



ACTIVE
BIRMINGHAM

**An approach to ensure a legacy of the Commonwealth Games and
Commonwealth Active Communities fund**

The Active Birmingham Approach

Vision – What we want to achieve:

To create a city where physical activity is the norm; inequalities are reduced; systems are changed to remove barriers; and sport and physical activity is accessible and integrated into daily life.

Mission - Why we exist:

Using the games as a catalyst we will continue to use an adaptive approach and to tackle inequalities in, and barriers to physical activity by focusing on the 3 key priority areas:

- 1) Building sector integration
- 2) Strengthening community and individual capacities
- 3) Tackling structural inequalities



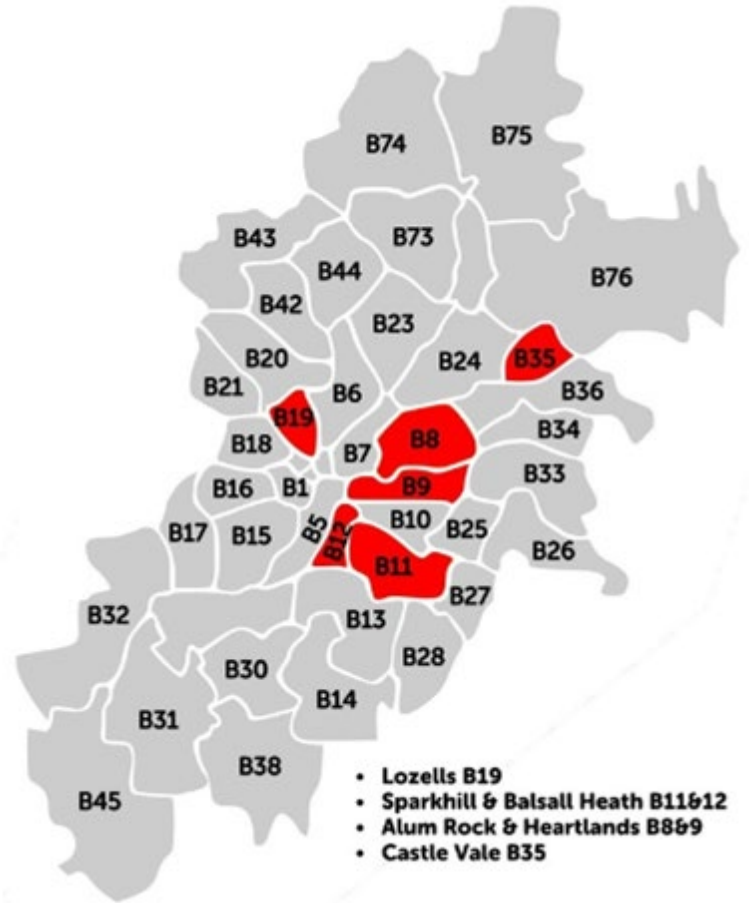
The journey so far...

Commonwealth Active Communities fund aims:

- Use a place-based approach to tackle inequalities in physical activity across four places in the West Midlands Birmingham, Black Country, Coventry and Solihull.
- Support the National Evaluation and Learning Partnership (NELP)
- Sharing insight and learning from across the system to co-produce a bid.

The initial Birmingham partnership:





Priority wards with high levels of **inactivity and deprivation**

Alum Rock

Castle Vale

Heartlands

Lozells

Shard End

Sparkbrook and Balsall Heath East

5 themes: to identify a suite of interventions co-produced with communities

1. Social prescribing

2. Active environments

3. Volunteering

4. Children, young people and families

5. Walking and cycling

Adopting principles of effective place-based learning from the Local Delivery Pilot- Active Communities, Tackling Inequalities fund other place-based initiatives

Digital Activity Finder

Empowers residents to make informed choices about physical activity options, a free online platform for local organisations to promote offers.





Key Learnings

Building Sector Integration

- Co-produced strategies with more community voices and system partners.
- Identifying where partners add value/wider connectivity, through shared responsibilities and joint decision making.

