



Urbact: Vital Cities

Integrated Action Plan (Final)

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On behalf of Birmingham Urbact Local Group

23 March 2018



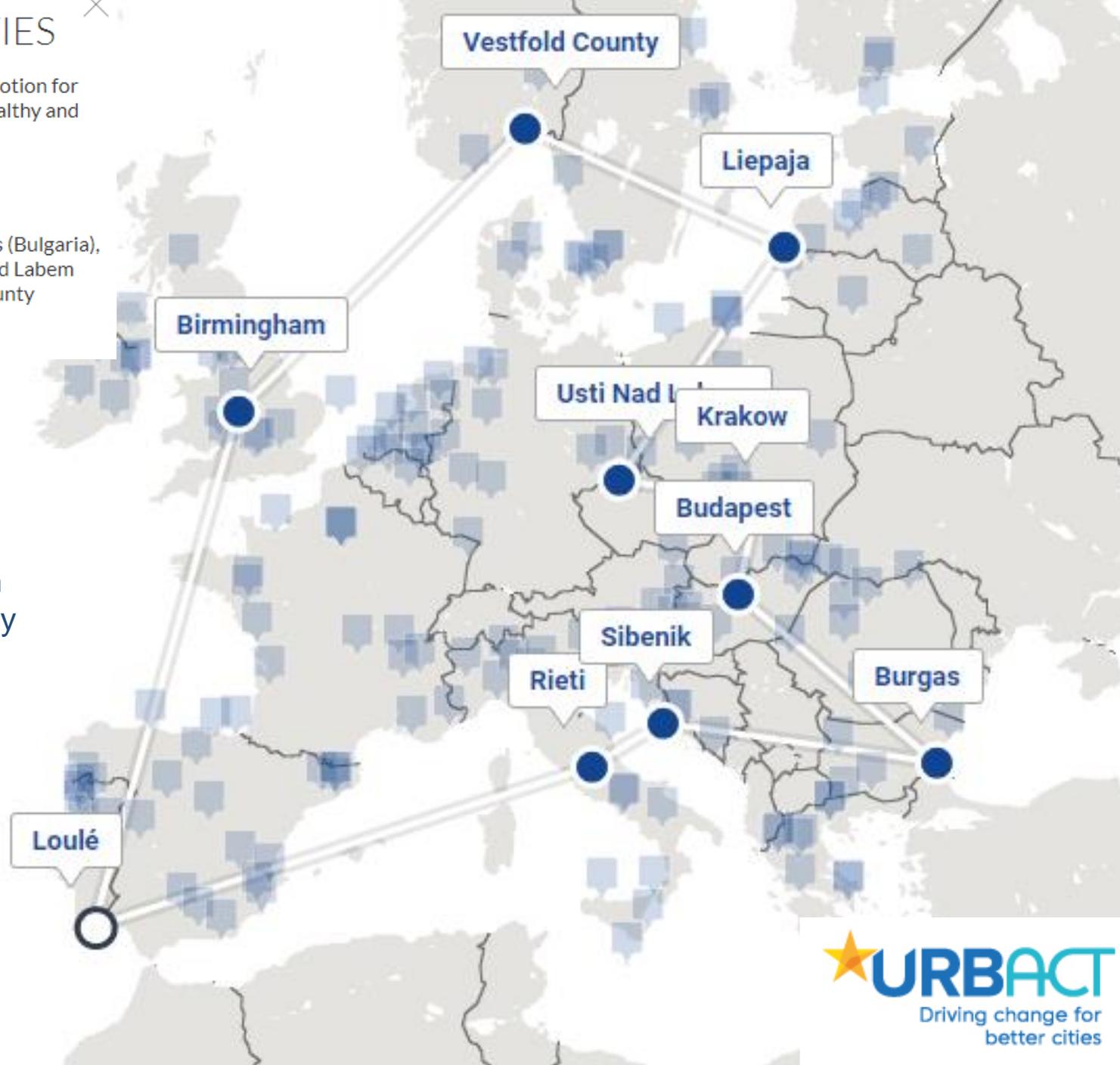
Urban sports promotion for social inclusion, healthy and active living

Lead Partner: Loulé - Portugal

Partners: Rieti (Italy), Sibenik (Croatia), Burgas (Bulgaria), Budapest (Hungary), Krakow (Poland), Usti Nad Labem (Czech Republic), Liepaja (Latvia), Vestfold County (Norway), Birmingham (United Kingdom),

The project seeks answers on how to combat social exclusion through the redesign of public spaces in deprived residential areas by using the power and common language of sport through innovative urban sport actions, physical equipment and better orchestrated service delivery.

<http://urbact.eu/vital-cities>



A city of growth where every child, citizen and place matters.

Birmingham will be a city of inclusive growth where the opportunities and benefits of progress and investment are felt by all. We will focus on four key priorities – children, housing, jobs and skills and health – because we believe these represent the areas of greatest opportunity and challenge for all of us.

Underpinning these priorities is a commitment to delivering inclusive growth

The importance of neighbourhoods

Our neighbourhoods have an important role in shaping the lives of citizens and the city we share.

The drivers of change in Birmingham

Connected
The desire to connect and be connected is one of the big drivers of our age. This has particular importance for Birmingham thanks to our position at the heart of the UK's road and rail networks and our emerging role as an incubator of digital talent and new businesses.

Inclusive
Birmingham is the most youthful city in Europe with a wide range of cultural, faith and ethnic communities. Every neighbourhood in the city has seen the arrival of at least some newcomers from countries that previously were not represented in the city, enriching the lives of local people and making our neighbourhoods fascinating places to live in.

Sustainable
As the city and its population continues to grow we know that we can not continue to consume natural resources at our current rate. Reducing the amount we throw away, finding ways of re-using the things we no longer need and recovering energy from the waste we do throw away is in everyone's interest.

Our four priorities

Children



A great city to grow up in

Make the best of our unique demography and create a safe and secure city for our children to learn and grow in.

Housing



A great city to live in

Provide housing in a range of types and tenures, to meet the housing needs of all of the current and future citizens of the city.

Jobs and Skills



A great city to succeed in

Birmingham will be renowned as an enterprising, innovative and green city.

Health



A great city to grow old in

Helping people become healthier, especially relating to physical activity and mental wellbeing.

We will need to address the many challenges and opportunities

1.1m
RESIDENTS



46%
under the age of 30

DIVERSE

we are the most diverse core city



170,000

Expected growth in Birmingham's population through to 2031

6.3%
UNEMPLOYMENT

above the national average of 2.3%



89k

The number of homes that need to be built through to 2031 – the city only has the capacity for 51,000

29% of Birmingham's children live in a
DEPRIVED HOUSEHOLD



RATE OF FAMILY HOMELESSNESS

6.2 PER 1,000

well above national average



1 IN 3
CHILDREN
LIVE IN
POVERTY

PREGNANCY
& INFANCY



INFANT MORTALITY

7.2

Birmingham

4

National average
(Rate per 1,000 live births)

OBSESITY
24%

of **10–11 year olds** are obese

19%

National average

PRE-SCHOOL



144,000

children (**10–15 year olds**)
live in the bottom
decile households

13%

growth in the number
of children aged
5–14 over the next
20 years (2015–2035).
A unique challenge
for Birmingham.

