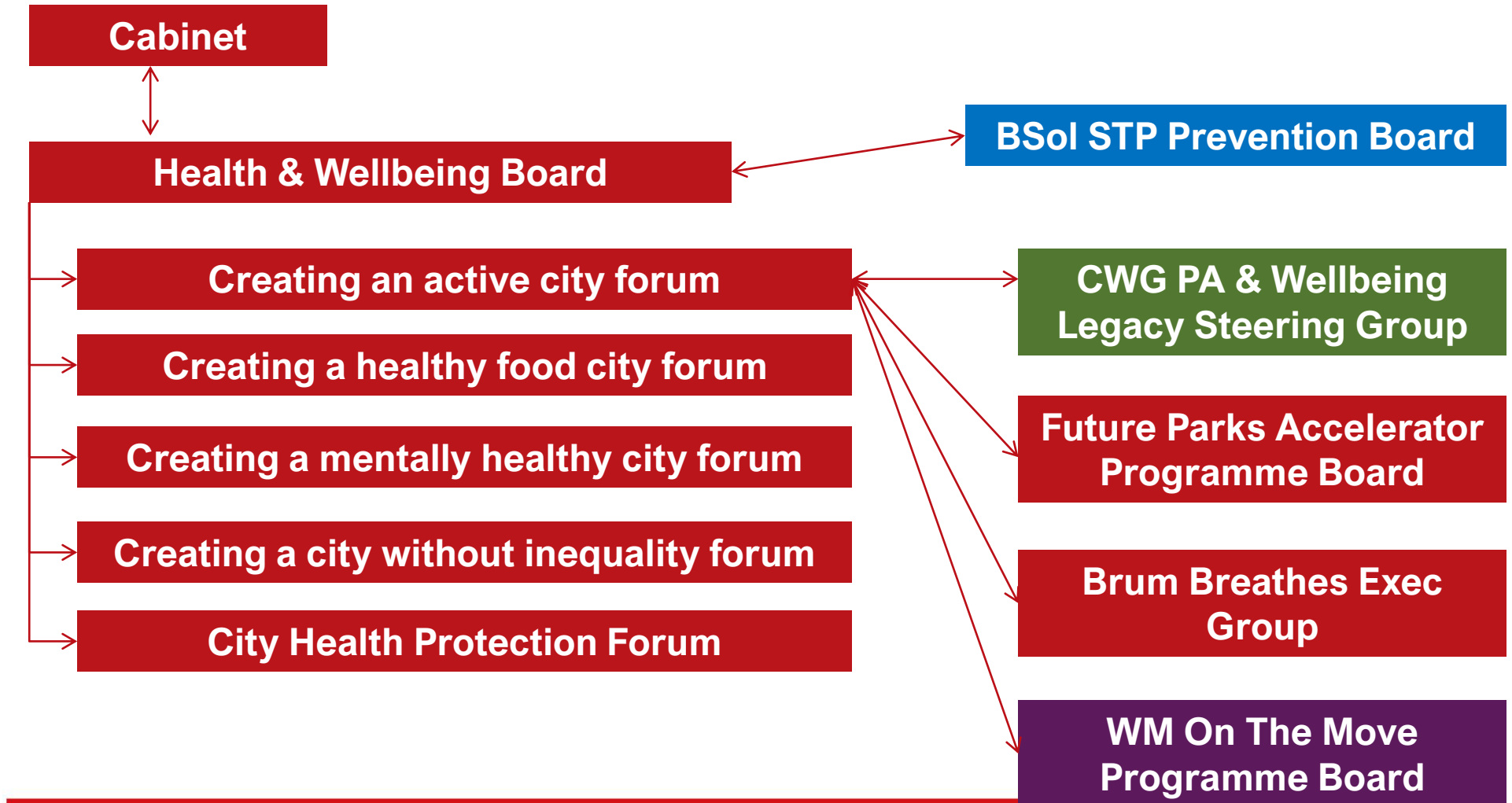
- Maximise engagement with existing support and resources e.g. C4L, OneYou, NHS Weight Management course & app, HENRY in early years settings.
- Maximise positive opportunity of NCMP through School nursing service and NHS Health Check.

CREATING AN ACTIVE CITY

Developing our approach



Initial Governance



Drivers Policy Context



Policy context: EAED

“We need to embed physical activity into the fabric of daily life, making it an easy, cost effective and ‘normal’ choice in every community in England.”

