



*Working to make
lives better*
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Director of Public Health Annual Report 2021/22

Contents

3 - Introduction

4 - Health Inequalities

5 - Life Expectancy

6 - Key Health Risk Factors

7 - Weight Management

8 - Vaccinations in Southend

9 - COVID Vaccination

11 - Food Environment

12 - Making Southend A Healthy City

13 - Tackling Food Poverty/Insecurity

14 - A Better Start Southend Legacy

16 - Mental health and wellbeing

17 - Suicide Prevention

19 - Tackling Harmful Behaviour

21 - Air Quality & Transport

22 - Air Quality

23 - Modes of Travelling

25 - Living With COVID

26 - Impact of & Living with Covid

27 - Economic Recovery

28 - Jobs and Development

29 - Skills Development & Raising Aspirations

31 - Workplace Health and Social Values

32 - Appendices



Introduction

This is my independent public health report for 2021, as we continue to grapple with the COVID-19 pandemic and the tragic loss of our MP, Sir David Amess. This report reflects on some of the key achievements, some challenges and highlights where we can continue to collaborate to improve health and wellbeing in Southend-on-Sea.

I have provided an update on the progress with last year's recommendations in the appendices, which is generally positive and shows where we can continue to build on with more pace.

We have been bestowed City status in early 2022 and with a number of White Papers being released this year, there will be a renewed opportunity to reshape our new City and ensure we can all work together for wider socio-economic as well as health and wellbeing benefits. As an already densely populated City, Southend will need to regenerate at a much faster pace, building new living and working spaces and ensuring our spatial planning is protecting our environment and creating more greener public expanses.

Much of our collective endeavours have been focused on working to tackle the wider determinants of health and with the growing obesity epidemic, we will need to revisit our approach in shaping the local food environment. I am proposing that we consider the development of a Food Environment policy for Southend over the coming months, which will also explore how we can influence the commercial determinants of health. We know that unhealthy food causes ill-health, so we need to tackle the business, market and political practices and globalisation that are harmful to health and the environment. We have a unique opportunity to shift the paradigm in public health, where individual behaviours are being driven by inadequate environments and secure a more favourable policy environment.

The Levelling Up White Paper, is reshaping the Health in All Policies approach that we have long seen as a catalyst to improve health and wellbeing and should now act as a system enabler and progress our ambitions.

A number of areas have been highly impacted by COVID where we need to refocus, as we learn to live with COVID. Some of the key areas in tackling health inequalities will be led jointly by the NHS and the City Council with a determined resolve of improving healthy life expectancy whilst accelerating recovery in health and care services. We have seen an increase in other communicable and infectious diseases and we have been striving to act collaboratively in mitigating those risks which is reflected in our new joint Health and Wellbeing Strategy.

This report is underlining the challenges faced in our communities, in coping with the loss of jobs, low paid jobs and the rising cost of living, which is not showing any signs of abatement. The socio-economic recovery will be major part of the regeneration and wider inclusion agenda, whilst striving to recreate a more vibrant and inspirational Southend City centre. We need to continue engaging and enabling our citizens and visitors to co-design our spatial planning and co-produce new services that will better meet their needs.

In building our community resilience, we will continue to place more emphasis on mental health and wellbeing, reducing the gender inequality which sees more young men taking their lives in Southend. The new Ofsted strategy - *Every child deserves the best start in life* - will be a catalyst to improve the lives of children and young people, which is more important than ever following the disruption and distress of the past 2 years and the relatively unquantifiable impact of long covid in this young generation.

Reducing air pollution continues to prove a challenge across Southend and remains one of the main public health emergencies, especially as the UK limits on air pollution are all several-folds than the new World Health Organisation's limits. Multiple interventions, each producing a small benefit, can act cumulatively to produce significant overall benefits, including increased physical activity, noise reduction, greater road safety and climate change mitigation, as well as adapting to new ways of working and travelling.

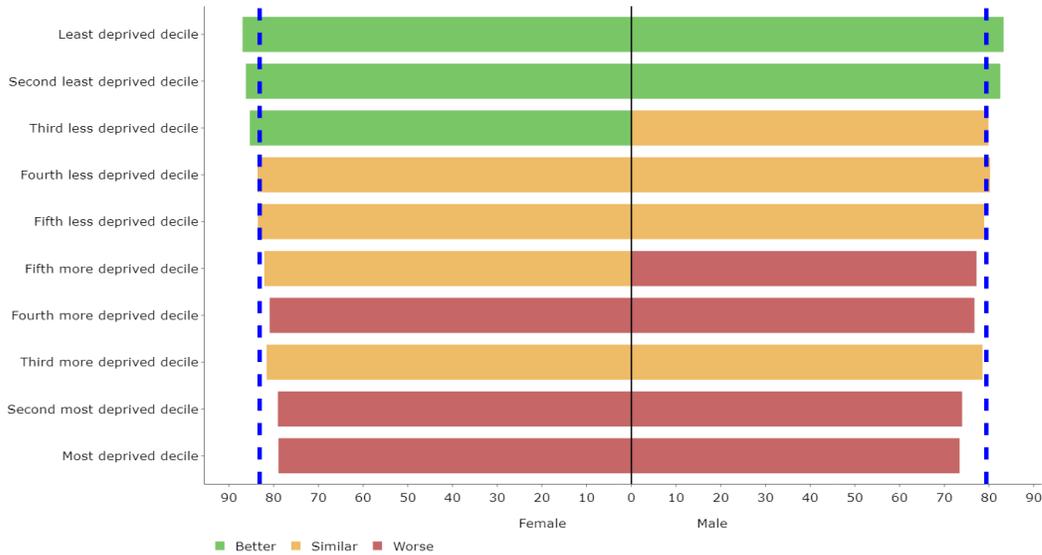


Health Inequalities

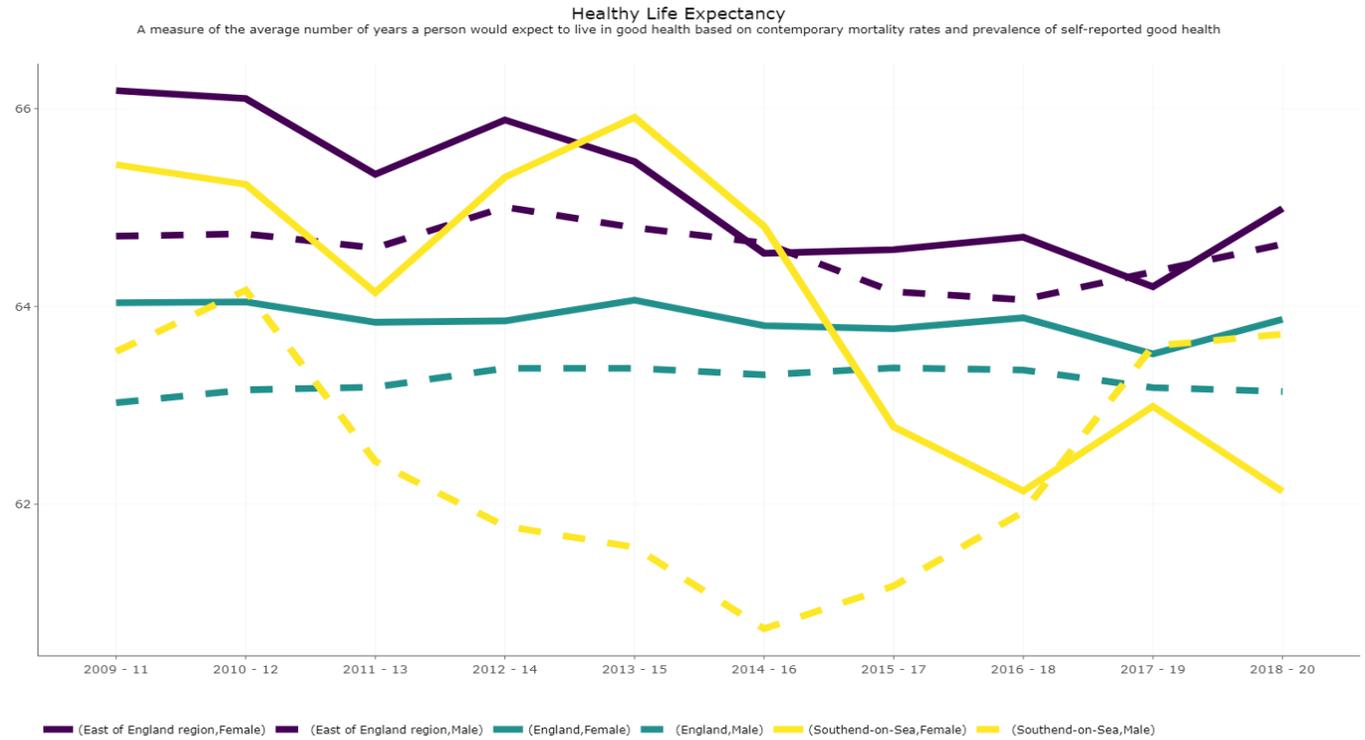
OPPORTUNITY
& PROSPERITY

Life Expectancy

Life Expectancy within areas for each IMD decile
Life Expectancy within Southend shown for each IMD decile



Source: NHS Fingertips Indicator ID 90366 Accessed:2022-05-17



Source: NHS Fingertips Indicator ID 90362 Accessed:2022-05-17

- Life expectancy is considered to be the ultimate measure of the health and wellbeing in an area and a tool for identifying inequalities in our communities.
- **Life expectancy** at birth is defined as the average number of years that a newborn is expected to live if current mortality rates continue to apply.
- **Healthy life expectancy** is how many years a person might live in 'good' health. Due to the smaller population size in Southend, healthy life expectancy is more variable than the East of England or national average. Since 2016-18, men have had a higher healthy life expectancy than women across Southend City.
- The council and partners will continue to work closely with the UK Health Security Agency, as part of a single public health system, to deliver effective protection from incidents and outbreaks of communicable and non-communicable hazards. A Local Outbreak Management Plan is in place to guide us all.

