Southend Physical Activity Strategy 2016-2021- Progress Update

Part 1 (Public Agenda Item)

1. Purpose of Report

1.1 To review and update the board on the progress to date with the implementation of the Southend-on-Sea Physical Activity Strategy 2016-2021 refreshed action plan, including successes, challenges and future opportunities.

2. Recommendations

2.1. The Health and Wellbeing Board is asked to note the update provided, including successes, challenges and future opportunities. The board are also asked to note the infographics in the appendix as requested at the previous meeting.

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 23% 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.
- For Southend-on-Sea Borough Council to 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. The action plan was updated in January 2018 and 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 strategy action plan was refreshed in 2018 in light of this review. Some of the key progress made during 2018 includes;

- Southend Borough Council commissioning Enventure Research to deliver a piece of work gathering insights of the Southend community, the research includes a resident survey, focus groups and 1-1 interviews. There will be a stakeholder workshop in May for stakeholders to disseminate the findings and inform further workstreams.
- Active Essex, the County Sports Partnership for Greater Essex have joined the PASIG, they will assist the group with further insight from their work, learning from the Sport England Local Delivery Pilot being delivered in Basildon, Colchester and Tendering and provision of additional resource to Active Southend.
- Reviewing Southend Borough Council service plans which have included actions around physical activity and offering support to departments to develop these actions further.

4.3 Short term future priority actions for the strategy include;
- Using learning from the insight gathering to develop a communications strategy targeting the most inactive in the Borough.
• Developing Active Southend multi-agency workplans for 2018/19 including developing grass roots funding opportunities focusing on locality based approaches to increase physical activity in inactive populations.
• Roll out of physical activity training to early years practitioners including childrens centres.
• Assessing the impact of existing investment including Wet Wednesdays which provides free swimming for over 65’s at SBC Leisure Centres
• Delivery of Public Health England Physical Activity Clinical Champion Training to GP’s within South East Essex

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. Increasing physical activity through active travel can reduce traffic congestion and improve air quality.

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.
Appendix 1 – Active Essex Physical Activity Infographics

**CHILD OBESITY**
Children’s data NCMP 2015/2016:
- Reception: 21.5%
- Year 6: 31.3%

**ADULT OBESITY**
Adults data (2015-2016) APS:
- Adults aged 16+: 67.0%

**DIABETES**
(GOF register) prevalence of diabetes:
- 6.3%

**COST OF INACTIVITY**
- £21,472,753

**ACTIVE LIVES SURVEY**
Active Lives Survey replaces the Sport England’s Active People Survey. It will measure the number of people aged 16 and over who take part in physical activity and sport by demographics group, activity type and where they live. The latest findings were published in January 2017 and the next lot of results are to be released in September 2017.

- **ACTIVE** 65.5%
- **FAIRLY ACTIVE** 12.8%
- **INACTIVE** 21.7%

- 37.4% are active once a week
- 21.5% are active 3x30 mins a week
- 41.8% of males are active once a week
- 33.2% of females are active once a week
- 19.8% have a Sport Club Membership

- 78.7% have taken part in sport and physical activity at least twice in the last 28 days

Data Sources: (1) Public Health England, (2) QOF Register, (3) PANSI - Projecting Adult Needs and Service Information.
354 FACILITIES IN SOUTHEND

FACILITY BREAKDOWN

- Artificial Pitches: 18
- Grass Pitches: 185
- Swimming Pools: 16
- Sports Halls: 30
- Tennis Courts: 46

FACILITY OWNERSHIP

- Local Authority: 56
- Commercial: 45
- Sport Clubs: 5
- Education: 118
- Other: 2
PARKS & OPEN SPACES

Total direct economic value of sport

£52.5m

Volunteering (economic value)

£21.9m

Health (wider economic value)

£63.4m

Data Source: Active Places Power

Evidence shows that increasing physical activity can spur economic growth, employment opportunities, and strengthen local communities.
Appendix 2- PHE Physical Activity Infographic

How active are we?

1 in 4 women and 1 in 5 men in England are classed as physically inactive – doing less than 30 minutes of moderate physical activity per week.

Only 34% of men and 24% of women undertake muscle-strengthening activities at least twice a week.

Men are more likely than women to average 6 or more hours of total sedentary (sitting) time on both weekdays and at weekends.

Call to action

Health and social care commissioners to integrate physical activity into clinical and social care pathways and services.

County Sports Partnerships to work with private and public sector organisations to promote workplace physical activity opportunities.

NHS and other public sector organisations to support active travel for staff and the public through active travel planning and local activation events.

Local Enterprise Partnerships and local authorities to invest in cycling and walking infrastructure to support local businesses with active travel and active retail.

Health and social care providers and sports and leisure providers to upskill staff to better support inactive people to become active every day.

Local authorities to work with leisure, fitness and sport providers to maximise the potential of local physical activity assets.

Employers to support staff to be physically active and break up sedentary activity in the workplace.

Work with community groups to activate and maximise the potential of parks and green spaces.
Appendix 3- ISPAH Best Investments for Physical Activity Infographic

Best Investments for Physical Activity

1. Communication and public education
   Consistent public education, including use of mass and social media

2. Transport and the environment
   Transport policies and systems that prioritise walking, cycling and public transport

3. Urban design and infrastructure
   Provide safe and equitable access for recreation and physical activity across the life course

4. Healthcare and health education
   Ensure assessment and advice about physical activity is a routine part of healthcare services

5. Education
   Make regular physical activity in schools and places of learning normal

6. Community-wide programs
   Work with communities to provide appropriate local solutions, aiming to mobilise large numbers of people

7. Sport and recreation
   Sport systems and programs that promote “sport for all” and encourage participation across the life span

We need action to achieve the goal of 10% increase in participation by 2025

Work together to make it happen

www.ispah.org