

#love your community

The  
Active Wellbeing  
Society



# 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'



# 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
- Around  $\frac{1}{4}$  of Birmingham children are overweight/obese when they start school (rising to 40% by the time they leave primary school)



# Life Expectancy

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



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





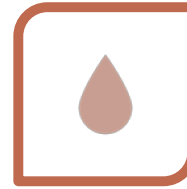
What are the barriers that stop people being more active?

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



CLARIFY THE  
BEHAVIOUR CHANGE  
AND WHERE



IDENTIFY PRIORITY  
COMMUNITIES AND  
ESTABLISH WHO  
ALREADY WORKS WITH  
THEM?



SHARE INTELLIGENCE  
AND AGREE  
OUTCOMES



IDENTIFY THE BARRIERS  
FOR COMMUNITIES  
BASED ON ABOVE



REMOVE OR MITIGATE  
THE BARRIERS



IMPLEMENT AND  
MARKET TO TARGET  
GROUPS THROUGH  
COLLABORATION



SHIFT THE NORM TO  
THE BEHAVIOUR

# what's our proposition around active spaces....

- innovation - **creating strong resilient communities.**
- positioning activity generally, including sport and physical activity as **vehicle for bringing people together**
- **re-connect the fragmentation** within deprived communities.
- Networked connected communities are made up of individuals who experience and exercise **social agency**
- Work with them through **distributed leadership** to co-create a **sense of place**
- exchange leads to a **re-invigoration of the civic relationship** between the local authority and the citizen/resident.

# Distributive leadership

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





# 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%)

# 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](http://www.flaticon.com)





## What else do we do...

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



# Outcomes...



- £1 spend = £21.70 benefits (mainly health)
- Active People survey has seen an increase year on year against trend nationally
- Over representation of key communities participating in the offer (65% BME, 70% from most deprived quintile)
- Active vibrant spaces for people to come together
- Have re-imagined our civic spaces and co-created with citizens to tackle barriers to activities



We've changed lives... Together!

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THEA

WASH STATE

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