

Southend Health & Wellbeing Board

Joint Report of
Simon Leftley, Deputy Chief Executive (People), Southend Borough
Council;
Terry Huff, Accountable Officer, Southend and Castle Point and Rochford
CCG

to
Health & Wellbeing Board

on
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For discussion		For information only	X	Approval required	
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ActiveSouthend Strategic Group Update

1 Purpose of Report

The purpose of this report is as follows;

- 1.1 To review and update The Board on the recent progress made through the ActiveSouthend Strategic Group, including successes, challenges and future opportunities.
- 1.2 To stimulate Board discussions regarding priorities for action.

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 details 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.
- 3.3 The coordinated work of ActiveSouthend links with strategic and operational need, along with Southend 2050.

4 ActiveSouthend Strategic Group

The coordination and delivery of health awareness campaigns. Throughout the year, both local and national campaigns will be promoted. For selected campaigns, there is a planned approach to raise awareness and to provide additional opportunities for physical activity. The calendar of health campaigns also includes cultural campaigns, which have a link with health.

Working with Public Health England and Everyone Health, to promote physical activity opportunities, to health professionals and health trainees. The promotion is carried out in the form of a presentation, so those in attendance are made aware of existing and future provision and are encouraged to take the time to promote physical activity to their patients. This piece of work will look to utilise the peer learning to improve the knowledge and skills of our workforce to discuss physical activity with their patients.

Different teams within The Council have a closer working relationship with Active Essex. There is a focus on sharing intelligence, resources and funding, to deliver physical activity where there is an identified need.

A sub group has been identified to work on the action plans from the Built Facilities Strategy (BFS) and the Playing Pitch Strategy (PPS). Both documents help inform policy, planning and investment. Within each document, there is an action plan, showing short, medium and long-term recommendations. The PPS is linked with the Local Football Facility Plan.

The links to both strategies are shown below:

Built Facilities Strategy-

<https://localplan.southend.gov.uk/sites/localplan.southend/files/2019-02/Southend%20Built%20Facilities%20Strategy%20%26%20Action%20Plan%202018.pdf>

Playing Pitch Strategy -

<https://localplan.southend.gov.uk/sites/localplan.southend/files/2019-02/Southend%20Playing%20Pitch%20Strategy%20%26%20Action%20Plan%202018.pdf>

The first sub group meeting has yet to be held, as we need to wait for other partners to work with us. These other partners include, Sport England and a few of the key national governing bodies of sport. These partners will be ready to meet in the spring of this year. In the interim, the sub group has made some progress by following the plans short term recommendations of worker closer with each school to find out what facilities they have available for non-curriculum community engagement, which includes physical activity. This is all part of an assets based approach, to try and utilise existing facilities, where there is the need to do so. More work needs to be done, so that we receive feedback from all schools. To address this, we will be working with Active Essex, who have received grant funding through the Department for Education, to work with schools to understand what facilities they have available and where possible, to help open up their facilities for non-curriculum sport and physical activity provision.

Further progress is being made of our assets based approach to increase both health and physical activity, including:

Use of sheltered housing to deliver healthy lifestyle intervention and low impact physical activity for both residents of the homes and also non residents.

Use of the Job Centre Plus, to deliver health sessions for adults claiming benefits, in need of health intervention.

Each of the bowls clubs have been provided with a range of opportunities for supervised health and physical activity sessions to take place at their respective venue. It is disappointing that as yet, none of the clubs have taken up this opportunity. We are starting to use the cultural venues, such as The Forum Library, to promote health and physical activity services.

We will continue to utilise our parks and open spaces to promote a healthy lifestyle.

Everyone Health (EH) are now six months into their contract, where they are making an impact in delivering adult weight management, physical activity, health checks and the health trainer service to adults that need the intervention. EH have taken the opportunities to work with partners, to develop community opportunities for residents to access.

Progress continues on the action plan for the Southend Physical Activity Strategy. The plan is colour coded to show the tasks that have been completed, those that are ongoing and those proposed for the remainder of this financial year. Each task within the plan has been updated further, to show links to the relevant themes of 2050. Appendix one shows the action plan.

Delivery of a range of ActiveSouthend projects, to encourage both active and inactive participants to become more physically active. Through support from Active Essex, funding has been granted for the following projects to be delivered in the early part of this year:

Adult basketball project.

Photography and physical activity project.

Multi sports project aimed at young people.

Dementia yoga.

Adult cycling project.

Rowing project aimed at young people.

We are working with Fusion Lifestyle (FL) to consult with the community and to develop what used to be called The GP Exercise Referral Programme, and will soon be named, Wellbeing Referral Programme. The programme as it stands (although this is still subject to alteration), is shown below:

12 week supervised introduction to physical activity. Southend Leisure and Tennis Centre, Shoeburyness Leisure Centre and Chase Sports and Fitness Centre.

12 swims during any public swimming session. Belfairs Swim Centre, Shoeburyness Leisure Centre and Southend Leisure and Tennis Centre.

Water therapy classes at Belfairs Swim Centre.

Pulmonary classes at Southend Leisure and Tennis Centre. Low intensity circuit to help improve endurance and the body's ability to use oxygen efficiently.

Cardiac rehabilitation classes at Southend Leisure and Tennis Centre. Designed to improve cardiovascular health.

Pain management course focusing on people with back pain. Details to be confirmed. Likely to commence in April 2020.

Through the consultation, we have also advised of the end of free swimming. People with a free swimming card have up to and including 31 January 2020 to use their allowance. FL will continue to promote pay as you go and membership opportunities, helping people to continue to swim. FL will also continue to honour the advantage card discounts for pay as you go swimming.

Southend has been identified by the Health Foundation (HF) as one of four areas within the UK to be part of a Research Project. The purpose is to develop a cross cutting approach to physical activity, which brings in the involvement of those community organisations that are already delivering services to the local community, and which seeks to think about the longer term through involving providers and the patient participation groups in the primary care networks.

During a set date in December 2019, the HF commissioned the Design Council (DC) to carry out in depth interviews with a few local residents. Each of the residents were either on the adult weight management programme delivered through Everyone Health or on the exercise referral scheme delivered by Fusion Lifestyle. We expect to find out the results from the interviews soon. We also expect to be advised of the next steps and timescales that form part of this project.

Use of the ActiveSouthend website and its social media continues as an efficient way to communicate with residents and partners. The ActiveSouthend website – www.activesouthend.com will work in coordination with the Live Well website.

5 Reasons for Recommendation

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 ActiveSouthend, 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.

7 Legal Implications

- 7.1 None at this stage

8 Equality & Diversity

- 8.1 The strategy is population wide and aims to ensure that everyone who lives or works in the borough has the opportunity to be more physically active.

- 8.2 Appendices

Appendix 1 – Southend Physical Activity Strategy Plan.	
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