CYCLING
<1%

Percentage of
children who cycle
to school

SCHOOL AGE



NOT SATISFIED

16%

of **15 year olds**
are not satisfied
with life

FAMILY HOMELESSNESS

6.2

(per 1,000)

ADULTS &
FAMILIES



PHYSICAL ACTIVITY

54%

of adults undertake
moderate exercise
each week

neighbourhoods fascinating
places to live in.

FUEL POVERTY

Birmingham is
ranked first for
total number
of fuel poor
households

OLDER
ADULTS



SOCIAL CONTACT

>50%

More than half of adult
carers would like more
social contact

LIFE EXPECTANCY

The difference between
most affluent and
most deprived areas:
7.4yrs less for men
4.9yrs for women

City Context

- High levels of deprivation, poverty
- Inequality within societal infrastructure;
 - Environment (housing, public spaces, green space, transport)
 - Social agency (opportunity, willingness and capital to get involved)
 - Economic opportunities (jobs and being able to access them)
- Resulting in inequality of wellbeing within Birmingham's population
 - Poor health outcomes
 - Inactivity of the population
 - Poor social cohesion with Insufficient societal support (e.g. having people to count on)



Our Integrated Action Plan Vision

How can we create a 'vital city'
with 1.1 million active, healthy
and involved people?
The ingredients for wellbeing...



IAP Mission Objectives

- To seek out activity taking place across the city that can contribute to the vital city vision
- To Influence activities to strengthen their contribution to the vital city vision
- To create new opportunities, activities and collaborations contributing to a vital city vision.

The process

The Urbact method brings together a network of cities from across Europe that have a shared vision.

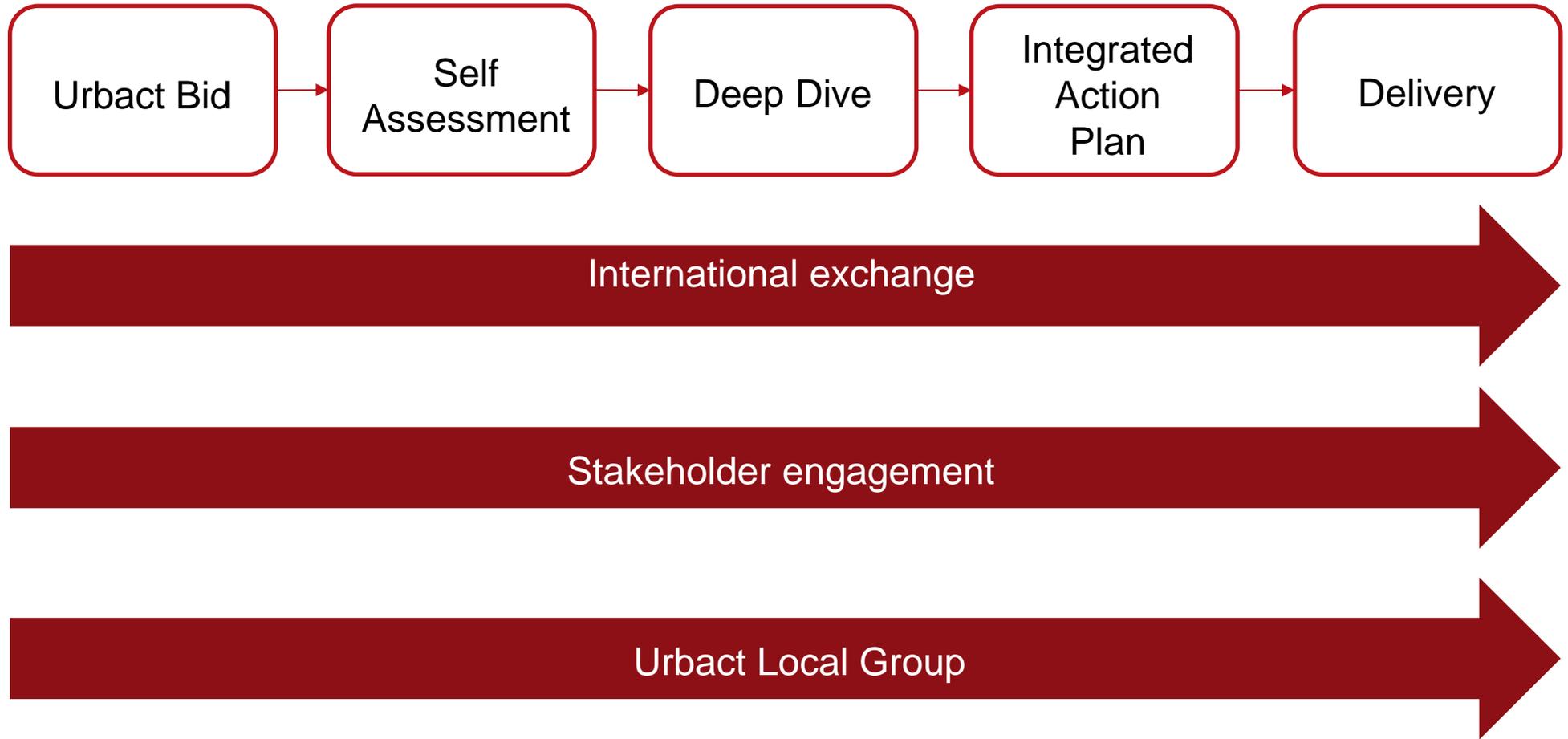
Each participating city then create a Urbact Local Group formed of a range of stakeholders with this shared vision.

The process to culminates in the delivery of an Integrated Action Plan (IAP).

The IAP is the local plan to take Birmingham further along its Vital City journey, It is the result of in depth research activity, shared best practice locally and internationally.

We are now at the stage of pulling our initial IAP together.

Description of Urbact process



Asset based approach

Our approach has been to look at what strengths and opportunities are existing in Birmingham both in the physical sense as well as the range of activities that are already happening that can be built upon.

For example: Birmingham has 571 parks totalling over 3,500 hectares (14 sq. mi) of public open space,^[1]



Cannon Hill Park, Birmingham

Photo: Bob Hall

more than any other European city.

¹ Steven, Morris (4 April 2014). "Birmingham joins San Francisco and Oslo in global green cities club". *The Guardian* (Guardian News and Media). Retrieved 4 April 2014

