

# Havant Active Wellbeing Strategy 2025–2030

## A Summary





“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

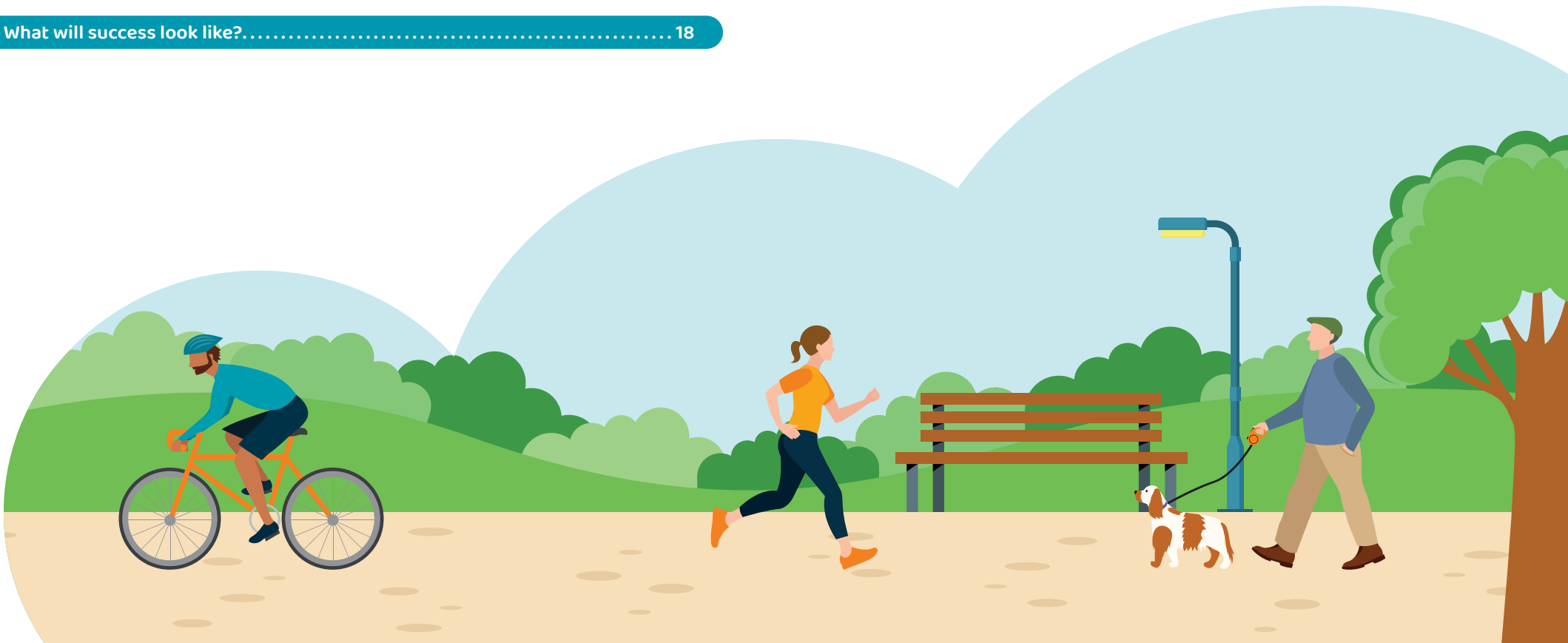
 **Energise**  
Me

 **Horizon**  
Inspiring Healthier Happier Communities

 **Community First**  
making life better for everyone

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# Introduction

## 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.

A group of key strategic partners have established this strategy and commit to deliver and monitor its success.



**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)

# Identifying the need - Where are we now?



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.





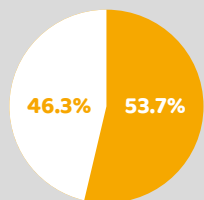
## Physical Inactivity



**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**

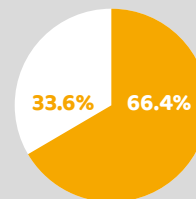
**That is 7,800 children** who are likely to have unhealthy habits for life.



## 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.

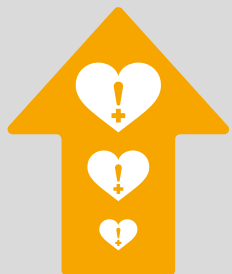


**Two thirds of Havant's adult population is classed as overweight or obese (66.4%)** – this is higher than regional and national comparisons, and has remained at similar levels in recent years.

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.



