

Southend Health & Wellbeing Board

Krishna Ramkhelawon, Director of Public Health,
Southend Borough Council;

to
Health & Wellbeing Board

on
8 March 2021

Report prepared by:
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(Physical Activity & Wellbeing Lead),
Southend Borough Council

**Agenda
Item No.**

For discussion		For information only	X	Approval required	
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Health and Wellbeing Strategy Consultation Update

1 Purpose of Report

The purpose of this report is as follows:

- 1.1 To provide The Board with the updated Health and Wellbeing Strategy.
- 1.2 To update The Board on the recent consultation carried out, as well as the results from the consultation, in regard to the Health and Wellbeing Strategy for Southend.
- 1.3 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 is asked to consider the details and suggest additional actions if required or opportunities to further develop the Health and Wellbeing Strategy.

3 Background & Context

- 3.1 The Southend Physical Activity Strategy 2016 to 2021 is due to end soon. This strategy provided a framework and action plan to support the long term vision for Southend to be a healthier, more active borough.
- 3.2 There is growing recognition that health inequalities are widening, partly due to the impact caused by covid.
- 3.3 A proportion (41,685) of the borough's population live in neighbourhoods which according to the Index of Multiple Deprivation (IMD) 2019 are ranked among the most deprived 20% in England.
- 3.4 One of the major health inequalities for Southend is the contrast in life expectancy, between those living in the most deprived wards and the more affluent wards. There is a ten year gap in life expectancy.
- 3.5 The other major health inequality for Southend is the contrast in health life expectancy, between those living in the most deprived wards and the more affluent wards. There is a sixteen year gap in healthy life expectancy.
- 3.6 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 24% 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.
- 3.7 Inequalities are widening in excess weight, obesity and severe obesity across all ages and genders. Action across the child life course is essential to impact childhood obesity and enable positive behaviour change around exercise and other aspects of health. Children living with obesity are more likely to be obese in adulthood and thus increase the risk of obesity for their own children later in life.
- 3.8 9.1% of children in reception year within the borough are obese or severely obese. 19.5% of children in year 6 within the borough are obese or severely obese.
- 3.9 18% of people within the borough have a limiting long-term illness in Southend-on-Sea.
- 3.10 The coordinated work of The Council links with strategic and operational need, along with Southend 2050, to address some of the consequential impact on the health and wellbeing of our residents.

4 Health and Wellbeing Strategy Update

- 4.1 The draft Health and Wellbeing Strategy for Southend was publicised on the Your Say Southend portal between Tuesday 19 January and Tuesday 2 March

2021. The portal provided a short survey for people to complete. The survey focused on the suggested priorities and associated actions. A summary of the consultation results will be presented at The Board meeting.

- 4.2 Appendix 1 shows the list of the different people, teams and organisations who were contacted and where the consultation was promoted to.
- 4.3 Please note, that as the consultation period has only just ended, all feedback needs to be reviewed in detail, so that the strategy can be updated accordingly.
- 4.4 Appendix 2 shows the copy of the draft strategy. As mentioned, the draft strategy will be updated further, to reflect the feedback received from the consultation.
- 4.5 Further liaisons with the relevant individuals, teams and organisations will take place, so that the action plan is developed. The action plan will help ensure the strategy delivers and reports back to The Board on progress.
- 4.6 The Board will receive the updated strategy, which will include the action plan.

5 Reasons for Recommendation

- 5.1 To help improve the health and wellbeing for people within the borough. A healthier population will reduce demands on services and provide a healthier workforce to contribute to the economic prosperity across Southend.
- 5.2 To try and reduce the health inequalities that exist within the borough.
- 5.3 Prioritisation of the action plan, to enable a focused use of resources to deliver the strategy.
- 5.4 To report on future work arising from the action plan, as well as successes, challenges and opportunities.

6 Financial / Resource Implications

- 6.1 It is anticipated that as much of the strategy and action plan as possible will be delivered within existing resources, and in collaboration with a range of partners.
- 6.2 It should be noted that once the action plan has been developed, the required financial resources will be known.

7 Legal Implications

- 7.1 None at this stage.

8 Equality & Diversity

- 8.1 This strategy is population wide and aims to ensure that everyone, who lives, works, studies and travels within the borough has the opportunity to experience a healthier Southend.
- 8.2 An equalities impact assessment will be completed, once the strategy and action plan have been updated.