Key Health Risk Factors

Cardiovascular disease (CVD) covers a family of diseases including heart disease and stroke and also relates to other conditions such as vascular dementia, chronic kidney disease, sudden cardiac death and heart failure. They are the cause for most preventable early mortality.

Cancer remains one of the most challenging risk factor in preventing early deaths. Preventative work includes the opportunity to optimise early diagnosis and early intervention.

Diabetes is a condition defined as a disorder of insulin, a spectrum from inadequate production to effect resulting in excess glucose or sugar in the blood stream.

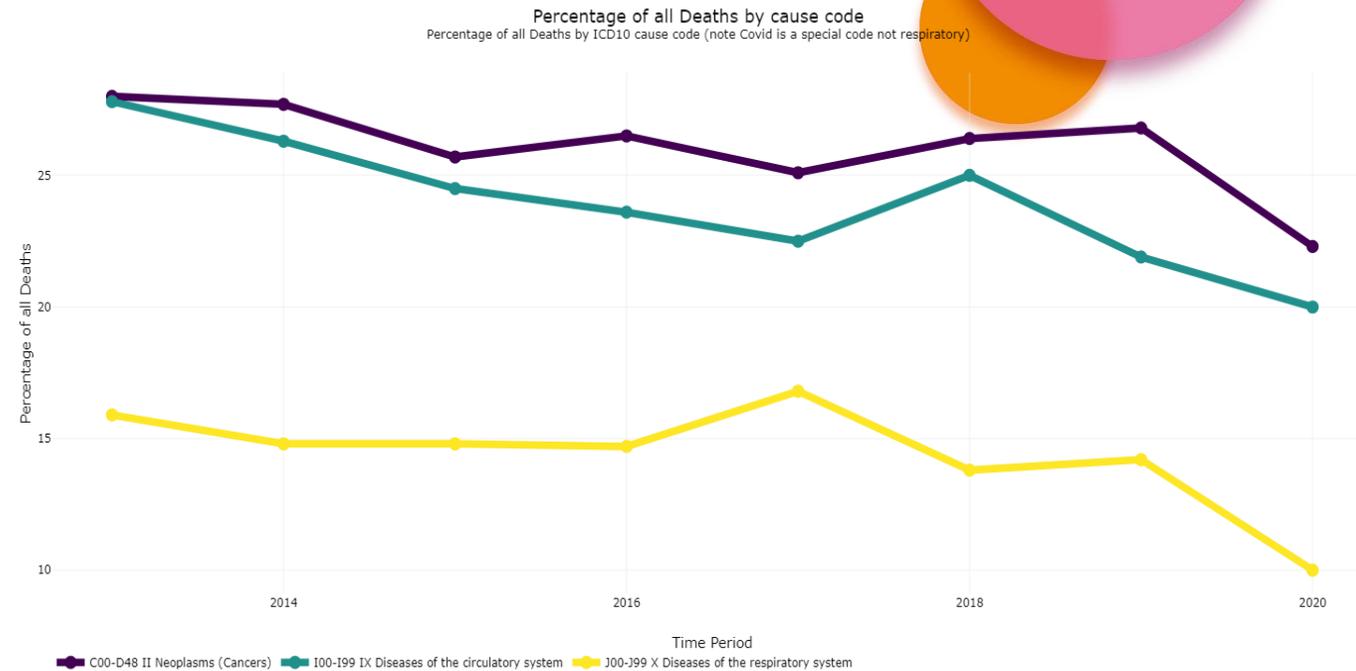
The following are known risk factors shared for CVD, Diabetes and Cancer:

- smoking
- excess alcohol consumption
- physical inactivity
- poor diet

Obesity is a result of many of these risk factors and is broadly defined in adults as BMI (body mass index) greater than 30, and itself is a further risk factor for developing all 3 of the above conditions.

In the most recent data, cancer accounts for 22.3% of deaths and circulatory diseases accounts for 20% of deaths within Southend.

Whilst we have seen a continued decline in mortality from cancers, cardiovascular and respiratory diseases until 2020, the impact of the pandemic on non-Covid related prevention and delayed surgical interventions will see a potential slow-down in this decline.



Weight Management

Around 22.4% of Reception year children and 33.4% of Year 6 children are overweight or obese. Southend is ranked the highest for the prevalence of severe obesity in Reception year children, among the East of England region.

65.1% of adults in Southend are overweight or obese. This is above the national average at 62.8%.

29.9% of adults in Southend are physically inactive. This is above the national average of 27.2%. This is according to the most recent Active Lives data.

Weight management services improve population health outcomes. This has a positive impact in addressing health inequalities as individuals with more than one issue will be disproportionately affected and the interventions will support:

- ✓ Prevention of the risk of heart disease, cancer, stroke and type 2 diabetes;
- ✓ Control of the health-related costs, caused by diseases from unhealthy lifestyles.

KEY ACTIONS

- ❖ Local partners are working strategically, to address factors that impact on peoples' weight, in more innovative and collaborative ways.
- ❖ Following local community and partner engagement, the Health and Wellbeing Strategy for Southend was launched in late 2021. Weight management is a major priority within the action plan, that forms part of the strategy.

