

## LINCOLNSHIRE HEALTH AND WELLBEING BOARD

Open Report on behalf of Active Lincolnshire

Report to	<b>Lincolnshire Health and Wellbeing Board</b>
Date:	<b>28 March 2023</b>
Subject:	<b>Let's Move Lincolnshire – Physical Activity Priority Update</b>

### Summary:

Let's Move Lincolnshire (LML) is the physical activity priority of the Joint Health and Wellbeing Strategy (JHWS) and forms the countywide whole system strategy for tackling the challenge of inactivity in Lincolnshire. The refreshed strategy was launched in Spring 2022. Active Lincolnshire act as the custodians of the strategy, which requires system wide commitment and action to realise the ambition of reducing inactivity levels across the county.

The cost-of-living crisis is impacting on both residents' ability to afford to access facilities / activities and on the facilities themselves facing soaring costs, and risking closure therefore reducing provision available. Recent research has identified a need to further support existing activity providers in skill development, governance and ensuring the offer is relevant to the needs (and in particular the health needs) of our population. There remains significant work to build an effective system that has the resource to positively impact change.

To make positive impact on people's lives at the scale required in Lincolnshire requires a meaningful commitment to bring about system change, through greater collaboration and to seek new responses to tackling the challenge of inactivity.

Active Lincolnshire along with partners from health and care, district authorities, community and voluntary sector are all working together to meet these needs. This report highlights some of the recent work.

### Actions Required:

For Health and Wellbeing Board (HWB) to:

- Continue to advocate for and support the embedding of the Let's Move Lincolnshire strategy
- Support Active Lincolnshire to encourage all organisations to embed physical activity at a system level in relevant policies, contracts, commissions, planning and decisions
- Recognition that capacity, collaboration and future investment across the system is needed to support the on-going implementation of the Let's Move Lincolnshire strategy
- That HWB nominate a representative on the Let's Move Lincolnshire Executive Committee

## **1. Background**

‘In 2018 physical inactivity placed an estimated £257 million burden on Lincolnshire’s health and care system’.

Let’s Move Lincolnshire (LML) is Lincolnshire’s shared commitment to give organisations and people the support they need to move more, enjoy more and build more positive, healthy habits – boosting their health and wellbeing and making a lasting impact on our communities, economy and prosperity. Achieving that goal takes commitment to a whole system approach. The strategy needs the support and contribution of organisations right across the county who have access to changing and influencing policy, process and procedures. There is clear need, areas of focus and recommendations for new ways of working all described in the strategy. The following are some headlines on progress and priorities of the of the LML strategy.

### **1.1 Let’s Move Lincolnshire governance**

A review of the LML governance structure is underway. The Executive will reconvene with revised membership and a clear purpose. The themed priorities set out within the strategy have steering groups that will feed into and from the Executive. Connections are being made across a range of other strategies and opportunities where physical activity is present including:

- District Health and Wellbeing strategies
- South East Lincolnshire Healthy Living Partnership
- UK Shared Prosperity Fund
- Community Strategy
- Community and Voluntary Sector engagement
- Healthy Weight Partnership

### **1.2 Understanding the existing sport, leisure and physical activity sector**

LML evidences the need to better connect across sectors and systems. A recent study commissioned by Active Lincolnshire on behalf of the Greater Lincolnshire region delivered by LORIC at the University of Lincoln evidences that the physical activity sector is made up of a workforce of c. 28,000 people and 2400 organisations and charities, with a GVA of £788m. This itself is significant and requires coordination, support and championing. Having a relevant, innovative physical activity, sport and leisure sector that meets local needs supports job creation and economic contribution, and even counteracts recession. It also creates opportunities for volunteering, apprenticeships and training, with volunteers making many grass-roots clubs and activities possible.

Importantly, if the potential of physical activity in reducing the burden on the health system is to be realised the sector needs to be supported to reinvent, grow and be relevant to local need. The work needs to connect in with other parts of the system to enable and facilitate change.

The LORIC report provides recommendations to increase the size, representation and resilience of the sector making it better able to tackle inequalities and serve the growing and ageing population of the region in the long term. It also identifies that provision of activities for distinct groups is limited.

