



LINCOLNSHIRE HEALTH AND WELLBEING BOARD

Open Report on behalf of Active Lincolnshire and the Let's Move Lincolnshire Strategy

Report to	Lincolnshire Health and Wellbeing Board
Date:	12 March 2024
Subject:	Physical Activity

Summary:

This report is an annual update to the HWB focussing on opportunities, challenges and successes to date in our shared commitment to tackle the challenge of inactivity facing Lincolnshire. Let's Move Lincolnshire is the countywide strategy and provides a framework for a whole systems approach. Future opportunities are based in place-based working and reconsidering and reinventing the physical activity sector offer, within public leisure and building a more resilient workforce focused on prevention agenda to support the health and wellbeing needs of our population.

Actions Required:

The Health and Wellbeing Board is asked to:

1. Support a place-based approach to physical activity work through a prevention model related to health outcomes to realise future investment opportunities.
2. Consider what capacity and capabilities across the ICP can be levered to support this approach.
3. Note the contents of this report and continue to recognise the Let's Move Lincolnshire taskforce as being the leader and facilitator of the system wide approach to physical activity.

1. Background

The Let's Move Lincolnshire strategy for physical activity identifies six key themes that require commitment from across the system to enable more active lives. There is a proven link between physical inactivity and increased rates of multiple long term health conditions especially in adults over 50. In 2018 physical inactivity placed a £257m burden on Lincolnshire's health and care system. The strategy focuses on tackling the inequalities that exist in accessing options to be active. Inactivity is more prevalent in lower socio-economic groups, people with long term health conditions, those with disabilities, women and girls, minority ethnic communities, LGBTQ+ people, and adults over the age of 55. More resource and focus must be targeted at those who face greater challenges to participation. The greatest health benefits come from inactive people being moderately active.

The latest Active Lives data shows 190,000 people in Lincolnshire are inactive.

Tackling the inequalities that exist in sport and physical activity

LET'S MOVE LINCOLNSHIRE STRATEGY – 6 THEMES

 <p>Recover and Reinvent</p> <p>Providing the physical activity and sport sector with support for a strong sustainable recovery. Reinventing itself to meet the needs of our diverse communities.</p>	 <p>Connecting with Health</p> <p>Supporting health and care system partners to embed physical activity messaging, conversations and signposting across all relevant touch points.</p>	 <p>Connected Communities</p> <p>Using physical activity and sport's ability to make better places to live by building on local strengths and assets, empowering residents to identify and lead change.</p>	 <p>Children & Young People</p> <p>Addressing the policies, infrastructure and environments that have a negative impact on children and young people's ability to access opportunities to be active.</p>	 <p>Active Environments</p> <p>Addressing the significant challenges across Lincolnshire for residents to access the spaces around them including built facility and public realm and supporting Active Travel.</p>	 <p>Agile Systems</p> <p>Enabling stakeholder networks to work closely and flexibly, sharing data and conceiving ideas, that enable problem solving, and break down barriers.</p>
--	---	--	--	---	---



The Let's Move Lincolnshire taskforce is Chaired by Ian Fytche, CEO of NKDC. The taskforce is administered and coordinated by Active Lincolnshire. Members represent a wide range of organisations and stakeholders and will have oversight on progress of this system wide approach.

Challenges and barriers	Opportunities and solutions
STRATEGY AND LEADERSHIP	
<p>Need for further capacity to support the sector through leadership and envision how we create greater impact, genuinely committing to shared outcomes and most effective use of resource.</p>	<p>Understand where existing resource can be directed to support the work (i.e. research, evaluation).</p> <p>Ensure Active Lincolnshire is able to secure place-based investment on behalf of places of greatest need.</p> <p>Understand what other existing / new</p>

	investment can be realised to maximise the opportunities and scale up the work.
FACILITIES	
<p>Public leisure facilities are beyond economic life and in some cases facing threat of closure and is a large emitter of carbon.</p> <p>Limited access to relevant, accessible physical activity offer.</p> <p>Lack of coordinated approach to investment in facilities and open spaces across the county.</p>	<p>Consider an approach to repurposing investment of facilities around community health and wellbeing, (including decarbonisation).</p> <p>Secure Multi-sport / Playzone investment co-designed with communities.</p> <p>Third year of ‘Opening Schools Facilities’ funding – how learnings and this model can be sustained beyond current cycle.</p>
WORKFORCE	
<p>The physical activity sector workforce needs to be relevant and resilient. Need to understand health conditions and a more inclusive and accessible offer.</p>	<p>Pilot work funded through UK SPF in East Lindsey and South Holland to develop a new approach to developing skills.</p> <p>CIMSPA working with HE and FE providers.</p> <p>Investment needed to build on this work to create sustainability and change at scale.</p>
SCALE AND SUSTAINABILITY	
<p>Short term funding and programme related interventions don’t enable change at scale.</p>	<p>Consider where changes can be made through policy and planning to create change at scale.</p>
COMMUNICATION AND MESSAGING	
<p>Better physical activity messaging, signposting and communication of options to be active and support for physical activity sector to be more effective in their own communications.</p>	<p>Build on the Let’s Move Lincolnshire platform and associated communications to reach more people.</p> <p>Embedding shared messaging in health and statutory partners communications to citizens.</p> <p>Create relevant messaging and signposting that inspires and enables citizens to move more.</p>

Progress and success 2023 - 2024

Place based investment

Sport England have announced funding to be invested in communities of greatest need.

