

GETTING A CITY ACTIVE.... THE BIRMINGHAM EXAMPLE

Mark Brown - Birmingham Wellbeing Services



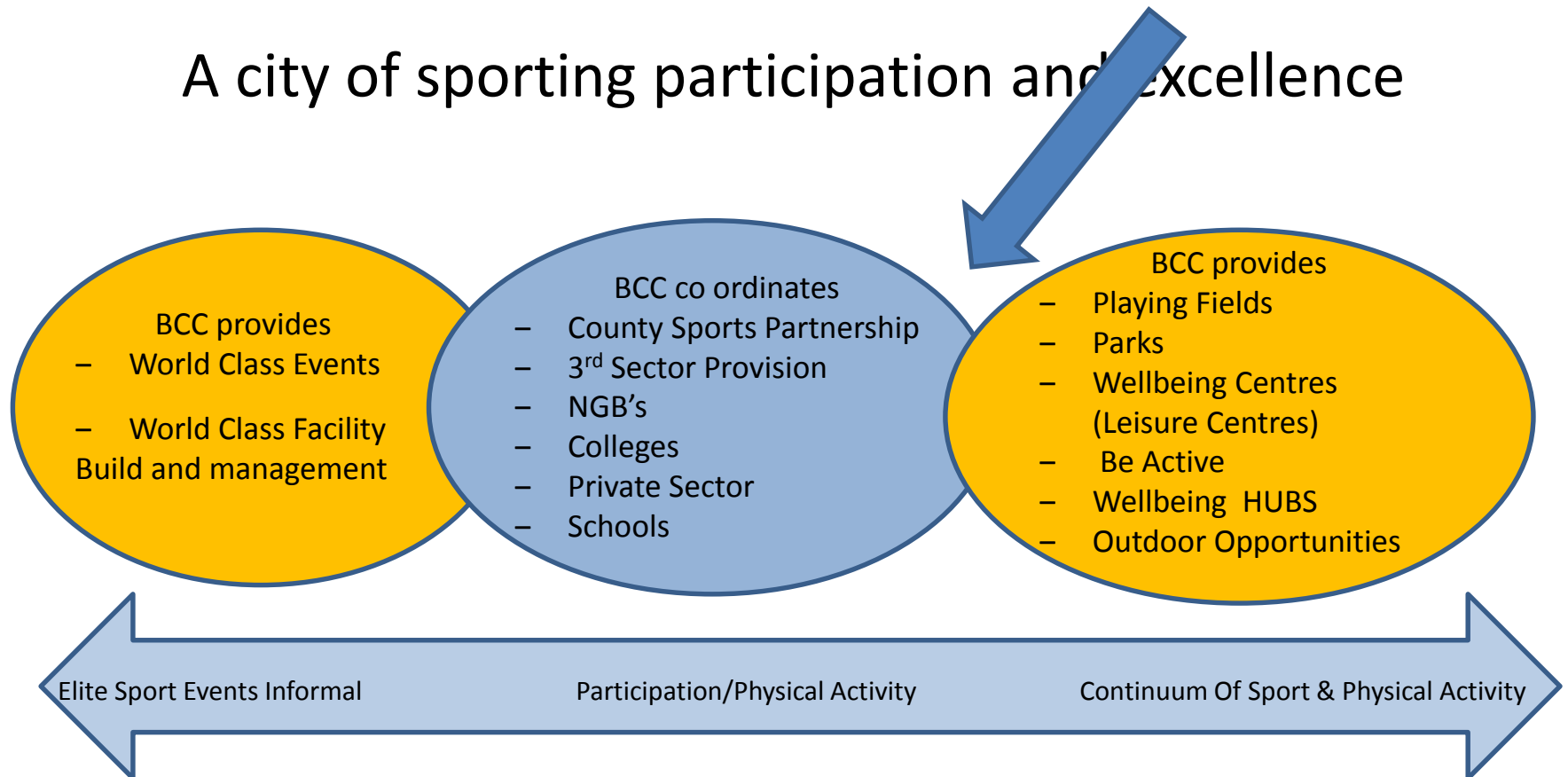
Birmingham City Council

Birmingham
Wellbeing
Service

Responding to the challenge:

Vision for Sport and Physical Activity for Birmingham

A city of sporting participation and excellence



Birmingham.... Background to the challenge

- 1.1 million people in the city
- 408,000 Birmingham citizens live in the top 10% most deprived in England
- Large health inequalities directly linked to poverty in the city
- Austerity means reduction in role of public services, including health
- Over 80% of the population are inactive in the city
- Around ¼ of Birmingham children are overweight/obese when they start school (rising to 40% by the time they leave primary school)



 Birmingham City Council

Birmingham 
Wellbeing
Service

Life Expectancy

Rate at Birth Mean: 79



Within only **eight stops** you can shave nine years off the average life expectancy of a citizen.



