

Southend Health & Wellbeing Board

Agenda
Item No.

Report of the Deputy Chief Executive (People)

To
Health & Wellbeing Board
on
21st March 2018

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Practitioner Advanced

For information only	X	For discussion	Approval required
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Southend Physical Activity Strategy 2016-2021- Progress Update

Part 1 (Public Agenda Item)

1. Purpose of Report

- 1.1 To review and update the board on the progress to date with the implementation of the Southend-on-Sea Physical Activity Strategy 2016-2021 refreshed action plan, including successes, challenges and future opportunities.

2. Recommendations

- 2.1. The Health and Wellbeing Board is asked to note the update provided, including successes, challenges and future opportunities. The board are also asked to note the infographics in the appendix as requested at the previous meeting.

3. Background & Context

- 3.1. Physical inactivity is the fourth largest cause of disease and disability and is directly responsible for 1 in 6 deaths in the UK. The latest data from Public Health England highlights that 23% of adults in Southend are inactive, undertaking less than 30 minutes of physical activity a week. This puts them at a greater risk of developing a number of conditions including heart disease, cancer, obesity, diabetes, depression and dementia.
- 3.2. The Southend-on-Sea Physical Activity Strategy (which is the delivery mechanism for the refreshed Health and Wellbeing Strategy 2017-2021) provides a framework and action plan to support the long term vision for Southend to be a healthier, more active borough. This will be achieved through making the participation in an active healthy lifestyle a social norm for people who live or work in Southend.

The strategy has 4 key aims:

- To reduce inactivity and increase participation in physical activity for everyone, giving priority to our more inactive populations.
- To improve our marketing and communications about physical activity.
- To promote the built and natural environment and its contribution to supporting people to be more active in their daily lives.
- For Southend-on-Sea Borough Council to work collaboratively with a wide range of partners, including statutory organisations, businesses, the third sector and community groups, to help people to be more active.

There is an action plan to ensure delivery of the strategy's aims. The action plan was updated in January 2018 and highlights the key actions, responsibilities for delivery and associated outcomes. The Physical Activity Strategy Implementation Group (PASIG) is tasked with overseeing the delivery of the strategy, working in close partnership with Active Southend and the Active Southend Executive Group which has broader external stakeholder engagement across the Borough.

4. Strategy Progress

4.1 In December 2017, the PASIG took advantage of an offer from Sport England, in partnership with the Chief Leisure Officers Association, to pilot an external review visit to help understand progress with delivery of the strategy. The review followed a similar format to the Local Government Association peer review process, but on a smaller scale. The review is designed to help areas understand what is working well, what could be better and to identify new opportunities to improve outcomes in relation to physical activity.

4.2 The strategy action plan was refreshed in 2018 in light of this review. Some of the key progress made during 2018 includes;

- Southend Borough Council commissioning Enventure Research to deliver a piece of work gathering insights of the Southend community, the research includes a resident survey, focus groups and 1-1 interviews. There will be a stakeholder workshop in May for stakeholders to disseminate the findings and inform further workstreams.
- Active Essex, the County Sports Partnership for Greater Essex have joined the PASIG, they will assist the group with further insight from their work, learning from the Sport England Local Delivery Pilot being delivered in Basildon, Colchester and Tendring and provision of additional resource to Active Southend.
- Reviewing Southend Borough Council service plans which have included actions around physical activity and offering support to departments to develop these actions further.

4.3 Short term future priority actions for the strategy include;

- Using learning from the insight gathering to develop a communications strategy targeting the most inactive in the Borough.

- Developing Active Southend multi-agency workplans for 2018/19 including developing grass roots funding opportunities focusing on locality based approaches to increase physical activity in inactive populations.
- Roll out of physical activity training to early years practitioners including childrens centres.
- Assessing the impact of existing investment including Wet Wednesdays which provides free swimming for over 65's at SBC Leisure Centres
- Delivery of Public Health England Physical Activity Clinical Champion Training to GP's within South East Essex

5. Health & Wellbeing Board Priorities / Added Value

- 5.1 The Southend-on-Sea Physical Activity Strategy is the primary delivery mechanism for the Southend-on-Sea Health and Wellbeing Board Strategy Refresh 2017-2021.

