



A photograph of a community event on a residential street. In the foreground, a child in a red jacket is riding a bicycle. To the left, a man in a dark jacket and a woman in a white coat and red headscarf are standing. In the background, there is a green tent, other people, and a yellow van. The scene is set on a paved street with brick buildings and trees.

Karen Creavin

Community wellbeing, inclusion, and the role of public health....



Birmingham... Background to the challenge

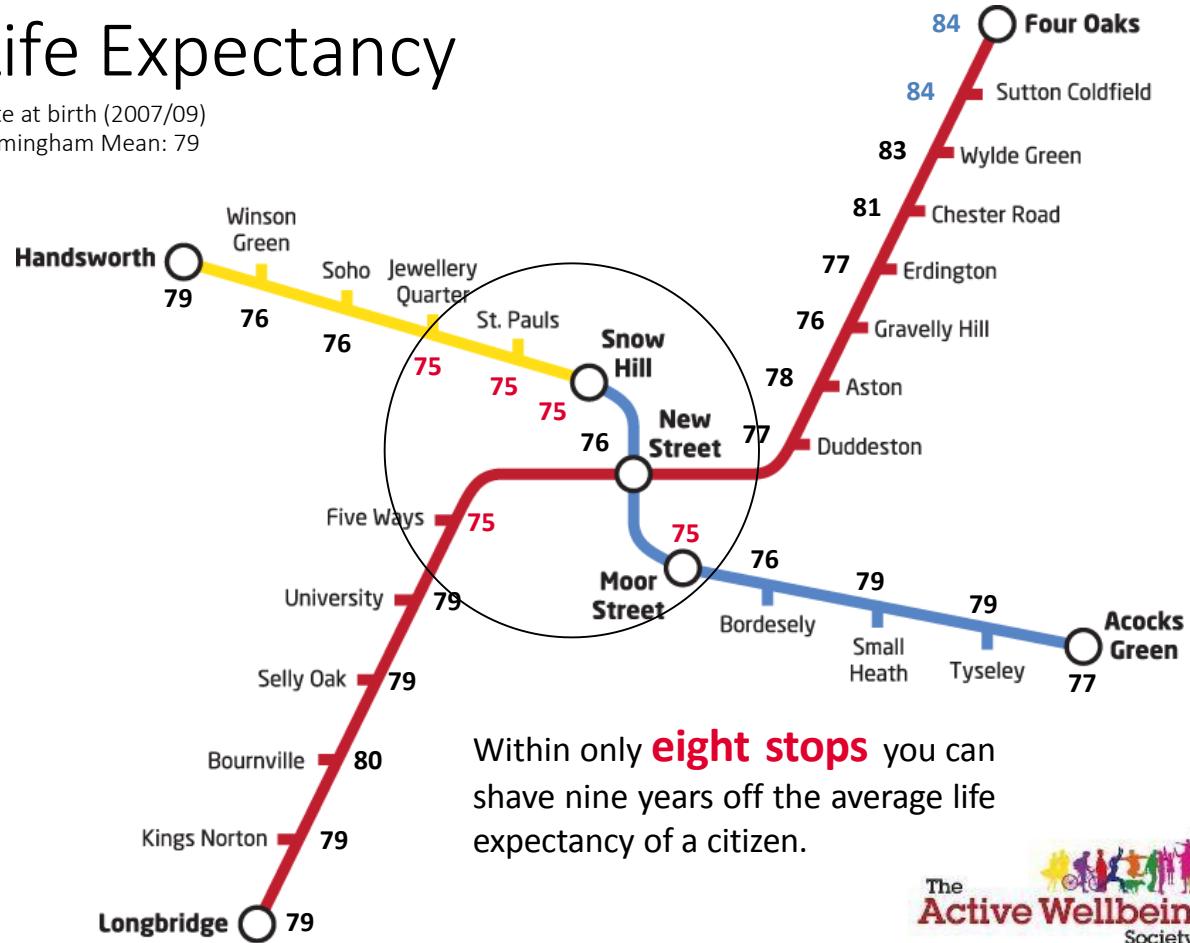
- 1.1 million people in the city
- 408,000 Birmingham citizens live in the top 10% most deprived in England
- Large health inequalities directly linked to poverty in the city
- Over 80% of the population are inactive in the city
- Food poverty, income inequalities, the impact of deprivation – all impact on social agency....



The impact of inequality burdens
some communities more than others...

