

APPENDIX 2 ACTION PLAN UPDATE

Action	Desired Outcome	Who is involved	Comments/Progress
Physical Activity Strategy: Development and implementation of a physical activity strategy for Southend	Effective referral pathways and interventions are agreed with all partners and stakeholders. Increased physical activity levels in Southend population including those in vulnerable and marginalised groups	Public Health Place People CCG	Initial scoping completed- area's for inclusion are: Active Transport, Active Leisure, Active Workplaces and Workforce Development. Mapping from Active Southend and the Obesity Strategy to be included in the strategy.
Chief Leisure Officer Association (CLOA) Support Submit an Expression of Interest to CLOA for Sport England funded support in engaging a wide range of commissioners and the physical activity and sport market.	If successful expert support to increase knowledge and awareness of benefits of physical activity and market development. Physical activity would be positioned to enable outcome focused commissioning for a wide range of health and social outcomes. Local interventions will be shaped locally to deliver outcomes that support local need.	Public Health Culture and Leisure	Expression of interest submitted. Notification of award 11/09/15 If successful this work will support the development of the Physical Activity strategy
Pilot of Healthy Lifestyle Hub Develop specification and contract variation to enable delivery of the Hub for a 10 month pilot.	Holistic behavior change service to support people around a range of behaviors that impact on health and wellbeing. The service will take into account wider determinants of health and refer and signpost to appropriate support services.	Public Health	Pilot is operational and initial response from referrers is very positive, further data monitoring to be completed throughout the duration of the pilot. Service has had throughput of more than 300 people in first three months. Long term service to be commissioned from April 2016 onwards
Walking Festival Delivery (May) Deliver a programme of walks across Southend.	Increased number of people walking as a mode of transport, increased awareness of local led walks and increased number of people attending regular led walks	Local Sustainable Transport Team Public Health	Promoted 24 led walks in May, also promotion also included walk to school week and walk to work day. 427 attendees at walks in May.
Walking and Cycling promotion Ideas in Motion cycle promotion including cycle to work day	Increased number of people cycling as a mode of transport, increased awareness of local led cycle rides and increased number of people attending regular led rides. More people being able to keep their bike well maintained and safe.	Local Sustainable Transport Team	35 taking part in bike maintenance 44 taking part in adult cycle training 20 bike loans 10 adults taking part in learn to ride 61 recorded cyclist on cycle to work day Planning further activity for European mobility week, with a focus on older people
Swimming promotion Develop a Swimming promotion campaign with Fusion for September	Increased number of people swimming in local authority pools	Public Health Culture and Leisure	Promotion currently being planned with Fusion. Planned extension to Wet Wednesdays (free swimming) to focus on 40+ targeting those identified as inactive through the NHS Health Check.

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<p>Active Essex Funding Deliver Pre/Post Natal, Workplaces and Community Physical Activity and Sport</p>	<p>More people taking part in physical activity, particularly women during and after pregnancy and using settings to enable participation in physical activity (workplaces + community)</p>	<p>Public Health Culture and Leisure Active Southend</p>	<p>Successfully bid for £10k Active Essex Funding. Planning pre/post natal programme including pathways through the lifestyle hub. Some sessions up and running, with more to start in September/October. Workplace provision awaiting start of Business Engagement Officer Community Physical Activity interventions being planned to begin delivery from October 2015</p>
<p>Environmental Agency - Targeted Adaptation Support for Councils</p>	<p>Support for the Council to become “climate change ready” Embedding sustainability into policies and strategies across the Council.</p>	<p>Sustainability Team Public Health Team</p>	<p>SBC Successful in bid for support from the Environmental Agency. Mobilisation meeting scheduled for 14/09/15, this will develop the initial timeline and actions</p>
<p>Business Engagement Officer Recruitment</p>	<p>Increasing the number of businesses engaged with the Southend Public Health Responsibility Deal with a focus on workplace health and sustainable commuting. Increased physical activity levels in workplaces and reduced sedentary behavior.</p>	<p>Local Sustainable Transport Team Public Health</p>	<p>Successfully recruited staff member- post start date 5th October 2015. The role will focus on business engagement for the Public Health Responsibility Deal- including physical activity and active sustainable travel and reducing sedentary behavior e.g. stair climbing. The new role will recruit more businesses into the programme.</p>
<p>Stairwell signage in SBC</p>	<p>Increasing the number of staff using the stairs, increasing their physical activity level and reducing the usage of the lifts at the Civic Centre.</p>	<p>Public Health</p>	<p>Commissioned installation of stair signage and lift lobby prompts. Provision also includes challenges to increase stairwell use by SBC staff. Civic Centre has been surveyed, aiming for installation and launch to align with the Southend Way wellbeing event 4th November.</p>
<p>Recruitment of Project Manager in Leisure Services</p>	<p>Increasing awareness of sport and physical activity opportunities in the Southend population.</p>	<p>Leisure and Culture</p>	<p>Successfully recruited staff member, staff already started. This post focuses on marketing and engagement for sport and physical activity using twitter, facebook, the Active Southend website and printed media.</p>