

# Southend Health & Wellbeing Board

Agenda  
Item No.

Report of the Deputy Chief Executive (People)

To  
Health & Wellbeing Board

on  
19<sup>th</sup> September 2018

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Practitioner Advanced

For information only	X	For discussion		Approval required	
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## Southend Physical Activity Strategy 2016-2021- Progress Update

### Part 1 (Public Agenda Item)

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#### 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. In particular, the board are asked to promote the South Essex-wide Active 10 campaign within their respective organisations and to wider partners.

#### 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 action plan has 5 key priorities identified for 2018/19. The governance for the strategy has been amended this year. Active Southend is now the group overseeing the delivery of the strategy. This new function has taken effect from 17<sup>th</sup> September 2018. The multi-agency group is chaired by Cllr Davidson.

#### **4. Strategy Progress**

4.1 The strategy action plan was refreshed in 2018 after external support from Sport England and the Chief Leisure Officers Association, this action plan was then further focused to 5 key priorities for delivery during 2018/19 (see appendix 1). Progress made during 2018/19 includes;

- Delivery of insight work gathering views of the Southend community, the research includes a resident survey, focus groups and 1-1 interviews. A stakeholder workshop in May delivered key findings to partners to inform further work streams (see appendix 2). The work identified key barriers and enablers for physical activity, which will be used to re-design services in the future and informs our marketing activity for physical activity.
- As previously mentioned there has been a re-design of the governance for the strategy, aiming to reduce replication and increase ownership of the delivery of the strategy through engagement of a broader network of organisations.
- Development and delivery of Active Southend workplans for 18/19, this work is focused on engaging inactive individuals in physical activity opportunities and has included work to secure external funding from Active Essex and other funders. Active Southend workplans also includes developing wider partnerships to deliver condition specific initiatives; an example of this is the Dementia Friendly swim sessions that are delivered at Southend Tennis and Leisure Centre.
- Southend Borough Council Public Health team and Culture and Leisure teams have developed closer working relationships with Active Essex, with a particular focus on improving school engagement with the Active Lives survey and improving our understanding of the use of school sport

premium funding locally with an aim to influencing future spend to improve outcomes for children most in need.

- Southend Borough Council Public Health team and the CCG have secured GP training from Public Health England's Physical Activity Clinical Champion programme, this training is taking place on 6<sup>th</sup> November 2018.
- Further development of our settings based approaches to increase physical activity including: engaging 11 businesses in physical activity interventions through the Public Health Responsibility Deal, planning Early Years workforce training on physical activity and auditing schools' investment in physical activity and sport from pupil premium funding. Two park-based programmes have been delivered over the summer, "Parklives", now in its second year delivered physical activity sessions targeting young people and a new programme "MoveOut" delivered sessions aimed at working age adults, with a particular focus on those working for small and micro-businesses in the town.
- A re-design of the Council's offer of free swimming for residents aged over 65, this re-design, in collaboration with Fusion Lifestyle Ltd the Council's Leisure provider will provide a greater understanding of the impact of investment in this area. This 6 month trial period running from 1<sup>st</sup> October 2018 will inform future decisions around the provision of free swimming.
- Southend Borough Council Public Health Team working with the Strategic Planning team to further embed consideration of physical activity opportunities into planning decisions. This has included the development of a Health Impact Assessment for the initial proposals for the Queensway redevelopment.
- The Public Health team and South Essex Active Travel team have been working with stakeholders across South Essex to plan and deliver the Active 10 Campaign in September and October 2018. This campaign primarily focuses on commuters using walking as a method for all or part of their journey to work, however there is a broader application to the whole population around walking and physical activity which coincides with the delivery of 5 weeks of walking that has been developed by the West Locality multi-agency design group. There are also two community events that will include Active 10 during this period, a "This Girl Can" festival and Southend United's Community Day of Action for their home game against Coventry in October.

## **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.

- 6.2 Partner agencies of the Health and Wellbeing Board are encouraged to support the South Essex Active 10 Campaign for their staff and the wider population. This campaign is amplifying the existing offer from Public Health England and Active 10 locally and partner agencies have a key role to play in promoting the key messages and associated resources (see Appendix 3).

## **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: Physical Activity Strategy Priority Actions Update:

Action	Description	Lead	Outcomes/Outputs	Update
1 (7)	<p>Work with partners to develop a marketing plan for physical activity to maximise impact</p> <p>This will include existing websites and campaigns e.g.</p> <ul style="list-style-type: none"> <li>- Active Southend, Active Essex, SHIP</li> <li>- Leisure Provider Marketing Plan</li> <li>- Public Health England National campaigns</li> <li>- national and international sporting events and mass participation events</li> </ul>	SBC Public Health/ Culture/ Active Essex / Communications and HWB partners	Increased awareness of benefits of living physically active lives and reducing inactivity, what constitutes physical activity, how much should be done and where people can go for support.	Insight work is informing marketing and communications plan to be presented at Active Southend meeting for sign off 17/09. Includes two multi-agency Active Travel Challenges working across South Essex in Autumn and Spring (Active 10).
2 (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	Active Southend Exec Group / Social Care transformation	1260 number of inactive individuals targeted	<p>Active Southend Workplan presented to Active Southend 17/09/18 for sign off prior to submission to Active Essex.</p> <p>West Locality multi-agency design group are launching a 5 week programme of short walks in the locality from 17th September.</p>
3 (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	SBC Public Health/ Leisure / Active Essex / SGO's	<p>Improved investment in physical activity by schools targeting those most in need.</p> <p>Delivery of a high quality programme of schools sports games accessible to all.</p>	<p>Active Essex have invested in additional resource to improve the completion rate of the Active Lives survey in Southend schools</p> <p>Active Essex working with East and West School Sports Partnerships to maintain and improve School Games in Southend.</p> <p>Active Essex have completed data capture for pupil premium funding expenditure for 100% of Southend</p>

				<p>schools, this data will be analysed in the next 6 weeks and shared with stakeholders.</p> <p>Active Essex are presenting at the next Southend Healthy Schools Network meeting.</p>
4 (17)	<p>Delivery of Making Every Contact Count to deliver physical activity brief interventions across all appropriate public facing organisations including NHS (incoming standard NHS contract for brief interventions)</p>	<p>Public Health / Integrated Commissioning / Lifestyle Hub Provider</p>	<p>Broad workforce training offer to support professionals and other individuals to deliver brief interventions for physical activity and other individuals.</p> <p>GP's trained in Physical Activity via GP Clinical Champion Training</p>	<p>Making Every Contact Count face to face sessions run every month on an ongoing basis, there is an online offer in development however there have been some delays with this. A remedial action plan is in place to address.</p> <p>GP Clinical Champion Training is scheduled for November 2018</p>
5 (19)	<p>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</p>	<p>Public Health Team / Active Essex</p>	<p>Improve the number and quality of settings based interventions across Southend eg. Daily Mile, Workplace Walking Challenges etc.</p>	<p>The MoveOut programme during the summer provided outdoor activity opportunities aimed at Southend's microbusiness workforce. Public Health Responsibility Deal (PHRD) businesses are being engaged around Active 10 Challenge.</p> <p>Healthy Schools Programme now including PHRD sign up for staff wellbeing</p> <p>Active Essex and Public Health Team arranging Early Years training for 20 practitioners</p>

## Appendix 2: Physical Activity Insight Findings Slide-set



Southend Physical  
Activity Research - K

## Appendix 3: Active 10 Campaign key messages and example resources



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OneYou digital bus  
stop v2.pdf



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