1. Active society: creating a social movement
2. Moving professionals: activating networks of expertise
3. Active environments: creating the right spaces
4. Moving at scale: scaling up interventions that make us active



Policy context: SF

Three key actions:

- Meeting the needs of the elite and professional system & delivering major sporting events
- Meeting the needs of the customer and enabling engagement in sport and physical activity,
- Strengthening the sport sector to make it more effective and resilient.

Our particular focus is on the second action working through this to see more people from every background regularly and meaningfully taking part in sport and physical activity, volunteering and experiencing live sport.

Sporting Future:

A New Strategy for an Active Nation



#SportingFuture

December 2015

Policy context: GAPPA

Four objectives:

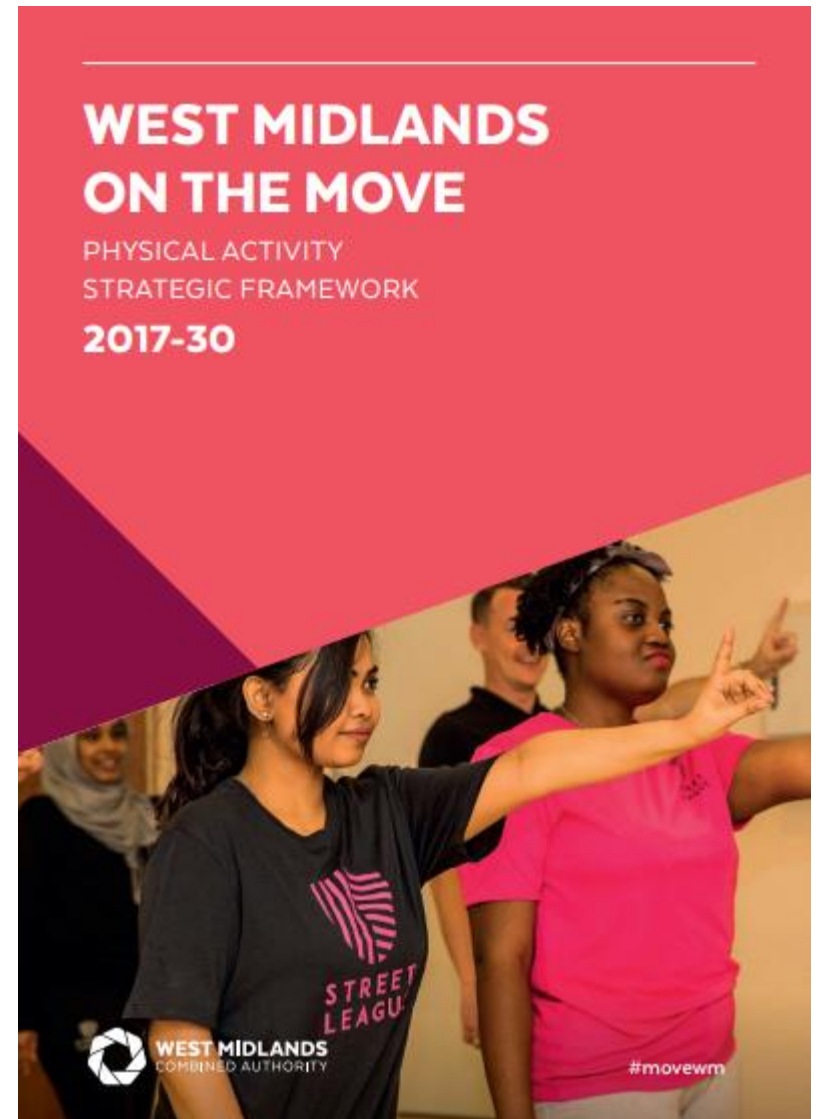
- Creating an active society – social norms and attitudes
- Create active environments – spaces and places
- Create active people – programmes and opportunities
- Create active systems – governance and policy enables.



Policy context: WMOTM

Seven core themes:

- Transport
- Housing and Land
- Community Resilience
- Creative and Digital
- Productivity, Employment and Skills
- Wellbeing



