

Committee: Health and Wellbeing Board

Date: 29th November 2022

Agenda item: TBC

Wards: All

Subject: Actively Merton

Lead officer: Dr Dagmar Zeuner, Director of Public Health

Lead member: Councillor Peter McCabe, Cabinet Member for Health and Social Care

Contact officer: Barry Causer, Public Health Lead for COVID-19 Resilience (LBM) and Gemma Dawson, Deputy Director Merton Health and Care Together (SWL ICS).

Recommendations:

- A. The HWB to discuss and agree the approach to increasing physical and social activity, in a way that residents want it, through the Actively Merton programme; the first Health in All Policies exemplar.
 - B. The HWB to note the synergies between Actively Merton and LBM's corporate priority for Merton to be a Borough of Sport and HWB members to agree to support and increase awareness for both programmes.
 - C. HWB member organisations to commit to provide input to the component parts of Actively Merton during initiation and on-going support to the programme.
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1 PURPOSE OF REPORT AND EXECUTIVE SUMMARY

- 1.1. This paper sets out the next steps for the Actively Merton programme, providing physical and social activity for all people in Merton, in the way that they want it and complementing the London Borough of Merton's priority to be a Borough of Sport.

2 BACKGROUND

- 2.1. Approved by the Merton Health and Wellbeing Board in June 2022, Health in All Policies (HiAP) is a collaborative approach to putting health, equity and environmental sustainability at the centre of all policy decisions. HiAP can reduce inequalities while improving residents' lives and as part of the refreshed HiAP action plan a small number of exemplars are being identified for collaborative action and shared learning, the first of these exemplars is Actively Merton.
- 2.2. Actively Merton will support residents to be more physically active and socially active, in the way that they want it (giving agency/control to residents). The focus on physical and social activity is due to their multiple physical and mental health and wellbeing benefits, ability to contribute to social cohesion and reducing health inequalities and the positive frame of bringing people together to participate in positive and fun activities; rather than asking people not to do something e.g. smoking. See appendix one for theory of change for the programme.

- 2.3. Actively Merton dovetails strongly with the London Borough of Merton (LBM) Borough of Sport corporate priority, which seeks to improve sports facilities, encourage participation and build upon Merton’s rich sporting heritage.

3 DETAILS

Introduction

- 3.1. Physical inactivity is a risk factor for many non-communicable diseases such as cardiovascular disease (CVD) and dementia and being physically active helps in the management of long-term conditions such as diabetes. All forms of physical activity are good for us; sport, active travel, outdoor activity such as gardening or taking part in a group-based exercise session in a community setting. Being physically active also brings people together, is fun, and has additional benefits to the mental wellbeing of participants and has wider social benefits e.g. the reduction of loneliness.
- 3.2. At first glance physical activity levels in Merton perform well against London figures, however when looking a little closer the number of Merton residents who are inactive or who feel lonely are stark.

	Merton	London	Crude numbers	Notes
Physically active adults (150 mins of moderate physical activity per week 2020/21). Physical Activity - Data - OHID (phe.org.uk)	67.3%	64.9%	Merton: 104,395	Older people, ethnic minority groups, those with a disability, those living in areas of deprivation and women and girls are less active. Merton population 19+ years: 155,119
Physically Inactive adults (less than 30 mins activity per week, 2020/21) Physical Activity - Data - OHID (phe.org.uk)	20.2%	24.3%	Merton: 31,334	Biggest health gain would be achieved by moving inactive people to be more active. Merton population 19+ years: 155,119
Physically active children and young people (at least 60 mins moderate-vigorous activity per day across the week, 2018/19)	49.6%	46.1%	Merton: 16,194	Merton population 5-16 years: 32,648

Physical Activity - Data - OHID (phe.org.uk)				
Loneliness (adults who feel lonely often or always, Oct 2020-Feb 2021) Loneliness rates and well-being indicators by local authority - Office for National Statistics (ons.gov.uk)	11.2%	7.3%	Merton: 18,135	Merton population 16+ years: 162,353

Table One – Activity, inactivity and loneliness levels in Merton.

- 3.3. Led by the Merton Health and Care Together Committee/Partnership (MHCTC/P), working closely with the Health and Wellbeing Board, Actively Merton will have four main components,
- (i) Menu of opportunities – pulling together and raising awareness of existing physical and social activities, across the life-course and a range of physical activities, social activities and assets in Merton. We will also bring evidence-based and highly visible programmes to Merton e.g. Beat the Street and Live Longer Better (see appendix two for details of these programmes).
 - (ii) Connecting – working through existing networks across Merton to connect residents to physical and social activities (using the menu of opportunities), either informally connecting through existing conversations, the use of digital connections and the provision of training to key front-line staff e.g. health and social care staff, social prescribers and volunteers. Early conversations with connectors could be helpful to gather insight and build our understanding of what works well Merton, what works less well and seek out opportunities for community action. This will support the design and delivery of Actively Merton and the Borough of Sport.
 - (iii) Communications and awareness raising – of the benefits of physical and social activity and opportunities in a visible and recognisable way. This will have an umbrella brand (aligned with the Borough of Sport) and shared and used widely by HWB member organisations to increase the reach of the programme and build a movement of support for Actively Merton and the Borough of Sport.
 - (iv) Evaluation - in line with being the first exemplar programme for HiAP Actively Merton is planned to be independently evaluated and discussions are underway to identify an external evaluation partner. Evaluation is a key thread of Actively Merton, ensuring an action learning approach and the evaluation will run alongside delivery ensuring continuous improvement and iterative learning.

