

Creating an Active Birmingham Plan for Action

The Creating an Active Birmingham Strategy (previously known as the Physical Activity Strategy) aims to set out a vision for Birmingham to be more active. It proposes a framework for collective action working with a wide range of partners and communities to help local people to build physical activity into their everyday lives and break down the barriers which prevent individuals and communities being active every day.

The Strategy is being informed by a Physical Activity Needs Assessment which has gathered information about the activity of the people in Birmingham, taking a life course approach. Conversations with Stakeholders on three occasions, review of national and international Physical Activity policy and conversations with Groups Seldom Heard, have informed the five themes for the Strategy: Active People; Active Society; Active Environments; Active System; and Closing the Gap.

The plan for action set out below sets out 3 high level actions against each of the five strategy priorities, informed by three stakeholder workshops held over the last ten months.

Following delivery of the public Consultation Plan planned for delivery between 20th November 2023 and 15th January 2024, each of the actions noted below will be added to, as communities and residents bring their voice to conversations held so far.

Strategy Theme	Actions	Example	By Whom?	When?
Active People We will create and promote access to opportunities taking a life course approach across multiple settings to enable people to engage in regular physical activity.				
	1. Ensure pathways of care for older people allow individuals to more effectively get access to support to be physically active	Falls Prevention assessments automatically refer residents to Be Active Plus	NHS Providers and Leisure Team	October 2024
	2. Recognise the role of play and culture to increase children and adults physical activity	Expand and better promote intergenerational activities such as trails through the city that connect points of interest.	Parks, Museums, Arts organisations	July 2024

3. Develop the potential of workplaces to reduce inactivity	Create a healthy workplace initiative in the city and recruit businesses to participate	Birmingham Chamber of Commerce, Private Companies, NHS, BCC	October 2024
Active Society We will change the narrative around physical activity across Birmingham, building insight and evidence into policy, commissioning, planning decisions and communication messages and marketing campaigns.			
1. Regularly promote messages about being active every day	Create a physical activity promotion plan every year and scale up national and local campaigns	Public Health	April 2024
2. Plans are informed by data.	Capture better physical activity data about children and young people	Children and Young People's Services and Public Health	April 2025
3. Ensure Birmingham City Council and NHS funding supports physical activity	Hardwire into contracts the expectation that all services support physical activity, and require providers to state how and what they do?	BCC Commissioners and contract managers and NHS Integrated Care Board	October 2024
Active Environments We will create and protect the places and spaces that promote and engage people of all ages to be active across the life course.			
1. Build on good practice & existing infrastructure, using assets already there.	Increase the number of Active Parks in the city	Neighbourhoods Team	Jan 2024
2. Increase the number of people participating in active travel.	Escalate the expectation that people in Birmingham will not drive for short journeys, by use of incentives and disincentives e.g. considerably increase the cost of parking in the city centre	Transport Team, Public Health	July 2024

3. Create more opportunities for exercise where people live.	Increase the number of planning approvals that require infrastructure to support physical activity	Planning Team	July 2024
Active System We will create a more integrated and interconnected system by strengthening our local leadership, governance, partnerships, and workforce capabilities.			
1. Improve Co-ordination and joint working between partners	Set up a Creating an Active Birmingham Forum that has the right leadership and organisational representation to enhance impact.	Public Health	November 2023
2. Monitor and evaluate	Agree a set of metrics and create a dashboard to demonstrate change over time	Public Health informed by current stakeholder organisations	November 2023
3. Improve workforce knowledge of the benefits of physical activity and how to have the conversations	Create a programme of workforce development that informs all organisations across the city	Sport Birmingham, NHS, BCC	July 2024
Closing the Gap Continue 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. Work with Communities to make the difference	Via BeHeard create a Physical Activity citizens forum who will co-produce implementation of the strategy over the next 10 years	Public Health	July 2024
2. Tackle Inequalities in activity by focusing on the groups with the highest level of inactivity.	Tailor programmes of work that target: people living with a disability or long term condition; children and young people; over 65s; women and girls	All Health and Wellbeing Board member organisations	April 2024

3. Investment and joined up funding.	Create better co-ordination of bids for external funding to bring more resources to support physical activity into the city.	All Health and Wellbeing Board member organisations	July 2024
--------------------------------------	--	---	-----------

Lynda Bradford: Interim Physical Activity Lead 25.09.2023