Obesity harms adults



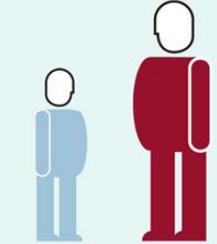
Less likely to be in employment



Discrimination and stigmatisation



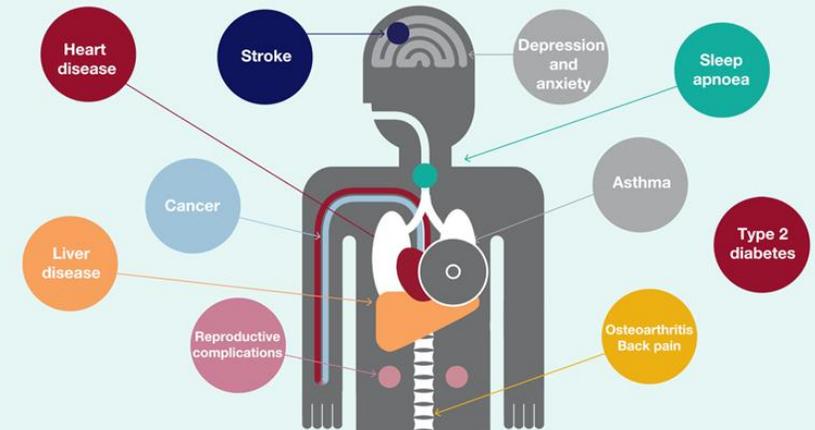
Increased risk of hospitalisation



Obesity reduces life expectancy by an average of 3 years

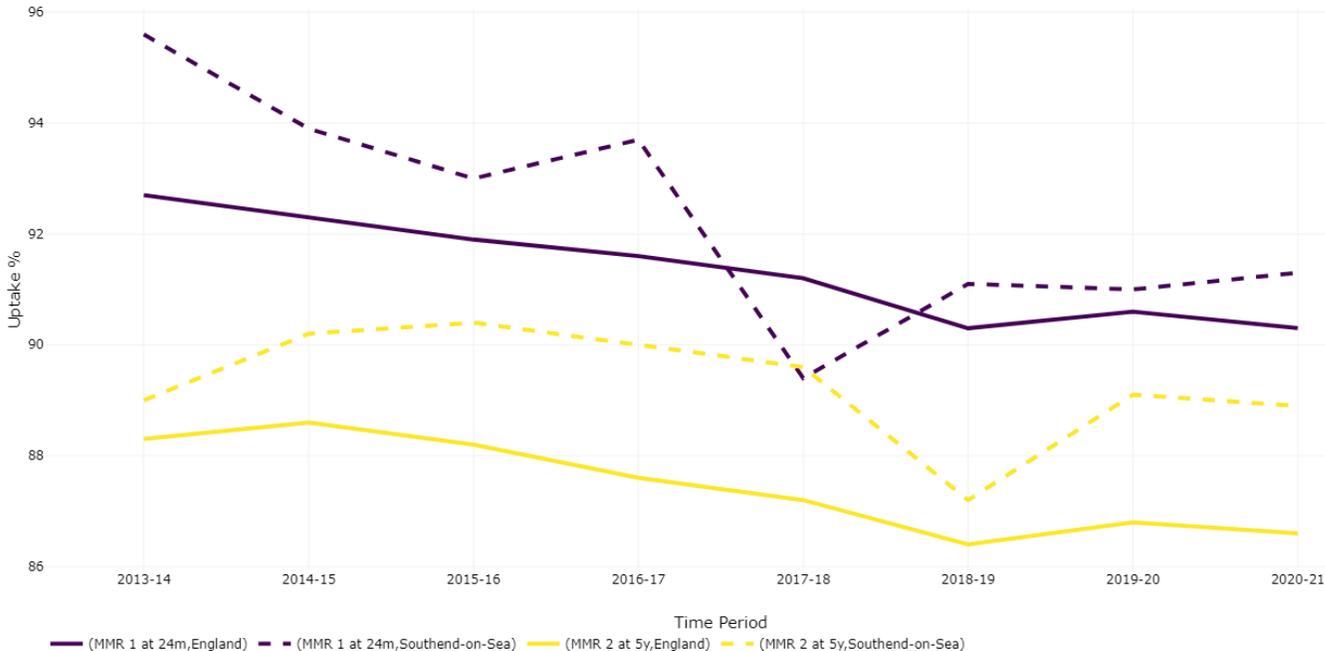
Severe obesity reduces it by 8-10 years

Obesity harms health



Vaccinations in Southend

MMR Uptake Percentage
MMR Uptake percentage in Southend on Sea (target value is 95%)



Source: NHS Digital Accessed 23-05-2022

Flu Vaccination Group	Southend Uptake (Comparison to last year)	National Uptake	National uptake Comparison
65 and over	76.6	82.1	Worse
At risk - (6 months to under 65 years)	46.1	52.5	Worse
Children aged 2 (Born: 01/09/2018 -31/08/2019)	41.1	48.3	Worse
Children Aged 3 (Born: 01/09/2017 -31/08/2018)	43.9	50.8	Worse
Pregnant Women - All	34.3	37.6	Similar

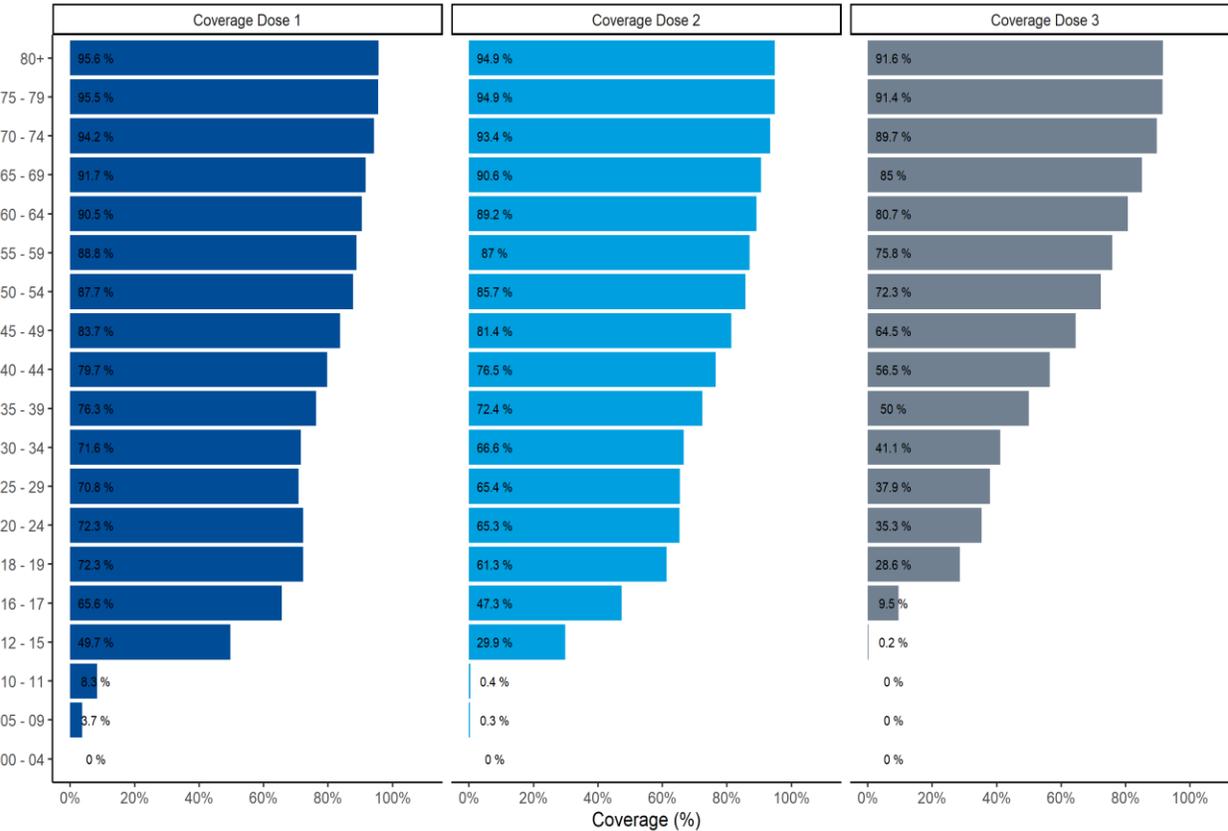
We continue to work closely with NHS, EPUT and others to reduce inequalities and vaccine hesitancy via community outreach and making phone calls to unvaccinated residents.

MMR vaccination dose 1 is due before age 2 and second dose before age 5. We have seen a drop in the uptake during the past year, following unprecedented pressure on primary care health services.

Flu vaccines are offered to a number of at risk groups the percentage uptake of those groups can be see in the table below. The highest uptake is in the 65+ at risk group. Compared to the previous year the uptake has increased across all groups. Compared to the national levels Southend is worse across 65+, at risk and children ages 2 and 3. We have seen an increasing uptake of the flu vaccine in those aged 65years and over, although the proportion amongst pregnant women were still significantly low.

COVID Vaccination

Vaccination coverage by those eligible
Vaccinations as of 09 May 2022



First and second dose uptake has been broadly similar across age groups over 50 years. This similarity drops when we look at those below 50s in comparing the first and third doses.

Vaccine uptake percentage is higher for first and second dose than the national values but lower than the regional values.

Moreover, we continue to see a marked difference in uptake between some communities and continued joint efforts to reduce vaccine hesitancy will be required.



	Southend (No.)	Southend (%)	England (%)	East Region (%)
First Dose	135,303	81.1	79.8	83.2
Second	128,061	76.7	75.5	79.4
Third	99,165	59.4	59.2	64
Total	362,529			

Key Actions

- ❖ Targeted interventions through the Health and Wellbeing Implementation plan with a particular focus on men's health and wellbeing.
- ❖ As a system, we will need to explore all collaborative approaches to ensure we can optimise the use of hospital beds, increase our targeted preventative work and increase our efforts to mobilise our communities in self-care and adopting healthier lifestyles.
- ❖ In addition to the 'key actions' highlighted on slide 7 to address the challenge with weight management, we will explore further how we can help improve the food environment.
- ❖ Through the Health Protection Board, we will explore and deliver an improvement in the uptake of Flu (at risk groups), Covid and MMR vaccines during 2022-23.



Food Environment

ACTIVE & INVOLVED

Making Southend A Healthy City

Healthy City planning policies can be used by councils to help promote healthier food and drink choices. There is a need for more national drivers and the impending national Food Strategy can support local councils in the endeavour. Working with our planning teams over a number of years, we can support to create a healthier food environment by:

- ensuring shops and markets that sell a diverse food offer are easy to reach by walking, cycling, e-scootering or public transport
- requiring leisure centres, workplaces, schools and hospitals with catering facilities and/or vending machines to have a healthier food offer for staff, students, and/or customers – this requires dedicated collaboration (such as social value contribution)
- explore through the Local Plan what evidence can enable with opportunities that will support a healthier food environment.

