

DECISION-MAKER:	Health and Wellbeing Board
SUBJECT:	PROPOSAL TO ADOPT THE HAMPSHIRE AND ISLE OF WIGHT 'WE CAN BE ACTIVE' STRATEGY AS THE NEW PHYSICAL ACTIVITY STRATEGY FOR SOUTHAMPTON
DATE OF DECISION:	2 March 2022
REPORT OF:	COUNCILLOR White CABINET MEMBER FOR Health and Adult Social Care

<u>CONTACT DETAILS</u>			
Executive Director	Title	Executive Director Wellbeing (Health and Adults)	
	Name:	Guy Van Dichele	Tel: 07703 498223
	E-mail	Guy.VanDichele@Southampton.gov.uk	
Author:	Title	Public Health Consultant	
	Name:	Becky Wilkinson	Tel: 07774 336072
	E-mail	Becky.Wilkinson@southampton.gov.uk	

STATEMENT OF CONFIDENTIALITY	
None	
BRIEF SUMMARY	
<p>This report seeks approval to proceed with the adoption for Southampton of the new joint Hampshire and Isle of Wight 'We Can Be Active' physical activity strategy under the Health and Wellbeing Strategy and Board. This will replace the city's current (2017) SCC Physical Activity and Sport Strategy which is due to end in 2022/23.</p> <p>Adopting this strategy will regalanise local ambitions around physical activity following the impact of the pandemic and prioritise 'moving more' over traditional sport/exercise. It will create an opportunity to work collaboratively across HIOW, and as an Integrated Care System (ICS), to deliver joint goals and a consistent approach for physical activity.</p>	
RECOMMENDATIONS:	
(i)	<ul style="list-style-type: none"> To proceed with the preferred option to adopt the 'We Can Be Active' strategy as the new physical activity strategy for Southampton and develop from it a local action plan. To co-produce a local Southampton Action Plan with both the internal SCC Physical Activity Steering Group and external Southampton Physical Activity Alliance
REASONS FOR REPORT RECOMMENDATIONS	
1.	In Southampton, 28.0% of adults do less than 30 minutes of activity per week (2019/20) ¹ . This currently positions Southampton as one of the most inactive

¹ OHID Fingertips Public Health Data - Physical Activity Profile, South East Region [Physical Activity - Data - OHID \(phe.org.uk\)](https://www.physicalactivity.org.uk/)

	<p>areas in the South East (above only Slough), with significantly higher levels of inactivity than the national average of 22.9%. In Southampton, 61.2% of children are not achieving the recommended 60 minutes of activity per day (2020/21), this is significantly worse than the national average of 55.4%.</p>
2.	<p>The ‘We Can be Active’ strategy has a joint mission to inspire and support active lifestyles so everyone can move more in a way that suits them, recognising that there is not equality and that certain groups are much less likely to be active. It consists of 5 broad goals summarising what people need to be active:</p> <ul style="list-style-type: none"> a. Positive early experiences for our children and young people; for example, by embedding physical activity across all aspects of school life b. Opportunities that meet our needs and interests, are accessible and easy to find; for example, by increasing the number of informal neighbourhood activities c. Places and travel routes where we all feel safe and are encouraged to be active; for example, by transforming local outdoor spaces to make them accessible d. Support to help get started or keep moving when we feel we can’t do things alone; for example, by promoting campaigns which challenge perceptions around activity e. Bold leaders working together to create happier healthier communities; for examples, by involving people from all walks of life to lead change
3.	<p>The strategy, led by the local Active Partnership, Energise Me, was developed over a 1-year period, involved collating insight and evidence, engagement with the public and stakeholder organisations and a co-design phase across the Integrated Care System (ICS), including Southampton (see appendix). Around 30 organisations in Southampton were involved in the engagement process including SCC departments, CCG, NHS Trusts, Universities, and the VCSE sector.</p>
4.	<p>The strategy is high level with the intention that detailed local action plans will sit alongside. We propose developing a Southampton action plan, from the ‘We Can Be Active’ strategy, through engagement events with both the members of the SCC Steering Group and the Southampton Physical Activity Alliance Group. Process measures and key performance indicators would be developed within this to monitor outcomes and report on success.</p>
5.	<p>This approach has been supported at Cllr White’s CMB and Guy Van Dichele’s DMT. This strategy has been adopted by the Health and Wellbeing Boards of Hampshire, Portsmouth, and the IOW, and supported by the local ICS Prevention Board.</p>
ALTERNATIVE OPTIONS CONSIDERED AND REJECTED	
6.	<p>The alternative option would be to produce a new strategy specific for only Southampton. This is not recommended due to duplication of effort, lack of clear benefits and lost opportunity for a joint HIOW approach. Energise Me has already undertaken extensive engagement in the city including with SCC, our partners, stakeholders and the public. Over the 1-year development time for a new strategy (as advised by the Policy team), significant capacity and resource would be needed from the Public Health team and other SCC teams if a new Southampton-specific strategy were to be developed.</p>
DETAIL	