Next Steps

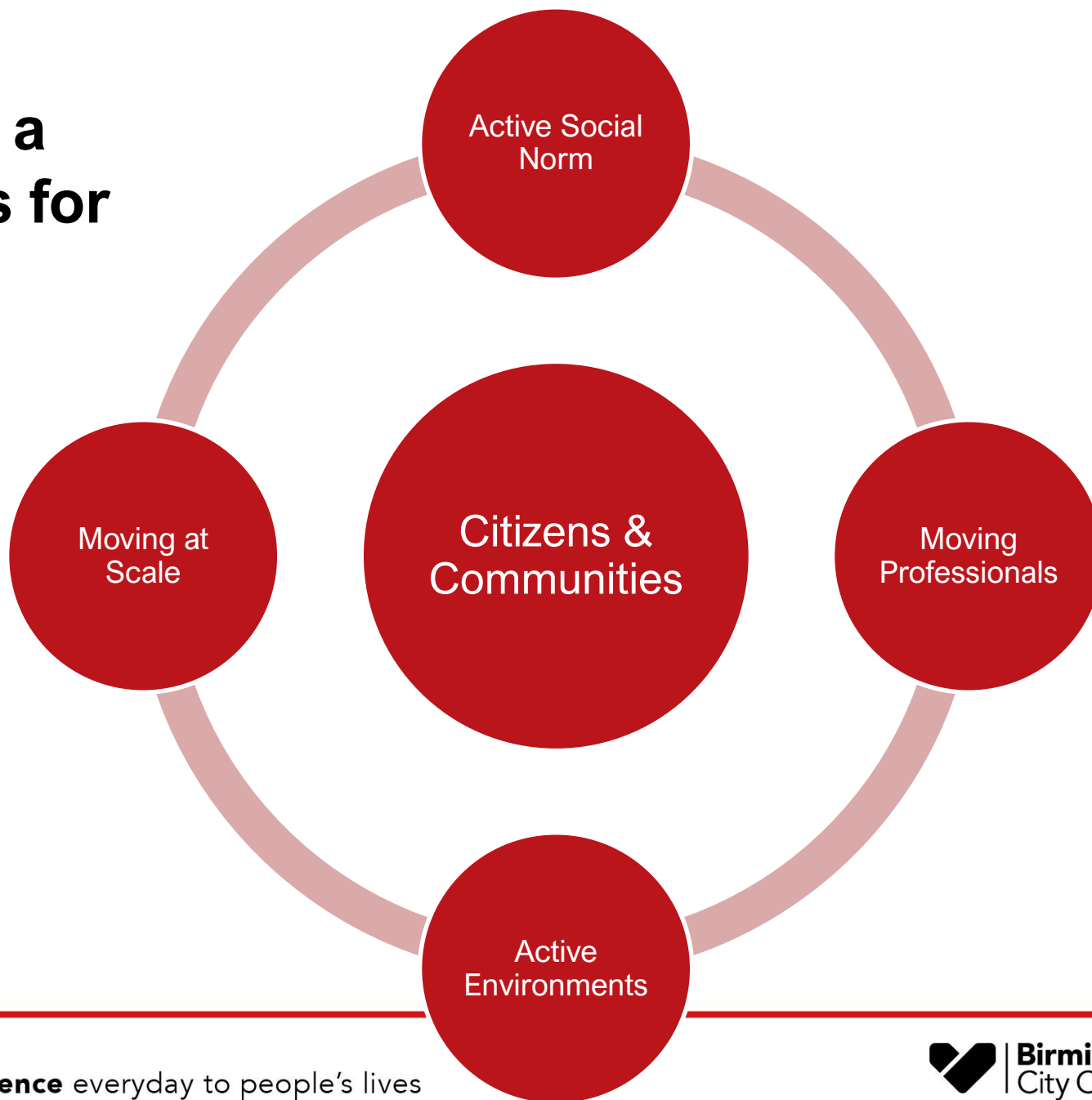


Our initial thinking on Vision and ambition

Birmingham is an Active City with thriving cohesive communities where citizens, of every ability, at every age lead active lives.

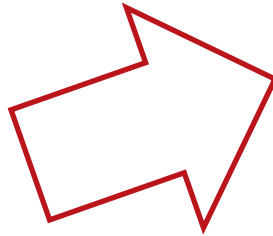
As an Active City we will see the majority of short daily trips made on foot, bicycle or public transport, and our citizens engaging with each other and the city through active lives.

