

# active streets

## Birmingham Wellbeing Service



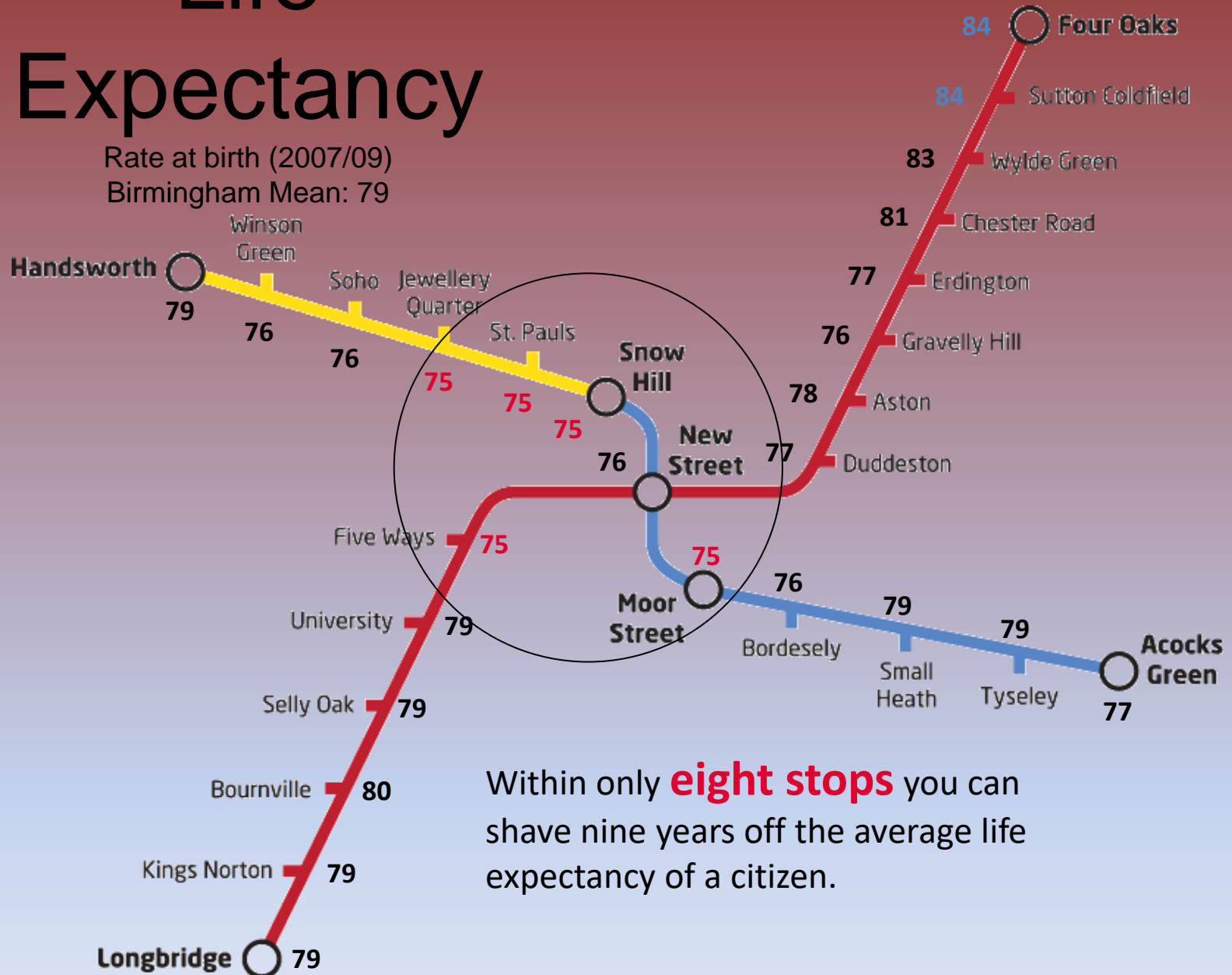
# Birmingham.... Background to the challenge

- 1.1 million people in the city
- 408,000 Birmingham citizens live in the top 10% most deprived areas 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)



# 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.

Barriers preventing people from  
taking part and changing their  
lifestyles for the better...

# Social Distance...

- Anxiety
- Loneliness
- Mental Health



# Geographical Distance

‘Events aren’t near enough to me.’

- Inaccessibility and Distance
- Highway Agreements
- Making it the Residents Event







Not being able to afford the cost of attending the activity

# active streets

- Working with residents of Birmingham
- Claiming ownership of your street
- Creating communities
- Fun and play for all





<https://www.facebook.com/ActiveStreets/videos/1110768388972344/>

# Closing Your Street

- As long as your street is not on a bus route, emergency highway or a main road, then we can close your road.
- Talk to your neighbours. The more residents involved and helping out, the smoother it will run.
- On average 4 – 6 week process to close your street.
- Get in touch and we will arrange a consultation

# Residents Consultation

- Part of our 4 – 6 week process...
- We will come to you
- Choosing the final date, planning the day and answering your queries.



# Volunteering

- Leafleting
- Stewarding
- Organisers
- Helpers



# What We can Offer

- Your own kit:  
Northfield Arts Forum
- Birmingham Play  
Care Network
- BBB
- ActiveParks
- RunBrum
- Smoothie Bike
- Giant Connect Four
- Snakes and Ladders
- Other outdoor games  
and equipment...
- Your ideas are  
encouraged and a  
much needed input.

# WildBrum

Connecting with nature:

- Community gardens
- Vegetable Patches
- Bird Boxes





# Get in Touch



[activestreets@birmingham.gov.uk](mailto:activestreets@birmingham.gov.uk)



0121 464 0206



@ActiveStreets



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