An increasing number of local councils are developing Supplementary Planning Documents (SPDs) to support a healthier food environment. Local councils can develop an approach that, based on the latest evidence, is likely to be appropriate and effective.

For planning decisions to be successful, we need to be able to demonstrate a link to sound evidence and clear local policy. In particular, there needs to be good linkage between any SPDs or neighbourhood planning policies, health strategies (Health and Wellbeing strategy and the Joint Strategic Needs Assessment) and, most importantly, the Local Plan. Local plans need to refer to these health strategies and vice versa.



Tackling Food Poverty/Insecurity

Food poverty is complex. There is no widely accepted definition of 'food poverty', but a household can broadly be defined as experiencing 'food poverty' or 'food insecurity' if they cannot (or are uncertain about whether they can) acquire an adequate quality or sufficient quantity of food in socially acceptable ways. Food insecurity incorporates multiple experiences on a scale from starvation to anxieties about being able to afford food, and this especially amongst more vulnerable communities, including our ageing populace. There are many different factors, particularly around access and availability that can affect and exacerbate the impact on individuals and families. They result primarily from the socio-economic and environmental context in which people live.

Food insecurity affects approximately 8.4 million people in the UK. Emerging research and evidence indicate that there is an increasing number of households in Southend, unable to sustain normal patterns of food shopping and eating, with many seeking charitable food aid to help them do so. **Southend Foodbank distributed food to a third more people in 2021 than it did in 2020.** In addition, the FOOD Club has been working across a number of Family Centres to offer a more affordable food package to families who are in need. ABSS and the Council are collaborating with the local Food Alliance to look at reducing this challenge for our communities, especially with the rising cost of living in a more sustainable way.



Healthy Schools

The Food Foundation's latest data indicate that an estimated 2.6 million children in the UK live in households that missed meals or struggled to access healthy food during April 2022. The cost of living crisis means many more families are now struggling to afford school lunches. In 2021, across Southend a total of 8,512 people received support from Southend Foodbank in 2021, with 3,934 of these being children.

Children need a healthy balanced diet to support growth and development, and the school environment can have a powerful influence on their eating habits. Children eat at least 1 and sometimes more meals there each day. For some, a school lunch is their main meal, providing a critical nutritional safety net.

The Southend Healthy Schools award, led by the School Nursing team, has now greater focus on healthy meal provision rather than just hot meal. School Health Profiles are being undertaken with every school to identify their needs and provide more targeted support.

With a significant proportion of secondary, and even some primary age pupils, choosing to purchase food from nearby outlets, the food environment around schools has also an important role to play in encouraging children and young people to eat a healthy diet.



A Better Start Southend Legacy

Breastfeeding has been acknowledged as being an important intervention in improving children's health and reducing health inequalities. Breastmilk protects children from a vast range of illnesses including infection, diabetes, asthma, heart disease and obesity.

A Better Start Southend (ABSS) breastfeeding and infant feeding support projects alongside the Parent Champions, the Council's health visiting team and community agencies have increased the prevalence of **breastfeeding rates from 39.1% in 2018 to 50% in 2022 in the ABSS wards**. This is a remarkable achievement and further engagement with the midwifery services and local parent champions will help to drive this up and ensure we can further embed this into the fabric of Southend.

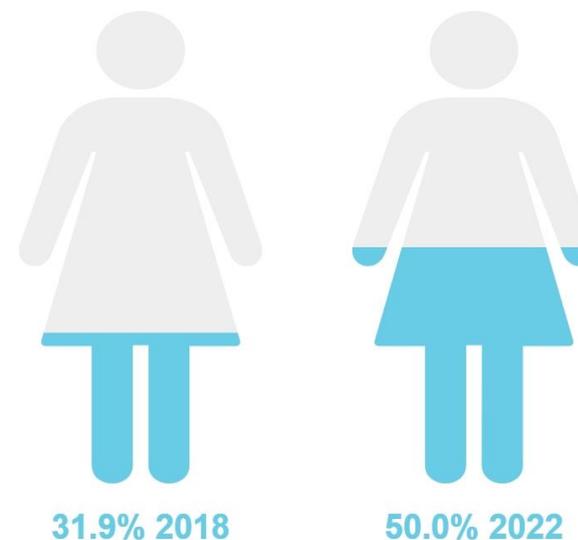
The Southend Supports Breastfeeding scheme informs parents of venues that actively welcome breastfeeding mothers and empowers them to feel confident when feeding or comforting their babies – **one the City should be proud of**.

As part of ABSS, the 3-4 month contact, education and advice around breastfeeding and introduction to solid foods, was delivered to all families of babies in ABSS wards. After a successful delivery, the Southend Health visiting team is rolling this programme out to all families across the city.



Prevalence of Breastfeeding Rates in Southend

Source: ONS



Rates for wards within the ABSS program only

Key Actions

- ❖ The Council is collaborating with local agencies to develop and Anti-poverty strategy, which will cover food poverty.
- ❖ Schools can adopt a number of policies to encourage pupils to purchase their lunch from the school canteen.
- ❖ More is required locally to address food poverty and reduce food poverty. We are working with the local Food Alliance to optimise collaboration, explore social value contributions from local businesses, and ensure we can create a more sustainable approach to food clubs.
- ❖ We will develop a Food Environment Policy across Southend where we will support citizens, young and old, to make healthier choices including in our educational settings, work with our business to support this approach, reduce wastage and reduce food poverty/insecurity. This may also include a local 'healthier options' award being explored with our Regulatory services team at the Council.
- ❖ To promote and increase the uptake of the Healthy Start scheme to support vulnerable children and families affected by food insecurity.
- ❖ To enhance school healthy eating programmes and promote community growing initiatives.

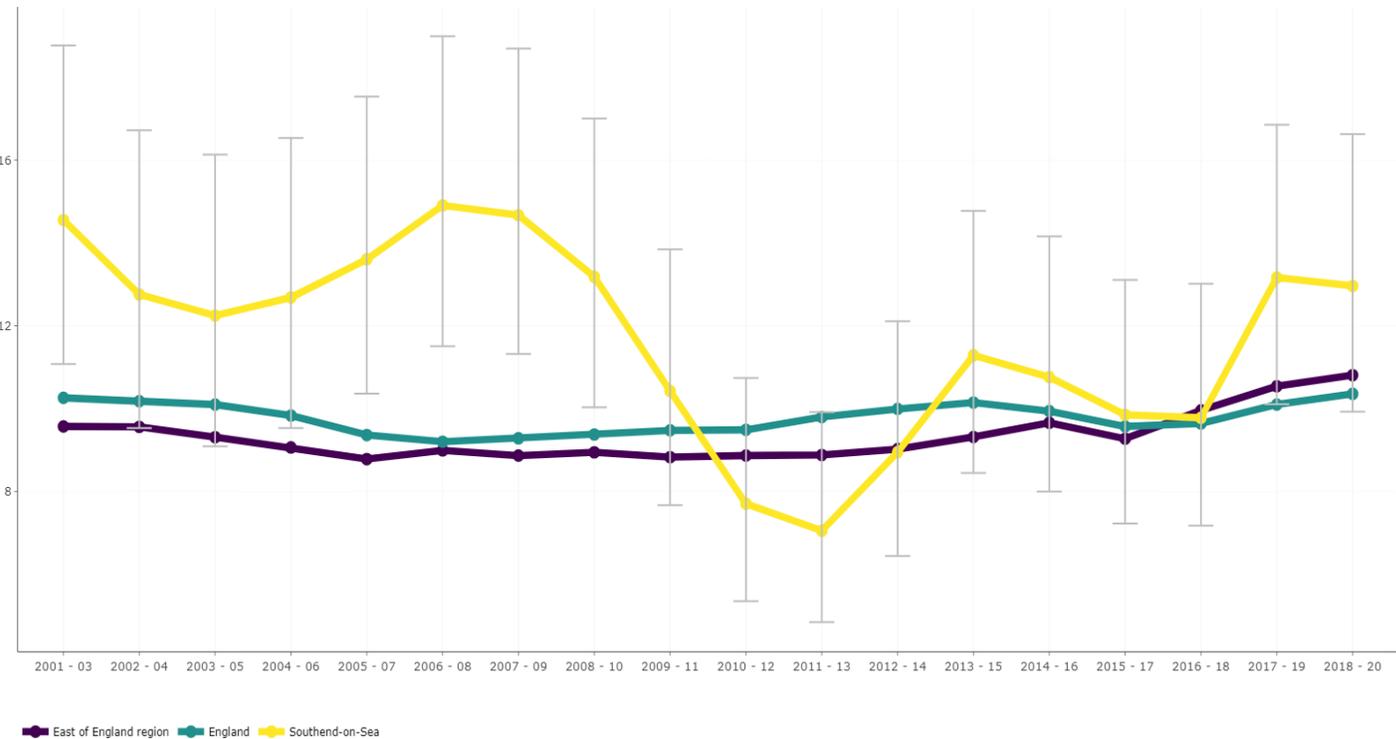


Mental health and wellbeing

**SAFE
& WELL**

Suicide Prevention

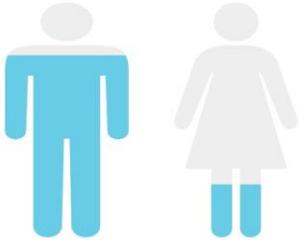
Suicide rate (Persons)
Age-standardised mortality rate from suicide and injury of undetermined intent per 100,000 population with 95% confidence intervals



Source: NHS Fingertips Indicator ID 41001 Accessed:2022-05-19

Suicide Percentage in Males and Females

Source: ONS



77.5% Males 22.5% Females



Suicide Prevention is a top public health priority. Suicide is complicated and tragic, but it is often preventable.

