

# Southend Health & Wellbeing Board

Agenda  
Item No.

Report of the Director of Public Health

To  
Health & Wellbeing Board

on

18<sup>th</sup> September 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.

#### 2. Recommendations

- 2.1. The Health and Wellbeing Board is asked to note the update provided.

#### 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. A multi-agency prioritisation process identified 5 key priorities for 2019/20, aligned with Southend 2050 Active and Involved outcome: "More people have active lifestyles and there are significantly fewer people who do not engage in any physical activity." and other emerging strategic and operational opportunities.

## 4. Strategy Progress

4.1 Progress on the strategy is outlined below by theme from the five priority actions for 2019/20.

### 4.2 Active Southend Projects:

Southend Borough Council working with Active Southend Partners have worked together to deliver “Park Lives” and “Move Out” physical activity programmes in Parks and Open spaces across the borough. Park Lives is aimed at children, whilst Move Out has focused on adult activities. As a result of Move Out regular yoga on the beach session have continued to take place on a weekly basis, although overall, the other sessions were poorly attended. Next year’s offer will have be reviewed accordingly.

For 2019/20 Active Southend has embedded it’s funding from Active Essex into the pre-existing Culture and Wellbeing Grants Scheme. As a result £10,000 will be ring-fenced within this grant to support local community-led physical activity provision. A prerequisite of all bids will be a requirement for match funding (which can be in in-kind funding) which will enable the reach and impact of the financial resource to be greatly increased. Applications will be assessed against the desired outcomes of Active Southend and the Physical Activity Strategy. The grant opened week beginning 02/09/19.

### 4.3 Southend Wellbeing Service:

The new Wellbeing Service went live on the 1<sup>st</sup> June 2019. Delivered by Everyone Health (EH), the new service has three specific developmental areas.

#### ***Exercise Referral programme***

Following consultation with GP services locally, who have advised us on the limitation of the scheme being gym-based and most patients being unwilling to partake. EH, in partnership with Fusion Lifestyle and other local providers the current scheme is being reviewed and re-designed to broaden the offer of physical activities available on the scheme. The new programme will run from January 2020 and will include swimming and water based activity as well as a broad range of outdoor activities including health walks and seasonal activities. As per clinical suggestions, a number of low impact activities will also be considered, including Tai Chi, pilate and yoga.

#### ***Falls Prevention programme***

In a similar arrangement the Council, Everyone Health, Fusion and other physical activity providers are continuing the development of the Falls Prevention Strength and Balance programme. The current “Staying Steady” service has extended to a 36 week programme aligned to the evidence base for this activity. 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***

Everyone Health, SAVS, Primary Care and other local organisations are involved in the development of Social Prescribing in Southend, one key element

is the delivery of brief interventions training (including physical activity). This workforce strand aims to provide an appropriate level of training to a range of public facing workforce, with consistent messaging around key areas of health and wellbeing.

#### 4.4 Planning and Physical Activity:

Active Southend are working with the Strategic Planning team to further embed consideration of physical activity opportunities into planning decisions. The implementation of the Playing Pitch Strategy and Built Facilities Strategy is central to this, as well as further influencing the Local Plan for the borough.

#### 4.5 Public Health Responsibility Deal:

The Public Health Responsibility Deal encourages local organisations to take voluntary action to improve the health and wellbeing of their staff and/or their customers. In 2019/20, 16 organisations have signed up to the Public Health Responsibility Deal. Half of these organisations have made commitments related to increasing physical activity levels. The proportion of businesses focusing on physical activity remains high, with an increasing appetite by local businesses to support emotional health and wellbeing of staff/customers.

### **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.

### **6. Corporate Implications**

#### 6.1 Contribution to the Southend 2050 Road Map

The strategy contributes to the Southend 2050 ambition across all five themes, whilst the Active and Involved theme has a specific physical activity outcome there are significant co-benefits that can be delivered through the other four outcomes, for example Connected and Smart can relate to infrastructure for active travel and community led activities that may sit within Pride and Joy can contribute to increasing physical activity levels.

#### 6.2 Financial Implications

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

#### 6.3 Legal Implications

The strategy is informing the development of future planning policy. Changes to these policies will aim to facilitate the population to increase their physical activity levels through better access to facilities for physical activity and environments that support active travel and other “activities of everyday living”.

#### 6.4 People Implications

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.

#### 6.5 Property Implications

None

#### 6.6 Consultation

The strategy, action plan and prioritisation of actions for 2019/20 has been developed with input from SBC teams and external partners including the Health and Wellbeing Board.

#### 6.7 Equalities and Diversity Implications

Any changes to services or approaches in response to the strategy will require further Equality Analysis.

#### 6.8 Risk Assessment

Any changes to services or approaches in response to the strategy will require appropriate Risk Assessment

#### 6.9 Value for Money

Many of the actions that are within the action plan have an evidence base to suggest that a positive return in investment can be achieved through programmes designed to increase physical activity.

#### 6.10 Community Safety Implications

Community led physical activity can have an impact on perception of safety of and area. Physical Activity can also be used as a diversionary activity for a range of "high risk" populations to prevent crime.

#### 6.11 Environmental Impact

Actions within the strategy aiming to increase active travel can have a positive impact on air quality through reduced car usage.

### 7. Appendices



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