

# Havant Active Wellbeing Strategy

2025–2030






“Our vision is for residents of the Havant area, particularly those who face the greatest inequalities, to have improved opportunities to move more. We want to empower people to lead happier, healthier and more fulfilling lives.”

**Havant**  
BOROUGH COUNCIL

Working with  
 **Hampshire**  
County Council

  
Hampshire and Isle of Wight

 **Energise**  
Me

 **Horizon**  
Inspiring Healthier Happier Communities

 **Community First**  
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# Introduction and Background

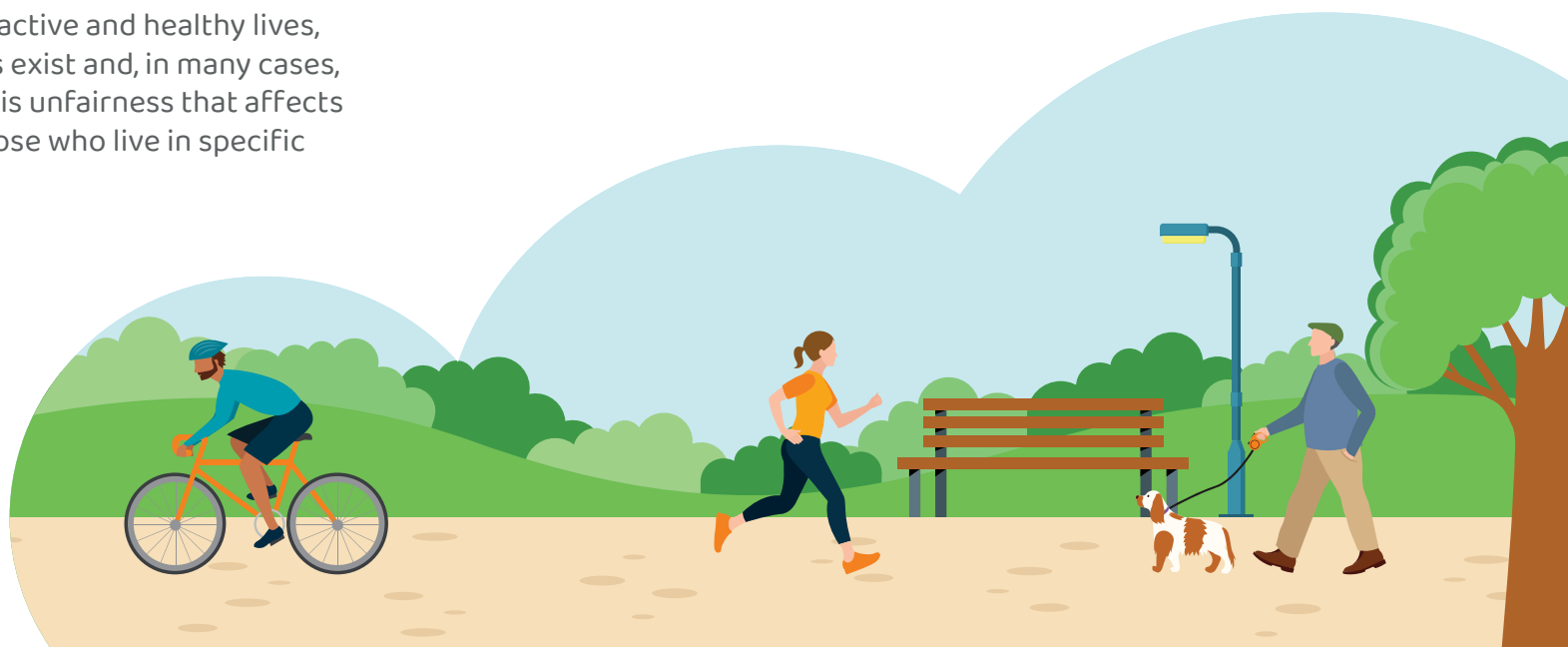
## Havant Active Wellbeing is our five-year strategy to reimagine how we move more every day.

When we say 'our', we mean our collective work. This strategy provides partners working in Havant with a blueprint of how to shift towards a concept of Active Wellbeing – a more integrated health and wellbeing offer that has a positive impact on local strategic priorities, particularly health, the environment, regeneration, economy, housing, transport and community safety.

Many across the area are fortunate to live active and healthy lives, but it is not the same for us all. Inequalities exist and, in many cases, continue to worsen. We want to address this unfairness that affects particular communities, individuals and those who live in specific

places, from accessing services and achieving positive health outcomes. These inequalities are intertwined, often feeding off each other, and that's why this is as much a strategy for reducing health, economic and environmental inequalities as it is for reducing physical inactivity.

The strategy lays the foundations to tackle these inequalities by providing the most equitable, inclusive and accessible opportunities to get more people, moving more. It will harness the power that being active has in meeting wider local strategic objectives and it will evidence its impact. It considers all forms of physical activity, from walking through to going to the gym or playing sport.



Not only does being physically active reduce the risk of major illnesses, improve mental wellbeing, and help manage existing health conditions, it contributes to:



Improved learning and attainment



Development of social skills and social interaction



Increased workplace productivity



Improved air quality



Stress management



Increased community cohesion, safety, and equality



Self-efficacy



Reduced burden on social care, NHS services, and wider public sector resources

A group of key strategic partners have established this strategy. They include:



**Havant**  
BOROUGH COUNCIL

Havant Borough Council



**NHS**  
Hampshire and Isle of Wight

NHS Hampshire and Isle of Wight  
(Integrated Care Board)



Working with  
**Hampshire**  
County Council

Hampshire County Council  
Public Health



**Energise**  
Me

Energise Me (Active Partnership  
for Hampshire)



**Horizon**  
Inspiring Healthier Happier Communities

Horizon Leisure Trust  
(Leisure Operators)



**Community First**  
making life better for everyone

Community First (Voluntary and  
Community Service)

These organisations will govern this strategy, committing to deliver, monitor and evaluate its success as we work together to prevent ill health in Havant.

This document collates partner strategies, evidence bases and work streams into one clear and overarching strategy and ambition for Havant as a place.

In doing so, we aim to avoid duplication in delivery and ensure the right organisations are placed to deliver against identified gaps. It will showcase to funders and future partners a joined-up network of organisations that understand their community.

# Identifying the need - Where are we now?

Havant is located within Hampshire, on the coastal plain between the South Downs National Park and the Solent. The Havant area consists of five sub regions, Emsworth, Havant & Bedhampton, Hayling Island, Leigh Park and Waterlooville. Almost half of Havant's population live to the west of the A3(M) in Waterlooville and 97% of the 124,000 population live in urban areas.



**Just under 1 in 5 of Havant's population are living with 2 or more health conditions, equating to just under 22,500 people.**



This rises to **over half of those aged over 65** and continues to worsen given our aging population.



