

Active Communities Partnership - Birmingham & Solihull

Local Delivery Pilot – Organisation Responsible
The Active Wellbeing Society – steven.rose@theaws.org

Brief background:

The local delivery pilot brings together two local authorities; Solihull & Birmingham working collaboratively to share knowledge and develop best practice across their administrative boundaries. The pilot is looking to be able to demonstrate a significant shift in physical activity and community activism, so that people become more physically and socially active. The approach is a whole systems approach that ultimately shifts power to communities, making them more resilient and better connected.

The project focuses on six pilot areas covering deprived wards across both local authorities:

- (1) Handsworth, Lozells and Aston, Soho & Jewellery Quarter, Birchfield, Perry Barr, Holly Head & Newtown,
- (2) Balsall Heath West, Ladywood, Nechells, North Edgbaston, Highgate,
- (3) Kingstanding, Stockland Green, Erdington, Perry Common and Gravelly Hill,
- (4) Ward End, Alum Rock, Heartlands, Bordesley Green, Sparkbrook & Balsall Heath East, Yardley West & Stechford, Small Heath, Tyseley & Hay Mills and South Yardley,
- (5) Shard End, Glebe Farm & Tile Cross (Birmingham) Smiths Wood, Kingshurst and Fordbridge, Chelmsley Wood,
- (6) Brandwood & Kings Heath, Billesley, Druids Heath and Monyhull, Highter's Heath, LSOAs of Greenhill and Hobs Moat North

Key to the success of the pilot work, will be the shared vision, leadership and collaboration across Birmingham and Solihull. The challenge is around working across two administrative boundaries, recognising that local communities use and access services seamlessly between Birmingham & Solihull (particularly in bordering areas). The principles of the pilot will be to put communities at the heart of the decision-making process, so that delivery is based on their needs and that they are part of sustaining activities and interventions. The wards targeted, have the highest levels of deprivation and with this comes challenges around low levels of physical activity, high levels of obesity, social isolation and significant health inequalities.

What is the Birmingham and Solihull Pilot trying to achieve?

It is a community asset based development model aiming to achieve the following outcomes:

- The “unusual suspects” living in seldom heard communities and places, become more physically and civically active, reporting improved health and quality of life.
- Through activity, co-creation and facilitation, citizens will have a sense of place and belonging, participation and engagement, resulting in invigorated, strong and resilient communities.
- Sport England and our stakeholders have clearer insight into the impact and effectiveness of a whole system approach to tackling inactivity with citizens, community and place, through integrated data collection and analysis of past, current and future programmes.

Who is the target audience and why?

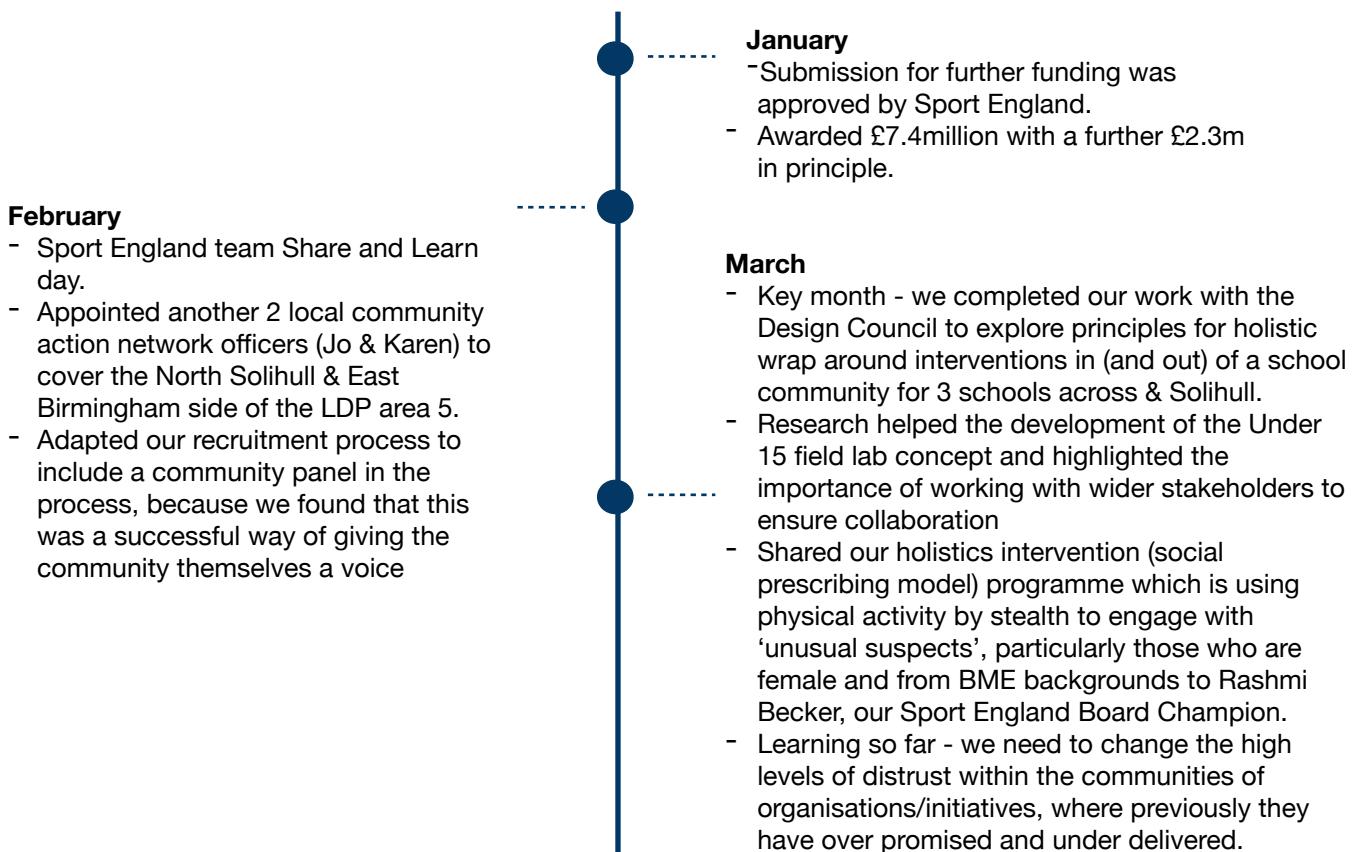
- **Later Life:** Aged 60+, social isolation, fear of crime and less active, resulting in greater demand for adult social care, mental health services and acute healthcare.
- **Under 15 years of age,** sedentary lifestyle, obesity issues and lack of active participation, resulting in health risks and self-esteem.
- **Women and Young Families,** sedentary lifestyle, time and cost constraints, resulting in a need for mental health and social support networks, associated health risks with lack of activity.
- **BAME communities,** cultural barriers and language skills, resulting in issues around community cohesion, exclusion and discrimination.



