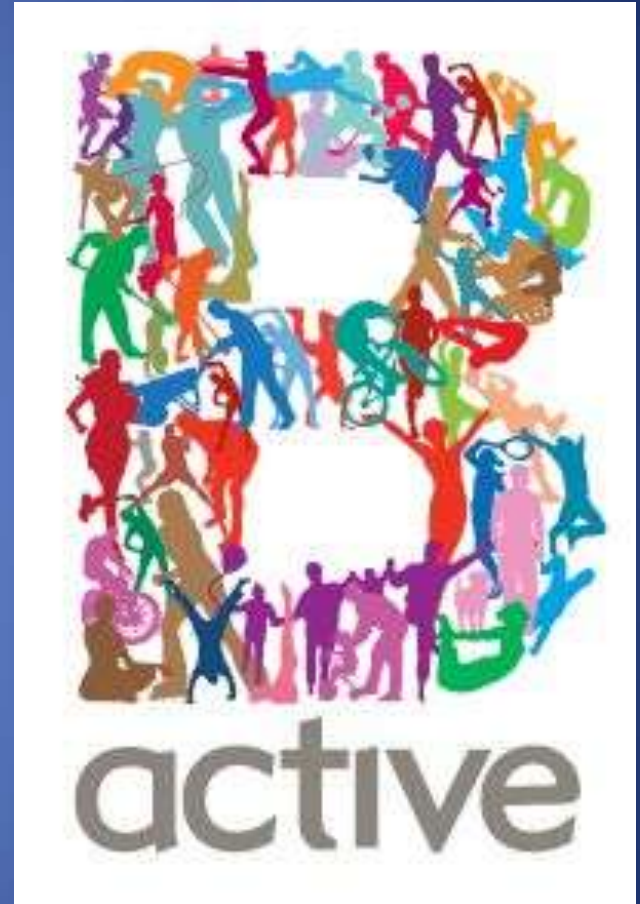


Be active

Dave Ellis

Project Director



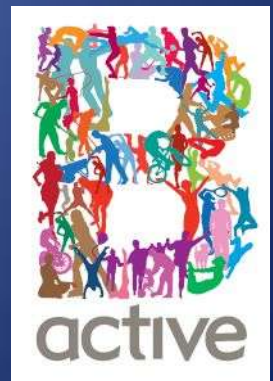
Why?

- Over 80% of adults in Birmingham do not do enough physical activity to maintain or improve their health
- Over 20% of year 6 (10/11 year olds) children in Birmingham are obese
- Decline in overall public spending over next 10 years in both health and local authority sectors
- Sport & Leisure Centre attendances are declining year on year



Be Active – outcomes

- “Helping to make Birmingham one of the most active and successful sporting cities in England”
- To reposition Sport and Leisure service as part of Birmingham’s health service – commissioned and funded to deliver explicit health outcomes



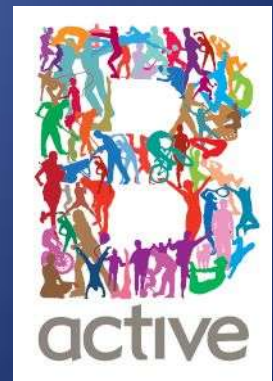
Building on Gym 4Free

- Ladywood Constituency pilot from Feb 2008
- 7.5% increase in participation in 12 months
- Qualitative change in people's lives
- Academic and robust evidence and evaluation

But...

Be active moves from...

- **2 partners to 16!**
- **Financial risk from £130K to £6m**



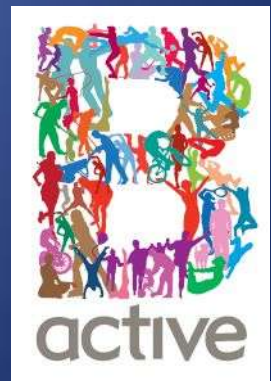
Be active core offer

- To use the City Council's Sport and Leisure service as the preferred delivery model
- Birmingham residents get:
- *Free swimming in casual public sessions*
- *Free use of gyms before 5pm weekdays and after 1pm weekends*
- *Free exercise classes before 5pm weekdays and after 1pm weekends*
- *Enhanced walking and running sessions*



Beyond the core offer...

