

**Southend-on-Sea
Health and Wellbeing Strategy
2021 to 2024**

Action Plan Year 1 (2021-22)

Ref	Task	Timescales and lead	Outputs	Outcomes	Impact / what does success look like?	Progress (to be completed as actions are carried out)
	Physical Activity					
HWS 3.12	Continued delivery of the Fit and Fed programme.	2021 onwards Kirsty Horseman, Leisure Team	Fit and Fed provision during every school holiday.	350 children to take part each year. 350 parents and carers of the children to take part each year.	For the programme to deliver its objectives, which address issues around diet and nutrition, physical activity and isolation.	
HWS 5.2	Work with the appropriate providers to deliver sport and physical activity to those who carry out little or no exercise.	2021 onwards Kevin Read, Leisure Team	Identify the need for physical activity courses. Identify the appropriate engagement. Ensure the offer is appropriate for target group.	150 participants complete a physical activity course per year. 100 of the participants continue to take part in regular physical activity.	To have a framework that is effective, from identifying the need through to behaviour change for regular participation.	
HWS 3.12	Delivery of the Children's Wellbeing programme	2021 onwards Kevin Read, Leisure Team Lisa Holloway Deborah Hart, Public Health Team Both School Sports Partnerships	The delivery of the seven projects, across the appropriate ages.	4000 children per year, to take part in one or more of the projects.	Baseline data recorded at the start of each project. Delivery of each project showing positive results regarding physical activity, diet and nutrition and emotional wellbeing.	

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HWS 5.2	Review of the Council's outdoor sports programme.	2021 - 2022 Sharon Wheeler, Leisure Team Paul Jenkinson, Parks Team	Price benchmarking of private and public provision across Southend and other areas. Review of customer and club experience, in making and receiving bookings. Review of systems and staffing used by The Council for bookings, to make improvements.	Having clear price comparisons within the relevant sports. Having clear information on the customer experience and identifying ways to improve the systems used. Having clear information on staff involvement and processes, to be best placed.	Having an outdoor sports programme that is inclusive and financially viable for The Council to support.	
HWS 3.3	Work with Fusion Lifestyle (FL) to help them develop the Wellbeing Referral Programme, and to ensure that there are different ways to for people to book, so it is fully accessible.	2021 – 2022 Kevin Read Leisure Team Fusion Lifestyle	Specialist staff who deliver the Wellbeing Referral Programme are taken off furlough. Public Health and Fusion Lifestyle staff engage with and promote the programme to health partners.	260 participants with long terms health conditions that complete the wellbeing referral programme. 200 that continue to take part in sport and or physical activity after completing the programme	A range of activities are provided by Fusion Lifestyle, so there is an attractive offer which appeals to those that refer patients and also for the patients to help them manage their health conditions.	

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HWS 5.6	Use of a range of open spaces, to enhance outdoor learning, to improve peoples wellbeing.	2021 - 2022 Cultural Services	Review of existing spaces and services. Coordinated approach with partners, to ensure flexible use of space, to promote learning.	New opportunities are established and available for regular use.	The diverse outdoor spaces are recognised as a suitable option for people to use to promote their health and wellbeing.	
HWS 3.22	To work with schools and Fusion Lifestyle, to ensure that learn to swim opportunities are available for every child, as part of their education.	2022 onwards Kevin Read Leisure Team Fusion Lifestyle School Sports Partnerships	Review of existing usage. Coordinated approach and timetabling, to allow for swimming usage.	Balanced pool timetable, to accommodate the relevant year groups for each school.	All children have access to regular swimming provision, so they reach a satisfactory level.	
HWS 5.2	Working with Fusion Lifestyle to ensure the leisure centres are open for the remainder of the contract period (until 2025) and that there are different ways for people to book their usage at any centre.	2021 – 2025 Sharon Wheeler Kevin Read, Leisure Team	Regular monitoring of performance across the contract. Regular meetings with Fusion Lifestyle.	Key performance indicators and other success measures achieved. Income targets achieved. User survey feedback maintained and acted on, where necessary.	Opening hours, to meet demand from users, at all four leisure centres. For each leisure centre to be financially viable to operate.	

