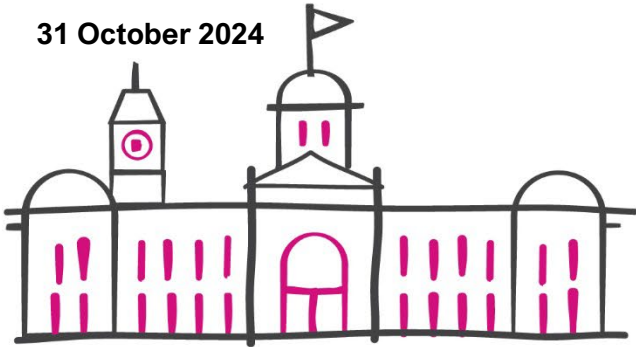


# Creating an Active Birmingham

Ibrahim Subdurally-Plon  
Public Health Service Lead - Physical Activity

31 October 2024



 **RESET**

 **RESHAPE**

 **RESTART**

# What we want to achieve?

## Reduce

Reduce the percentage (%) of adults who are physically inactive (25%) to 20%

## Increase

Increase the percentage (%) of adults walking (17.7%) for travel at least three days a week to 25%

## Increase

Increase the percentage (%) of adults cycling (2%) for travel at least three days a week to 4%

## Increase

Increase the percentage (%) of physically active children and young people (41.6%) to the national average (47.2%)

## Reduce

Reduce the inactivity gap (20%) between those living with disabilities and long-term health conditions and those without to 10%

## Reduce

Reduce the inactivity gap between minority ethnic communities (Asian not including Chinese – 38%, Black – 35%) and white ethnicity (29%) by 50%



# How did we develop the strategy?



# What did we find?



## Active People

Promoting equitable access to physical activity opportunities across all ages and settings to enable more people to stay active.



## Active Society

Creating and preserving spaces that allow people of all ages and abilities to engage in regular physical activity.



## Active Environment

Embedding physical activity into policy, planning, and communication to encourage a citywide culture of active living.



## Active Systems

Strengthening local leadership, governance, and partnerships to build a connected system that supports physical activity.



## Closing the Gap

Identifying and addressing barriers that prevent the least active groups from participating, based on insights from the Physical Activity Needs Assessment.



# What does this mean in practice?



# Citizen Panel

Continuous  
Consultation

Co-  
production

- 127 citizens
- Imperative a diverse panel is created to represent the city
- Cover a range of topics
  - Physical activities (walking, running, swimming, cycling and others), Parks and Canals, Leisure and Wellbeing Centres, Environment such as walking and cycling infrastructure, Public Transport, Helping children and young people to get more active, Helping older adults to get more active.



# Our landing page

Creating an Active Birmingham strategy 2024 to 2034




Birmingham Wellbeing Service



Physical activity programmes



Stay active



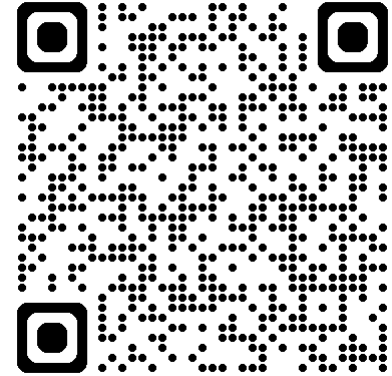
Active City Forum (ACF)



Events and workshops



[Creating an Active Birmingham | Birmingham City Council](#)



# Every Step Matters (Daily Mile Tracks)

- The project aims to encourage people to be available for 15 minutes of physical activity (walking, jogging, wheeling or running) at their own pace every day, to experience the benefits of regular exercise.
- All the tracks mark out accessible and safe routes to follow.

<b>Ladywood Summerfield Park</b> Dudley Road B18 4EJ	<b>Handsworth Handsworth Park</b> Holly Road B20 2BY	<b>Nechells Bloomsbury Park</b> Oliver Street B7 4NX	<b>Aston Phillips Street Park</b> Phillips Street B6 4UN	<b>Balsall Heath West Calthorpe Park</b> Edward Road B12 9LF	<b>Pype Hayes Pype Hayes Park</b> Chester Road B24 0NR
		<b>Bordesley &amp; Highgate Highgate Park</b> Moseley Road B12 0TL	<b>Castle Vale Centre Park</b> Tangmere Drive B35 6QS		





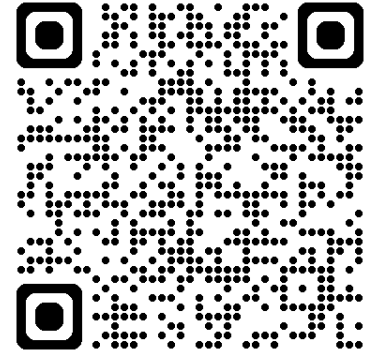
# Active Birmingham Activity Finder

Inclusive

Accessible

Affordable

1. Online and in person activities
2. Directions for walking, cycling and Public transport
3. Discover what is happening in local area



