



5.2 Southend Physical Activity Strategy Action Plan – Appendix 1

The colour coding for the action plan, is as follows:

Blue = completed

Green = ongoing

Amber = being actioned between now and 31 March 2020

Action	Description	Timescale/ issues/ requirements	Lead and 2050 Themes	Outcome/Output	Impact of Action / What does success look like
1	Complete physical activity / physical inactivity needs assessment to identify at risk populations	TBC	Public Health / Planning Safe and well, active and involved,	Completed needs assessment A detailed understanding of the main groups at risk from physical inactivity	Improved intelligence of most inactive populations in Southend and how we access them. This will be used to inform future commissioning and marketing approaches
2	Set up a multi-agency Southend Physical Activity Strategic Partnership to deliver this strategy to complement the operational work of Active Southend	June 2016	Public Health/ Culture Pride and joy, safe and well, active and involved	An effective mechanism for engaging key strategic partners	Multi-agency group to deliver the action plan. System-wide responsibility for increasing physical activity
3	Develop guidance for providers to utilise physical activity as a method of delivering social value within new and existing contracts	Timescale to be confirmed with Procurement	Public Health and other commissioning and Procurement teams Pride and joy, safe and well, active and involved, opportunity and prosperity	Guidance document produced Providers delivering activities which enhance social value	Improved social value of SBC procurements and spend. More physical activity related social value commitments by providers
4	Include a Physical Activity related action in each service plan across SBC	TBC	All SBC Departments Pride and joy, safe and well, active and involved, opportunity and prosperity	Further develop SBC as a Public Health organisation	All relevant SBC services supporting increased physical activity levels in a variety of ways
5	Include a "Public Health Impact" subheading for consideration within all board papers (Southend on Sea Borough Council)	TBC	All SBC Departments Safe and well, active and involved,	Consider the public health implications of all policy and strategic decisions	Public Health impact considered within all decision making

6	Continue the implementation of the Parks and Open Spaces Strategy and Sports & Leisure Strategy	Ongoing	Culture / Public Health Pride and joy, safe and well, active and involved	Increased opportunities to be physically active	Ensure that the strategies have maximum impact to increase physical activity
7	Work with partners to develop a marketing plan for physical activity to maximise impact This will include existing websites and campaigns e.g. - Active Southend, SHIP - Leisure Provider Marketing Plan - Public Health England campaigns such as Change4Life (children and families) and One You (adults 18+ - Rio Olympics and other national and international events	Ongoing	Public Health/ Culture/ Communications Pride and joy, safe and well, active and involved	Increased awareness & accessibility of local Physical Activity opportunities	Increased awareness of existing and new opportunities (both privately and public funded), to be physically active amongst the Southend-on-Sea population
8	Develop and implement Active Southend work plans to increase community based physical activity opportunities	Ongoing - Annual	Culture / Public Health Pride and joy, safe and well, active and involved	Improve the offer of physical activity opportunities across the Borough	Increased number of externally funded physical activity programmes in Southend
9	Mobilisation of the new Lifestyle Hub contract including the health trainer service that can support access to physical activity opportunities. The service will support physical activity programmes including; Exercise Referral, Postural Stability, Dance for Health and Social Prescribing	October 2016 and post June 2019	Public Health Pride and joy, safe and well, active and involved	Improve pathways to physical activity opportunities, delivery of good quality motivational interviewing and support to increase physical activity.	Increased number of inactive people entering physical activity interventions

10	Increase active and sustainable travel through the Forward Motion campaign	Ongoing	Sustainable Transport Pride and joy, safe and well, active and involved	Creation of an environment that supports active travel	Increased number of people travelling in an active and sustainable way
11	Work in partnership to review & Implement new guidance from <input type="checkbox"/> “Building the foundations: Tackling obesity through planning and development” re: physical activity elements of designing physical activity into towns as part of tackling obesity <input type="checkbox"/> Sport England’s “10 Principles of Active Design”	Ongoing	Planning/ Public Health Pride and joy, safe and well, active and involved, opportunity and prosperity, connected and smart	Creation of environments that support physically active lives	Improved consideration of the impact of planning and development design on population physical activity levels
12	Develop locally relevant ‘Southend Active’ Design Guidance based on National Guidance including maximising section 106 impact	Ongoing	Planning/ Public Health Pride and joy, safe and well, active and involved, opportunity and prosperity, connected and smart	Creation of environments that support physically active lives	Improved consideration of the impact of planning and development design on population physical activity levels

13	Use 'Southend Active' guidance to influence other regeneration and new build projects to reduce barriers to physical activity, including improving perceived safety of areas.	Ongoing	Planning/ Public Health Pride and joy, safe and well, active and involved, opportunity and prosperity, connected and smart	Creation of environments that support physically active lives	Improved consideration of the impact of planning and development design on population physical activity levels
14	Optimise the Queensway development to be an exemplar site "designing for people and physical activity"	TBC	Planning/ Public Health Pride and joy, safe and well, active and involved, opportunity and prosperity, connected and smart	Creation of environments that support physically active lives	Best practice examples for other developments (both in and out of the borough) to follow, improving physical activity levels of tenants
15	Deliver Continuing Professional Development for relevant health,	TBC	Public Health Pride and joy, safe and well, active and involved	Increased knowledge of the benefits of physical activity	Increased number of brief interventions and

	education, and social care professionals re: benefits and importance of physical activity, adjustments for special populations (diabetes, asthma) and local services and facilities			& dangers of sedentary behaviour and opportunities available for service users.	signpost/referral into physical activity opportunities	
16	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?)	Ongoing	Public Health / Lifestyle Hub Provider Pride and joy, safe and well, active and involved, opportunity and prosperity	Increased number of good quality brief interventions for physical activity. Increased referral into physical activity services	Increased number of brief interventions and signpost/referral into physical activity opportunities	
17	Engage with businesses to explore innovative physical activity opportunities and increase sign up to physical activity pledges for the Public Health Responsibility Deal amongst Southend-on-Sea Organisations	Ongoing	Public Health Pride and joy, safe and well, active and involved, opportunity and prosperity	Improved staff health and wellbeing in Southend-on-Sea businesses.	Increased number of employees in Southend-on-Sea supported to be physically active in the workplace	
18	Social Marketing for new lifestyle hub including Physical Activity	Ongoing	Public Health/ Lifestyle Hub Provider Pride and joy, safe and well, active and involved	Increased awareness & accessibility of the lifestyle hub & associated services	Increased awareness of physical activity opportunities	

19	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	Ongoing	Public Health Pride and joy, safe and well, active and involved, opportunity and prosperity	Opportunities for physical activity are increased	Increased opportunities to be physically active in early years settings, schools and workplaces	
20	Develop a network of physical activity champions in primary care	TBC	Public Health/Southend CCG Pride and joy, safe and well, active and involved, opportunity and prosperity	Each Southend practice has a physical activity champion	Increased knowledge of benefits of physical activity and pathways to support increased physical activity levels	