**Havant has 18 areas within the 20% most deprived in England; of these, 6 are in the 10% most deprived.**

These areas are located in Waterlooville (Wecock Farm and Stakes) and Leigh Park; with one exception in Hayling.



**Currently, 1 in 4 children in Havant live in relative low income** - this is recognised as a wider determinant for poor health outcomes. In contrast, some of the least deprived areas in the country also exist in places such as Emsworth.

The demographic and health profile of our area have been reviewed to support the development of the aims of this strategy. The data highlighted below evidences a challenging picture and provides justification for action.

We must do things differently if we are to create positive change.





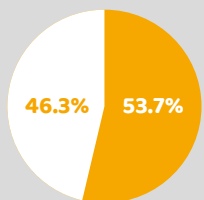
## Physical Inactivity



**3 in 10 adults aged over 16 are inactive (30.2%) in Havant** which means doing less than 30 minutes of physical activity a week. This is worse than both the Hampshire and England levels.

**31,000**

**That's over 31,000 inactive adults** at risk of significant health conditions.



**53.7% of children aged 5-16 in Havant don't meet guidelines for 60 mins of physical activity a day.**

**7,800**

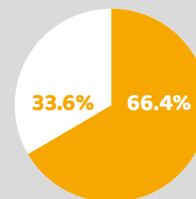
**That is 7,800 children** who are likely to have unhealthy habits for life.



## Obesity



**The prevalence of overweight children (including obesity) at both reception and Year 6 ages is higher than national and regional comparisons** – The prevalence of Year 6 children who are obese or severely obese has steadily increased in recent years.



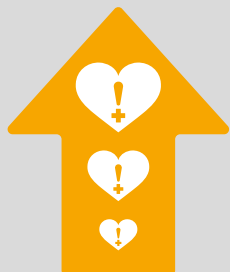
**Two thirds of Havant's adult population is classed as overweight or obese (66.4%)** – this is higher than regional and national comparisons, and has remained at similar levels in recent years.

Sources: ONS, Sport England Active Lives Data 23/24, Hampshire and Isle of Wight JSNA, Office for Health Improvement and Disparities.





## Cardiovascular & Respiratory Diseases



Prevalence of cardiovascular disease, coronary heart disease and heart failure are all higher than the national rate.

Sources: ONS, Sport England Active Lives Data 23/24, Hampshire and Isle of Wight JSNA, Office for Health Improvement and Disparities.



## Mental Health



The rate of emergency hospital admissions for intentional self-harm across all ages is higher in Havant than for regional and national comparisons.



The estimated **prevalence of common mental health disorders** is higher for **Havant than regional and national comparisons** – this is even higher for those aged over 65.



In addition, the rate of claimants of **employment support benefits** is one of the highest in the region and is higher than national comparisons.



The Leigh Park wards are in the lowest 10% in the county for mental health and wellbeing.



# How we want to act - Our core principles

We are united behind our shared vision and will all work towards addressing the same priorities. At the heart of this united approach are our five guiding principles for how we intend to act:

## Principle 1 : Taking a place-based, locally led approach

Havant's geographic and demographic profile and its sub areas, with distinct identifiable factors, will always be considered. Physical inactivity and inequalities vary from one localised area to the next, as indicated by the following:

Life expectancy is 10.6 years lower for men and 6.8 years lower for women in the most deprived areas of Havant than in the least deprived areas.

Areas of Leigh Park, Wecock, Stakes are in the lowest 10% in England for health deprivation and disability.

Leigh Park Central & West and Leigh Park Hermitage are in the lowest 10% in the county for mental health and wellbeing.

Those aged under 75 living in the most deprived parts of Havant are three times more likely to die from a respiratory disease than those in the least deprived areas.

To tackle this, a place-based approach is required whereby physical activity provision and associated support is adapted to the needs of each localised area. This will ensure equity and accessibility.

We will build relationships from the ground up, working with our communities and local organisations to understand the issues and barriers facing people to get active. We will work together to develop local solutions.

Collectively, we will ensure that any commissioning of services, provision of funding and the allocation of other resources, including our sectors workforce, will be led by these place-based needs and the unique characteristics of each neighbourhood area that makes up Havant.

Whilst these neighbourhoods experience similar challenges to others found both regionally and around the country, each place needs to be considered individual.

## Principle 2 : Collaboration across a whole system

We recognise that every one of us is subject to a range of different influences that impact our daily lives – a whole system. Our physical and mental health is affected by these influences and how they interlink and operate in a local area. This can be illustrated by the diagram below.

Language, myths, metaphors, stories, hierarchy of values, know how, assumptions, imagery.

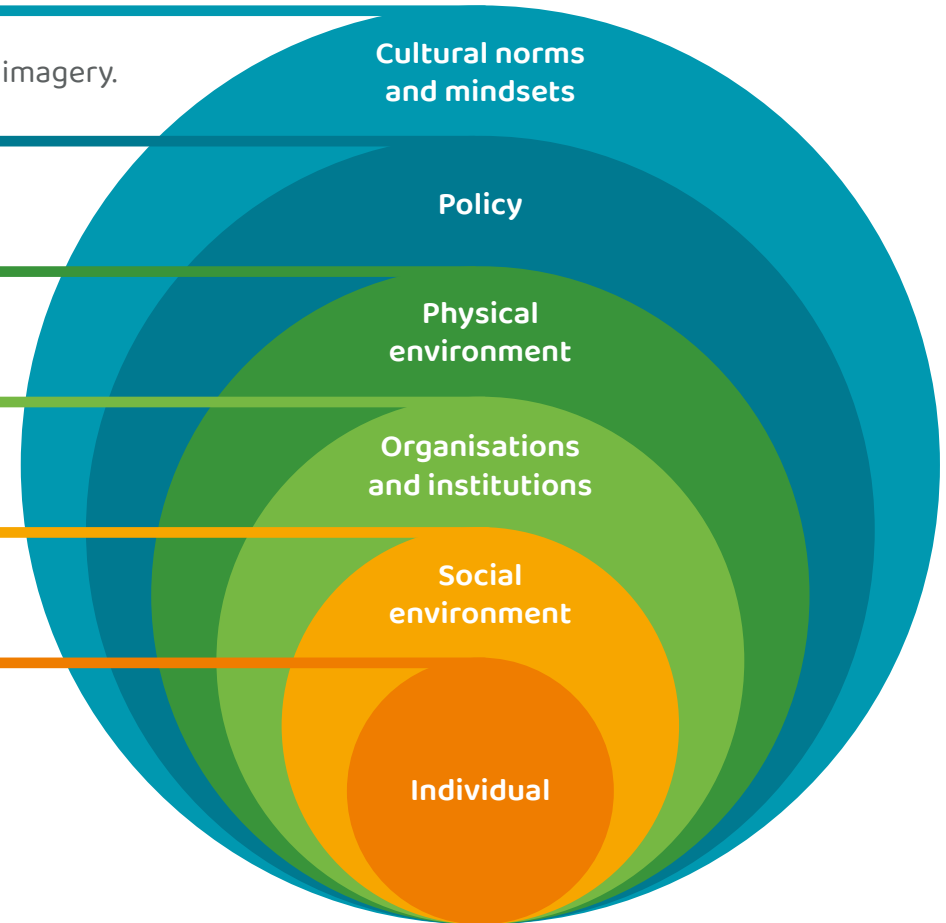
International and national guidance and laws, local laws and policies, rules, regulations, codes, times and schedules.

