

Joint Local Health and Wellbeing Strategy for Lincolnshire Annual Assurance Report 2022/23

PHYSICAL ACTIVITY JLHWS PRIORITY

Appendix G

Position Statement

The refreshed 'Let's Move Lincolnshire' Physical Activity strategy was published in June 2022. The strategy refresh was informed through 6 months of consultation with partners and residents, led by Active Lincolnshire and the University of Lincoln with contributions from members of the HWB, LCC, ICB, District Authorities and a wide range of public sector, CVSE, leisure sector and statutory bodies (over 300 people contributed).

Active Lincolnshire are funded by Sport England to deliver the national 'Uniting the Movement' strategy locally in Lincolnshire, according to local need. Let's Move Lincolnshire brings the local priorities to the forefront based on evidence and insight. It is for partners and stakeholders to deliver against the strategy.

One You Lincolnshire (OYL) is Lincolnshire's integrated lifestyle service, the service commissioned by LCC Public Health. OYL support residents to increase their physical activity levels on its Move More pathway that is made up of various programmes delivered by OYL staff and by partner Leisure providers. Clients access the service via a referral from their Health Care Professional or by the self-referral route, providing they are inactive – currently doing less than 150 minutes of moderate intensity physical activity per week.

Public health, the ICB, District Authorities, leisure and physical activity providers and community and voluntary sector organisations, schools and education providers are all key stakeholders in delivering the strategy.

The strategy identifies 'agile systems' as a priority, recognising the need to enable stakeholder networks to collaborate and work closely and flexibly – enabling opportunities for sharing data, conceiving ideas, problem solving and breaking down barriers for greater shared outcomes for our communities.

The other priority areas agreed in the LML strategy are:

Recover and Reinvent the physical activity sector	Providing the physical activity and sport sector with support for a strong sustainable recovery. Reinventing itself to meet the needs of our diverse communities.
Connecting health and physical activity	Recognising the significant impact of a more active population on the prevention agenda. Supporting health and care system partners to embed physical activity messaging, conversations and signposting across all relevant touch points.
Connected Communities	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.
Positive Experience for Children and Young People	Providing positive experiences for CYP in school, family and community settings. Addressing the policies, infrastructure, environments and offer that have a negative impact on children and young people's ability to access opportunities to be active.
Active Environments	Addressing the significant challenges across Lincolnshire for residents to access the spaces around them including built facilities, green and blue spaces and public realm, and supporting Active Travel.
Tackling Inequalities	Focus on tackling inequalities; supporting those people who face greater barriers to participation through understanding their needs and breaking down barriers.

Challenges:

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Across a complex sector and environment, stakeholders and relationship management is broad and wide ranging. There is a continued need to work across the system in a more coordinated way. All partners are committed to this, however the complex issues, organisational v systemic priorities and different paces at which partners work mean it is something that will require continual effort and shared commitment.

Evaluating and understanding the impact of the system-wide work is challenging across multiple partners and parts of the system.

Active Lincolnshire are a small charity with national funding and are committed to continuing to building relationships with statutory organisations and VCSE sector partners to build capacity to create greater impact. However, capacity to connect across all of the relationships, work strands, information and intelligence together to support reduced duplication, greater impact and shared intelligence is an on-going challenge.

What we said we would do in 2022/23

WE SAID...	WE DID... (Lead partners)*
Focus on health inequalities; supporting those who are inactive or unconfident to be more active	PH & ICB – health inequalities steering group AL – All work focuses on inequalities and inactive and less active people. Established EDI panel for physical activity sector to better inform and understand lived experiences.
Support the physical activity sector to recover from Covid & be relevant to local need	AL – working with NGBs, leisure operators, leisure leads on series of support including Long Covid training package and older adults workshop.
District H&W being strategies to have physical activity as a priority	DA's – Yes. Active Lincolnshire have worked with District Councils to shape the new Lincolnshire District Council Health & Wellbeing Strategy which is currently adopted as a strategic framework by all seven authorities. A holistic view based on social determinants, the strategy has developed around five 'lever areas' in which they are uniquely positioned in the system to influence and work with partners to deliver sustainable change. Activity and wellbeing is a 'priority lever' with overarching objective aligned to Let's Move Lincolnshire strategy: To address inactivity across the county – improving access and opportunity for all residents to be active and participate.
Increased activities on the LML activity finder	AL – Yes, increased activities and users going to the activity finder, Working with Connect 2 Support & Hey Lincolnshire to try & reduce duplication and share information.
Campaigns to promote increased physical activity	AL – Let's Move Lincolnshire promotion. 12,000 website visitors in 12 months. (422% increase on year 1).