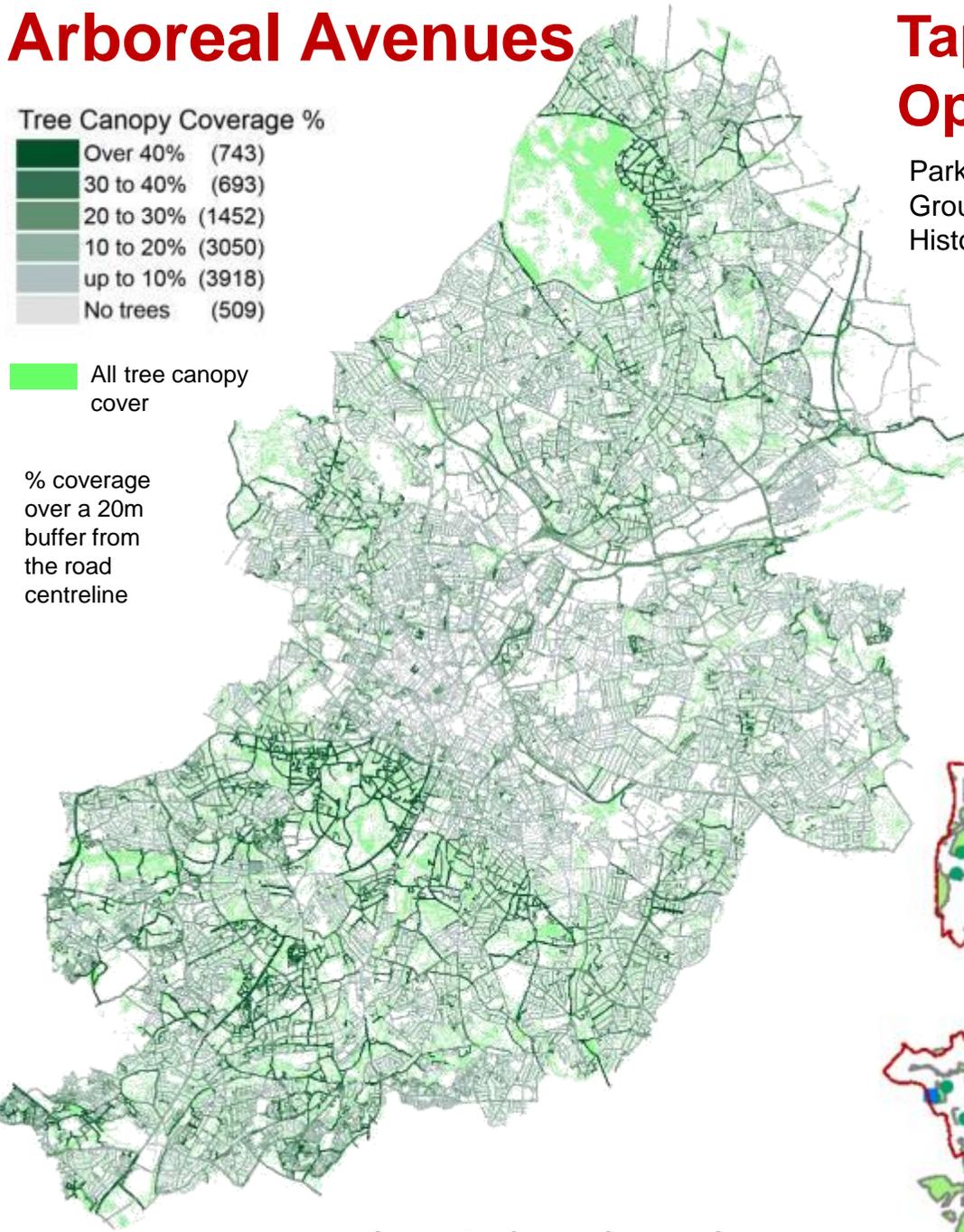
Arboreal Avenues

Tree Canopy Coverage %

- Over 40% (743)
- 30 to 40% (693)
- 20 to 30% (1452)
- 10 to 20% (3050)
- up to 10% (3918)
- No trees (509)

All tree canopy cover

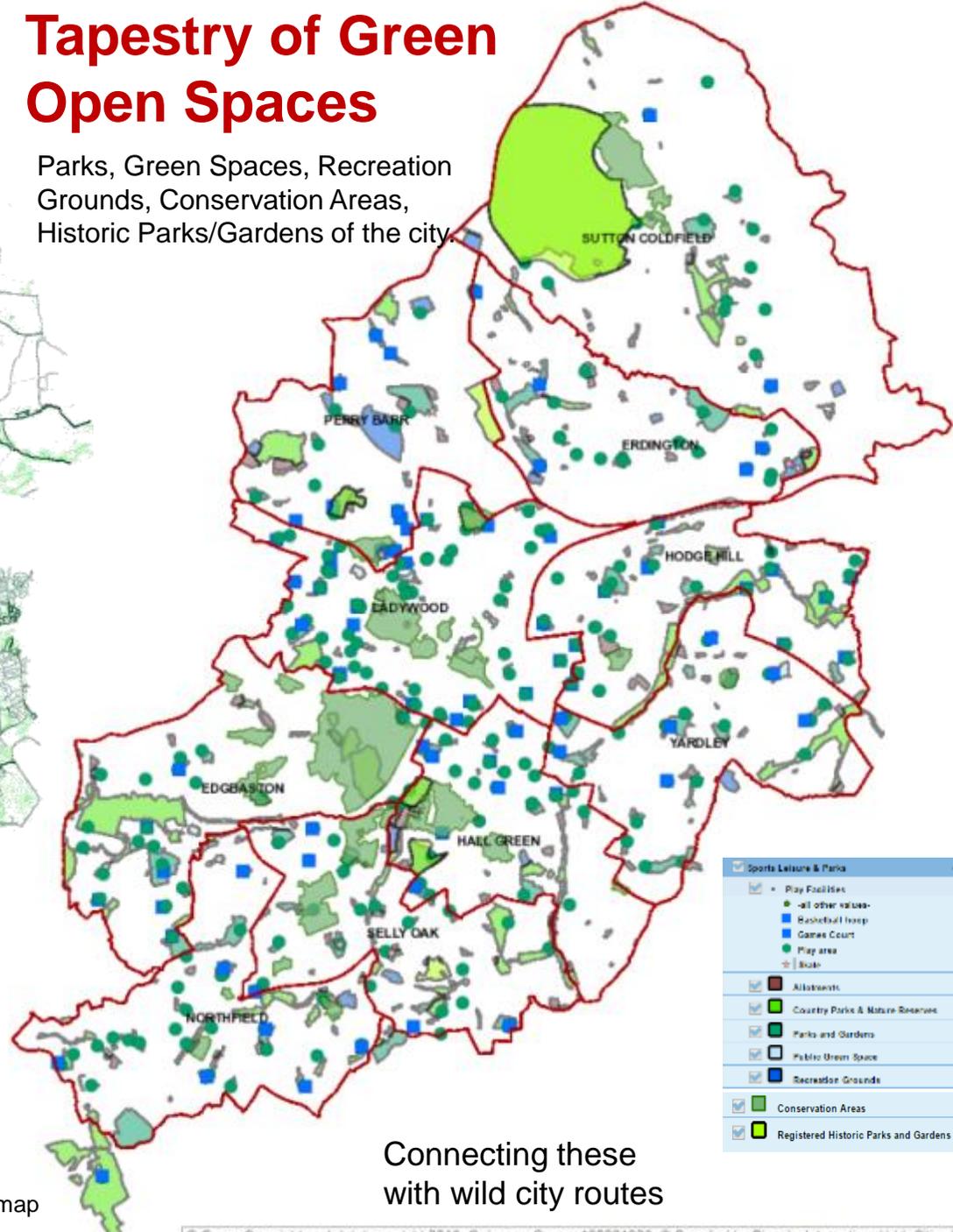
% coverage over a 20m buffer from the road centreline