Life Expectancy

Rate at birth (2007/09)
Birmingham Mean: 79



Our vision:

Healthy, happy people living active and connected lives

- Established as a mutual, member led cooperative 2017
- **Assets locked for community benefit**
- Part of Birmingham's aspiration to have a wider civic family
- Members are staff and citizens
- Working towards a participatory membership approach
- Value accounting and impact measurement
- Creating a social movement around 'active citizenship'



Health benefits of physical activity

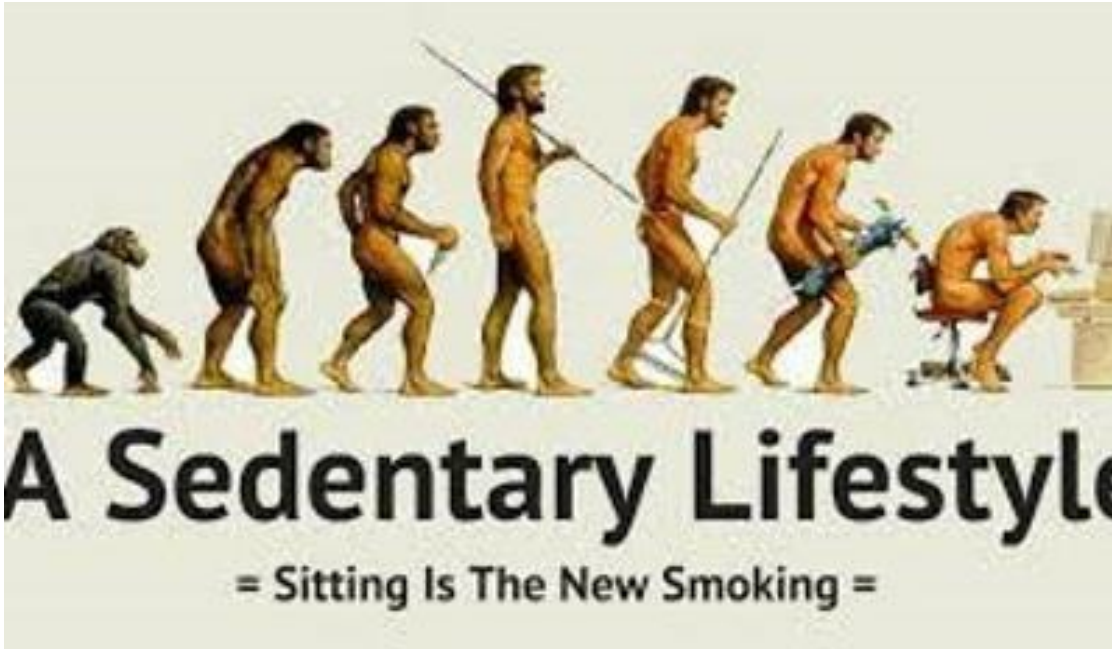
- Emerging evidence of physical and mental health benefits
- Prevention of a number of key lifestyle illnesses including diabetes, cancers and other causes of early mortality
- Reduction in premature death and premature ageing
- Combats stress
- Can help tackle social isolation





What we have always done in the past

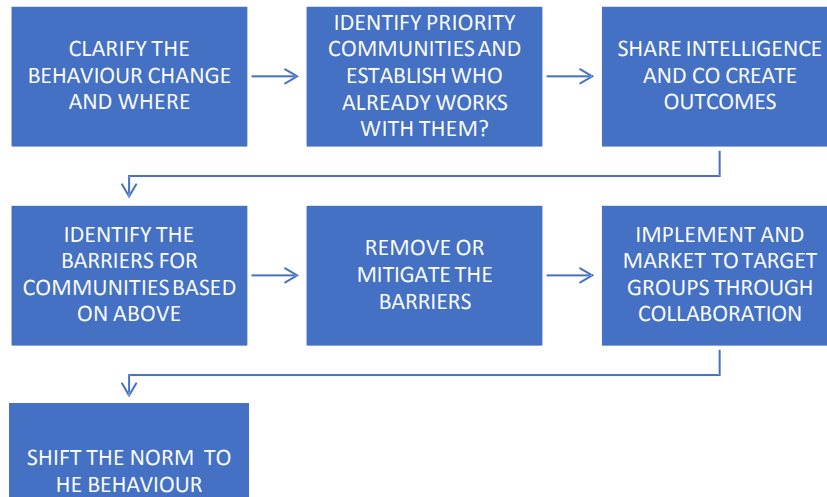
Sport for the sporty



- Biggest impact- those doing nothing, to do something
- Really understanding what 'nudge' looks like for inactive people
- How does that link to the citizen experience/ wider community wellbeing
- Issues about long term retention and wider community engagement

Shifting our focus:

theory of healthy behaviour change.... 'the Birmingham model'





What are the barriers that stop people being more active?

Active Streets

- Launched in 2015
- Born out of citizen demand – playing out day
- Unrestricted free play/ sport on your doorstep
- Owned by each of streets
- Community cohesion and belonging

What is it?

- Road closed to traffic but open to humans
- Bringing a range of activities to local citizens
- Creating opportunities for conversations *with* communities where they feel most comfortable
- A chance to reimagine the space
- Creating a sense of belonging and trust





Big Birmingham Bikes / the big bike project

- Based on evidence base from prototyping
- Free bikes, learn to ride, cycle maintenance
- Data exchange and GPS tracking – minimum requirement of use
- Entitlement based on deprivation
- Tackling inequality – the cycling experience and not widening the gap...