# Active Birmingham

Find your activity

Birmingham, U

Session

All activities



Birmingham  
City Council



Canal &  
River Trust



Sport  
Birmingham

Active Birmingham

St James Court Session

All activities

Hide map

Add your activities

Within 15 km Price Date Time of day Age Level Accessibility Gender Clear all

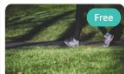
1229 activities found



1.0km away

Share Shack at Ladywood

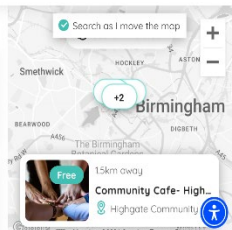
Ladywood Shore Shack, 194 St Vincent St W, Ladywood, Bir...  
Wed 16th Oct at 10:00am



1.0km away

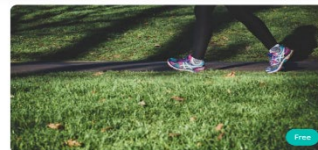
Walking Group Ladywood

Ladywood Shore Shack, 194 St Vincent St W, Ladywood, Bir...



Active Birmingham

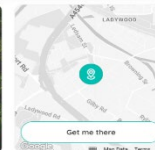
Back to results



Walking Group Ladywood

Someone BBI  
Ladywood Shore Shack, 194 St Vincent St W, Ladywood, Birmingham B15 8PT, UK  
Tue 22nd Oct at 10:00am  
Share activity

Walking Tue 22nd Oct 10:00am



Get me there

Reserve a spot

Walking Group Ladywood

Tue 22nd Oct at 10:00am

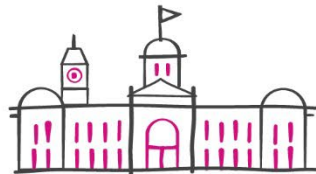
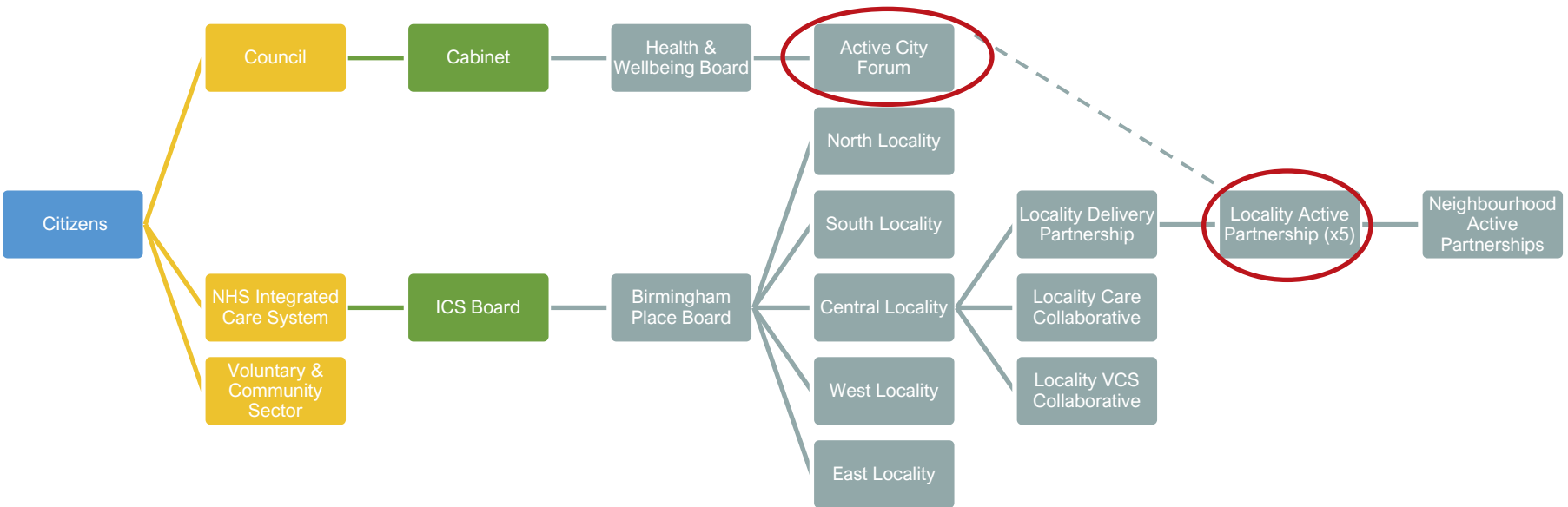
Total: Free

