

Southend-on-Sea Physical Activity Strategy Action Plan Refresh: 2018

Action	Description	Timescale / issues/ requirements	Lead	Outcome/Output	Impact of Action / What does success look like
1	Improve understanding of Southend's inactive populations	On-going	SBC Public Health / Active Essex	A detailed understanding of the main groups at risk from physical inactivity and an understanding of their barriers and potential enablers.	Improved intelligence of most inactive populations in Southend and how we access and engage with them. This will be used to inform future commissioning, effective communications strategies and co-production of physical activity programmes.
2	Improving strategic relationships with relevant partners/stakeholders including Active Essex , Clinical Commissioning Group and Mid & South Essex Sustainable Transformation Partnership	On-going	SBC Public Health	Strengthening of key partnerships through the alignment of strategic ambitions, sharing learning and understanding (including insight), supporting sustainability of physical activity pathways and physical activity programmes/opportunities	More joint projects, better value realised through strong, functioning partnerships, Physical activity contributing to the achievement of multiple outcomes for partners.
3	Include physical activity as a method of delivering social value in Southend Borough Council Social Value guidance for providers.	March 2018	SBC Policy and Engagement	Providers delivering physical activity related activities which enhance social value of contracts	Improved social value of SBC procurements and spend. More physical activity related social value commitments by providers
4	Review the impact of physical activity related actions in each service plan across Southend Borough Council during 2017/18. Ensure that physical activity is considered corporately within future service planning activities	March 2018	All SBC Departments	Further develop Southend Borough Council as a public health organisation	All relevant SBC services supporting increased physical activity levels in a variety of ways that are relevant to them

5	Include a "Public Health Impact" subheading for consideration within all board papers (Southend on Sea Borough Council)	March 2017	All SBC Departments	Consider the public health implications of all policy and strategic decisions	Public health impact considered within all decision making
6	Continue the implementation of the Parks and Open Spaces Strategy and Sports & Leisure Strategy aligning where relevant through the PASIG	On-going	SBC Culture / Public Health	Maximising opportunities for physical activity	Ensure that the strategies have maximum impact to increase physical activity, close working between the teams responsible for delivering the strategies
7	Work with partners to develop a marketing plan for physical activity to maximise impact This will include existing websites and campaigns e.g. - Active Southend, Active Essex, SHIP - Leisure Provider Marketing Plan - Public Health England National campaigns - national and international sporting events and mass participation events	On-going	SBC Public Health/ Culture/ Active Essex / Communications and HWB partners	Increased awareness & accessibility of local physical activity opportunities	Increased awareness of existing and new opportunities (both privately and public funded), to be physically active amongst the Southend-on-Sea population
8	Develop and implement Active Southend work plans to increase community based physical activity opportunities, aligning to the four health and social care localities in Southend	On-going - Annual	Active Southend Exec Group / Social Care transformation	Improve the offer of physical activity opportunities across the Borough, aligning provision with need and co-producing interventions where possible	Broader range of Southend focused organisations prioritising physical activity. Increased number of externally funded physical activity programmes in Southend
9	Maximise opportunities within the wider Active Southend membership to create additional pathways for physical activity between the	On-going	Active Southend membership	The development of collaborative physical activity participant recruitment and participant pathway approach.	Greater collaboration between local providers enabling wider choice and clearer pathways for participation in physical activity.

	membership				
10	Maximise the impact of the ACE Lifestyle Southend contract creating and sustaining pathways to physical activity and effective communication and engagement about physical activity	October 2016	SBC Public Health / Integrated Commissioning and HWB partners	Improve pathways to physical activity opportunities, delivery of good quality motivational interviewing and support to increase physical activity.	Increased number of inactive people entering physical activity interventions, increased awareness of formal and informal physical activity opportunities.
11	Increase active and sustainable travel through the Ideas in Motion campaign	On-going	SBC Sustainable Transport and HWB partners	Creation of an environment that supports active travel	Increased number of people travelling in an active and sustainable way
12	Work in partnership to review & Implement new evidence based guidance for planning policy to improve physical activity	March 2017	SBC Planning/ Public Health / Active Essex	Creation of environments that support physically active lives	Improved consideration of the impact of planning and development design on population physical activity levels
13	Embed physical activity within the Joint Prevention Strategy workplan – mapping to CCG priorities e.g. Falls / COPD etc.	Ongoing	Joint Prevention Strategy working group	Physical activity embedded into relevant care pathways	Physical activity used in disease management where relevant
14	Work with Active Essex and School Games Organisers to maximise the impact of Schools and Education on children's physical activity including the use of pupil premium funding	Ongoing	SBC Public Health/ Leisure / Active Essex / SGO's	Maximising the impact of schools and education on physical activity levels in children and families	More physical activity in curricular and extra-curricular time, families confident to encourage Physical Activity at home
15	Optimise the Queensway development to be an exemplar site "designing for people and physical activity"	March 2017	Planning/ Public Health	Creation of environments that support physically active lives	Best practice examples for other developments (both in and out of the borough) to follow, improving physical activity levels of tenants
16	Deliver Continuing Professional Development for relevant health, education, and social care professionals re: benefits	On-going	Public Health	Increased knowledge of the benefits of physical activity & dangers of sedentary behaviour and opportunities available for service	Increased number of brief interventions and signpost/referral into physical activity opportunities

	and importance of physical activity, adjustments for special populations (diabetes, asthma) and local services and facilities			users.	
17	Delivery of Making Every Contact Count to deliver physical activity brief interventions across all appropriate public facing organisations including NHS	On-going	Public Health / Lifestyle Hub Provider	Increased number of good quality brief interventions for physical activity. Increased referral into physical activity services	More staff skilled and confident to discuss physical activity. Increased number of brief interventions and signpost/referral into physical activity opportunities
18	Engage with businesses to explore innovative physical activity opportunities and increase sign up to physical activity pledges for the Public Health Responsibility Deal amongst Southend-on-Sea Organisations	On-going	Public Health	Improved staff health and wellbeing in Southend-on-Sea businesses.	Increased number of employees in Southend-on-Sea supported to be physically active in the workplace
19	Further develop settings based approaches to increase physical activity and reduce sedentary behaviours e.g. Public Health Responsibility Deal, Healthy Schools, Healthy Early Years, School Sports Partnerships	On-going	Public Health	Opportunities for physical activity are increased	Increased opportunities to be physically active in early years settings, schools and workplaces
20	Develop a network of physical activity champions in primary care	On-going	Public Health/Southend CCG	Each Southend practice has a physical activity champion	Increased knowledge of benefits of physical activity and better local knowledge of pathways and services to support increased physical activity levels