Source: BlueSky and Ordnance Survey Mastermap

Tapestry of Green Open Spaces

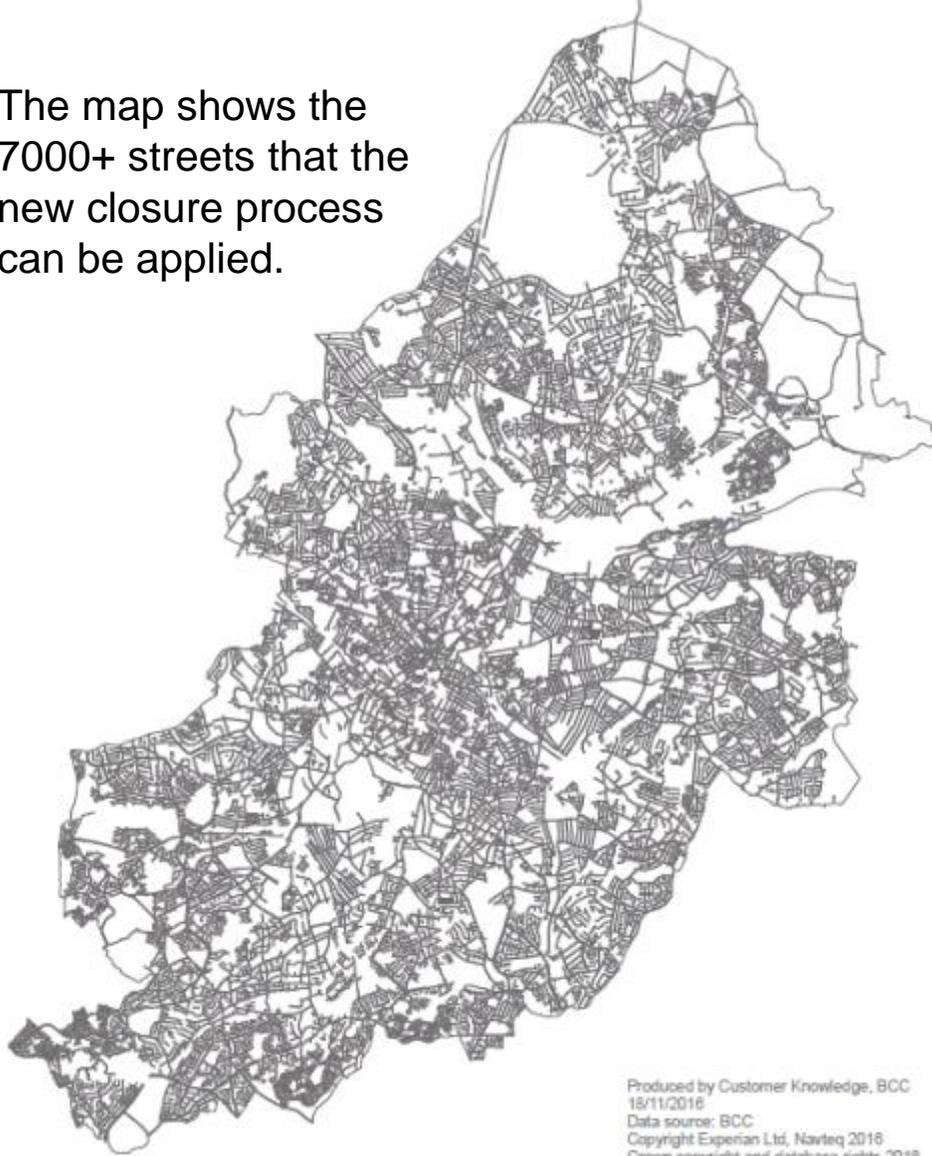
Parks, Green Spaces, Recreation Grounds, Conservation Areas, Historic Parks/Gardens of the city.



- Sports Leisure & Parks
 - Play Facilities
 - all other values-
 - Recreational Hoop
 - Games Court
 - Play area
 - Skate
 - Allotments
 - Country Parks & Nature Reserves
 - Parks and Gardens
 - Public Open Space
 - Recreation Grounds
 - Conservation Areas
 - Registered Historic Parks and Gardens

Connecting these with wild city routes

The map shows the 7000+ streets that the new closure process can be applied.



Produced by Customer Knowledge, BCC
18/11/2016
Data source: BCC
Copyright Experian Ltd, Navteq 2016
Crown copyright and database rights 2016
Ordnance Survey 100021326

Active Streets – The potential

Active Streets is a new project that supports road closures so that people can use the road as a place to play games and have community events.

The council has streamlined the process to agree a street closure so that a simple form submitted to the Wellbeing service is all that is required and they have the authority to order the closure.

Active People Model

We are clear that to build a Vital City we will need to achieve Social, Environmental and Economic outcomes.

The active people model explains how re-creating and using brilliant public spaces to get people active and socially connected achieves these outcomes.

Active People Model

How

A focus on Behaviour Change
Insight and evidence driven interventions
Releasing value for people from the Activity Data
Innovation in use of Physical Assets & Environment
Stimulating business, community and social capacity
Right thing, right time, right place
Five ways to wellbeing

Healthier & Happier People

Social Outcomes

Increasing Participation in Physical Activity
Increasing activity levels for those who are furthest

Tackling health inequalities
Reducing health risks associated with inactivity (CHD, Diabetes, Mental Health)

Increasing community capacity & resilience
Reducing risks associated with isolation (Mental Health, social support networks, safety nets)
Enhancing social & community participation (Volunteering, Community Activities)

Building Community Cohesion
Increasing community participation for socially excluded (Ethnic minorities, families in poverty)

Economic Outcomes

Health value
Financial cost benefit associated with improved health outcomes

Environmental value
Financial benefit of reduced motorised travel

Social Value
Financial cost benefit associated with improved social outcomes

Economic Value
Financial value through increased market size of physical activity sector (employment and business opportunities)
Bringing investment into the city e.g. Europe, Sport England, Public Health/NHS, HS2

Environmental Outcomes

Building an environment that provokes activity
Bringing community assets/spaces into use and increasing use
Influencing investment into community assets and spaces

Increasing non-motorised 'Active Travel'
Growth in non-motorised travel including transfer from motorised travel

Insight driven

A guiding principle behind our Vital City movement is the importance of insight and evidence.

Driven using initiatives like Active Data and the Birmingham Crowd which are ambitious and successful projects helping to capture data about activities and people to provide the raw material to be insight driven.

Our Urbact process also included specific insight and research activities

- **Deep Dive including:**

- Review of strategic approach
- Edgbaston reservoir master planning case study

- **Self-assessment including;**

- Spatial Audit of Assets
- Resident engagement survey
- City Centre Doctor tool site assessments
- Active Data insight
- ULG Self Assessment workshop