Health benefits of physical activity

- Diabetes, Heart Disease , Asthma, Arthritis and Cancer and other causes of early mortality.
- Reduction in premature death and premature ageing
- Can help tackle social isolation
- Combats stress
- Emerging evidence of physical and mental health benefits



Birmingham City Council

Birmingham
Wellbeing
Service

Barriers

stopping people being more active?



Not being able to afford the cost of attending the activity



Not having the kit for the activity, or the money to buy it....



Geographical distance



Not having the right venues for the activities ...



Birmingham City Council

Social distance.... Not seeing people
like me doing the activity



What has that meant in practice...

removing cost

- Be active
 - 2008: Gym for Free Pilot in Ladywood constituency (110,000 people)
 - Free physical activity in leisure centres and community settings for 1.1 million people
 - Gym, swimming, and fitness classes, badminton, table tennis, toning tables
 - 440,000 people now on the scheme



Removing cost

Wellbeing Centres and Hubs

- Significant free offer at Wellbeing Centres

Wellbeing Centres (*previously known as Leisure Centres)	Wellbeing Hubs
Handsworth Wellbeing Centre	Firs and Bromford
Kingstanding Wellbeing Centre	Masefield
Nechells Wellbeing Centre	Calthorpe Pavilion/Play and Ackers
Newtown Wellbeing Centre	Ackers Wellbeing Hub
Saltley Community Wellbeing Centre	Aston Pavilion
Shard End Wellbeing Centre	Stanhope Community Centre
Small Heath Wellbeing Centre	



Birmingham City Council

Birmingham
Wellbeing
Service

[https://www.youtube.com/watch?
v=quDcRKb6GVo](https://www.youtube.com/watch?v=quDcRKb6GVo)



 Birmingham City Council

Birmingham 
Wellbeing
Service

What has that meant in practice...

removing the geographical & venue barrier



Active Parks

- Piloted in 2012... Launched citywide in 2013
- Partnership with Birmingham Open Spaces Forum, Friends of Parks Groups, NGBs, third sector organisations and providers.
- Over 40 parks in priority neighbourhoods
- Something for everyone: *Green Fit Baby, Tai Chi, Zumba, Rowing and Cycling, Walking and Jogging, Family fun sessions, Multisport, Bushcraft, Little People in Parks, Explorers, Conservation*



What has that meant in practice... removing the geographical & venue barrier



Active streets:

- Piloted in 2014 the programme entails:
 - Closing streets to traffic for play and physical activity
 - Coordinated by local residents
 - Bringing in national governing bodies of sport too
- Supports groups of residents to bring activity to people's doorstep with road closures (via Temporary Road Closure Order and partnering with Highways)
- Provide resource and a range of multi sports and family fun activities on peoples doorsteps (archery, badminton, tennis).
- Removing cost/co-ordination as barrier - with city wide insurance process that covers all road closures (previously cost to residents).



Birmingham City Council

Birmingham
Wellbeing
Service

[https://www.youtube.com/watch?
v=LbteoOaQHhk](https://www.youtube.com/watch?v=LbteoOaQHhk)



 Birmingham City Council

Birmingham 
Wellbeing
Service

What has that meant in practice...

removing the geographical, venue barrier & cost barrier

Big Birmingham Bikes

5000 free bikes to people in the poorest parts of the city

- **3000 free giveaway bikes** (in areas of highest deprivation).
- 1000 for community groups/individuals to use on sessional basis
- 1000 long term loans (to establish cycling habit)



Must use the bike once a week for first 6 months to keep it

- GPS tracking, real time data



Also provides: cycling lessons, learn to ride groups, led rides for beginners and cycling returners and cycling maintenance courses for participants