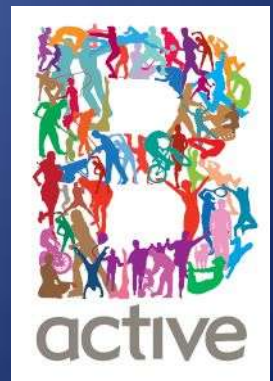
- The sports and leisure centre as a focus for the improvement in health of their community
- *Walking and running*
- *Health assessments*
- *Nutrition advice*
- *Smoking cessation*
- *Health mentoring*



and beyond the leisure centre...

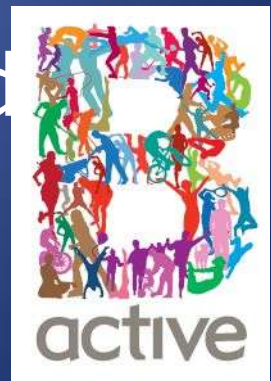
- *Green gyms and allotments*
- *Conservation work*
- *Community fun runs*
- *Cycling*

Be active locally co-ordinated through the
**Constituency Sport and Physical
Activity Networks (CSPANs)**



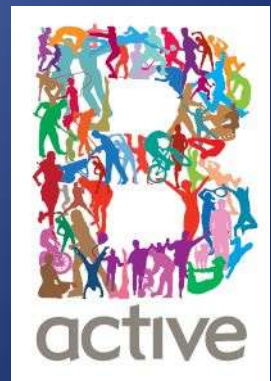
Performance Targets

- 2 overall targets:
- Overall **universal target** of increasing National Indicator 8 from 17% to at least 20% by 2011
- Each PCT has set **specific targets** for the % of total use for each market segment, based on those most in need of increased physical activity.



Governance

- **Be active Project Board**
- **Workstrands :**
 - Operational
 - Marketing & communications
 - Workforce
 - Data & Evaluation
 - Extended offer



Birmingham's Market Segmentation

Group A: Career professionals living in choicest housing

Group B: Younger families living in new private estates

Group C: Older white families living in traditional private housing in established neighbourhoods

Group D: Families, largely from Asian origin living in semis in suburban areas

Group E: Families with children living in low-value terraced houses

Group F: Diverse (large) families, but mainly from South Asian origin living in privately rented inner city terraces

Group G: Diverse young well-educated people living in areas of mobile populations

Group H: Diverse (younger) population with uncertain employment living in (estate based) social housing