Vital Cities
Summary of Findings

Deep Dive Sessions in
Birmingham

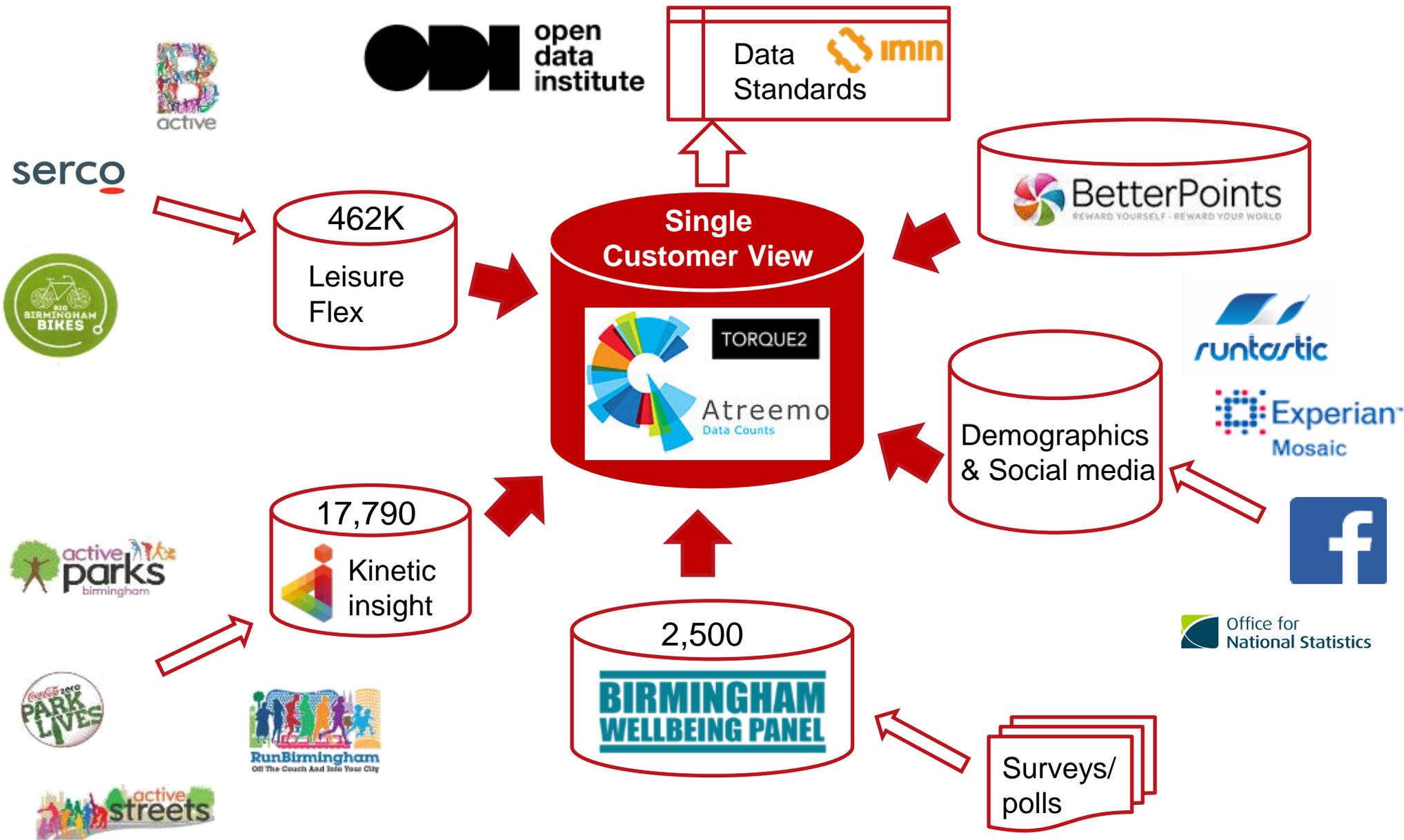
27-28th February 2017



Vital Cities:
Self-Assessment
Report

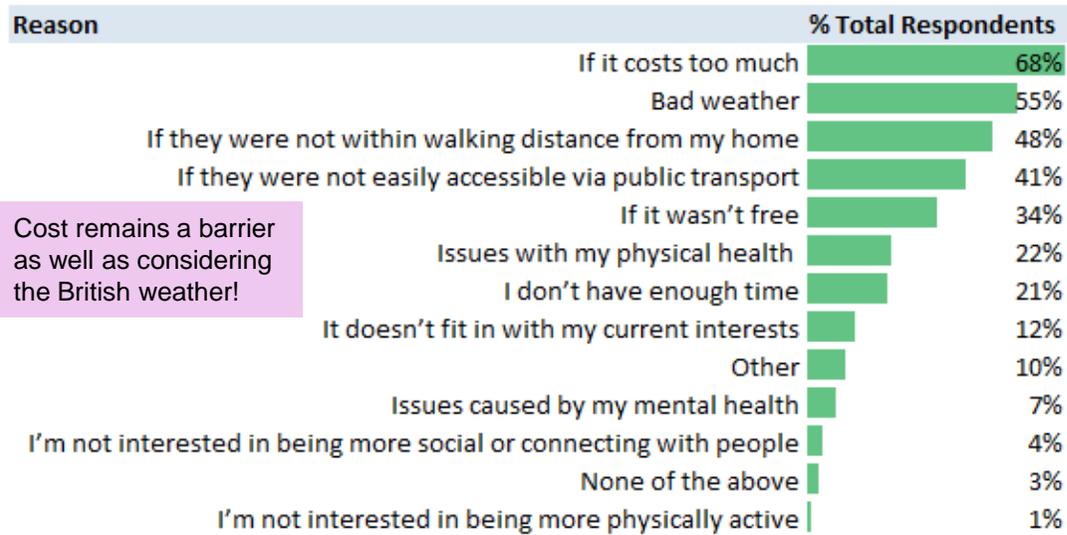


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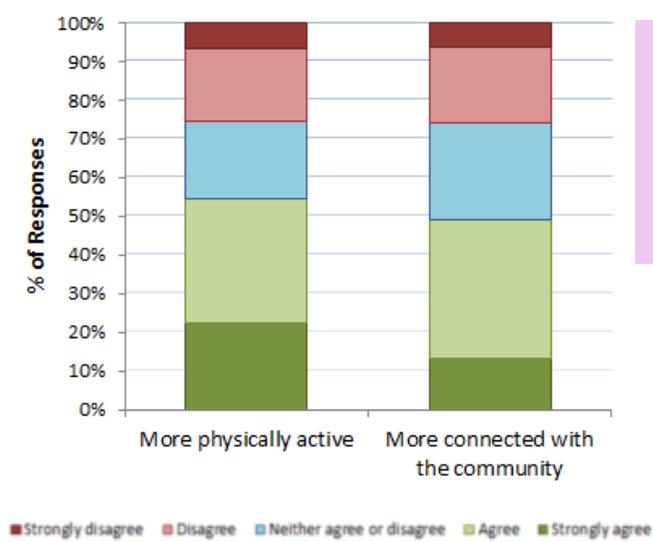
Active Data hub - Atreemo

what would discourage you to make use of or take part?



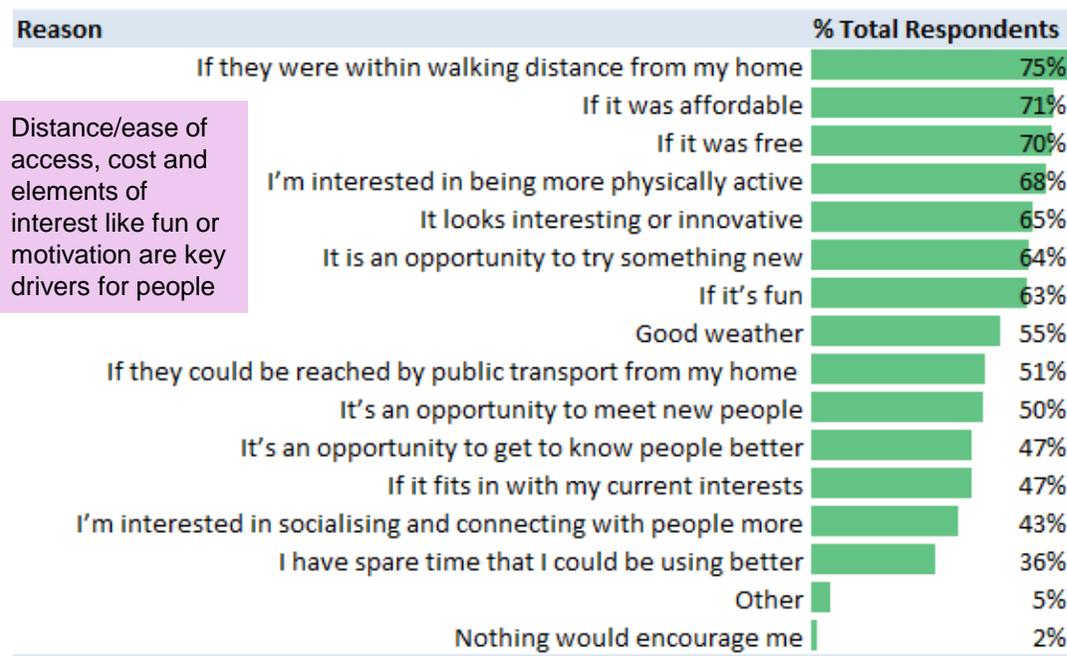
Cost remains a barrier as well as considering the British weather!