<https://www.activelincolnshire.com/news/sport-england-announces-unprecedented-investment-into-local-communities>

Active Lincolnshire is leading conversations locally and nationally to ensure Lincolnshire is best placed to secure funding.

Together Fund

Active Lincolnshire have supported 38 projects, with a total investment of £238,000. These small grants have supported projects targeted at enabling inactive people to be more active and have evidenced further the need for investment in existing providers and community groups.

The Together Funding has now finished, Sport England will be launching an 'Open Fund' in April 2024.

Other funding including the UK SPF Grass Roots community grant funding for Southeast Lincolnshire and funding administered by Shine, is being promoted by Active Lincolnshire to community groups and clubs and contributing to funding panels to provide advice and expertise on physical activity.

Opening Schools Facilities

£329,000 investment into Lincolnshire schools, supporting 22 schools to open their facilities for communities to use outside of the school day.

UK SPF Skills

Active Lincolnshire secured grant funding to deliver a skills programme across East Lindsay and South Holland. Responding to evidence of need for a community based, multi-sport approach to develop a more diverse, relevant workforce. Outcomes will be to create a sustainable model of delivering physical activity embedded in community, working with partners to bring together assets, a more diverse future workforce, employers and people furthest away from the labour market. (i.e. YMCA to enable greater use of village halls and community spaces), LPFT, Lincs FA, DWP, Lincoln City Foundation.

CIMSPA (Chartered Institute of Sport and Physical Activity) have been funded by Sport England to create a local sector skills board, to develop the content and focus of formal qualifications delivered through local HE and FE providers to ensure greater connectivity between population need and sport and physical activity qualifications.

LML.com and ELDC digital

Active Lincolnshire secured grant funding to deliver a digital communications pilot in East Lindsay, responding to evidence that physical activity providers need support with digital communications and in developing their offer. Citizens need easier to find up to date content about options to be active near them.

<https://letsmovelincolnshire.com/>

Let's Move Lincolnshire Connect events

Connecting and enabling physical activity providers with health and care partners, local organisations, national providers and funding bodies. Two events held in Skegness and Spalding during National Inclusion Week with key content focussed on tackling inequalities and EDI.

<https://www.activelincolnshire.com/news/reflecting-on-the-power-of-connecting>

One You Lincolnshire Move More Pathway

8534 clients supported through the self-referral pathway, with 29% reaching the recommended 150 minutes a week. Just under 3000 clients started on the 12-week physical activity intervention programme. 660 people signed up to the Miles Better workplace challenge from LCC and health partners.

Pre- and post-natal pathway

Physical activity through Active Lincolnshire is embedded in the PPN pathway. A long-standing relationship has resulted in This Mum Moves Ambassadors training, providers establishing new physical activity sessions for this audience, co-designed physical activity messaging and content distributed to all community midwives. This programme has evidenced how support, advocacy and influence has led to

investment in supporting development of physical activity training and awareness. It evidences a model that could be scaled up to all pathways with commitment and resource.

<https://www.activelincolnshire.com/news/this-mum-moves-ambassador-launches-buggy-wellbeing-walk-for-families-in-horncastle>

Districts Health and Wellbeing Strategy

Shared health and wellbeing strategy across all district authorities, including a focus on physical activity.

Wheels for Life Scheme

Established bike donation scheme, six hubs across the county, upskilling mechanics and volunteers and supplying tools and equipment. Trained bike leaders. Linked with referral agencies.

<https://www.activelincolnshire.com/wheels-for-life-bike-donation-lincolnshire>

2. Conclusion

Lincolnshire faces very challenging issues around physical inactivity. There is a need to continue to better connect existing investment and capacity in the system and to secure future funding through a prevention focussed place-based model to tackle the challenge of inactivity. Potential place-based investment from Sport England would provide additional capacity to focus on areas identified as top 10% places of need in England with regard to physical activity / inactivity / health inequalities and deprivation. Active Lincolnshire will lean into this opportunity and work in place alongside leading the Let's Move Lincolnshire movement to unlock these opportunities. The ICP recognises and supports the drive to a system-based approach to tackling inactivity and the Health and Wellbeing Board are being asked to continue to support this approach.

3. Joint Strategic Needs Assessment and Joint Local Health & Wellbeing Strategy

The Council, NHS Lincolnshire Integrated Care Board and the Lincolnshire Integrated Care Partnership must have regard to the Joint Strategic Needs Assessment (JSNA) and Joint Local Health and Wellbeing Strategy (JLHWS).

Physical Activity is one of the five priority themes of the joint health and wellbeing strategy and features in the JSNA as an area of greatest impact and increased need. This paper aligns with the priorities identified in the strategy.

4. Consultation

Not applicable.

5. Appendices

None.

6. Background Papers

No background papers within Section 100D of the Local Government Act 1972 were used in the preparation of this report.

This report was written by Emma Tatlow, who can be contacted on emma.tatlow@activelincolnshire.com