Targeted Support activity programmes: Be Active Plus



- 12wk GP referral programme operating in Leisure Centres (as well as outdoor activities), to provide supported exercise programmes for patients with chronic conditions.
- GP qualified staff with significant skills and training to support patients to exercise safely and develop tailored programmes.
- Patients can undertake a mix of activities, from the gym, to led walks, led bike rides, classes.
- Range of other programmes being delivered – COPD, Cancer, Postural Stability



Run Birmingham

- The programme objectives are:
 - To inspire **5000 inactive citizens** to start running
 - To support **15,000 infrequently active** to become regular runners
 - To support 100,000 citizens to regularly run and form a habit for life
- Range of activities to encourage people of all abilities to take up walking and jogging - led walks, beginners jogging groups, running groups.
- Potential to run a range of health walking and jogging groups, for example linking with primary care to support patients with long term conditions, post natal walking programmes etc.
- Extensive programme of couch to 5k across the city aimed at

complete beginners



Birmingham City Council

Birmingham
Wellbeing
Service

Outcomes...

- £1 spend = £21.70 benefits (mainly health)
- Paper published in BJSM citing Be Active as cost effective PA intervention
- Over representation of key communities participating in the offer (65% BME (*Black, Minority, Ethnic*) 70% from most deprived quintile)
- Active People survey has seen an increase year on year against trend nationally
- 200,000 sessions attended last quarter across the Wellbeing Service



Building an evidence base...

- Universally free but targeted to those who need it the most
- Clear target groups - monitored regularly
- Who comes and what do they do
- Capturing data to show baseline and improvement
.....evidence of behaviour change, especially in BME communities



Birmingham City Council

Birmingham
Wellbeing
Service

Data Snapshot

Wellbeing Service Dashboard - January 19					
Indicator from Public Health	Month Total	Percentage of Total:	Indicative Public Health target (cm)	Target reached (%)	Year to date (approx).
Overall attendance	55,790		68,000	82%	636,359
Children under 5yrs attendance	2,002	3.6%	4,500	44%	29,118
Children 6-15yrs attendance	8,447	15.1%	18,000	47%	121,413
Adults 16 to 69 yrs attendance	37,956	68.0%	39,000	97%	402,222
Older people 70yrs+ attendance	6,186	11.1%	6,500	95%	70,279
Unknown in Age	1,142	2.0%			12,318
Attendances from BME communities	30,599	61.6%	48%	128%	340,940
Unknown in BME	6,110	11.0%			83,332
Proportion of women attending the scheme	27,800	50.9%	46%	111%	314,679
Unknown in Gender	1,207	2.2%			15,834
Attendances from IMD Q1&2 relative to the city profile	41,669	78.0%	80%	98%	487,097
Unknown in Quintile	2,375	4.3%			25,139
* (% excludes unknowns data)					