Public Places in my local area encourage me to be...



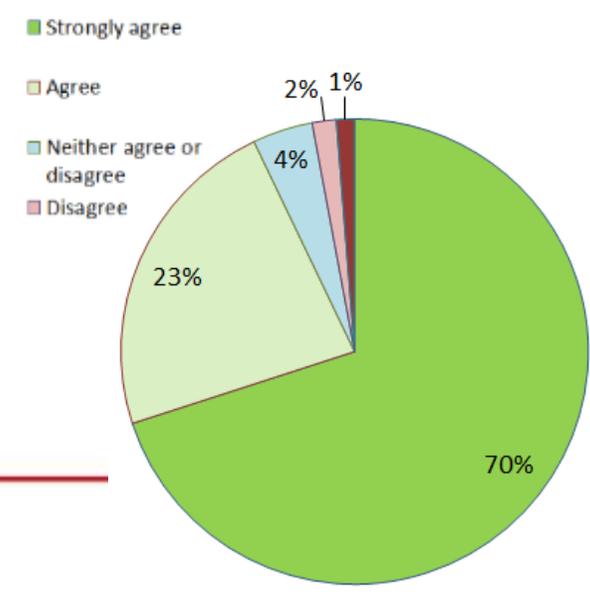
Some sense that places encourage physical and social activity but with plenty of scope for improvement or growth

What would encourage you to make use of or take part?



Distance/ease of access, cost and elements of interest like fun or motivation are key drivers for people

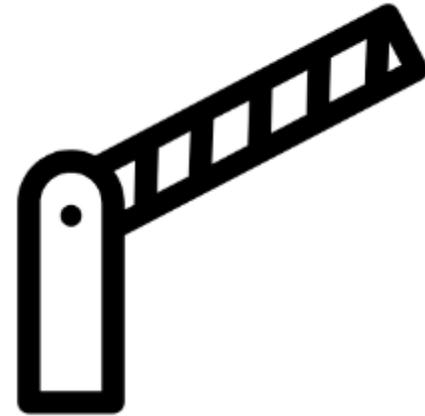
To what extent do you agree or disagree that Birmingham should aspire to be a Vital City?



93% of those surveyed agreed (70% strongly) that Birmingham should aspire to be a Vital City - a place that helps and encourages you to be more physically active (moving more) and connect more with your local community. This is a major endorsement of the Vital City concept.

Barriers and target groups

- Barriers
 - Cost
 - Environmental barriers
 - Distance/travel
 - Equipment
 - Social distance
- Target groups (everyone but..)
 - Older, vulnerable people
 - Teens and young adults
 - Parents with young children
 - Cultural homogeneity



Integrated Action Plan Method

Our method as an Urbact Local Group (ULG) has been to cast our net wide to find activities large and small, simple and complex that contribute to Birmingham being a Vital City. In doing so we seek to offer the ULG networks experience and identify opportunities to add value through integration and collaboration.

We have adapted the PACT Adaptive capacity building method as a means to measure our Vital City network and its activities. It then provides a simple framework to help define how collaboratively we can influence and add value to the networks activities to achieve collective higher capacity Vital City delivery.

Adapting the PACT Adaptive Capacity Building

- People, Activities, Contexts, Technologies (PACT)
- A leading approach for assessing organisational aspects of adaptive capacity
- Learning from “Adaptation Strategies for European Cities” which has been compiled by Ricardo-AEA for the European Commission Directorate General Climate Action
- Key principles being recognising at what response level we are aiming and achieving for our Vital City Pathways and defining what would help us reach higher capacity response levels.

Response Levels – descriptions give an indication of capacity at each level

Level 1

L1: Activities at this response level has only a core business focus and does not recognise a wider Vital City agenda

Level 2

L2: Activities at this response level recognises a need to act on a Vital City Agenda but are still at a very early stage. 'Common sense' is more motivating than 'best practice'

Level 3

L3: Activities at this response level are proactively identifying opportunities, reaching out to achieve best practice on a Vital City agenda, have access to some resources and have some strategic support and some systematic organisational change. However, responses remain within a 'business as usual' context and focus on shorter term impacts.

Level 4

L4: Activities begin to look at future Vital Cities impacts and to innovate and actually find responses to them. Activities that step beyond 'business as usual' and increasingly find 'breakthroughs' as well as pursuing incremental change. Emerging as activities, actors will have strategic Vital City goals and will be reach out externally to lead and influence the Vital City agenda with others.

Level 5

L5: Activity has capacity to transform whole systems such as an industry, a national economy or a city and its hinterland for long term change. Demonstrating incubation of breakthroughs to a scale that achieves population level impact.

Level 6

L6: Activity recognised as world leading with demonstrable sustainable impact at city, national and/or international scale. Here the game has changed. Vital City agenda culturally underpins thinking, evidence of impact, fully funded sustainable delivery with long term strategic planning.