In 2020, 5,224 people in England and Wales took their own lives. Around three-quarters of registered suicide deaths in 2020 were for men (3,925 deaths; 75.1%), most commonly in males aged 45 to 49 years.

In Southend, between 2018 -2020, there were 62 deaths registered as suicide, this equates to an age-standardised mortality rate is 13.0 per 100,000 people - this is not significantly different to the England rate of 10.4 per 100,000 people, but nevertheless higher. We have also experienced some very tragic outcomes with young people with complex needs and it is vital that our service design and support are further strengthened.

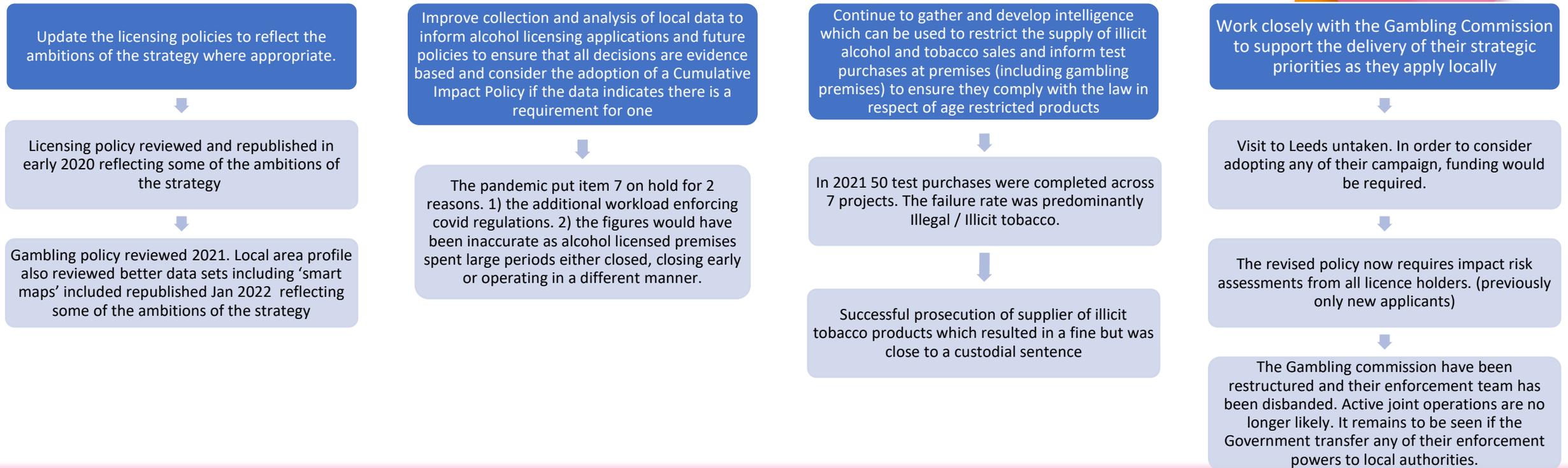
Key Actions

- ❖ Support the delivery of the Suicide Prevention Wave 3 Transformation Programme workstreams at a Southend resident and partner organisation level.
- ❖ Restart the Southend Suicide Prevention Steering Group as a sub-group of the Southend, Essex, and Thurrock Suicide Prevention Steering Group.
- ❖ Increase the promotion of [Let's Talk About Suicide Essex](#) prevention training.
- ❖ Working in partnership, we will develop an action plan to address local opportunities and challenges in suicide prevention particularly focussed on men.
- ❖ Promoting national mental health and wellbeing campaigns through social media and working with partner organisations to raise awareness
- ❖ With regards to Southend Veterans, we plan to do an investigative piece of work in the upcoming year, as it is known that they have huge health-social inequality needs and worse health and life outcomes compared to the general population.
- ❖ Further collaborative work between the Council, the NHS, other key partners and local families to ensure we improve the offer for young people with more complex needs.



Tackling Harmful Behaviour

Whilst we have previously reported on a lot of the actions around reducing the impact of smoking and drug and alcohol, we are now reporting on the on-going work by our Public Protection team and their regulatory interventions which are key to reducing harmful behaviours, including the socio-economic impact of gambling.



Key Actions



- ❖ Further local data collation will be required to provide a better understanding of needs and impact.
- ❖ The Licensing policy will be next reviewed in 2024, which will also incorporate new evidence of good practice.
- ❖ Gambling policy will be next reviewed 2025, and will also incorporate new evidence of good practice.
- ❖ For Illegal /Illicit tobacco, we are looking at tracing suppliers as well and are working closely with HMRC in this regard. We are currently in the planning stage for this year's programme and will likely need to source funding for it.
- ❖ We will initiate a system approach in test purchasing for NIPs (Vaping), in protecting our citizens.
- ❖ This summer, our test purchase operation will be targeting adult gaming centres (arcades) during the school holidays.

Air Quality & Transport

CONNECTED
& SMART

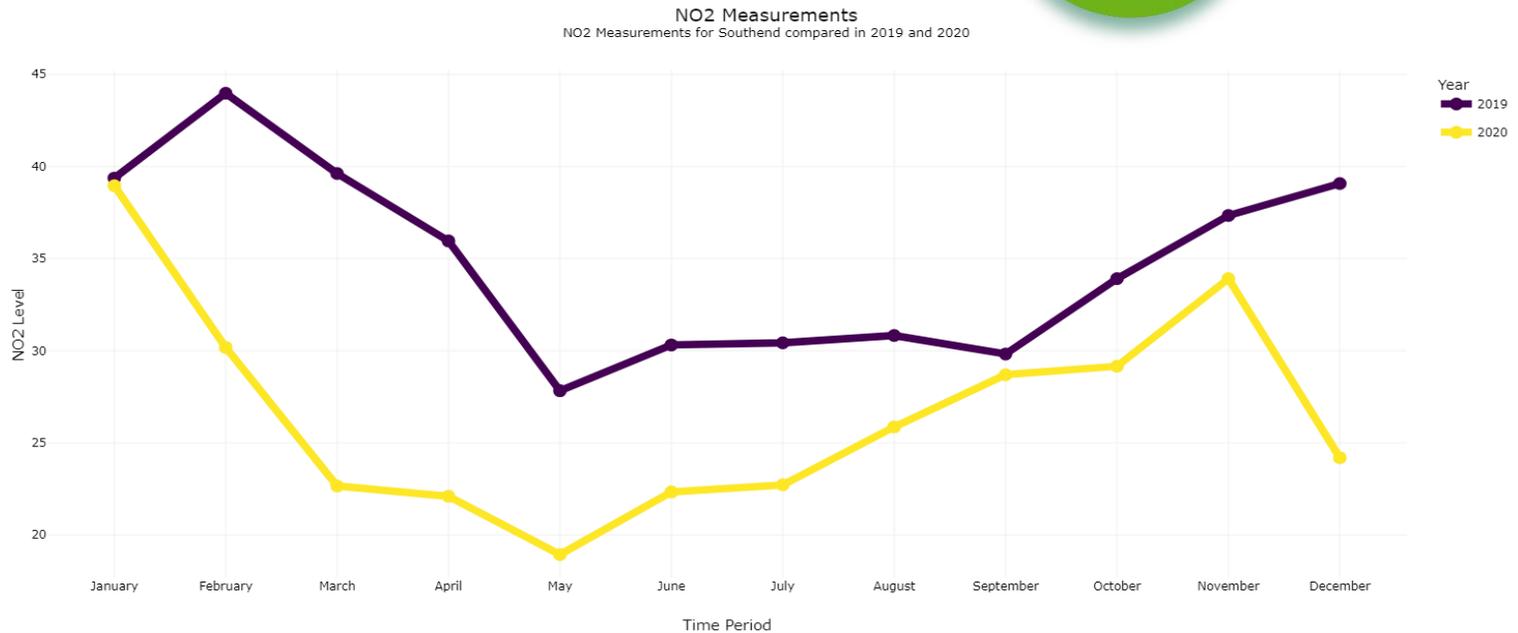
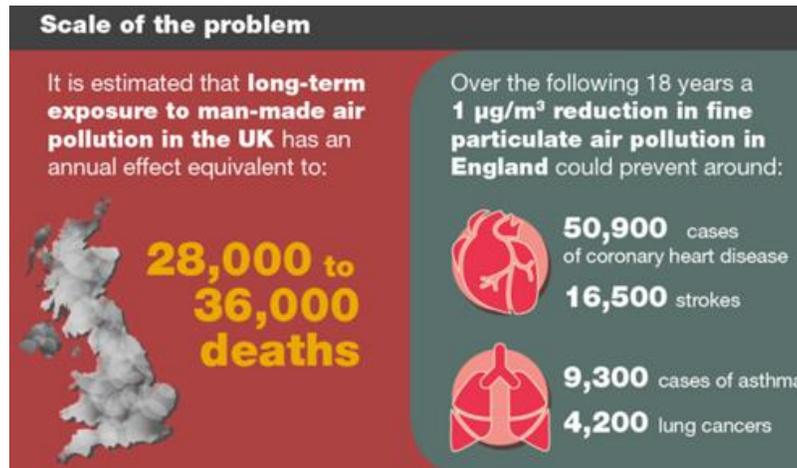
Air Quality

