

# Southend Health & Wellbeing Board

Agenda  
Item No.

Report of the Deputy Chief Executive (People)

To  
Health & Wellbeing Board

on  
24<sup>th</sup> January 2018

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Practitioner Advanced

For information only		For discussion	X	Approval required	
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## Southend Physical Activity Strategy 2016-2021- Review of progress and future priorities

### Part 1 (Public Agenda Item)

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#### 1. Purpose of Report

- 1.1 To review the progress to date with the implementation of the Southend-on-Sea Physical Activity Strategy 2016-2021, including successes, challenges and future opportunities.
- 1.2 Following the approval of the Health and Wellbeing Strategy 2017-21 refresh. with its key aim of increasing physical activity levels in the borough, the updated Physical Activity Strategy action plan sets out the key areas of work to achieve this aim.

#### 2. Recommendations

- 2.1 The Health and Wellbeing Board is asked to note the update provided, including successes, challenges and future opportunities.
- 2.2 Health and Wellbeing Board members are invited to discuss how they can support delivery of the strategy; specifically the roll out, at scale the use of brief interventions for physical activity (Making Every Contact Count), embedding physical activity into health and social care pathways where appropriate and supporting the communications plan for the strategy. Board members are also encouraged to provide the Southend Public Health Team with a named contact to enable communication and improved partnership working.

#### 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 22.6% 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.
- Southend-on-Sea Borough Council will 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. This 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 review identified the following areas of strength in Southend:
- Strong senior level strategic buy-in across the Council including the new Chief Executive.
  - Closer working relationships between Public Health and Place to tackle this agenda
  - Redesign of the Active Southend structure which enables involvement of wider system leaders such as Further Education and Job Centre Plus through an Executive Group
  - Asset based approaches and collaboration being encouraged through Active Southend providers

- 4.3 The review identified the following areas for improvement:
- Better co-production with providers and target population groups
  - Strategic buy in not yet translating into tangible actions in some areas, however positive discussions are being had with health, social care and planning.
  - Engagement with healthcare providers is yet to realise real benefits
  - Mixed success of recent physical activity programmes
  - Little evidence of the impact of embedding physical activity related actions within Southend Borough Council service plans
  - Communications across the provider sector
  - A single multi-agency communications strategy/plan
  - A collaborative approach to “recruitment” of new participants or “pathways”. Rolling out Making Every Contact Count training at scale could support this.
- 4.4 The review identified the following opportunities that can be explored:
- Essex Planning Officers Association (EPOA) is currently consulting on new EPOA Design Guidance. This guidance has been developed in conjunction with Sport England incorporating their 10 principles for Active Design. There may be opportunities for Southend to embed elements of the guidance into current planning policy and practice.
  - The new Local Plan is in development (due winter 2019) and there are currently relevant work-streams emerging whereby embedding health impact considerations and designing physical activity enabling environments can be embedded into future planning policy.
  - Through social care transformation there is an opportunity to align provision to localities and work to improve pathways for the most inactive populations.
  - Health and Wellbeing Board partners, including the Council may wish to consider embedding “public health impact” as a required consideration of policy/decision making, encouraging officers to include this within board papers etc.
  - Link more closely with Active Essex to fast track learning from the Sport England Local Pilots that are being delivered in Basildon, Tendring and Colchester from April 2018.
  - Explore digital opportunities through external funding including engagement with NHS England.
- 4.5 There are some limitations of the Sport England Review. Due to the relatively short notice and timeframe of the review, representatives from Southend Clinical Commissioning Group or health service providers were unable to be involved. There are many opportunities that could arise from engagement in this field and already conversations have taken place with primary care and some areas of the hospital about workforce development through the Public Health England funded Clinical Champion training for physical activity. There is a clear opportunity to roll this out at scale across the system with the appropriate commitment from leaders.

## **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.

Through focusing the Health and Wellbeing Board on physical activity as a priority there are many benefits to be realised. Through the identification of a named “champion” for physical activity from each partner, the Public Health team and the Physical Activity Strategy Implementation Group have a conduit for effective communication and engagement around key strategic work-streams such as workforce development e.g. Making Every Contact Count (brief interventions for physical activity).

## **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.

## **10. Background Papers**

- 10.1 None.

## **11. Appendices**

Appendix A: Revised Southend-on-Sea Physical Activity Strategy 2016-21 Action Plan