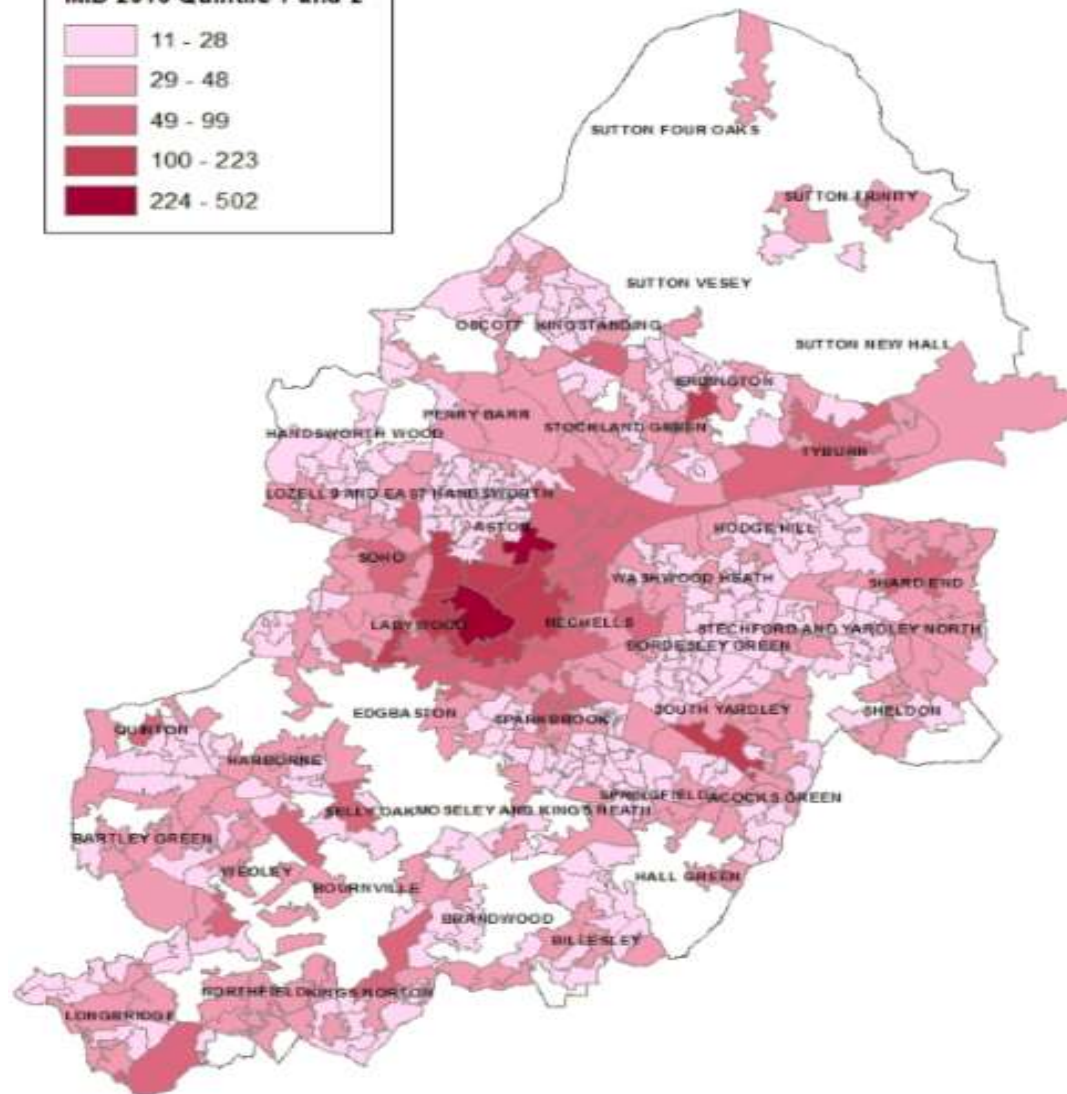
Birmingham City Council

Birmingham
Wellbeing
Service

Site Name	Total Attendance (December 18)	Total Attendance (January 19)	Percentage Difference (Dec 18-Jan 19)
Handsworth WC	6,662	8,514	28%
Kingstanding WC	3,793	7,563	99%
Nechells WC	959	1,357	42%
Newtown WC	1,940	2,343	21%
Saltley WC	2,270	3,176	40%
Shard End WC	3,448	3,704	7%
Small Heath WC	3,336	4,216	26%
Aston Pavillion Hub	0	0	0%
Calthorpe Pavillion Hub	84	58	-31%
Masefield Hub	349	372	7%
Stanhope Hub	496	495	0%
BCLT	7,307	10,426	43%
Interim Sites	270	678	151%
Be Active Extended Offer	425	511	20%
PFP	2,694	3,241	20%
Total	34,033	46,654	37%