7.	The current SCC Physical Activity and Sports Strategy was developed in 2017 as a cross-council strategy sitting under the Health and Wellbeing Strategy. It consists of 3 themes: Active Places, Active Communities, and Active Everyday, and its aim was to make physical activity a normal part of life for all, and to actively support excluded, inactive groups to increase participation in physical activity and sport. It is delivered by the SCC Steering Group which includes lead officers from Planning, Leisure, Sustainable Cities, Education, and Stronger Communities and is chaired by Public Health. A Southampton Physical Activity Alliance group made up of external voluntary and community sector groups also supports the delivery of this strategy.
8.	Commitments within the 2017 SCC Physical Activity and Sports Strategy link with the Green City, City of Culture, Child Friendly City and other strategic priorities including around cycling, clean air, transport, and childhood obesity.
9.	Progress on the delivery of the 2017 strategy can be found in a previous update briefing for DMT on 28th April 2021 – see appendix.
10.	A comparison with the current 2017 strategy showed that adoption of the ‘We Can Be Active’ strategy would not result in a significant change in priorities. Importantly though, ‘We Can Be Active’ was developed since the onset of COVID-19 so, therefore, would also enable our plans for physical activity to reflect the impacts of pandemic.
11.	Energise Me is the local Active Partnership who are funded by Sport England to support residents to be physically active for health and wellbeing. Through adopting the ‘We Can Be Active’ Strategy, Southampton can benefit from Energise Me’s continued support in its implementation. This approach would also mean opportunity to work collaboratively across HIOW, and as an ICS, to deliver joint goals and a consistent approach for physical activity.
RESOURCE IMPLICATIONS	
<u>Capital/Revenue</u>	
12.	There are no resource implications inherent in adopting the ‘We Can Be Active’ strategy as the Southampton strategy under the Health and Wellbeing Strategy and Board. The local action plan will be written within current funding levels and areas for development or additional funding will be flagged. Energise Me are funded centrally by Sport England and do not require SCC funding for their strategy support.
<u>Property/Other</u>	
13.	There are no property or other implications
LEGAL IMPLICATIONS	
<u>Statutory power to undertake proposals in the report:</u>	
14.	This paper is within the remit of the Health and Wellbeing Board to approve.
<u>Other Legal Implications:</u>	
15.	Whilst the strategy went through various engagement events with the public and stakeholders, it did not have a formal 12-week consultation period on the draft version and therefore there is a small element of risk that the consultation was inadequate. However, the strategy has been accepted by other HIOW H&W boards and is a finalised joint strategy (and as physical activity is unlikely to be a contentious area), therefore acceptance of risk may be reasonable.

	Officers are satisfied that this risk can be mitigated through co-production of the action plan.
RISK MANAGEMENT IMPLICATIONS	
16.	Although it is not a statutory requirement to have a physical activity strategy, Southampton has had a strategy in place since 2017 due to the risks to residents' health through inactivity, in addition to the impact on environmental and economic objectives for the city. An ESIA for adopting the new strategy has been completed (see appendix).
17.	In 2021, the Health and Wellbeing Boards of Hampshire, Portsmouth and the IOW adopted the 'We Can Be Active' Physical Activity Strategy. This strategy has also been supported by the ICS Prevention Group. Continuing with a Southampton specific strategy would miss the opportunity for a joined-up approach across the ICS, creating duplication, inconsistency across the area and discourage collaborative working and joint funding.
POLICY FRAMEWORK IMPLICATIONS	
18.	The Policy team has reviewed the 'We Can Be Active Strategy' against other SCC Strategies to ensure alignment. Their conclusion was that there was no conflict between the 'We Can Be Active' Strategy and existing SCC strategies.

KEY DECISION?	No	
WARDS/COMMUNITIES AFFECTED:	All	
<u>SUPPORTING DOCUMENTATION</u>		
Appendices		
1.	None	
Documents In Members' Rooms		
1.	None	
Equality Impact Assessment		
Do the implications/subject of the report require an Equality and Safety Impact Assessment (ESIA) to be carried out.		Yes
Data Protection Impact Assessment		
Do the implications/subject of the report require a Data Protection Impact Assessment (DPIA) to be carried out.		No
Other Background Documents		
Other Background documents available for inspection at: N/A		
Title of Background Paper(s)	Relevant Paragraph of the Access to Information Procedure Rules / Schedule 12A allowing document to be Exempt/Confidential (if applicable)	
1.	Southampton City Council Physical Activity Strategy, 2017-2022, available from Southampton Physical Activity and Sports Strategy	Not exempt or confidential

2.	'We Can Be Active' Strategy 2021, available from We-Can-Be-Active-Strategy.pdf (energiseme.org)	Not exempt or confidential
3.	 DMT Physical activity strategy upd	Not exempt or confidential
4.	'We Can Be Active' Insight Pack, available from We-Can-Be-Active-Insight.pdf (energiseme.org)	Not exempt or confidential
5.	 WCBA Strategy Development Proces	Not exempt or confidential
6.	Equality & Safety Impact Assessment (ESIA) for adoption of We Can Be Active Physical Activity Strategy.  ESIA - We Can Be Active Physical Activi	Not exempt or confidential