Progress in the Pilot (January 2019 – March 2019)

What's been happening in the Birmingham and Solihull Local Delivery Pilot?

We've had a hectic past 6 months moving the programme from development to delivery phase:



Progress in the Pilot (May 2019 – June 2019)

April

- Delivered our first webinar on community engagement.
- ‘the Crowd’ our concept for growing a social movement around activity - bringing people together digitally and physically to connect.
- Our ambition is to grow membership of the Crowd to 100,000 over the next 2 years (we currently have 890 Members).
- You can hear the webinar again [here](#).
- Visit by Sport England Chief Exec, Tim Hollingsworth & Exec Director, Charles Johnston – who saw first-hand how an Active Street road closure is bringing communities together.

June

- We supported the Sport England Community of Learning workshops and shared our experiences with national stakeholders to keep them updated on what we have been up to and what early learnings we can all share with each other.
- Shared our video application recruitment process and show one of our successful applicants submission.



May

- We successfully appointed a further 2 officers to cover areas 2&4.
- We also submitted our baseline data to Sport England
- Visit by the Minister for Sport, Civil Society and Loneliness, Mims Davies who endorsed the work of the local delivery pilots following her visit to Balsall Heath City Farm in Birmingham, where she met the Active Communities team and local residents.

Further links to find out more information:

<https://theaws.co.uk/activities/active-communities/>
<http://www.solihullactive.co.uk/>

A dedicated email contact has been set up for citizens to interact with the team.
activecommunities@theaws.org and they can also contact the team via 0121 728 7030.

The Next 6 Months:

- More activity providing free food to engage, build trust with people who aren’t usually interested in physical activity and sport.
- Launching the first community café and library of things concept to be the first point of call for our communities who don’t traditionally engage in social or physical activity to build trust and friendships.
- The Launch of the The crowd - to enable people to find out about what’s going on, where they can volunteer and connect with each other. This will be a real benefit to local community delivery partners and they will have space to promote all their services and attract new people. It will also be a place where people can share physical things as well as skills to benefit the community. The portal will act as an online version of our Local Community Action Officer to enable local people to make connections themselves.
- Supporting ‘Healthy Happy Holidays’ programme for 2019. The local delivery pilot will be aligned to this programme in pilot ward areas, to ensure a co-ordinated approach to free holiday provision for children eligible for free school meals during the summer holidays. This will involve feeding 50,000 children across Birmingham and providing fun, physical activity that meet CMO guidelines.
- Continue to test and learn new and innovative ways of our engagement methods and locations
- Plan to launch a ‘community chest’ scheme to support communities to start initiatives for themselves when the confidence and interest is there. Piloting applications being made via whats app video.
- Final recruitment with a Comms, Marketing and Digital Officer and the final 2 Local Community Action Officers.