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	PH & AL - Walking & Cycling campaign (Stride & Ride). 5400 website visits. Connecting & sharing messaging with OYL, ICB & Connect 2 Support.
Tackling the impact of Long Covid and health inequalities through the Together Fund	AL – Delivered 3 rd year of funding. Total investment of £350k and 99 projects funded over 3 years. CAB & AL: Sport & physical activity sector workshop; age friendly employers in the sector and a relevant offer for older adults.
Continue to offer a range of high quality, digital, in-person and Leisure Centre based physical activity interventions, that support clients to lead a more physically active lifestyle.	OYL: 4581 clients increased physical activity levels. 3480 clients achieved recommended 150 minutes of moderate intensity physical activity per week - a 24.4% increase compared with previous year.
Expand the One you Lincolnshire offer to include a healthy child weight management service	OYL & PH: Yes, the service has launched
Launch a new outdoor festival in the Wolds	ELDC – Yes the festival launched in 2022 and is running again in 2023, showcasing a wide range of activities across the Wolds.
Mapping activities available to health condition prevalence	PH & AL – Work in progress, the mapping continues to build and be promoted via LML website.

**PH – Public Health. AL – Active Lincolnshire. DA’s – District Authorities. OYL – One You Lincolnshire. ELDC – East Lindsay District Council. CAB – Centre for Ageing Better*

What's Working Well – key Achievements 2022/23

RECOVER AND REINVENT
<ul style="list-style-type: none"> - Building content and growing users of the Lets Move Lincolnshire website and activity finder showcasing all options to be active - Developed content for free and low-cost activities in response to cost-of-living crisis. - Supporting physical activity sector conversations about response to Cost of Living - Training – for the physical activity sector to better support needs of local people, including older adults and Long Covid - Commissioned LORIC to understand the economic value of the physical activity, leisure and sport sector ; the sector employs 28,000 people across 1200 businesses and 1200 charities and adds GVA - NGB Collective – Bringing together sport sector to enable them to understand Lincolnshire and build connections for greater collaboration and a more relevant offer - Coordinating the Leisure Leads and Leisure Operator networks – including environment, cost of living impact, insight and data. - CAB supported warm places, supporting over 50’s to access leisure centres

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CONNECTING WITH HEALTH

- OYL Healthy Ageing Department had 8.7k referrals for users over 60; 36% entered the move more pathway.
- LPFT and Shine investing in support for physical activity interventions through funded programme.
- Carers First have engaged with 263 carers in the last year who have benefits from OYL support. Carers first additionally offer regular sessions of walk, & talk, tai-Chi, breathing therapy and more recently have targeted make carers to be more active.
- Active Lincolnshire undertook a Learning exchange with Active Dorset to understand where and how impact can be made in health system; outputs include health e-newsletter; podcasts and blogs. Connected with ICB & PH.
- Contributing to ICB strategy and consultations around importance of physical activity.
- Pre- and post-natal programme with Better Births Lincolnshire; 23 'This Mum Moves' ambassadors trained. New physical activity sessions for pre- and post-natal mums being delivered in community.
- A new 'Long Covid' training course is available on a training platform for physical activity sector to understand how to respond to Long Covid (as part of the NHS CT funded programme)
- Delivered Physical Activity Clinical Champions Training – 37 trained champions.
- University of Lincoln and Centre for Ageing Better conducted research into older adults experiences of engaging in physical activity

CONNECTING COMMUNITIES

- Connected Coast – Towns fund investment led by ELDC committed to improving health and wellbeing for coastal destinations including Campus for Future Living and a new leisure centre in Mablethorpe and Skegness Gateway housing development.
- Working with a wide range of CVSE organisations including YMCA, LVET, advocating and supporting physical activity in their work.
- As part of the shared commitment and place-based work to respond to local needs and work with the community to engage in physical activity, Active Lincolnshire have joined the newly established South & East Lincolnshire Partnership Healthy Living Board. Covering some of the areas of the East Coast with the greatest health inequality and highest rates of physical inactivity, this will help develop new partnership opportunities and projects.

POSITIVE EXPERIENCE FOR CHILDREN AND YOUNG PEOPLE (CYP)

- Invested £330k DfE funding in Opening Schools Facilities for community use across 17 schools.
- Delivered School Games and support the wider School Games Organiser network.
- Commissioned Habit 5 to undertake research to understand youth voice.
- LCC delivering Holiday Activity and Food programme for CYP during school holidays, Active Lincolnshire supporting the physical activity offer.
- Supporting CYP network development to connect conversations and partners, sharing learning and reducing duplication.
- Child Healthy Weight management programme delivered by One You Lincolnshire.