## 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 on the previous page 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

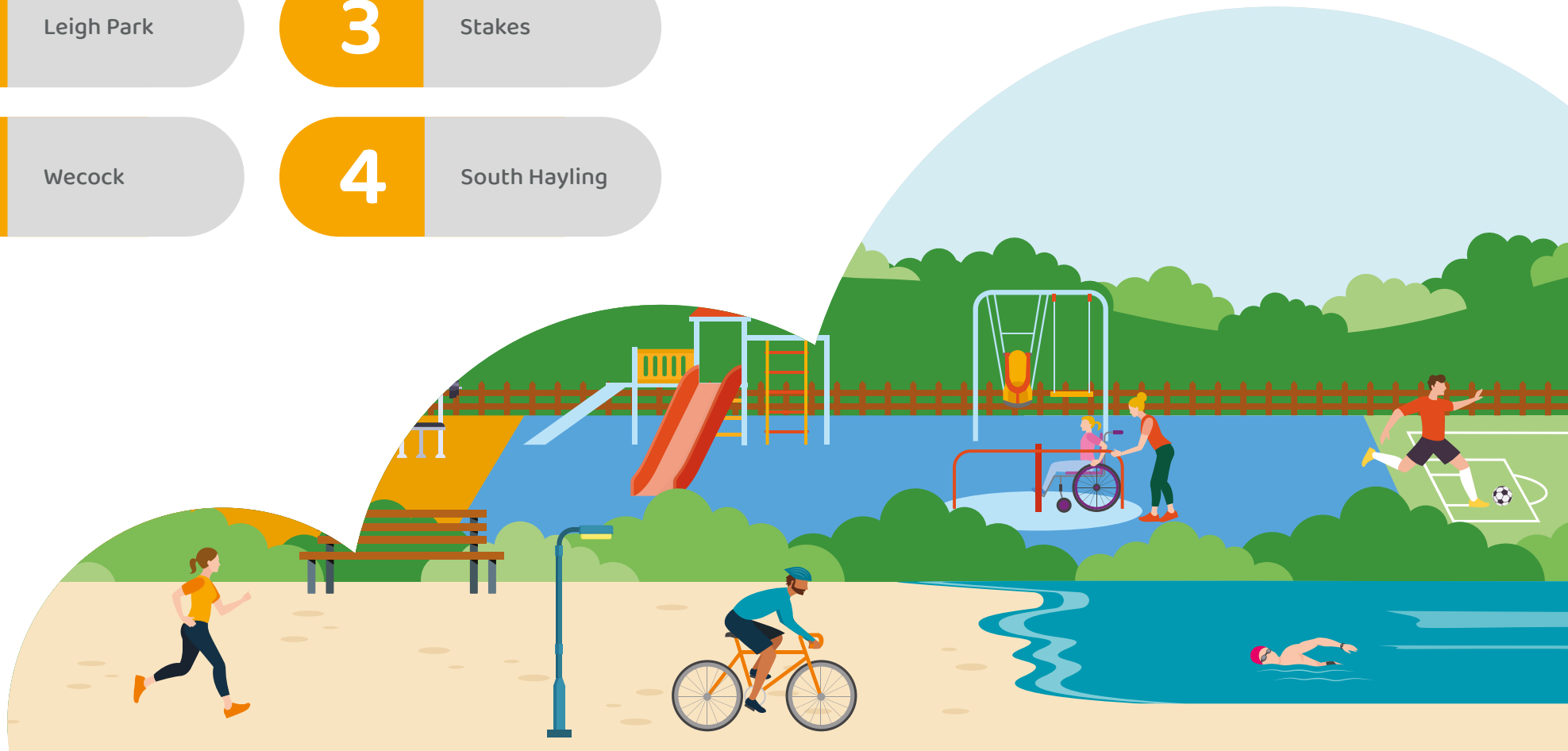
Stakes

2

Wecock

4

South Hayling



# How we want to act - Our core principles

## Principle 1

Taking a place-based, locally led approach.

## Principle 2

Collaboration across a whole system.

## Principle 3

Pooling resources and delivering services at a scale and intensity proportionate to need.

## Principle 4

Informed by robust evidence, data and insight and a commitment to continuous testing and learning.

## Principle 5

Actions are co-designed with an empowered community.

# What do we want to achieve?



## 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.

# Key Work Streams



## 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?

## 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)

## Data

We will continue to review a diverse range of population level data and 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 gather data on social value, consisting physical and mental health, subjective wellbeing, individual development, and social and community development.



## Need more information?

Email: [activewellbeing@havant.gov.uk](mailto:activewellbeing@havant.gov.uk)

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

