

Southend Health & Wellbeing Board

Agenda
Item No.

(Joint) Report of

Simon Leftley, Deputy Chief Executive (People),
Southend-on-Sea Borough Council.

Ian Stidston, Interim Accountable Officer, NHS Southend
Clinical Commissioning Group (CCG).

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to

Health & Wellbeing Board

on

6th December 2017

Report prepared by: Rob Walters – Partnership Advisor,
Health and Wellbeing

For information only		For discussion	✓	Approval required	✓
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Health and Wellbeing Strategy Refresh 2017-2021

Part 1 (Public Agenda Item)

1. Purpose of Report

- 1.1 To review, for approval, the final draft Health and Wellbeing (HWB) Strategy Refresh 2017-2021.
- 1.2 To recommend that a representative of the Council's Department for Place be invited, in principle, to be a co-opted (non-voting) member of the Health and Wellbeing Board, in view of the central influence that culture, leisure and planning have on increasing physical activity levels.

2. Recommendations

- 2.1. That, subject to comments and amendments, the Board approves the HWB Strategy Refresh 2017-2021.
- 2.2. That a representative of the Council's Department for Place be invited, in principle, to become a co-opted (non-voting) member of Southend Health and Wellbeing Board.
- 2.3. HWB Board members are invited to identify how they will actively support the implementation of the Refresh and its aim of increasing physical activity levels.

3. Background & Context

- 3.1. The draft Health and Wellbeing Strategy Refresh 2017-2021 was presented for discussion at September's HWB Board, proposing a primary focus of increasing local levels of physical activity, in view of the associated benefits to both physical and mental health and wellbeing.
- 3.2. A refined draft was subsequently circulated to the Board for comment in late November 2017, to help inform the final draft (Appendix 1) for review at December's HWB Board.
- 3.3. This latest draft includes the personal account of a local resident who has experienced the transformational impact of physical activity, as well as broader benefits such as enhanced personal relationships.

Implementation

- 3.4 As identified in previous reports, in practical terms, Southend's Physical Activity Strategy (PAS) and Action Plan will deliver the aims of the HWB Strategy Refresh 2017-2021.
- 3.5 The HWB Strategy Refresh and PAS recognise the central roles that culture, leisure and planning have in helping to develop a local culture of physical activity as a routine part of everyday life. In view of this, it is recommended that a representative from the Council's Department for Place is invited to become a co-opted (non-voting) member of the Health and Wellbeing Board.
- 3.6 PAS related key performance indicators (KPI) progress will be reviewed annually, while progress, challenges and opportunities in relation to the Action Plan will be reviewed with the HWB Board on a regular basis. An initial review of progress and learning will come to January's HWB Board.
- 3.7 The Physical Activity Strategy Implementation Group (PASIG) is focussing on implementation at an operational level, as well as developing a partnership approach to effective communications.
- 3.8 The communications strand of the PASIG is currently looking at insight led approaches to increase physical activity which are grounded in behaviour change. A core aim is to engage those who are not currently active, and thus support self-care for an improved quality of life.

Strategic mapping of broader themes

- 3.9 The HWB Board have recognised that, as with the original HWB strategy and its broad ambitions, there are various other relevant issues of local importance and interest. To help the Board monitor these, a supplementary piece of analysis is in development, to comprehensively identify how these wider issues are being addressed strategically across the system.
- 3.10 This strategic mapping work raises the opportunity for a broader view of collective strategy and how we work together as a system, rather than in organisational isolation.

- 3.11 It also invites a mechanism for keeping track of identified strategies, providing a rolling, high level view of when strategies and plans are up for renewal and enabling the HWB Board to consider how it can help to remove barriers and enhance outcomes.

4. Health & Wellbeing Board Priorities / Added Value

How does this item contribute to delivering the;

- Original HWB Strategy Ambitions
- Three HWB “Broad Impact Goals” which add value;
 - a) *Increased physical activity (prevention)*
 - b) *Increased aspiration & opportunity (addressing inequality)*
 - c) *Increased personal responsibility/participation (sustainability)*

- 4.1 Section 4 of this report template has historically asked the writer to identify how the subject matter contributes to the delivery of HWB priorities. Going forward, the template will be amended to reflect the primary aims of the approved HWB Strategy Refresh 2017-2021.

5. Reasons for Recommendations

- 5.1. To enable a greater strategic focus on improving the physical and mental health and wellbeing of local people through increased physical activity.

6. Financial / Resource Implications

- 6.1 No immediate implementation costs are anticipated. Any future resourcing implications will be brought to the Health and Wellbeing Board for review.

6.2 Cost to Health Economy:

The estimated impact of physical inactivity to Southend’s health economy is £21,472,753 per 100,000 population per year. (Reference; UK Active, Turning the Tide of Physical Inactivity)

7. Legal Implications

- 7.1. None currently identified

8. Equality & Diversity

- 8.1. The HWB Strategy Refresh 2017-2021 and Physical Activity Strategy aim to inherently address inequality and make physical activity accessible for all, as well as to strengthen community engagement and resilience.

9. Appendices

Appendix 1: Be Active! Final draft HWB Strategy Refresh 2017-2021