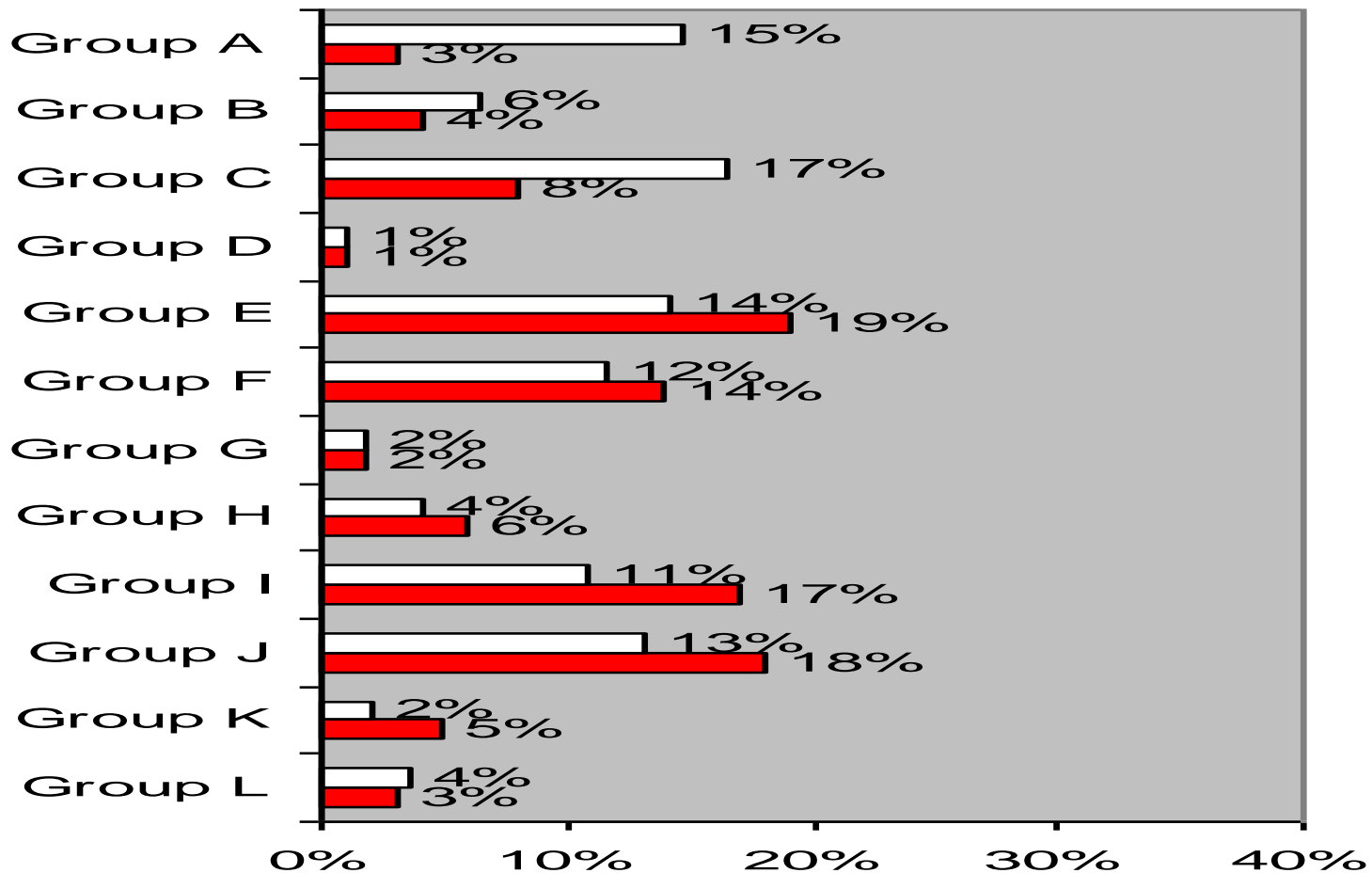
Group I: Low income (largely white) families living in estate based outer suburban social housing

Group J: Mostly white families living in homes bought from social landlords

Group K: Older, vulnerable white adults mostly living in social housing

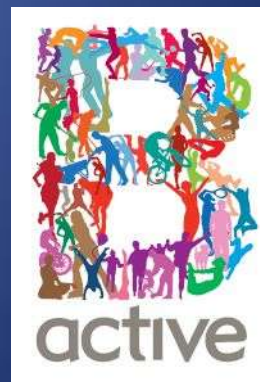
Group L: Largely independent older white adults living in privately owned homes

BENPCT Be-active segmentation type



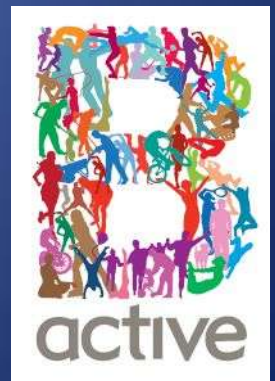
□ BENPCT Actual distribution

■ BENPCT target distribution for Be-active signup



Results so far

- Reporting by site, Constituency and PCT area
 - **Over 1million attendances since February 2008**
 - **Over 700,000 attendances since 1st April 2009**
 - **Over 75,000 members, including 21,000 new since 1st September 2009**





NHS

Birmingham City Council

www.birmingham.gov.uk/beactive

GET YOUR FREE LEISURE CARD AND BE ACTIVE FOR FREE



Apply today for your free leisure card and start to enjoy all the benefits of being active, including gym and swim sessions at no cost. Visit your local leisure centre or call xxxxx xxxxx for more details.

Giving everybody in Birmingham free access to a more active, healthier life.

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