ACTIVE ENVIRONMENTS

- One You Lincolnshire – Miles Better programme providing challenge-based activities for workplaces including LCC, LCHS, LPFT, ICB, PCN & St. Barnabas. 660 sign ups, 302 achieving 150 minutes. Combined weight loss of 337kg and 121 committed to eating more healthily.
- Wheels for Life – Bike donation scheme set up to support people in Transport poverty – 6 hubs trained volunteers to be mechanics.
- Cycling UK Chair Cycling infrastructure and behaviour change network

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<p>AGILE SYSTEMS</p> <p>Stakeholders are working better together through forums and networks including: District Health and wellbeing strategies Lincolnshire Community Strategy and the VCSE Alliance LVET, Involving Lincs CYP Network EDI Physical activity Forum OYL and AL collaborating</p>
<p>TACKLING INEQUALITIES</p> <p>Established an EDI advisory panel to ensure that the work of Active Lincolnshire and Let’s Move Lincolnshire partners is informed by and representative of the needs and experiences of people facing greater barriers to accessing and participating in physical activity, sport and being active.</p> <p>Supported a total of 99 organisations, groups and charities through the 3 years of the Sport England ‘Together Fund’ grant programme, across all Districts, focussing on groups facing greater barriers to being active: people with disabilities, long term health conditions, minority ethnic communities, lower-socio economic groups.</p> <p>The wheelchair sport programme continues to be enjoyed by community groups, schools, workplaces and has been taken to events such as the Lincolnshire Show, providing an opportunity for disability awareness.</p>

What is the outcome?

The long-term outcomes of a more active population include:

- Reduced mental ill health
- Reduced need for repeat visits to acute services
- Reduced loneliness and isolation

There is not currently any holistic way to collate the impact that the physical activity sector has on these outputs, however the Moving Communities (Sport England) funded database is used by all leisure centres in Lincolnshire and provides the following insight:

‘MOVING COMMUNITIES’ DATA: (Leisure centre usage):
Apr 2022 – March 2023 compared to April 2021 – March 2022.
Swimming lessons and swimming activities have increased
Outdoor activities and sports hall activities have increased.
Fitness (gym) activities have decreased.

This graph shows access to leisure centres by IMD; Lincolnshire compared to national.

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Over the 12 month period, Lincolnshire Leisure centres have generated a total social value of £20.1m, of which £4.2m in physical and mental health value.

Other Outcomes:

Awareness (residents) - Let’s Move Lincolnshire website and activity finder:

Promotion of physical activity sessions and offer: 422% increase in website visitors on last year. 18,900 people searching for activities on the activity finder.

Physical Activity Sector Support:

Over 100 physical activity providers engaged with Active Lincolnshire training sessions and support to develop their offer.

Together Fund:

All projects are monitored. 99 projects funded, all with a view to providing sustainable physical activity beyond the life of the funding.

<https://www.activelincolnshire.com/news/together-fund-success-in-lincolnshire>

HAF and Active Lincolnshire:

The LCC HAF team and Active Lincolnshire working together to provide a good quality, relevant physical activity offer as part of the LCC funded HAF programme.

<https://www.activelincolnshire.com/news/collaborate-to-educate>

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Action	How will we know it's working?	Relevant Strategy / Action Plan	To be delivered by	Lead Organisation	Lead Officer
Delivery of district Health and Wellbeing Strategy priorities for PA (Districts)	Assurance and monitoring by Districts	District HWB strategy	On-going	Districts	
Re-commissioning the Healthy Lifestyle Service (Public Health)	Reporting and monitoring of client data	HWB strategy	March 2024	Public Health	Andy Fox
Embedding PA in health and care systems and pathways (PH, ICB & AL)	Evaluation and impact monitoring	LML & HWB strategy	On-going	Active Lincolnshire	Rachel Edwards
Delivery of Year 2 of Opening Schools Facilities Programme (AL)	Numbers of people using new / updated facilities	LML	March 2024	Active Lincolnshire	Gemma Skaley
Launch of 'Street Tag'; connecting communities through digital trails (AL)	Numbers of people engaging with the trails	LML	March 2024	Active Lincolnshire	Gemma Skaley
Support physical activity sector with training and skills development (AL)	New and relevant physical activity products being made available	LML	March 2024	Active Lincolnshire	Gemma Skaley
Strength & Balance service launching (OYL) for over 60's.	Number of people engaged in the service and reduced falls	HWB strategy	March 2024	One You Lincolnshire	Dan Rogers

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