Developing a frameworks for Action



Building Our Approach

- Stakeholder engagement
- Citizen engagement
- Accelerator opportunities:
 - Commonwealth Games PA & Wellbeing Legacy
 - International Healthy Cities Partnership
 - Local Delivery Pilot
- **Building on existing foundations**



Birmingham Healthy Planning Toolkit

One You

Change 4 Life

Brum Breathes

Thrive at Work

PHE SE PA Clinical Champions

Sport Birmingham

Wellbeing Services

The Active Wellbeing Society

Sports
Sciences

Apprenticeships
Opportunities

Birmingham in 2022

71 Commonwealth nations 11 days of sport **6,500** athletes and officials

A regional showcase with venues in Sandwell, Solihull, Cannock Chase, Coventry and Leamington Spa

2.4 billion citizens across the Commonwealth

Up to **1.5 billion** global TV spectators

Over **1 million tickets** to be issued during the Games

4,330 jobs projected to be created annually until 2022

95% of venues in place

An estimated **£503 million** will be contributed to the regional economy

A trained workforce of **12,500 volunteers**

3:1 cost benefit for the West Midlands

A predicted population of **1,173,000** (increase of over **40,000** from today)

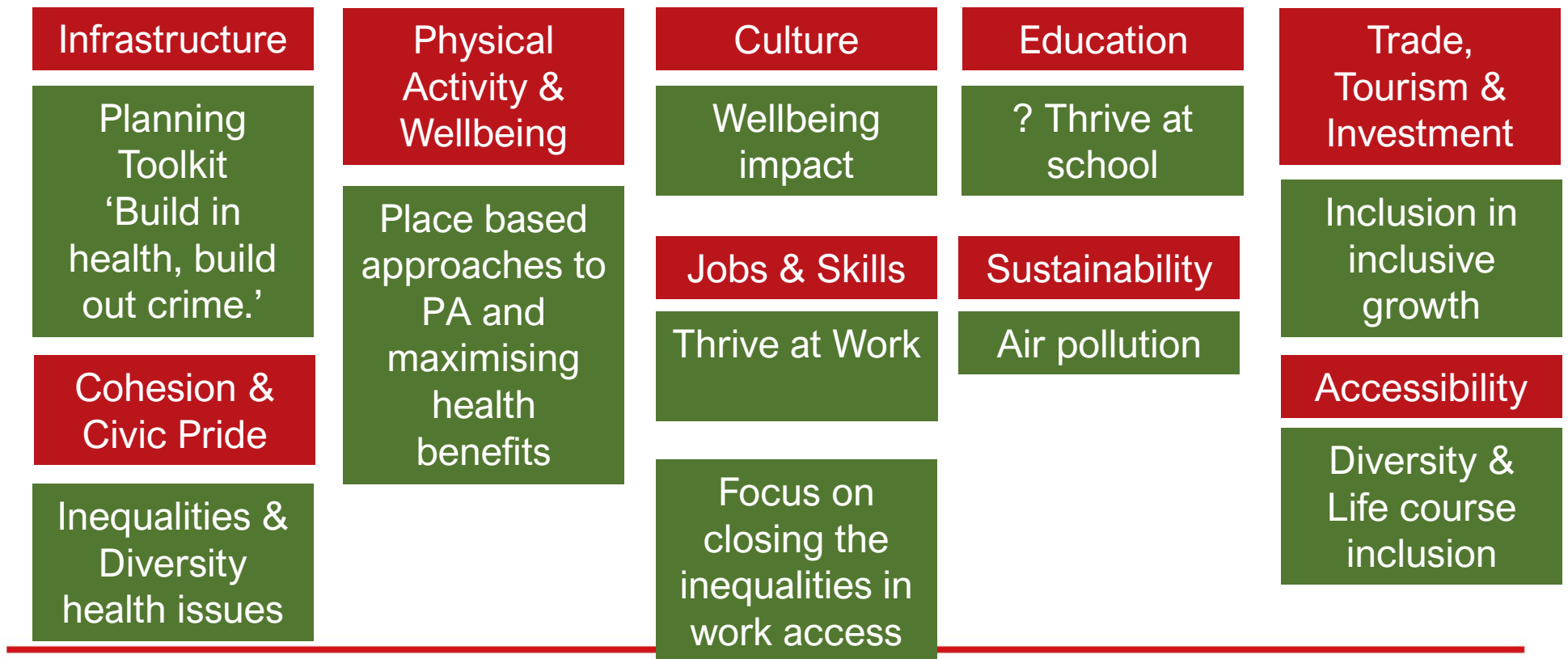
Estimated **£300m** (75%) of Games contracts expected to go to local and regional suppliers

1,400 new homes built in Perry Barr



Legacy Workstreams

Public Health gains can be made through all work-streams, and there are collateral benefits between workstreams, some of the initial thinking:



What do we need?

- What are the strategic actions
- Policy levers?
- Action at WMCA?
- Action at BCC?
- Action for others?



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Making a positive difference everyday to people's lives