

# Southend-on-Sea Borough Council

Agenda  
Item No.

Report of Corporate Director for Corporate Services

to

People Scrutiny Committee

14<sup>th</sup> July 2015

Report prepared by:

Fiona Abbott

---

**In depth scrutiny report –  
How the Council assists and excites individuals and community groups  
to achieve healthier lifestyles  
A Part 1 Agenda Item**

---

## 1. Purpose of Report

To seek formal approval to the draft report of the scrutiny project – ‘How the Council assists and excites individuals and community groups to achieve healthier lifestyles’.

## 2. Recommendations

- 2.1 That the report and the recommendations from the in depth scrutiny project, attached at **Appendix 1** be agreed.
- 2.2 That the Chairman be authorised to agree any final minor / typographical changes to the draft report.
- 2.3 That in accordance with Scrutiny Procedure Rule 10 (Part 4 (e) of the Constitution), to agree that the Chairman of the Project Team present the final report to a future Cabinet meeting.

## 3. Background

- 3.1 The People Scrutiny Committee selected its topic at the meeting on 14<sup>th</sup> July 2014 (Minute 134 refers). The project plan was agreed by Scrutiny Committee on 14<sup>th</sup> October 2014 (Minute 291 refers) and then by the Project Team on 10<sup>th</sup> November 2014. The aim of the review was to develop a comprehensive understanding of the most effective interventions that can be put in place to address negative lifestyle related behaviours within the Borough of Southend-on-Sea.
- 3.2 The Member Project Team, which was Chaired by Councillor Moyies, met on 3 occasions and considered a range of quantitative and qualitative evidence to inform their approach. The sessions involved briefings from key officers informed by data and statistical information.
- 3.3 The Project Team held a full day of evidence gathering with invited witnesses in February 2015. The project team agreed that the evidence day and witnesses would be grouped around the following 4 areas / issues:- funding; enabling role of

the Council; role of voluntary sector and volunteers; the impact of health inequalities and the questions reflected this focus.

#### **4 Recommendations**

- 4.1 The scrutiny report is attached at **Appendix 1**. The report has been discussed and agreed by the project team and has been shared with the witnesses. Any comments / feedback from the witnesses will be reported verbally at the meeting.
- 4.2 It should be noted that approval of any recommendations with budget implications will require consideration as part of future years' budget processes prior to implementation.
- 4.3 Scrutiny is recommended to endorse the following conclusions from the review, for approval by Cabinet:
  - (a) That the in depth scrutiny project 'How the Council assists and excites individuals and community groups to achieve healthier lifestyles' be agreed.
  - (b) To recommend that the Health & Wellbeing Board agree that an action plan be developed to take forward the outcomes from the review to be addressed in the Physical Activity Strategy for Southend with measurable broad impact goals. The Strategy will include needs assessment and cross-agency working to maximise existing Southend assets and develop a future direction for the Borough.
  - (c) To avoid fragmentation – strong governance arrangements should be put in place to oversee the delivery of physical activity outcomes.
  - (d) That a marketing campaign featuring a '30 minute pledge' be implemented within the Borough as one of the work streams of the Strategy and the Implementation Plan.
  - (e) Promotion of physical activity be based on the principles of social marketing and include messaging to promote the recommendations of the Chief Medical Officer for England's Guidelines on physical activity.
  - (f) Explore how existing joint commissioning arrangements, such as the Health and Social Care Pioneer project can be used to commission physical activity outcomes for the whole population.
  - (g) Prioritise the training of all Council and key partner staff to deliver brief interventions using the 'Making Every Contact Count' process to 'industrial' scale across the Borough in multiple settings.

#### **5. Other Options**

Not applicable.

#### **6. Corporate Implications**

- 6.1 Contribution to Council's Vision and Critical Priorities – Becoming an excellent and high performing organisation; reduce inequalities and increase the life chances of people living in Southend.

6.2 Financial Implications – there are financial implications to some recommendations but as yet they are unquantifiable. However, any recommendations progressing with associated financial implications will need to go through the annual budgetary process before implementation, as currently no revenue or capital budgets exist for the proposals.

6.3 Legal Implications – none.

6.4 People Implications – none.

6.5 Property Implications – none.

6.6 Consultation – as described in report.

6.7 Equalities Impact Assessment – none.

6.8 Risk Assessment – none.

## 7. **Background Papers** –

- Project team meeting notes – meetings held on 10<sup>th</sup> November 2014, 12<sup>th</sup> January 2015 and 30<sup>th</sup> April 2015.
- Agreed notes from witness session held 6<sup>th</sup> February 2015.
- Updates to Scrutiny Cttee – 14<sup>th</sup> October 2014, 2<sup>nd</sup> December 2014, 28<sup>th</sup> January 2015, 14<sup>th</sup> April 2015.
- Other evidence as described in the report.

## 8. **Appendix**

### **Appendix 1 – in depth scrutiny project draft report**