Air pollution is the biggest environmental threat to health in the UK. There are numerous contributory factors including dependency of car travels, use of wood-burning stoves and other wider sources.

Having a Green Plan at the Council and partner agencies, includes measures that improve air quality whilst also offering wider public health and wellbeing co-benefits, including an improvement in overall environmental quality, increased physical activity, noise reduction, greater road safety and climate change mitigation.

From the chart, it can be seen that the Nitrogen Dioxide (NO₂) levels were consistently lower in 2020 than 2019. While the initial drop in January and February 2020 may not be related to Covid-19 as there were no restrictions in place the low levels from March 2020 to July can be directly attributed to the lockdowns.

The way we work and travel have changed significantly and as part of living with Covid, we will need to adapt to new habits and embrace new opportunities.

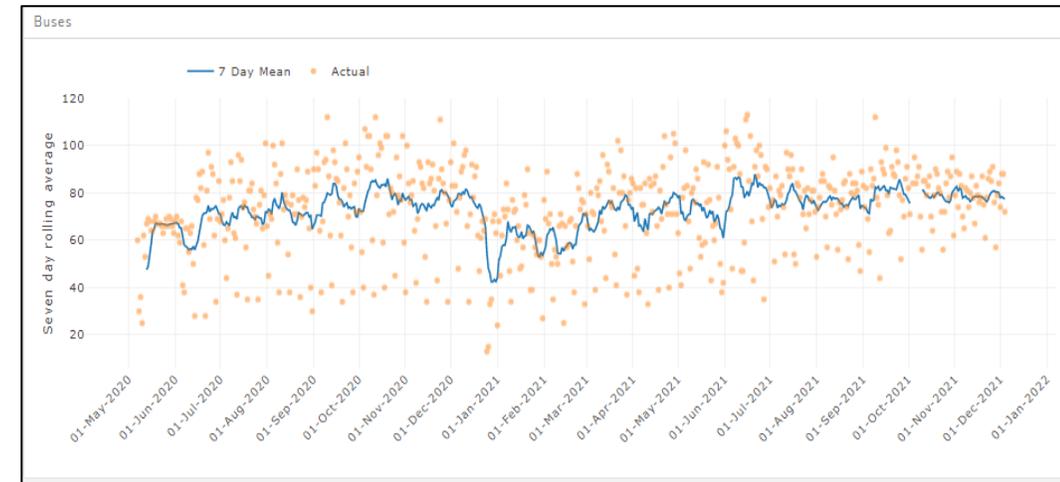
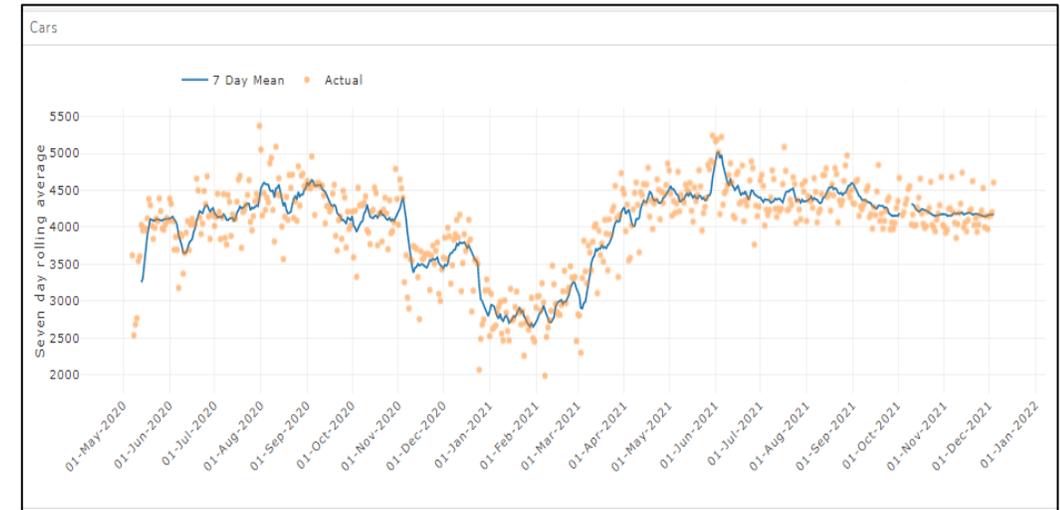


Air Quality Management Areas

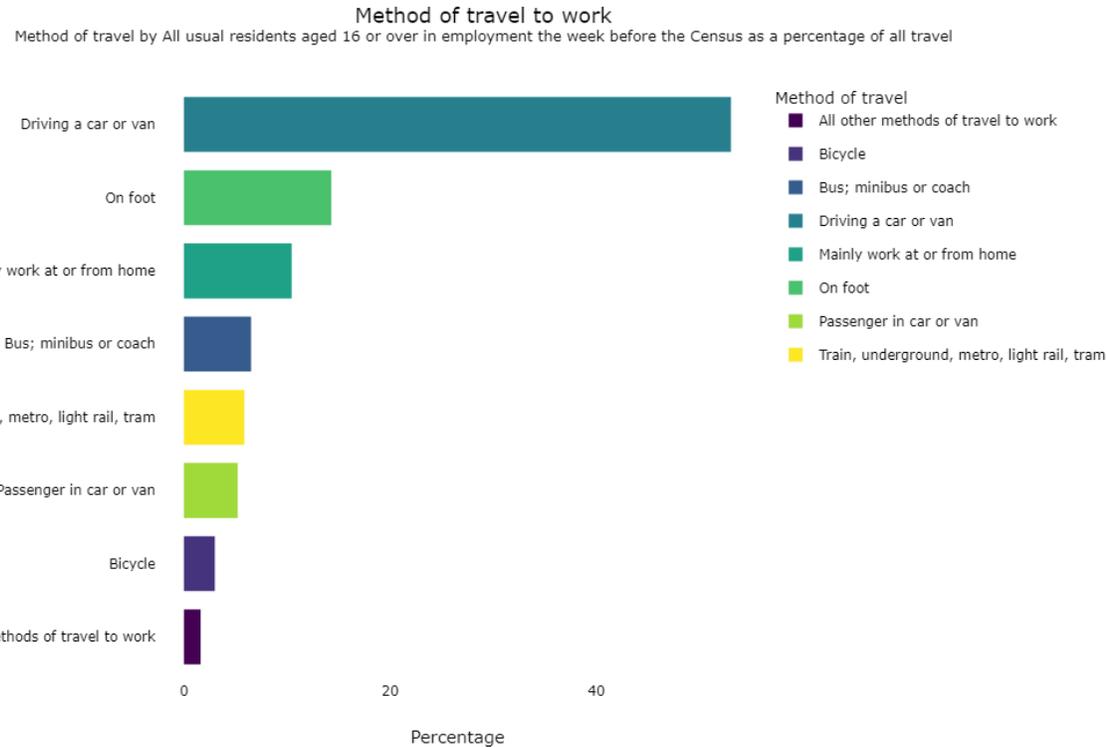
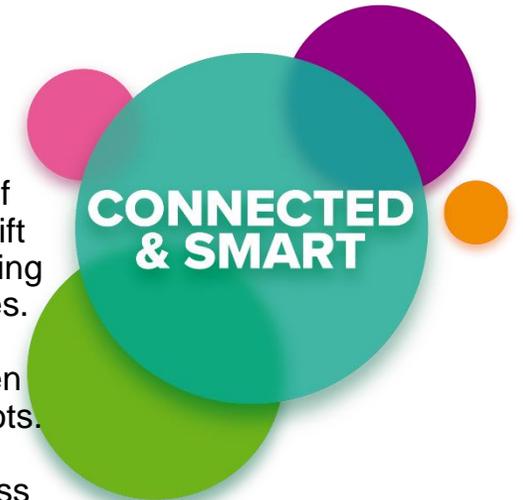
Southend City Council has 2 Air Quality Management Areas (AQMAs). They are both along the A127 with one AQMA initiated at the Bell Junction (Hobleythick Lane and Rochford Road) and the second AQMA along Victoria Avenue, both for excessive levels of Nitrogen Dioxide.