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HWS 5.2	Planning the transition between the existing leisure centre contract and the new leisure centre contract.	2021 – 2025 Sharon Wheeler Kevin Read, Leisure Team	Review of the current leisure centre industry and projections for the future. Continue to liaise with and share best practice from Active Essex and other local authority areas. Provide costed options for the new contract.	Procurement regulations and processes achieved, to identify the preferred business model and method of delivery.	Leisure centre contract that meets the needs of users and is financially sustainable for the years ahead.	
	Weight Management					
HWS 2.5	Delivery of tier 2 adult weight management, to target groups.	2021 – 2022 Kevin Read Leisure Team Everyone Health	To review the current data held on tier 2 adult weight management. Identify the groups to work with and provide for.	To have an adaptable weight management offer, that can be taken to where the target groups meet.	An adult weight management offer that influences behaviour change for those in need.	
HWS 2.5	Audit of our weight management services across all ages and tiers.	2021 – 2022 Sabrina Kerr Public Health Team	To review the evidence we have. To identify gaps in our evidence.	To have a strategy to address weight management.	A system wide collaborative that responds to population health management	

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		Kevin Read Leisure Team	Review the patient experience, including the pathways.	To have an improved weight management offer, which provides flexibility and improved health outcomes. To have an all age and seamless service, which prevents barriers to accessing the service.	evidence, to meet the needs of our population. To have a positive impact on the health inequalities and improves the weight management services for better health outcomes.	
	Harm Reduction					
HWS 3.8	To support residents to act and look after their mental wellbeing and reduce the numbers of death by suicide.	2021 - 2024 Simon Ford Public Health Team	Develop key milestones plan. Utilise the South East Essex Mental Health Partnership Forum to review progress and ambitions. Work with Essex County Council to update the Southend, Essex and Thurrock	Increased page views on Livewell Southend. Increased uptake of physical activity opportunities provided by Everyone Health. Promotion of Five Ways to Wellbeing; the Public Health England Better	Improved mental health and wellbeing of Southend residents. Reduced numbers of death by suicide. More residents undertaking physical activity to benefit mental health and wellbeing. Residents more informed of local services and opportunities promoted	

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			<p>Suicide Prevention Strategy.</p> <p>Real time surveillance to better understand about suicide risk.</p>	<p>Health: Every Mind Matters campaign; and national mental health and wellbeing campaigns through social media and wider partner organisations.</p> <p>Delivering the key ambitions of the Mid and South Essex Health and Care Partnership suicide prevention workstreams.</p> <p>Promoting access to the Visit Southend website to encourage residents to connect with nature and outdoor spaces offered at Southend's parks, gardens, and outdoor spaces.</p>	<p>by campaigns and activities.</p>	

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HWS 3.10	To improve engagement with stop smoking services amongst routine and manual workers.	2021 – 2022 Ben Russell, Public Health Team	Develop understanding of facilitators and barriers to stopping smoking amongst routine and manual workers. Relevant campaign activity to promote smoking cessation. Engagement with internal Council teams and relevant external partners to improve reach and engagement of this group. Development of action plan to support the work.	Increase in completed quits (recorded on Quit Manager) amongst routine and manual workers.	Decrease in prevalence of smoking amongst routine and manual workers. Improved health outcomes within this group which is expected to contribute to addressing inequalities in health.	
	Strategy and Planning					
HWS 5.1	Through spatial planning, to enable healthy lifestyles within active environments.	Local Plan to be adopted by 2023. Mark Sheppard, Planning Team	Complete neighbourhoods' study - identification of most walkable neighbourhoods where walking and	Increased awareness of places to invest in walking and cycling infrastructure, to encourage active	Increased number of people travelling in an active and sustainable way.	

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			cycling should be promoted as realistic alternatives to the car for short journeys.	travel in walkable neighbourhoods.		
5.2	To maintain and develop safe spaces for play, sport and social interaction, accessible for everyone to use.	Local Plan to be adopted by 2023. Mark Sheppard, Planning Team	Identification of areas deficient in green space, play space and sports facilities through the Playing Pitch Strategy and green space assessment.	Increased awareness of opportunities to improve quantity and quality of green space, play space and sports facilities.	Increased number of people being physically active.	
HWS 5.5	Planning for extra care and other specialist housing needs for people at all stages of their lives.	Local Plan to be adopted by 2023. Mark Sheppard, Planning Team	Identification of future housing requirements to meet the needs of all residents.	Availability of a range of housing that is easily capable of adaptation to ensure accessibility if required.	Increased amount of people in suitable housing that meets their physical needs.	
HWS 5.6	Making better use of our existing natural and built environments, to encourage healthy lifestyles for all.	Local Plan (2023) and other guidance and masterplans as appropriate Mark Sheppard, Planning Team	Locally relevant design guidance or design codes to support the creation of environments that encourage physically active lives.	Improved consideration of the impact of planning and development design on population physical activity levels.	Increased number of people being physically active.	
HWS 5.7	Continued avoidance or mitigation of air, noise, water, soil pollution and flood risk.	Ongoing Planning Team	Application of detailed planning policies (and other	Improved consideration	Maintenance or enhancement of local air, water and soil	

