



Let's Move Lincolnshire

Health and Wellbeing Board presentation
May 2022

#EveryMoveCounts

LET'S MOVE LINCOLNSHIRE STRATEGY TIMELINE

2018: Let's Move Lincolnshire Blueprint was launched.

Early 2021: Sport England launched Uniting the Movement, a 10-year vision to transform lives and communities through sport and physical activity.

September 2021: Active Lincolnshire commission the University of Lincoln to undertake consultation with stakeholders and residents and understand how the pandemic had changed what Lincolnshire needed from physical activity.

January-March 2022: Consultation with stakeholders and residents via focus groups and surveys. Progress of the refreshed strategy supported by a core group of stakeholders including identifying national alignment of the strategy strands.

April 2022: Task and Finish sessions with senior leaders to prioritise the areas recommended by stakeholders and residents through the consultation.

May 2022: Sport England announce £2.7m to Active Lincolnshire for the next 5-years.

Next: Launch of refreshed strategy, action plans and governance structures established

LET'S MOVE LINCOLNSHIRE – DELIVERY MODEL

EXECUTIVE OVERSIGHT GROUP

Recover and Reinvent



Creating Positive Experiences for Children & Young People



Connected Communities



Connecting with Health & Wellbeing



Active Environments



Agile Systems



GUIDING PRINCIPLES WORKING GROUPS

COMMUNICATIONS: Cross-Agency collaboration for shared learning and promotion of message and opportunities

EQUALITY, DIVERSITY AND INCLUSION: Steering Group to support strands work. Safeguarding sits here.

INSIGHT / EVALUATION – SHARE MEASURES: Steering Group to support strands work AND design long-term evaluation of the impact of the strategy and our approach to delivering it on system and individuals

NATIONAL ALIGNMENT WITH LOCAL NEED ACROSS 6 STRANDS

RECOVER AND REINVENT

Focuses on the organised sport and physical activity sector. Helping it to design and deliver inclusive experiences based on better understanding the needs of local people.

This strand includes creating a representative workforce, and building agile and resilient organisations.

POSITIVE EXPERIENCES FOR CHILDREN & YOUNG PEOPLE

Ensuring every child and young person experiences the enjoyment and benefits that being active can bring. Their needs, expectations, and safety should come first in the design and delivery of activity.

Focus on education settings, parent/carers roles and digital as key influencers and enablers.

CONNECTED COMMUNITIES

Utilising the power of physical activity to create a great place to live, work and learn.

Physical activity is used as a versatile tool to grow the local economy, integrate groups, reduce public expenditure, build individual confidence and self-worth and respond to big issues like climate change, net zero and tackling inequalities.

CONNECTING WITH HEALTH & WELLBEING

Responding to changing trends in health and demographics.

Working with the health sector to develop collaborations and connections that ensure people with more challenging health needs get the extra support and provision to find new and different ways to take part.

ACTIVE ENVIRONMENTS

This strand looks at dedicated sports facilities, other community spaces (parks, villages halls, schools), and wider built environment, (streets, squares, footpaths, cycle paths) to ensure that they all provide positive influences to support the ability to lead active lives.

AGILE SYSTEMS (Lincolnshire specific)

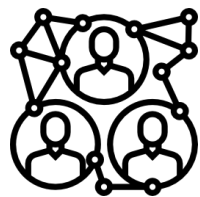
Stakeholders identified a need to focus on system effectiveness and management between organisations, conceiving new structures that are sustainable and meaningfully connected to lead to countywide collaborative endeavours and a systematic approach to problem solving complex issues across Lincolnshire.

CONNECTING WITH HEALTH AND WELLBEING

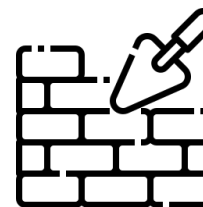
UNITING THE MOVEMENT SAYS:

Responding to changing demographics, trends in health and the things that can make it even harder to be active for people with poorer health. It's also about recognising when people with more challenging health needs may need extra support or new and different ways to take part.

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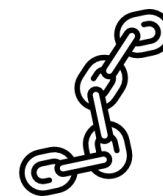
Working collaboratively to improve physical activity messaging, experiences and opportunities so they are inclusive.



Work with those who have the trust and reach among the least active, in poorer health.



Share evidence that physical activity has a profound benefit to people's health to influence those who can strengthen policies, messaging, delivery and investment.