The data shows that cars are still the dominant mode of transportation in the city. The emissions from vehicles (both Nitrogen oxide [NOx] and particulate matter such as dust, pollen, soot, smoke) have a detrimental impact on air quality and respiratory health especially in vulnerable populations especially children and people with respiratory diseases. Strategic objectives are in place and continuously being reviewed from the Air Quality Action Plan, Green City Action Plan and the development of the Local Transport 4 Plan, to better support the modal shift and decarbonisation of transport.

Whilst the rollout of EV infrastructure will support NOx reduction, tail pipe emissions from electric vehicles are particulates and the impact of network congestion is not alleviated. The priority remains to reduce the number of journeys overall, but specifically shorter journeys.



Modes of Travelling



Source: Census 2011

Local Transport Plan – The development of this plan will need to consider the modal shift in transportation and the benefit of introducing less energy dependent mechanised vehicles. The use of e-scooters could be considered but only where safety for utilisation has been improved, following large scale national pilots. This is becoming highly popular, especially among our younger populace, leading to less reliance on family members driving them on short distance journeys.

More infrastructure investment and planning will be required to support this change.

From the 2011 Census (no new data from the 2021 Census will be released till the autumn), it can be seen that over half of the journeys to work were taken by driving a car or van. This may have evolved since this census and we will review the new data in the autumn of 2022.

Our Youth Forum indicated their priorities as:

- ✓ More need for trees
- ✓ Improved transport infrastructure
- ✓ Investment in renewable energy

Key Actions



- ❖ A Green Plan has been initiated to tackle some of the challenges in improving our Air Quality, as we will pledge to engage with school communities to promote Clear Air Day in June 2022 and annually thereafter.
- ❖ The Southend Local Transport Plan 4 will be published in 2023 with a clear approach to support citizens to reduce their carbon footprint, encourage more young people to be consider alternative means of travel, including walking, cycling and e-scootering.
- ❖ Ensure we build resilience within Southend to continue the on-going management of the pandemic and reduce socio-economic consequences and well as health and wellbeing impact.

Living With COVID

**SAFE
& WELL**

Impact of & Living with Covid

The future path and severity of the Covid-19 virus is uncertain, and it may take several years before it becomes more predictable. As a result, we are working closely with UKHSA to ensure we are maintaining enough capacity, resilience and skills within the organisation to upscale our activities should the need arise.

The Government's *Living with Covid* strategy has moved us away from a focus on reducing prevalence, to reducing the risk of serious harms to vulnerable people. Covid-19 will eventually be completely managed in line with other respiratory viral illnesses and we will continue to promote behaviours that can reduce the transmission of such viruses. Covid-19 case rates, hospitalisations and deaths are all on a downward trajectory at the time of writing this report.

A greatly-reduced core pandemic management team will ensure that the Director of Public Health and the Health Protection Board can continue to monitor risks, retain appropriate surveillance in conjunction with UKHSA, contain localised outbreaks and support the on-going vaccination programme.

Covid-19 has impacted significantly on mental wellbeing and we will need to ensure our local programmes can continue to more effectively impact on the mental wellbeing recovery and support people to return to their daily activities.

The table below shows that there was a significantly higher rate of Covid deaths in Southend compared to both the national and regional levels, primarily as we have a disproportionate larger number of care homes as well as a more ageing population. In the last year April 2021 to March 2022, there were 149 deaths attributed to Covid.



	Total Deaths (All time)	Rate per 1000 (for total)	April 2021-March 2022 Deaths
Southend	831	454.7	149
East Region	18,613	296.9	3,412
England	163,363	288.9	35,060

Economic Recovery

OPPORTUNITY
& PROSPERITY

Jobs and Development

Tackling low income jobs and Improving job opportunities

The council is making investments and promoting new and existing business growth to increase the number of well-paid jobs in the borough - we are investing in regeneration that creates places that businesses want to be and grow as well as providing direct support to our business community in the form of grants and business support.

There are a range of skills and employment activities taking place that seek to upskill residents so that they can access better paid work – these are delivered through various council services as well as providers in the education and private sectors.

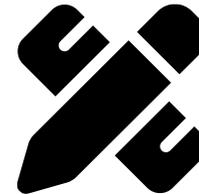
We will be establishing a Good Employment Charter with businesses in the next year which will incentivise the creation of well-paid jobs, with flexible and responsible working practices for employers that behave ethically and promote sustainability.

Additionally, the Council and NHS are collaborating on a wider workforce development and retention scheme, aimed at supporting career pathways and improved terms and conditions of employment.

We are also ensuring that self-employment is seen as a real alternative to traditional paid employment by delivering pre-start and start-up advice to residents and very new enterprises.



124 Southend
businesses supported with
support to thrive and grow



£118k business grants awarded
38 jobs created or safeguarded

Skills Development & Raising Aspirations

The Careers Hub is working with schools and colleges to improve the quality of careers education and raise the aspirations of our young people. The Hub provides strategic support and operational help to broaden access to the latest labour market information and careers. Through the Hub, a new approach to work experience is currently being developed to help young people build their confidence and social capital which in turn will promote social mobility.

We continue to develop and deliver preferential pathways to work schemes for our key employment and growth sectors – residents are being supported into work in health & care, construction, digital, creative industries, and business and administration roles through a variety of schemes.

Mid and South Essex NHS Foundation Trust has been awarded just over £400,000, through the UK Community Renewal Fund to deliver a landmark Anchor Institution initiative in Southend.

It's important that we continue to work together to support people to reach their aspirations and help those who have lost their jobs to retrain or upskill. This is exactly what the **Southend Anchor Programme** is striving to do. It will drive local recovery, instil pride and help to unleash the potential in people who are most in need of support.

By teaming up with health and care partners, Southend City Council and the voluntary and education sector, we can reduce our environmental impact and create exciting and innovative employment, volunteering, internship and network opportunities for those we serve.



Over 50% of learners to post 16

19 schools supported by the Careers Hub to improve careers education and raise ambitions

Engaged with over 2000 learners aged 25 – 65+



Skills Development & Raising Aspirations



Southend Adult Community College (SACC) continues to deliver a wide range of high quality learning outcomes for our residents focusing on vocational education and employability, community and life-long learning, alternative post 16 provision and supporting adults with physical and learning disabilities to achieve positive employment and independence outcomes.

The Southend Skills Leadership Group, a cross-sector partnership group, meets regularly to shape the skills agenda in Southend to ensure it meets current and future business need. In the next year, this group will be developing a new skills strategy for the borough aimed at raising aspirations and increasing attainment for residents of all ages.

We continue to break cycles of intergenerational worklessness through the ABSS Workskills project – supporting parents of young children in our most deprived wards towards work so that they become working role models. Children with working parents, are more likely to have better engagement in education, have higher aspirations and enter and sustain work than those without.

SACC responds rapidly to the changing landscape of Southend by integrating the differing needs of new and existing residents and responds well to national and local initiatives. The college has worked with 30 Afghan refugees and 52 Ukrainian refugees creating a safe place for them and they have engaged effectively and have built trust enabling them to engage with learning opportunities. Over 50% of our learners have progressed onto other learning programmes in post 16 learning colleges. 6% of our learners have progressed into meaningful paid employment.

This is an area we will need to continue to invest and shape to ensure we can provide the right skills for our local community and support our socio-economic recovery.



30 Afghan refugees



52 Ukrainian refugees

Workplace Health and Social Values



Workplace health and wellbeing

Through the Southend Business Partnership Briefings and newsletters we have been sharing information about workplace health and wellbeing.

The Good Employment Charter will also include pillars around workplace health & wellbeing.

Working with partners including Everyone Health we will continue to support initiatives and campaigns that promote wellbeing in the workplace.

Instilling Social Values

The council has been developing its approach to social value in procurement and is rolling out a new robust approach to ensuring that we are using our buying power to maximise local benefit.

The Good Employment Charter will also seek to embed social values with our businesses and key employers around equality and inclusion, sustainability, ethical behaviours and ensuring a fair pay.