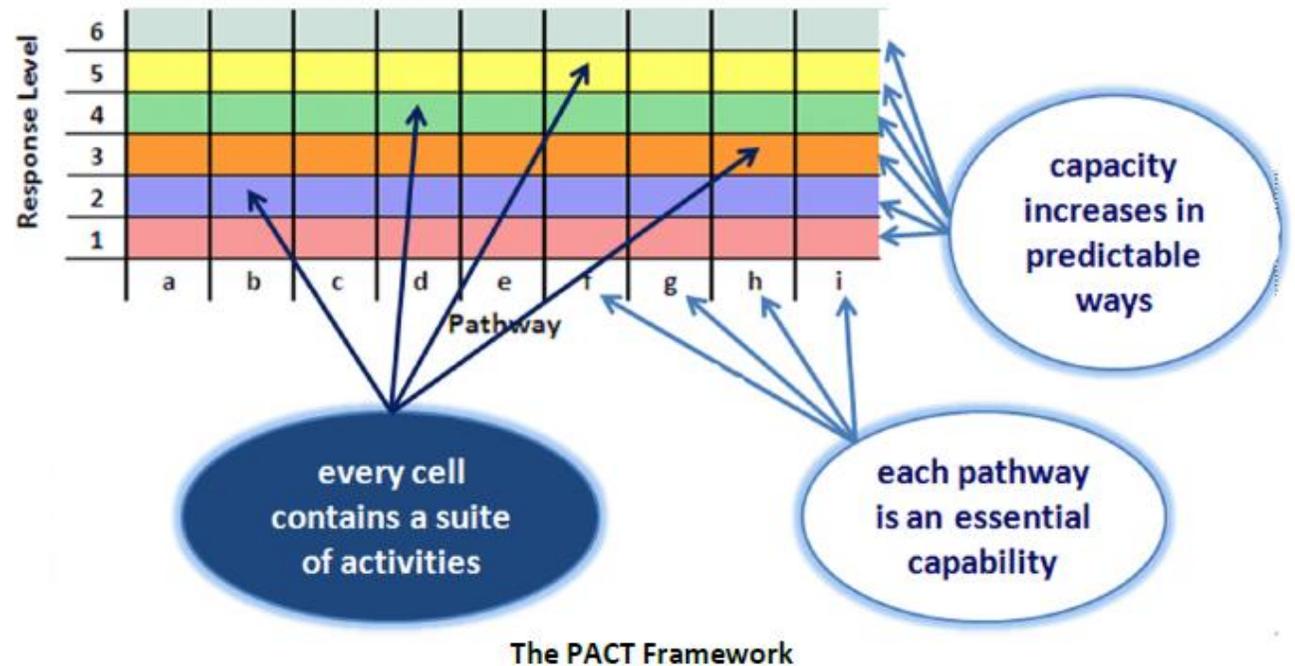
Increasing Capacity



PACT Framework

- The essential capabilities that need to be developed to develop a strong adaptation programme are represented in PACT by nine 'pathways' for change, comparable to 'competencies' at an individual level

We have instead adapted this into a series of seven thematic domains within which our identified activities are positioned.



Thematic Pathways

Social	Activities that make social connections, networks of people and create social cohesion
Environment	Activities that maximise or develop the use of the natural capital assets and quality of the environment (green, blue, grey)
Planning/ Economy	Activities that improve the built environment and the economy.
Transport	Activities that develop sustainable and active travel
Culture	Activities that maximise or develop the cultural assets of the public spaces of the city.
Dissemination	Activities that promote the Vital Cities approach
Data	Activities that maximise use of data to evidence and support Vital Cities
Delivery Model	Activities that change whole system delivery.

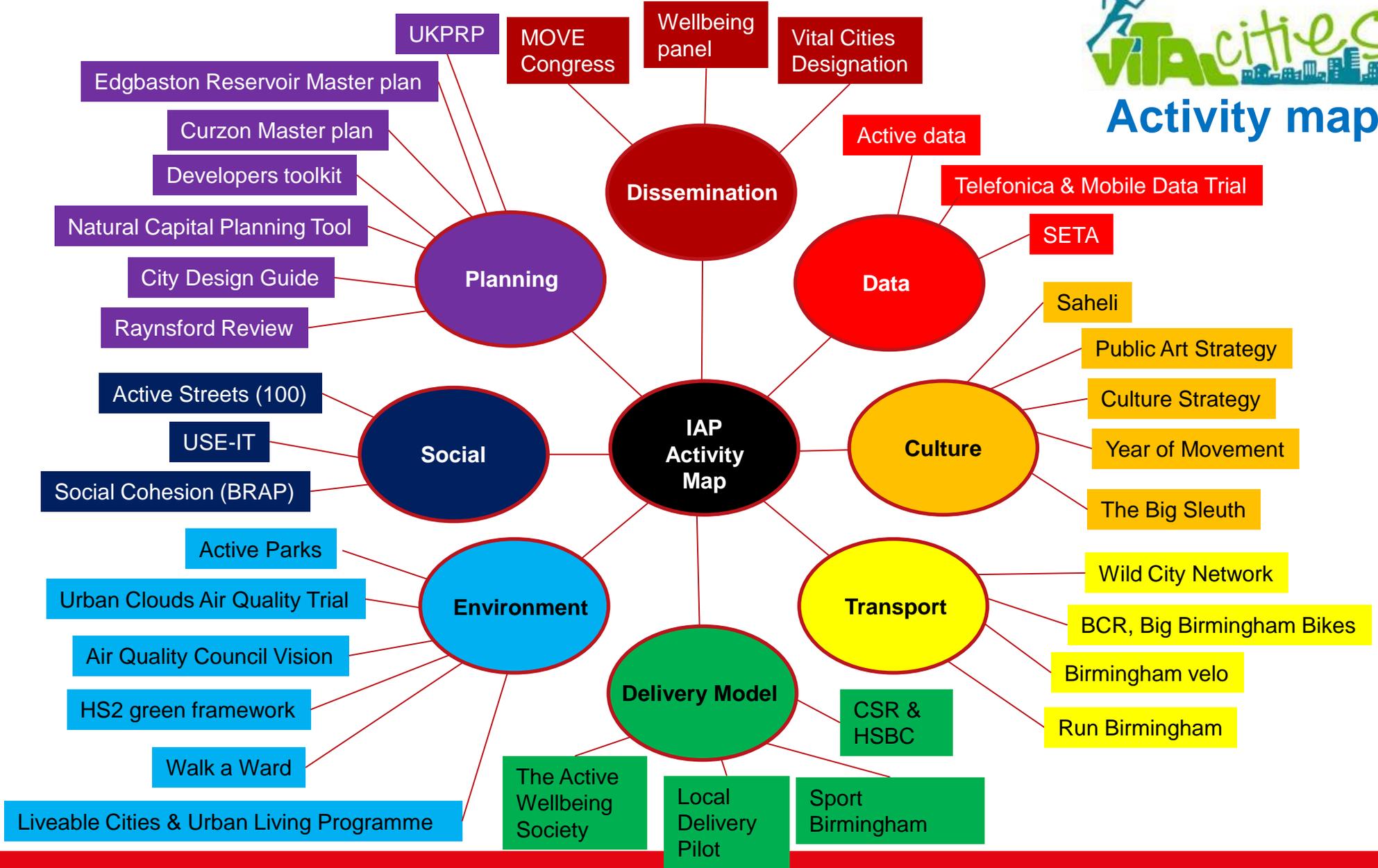
Actions

We have identified and mapped activities that taking place across the city that contribute in some way toward our Vital City goal.

Each activity has been matched to a domain, but we also recognise they will likely link and contribute to each other and to other themes.

The action plan captures details for each activity and holds this in a detailed appendix action plan. This is a working document and will be managed by the ULG.

Each activity is now visible to the network and placed within the PACT capacity framework. With ULG peer support each activity then considers how it can stretch to a higher capacity.



Action Details

What problems will this help solve
Definition of issues to be tackled
What will it aim to achieve
Planned activities
Activities to be linked with (to ensure integration)
Target group(s) &/or area
Activity Timeframe (including deadline)
Frequency of the activity
Organisation in charge of coordination
Organisation in charge of implementation
Type of financing & amount (EUR/£)
Measurement indicator
If you could take this work to 'another level' what would you want to do & why?

Each action included in the action plan has completed the following high level details.

The visibility of each action has been powerful in and of itself to build confidence and demonstrate to the Vital City ULG the breadth, extent and quality of actions that are already happening in the city.