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	And so our surroundings are clean and green.		licensing regimes through Regulatory Services) to ensure impacts on the local environment are avoided or minimised e.g., through impositions of planning conditions.	of the impact of planning and development design on population health and wellbeing.	quality, effective flood risk management etc.	
HWS 1.1						
HWS 1.2 3.7 3.11	Work with residents to co-produce three 5-year Adult Social Care Strategies for 2022 - 2027. There is a strategy for Working Age Adults, All Age Carers and Older Adults - Living Well, Caring Well, Ageing Well.	2021 - 2022 Commissioners	The strategies are seeking to develop - an Age Friendly community in the Borough - improved support for carers - improved support for those who may have a disability, a learning disability or mental health needs	Clear vision and priorities for action to address the needs of older adults, carers, and those who may have a disability, a learning disability or mental health needs	For older adults, carers, and those who may have a disability, a learning disability or mental health needs to - feel part of and be active in their community - [remain independent and in their own home - have improved information, guidance and support	
	Communications					
HWS 7.1	Develop and deliver a coordinated communication and campaigns programme. To include local and national communications and campaigns to promote	2021 - 2022 Public Health Team	Research and agree calendar of key national and local campaigns, with relevant health	To have a calendar of campaigns spread throughout the year.	Campaigns that help with prevention, early disease detection and encourage healthy lifestyles.	

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	prevention and early detection of disease, encourage healthy lifestyles and improve understanding of the wider determinants of health		and wellbeing messages. Agree leads who will coproduce campaigns with the local community and partner agencies, agreeing target audience, key messages, media, and activities, and campaign resources.	To be able to monitor the effectiveness of each campaign.	Campaigns that improve understanding of the wider determinants of health.	
HWS 2.3	To ensure that COVID-19 testing is available to the residents and community, to keep Southend safe.	2021 - 2024 Katie Gardner, Public Health Team	Regular meetings, scoping and data analysis and provision of rapid COVID-19 testing to meet the needs of the community.	Key performance indicators and other success measures achieved to drive down the rate of infection.	Reduction in COVID-19 transmission rates.	
HWS 4.1	To embed the Making Every Contact Count (MECC) approach into the day-to-day interactions staff have with the local population. To provide individuals with appropriate information and support to enable them to make positive changes to their physical and mental health and wellbeing.	2021 - 2024 Denise Wenn Emma Watts, Public Health Team Regulatory Services	Regular meetings with Regulatory Services to monitor training.	Develop a tiered training package. Ensure regular and accessible information and support to MECC trained staff. Key performance indicators and	Local organisations enabled to provide their staff with the leadership, environment, training, and information to deliver the MECC approach. Staff to be competent and confident to deliver healthy lifestyle	

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				<p>other success measures achieved.</p>	<p>messages, to encourage people to change their behaviour, and to direct them to local services for appropriate support.</p> <p>Individuals seek support and take action to improve their own lifestyle by</p> <ul style="list-style-type: none"> • Eating well, • Maintaining a healthy weight • Drinking alcohol sensibly • Exercising regularly • Not smoking • Looking after their physical and mental health and wellbeing. <p>This list is not comprehensive and MECC can focus on a broad range of topics that impact on an individual's health and wellbeing.</p>	

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HWS 2.2	Set up a contact service for patients on a waiting list for healthcare treatment. For the service to work with the patient to understand any support they may require and refer them to suitable health provision within the local community.	2021 Mid Essex Clinical Commissioning Group	Identify any trends with waiting times and to take action to address any issues. Set up the service, through the Essex Welfare Service. Ensure data protection compliance is in place. Ensure there is a clear communications plan, so the correct messages are given to patients.	The target number of patients are contacted. The target number of patients access local health provision, to help with their physical and mental wellbeing.	A trusted service is established, which improves the health and wellbeing of those on a waiting list for healthcare treatment.	
HWS 7.1	To ensure that the Green City action plan is reflected in the delivery of the Health and Wellbeing Strategy through health campaigns and promotional events.	2021 - 2024 Public Health Team	To have access to the Green City action plan when planning health campaigns and promotional events.	Key performance indicators and other success measures achieved from the Green City action plan.	The residents and community are aware of and engaged in the Green City action plan through collaborative working when planning health campaigns and promotional events.	
HWS 2.6	Raise the profile and role of social prescribing and its link workers in Southend.	2021 - 2022 Social Prescribing Steering Group.	Social Prescribing Steering Group meetings to monitor and review progress.	Social prescribing embedded into the GP patient offer. Social prescribing digital tool	Social prescribing underpins wider health and wellbeing outcomes.	