Built environment, natural environment, green and blue spaces, transport networks, homes.

Schools, health care, businesses, faith organisations, charities, clubs.

Individual relationships, families, support groups, social networks.

Individual capabilities, motivations, opportunities, knowledge, needs, behaviours, physical and mental health and wellbeing.



We aim to better understand this system and how influences interact. We will create change across it that will ensure more people can have a positive relationship with being active. Real and lasting change cannot be achieved alone and therefore we will collaborate with partners to co-create programmes that support the objectives of this strategy.



### Organisations within our local system include:

- Havant Borough Council Services including:
  - Community and Active Wellbeing
  - Housing
  - Regeneration and Economic Development
  - Planning and Planning Policy
  - Property and Estates
  - Civil Engineering and Landscape
- NHS Hampshire & Isle of Wight
- Hampshire County Council Public Health
- Hampshire County Council Transport
- Horizon Leisure Trust
- Energise Me
- Community First
- Hampshire Police
- Schools and Colleges
- Citizens Advice
- Primary Care Networks (GP practices)
- Youth or health related charities - Motiv8, Havant and East Hants MIND, Y Services
- Hampshire Countryside Service
- Housing Associations – Vivid Homes
- Hampshire County Council Libraries
- Local clubs, groups and community organisations
- Religious groups

## Principle 3 : Pooling resources and delivering services at a scale and intensity proportionate to need

Known as the principle of proportionate universalism, we will use our shared resources to focus on the people and neighbourhoods that experience the greatest need, so that we can achieve the greatest impact. At the same time, we will work collectively to sustain and develop opportunities for people who are currently active to remain so, and to make these opportunities accessible to more people in the borough.



## Priority Communities

Our insight tells us that across the Havant, the greatest need in terms of physical inactivity and health inequalities is evident in:



Those with special education needs or disabilities



Those living with long term health conditions



Those experiencing income deprivation



Those living within areas of deprivation

Within these communities, support will need to be tailored for individuals and groups who are evidenced to be more likely to be inactive and experience poor health. Including:



Children and young people



Older adults



Women



Black, Asian, or ethnic minority communities



Those with caring responsibilities



LGBTQ+ community

The more characteristics listed above that an individual has, the higher the chance of being inactive.

Where we live makes a difference too. Inactivity, in parallel with wider health outcomes, varies greatly between neighbourhoods across Havant and this has been the basis for our shared 'place-based working' approach. We have identified four focus locations:

1

Leigh Park

3

Stakes

2

Wecock

4

South Hayling



## Principle 4 : Informed by robust evidence, data and insight and a commitment to continuous testing and learning

We will use existing insight and gather further learning to deepen our understanding of people and neighbourhoods across Havant, focusing on those most likely to experience greater disadvantage, inactivity, and poor health outcomes.

To keep up to date with changes in physical activity behaviours of our population we will continually review data sources, engage with, and work alongside our communities and seek to learn from our collective experiences of what is and is not having a positive impact on supporting people to move more. We will continue to use our joint experiences to learn together and refine approaches as we go, whilst assessing the impact that work is having on the aims of this strategy.

In developing this document, we have taken guidance from a wide range of local, regional and national strategies and guidance documents, including:



## What Havant has told us

A programme of community engagement supported the development of the Strategy. This qualitative exercise sought in-depth information from residents, including identified priority communities on attitudes, barriers, challenges, and motivators for being active.

We focused on 'going to' residents, running 18 community events in late 2024. Over 250 adults engaged via in-person events and over 150 school children. In addition, feedback was gathered through:

- Online consultation platform (Go Vocal) with 89 participants
- Private surveys with 182 responses
- Offline feedback forms with 59 responses
- Pair ranking activity with 203 submissions

A full report on the community engagement methodology and findings can be found in appendix 1, with the key findings highlighted below. The strategy aims and objectives have been developed to address these findings.





## What does being active mean to you?

Many different activities and a range of contrasting associations were identified. Physical activity was often referred to as being either high or low intensity, an independent or a social activity and either a competitive or non-competitive activity.

There was wide recognition of the importance and benefits of being active on both physical and mental health. Even for those who state that they are not currently active or have no interest in being active understood the value of it for their health.

## Barriers to being active and support required

Residents discussed their barriers to being active and what support could enable them to move more. Findings included:



### 1: Physical and Mental Health Conditions

Health conditions or injury prevented many residents from being as active as they'd like to be.

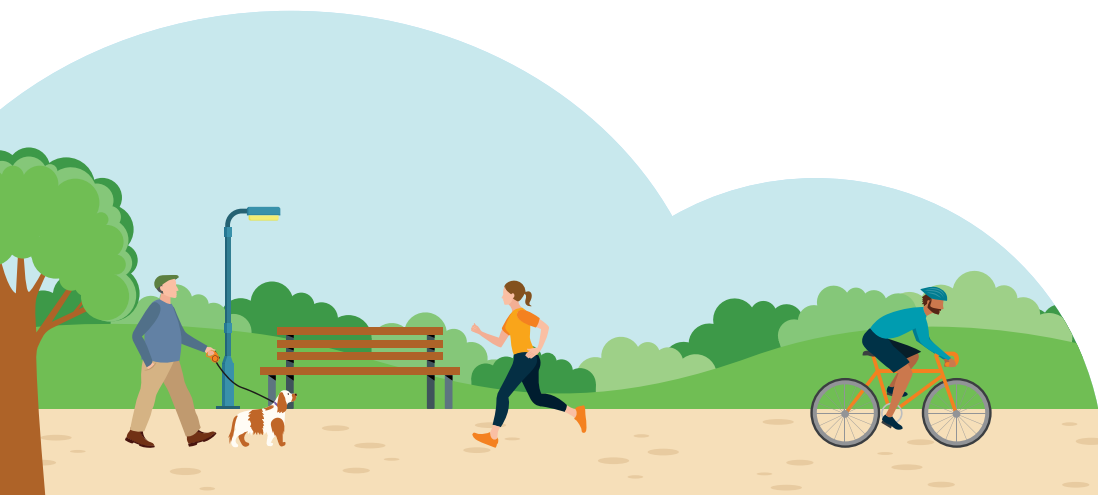
There was acknowledgement of the need for better awareness and education on the activities and facilities suitable for the health conditions and symptoms people are living with. Many cited an uncertainty of what could be relevant for them given their fear of causing pain, injury or exacerbating medical conditions.