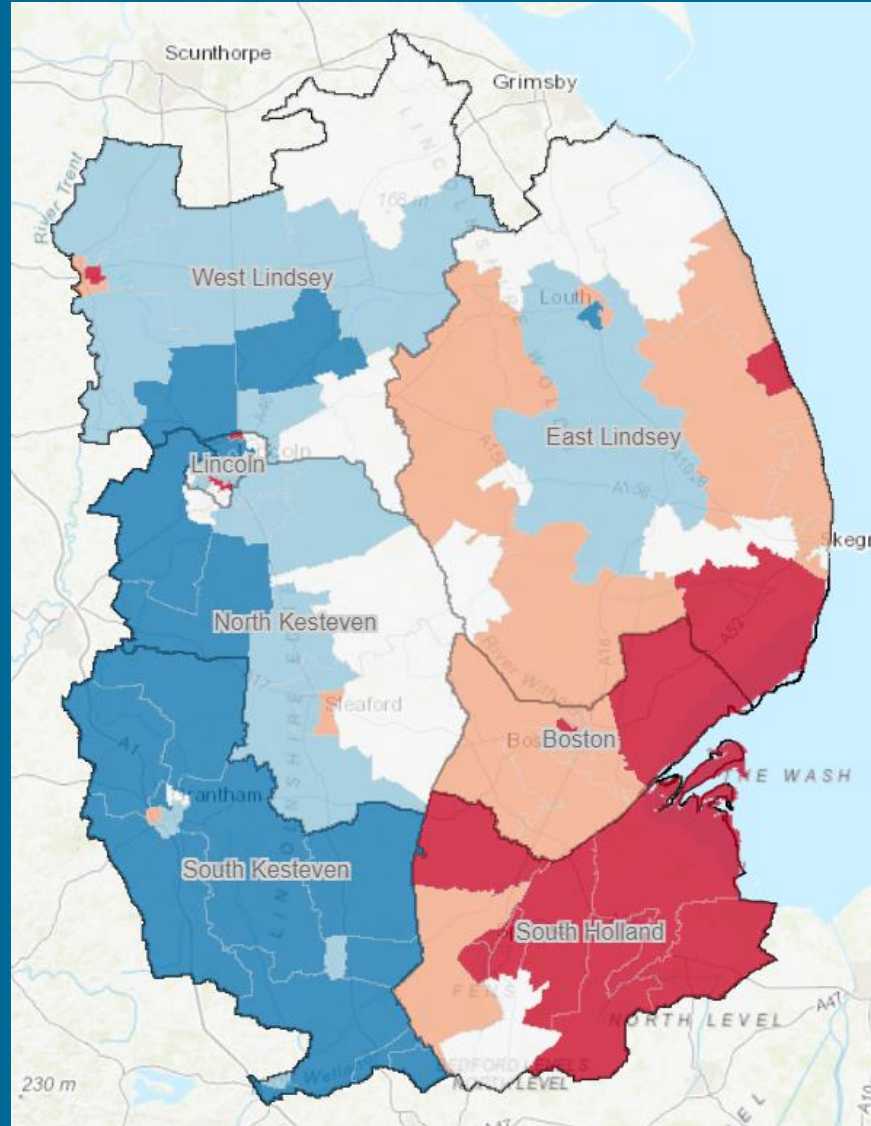
Support meaningful links between physical activity and health system at every level.

Drive changes that address barriers and influence policy changes.

[Uniting the Movement – Connecting with Health and Wellbeing](#)

Insight led approach

Adult Inactivity across Lincolnshire



Activity Levels

Lincolnshire:

50,200 (54.5%) of children and

268,200 (42.3%) adults don't meet CMO guidelines.

Of residents with disabilities and/or long-term health conditions 107,612 people (74%) don't meet CMO guidelines.

[The image links to the digital mapping tool available on ActiveLincolnshire.com]

Activity Levels

CHRONIC HEALTH CONDITIONS:

104,849 (72.1%) doing less than 150 minutes

41,939 (40%) agree they have opportunities to be active

32,503 (31%) agree they have the ability to be more active

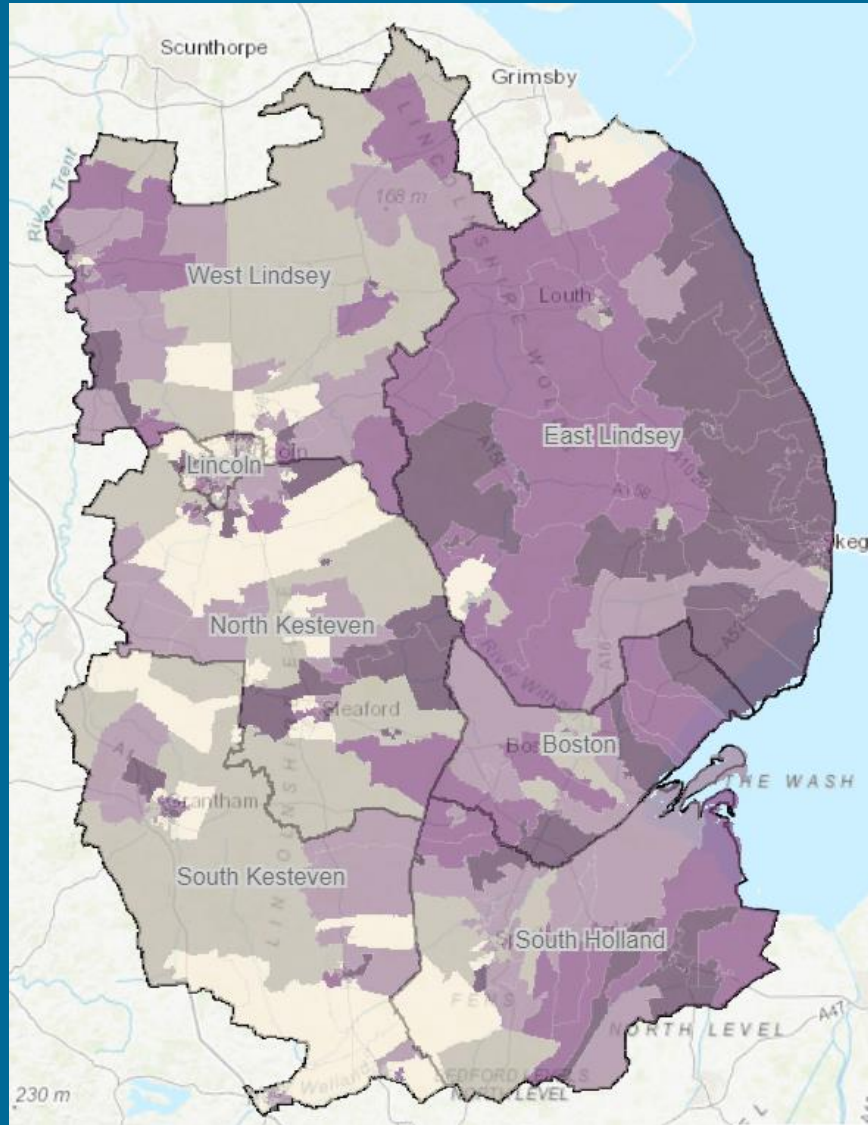
£1,228,354 social value generated through physical activity at local leisure centers in the last 12 months.

GP VISITS:

£109,643 value generated through physical activity at leisure centers in the last 12 months



People (all ages) with long-term limiting health problems or disabilities (by LSOA)



MENTAL HEALTH:

80,440 (55.4%) doing less than 150 minutes

32,980 (41%) agree they have opportunities to be active

46,655 (58%) agree they have the ability to be more active

£28,027 value generated through physical activity at leisure centers in the last 12 months

LONG-TERM PAIN:

92,056 (63.4%) doing less than 150 minutes

42,345 (46%) agree they have opportunities to be active

43,266 (47%) agree they have the ability to be more active

£100,197 value generated through physical activity at leisure centers in the last 12 months

LET'S MOVE LINCOLNSHIRE FOCUS

During consultation, stakeholders said...

- There's a lack of connectivity and strategic engagement across health and physical activity stakeholders and systems
- The health sector has conflicting budgets and individual rather than collective objectives
- There is a lack of awareness and oversight on all the work taking place with physical activity as a component or potential component
- There is a need for a centralised resource hub and someone to reinvent and repair connections and networks
- There is a need to support and educate clinicians to promote and utilise physical activity in their working practices

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The Task & Finish session prioritised working in the following 4 areas:



**TACKLING
INEQUALITIES**



**NARRATIVE
BUILDING**



**CONNECTED
SYSTEMS**



**WORKFORCE
DEVELOPMENT**

1. TACKLING INEQUALITIES: 2022-2027

AIM: In line with the 'Core 20 plus 5' agenda, ensure that all people, no matter where they live, or what conditions they have, are able to access activities & opportunities to move more that prevent, manage or rehabilitate.

OBJECTIVES:

- To use data and insights to understand the current landscape of condition prevalence and activity availability to focus resources (investment and capacity).
- To take a neighbourhood level approach to creating networks, collaborations, and partnerships that tackle inequality of access to condition suitable activities by upskilling the physical activity and sport workforce and investing in adaptations and growth of interventions.

ACTIVITIES:

1. **Gap Analysis:** To create a clear picture of the current landscape of physical activity offer in relation to health condition prevalence across Lincolnshire, and therefore inform the placement of future resources and investment across the county.
2. **Realising Neighbourhood Potential:** Focused at the neighbourhood level of the integrated care system, this phase builds up the opportunities to be physically active around the individual. Over 3.5 years it will deliver in all 14 Primary Care Networks across Lincolnshire.

2. WORKFORCE DEVELOPMENT: 2022-2027

AIM: Encompassing the workforce for primary, secondary and community care and the physical activity sector. This area of work will also ensure that 'provider collaboratives' being established as part of the integrated care system are able to provide excellent experiences for residents that are personalized to their needs.