Significant strides have been made to promote approaches to buy local with the creation of a new business directory to promote local business-to-business and local business-to-customer transactions, as well as help the council and anchor organisations spend more money locally.

Appendices

Updates on last year's report recommendations

Recommendations	Progress
Covid-19 Vaccinations - Delivery of Vaccine Hesitancy Plan	Significant and innovative approaches to local campaigns and outreach clinics with marked increases in the uptake of COVID vaccination across the 4 targeted wards, people aged 12-45 years.
Maximise uptake of Flu Immunisation Programme in the 'under 65s At Risk' groups and people aged 65 years and over	Flu jab uptake was better than previous years although the over 64yrs numbers were below the national target. More targeted work through pharmacies, dedicated primary care clinics and a wider collaboration on our local campaigns.
Maximise uptake of Flu Immunisation Programme in those ages 2-3 years and Pregnant women	For those aged 2-3years, this was similar to last year's although much improved over previous years. For Pregnant Women - we have identified gaps within the local delivery which remained very low. New plans will be in place this year.
Provision of good Information, Advice and Guidance via the Livewell Southend portal, and wider coverage for public health campaigns	More development work is on-going to improve the Livewell Southend portal, with dedicated engagement with a multi-agency steering group reinstated after months of pandemic disruption. All public health campaigns were created and promoted throughout the year and in collaboration with NHS and partners.
Taking action to address the factors which play a crucial role in shaping mental health and wellbeing outcomes for adults and children	Work continues through the SEE Mental Health Forum an the City Council including Time to Talk Day; World Suicide Prevention Day; Mental Health Awareness Week; and World Mental Health Day – all had extensive public health campaigns. Additional funding received to support the work around suicide prevention. A new commissioning-led multi-agency group established to support children and young people services with a focus on school assessment on needs of school age children post-Covid and a renewed approach to the Healthy Schools scheme.
Building regular physical activity into everyday life can help improve self-esteem, reduce stress, and decrease levels of anxiety	Active Southend continues to work in partnership, through Everyone Health and with a range of partners, to engage with those that are physically inactive. Free of charge or very cheap low impact sport or physical activity courses are provided at suitable locations, which is also contributing to emotional wellbeing.
Promotion of the NHS 24/7 urgent mental health helplines. It helps individuals find the nearest source of support for any mental health issue	5 Mental health public health campaigns have been promoted through the Council and partners covering NHS111 Option 2 service, Lets Talk About Suicide website for those in crisis situation.
Promoting self-help and self-care are supported through Books on Prescription and Reading Well Books, available at Southend Libraries	Southend Libraries provide books, e-books and e-audio to support health and wellbeing, and specific booklists to help adults, children and young people (or their families) with mental health, dementia, bereavement, long term conditions, and mood boosting.
Develop a weight management strategy, to address the complexities around obesity	Working group established and co-ordinating service planning and provision under the banner of Growing Well-Working Well-Ageing Well. The rise in delivery of fast-food means this is no longer an issue only for the 'high street'. As a collaborative, we have seen obesity rising across all age groups and is seen as the biggest challenge for the system. Whilst a lot of positive development is ongoing with 'Energy Out', we are now exploring the 'Energy In'.
The Council and partners to carry out community engagement and relaunch the Health and Wellbeing Strategy	During the autumn of 2021, Southend's Health and Wellbeing Strategy was launched, with an Action Plan in implementation.
Systems to improve the food environment in Southend to promote small lifestyle changes and reduce weight gain, including limiting access to unhealthy food outlets, and a clear policy on the health and wellbeing approach through planning guidance	We are stills coping a wider social marketing approach, especially with ABSS partners. Limiting access to unhealthy food has limited evidence of success and this is now superseded by cheap food deliveries. We are developing a health and wellbeing policy which will be included in the Local Plan.

Update on last year's report recommendations

Recommendation	Progress
<p>More consideration for dedicated public health promotions to alert key groups about the risks of harmful drinking, and encouraging them to reduce their intake and seek support where required</p>	<p>Comprehensive campaign conducted across Council social media channels for Alcohol Awareness Week (15th – 19th November), including access to online tools and links to available support services. Further campaigns will be promoted in 2022 including:</p> <p>International Overdose Awareness Day (31st Aug 2022)</p> <p>Alcohol Awareness Week (11th – 15th Nov 2022) and we also exploring campaigns on allied health issues.</p>
<p>Consideration should be given to ensuring point of contact services (GPs, Wellbeing Service, Social prescribers) are asking questions about alcohol intake and can provide Extended Brief Interventions to those who might benefit</p>	<p>Alcohol Use Disorders Identification Test questionnaire is included as part of the NHS Health Check delivered by GPs and as part of our outreach Health Check service delivered by Everyone Health -with advice/referral provided when thresholds are met. Workplace health programme also offers guidance on alcohol consumption.</p>
<p>Ensure that the online offer of information, advice, and guidance through sites such as LiveWell Southend include links to free apps, sites or tools that allow people to assess and manage their own drug or alcohol use, which can also act as a repository for preventive education provision</p>	<p>Livewell and SCC website content has been reviewed and refreshed. Additional links to online quizzes and assessments are accessible through these sites. Signposting to local services has been reviewed and updated.</p> <p>Exploring the possibility of a standalone site dedicated to drugs & alcohol resources/support.</p>
<p>Consideration is being given to how best to meet the needs of an ageing cohort in the current round of procurement for our specialist drug and alcohol services</p>	<p>The new provider is developing pathways, including developing links with GPs and health centres, and we are exploring the possibilities of seconding drug/alcohol workers into supported housing providers</p>
<p>Raise the profile of social prescribing, including the development of a digital platform aligned to Livewell Southend as a core offer and its linkage into other services and support</p>	<p>Social Prescribing continues to be delivered in Southend with increasing capacity brought in in 2021-22. A digital platform is being progressed with key champions including voluntary sector organisations. The integration of the digital tool is a key component of the future provision of Livewell Southend.</p>
<p>Link into Community Connectors/Builders to support residents who are feeling lonely and isolated and/or have poor mental health and wellbeing, to connect with their community</p>	<p>SAVS was recently awarded the contract for Community Builders which has superseded the Community Connectors offer. Three (2FTE) Community Builders are employed to "walk the streets" in chosen neighbourhoods and have begun asset mapping and local conversations with residents.</p>

Update on last year's report recommendations

Recommendation	Progress
Implement the priorities in the Commissioning Strategy for Carers	The Carers Strategy will be signed off this spring. There is a new contract in place for Care First to support carers in Southend. The NHS have identified carers as key priority group to support with further opportunities to work collectively on this agenda.
Improving support to people with autism – including housing and support at home offers for people who need this, co-producing support to integrate effectively with the community	We are currently looking to offer a more robust universal offer to those with autism who may not be known to services. This is likely to take some time to develop, but providers are on board to increase the universal offer.
Prioritise the supply of safe, locally affordable homes	Council Housing development programme continues to progress and at Saxon Gardens this included the Council's first Net Zero Carbon Homes. The Acquisitions Programme purchased 10 market properties for use as Council Housing and the HRA Land Review Project Phases 3 & 4 are currently at the procurement and planning stages respectively. Work also continues with a number of Registered Providers on their affordable housing development programmes.
Ensure that regeneration and growth creates inclusive, healthy places to live and thrive	Better Queensway project, which includes social value and green city workstreams, continues to progress with the hybrid planning application having been permitted. Public health has a dedicated Health Visitor working with a named GP and local charities to ensure regular access to clinical and wellbeing services for people who are homeless. The launch of Indirock bouldering wall in the VC has embodied the wider healthy place approach whilst working with the council on delivering on a social value contribution. The council's delivery on the Green City plan is progressing positively.
Encourage good quality housing design, management, and maintenance	Current Council housing developments are surpassing nationally prescribed standards in terms of space and surpassing local sustainability standards evidenced with the development of the Council's first Net Zero Carbon homes. Improved future sustainability standards are also being developed and partnership work continues with SEH to ensure Council stock in managed and maintained to agreed Decent Homes standards.
Support people to live independently in their own homes and avoid homelessness	Older Peoples Housing Needs Assessment underway and Selective Licensing introduced in order to improve conditions in private rented sector. New supply of adapted properties continues to be a priority with a number of properties proposed as part of part of the future phases of the HRA Land Review Project.
Make any instance of homelessness brief and non-recurrent	Strong partnership work under Rough Sleeping Initiative continues, including targeted health support and interventions. In the first quarter of 2022 monthly rough sleeper numbers have been consistently under 20 (total over the month not on a given night), with nightly snapshot figures under 5 and often 0. This means we are working more efficiently to prevent rough sleeping but also ensure swift intervention if individuals are found rough sleeping to bring them into support services.