### 2: Affordability

Referenced primarily by those who considered being active as making a dedicated journey to a specific facility. The cost of gym memberships, class fees and equipment were too costly for many to take part. When facing significant financial pressures, being active is often deprioritised, with feedback often stating that food, childcare and utility costs took precedence over investing in their own health.

The need for a level of payment being required to cover the cost of delivering formal activity was understood by participants, but there was an emphasis on finding solutions for targeted concessions or low-cost alternatives and the need to improve information and awareness on how to be active for free, such as in your own home or using free to access public spaces.





### 3: Active Travel Routes

The condition and location of routes for walking, running and cycling were a key barrier and the improvement in their maintenance, quality and number of locations would be of benefit.

Walking was the most referenced activity. Many indicated that they would like more opportunities to do this, whether part of organised walking groups, improved walking routes or better signposting to current walkways, particularly around locations such as coastal paths or green spaces. Those with mobility issues (i.e. in wheelchairs, mobility scooters or use walking aids) often struggle to access these areas and are therefore denied valuable opportunities to be active.

Participants reported a lack of and poor provision of public transport (mainly buses). This may be perceived or actual and warrants further investigation.



### 4: Time and Other Responsibilities

A lack of time or competing priorities such as childcare, employment or caring responsibilities prevent many from including physical activity in their day-to-day routine. These views often referenced a lack of motivation to use limited spare time being active or a lack of energy to be active, despite understanding how it can help them feel more energised.

Many with caring responsibilities put their patient or family members need over their own and in some cases, there were reports of guilt or hesitancy to be active due to these responsibilities.

Solutions focused on building opportunity to be active into daily routine, such as through enhancements to active travel infrastructure and to improve the design of new neighbourhoods so that they encourage movement.



## 5: Accessibility of Activities and Facilities

This encompasses both the timing of activities (e.g. a perceived lack of evening or weekend activities for those in employment) or the location of activities or facilities (e.g. there are a lack opportunities to be active near where I live).

It also included views on a lack of activities tailored for individual needs (e.g. age, gender or health condition) and a perception around the nature of facilities such as gyms and organised sport being an unwelcoming and intimidating prospect.

Suggested solutions included the need for a broader, more local range of activities or facilities that are accessible to people when considering their daily routines and patterns of behaviour. Making the existing stock of facilities accessible for all and ensuring that places and activity programmes are marketed as inclusive and non-intimidating as per the perception, ensuring that people know they are places for 'people like me'.

Ensuring activities include a social or welcoming / supportive group opportunity was a very commonly referenced theme.



## 6: Information, Knowledge, Awareness and Advice

This theme transcended across all others listed above. There was a disconnect highlighted between what was perceived to be available locally and the reality of the scale of services, facilities, activities and advice available for people of all backgrounds.

Many felt uninformed or unable to find out about ways to be active that suited them and wished for improved availability of information and a better understanding or availability of channels through which to access this information. Some felt overwhelmed with so many different places to find information and were unsure which were up to date and trustworthy.

There was also uncertainty over who to speak to for professional advice on opportunities to suit their lifestyle, personal situation, and health. This was despite the number of services and groups in place to support residents to be active in Havant. There is clear opportunity to better promote and link residents to these groups.

## Demographic and geographic differences

- Those who indicated that they were not very active or not active at all were more likely to indicate a physical or mental health condition as their main barrier.
- Those who stated that they live with a long-term health condition or disability were more likely to indicate that this was their biggest barrier to being active.
- Those who indicated that they were very or fairly active were more likely to state that improvements to active travel routes, cheaper or free activities, or more facilities were the main ways in which they could be supported to be more active.
- Those who indicated that they were not very active or not active at all were more likely to reference the importance of social opportunities and a welcoming / supportive group in enabling them to be active.
- There were wide variations between each priority community when asked what they rank as most important to help them to be active.
- Social opportunities were important for respondents in Hayling Island and Leigh Park.
- High quality, accessible facilities were more important for respondents in Wecock Farm and Stakes.

Given the variation in responses shown above, it evidences the need to do further, regular, engagement with our priority communities to truly understand their need.



## Young people

Respondents from a young age (9 or 10 years old) to 24-year-olds largely viewed being active as a social activity to be conducted with friends, family or teammates, and that this was a big reason for those who are currently active or enjoy being active as to why this was the case.

These younger respondents were more likely to reference multiple sports that they took part in than older participants, who also indicated that they felt there were fewer opportunities or they were less motivated to undertake activities than younger pupils.

For many, school represented the setting for exploring and trying new active opportunities, with a number of young participants referencing trying their favourite activity for the first time at school rather than in a community setting.

Young people were broadly positive about being active and stated that they enjoy being active. This tended to reduce amongst older respondents within this age range (i.e. up to 24 years old).

Younger respondents would largely rather be active with other people, regularly and in a competitive manner while also expressing a preference to be active outdoors and with a sport or activity that they knew well.

Older respondents were more likely to indicate that they would ideally be active in a non-competitive way and in a more social setting, with more respondents indicating barriers such as mental health, lack of facilities or affordability as a barrier.



# Residents Survey 2024

Havant Borough Council ran a representative residents survey in 2024. It asked questions to understand satisfaction and perceptions of the local area, of Havant Borough Council and the services it provides. The number one priority and concern for residents was quality and access to health

services, whilst their own and their families physical health was also in the top 5. This provides further rationale for this strategy and the key work areas highlighted within.



## Principle 5 : Actions are co-designed with an empowered community

Taking an ABCD (asset based community development) approach, we will enable the community to 'own' the change in their place by building on the assets found in these places and supporting individuals and organisations to come together to realise and develop their strengths. This can only happen by building genuine relationships with people, moving away from what is often viewed as a transaction between residents and a service/organisation. There must always be a shared purpose and common goal.

It is important to understand the lived experience of people from our priority communities and each local neighbourhood. We will commit to having the right conversations with the right people. Programmes and initiatives will not be rushed into, and they will be developed with the community they intend to serve.

We will build trust and empathy with communities and partners and embrace a problem-solving approach to the difficult challenges ahead.