- 3.4. Delivering Actively Merton in a way that residents want it means that the programme will build an individual's agency. Agency is the personal ability to act and make free and informed choices to pursue a specific goal. It means that participants are able to conceptualise a goal, develop a plan to pursue it, have the confidence in their ability to achieve it and then act towards their goal. Approaches that work at multiple levels e.g. individual, family and community, those that strengthen peer and community groups, facilitate the use of information and services and deliver positive social norms can be effective in developing agency.

Next steps

- 3.5. In line with being the first exemplar programme for HiAP, Actively Merton will be independently evaluated, and discussions are underway with regards to the identification of an external evaluation partner.
- 3.6. Applications/business cases to fund the delivery costs of Actively Merton have been submitted to the SWL ICB Innovation and Inequalities Fund and are being considered by the MHCTC/P, with decisions expected in the w/c 21st November 2023. Depending on these decisions, the full programme will either proceed to delivery phase or will deliver over a number of phases.
- 3.7. The programme will deliver cross-sector benefits and the way of working across the partnerships and approaches to shared infrastructure, the identification and/or re-allocation of financial and in-kind support e.g. staffing and communications support will evolve over time. If member organisations identify funding opportunities e.g. external funding bids or end-of-year underspends, then these would be welcomed to kick-start and increase the deliverables for Actively Merton and the Borough of Sport.
- 3.8. HWB member organisations are specifically asked to provide on-going support to Actively Merton and the Borough of Sport programme by contributing to the development of the menu of activity, identifying key networks and front-line staff across Merton who will connect residents to physical/social activities and to support the promotion of the programme in January 2023.

4 ALTERNATIVE OPTIONS

- 4.1. NA

5 CONSULTATION UNDERTAKEN OR PROPOSED

- 5.1. As part of the early discussions with networks and partners across Merton, we will gather insight and build our understanding of what works well Merton, what works less well and seek out opportunities for community action; that will support the design and delivery of Actively Merton and the Borough of Sport.

6 TIMETABLE

- 6.1. W/C 21st November 2023 – Funding decisions from SWL ICB and MHCTC.
- 6.2. January 2023 – Communications and awareness programme starts.
- 6.3. February/March 23 – Planned start date for Beat the Street in Merton.
- 6.4. See appendix three for on-going milestones.

7 FINANCIAL, RESOURCE AND PROPERTY IMPLICATIONS

- 7.1. Applications/business cases to fund the delivery costs of Actively Merton have been submitted to the SWL ICB Innovation and Inequalities Fund and are being considered by the MHCTC/P, with decisions expected in the w/c 21st November 2023. Depending on these decisions, the full programme will either proceed to delivery phase or will deliver over a number of phases.

8 LEGAL AND STATUTORY IMPLICATIONS

NA

9 HUMAN RIGHTS, EQUALITIES AND COMMUNITY COHESION IMPLICATIONS

- 9.1. Increasing physical and social activity levels, in the way that residents want it, will help reduce inequalities.