OBJECTIVES:

- To understand the current skills, knowledge and expertise of the different workforces and compare to current and future need to enable better planning of resource distribution.
- To build, at a system level, the training offer for the different roles, responsibilities, organisations and services across primary, secondary and community care to bridge the skills and knowledge gap (current and predicted).
- To provide easy access to existing and newly developed resources and training, particularly for the community voluntary sector to build physical activity into their working practices and services.

ACTIVITIES:

- 1. Health Care Professional Workforce:** Working with the training and development leads across the primary, secondary and community care pathways to embed physical activity focused learning into personal development
- 2. Physical Activity Sector Workforce:** To create a programme of training for the physical activity and sport sector that enables them to better understand and provide for individuals with different health conditions and needs

3. CONNECTED SYSTEMS: 2022-2027

AIM: Provision of intensive support for specific pathways and places, applying a patient-centric lens to improve policy and process to include the use of physical activity to achieve health outcomes.

OBJECTIVES:

- Increase the number of organisations, teams and services in primary, secondary and community care, that are able to effectively build physical activity into their approach to encourage patients and those at risk, to be active.
- Develop a set of tools and resources that can be used by any organisation (and role) to review and adapt their working practices.

ACTIVITIES:

1. **Establishing Accredited Organisations:** Facilitating the successful execution and roll-out of Active Practices and Active Hospitals across Lincolnshire
2. **Patient Pathway and Services Planning:** Intensive support to transform patient pathways across the whole system. Particularly focused on the people and organisations that can influence inactive audiences to move more

4. NARRATIVE BUILDING: 2022-2027

AIM: Grow the Lincolnshire evidence base to inform decision making, connect partners across the whole system and create consistent messages that are distributed through a wide network of voices from across the health sector, utilising all platforms and channels open to us.

OBJECTIVES:

- To create one voice across the primary, secondary and community care pathways that make it easier for residents and staff to recognise what's suitable, safe and condition friendly.
- To ensure digital platforms 'talk' to each other, utilising clean data and adapting to the needs of systems and services across Lincolnshire.

ACTIVITIES:

- 1. Digital Solutions:** Helping the health sector to embrace technology for physical activity participation including recognising unmet needs of referral services from open data activity finders and small, medium enterprises working in the technology for participation sector.
- 2. Communication Collaborative:** A network of communication owners from across physical activity and health to develop and co-ordinate jointly owned promotional campaigns, building physical activity messaging into working practices and effectively utilise existing assets including senior leaders voices as advocate for physical activity.

ACTIVE LINCOLNSHIRE'S CURRENT WORK IN HEALTH

SYSTEM PARTNERS:

- Connecting systems partners (across and within health, and into PALS sector) advocating for physical activity.
- Influencing and advocating for physical activities role in effective population health management through the Lincolnshire System-wide Active Learning Set.
- Working with NHSCT funding on long Covid.
- Connecting physical activity into social prescribing work.
- Linking with district Health and Wellbeing strategies.
- Coordinating pre and post natal physical activity work.
- Advising on investment decisions and opportunities for leisure.
- Joined the national Live Longer Better national partnership to escalate opportunities around older adults.
- Steering group partner for the SELP Healthy Living Executive Officers group
- Learning programme with Active Dorset, shared across CCG / PH colleagues

DATA & INSIGHT:

- Access to new 'Moving Communities' database.
- New research piece (with LORIC) to better understand the needs of the PALS workforce to meet the needs of the local population and health conditions.
- Pre and post natal insight.
- Ongoing programme evaluation of health work to understand impact



ACTIVE LINCOLNSHIRE'S WORK IN HEALTH

PHYSICAL ACTIVITY PROVISION:

- Working more closely with OYL to share messaging, opportunities and understand need through referrals.
- Seeking to understand social prescribing (adults, CYP & mental health) and supporting development of relevant programmes.
- Invested in 58 Tackling Inequalities funded projects across community and voluntary organisations; developing sensory swimming, dance for adults with disabilities; seated exercise classes (dementia); MSK classes, walk and talk sessions etc.
- Established Think Active Groups, using physical activity to support people with mental health conditions
- Seed-Fund the Fighting Fit Cancer pathway pilot intervention programme and facilitating its sustainability by transferring delivery to Lincoln City Foundation.
- Connecting Lets Move Lincolnshire activity finder content with health conditions and sharing content through health partner websites <https://letsmovelincolnshire.com/getting-active-with-a-health-condition/>

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SUMMARY

There is a significant opportunity to scale up this work across system partners to influence and better embed options to be active across the system. Active Lincolnshire are testing and learning from this work, seeking to understand how impact can be made at scale and where the levers and opportunities are in the system.

Given the scale of impact this work has the potential to create, we are seeking to find ways to collaborate effectively with health and care system partners to enable this work to have real long term sustainable impact.



LetsMoveLincolnshire.com

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