



West Midlands Economic Strategy

Delivery Framework: Consultation draft

Consultation response form

Name and contact details for responding organisation/partnership/individual:
Sport England West Midlands. Steve Town. steve.town@sportengland.org
Sport England West Midlands No 3 Broadway, Fiveways Birmingham B15 1BQ
Is this your organisation/partnership's official response to the consultation? (yes/no): yes
Question 1 – Have we identified the right set of actions, and associated roles for organisations/partnerships, to deliver the priorities set out in the Strategy? If not, please state how they need to change and why? <i>(This question relates to the second and third columns of the tables in the draft Delivery Framework - those labelled How? and Who?)</i>
<p>2.1 Sport, especially as we move towards the 2012 games, has a key role in increasing Birmingham's competitiveness as a world City. The City's major events programme, not only has direct wealth creating benefits but impacts on the image of Birmingham and the region. Yet, competition for sports events is increasing, and facilities and infrastructure are becoming outdated. An opportunity exists to bid for major events leading to the Commonwealth Games (had significant regeneration benefits in Manchester) In terms of its "attractiveness" offer the city has the lowest participation rate in sport and active recreation of any of the core cities, it has an ageing facility stock, and its parks and greenspaces need investment, yet it has the youngest age-profile of any city.</p> <p>A proposed key action is "to encourage Birmingham to be a "World City of Sport" with a set of initiatives developed through the City Sports Partnership, within the regional context, that would include</p> <ul style="list-style-type: none">○ An international sports events programme○ A long term sports and recreation facility improvement strategy○ A feasibility study into a commonwealth games bid for 2022○ A sports workforce development scheme which would support volunteering and skills development <p>Sport England would be happy to be a support partner in any case for this action 2.1 as we have funding, knowledge and expertise in this domain.</p> <p>Indicators of progress could be the number of international sports events held every year, and the economic impact of these</p>

The National LAA indicator NI 8 the % of the population active in sport (annual survey of 10,000 people in the City by Sport England.)

2.2.2.

In order to reduce congestion, improve access, the role of modal shift, not only to public transport but to walking and cycling should be an action that will also act in improving health (and the associated economic costs) and reducing emissions. The development through active design of walking and cycling infrastructure in places is vital e.g. in eco towns, as well as within the countryside. Also our cities could lead the way with public cycle hire schemes that have changed the image and workability of e.g. Paris and Barcelona.

An **additional action** would be

To encourage modal shift to walking and cycling

The indicators could be the number of people cycling (active people survey) or the % of journeys undertaken not by vehicle, or linear km of new or improved multiuse trails

Sport England, Natural England and Local Access Forums would be partners

Or this action and PI could be located under 3.1.2

2.3 Sports facilities, planning, design and protection contributes to sustainable land use, and Sport England is a statutory consultee here. Under **2.3.2 and 2.5.2 and 2.6.2 Sport England should be a named partner.**

2.6.1 Access to good health is a pre-requisite for economic and social activity, obesity and inactivity is gaining epidemic proportions notably in disadvantaged areas. An action should be added here **“by developing concerted action plans to tackle health inequality and improve community cohesion through targeted activity and recreation programmes.”** DoH and Sport England should be added as support partners

Under 2.7.1 We should have somewhere an action that recognises the significant opportunity 2012 games can play in jobs, business development, community activity, reputation and voice. We suggest that action 3 included **“using the 2012 games as a key opportunity”**

2.7.1 **Sport England** should be a **named support partner** here as the strategic lead agency for sport in the region.

3.1.1 Include PAN WM Physical Activity Network West Mids as a supporting partner as this partnership includes promotion of healthy workplaces, and lifestyles. **Also at 3.5.2**

3.4.1- Volunteering is a key vehicle for developing the skills necessary to move into employment. With over a quarter of all volunteering being in the sport sector and the need for 3000 new volunteers for the regions events and build up to 2012, we suggest that **Sport England should be a Support partner.**

4.3.1 We feel that a stronger regional events and festivals group concerning only genuinely national level and above events should be developed from the existing group

informing and being informed by the regions marketing group work. Sport England would be a member of such a group.

The action would be **“to establish a strong high level regional events and festivals group, that Relates to the Regional Marketing Board, and produces an events plan, that includes the consideration of a commonwealth games 2022 bid”**

Question 2 – What additional actions do you think are necessary to deliver the priorities set out in the Strategy? Which organisations/ partnerships should be involved in leading/supporting/delivering them (see question 3, below, for actions in which you think your organisation/partnership should be involved)?

(This question relates to the second and third columns of the tables in the draft Delivery Framework - those labelled How? and Who?)

Included above

Question 3 – What activity does your organisation/partnership have in progress or planned that will help to deliver the priorities and actions set out in the draft Delivery Framework during the 2008-11 period? Please describe what you regard as the most significant activities in this respect, using a table of the type set out on the following page.

In relation to question 3, please complete one version of the following table for each significant activity that your organisation/partnership either currently has in progress or is planned to be undertaken during the April 2008 – March 2011 period, that will help to deliver against one or more of the priorities and actions set out in the draft Delivery Framework.

Draft Delivery Framework priority/priorities and action/actions against which this activity will deliver:					
Tourism and Leisure Business cluster. Place – 2.1 , 2.3 , 2.5 , 2.6, Cultural offer 2.7. People – 3.2, Voice – 4.3					
Specific objective(s) of this activity:					
To increase participation and engagement in sport and active recreation. To ensure the opportunities from 2012 are gleaned for the region To develop and sustain a networked hierarchy of sports facilities of the right type in the right location, from national to local.					
Activity	Timescale	Responsibility	Resources	Spatial focus	Measure(s) of progress/success
<i>CIF “Active Region” portfolio</i>	<i>08 to 011</i>	<i>County Sports Partnerships, host agencies running 120 projects</i>	<i>£9 million Sport England Funding for a £40million programme</i>	<i>Pan-regional but more projects in Black Country and Staffordshire/Stoke. Focus on disadvantaged areas/groups.</i>	Active People national Survey - increased participation in sport and recreation, volunteering, coaching, skills qualifications and 100 jobs created.
<i>Regional Well-being programme</i>	<i>08 -011</i>	Regional Assembly	<i>£6.8 million lottery funding to a £10 million programme</i>	<i>Pan-regional but with focus on health inequalities and workplaces</i>	Project indicators - Active people survey, 30 jobs and skills

2012 legacy programme	08-012	Sport England	A series of programmes, delivered through 6 sub-regions	Pan-region	Increased participation in sport and recreation, volunteering, coaching, qualifications and jobs. Focused on young people. School sport surveys, project KPIs, active people survey. CSP returns.
	08-012		Disabled sports people, five hour offer, coach and club, development, volunteer recruitment and retention. Valued at £5million		
Regional and sub-regional facilities framework and strategy	08-012	Local Authorities, Sports Governing Bodies, HE/FE Sport England	Capital expenditure across the period/timescale is many millions. BSF is estd £5billion, HE/FE £300m, Local authority sport £250m per year, housing growth point levy £many millions	Regional framework and sub-regional/local authority strategies will identify gaps and needs and match to opportunities in a strategic and coordinated way.	Active Places database, access maps, generated capital spend.