**Eligible 2001 LSOA Areas
IMD 2010 Quintile 1 and 2**



Big Birmingham Bikes



BIRMINGHAM
CYCLE REVOLUTION



7,000

Giveaway bikes 2018

100 trained volunteers



400

 Free to loan bikes

20

Community
Cycling Groups

22

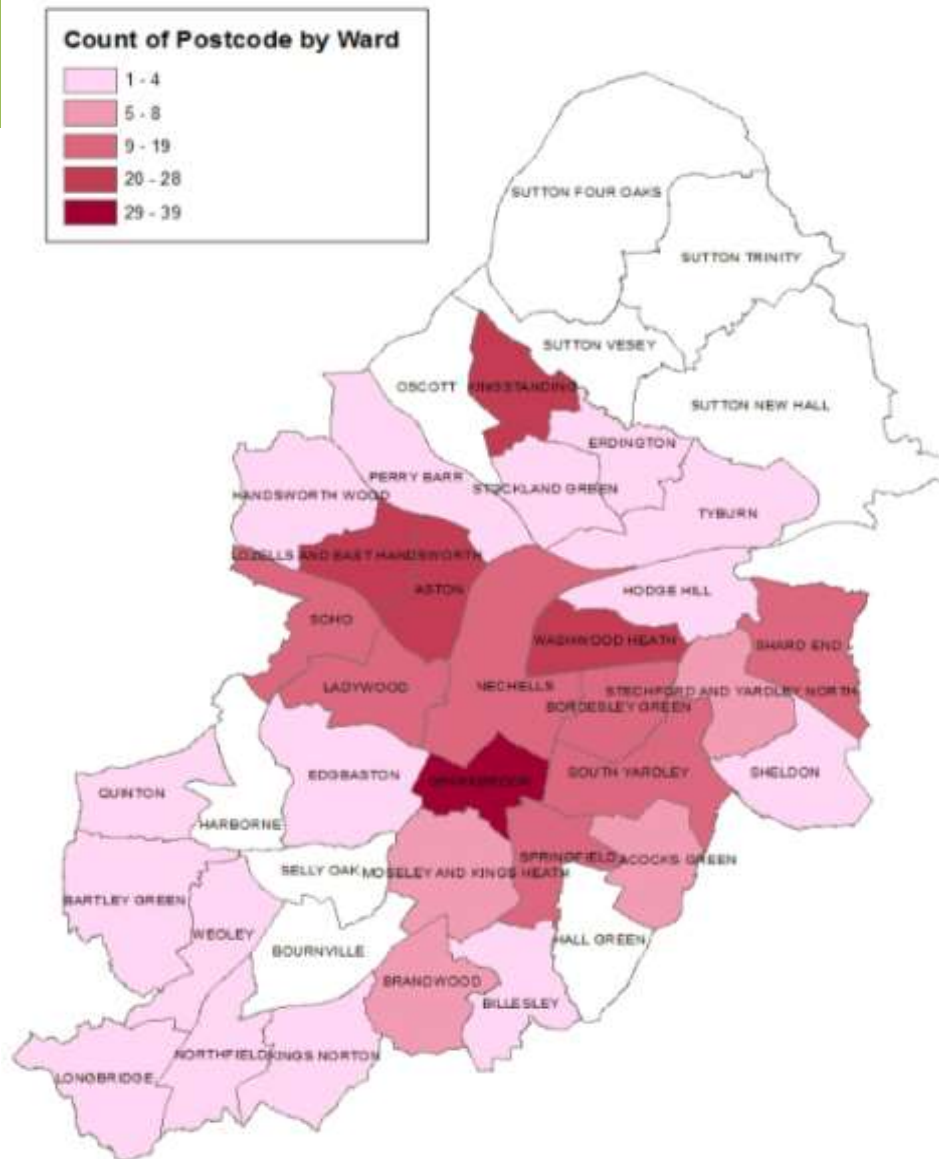
Cycle
centres



Birmingham
Wellbeing
Service

Birmingham City Council

Eligibility



Big Birmingham Bikes IMPACT



500 participants per month in cycling activity.

318964 Miles cycled in Phase 1 on our orange bikes.

44 Journeys per cyclist per year. Average journey 4.3 miles.

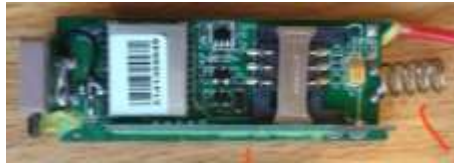
61619 car journeys replaced with cycle journeys by **1400** recipients of bikes.

30113 Hours of reduced congestion on our roads.

4218 KG of CO₂ Emissions.



The technology



GPS Unit hidden
in the handlebar
stem mount



Automatic 3G data
transmission to
database activated by
movement

Cable runs to the
front wheel hub

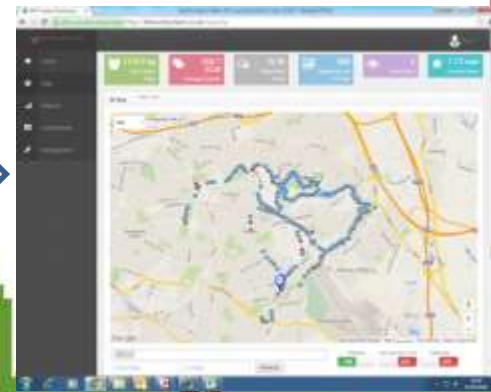
Recharged power
through a hidden
hub dynamo