Active Lincolnshire are contributing to the Local Skills Improvement Plan (LSIP) consultation to ensure that the physical activity, leisure and sport sector is represented and understood. Sport England funding in CIMSPA (the industry body) will see the development of a local skills board for the sector to ensure HE &

FE establishments are providing qualifications to meet local need, building on more traditional qualifications with areas such as community health and health and wellbeing.

### 1.3 Future challenges and opportunities

The full impact of the cost-of-living crisis is not yet known. Cost of utilities and fuel is closing many leisure and facility providers and causing others to reevaluate the services they are offering. A better coordinated approach to investment and development of facilities is required to ensure that Lincolnshire maximises potential investment. In some districts, Towns Fund programmes (i.e. Connected Coast) is seeing investment in leisure facilities.

As part of the immediate response, for residents, free and low-cost activities are being prioritised on the LML activity finder. For the physical activity sector, advice and guidance is available through <https://www.activelincolnshire.com/knowledge-hub/cost-of-living>

### 1.4 Programmes and progress

**One You Lincolnshire**, the service that has an exercise referral element has been assessed as part of the independent evaluation by University of Lincoln; it was found that 43% of clients on the physical activity or health coaching programmes achieved the target of 150 minutes per week. This easily surpasses the 13-18% success rate of national, non-integrated exercise-referral models. This model is successful from an outcomes perspective, but clearly the absolute numbers will remain low on this pathway. This reinforces the importance of the LML strategy and wider work to increase uptake of physical activity across those residents who do not meet the criteria for the exercise referral scheme.

**Opening Schools Facilities:** £900,000 has been allocated for Lincolnshire Schools through DfE. The investment is to support schools to open their facilities for community use for activities, the investment is focused on schools in with higher percentages of pupils who are eligible for free school meals, from less affluent families, culturally diverse and pupils with special educational needs. Year 1 funding was confirmed in January 2023 with all allocations needing to be committed by March of the same year. To date 16 schools have signed up to the scheme.

**Active Travel:** Active Lincolnshire are coordinating 'Wheels for Life' a bike donation scheme to support people in transport poverty, encourage active travel and reduce bikes from going into landfill. Six hubs are being supported across the county with training for mechanics, bike ride leaders and tools and equipment with a target of refurbishing and redistributing 500 pre-loved bikes in the first year. Data evidenced that Ukrainian refugees re-homed in the county face significant transport and travel challenges. The scheme intends to support refugees, asylum seekers and all people in transport poverty. A wider network collaborates around shared infrastructure and behaviour change opportunities in cycling and walking.

**The Let's Move Lincolnshire 'Stride and Ride' Walking campaign** has reached over 4,000 residents and is providing targeted messaging to encourage residents to walk or cycle more; the focus is on supporting inactive and less active people to build up to the recommended 150 minutes a week, recognising for most people even introducing a 10 minute walk a day can have a significant impact on physical and mental health. Work is underway to better connect content and communication between platforms such as Connect to Support, HAY Lincolnshire, and LML.

**Workforce training and development:** Training has been delivered including 'Clinical champions' training for health care professionals, Active Pregnancy Foundation webinar for activity providers, and Older Adults training in partnership with the Centre for Ageing Better.

## 1.5 Tackling inequalities

As our shared commitment to ensuring those groups who face greater barriers to participation in physical activity are understood and supported to be active, a Physical Activity and Sport, Equality, Diversity, and Inclusion Advisory Group has been established. To provide lived experience, guidance, knowledge, and skills to better support those groups who need it most. Including minority ethnic communities, women and girls, people with disabilities, lower socio-economic groups and LBBTQ+. Partners from health, the police, CVSE, leisure, and academics are on the group.

## 2. Conclusion

There is commitment to collaboration from across the system and clear impact and positive outcomes from the work to date. The pace of work is impacted by capacity in the system to be agile and flexible. Investment for Active Lincolnshire is being considered by the Integrated Care Partnership (ICP) to enable the charity to amplify the work currently underway and provide capacity needed. The long-term outcomes of this work will have a significant impact on the health and care sector and pressures on the system, and on the health and wellbeing of the population.

Collaboration and connectivity across such a complex system is challenging, however evidence that impact can and is being made where collaboration happens. Transformational approaches to seeking solutions are required.