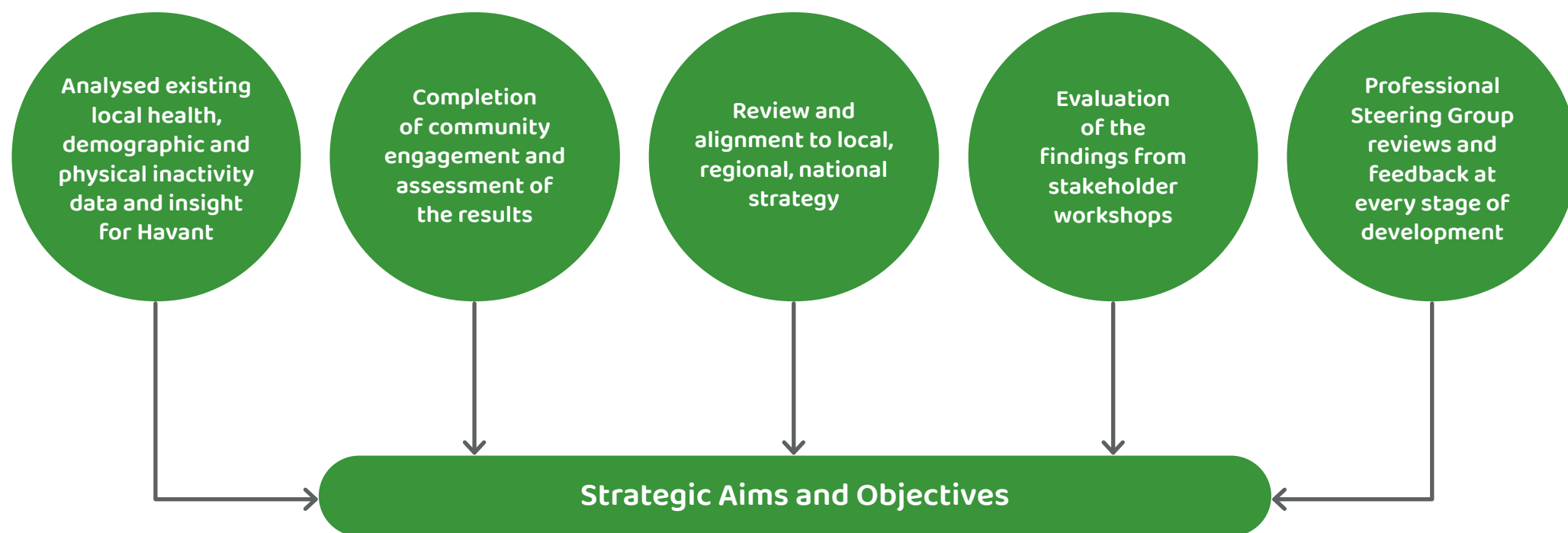




# What do we want to achieve?

## Strategic Aims

Our strategic aims and objectives have been developed through the thorough process, shown below.





### Strategic Aim 1

To build a holistic health and wellbeing offer where local services are connected and integrated. To create a positive impact on local strategic priorities, particularly health, the environment, regeneration, economy and community safety.



### Strategic Aim 2

To reduce the proportion of the Havant population that is physically inactive, by providing accessible, inclusive opportunities for those facing inequality to improve their physical and mental health through services that evidence significant social value.



### Strategic Aim 3

To provide sustainable services and initiatives that take a balanced approach to accessibility, affordability and financial viability.

## Building on what works

Recent years have seen a lot of hard work locally to embed opportunity for everyone to move more every day. As a result of positive partnerships, many things have worked well.

Having taken learnings on why they have been a success, we will work to further develop these, and similar opportunities.



## Case studies of Success

### Case Study 1: Horizon Leisure & Hampshire Active Play Scheme

Funded by Hampshire County Council, the scheme provides children aged 0-5 from Havant and the surrounding areas with the crucial physical activity skills they will require for school. 60 families who face financial hardship benefit from the scheme which provides them with 12 months free access to leisure facilities including soft play, pre-school bounce classes, pre-school gymnastics, public family swimming and even swimming lessons.



#### Juliet Bowskill told us:

"For 2 years I had been fighting for my little boys right to a full time education. My son was lacking in Physical Education, due to not being able to access one PE lesson due to his reduced timetable. Finances for enrichment was stretched and most days we felt isolated. In September 2023, I was handed a leaflet for the Active Play Scheme at Horizon. We were successful in securing a place and the membership letter was the most exciting invitation we had received in a long time, listing all the facilities that we could access. As the doors opened to Horizon, we no longer felt left out!

My son can now swim unaided, he is at his best when in the water and so happy. Swimming also supports his sensory diet. He regularly accesses oceans of play and the new Thrive timetable. Seeing my children being successful and enjoying the facilities promotes long term health benefits for them.

We are a happier, healthier family and with my wellbeing at its best, I have personally been able to be more active, mostly swimming in the evenings. I've had my blood pressure checked at the Wellbeing Hub which was sent electronically to my GP! I have been able to consider new opportunities as a result, becoming a trustee for Horizon Leisure Trust, embracing being a local champion for SEND, and even starting a new business!"



## Case Study 2: Get Up and Go Programme

Get Up and Go is a physical activity programme coordinated by Havant Borough Council, offering sociable, community based opportunities. The scheme currently engages up to 250 people a week.

Funded by the Active Health Programme and previously, through Hampshire Public Health and Sport England grants, the programme offers community based, sociable physical activity based on local demand, for those who are inactive, experiencing income deprivation (NS SEC 6-8), living in areas of high deprivation (IMD 1-3) or living with a long-term health condition.



## Two participants told us how life has been changed through women's only boxing:

"I have been part of get up and go since June 2024. I had previously taken part in boxing and found a love for it, but have been unable to go to anything independently recently due to seizures. Being able to go with a friend has been great and since becoming a part of the project we have become more active and socialised a lot more. The cost of the session has allowed access a sport I once loved, as if it was any more than I wouldn't be able to afford it. Really encourage people to give it a go, its really worth it as its easy to access and sign up to the emails so you can keep up to date with what's going on."

"Boxing is something I had never done before and it matched my financial situation and my working pattern. GUAG assisted me in my journey of losing weight and has motivated me to do more physically on my own and with others. It's led to me walking more for exercise, transport and for head space. Physically, I have noticed my body change and have received comments about my change in appearance, including from a friends' 10 year old daughter!

Mentally, since joining GUAG, I have made new friends, who have brought me support when I have needed it, drive me to try my hardest and made me feel mentally stronger. People noticing my change in outlook as more back to being me.

From the moment I met Zoe, the coach, she was friendly and welcoming. Whilst I was learning a new sport, she never made me feel intimidated, stupid or unfit. Her encouragement week after week is outstanding. She is funny, bubbly, down to earth and kind. She helped me discover my sense of self-worth by her natural outlook and demure of life.

The friendship group doesn't just stop when we walk out of the gym. In the past year, since starting, the ladies that attend have been out socially for evening drinks, as well as summer sea swimming, Sunday hill sprints with a Halloween evening and line dancing night booked in for the coming months!