Impact of Big Birmingham Bikes Scheme



 **7,000** free bikes giveaway

 **2,733** adults & **15,108** children trained to ride a bike

 **20** self-run community cycling groups formed

 **42** instructors & **88** ride leaders trained
(58% from BME communities)

 **750,000** miles cycled on free bike =30x round world
(250,000 on free bikes)

 **43%** replaced 1 mile+ car journeys with cycling
(249 survey respondents)


 **66,000kg** carbon offset

 **4,196** volunteer hours =£71,316 value

 **74%** have improved health/fitness from using their free bike
(423 survey respondents)

 **36** helped to gain employment through using their bike

 **73%** increased cycling confidence by using free bike
(404 survey respondents)

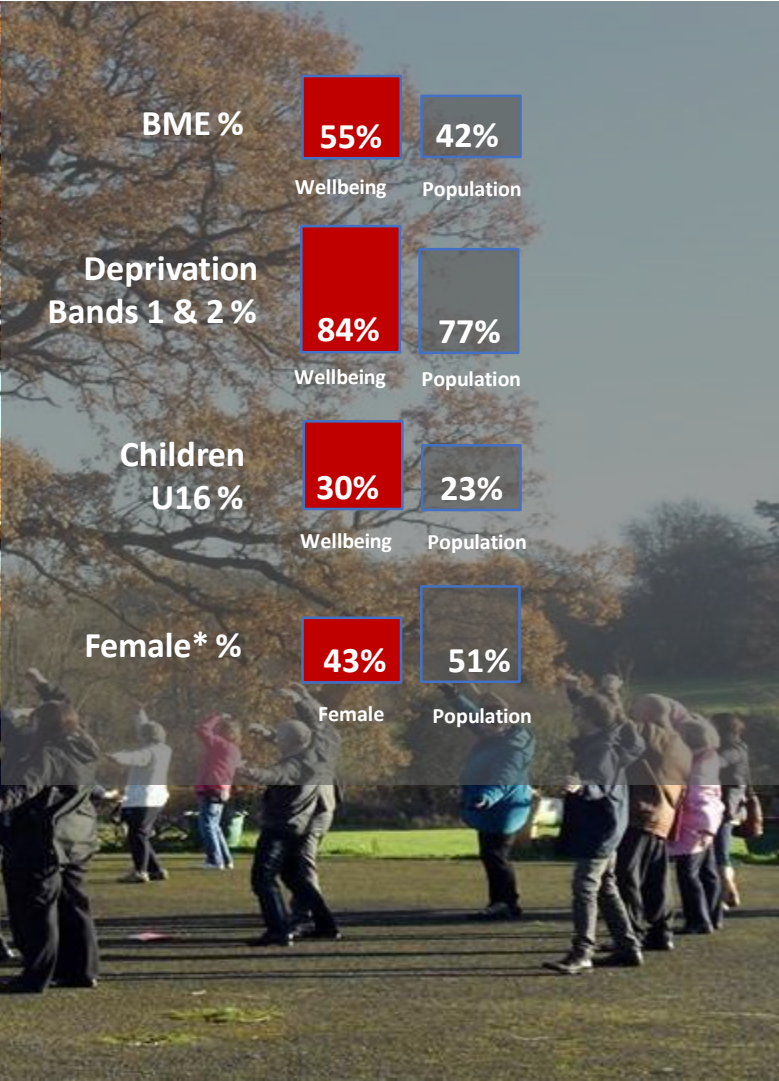
 **18%** have met new people in using their new bike
(103 survey respondents)

Source: Icons made by Freepik from www.flaticon.com



Active Parks programme...

- Since April 2015, we have reached **47,045** unique participants, leading to **279,256** attendances.
- We have run activities at **213** different venues with open spaces, running **12,722** individual sessions.
- Highest attended activities:
 - Multi Sport/ Friendly Fun Free sessions (25%)
 - Walking (12%)
 - Green Fit Baby (12%)
 - Running/Jogging (10%)
 - Tai Chi (10%)



82,840 April 16 to Jan 17
Estimate 100K+ for 16/17 (+10%)



Ward End Park

- 24,906 attendances over 522 sessions.
- Average 48 participants per session.
- Multi sports, cycling & racket sports
- 93% are from BAME communities
- 97% are from Quintiles 1 & 2
- 42% are female
- 46% are children under 16
- 0.1% age 70+



Photos credit: Saheli Hub, Birmingham



- Rewilding urban environments
- Protecting the commons
- Data and insight
- System change

What else do we do...

Shifting the
norm
means...





working out new ways of being active....



With new audiences...

In new
places....



Distributive leadership

- Doing with and not to...
- Where is the energy
- Starting where they are at
- Building trust
- Letting go





What is
the
thinking
behind
our
approach
to
communities ...
wellbeing
and
healthy

- Community cohesion
- Resilience
- Social knitting
- Integration
- Poverty
- Urban grit
- Movement...
- Humans...
- Working together with more traditional approaches to push the boundaries- Public health/ adult social care etc

Working in a political context...



Move of public health into Local Government... 'municipal public health'



Upstream interventions at scale: proportionate universalism/ industrialisation



Active citizenship... health of communities... human behaviour and solving political problems



Increasing privatisation of the human realm



Strategies for effectiveness

- Understanding the role of the public servant
- The personal is political and the role of political endorsement
- Delivering outcomes and showing return on investment
- Innovate and learn quickly
- Let go of what you think you know
- Work with the system to deliver change...



We've changed lives.... Together!



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