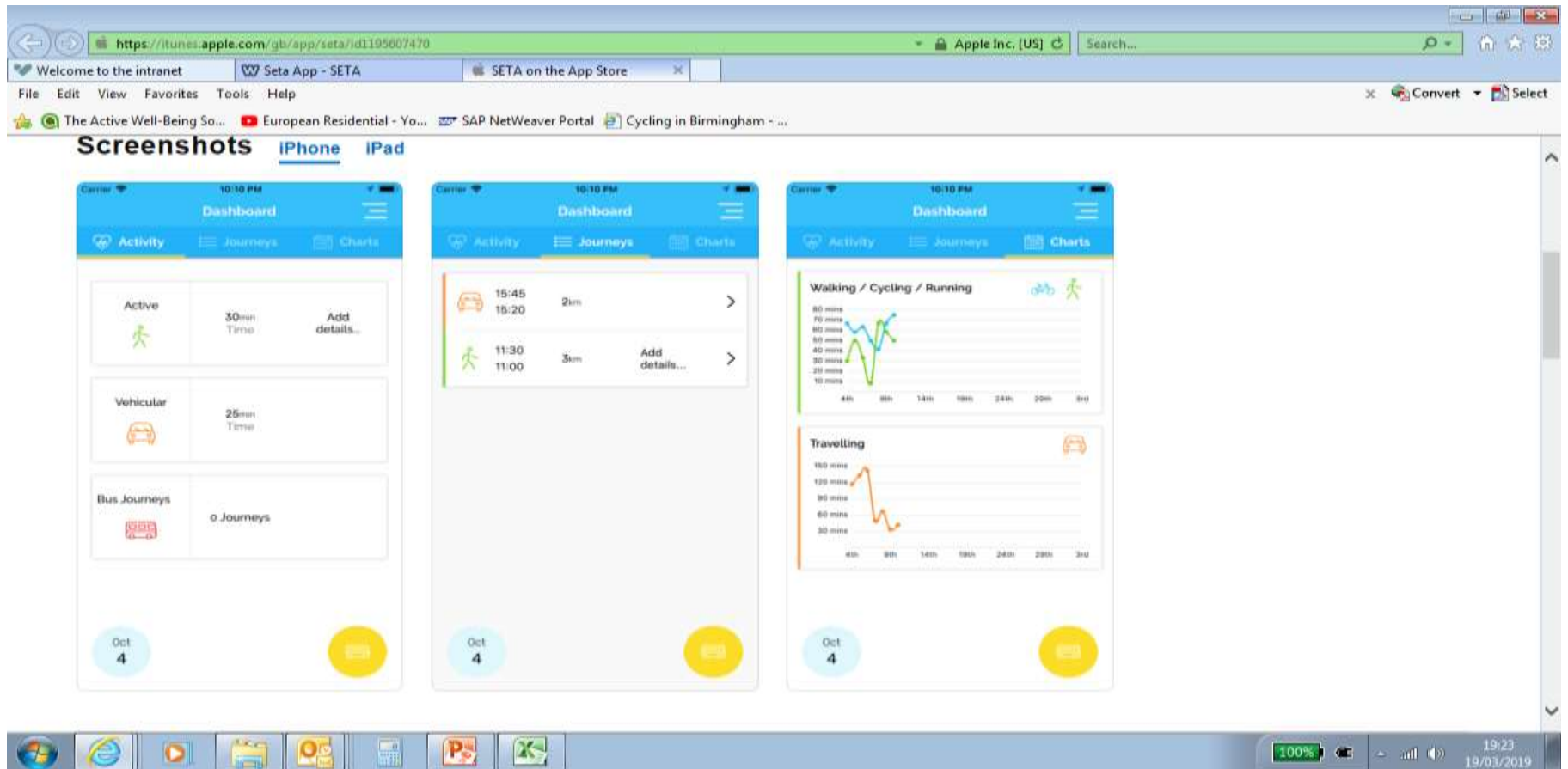
Technology Partner



Reporting Web Interface



The Technology

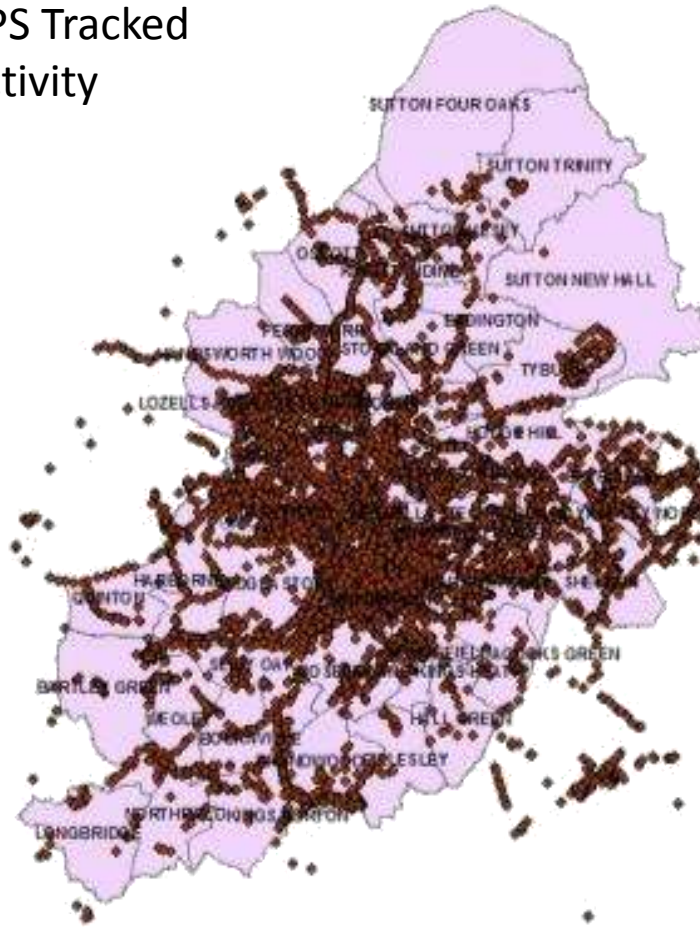


Birmingham City Council

Birmingham
Wellbeing
Service

How do we know its working?

GPS Tracked Activity



Birmingham
Wellbeing
Service



