

Southend-on-Sea Borough Council

Report of the Corporate Director for Place &
Director of Public Health

to
Cabinet

on
28th June 2016

Report prepared by:
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Agenda

Item No.

Southend-on-Sea Physical Activity Strategy 2016- 2021

People Scrutiny Committee/ Place Scrutiny Committee
Executive Councillors: Councillor Salter / Councillor Holland

A Part 1 Public Agenda Item

1. Purpose of Report

1.1 To present the Southend-on-Sea Physical Activity Strategy 2016-2021.

2. Recommendation

2.1 Cabinet is asked to agree the Southend-on-Sea Physical Activity Strategy 2016-2021 and associated action plan.

3. Background

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 29% 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 provides a framework and action plan to support the long term vision for Southend to be a healthier 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 key strategic aims of the strategy are:

- To reduce inactivity and increase participation in physical activity for everyone, giving priority to our more inactive populations.
- To improve our marketing and communications about physical activity.

- To promote the built and natural environment and its contribution to supporting people to be more active in their daily lives.
- Southend-on-Sea Borough Council will work collaboratively with a wide range of partners, including statutory organisations, businesses, the third sector and community groups, to help people to be more active.

3.4 An action plan has been developed to ensure delivery of the strategy's aims. This highlights the key actions, responsibilities for delivery and associated outcomes.

3.5 It is proposed that the two physical activity indicators in the Public Health Outcomes Framework, are used as the headline key performance indicators to monitor the overall outcome of the physical activity strategy. These two indicators will be updated on an annual basis through the Active Lives Survey.

KP1: By 2021, achieve at least a 2.5% increase in adults being active for 150 mins per week

Baseline (2014): 52.1% Target: 54.6%

(Baseline 2014: England 57%, East of England 57.8%)

KPI 2: By 2021, achieve at least a 2.5% decrease in adults not being active for at least 30 mins/week

Baseline (2014): 29.2% Target: 26.7%

(Baseline 2014: England 27.2%, East of England 25.9%)

A number of other KPIs will be developed as part of further detailed action planning work.

4. Other options

4.1 The Southend-on-Sea Physical Activity Strategy provides a strategic framework and action plan to increase participation in physical activity for everyone and reduce the level of physical inactivity. The other option would be for such work to continue without a strategic framework to guide priorities.

5. Reason for recommendation

5.1 The Southend-on-Sea Physical Activity Strategy and the associated action plan will help to improve the health and wellbeing of the local population and strengthen partnership working across the borough for this agenda.

6. Corporate Implications

6.1 Contribution to Council's Vision & Corporate Priorities

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.

6.2 Financial Implications

The strategy and associated action plan will be delivered within existing resources.

6.3 Legal Implications

None.

6.4 People Implications

The strategy aims to ensure that everyone who either lives or works in the borough has the opportunity to be more physically active.

6.5 Property Implications

None.

6.6 Consultation

The draft strategy was presented as a pre-cabinet scrutiny item at the April meeting of both the People and Place Scrutiny Committees, which helped to inform the core strategy document and associated action plan.

6.7 Equalities and Diversity Implications

The Southend-on-Sea Physical Activity Strategy is an inclusive strategy for the population of Southend-on-Sea.

6.8 Risk Assessment

Failure to implement the strategy could have a negative impact on health outcomes in the local population.

6.9 Value for Money

The joined up approach delivered by the strategy creates a more efficient way of working and the opportunity to generate savings in the longer term.

6.10 Environmental Impact

Implementation of the strategy will result in more people using the natural environment to become more active in their daily lives.

7. Documents used to inform this report

7.1 Key documents are detailed in the reference section of the strategy.

8. Appendix

8.1 Appendix 1. The Southend-on-Sea Physical Activity Strategy 2016-2021.