

**LINCOLNSHIRE HEALTH AND WELLBEING BOARD**

Open Report on behalf of Active Lincolnshire

Report to	<b>Lincolnshire Health and Wellbeing Board</b>
Date:	<b>14 June 2022</b>
Subject:	<b>Let's Move Lincolnshire – Physical Activity Strategy</b>

**Summary:**

In light of the impact of Covid and the launch of the national 'Uniting the Movement' strategy, 'Let's Move Lincolnshire' the physical activity strategy for Lincolnshire has been refreshed.

Health and wellbeing is one of the 6 strands of the strategy. Recognising the positive impact of physical activity on the health of the population, its role in prevention of on-set of many physical and mental health conditions and ability to reduce the risk of deconditioning. Physical activity content and messaging needs to be embedded across the system at many levels, in addition to supporting the development and sustainability of availability and relevance of Physical Activity interventions.

The attached power point presentation provides further detail to the summary included in this report.

**Actions Required:**

For the Health and Wellbeing Board to approve the direction of the strategy refresh and specifically the health and wellbeing actions.

## **1. Background**

Let's Move Lincolnshire was first launched in 2018 as a system wide approach to tackling the challenge of inactivity in Lincolnshire.

The pandemic has impacted the physical activity sector and behaviours and has resulted in those people facing greatest barriers to participation being less active.

In 2021, Sport England launched a ten-year national strategy, Uniting the Movement. This strategy is focussed on tackling inequalities and using the positive power of sport and physical activity to positively impact a range of wider determinants of health, societal challenges and opportunities and 'transform lives'.

Active Lincolnshire are funded by Sport England as a 'system partner' to deliver the strategy according to local need (a five-year agreement for Active Lincolnshire has been agreed to March 2027 with Sport England that funds the core operating costs of the charity).

Let's Move Lincolnshire is the local strategy, developed by partners in consultation with stakeholders and residents, underpinned by evidence, insight and lived experiences.

Working with the University of Lincoln, the strategy refresh started in September 2021. Stakeholders were clear that the most important piece of work is the action plan that enables the system to come together to deliver on those shared actions and that there is a need to work better at system level in order to create transformational change.

Health and wellbeing is a key strand of the LML strategy, have through surveys and online workshops partners have started to shape the priorities for Lincolnshire under this strand.

One in 3 adults in England live with a long-term health condition and they are twice as likely to be amongst the least physically active. These clients will have multiple touch points across the health and care system that could be adjusted to include reference and opportunities to reinforce opportunities and messaging around being active.

The new ICS structure has a person centred approach at its heart and recognises the importance of connecting into the wider community setting which significantly supports this agenda.

In December 2021, the Let's Move Lincolnshire website, with a club and activity finder was launched. Seed funding from PH enabled Active Lincolnshire to develop a platform that has the ability to draw from open data sources and publish all options to be active in a 'one stop shop'. Through the use of widgets, this content can be shared across multiple other platforms (such as health care partner websites) in order that it is accessed via multiple channels. The website is in its infancy but is the start point for a significant shift in the communication of options to be active to the people of Lincolnshire – an asset that through consultation was clearly missing.

## **2. Conclusion**

For Let's Move Lincolnshire to make a sustainable and transformational difference to the lives of people in Lincolnshire through a whole system approach to tackling the challenge of inactivity, all system partners must be committed to considering the role that they can play.

From policy making to commissioning, planning and highways to education, policing, private sector business and community led work, physical activity can be embedded.

Health and wellbeing is a sector where change will be delivered at scale, through a range of interventions, education and communication. Training of carers and clinicians, investing in active environments (i.e. GP surgeries and Active Hospitals) and communication to 'nudge' people to consider being active, and offering support and advice to do so are some of the key areas identified that would make a difference.

Investment in embedding physical activity across the health and care system brings the opportunity to reduce pressure on the system, provide support for those on waiting lists, reduce social isolation and associated referrals and provide long term financial efficiencies.

Active Lincolnshire's role will be to coordinate, advocate, influence and seek opportunities to continue to embed physical activity in the system. All health and care system partners are encouraged to drive

this work forward within their own organisations in order that together we can make a transformational difference.

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

The Council and Clinical Commissioning Group must have regard to the Joint Strategic Needs Assessment and Joint Health and Wellbeing Strategy.

The Lincolnshire Health and Wellbeing strategy identified physical activity as one of the key priority areas and Let’s move Lincolnshire was developed to bring the strategy to life. The objectives in the strategy are identified as:

- Integrating physical activity into pathways and strategic planning (eg clinical pathways, neighbourhood integrated teams, locality teams, district council networks, planning and transport services and Greater Lincolnshire Local Enterprise Partnership).
- Undertaking robust local insight analysis (including population need and service provision). Use the insight to drive developments and service improvements.
- Supporting workforce wellbeing through physical activity and workforce strategy.
- Explore innovation and technology to increase physical activity levels across the county.
- Ensure safeguarding is embedded and considered across physical activity within the county.

Within the JSNA physical activity is a topic, the current topic content highlights the positive impact of activity in terms of health conditions and outlines a range of activities undertaken by system partners to increase activity levels . <https://www.research-lincs.org.uk/jsna-Physical-Activity.aspx>

### 4. Consultation

The refresh of Let’s Move Lincolnshire has included consultation with over 100 stakeholders / organisations through surveys and workshops and 330 residents of Lincolnshire.

### 5. Appendices

These are listed below and attached at the back of the report

Appendix A	Let’s Move Lincolnshire Presentation
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### 6. Background Papers

Information	Where can it be accessed
Uniting the Movement Strategy	<a href="https://www.sportengland.org/why-were-here/uniting-the-movement">https://www.sportengland.org/why-were-here/uniting-the-movement</a>
Active Lincolnshire website	<a href="https://www.activelincolnshire.com/">https://www.activelincolnshire.com/</a>
Let’s Move Lincolnshire website	<a href="https://letsmovelincolnshire.com/">https://letsmovelincolnshire.com/</a>
One You Lincolnshire website	<a href="https://www.oneyoulincolnshire.org.uk/">https://www.oneyoulincolnshire.org.uk/</a>

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