6.0 Reasons for Recommendations

- 6.1 Increasing levels of physical activity in the borough and reducing levels of inactivity will lead to improved health and wellbeing and help to reduce health inequalities. A healthy population will reduce demands on services and provide a healthier workforce to contribute to the economic prosperity of the borough. Increasing physical activity through active travel can reduce traffic congestion and improve air quality.

7. Financial / Resource Implications

- 7.1 Increasing levels of physical activity in the borough and reducing levels of inactivity will lead to improved health and wellbeing and help to reduce health inequalities. A healthy population will reduce demands on services and provide a healthier workforce to contribute to the economic prosperity of the borough. The strategy and associated action plan will be delivered within existing resources. There is an element of the action plan that includes workforce development; therefore there is a resource implication to enable staff to undertake continuing professional development in relation to physical activity promotion.

8. Legal Implications

- 8.1 None currently identified.

9. Equality & Diversity

- 9.1 The strategy is a population wide strategy and aims to ensure that everyone who either lives or works in the borough has the opportunity to be more physically active.

Appendix 1 – Active Essex Physical Activity Infographics

CHILD OBESITY ⁽¹⁾

Children's data NCMP 2015/2016:

reception

21.5%

year 6

31.3%



ADULT OBESITY ⁽¹⁾

Adults data (2013-2015) APS:

adults aged 16+

67.0%

DIABETES ⁽²⁾

(QOF register) prevalence of diabetes:

6.3%

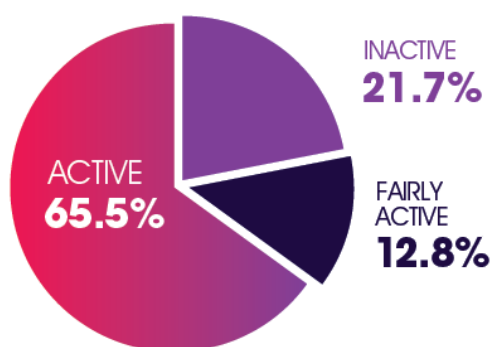
COST OF INACTIVITY

£21,472,753 ⁽⁴⁾

Data Sources: (1) Public Health England, (2) QOF Register, (3) PANSI - Projecting Adult Needs and Service Information

ACTIVE LIVES SURVEY

Active Lives Survey replaces the Sport England's Active People Survey, it will measure the number of people aged 16 and over who take part in physical activity and sport by demographics group, activity type and where they live. The latest findings were published in January 2017 and the next lot of results are to be released in September 2017.



78.7%

have taken part in sport and physical activity at least twice in the last 28 days