The encouragement from everyone keeps you going. It's a level playing field where no one cares about different shapes, sizes, ages and ability."



## Key Learnings from Get Up and Go



### Trust

Whilst its managed by Havant Borough Council, it remains a standalone project with its own website and social media presence. Over its 5 year lifetime, residents have developed a trust of the brand, staff and volunteers.



### Co-design

Officers have spent time in the community at various settings understanding gaps, barriers and the needs of residents, putting this knowledge into planning future activities. The result is that residents have seen and taken part in activities that they have helped design themselves.



### Personal touch

A friendly, approachable workforce who regularly visit activities, join in themselves and assist people who are nervous attending for the first time. A team who check on people after sessions, and where necessary, offer advice and alternative options that meet an individuals need. This has been especially important given the number of participants with health conditions such as anxiety.



### Cost

Participants report that the low cost of activities is one of the reasons they take part. All first sessions are free, and activities are affordable.



### Pitched at the right level

Each activity is at the appropriate level for participants. For example, beginner sessions where participants do not have to worry about not knowing how to do something. It gives opportunity to try something new with like-minded people.

### Case Study 3: Horizon Wellbeing Hub

In June 2023, Horizon opened a Health and Wellbeing Hub within the Meridian shopping centre. This stand-alone facility, in a non-leisure environment ensures residents don't have to travel to a leisure centre for exercise or an out of town hospital/GP surgery for health interventions. Financially the facility is supported by Horizon's commercial income, alongside funding for programmes from key partners and S106 funds from Havant Borough Council towards initial set up costs.

# Horizon Wellbeing Hub



**The Wellbeing Hub offers a range of services and interventions, including:**

- Free health checks for early detection of conditions.
- Weight management programme 'Flourish'.
- Eight-week 'Foundations' exercise orientation programme; a gentle introduction to exercise.
- Specialist group exercise classes for targeted groups, partnering with Get up and go.
- Six-week rehabilitation NHS physiotherapist sessions.
- NHS smoking cessation sessions.
- Independent blood pressure testing with results that feed directly to GP surgeries facilitating early detection of high blood pressure.

Successes have seen the Foundations programme participants transitioning to Horizon Leisure memberships, with 86.2% feeling motivated to continue their fitness journey.

The SurgeryPod has taken 307 blood pressure readings. Results feed directly into the NHS system and over 60% of those tested had high blood pressure, prompting necessary intervention.

Southern Health NHS physiotherapy has helped alleviate NHS waiting lists, as they can deliver treatment to more people and can discharge patients quicker. Between October 2023 and April 2024 the Hub's NHS physiotherapy service saw 116 patients complete six-week courses, with a third of these joining Horizon's Foundations programme or exercise referral scheme thereafter.





## Key Learnings from the Wellbeing Hub

### Meeting the community where they already are

Taking facilities to places of high footfall that are regularly visited by priority communities has created an accessible facility.

### A non-leisure environment

A less intimidating environment in which to take your first steps in being more active has proven popular. Small group classes with like-minded people with shared lived experiences of being inactive.

### Continuing challenges

Operational costs linked to its shopping centre location creates financial sustainability challenges, with the Hub being reliant on external grant funding and support from other areas of Horizon's business.



# Key Work Streams

The below key work streams have been co-designed with partners and consider our core principles and strategic aims, are built on robust evidence and respond directly to the issues residents highlighted through engagement.



## Active Facilities

To create a network of high quality, accessible and affordable facilities which are environmentally and financially sustainable. Redefining sport and leisure facilities as hubs focused on resident health and wellbeing.



## Active Environments

To positively influence local place shaping, enabling our public spaces to be safe, accessible, more appealing, promote active travel and inspire residents to move more.



## Active Communities

To empower communities to take ownership for their health and wellbeing and be active in their neighbourhood in a way that works for them.



## Active Leadership & Governance

Develop and maintain a collaborative local system with bold and innovative leaders and a workforce that can drive change.



## Active Health and Wellbeing

To develop an integrated offer with the health system that is capable of increasing levels of physical activity and contributing to a reduction in health inequalities across Havant's communities.



## Active Impact

A system of local services and providers which evidence positive social value and contribution towards health, the environment, regeneration, the economy and community safety.



## Active Facilities

To create a network of high quality, accessible and affordable facilities which are environmentally and financially sustainable. Redefining sport and leisure facilities as hubs focused on resident health and wellbeing.

### We will...

- Develop outcomes focused facility operating contracts and partnering agreements that focus on prevention of ill health and rehabilitation, and which prioritise communities who need most support to be active.
- Adapt facility pricing, programming, marketing and communications for priority communities.
- Harness modern trends and technology to reach new audiences.
- Provide and promote inclusive facilities for all. Ensuring the activities and programmes delivered within facilities are accessible for each priority audience.
- Use authentic stories and real people in marketing facilities and their services. To ensure provision is relatable and non-intimidating to the target audience and that people can see 'people like me' accessing that service.
- Seek to provide multi-purpose, flexible and welcoming facilities. Test the use of vacant buildings and how we can revitalise non-traditional spaces as community wellbeing facilities.
- Seek funding to implement the action plans of the Playing Pitch Strategy and Built Leisure Strategies, prioritising key strategic projects. This includes conducting feasibility work for the re-provision of the ageing Havant Leisure Centre in line with regeneration ambitions.
- Strengthen the relationship between wellbeing, community and healthcare services and explore opportunities for co-location of public services. Co-location can streamline referrals, enhance communication between providers, and reduce transportation barriers, making it easier for individuals to receive comprehensive care in one location.
- Ensure that facilities are environmentally sustainable and contribute towards the Council's Climate Change Strategy by improving energy efficiency, active travel connectivity and evidence positive social value contribution.
- Ensure that facilities are financially sustainable, with robust operating models that meet maintenance needs and user demand.
- Work with the education sector to remove the barriers to opening facilities to their communities to support their health and wellbeing.



## Active Environments

To positively influence local place shaping, enabling our public spaces to be safe, accessible, more appealing, promote active travel and inspire residents to move more.

### We will...

- Embed 'Active Design' and 'Healthy Streets' principles through the planning process for any new development, to help create healthier environments which facilitate movement.
- Ensure that the emerging Local Plan for Havant fully reflects opportunities to increase physical activity levels in both the built and outdoor environment.
- Create a better sense of connectivity and awareness between Havant residents and outdoor green and coastal spaces for wellbeing activities. We know that most physical activity takes place within twenty minutes of our homes.
- Provide parks that are health assets. Multi use, welcoming, accessible and safe environments which enable sport, recreation, children's play and physical activity for all. This includes well designed and maintained ancillary facilities such as changing places, toilets and an opportunity for refreshments.
- Collaborate with Regeneration teams to reimagine urban 'grey' and non-traditional spaces within neighbourhoods so more people can be active in locations and environments that suit them.
- Make it easy to incorporate physical activity into everyday life by securing funding and delivering safe walking and cycling infrastructure that connects our communities to important facilities including parks, schools and workplaces. Ensure routes are well marked and supported by cycle parking facilities.
- Make walking or wheeling the preferred travel method for short journeys by developing and promoting route planning and mapping technology and providing opportunities to build confidence in active travel.





