

Southend-on-Sea Borough Council

Agenda
Item No.

Report of Corporate Director for Corporate Services

to
Cabinet

22nd September 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 present the final report of the in depth scrutiny project - 'How the Council assists and excites individuals and community groups to achieve healthier lifestyles'.

2. Recommendations

- 2.1 That Cabinet approves the report and recommendations from the in depth scrutiny project attached at **Appendix 1**.
- 2.2 To note that approval of any recommendations with budget implications will require consideration as part of future years' budget processes prior to implementation.
- 2.3 That the Action Plan update, attached at **Appendix 2**, be noted.

3. Background

- 3.1 The People Scrutiny Committee selected this topic at the meeting on 15th July 2014 (Minute 113 refers). The project plan was agreed by Scrutiny Committee on 14th October 2014 (Minute 291 refers) and then by the Project Team on 10th 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.

- 3.4 The draft scrutiny report was considered by the Member Project Team and agreed at the People Scrutiny Committee at its meeting on 14th July 2015 (Minute 137 refers). The report has also been shared with the witnesses.
- 3.5 An Action Plan update which is taking forward recommendations from the project has been prepared and this is attached at **Appendix 2**.

4. Recommendations

- 4.1 In accordance with Scrutiny Procedure Rule 10 (Part 4 (e) of the Constitution), the in depth scrutiny report is now attached at **Appendix 1** for approval by Cabinet. 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. The recommendations are as follows:
- (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 10th November 2014, 12th January 2015 and 30th April 2015.
- Agreed notes from witness session held 6th February 2015.
- Updates to Scrutiny Committee – 14th October 2014, 2nd December 2014, 28th January 2015, 14th April 2015.
- Other evidence as described in the report.

8. Appendix

Appendix 1 – in depth scrutiny project report
Appendix 2 – action plan update