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				supporting referral process across the system. Livewell Southend procurement delivered with contract award.	More residents identifying 'what matters to me' and being provided with seamless referral to appropriate services for goals achievement.	
HWS 2.7	Maintain and develop the Community Panel for Health and Wellbeing.	2021 - 2022 Public Health Team	To involve residents in shaping and improving health and wellbeing services, with a specific focus on long term recovery from the impact of the COVID-19 pandemic.	For the panel to represent resident and community priorities for their health and wellbeing. To deliver and also work towards agreed actions.	Having a range of volunteers on the panel, that help co design and adapt health services, for the benefits of residents.	
HWS 7.1	Delivery of the Safe to Play campaign.	2021 - 2022 Kirsty Horseman Leisure Team	Information and training opportunities are available for coaches, leisure centre staff, welfare and safeguarding leads and volunteers.	3 x 2 hour in - person training sessions to be held in Southend. 30 people per session. The partnership training programme between National Working Group (NWG) and The Council will aim to educate grass	For everyone involved in sport and physical activity provision to ensure that best practice in safeguarding is a priority, so that a safe environment is upheld.	

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				<p>roots coaches and clubs on safeguarding using the Safe to Play campaign. As part of this programme a training package will be offered, including bystander intervention training for coaches and clubs, as well as highlighting to all involved with sport, the Mind Your Language campaign.</p> <p>Approximately 200 coaches to receive the training and more than 2000 parents / carers to receive the Safe to Play cards and resources.</p>		
	Workplace					
HWS 3.1	Targeted drive to embed health in all policies for other teams and organisations to utilise, to address the wider determinants of health.	2021 - 2022 Sabrina Kerr, Public Health Team	Work with partners to help embed 'health in all policies.'	8 teams or organisations to incorporate health for all policies.	For use of health in all policies to become common practice.	

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HWS 3.1	Design and publish co-production e-learning including a co-design module. and make available to internal and wider workforce.	2021 - 2022 Jessica Russell, Southend Association of Voluntary Services (SAVS)	New staff access training as part of the induction programme. Existing staff offered training as part of professional development.	Accessible e-learning free for The Council workforce, the wider health workforce, elected members and residents.	Improved system capacity, confidence and skills for co-design and wider co-production.	
HWS 4.6	Recognising and prioritising economic activity as an outcome that has a positive impact on health outcomes.	2021 - 2024 Emma Cooney, Regeneration and Growth	Number of people with disabilities and long-term health conditions supported by employment, skills and business projects.	People with disabilities and health conditions economically active in Southend.	More people with disabilities and health conditions economically active and therefore with better health outcomes in Southend.	
HWS 4.5	Provide high quality learning and employment opportunities for adults with learning and physical disabilities.	2021 - 2024 Emma Cooney, Regeneration and Growth	To ensure the quality of advice and support helps people thrive in their learning and or employment. Number of learners achieving positive outcomes following courses offered at Southend Adult Community College.	Learners feel more positive about their opportunities following attendance at courses.	Adult learners with learning and physical disabilities are supported towards independence and work.	

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HWS 4.4	<p>Working with businesses to increase the number of “good” jobs in the borough i.e.</p> <ul style="list-style-type: none"> Those with a pathway to progression, where staff wellbeing is promoted as standard. Where ethical business practices are demonstrated. <p>Where employers are promoting and mainstreaming equalities.</p>	<p>2021 - 2024</p> <p>Emma Cooney, Regeneration and Growth</p>	<p>Number of businesses completing the annual business survey or other polls providing information about “good” jobs.</p> <p>Scoping potential for a good business charter or similar.</p> <p>Number of businesses engaging with wellbeing schemes such as Livewell / Healthy Workplaces.</p>	<p>More residents have access to good jobs that will have a positive impact on their health and wellbeing.</p>	<p>The health outcomes and life chances of working residents are improved.</p>	
HWS 5.6	<p>Working with, Economic Growth and Public Health England Wider Determinants Network, to ensure that local businesses have access to the Healthy Business Programme, support and resources.</p>	<p>2021 - 2024</p> <p>Denise Wenn, Public Health Team</p>	<p>Regular meetings with Regulatory Services and continued engagement with Economic Growth.</p>	<p>Key performance indicators and other success measures achieved.</p>	<p>All businesses in Southend to have access to health and wellbeing resources, information and support to enable their employees to thrive at work.</p>	