



**WEST MIDLANDS**  
COMBINED AUTHORITY

## Board Meeting

<b>Date</b>	7 April 2017
<b>Report title</b>	'West Midlands on the Move' Physical Activity Strategy
<b>Portfolio Lead</b>	Councillor Pete Lowe – Health & Wellbeing
<b>Accountable Chief Executive</b>	Sarah Norman – Chief Executive, Dudley Metropolitan Borough Council Email: sarah.norman@dudley.gov.uk
<b>Accountable Employee</b>	Simon Hall - Director, Active Black Country Email: simon_hall@blackcountryconsortium.co.uk Tel: 01384 471135
<b>Report to be/has been considered by</b>	None

### Recommendation(s) for action or decision:

#### The Combined Authority Board is recommended to:

1. Note the progress made to date in the further development of the 'West Midlands on the Move Strategy'.
2. Agree that the final Strategy is presented to the Well Being Board at its 19 May meeting, prior to submission for Approval at the WMCA Board's June 2017 meeting.

## 1.0 Purpose

1.1 To note the progress made in the development of a WMCA Physical Activity Strategy, 'West Midlands on the Move' and to endorse the approach set out in the report which ensures strategic alignment and fit with the Strategic Economic Plan Themes.

## 2.0 Background

2.1 Initially championed by the Interim Chief Executive, the emerging Physical Activity Strategy "West Midlands on the Move" sets out the action needed to reduce both the levels of physical inactivity and inequalities that exist in the WMCA area. Currently there is a 2.8% gap between the WMCA and England average in those who are inactive, equating to around 90,000 additional adults needing to get active.

2.2 Inactivity leads to;

- Poorer health with a 30% increased risk of diabetes, cancer, heart disease and dementia. The World Health Organisation has identified physical inactivity as the World's 4<sup>th</sup> biggest killer
- Less productivity at work associated with 27% reduced output in the least active
- Reduced educational attainment since an active child has greater concentration and better behavior due to changes in the brain.

2.3 Developed by the 7 Local Authority Physical Activity Leads, 3 County Sports Partnerships, Public Health England, WMCA Transport for the WM and Sport England, the emerging strategy sets out thinking of the added value of adopting a WMCA approach to physical activity across 6 themes:

- Employment, Skills and Education
- Transport
- Development and Regeneration of Urban Space
- Well Being
- Community Capacity building
- Business Innovation, Technology and Data.

2.4 This has explored the potential of scaling up evidence based practice and impact this can have against the WMCA SEP Performance Management Framework.

## 3.0 Progress Report

3.1 Work has started in earnest to socialise the Strategy, meeting with WMCA theme leads and Local Authorities to ensure that West Midlands on the Move has both relevance and directional fit with the WMCA themes. The WMCA theme lead support for this work is critical. This will feed into the development of a refreshed Strategy by May 2017.

3.2 Residing as part of Cllr Lowe's Well Being Portfolio, further consultation has raised the necessity to give further consideration to:

- Developing a legacy for Birmingham's Commonwealth Games Bid
- Strengthening physical activities impact evidence on reducing crime and building community cohesion

- Steering the Sugar Tax Levy which will result in each Primary School receiving £16k for physical activity from September 2017.

3.3 Sarah Norman, Dudley MBC Chief Executive has agreed to be WMCA Chief Executive lead for the Physical Activity Strategy.

3.4 It is proposed that the refreshed strategy which is supported by Local Authorities and WMCA theme leads is presented to the Well Being Board at 19 May 2017 meeting seeking the recommendation to the WMCA for its approval at its June 2017 meeting.

3.5 Initial work has started to identify a Local Authority Chief Executive lead from one of the non-constituent members to shape and determine the added value for NCMs.

3.6 Funded by Black Country Consortium Limited, Simon Hall, Active Black Country Director at BCC has been seconded on a 3 month basis to steer the Strategy's development. Simon will be reporting on progress to Jane Moore, WMCA Well Being Lead.

3.7 With the Physical Activity Leads, this secondment will also explore:

- Development of Mayoral Candidates briefing
- Shaping future resourcing including staffing infrastructure needed to implement.
- Gaining commitment from both constituent and non-constituent members to strategic priorities.

#### **4.0 Financial implications**

4.1 Resource to undertake the above activities has been provided by Black Country Consortium Limited in addition to time commitment provided by Local Authorities, Sport England, County Sports Partnerships and Public Health England. There is no additional resource or financial requirements.

#### **5.0 Legal implications**

5.1 None

#### **6.0 Equalities implications**

6.1 By adhering to the WMCA Equalities policy at all times there should be no implications arising from this paper.

#### **7.0 Other implications**

7.1 None