## Active Communities

To empower communities to take ownership for their health and wellbeing and be active in their neighbourhood in a way that works for them.

### We will...

- Establish a clear identity for Havant as an active borough, with facilities and an environment that supports the physical and mental wellbeing of residents who live in a majority urban area.
- Celebrate Havant's unique location and physical characteristics, including having some of the best coastal conditions in Europe for being active on the water.
- Improve how we work with our priority communities to understand the support they require to be active and turn that into relevant action. Build community and cross-sector partnerships and provide support, where needed, to turn ideas into reality by removing bureaucratic barriers.
- Use physical activity as a tool to bring people together and tackle Havant's social and environmental issues. Particularly addressing crime, safety, community cohesion and climate change to improve the sense of place.
- Create positive experiences for children and young people and those being active for the first time or returning to activity. To create healthy habits for a lifetime and to divert from anti social behaviour.
- Co-design all new programmes and initiatives with the community it plans to serve. Empower communities to take ownership by maximising the use of community leaders, influencers, role models and champions alongside links to national campaigns.
- Strengthen partnerships with our vibrant voluntary and community sector (VCS) which engages with our priority communities through a wide range of activities from community gardens to walking groups and litter picking. Support these groups to take ownership for a space that's important to them. For example, providing management agreements for allotments, community gardens, sports pitches.
- Support Havant's vibrant, long-established voluntary sport sector and sports clubs. Support the volunteer workforce to keep meeting the traditional need, whilst creating new non-traditional pathways that encourage residents to get active through small steps of regular physical activity.
- Challenge the perception about who can be active. Use campaigns such as 'We Are Undefeatable' and 'This Girl Can' and develop a workforce, including health professionals, that understand and promote that the benefits of moving outweigh the risks.



## Active Leadership and Governance

Develop and maintain a collaborative local system with bold and innovative leaders and a workforce that can drive change.

### We will...

- Establish an Active Wellbeing Board, with representation from Havant Borough Council, NHS Hampshire and Isle of Wight, Public Health, Physical Activity Sector, Community Sector. Formed with a clear terms of reference, the board will be accountable for monitoring and evaluating implementation of this strategy.
- Develop a shared partnership action plan for each strategy work stream, owned and monitored by the Active Wellbeing Board and updated throughout the life of the strategy.
- Establish buy in from partners and a commitment to provide capacity to deliver the strategy action plans. Launch a regular Active Wellbeing Stakeholder Forum to discuss collaboration, delivery against the strategy and to problem solve. Ensure two-way communication between partners and the Active Wellbeing Board.
- Agree a shared, strategic approach to commissioning and funding of health interventions and programmes to meet identified local need. Work collaboratively to secure inward investment into the borough's infrastructure and programmes to improve health and wellbeing.
- Partners commit to avoiding duplication in delivery or competing for the same pots of funding. The best placed partners will be identified to deliver against recognised gaps in local provision.
- Establish clear co-ordination, purpose and outcomes for all partnership groups in the borough. Review existing arrangements to ensure groups are fit for purpose and deliver tangible results.
- Develop a clear branding for the Active Wellbeing Strategy and digital platforms including a website and a jointly managed communications plan to ensure its embedded across the system and with residents.
- Be physical activity champions and advocate for being innovative, trying things differently and taking risks to try and enact positive change. We will learn from both successes and things which have not gone as planned.
- Develop a sector workforce who understand health inequality and behaviour change and have the skills required to deliver this strategy with our priority communities.





## Active Health and Wellbeing

To develop an integrated offer with the health system that is capable of providing advice and support on moving more that is relative to an individual's needs. Therefore, contributing to a reduction in health inequalities across Havant's communities.

### We will...

- Work collaboratively with partners in the health, social care and community sector, focusing on how we can work more efficiently on prevention of ill health and rehabilitation by championing physical activity.
- Connect opportunities to ensure provision meets the needs of those who are least active, ensuring work is targeted to support physical and mental wellbeing of our priority communities.
- Support health and social care professionals to promote physical activity more easily and effectively in their daily contact with residents and maximise the influence of social prescribers and professionals within primary care settings as individuals who are trusted by those in poorer health.
- Encourage positive physical activity conversations at every opportunity, promoting that '*Physical activity benefits outweigh the risks for people with long-term and major health conditions*'.
- Provide healthcare professionals with the tools and training to deliver symptom specific advice on physical activity with patients in both community and clinical settings.
- Create a system where residents and practitioners alike can find out every active and healthy opportunity in the community with ease and provide effective referral pathways that ensures activity can be pitched at the right level, embedding confidence for an individual and the referee.
- Improve awareness, knowledge and information for residents and partners on mainstream and specialist solutions that often already exist to support individuals with various health and accessibility needs to be more active.
- Secure buy in from health sector partners (the Havant Health and Wellbeing Partnership) to deliver the aims of this strategy. Jointly market and promote programmes with broader health messaging.
- Ensure all promotion, marketing and activities are presented in a way as to be inclusive, appealing and non-intimidating given that being active has a wide range of meanings and associations for different communities. Promotion will ensure people will know it is an activity for them.



## Active Impact

A system of local services and providers which evidence positive social value and contribution towards health, the environment, regeneration, the economy and community safety.

### We will...

- Build on the insight that informs this strategy by 'digging deeper' with specific priority communities and demographic groups at a neighbourhood level to learn what is really required to enable them to move more and improve their wellbeing.
- Use Sport England Active Lives data and Hampshire JSNA data as benchmarking tools for regional and national comparison.
- Develop an Active Wellbeing community engagement plan. This will include focus groups and interviews that implement 'how and why' conversations to capture qualitative information and report on real life stories and impact against strategy objectives.
- Always consider how wider determinants of health, such as housing, education, physical environment and social support interplay and impact on access to being physically active. We will collaborate and support agencies who work in these spaces to meet their strategic objectives.
- Retain an ambition to deliver services at scale but commit to being empathetic and focusing on the impact on individuals and our communities rather than participation and throughput figures, to gain a better understanding of our community's needs and to build a sustainable future.
- Develop measurement, evaluation and learning tools that are used across the borough by all partners to measure the impact of investment (financial and other resources) and delivery, focusing on the social value of our actions.
- Commit to sharing learning across the system. We will continue to evolve the strategy and collaborative delivery based on learning. Including continuation of what works well.