Human Testimony

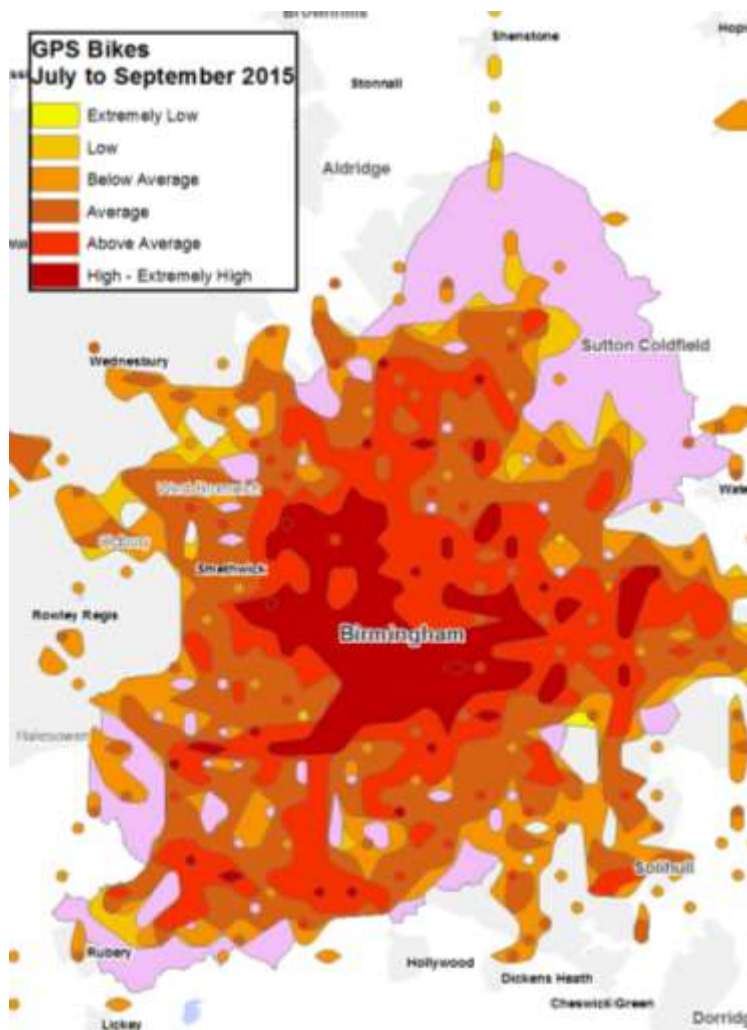


17 year old Sidrah Jawed

 Birmingham City Council

Big Birmingham Bikes Miles Cycled

- September 1554.
- October 1750
- November 1450
- December 1327
- January 1800
- February 2680
- March 4258
- April 4923
- May 6951
- June 7500(forecast)