Reserve spot

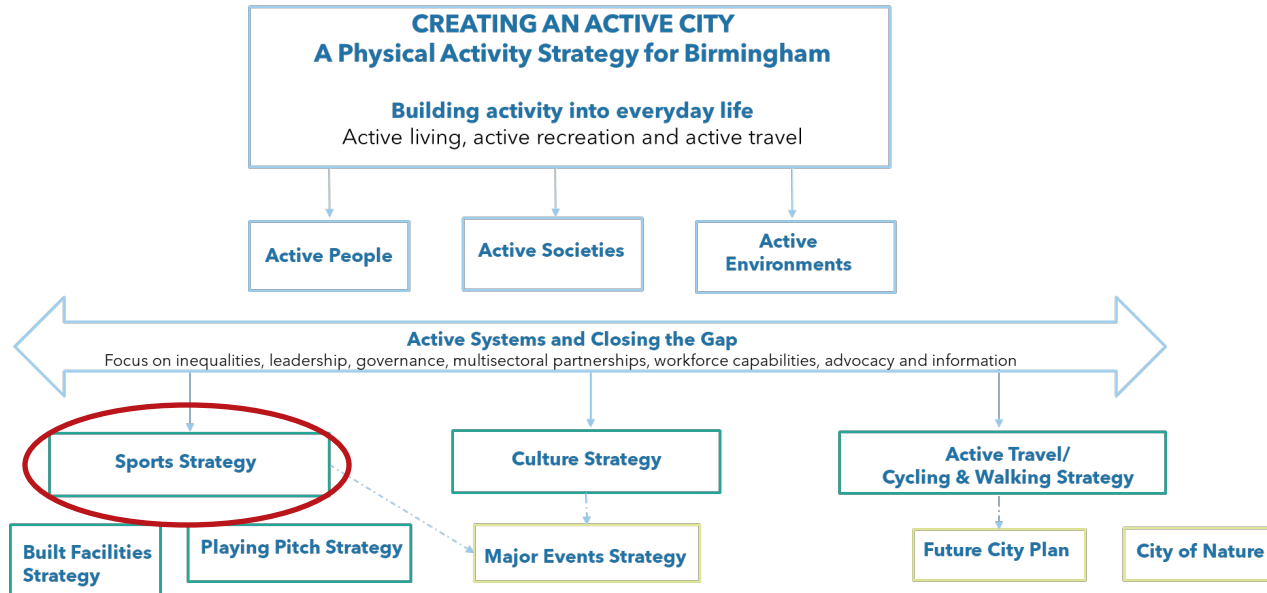
PAGE 10



# Localised Engagement – Locality Active Partnerships (LAPs)



# Where does the CAB Strategy fit?



Working together to create a whole system approach to physical activity



# Development of a new 10-year Sports Strategy

Provide opportunities from grassroots sports through to elite performance

A fresh vision for sports and physical activity

Foster a healthier and more active community

Direction and guidance for the Council and partners to develop & deliver sustainable sports programs that meets community need

Developed in parallel with a new Physical Activity Strategy

Align with Sport England Uniting the Movement Strategy

Provide clarity of the role of the Council and its partners in sports delivery

Identify key priorities and challenges across service and facility provision.

Undertake a full assessment of current grassroots sports delivery

Develop plans to ensure sustainable grassroots delivery for the future

Identify priority sports for focused investment

Resonate with other national, regional, and local strategic context



# Sport Strategy

## Key considerations

- The future reduced capacity/role of Birmingham City Council.
- Integration of the Be Active/Health and Wellbeing Service.
- Re-shaped Be Active offer.
- Metrics/alignment with 'Creating Active Birmingham'.
- Focus (priority sports/activity - narrowing equity gap).
- Alignment with Sport England 'deepening' and Place-based work.



# Remaining Tasks: Sport Strategy

- Revised issues paper – (taking account of changed situation since April 24 and proposing a revised framework) - End Nov 24
- Produce draft strategy – By end Feb 25
- Produce final strategy - By end March 25

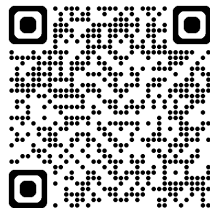
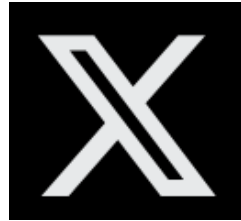


# Get in touch

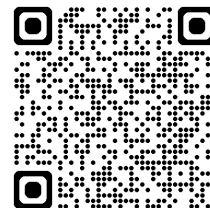
ph.physicalactivity@birmingham.gov.uk



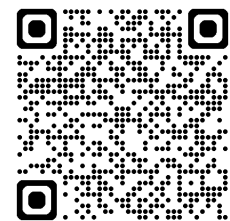
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Public



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Healthy Brum