# What will success look like?

This strategy will have been a success if we contribute towards:

Reduced levels of physical inactivity, particularly among our priority communities, who will feel happier and enjoy better physical and mental health as a result of moving more.

Our parks, open spaces, coast and built facilities being vibrant community hubs where there are wellbeing opportunities for all.

A reduction in health inequalities across the borough.

Car usage for short journeys reducing, while more residents opt for active travel methods like cycling and walking.

Providing every resident equal opportunities to access a wide selection of high-quality wellbeing and physical activities.

A greater shared understanding locally among partners of how our priority communities can be supported and empowered to live healthier lives.

Providing services which are both financially and environmentally sustainable.

Active Wellbeing being at the heart of future health, regeneration, economic development and planning decision making.

## How will this be measured?

There is no single way to measure whether more people are moving more. We also appreciate that changing the tide on physical activity levels will take a number of years.

We will collectively embrace the approaches detailed below that will provide a full picture of the progress being made, what has worked well, and importantly what has not. We will continue to evolve our approach to future delivery.

## Stories of change and case studies

We will gather real stories, observing what change is happening for individuals in our priority communities and for the organisations within our system. This will help explain what factors have contributed towards that change and what other things that change has led to (the ripple effects) and bring it to life in a way that can positively influence others on the benefits of a more active lifestyle and the stages of behaviour change they have been through.

## Data

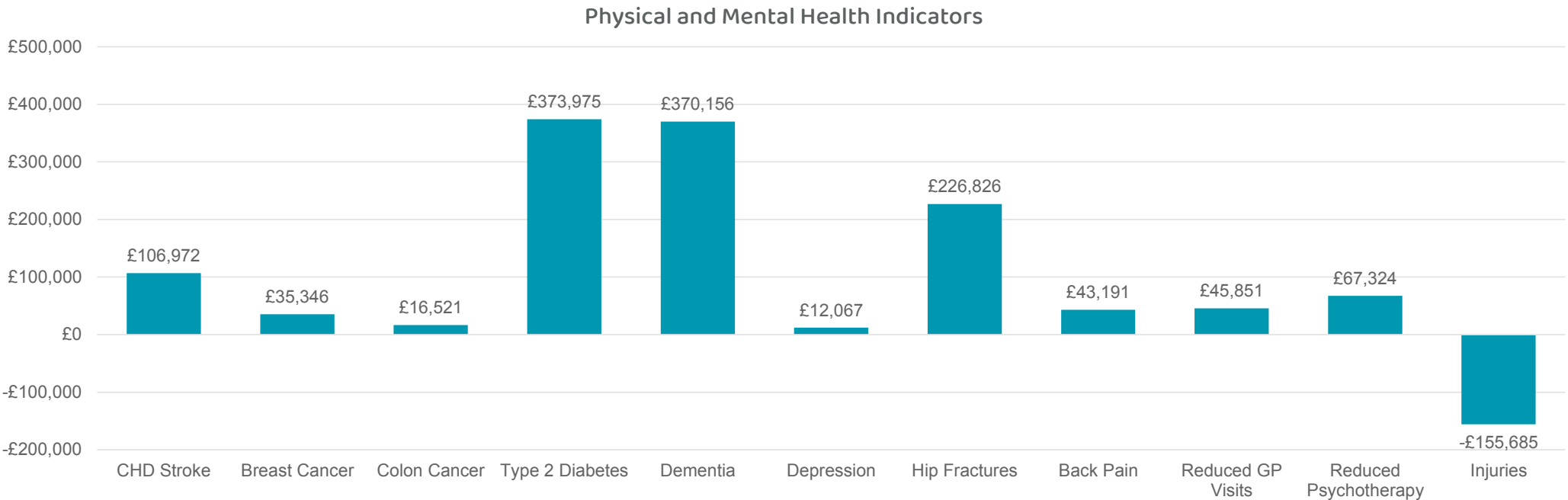
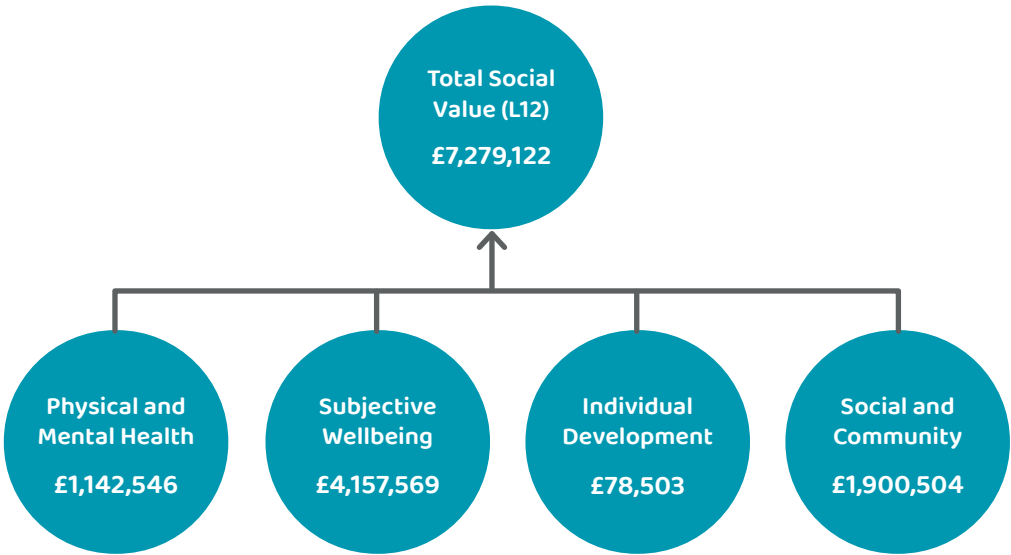
We will continue to review a diverse range of population level data, including Sport England Active Lives data, and the Hampshire JSNA. That will be complemented by other more local sources of data such as at facility, programme and intervention level to inform learning around their reach, quality and contribution to the strategic aims.



# Social Value and Wider Local Objectives

We will also gather data on social value, consisting physical and mental health, subjective wellbeing, individual development, and social and community development. We will evidence the contribution that more people moving more is having on wider strategic objectives including economic development, climate change and the environment and community safety.

As an example, to the right is the social value of leisure services provided at Havant Leisure Centre and Waterlooville Leisure Centre in 2023/24, including the total savings in health and social care costs for various health conditions.



## Action Plans

Each of the six work streams of the strategy will have its own action plan, developed by the steering group of partners following initial adoption of the strategy. This will detail the specific projects and action that will deliver the aims of this strategy. It will identify the lead and key partners, milestones for delivery, key performance indicators and methods for evaluation.

Each action plan will be reviewed and updated on an annual basis.



## Need more information?

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Web: [www.havant.gov.uk/community-and-living/active-wellbeing](http://www.havant.gov.uk/community-and-living/active-wellbeing)