37.4%

are active once a week



41.8%

of males are active once a week



33.2%

of females are active once a week

21.5%

are active 3x30 mins a week



19.8%



have a Sport Club Membership

354 FACILITIES IN SOUTHEND

FACILITY BREAKDOWN



ARTIFICIAL
PITCHES
18



GRASS
PITCHES
185



SWIMMING
POOLS
16

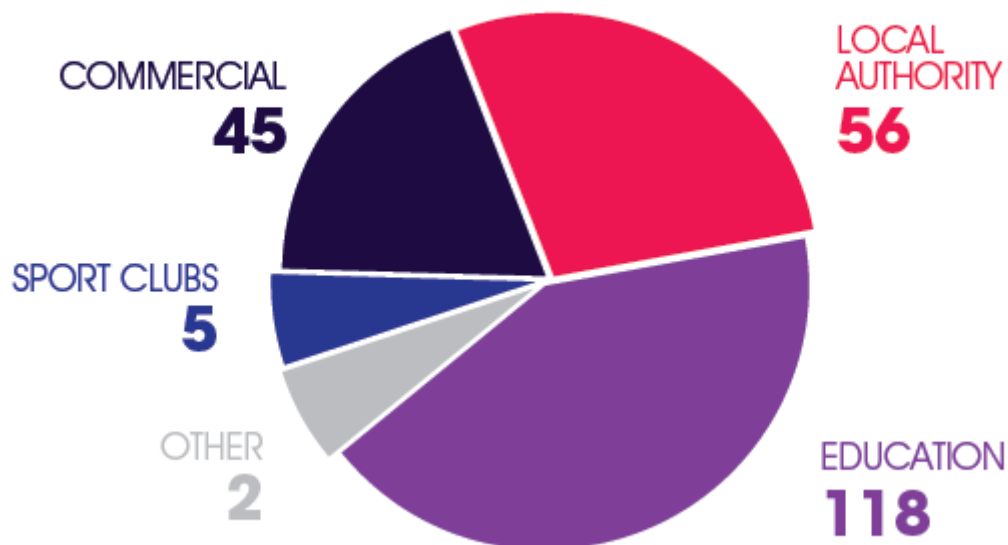


SPORTS
HALLS
30



TENNIS
COURTS
46

FACILITY OWNERSHIP





PARKS & OPEN SPACES

Data Source: Active Places Power

Total direct economic value of sport

£52.5m ⁽¹⁾

Evidence shows that increasing physical activity can spur economic growth, employment opportunities, and strengthen local communities.

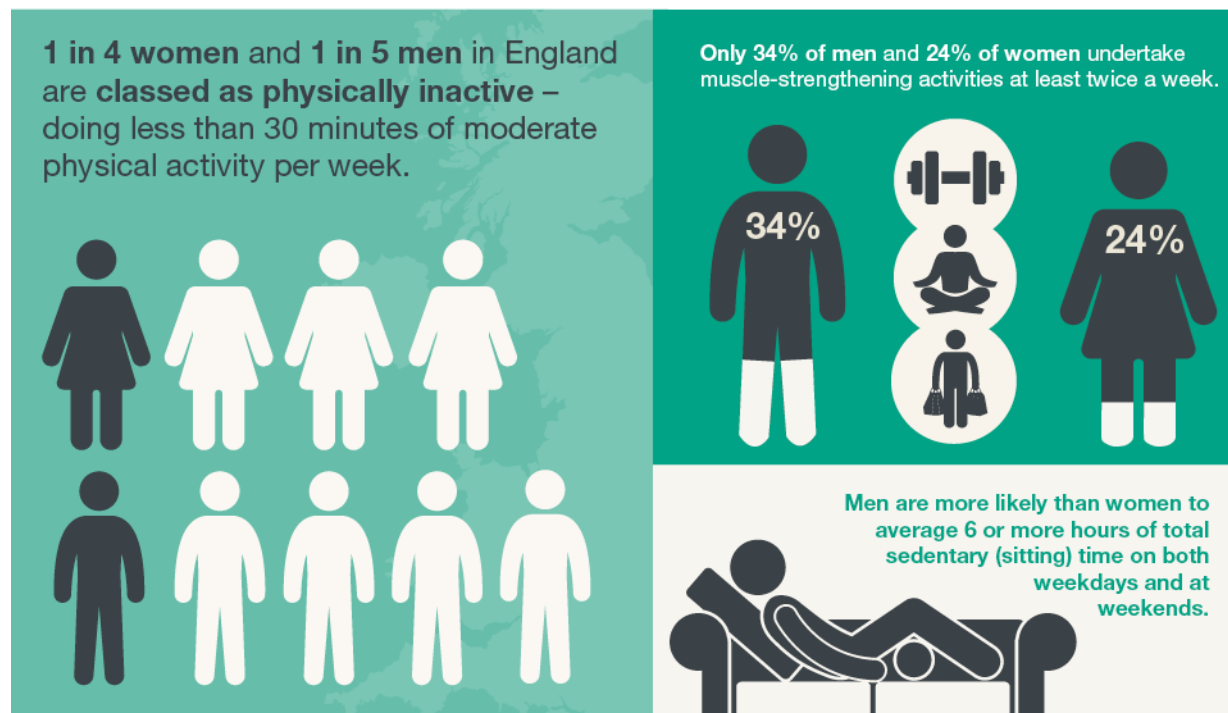
£21.9m ⁽¹⁾

Volunteering (economic value)

£63.4m ⁽¹⁾

Health (wider economic value)

How active are we?



Call to action