There is a requirement for a long term vision to bring about systemic change, enabling everyone to live more active lives whilst retaining an agile and flexible approach responding to local need and changing circumstances.

The continued commitment and support of the ICP, Integrated Care Board and Public Health across this work is very valued and welcomed.

## 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).

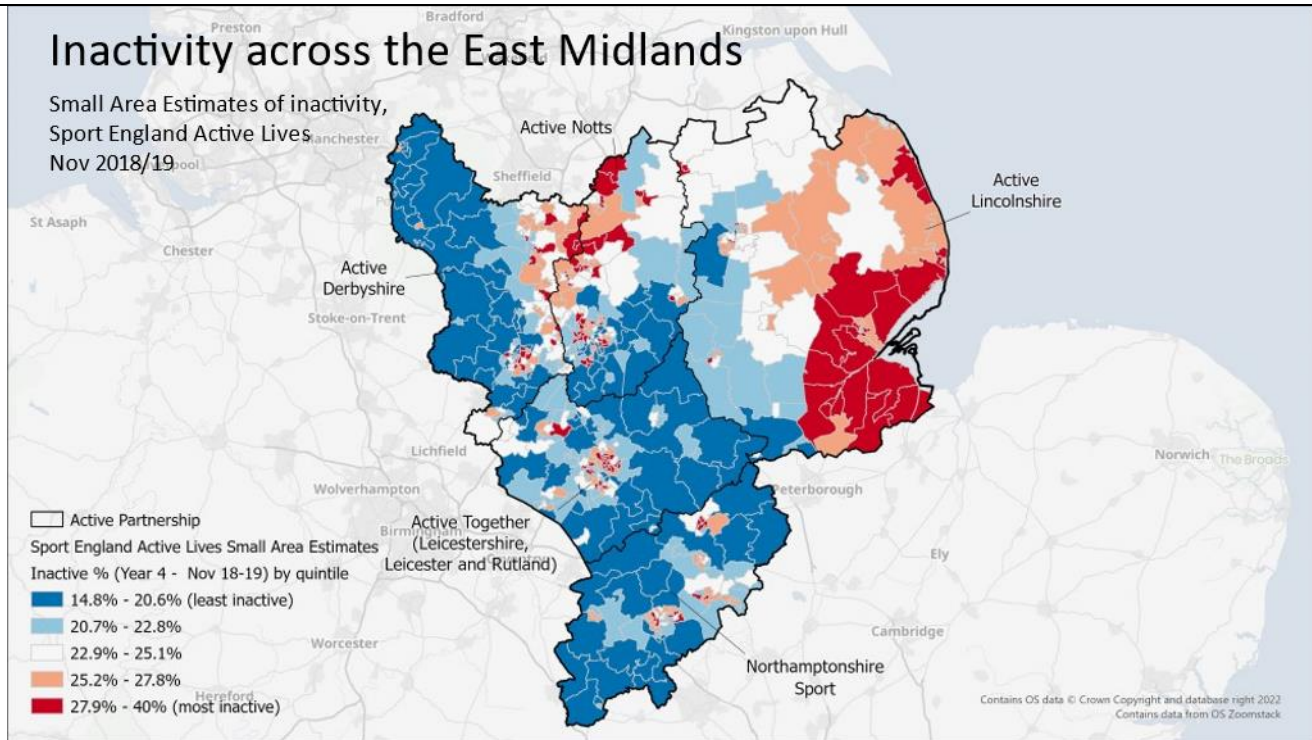
Physical activity is a priority in the JLHWS. The objectives for this strand are:

- Integrating physical activity into pathways and strategic planning (e.g. clinical pathways, neighbourhood integrated teams, locality teams, district council networks, planning and transport services and GLEP).
- 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.

As highlighted in the JSNA, adult physical activity levels in Lincolnshire are lower than most other parts of the country with over one third of the adult population being 'inactive' – that is doing less than 30 minutes a week. The latest Active Lives Adults survey data highlights how Lincolnshire compares with the rest of the East Midlands:

## Inactivity across the East Midlands

Small Area Estimates of inactivity,  
Sport England Active Lives  
Nov 2018/19



#### 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](mailto:emma.tatlow@activelincolnshire.com).

This page is intentionally left blank