Big Birmingham Bikes COST BENEFIT



BIRMINGHAM
CYCLE REVOLUTION



Total Cost of Phase 1	£1,500,000
Volunteer Hours given worth	£71,316
Car Miles replaced by cycling worth	£1,455,172.
Employment created 24 Bikeability Jobs	£317,640
Physical Activity Benefits	£581,576.
Overall Cost Benefit	<u>£2,425,704</u>



Big Birmingham Bikes HEALTH BENEFITS



74% Respondents Spending more time outdoors
90% Respondents Health largest benefit.
72% Respondents Reduced social Isolation
Other key factors include :
Spending more time with family /friends
Fitting in with the community



Big Birmingham Bikes Funding Secured



BIRMINGHAM
CYCLE REVOLUTION



British Cycling	£230,000
Cycling UK	£100,000
Ashden Award	£10,000
DFT Bikeability Funding	£1,000,000



Adult Learn to Ride Community Benefit



BIRMINGHAM
CYCLE REVOLUTION



SUSTAINABLE ADULT CYCLE TRAINING

INNOVATIVE
TRAINING
PROGRAMME

COST NEUTRAL
COMMUNITY ADULT
CYCLE TRAINING

CREATING NEW
EMPLOYMENT
OPPORTUNITIES

36 NEW INSTRUCTORS
1400 HOURS FREE DELIVERY
PAID JOB PROGRESSION

Partnership Case Study Ride Active

A facilitated cycling activity to enable Birmingham residents lacking in confidence, ability or fitness to progress from Bikeability sessions onto further recreational cycling activity

Who is it for?

Adults from Birmingham Communities who:

- Experience particular cultural barriers to cycling
- Lack confidence in their ability to ride a bike safely
- need time to practice basic skills in a fun supportive environment before progressing to Level 2
- Inactive
- Would benefit from group facilitated cycle activity

What is the session?

- Regular time and place (Wellbeing Centre) and traffic free area
- Informal but facilitated by a qualified '*Ride Activator*'
- Fun activity on a bike and not sport
- Skill reinforcement and enhancement
- Builds confidence and fitness



Headlines

	TOTALS
WELLBEING CENTRES	5
NO OF SESSIONS	43
THROUGHPUT	246
PARTICIPANTS	92
AVERAGE ATTENDANCE	5.7
FEMALES	85.9% (79)
MALES	14.1% (13)
ASIAN	53.3% (49)
BLACK	14.1% (13)
WHITE	6.5% (6)
UNKNOWN	26.1% (24)
PARTICIPANTS REGISTERING ONLINE	31.5% (29)



Big Birmingham Bikes Phase 2



2000 FREE ADULT BIKES

IN RETURN FOR
REGULAR USE



COMMUNITY BIKE BANK SCHEME
PROVIDING 1000 BIKES FOR CHILDREN
AND YOUNG PEOPLE

IN RETURN FOR
REGULAR
FAMILY USE



FREE COMMUNITY TRAINING , CYCLING
GROUPS AND CYCLING ACTIVITIES

MORE PEOPLE
CYCLING AND PEOPLE
CYCLING MORE

Big Birmingham Bikes Bikeability



BIRMINGHAM
CYCLE REVOLUTION



7000 CHILDREN
TRAINED TO CYCLE
SCHOOL

BIKEABILITY 2017/18

NEW
REPRESENTATIVE
BIRMINGHAM
WORKFORCE

150 SCHOOLS

2018/19
MORE SCHOOLS
AFTER SCHOOL
CYCLING CLUBS
CCC SUPPORTED DELIVERY

50% FEMALE
70% BAME
100% LCOAL

Big Birmingham Bikes



https://www.youtube.com/watch?v=q_YpaolG45M



Mark Brown

Wellbeing Centre Manager



Thanks for listening

Contact:

mark_brown@birmingham.gov.uk

Tele: 0121 303 4083/07825282656