In addition opportunities to add value and integrate are coming to light all the time. Where this is possible each action has identified how it can be stretched beyond its Business As Usual to a high level of Vital City Capacity

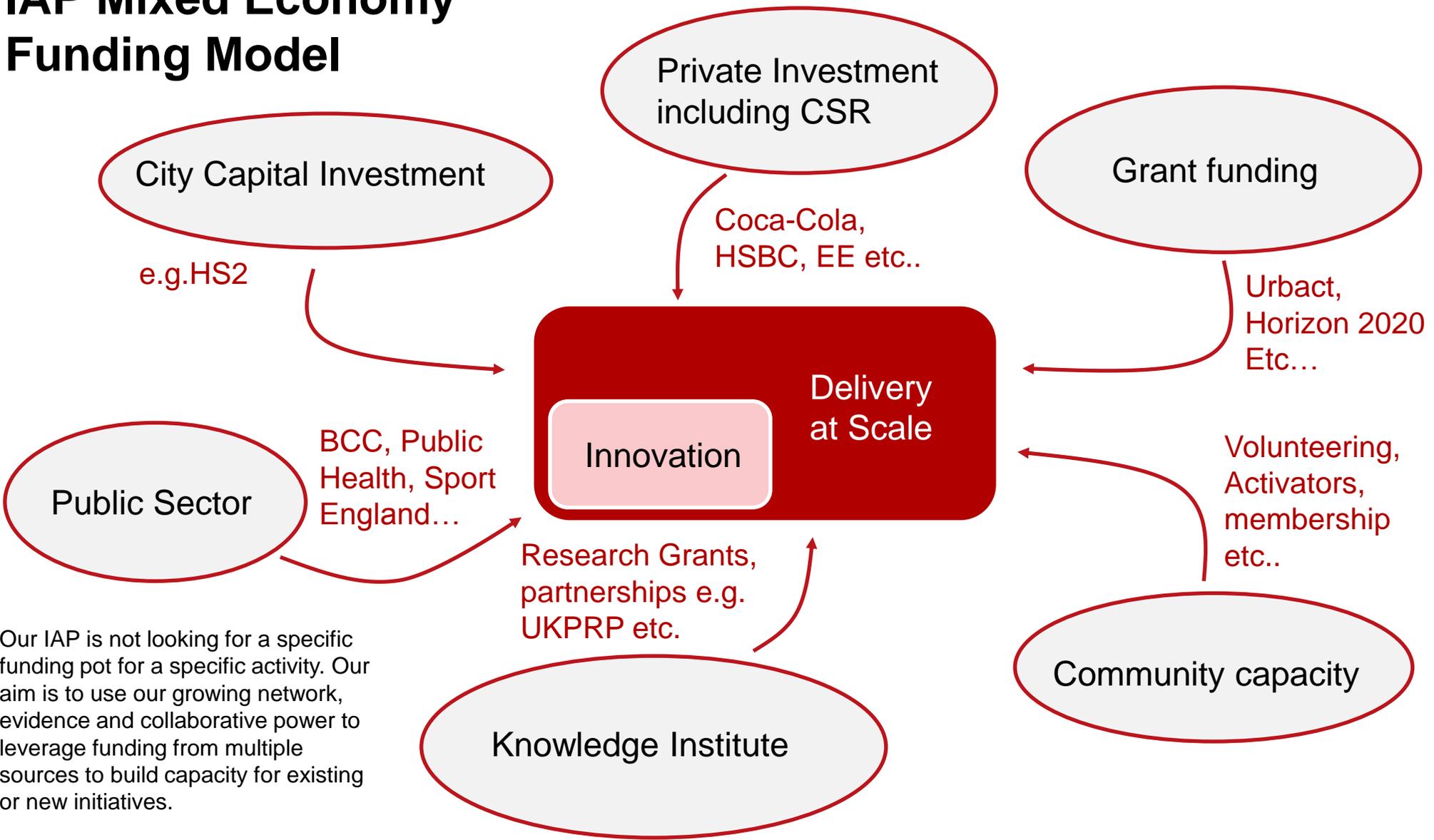
The Vital City Network does not take ownership of actions, it exists to add value through peer support, collaboration. This is done with each member opening their hearts and minds to constructive feedback on how their activities can further advance Birmingham as a Vital City

Detailed action plan attached as a separate document

Vital Cities Activity Map – Cumulative Response level self assessment

Response level	L6 Champion Organisation	Activities have been placed providing a guide to there current level of capacity as measured against the PACT methodology. This gives us an aggregate picture for Birmingham as a Vital City in respect of actions we are taking. If we can achieve the stretch actions we can therefore improve these capacity levels as a whole								L6 Stretch (2030)
	L5 Strategic Resilience									L5 Stretch (2025)
	L4 Breakthrough Projects	• Active Streets	• Urban Living	• Edgbaston Reservoir Blueprint • Curzon Master plan	• BCR/BBB • Velo Birmingham	• Big Sleuth • Saheli		• Active Data		L4 Stretch (2020)
	L3 Efficient Management	• USE-IT	• Active parks • Urban Clouds Air Quality	• City Design Guide • Natural Capital tool		• Public Art, Culture, Year of movement	• ISCA MOVE congress • Wellbeing Panel	• SETA	• Sport Birmingham • TAWS	
	L2 Stakeholder responsive	• Social Cohesion (BRAP)	• Air Quality Vision/ Policy • HS2	• Developer Toolkit • Raynsford Review	• Wild City Networks • CSR HSBC		• Vital City Designation	• Telefonica	• CSR (Coca-Cola) • LDP	
	L1 Core Business Focussed			• UKPRP						
Figure represents average response level	A Social L3-4	B Environment L3	C Planning/ Economy L3	D Transport L3	E Culture L3-4	F Dissemination L3	G Data L3-4	H Delivery Model L2-3	I Overall L3	
Delivery Domains										

IAP Mixed Economy Funding Model



Our IAP is not looking for a specific funding pot for a specific activity. Our aim is to use our growing network, evidence and collaborative power to leverage funding from multiple sources to build capacity for existing or new initiatives.

Framework for Delivery

- 5 ways to wellbeing
- Active People Model
- ULG
- The Active Wellbeing Society
- IAP
- Wellbeing panel
- Local Delivery Pilot
- Commonwealth Games legacy.....



Key risks

The ULG have considered risks as they stand. The key risks identified are as follows;

- We have strength through our bottom up approach but there is a recognition of potential weakness through buy-in at the strategic level of the city through city leaders. Our action will be to use our IAP and evidence of delivery as a tool to bring more city leaders on board with the Vital Cities movement and our delivery network.
- Our ULG network is still relatively public sector/council centric and there is a need to build on community links, social enterprise and into the private sector.
- Our deep dive flagged the evidence of Silo working as both evident but also therefore as a risk for an integrated Vital City vision and plan. Our IAP is a major step toward tackling silo working but we must continue to try to build and strengthen the network.

Next Steps for Birmingham

- With the creation of The Active Well-being Service(TAWS) in Birmingham, which is a new independent social enterprise organisation that works as a charitable community benefit society focused on physical activity, guided by innovation, collaboration and insight, to create stronger and more resilient communities. TAWS will continue the work from the actions of the IAP.
- Honing with each of the stakeholders/action areas the specifics of actions we wish to capture.
- Use our IAP and evidence of delivery as a tool to bring more city leaders on board with the Vital Cities movement and our delivery network
- Expand the ULG network to build on community links, social enterprise and into the private sector.
- Develop a Vital Cities Designation (label) movement

Urban sports promotion for social inclusion, healthy and active living





Strategic Research



@stevemarkrose



Vital Cities

birmingham.gov.uk

Connecting cities
Building successes

