

# Southend Health & Wellbeing Board

Agenda  
Item No.

Report of the Deputy Chief Executive (People)

To  
Health & Wellbeing Board

on  
12<sup>th</sup> June 2019

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Practitioner Advanced

For information only		For discussion	X	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.
- 1.2 To stimulate board discussions regarding priorities for action during 2019/20.

#### 2. Recommendations

- 2.1. The Health and Wellbeing Board is asked to note the update provided, including successes, challenges and future opportunities.
- 2.2. The Board are asked to consider the priorities for action in 2019 and suggest additional actions if required, or opportunities for further work across the partnership to increase physical activity.

#### 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.

There is an action plan to ensure delivery of the strategy's aims. In 2018/19 a multi-agency prioritisation process identified 5 key priorities for the year, this has been repeated for 2019/20 aligned with Southend 2050 and other emerging strategic and operational opportunities.

## **4. Strategy Progress**

### **4.1 Progress made during 2018/19 includes;**

- Utilisation of existing data and insight to create a Southend Joint Strategic Needs Assessment for Physical Activity. This resource has had input from the Active Southend Network including stakeholder data, insight and their views on relevant and desirable content. This approach is intended to result in an intelligence product that can be used by the whole system (for example to inform external funding bids by partners).
- Delivery of Active Southend Workplans consisted of 40 physical activity related projects engaging almost 3000 individuals, 1146 of whom self-assessed as inactive at the start their engagement with a programme. 32% of participants sustained their participation beyond the life of the project.
- 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 and the CCG secured GP training from Public Health England's Physical Activity Clinical Champion programme, this training took place in November with GP's and other clinical staff across the South East Essex footprint hearing the benefits and opportunities that talking to patients about physical activity can bring.
- 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, delivery of Early Years workforce training on physical activity in partnership with Active Essex and supporting schools to improve their physical activity offer through our Healthy Schools programme encouraging schools to deliver the Daily Mile or equivalent activities on a regular basis.
- Fusion Leisure's Exercise Referral programme continues to grow with 663 individuals referred for the 12 week programme, of these 78% continue to attend the gym post-programme.

- 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.

## 4.2 Opportunities for 2019/20

There are several key opportunities over the next 12 months that can be maximised to increase population physical activity levels and reduce inactive lives:

### Wellbeing Service

- This new service going live on June 1<sup>st</sup> 2019 will replace the existing Lifestyle Service, the service specification was designed in response to stakeholder and public engagement and will take a more community led, asset based approach to supporting individuals and communities to improve their health and wellbeing. A major focus for the service will be to increase physical activity, with the service taking an active role in increasing the size of the Health Walk Scheme locally.

### Falls Service re-design

- The Falls Prevention “Staying Steady” service has been brought in house from April 2019 to enable a more indepth understanding of the requirements of the service in the future, an evidence review has informed some initial changes including increasing the duration of the intervention. In line with the ambitions of the Wellbeing Service a more community led, asset based approach to delivery is being taken to enable greater capacity within the programme and to create more community based opportunities for those finishing the intervention to remain active.

### Social Prescribing

- Physical Activity and recreation as a key opportunity to increase social connectivity, emotional and physical wellbeing.
- The Wellbeing Service will be a fundamental building block for social prescribing locally, however there are many other key stakeholders and partners and an on-going workstream over the past 12 months is aiming to ensure as far as possible that a co-designed, co-developed approach is taken to social prescribing in Southend.

### The Leisure “offer”

- Fusion Lifestyle, the Councils Leisure Provider has delivered Exercise Referral and Community based Long Term Condition Rehab eg. Caradiac Rehab Phase IV for a number of years. The organisation has an ambition to grow and sustain this approach over the coming 12 months to increase the range of support available and to provide sustainable behaviour change support to individuals.
- The Council’s parks team are looking to increase engagement with parks and open spaces, options currently being explored include mobile phone Apps to gamify parks and open spaces.

## The Local Plan:

- The new Local Plan is a key opportunity to encourage development of a public realm that supports physically active lifestyles and reduce incidence of development that creates barriers to everyday activity. The preferred approach consultation due in the winter provides an opportunity to include physical activity for consideration within the plan development and adopt Sport England's Active Design principles.



Achieving as many of the Ten Principles of Active Design as possible, where relevant, will optimise opportunities for active and healthy lifestyles.

## 5 Reasons for Recommendations

- 5.1 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.
- 5.2 Prioritisation of the action plan for 2019/20 enables a more focused use of available resources to deliver the strategy. The priority actions proposed in appendix 1 have been developed in collaboration with the Active Southend Network, using 2050 outcome development plans as well as previous progress in delivery of the strategy as a guide.

## 6 Financial / Resource Implications

- 6.1 The strategy and associated action plan will be delivered within existing resources and in collaboration with a range of partners. 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.

## **7 Legal Implications**

7.1 None currently identified.

## **8 Equality & Diversity**

8.1 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	Timeframe	Lead	Outcomes
1	Develop and implement Active Southend work plans to increase community based physical activity opportunities	On-going - Annual	Culture and Leisure / Public Health	Improve the offer of physical activity opportunities across the Borough, taking a community led, asset based approach where possible, maximising the benefit of our parks, open spaces and estates.
2	Mobilisation of the new Wellbeing Service, and Falls Prevention Service re-design. These services can support individuals to increase their physical activity. Effective pathways from these services will support other physical activity programmes including Exercise Referral and Health Walks.	Aug 2019	Integrated Commissioning / Public Health	Delivery of evidence based physical activity programmes.  Improve pathways to physical activity opportunities, delivery of good quality motivational interviewing and support to increase physical activity.
3	Delivery of Making Every Contact Count to deliver physical activity brief interventions across all appropriate public facing organisations including NHS.	On-going	Public Health / Integrated Commissioning / Wellbeing Service Provider / All Partners	Broad workforce training offer to support professionals and other individuals to deliver brief interventions for physical activity.
4	New Local Development Plan	Dec 2019	Strategic Planning/Public Health	Building environments that enable physical activity included within preferred approach consultation document (winter 19/20).  Ensuring that where possible emerging development work takes impact on physical activity as a priority consideration
5	Engage with businesses to explore innovative physical activity opportunities including sign up to physical activity pledges for the Public Health Responsibility Deal and business sponsorship for community based activity.	On-going	Public Health / Economic Development	Improved staff health and wellbeing in Southend-on-Sea businesses. Improved access to physical activity opportunities in the community