10 CRIME AND DISORDER IMPLICATIONS

- 10.1. NA

11 RISK MANAGEMENT AND HEALTH AND SAFETY IMPLICATIONS

- 11.1. NA

12 APPENDICES – THE FOLLOWING DOCUMENTS ARE TO BE PUBLISHED WITH THIS REPORT AND FORM PART OF THE REPORT

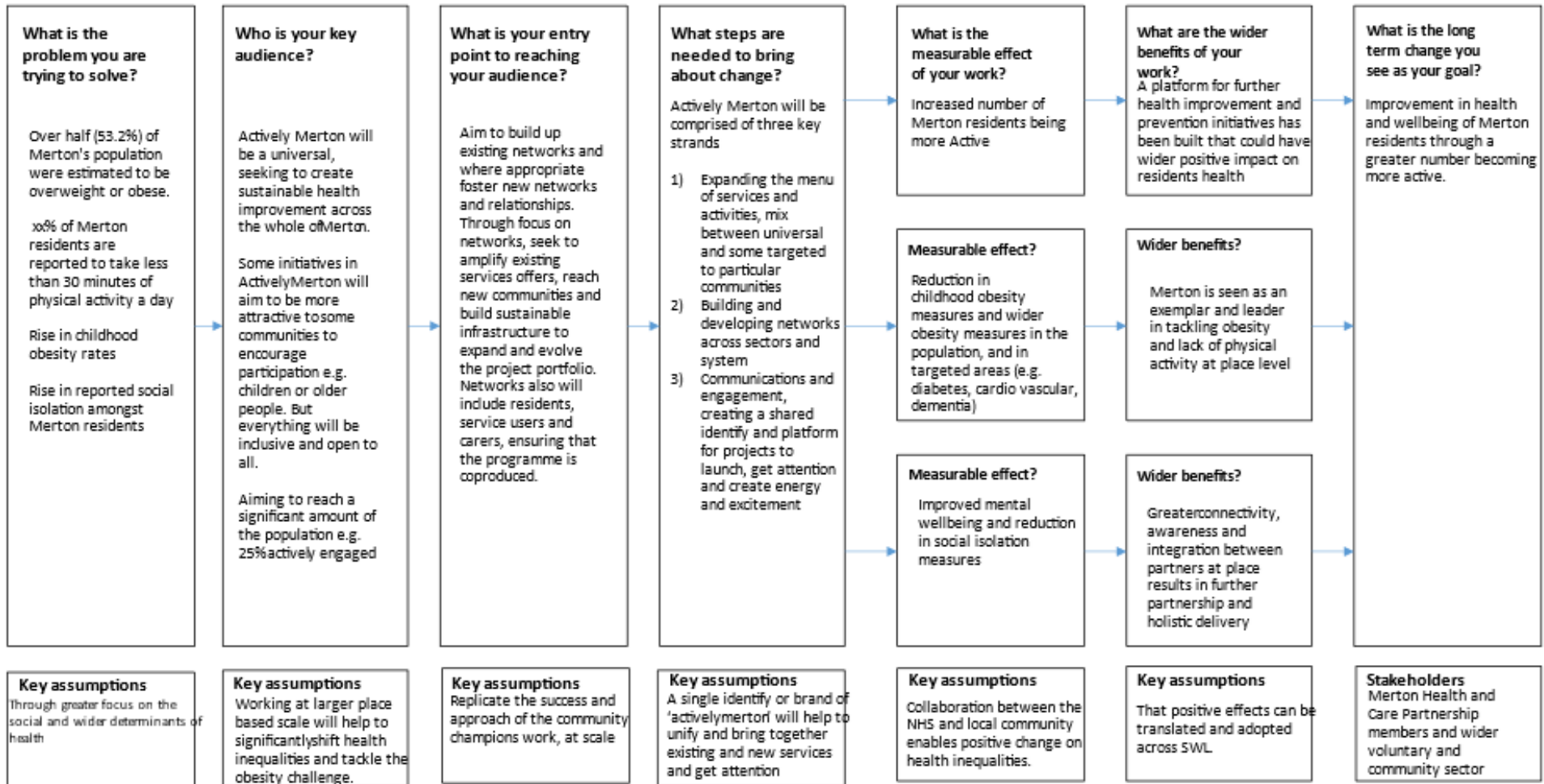
- 12.1. Appendix one – Actively Merton Theory of Change.
- 12.2. Appendix two - Planned highly visible programmes as part of Actively Merton.
- 12.3. Appendix three – Actively Merton programme milestones.

13 BACKGROUND PAPERS

- 13.1. NA

Appendix One –Actively Merton Theory of Change.

Theory of change – connecting the why and how with the impact



Appendix Two – Planned highly visible programmes as part of Actively Merton.

1. Beat the Street.

Beat the Street is an evidence based, mass participation behaviour change programme for children and young people (and their families) that will create a social norm around walking and cycling through the ‘gamification’ of the local area, transforming activity levels and improving mental and physical health well-being across Merton.

“Beat Boxes” are placed on street furniture, in parks and green spaces and local residents are provided with Radio Frequency ID cards and then walk, run, cycle or roll between boxes, tapping their cards on the boxes and earning points for themselves and their team as they do so. The game is managed on a website where leaderboards show school, workplace and community teams all on a journey together.

The programme will aim to engage with 11,000 participants across 44 primary schools in Merton, with the ‘game’ starting in February/March 2023.

[Beat the Street: The street game helping us get out more - BBC Sport](#)

Live Longer Better

A programme targeting older people (ages 55 to 64 and 65+) to increase their physical activity levels and provide them with the knowledge, motivation/confidence and tools to adopt habits that prevent, delay and slows frailty.

The programme will develop a collaborative network, bringing together organisations to drive adoption of the culture and adoption of the ‘live longer better’ principles, train front-line staff across Merton and directly deliver group-based activity for older adults.

The participant focussed group programme is delivered across 12 weeks and delivers knowledge (on what happens as we get older, the benefits of living longer better and how to do so), motivation/confidence (to set and achieve goals and change habits) and tools and resources to be active in Merton.

[LIVE LONGER BETTER - Home](#)

[Learn to Live Longer Better with Sir Muir Gray and Dr Chris van Tulleken - YouTube](#)

Appendix Three – Actively Merton Programme Milestones.

Timeline

Actively Merton

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August - Individual briefings and discussions with Merton Place committee members to get strategic steer and initial buy in

September

- Outline options appraisal brought to MHCT for discussion and steer (6th Sept)
- Development of full business case

October

- Merton Place committee review business cases for decision (11 October)

November

- Full plan and implementation presented to the HWB on 29th Nov meeting for endorsement
- Implementation would start in January, building up over the calendar year as new initiatives go live