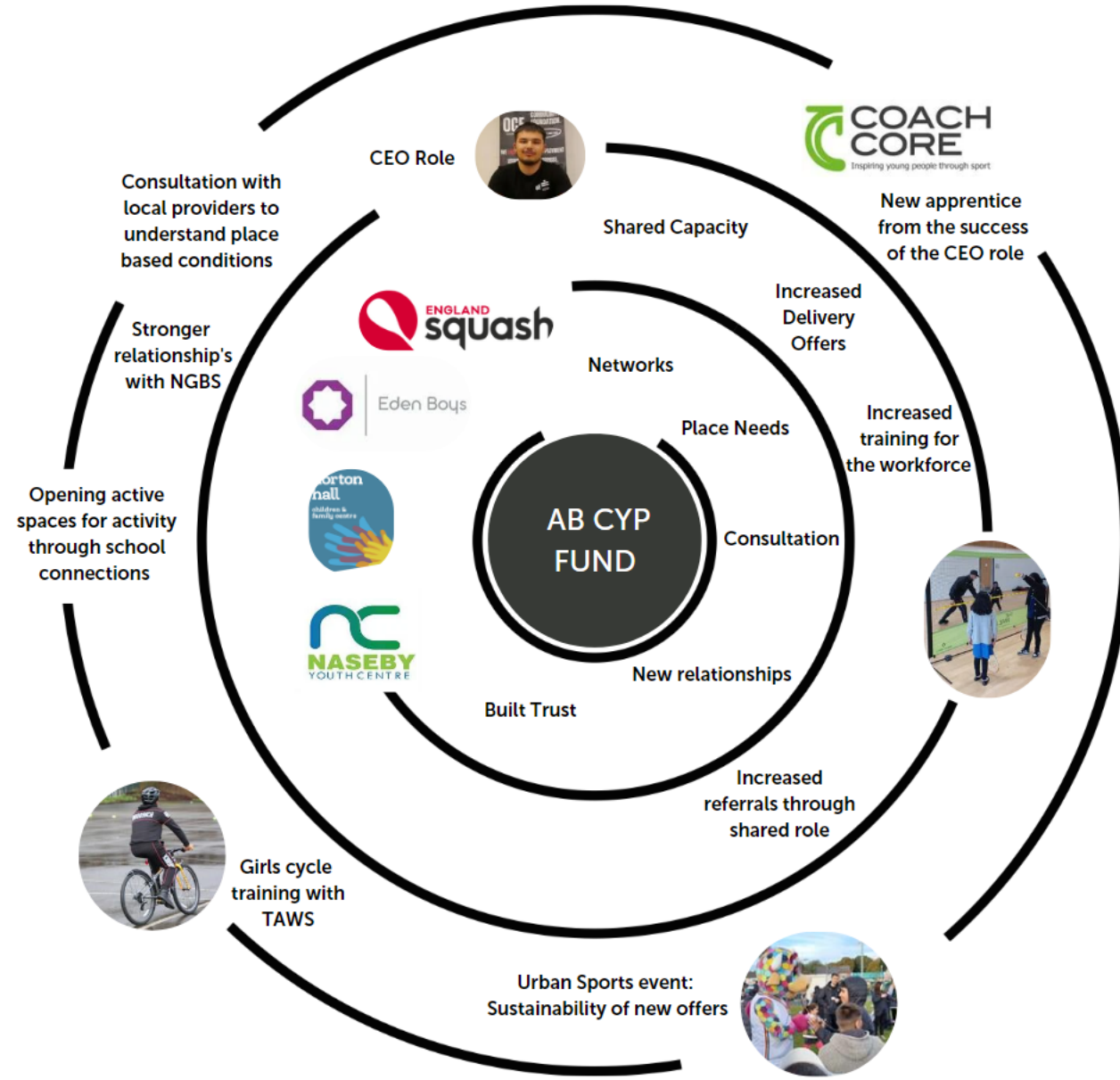
Strengthening community and individual capacities

- Adaptive approaches
- Trusted local organisations are playing a pivotal role
- Shared capacity, resource, insight and increased physical activity and training offers
- Fostering trust, transparency, and direct community input

Tackling Structural Inequalities

- Creating environments for shared learning

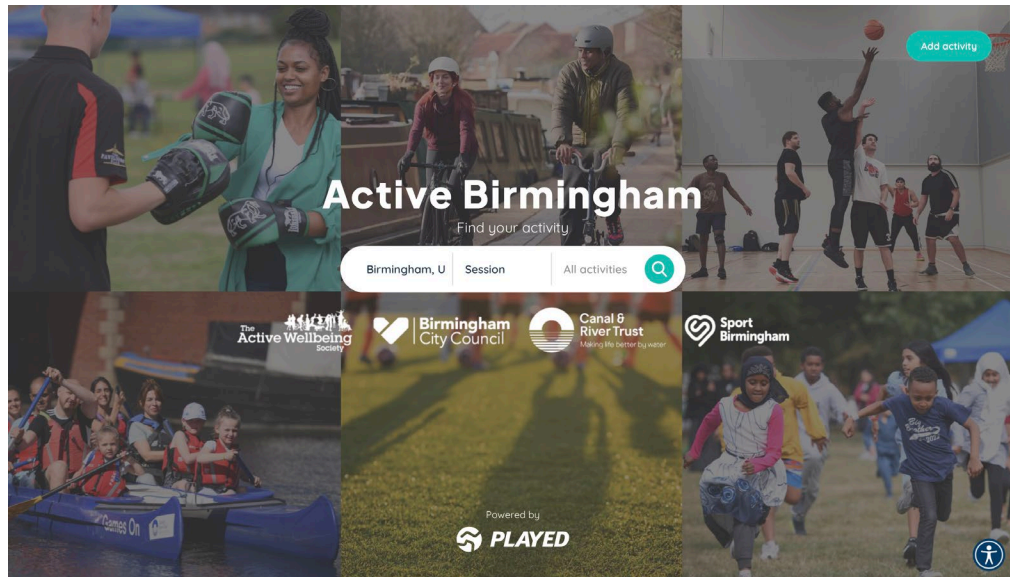




Engaging with Active Birmingham

Do you have sport or PA offer are looking to promote or are you looking to engage in a clubs or activity ?

Do you wish to connect in with local, regional & national orgs, without challenge of creating time engage?



How to join Active Birmingham

If you are a community provider or asset holder in:

Alum Rock

Castle Vale

Heartlands

Lozells

Shard End

Sparkbrook
and Balsall
Health East

We aim to empower communities by listening to their needs and providing relevant support. We seek partners who are passionate about connecting and learning about funding opportunities in their area.

How to join Active Birmingham

If you are a:

System Partner

Cross sector org

National
Governing Body

Regional/National
org with local
investment

We want to connect your offers to the greatest need, local people and services. As well as connect you with likeminded organisations where you can share & connect.

Contact

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