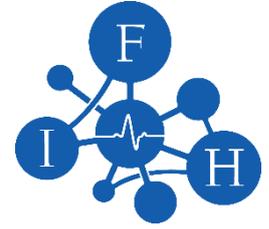




Active Hastings Mid-Year Update October 2024



Active Hastings Headline Figures April-September 2024



721 low cost,
inclusive physical activity
sessions were delivered.



1,195 different residents
took part with **6004**
registered visits to sessions.

36% of adult participants stated
that they have a disability,
long-term health condition or
special educational needs.

1 in 4
of the participants live in SOAs that
fall within the **1%** most deprived
nationally.



10,759
followed Active
Hastings on
social media.

83% of participants increased their
weekly physical activity levels as a
result of taking part in Active Hastings
sessions.

78% of adults who increased their
physical activity levels experienced
improvements in their mental
health.



95% of young people
taking part benefited from
improvements to their
mental health.



89% of adults who
increased their physical
activity levels experienced
improvements in their
physical health.



22% of adult
participants attended
following a referral
from their GP or
Health Professional
(includes GP text

What do Active Hastings participants say?

Below is a snapshot of some of the comments we received during a survey of participants that attended between April and September 2024, which show the broader impact of the physical activity sessions:

Never had the confidence [to exercise] before as was scared because of my medical condition. I think it's amazing, it has been life changing improving my balance and coordination. My friends and family can see the improvement in my fine motor skills and starting to get more feeling in my left side and spine.
Neuro Exercise Class Participant

I work at home and feel isolated. I love coming out and being with the group on Tuesdays.
Neuro Exercise Class Participant

This activity came to me late in life, I'm 66, and I wish I'd had started it earlier in my life. I am however, grateful to have had the opportunity to start even at this stage of my life, truly life changing.
Yoga for Mens Health Participant

I thought that the class was fantastic. The improvement in my own mobility and breathing as well as that of other class members was undeniable. **Chair-based Yoga Participant**

Brilliant class, great pace and variety of exercises. The lattes is a big bonus, I feel that I have made friends and come away every week feeling both physically and mentally calm and reinvigorated!
Pilates and Lattes Participant

It is improving my confidence in my balance especially when using steps. **Qigong Participant**

It is helping me through a bereavement. My wife died about 6 months ago. We had been married for nearly 59 years.
Age-friendly Activity Participant

I can now carry a plate of hot food from my kitchen to my dining room. I can get out of bed easier than before, with less pain and am stronger in my balance and ability to judge distances and spatial awareness.
Neuro Exercise Class Participant

I have stopped taking painkillers for back pain because I am walking more, I think my breathing is a lot better, I don't get out of breath so easily and that's probably all down to weight loss.
Flab-u-less Participant

I feel physically stronger and much more agile, which has helped me feel less frightened and anxious. It has changed the way I live and feel now, more positive and resilient.
Broomgrove Pilates Participant

I'm much happier than I used to be because of the social aspect of the classes! **Over 50s Aerobics Participant**

My hips are less painful.
Over 50s Aerobics Participant

Neck pain has dissipated.
Qigong Participant

I am just about able to manage balance exercises after years of not being able to, and no more fractures!
Pilates and Lattes Participant

I felt very depressed due to inability to get out easily. Interaction with other people and encouragement to attempt some activities has lifted my mood while I waited for physiotherapy referral.
Age-friendly Activity Participant

I have partial knee replacements in both knees and have found that I can walk further and climbing stairs have become easier.
Pilates and Lattes Participant

I have PTSD and when I focus on football my cares don't worry me.
Walking Football Participant

My blood pressure is more stable without increasing the medication I am already on. I feel stronger and have more stamina. I am finally sleeping a bit longer.
Creating a Healthier You Participant

I can now walk up more than 1 flight of stairs and hills without feeling like I'm going to have a heart attack at the top! I have lost 2 stone since starting the classes.
Creating a Healthier You Participant

Looking forward to the session, keeps me motivated.
Parkinson's Exercise Participant

The arthritis in my hands and fingers is much improved.
Chair-based Yoga Participant

Aims of the Project:

- To improve health and wellbeing, and to reduce health inequalities in Hastings by increasing access and participation in physical activity interventions.
- To utilise physical activity as a driver for community development and building social capital in Hastings
- To develop the physical activity sector in Hastings through effective communication, networking, and capacity building.
- To build the physical activity evidence base at a local level.

HBC Work to Date:

Between April and September 2024, 721 low cost, inclusive physical activity sessions have been delivered. 1195 residents took part in Active Hastings led sessions, with 6004 registered visits to the sessions. This is a significant increase when compared to the same period in 2023 where 754 residents took part, with 3921 registered visits. Of the 1195 people who attended, 661 registered with Active Hastings for the first time.

The activities that were delivered are listed in Table 1 below:

Activities focusing on people with a long-term health condition	
Chair-Based Yoga (2 per week)	Walking Football (2 per week)
Parkinson's Exercise Class	Age-Friendly Activity (2 per week)
Men: Mind and Muscle for men with mental health conditions	WaistBand of Brothers weight management course for men with a BMI over 30.
New Age Kurling for adults with physical and/or learning disabilities	Flab-U-Less weight management course for women with a BMI over 30.
Weighted Neuro Exercise Class	Lean in to it weight management course for men and women with a BMI over 30.
Seated Strength Exercise (2 per week)	Creating a Healthier You (Weight management programme for adults with a BMI over 30, and diabetes and/or hypertension) (2 per week)
5 a-side football for adults recovering from drug or alcohol misuse	
Activities for adults	Activities for young people
Pilates and Lattes	Volleyball
Ladies that Lift course	Street Sport sessions (6 per week in areas of high deprivation)
Boxercise including free creche	StreetDance
Pilates with a free creche	Junior Muay Tai
Pelvic Floor course	WildCats Girls Football
Couch to 5K course	Under 5s Stay and Play
Yoga for Men's Health	The Friday Night Project at Broomgrove
Over 50s Aerobics	Inclusive Sports
Zumba	Home-Education Athletics
Qigong	Netball
Men's Fitness: Strength and Conditioning	Holiday Activity and Food Programme
	Free holiday programmes including rounders, tennis, cricket, rugby, street dance, muay tai and table tennis

Active Hastings aims to engage residents from the Super Output Areas (SOAs) with the highest health inequalities. Postcode data, along with other demographic information, is collected at sessions, allowing us to monitor where participants are coming from. Postcode data is available for 1110 of the people who took part in the sessions and shows that 1007 of those participants live in Hastings. The majority of the remaining 103 are Rother residents.

The percentage of Hastings participants that live within the 20% most deprived SOAs, are shown in Table 2. The team is successfully engaging people from the most deprived areas, with over 1 in 3 of our participants living in SOAs that fall within the 5% most deprived nationally. This is a significant increase when compared to the same period in 2023 and can be attributed to the additional resources available for work in the Broomgrove area. The breakdown of participants by ward is shown in Chart 1, which shows that over 20% of the participants in this period live in Baird ward, which includes the Broomgrove area.

IMD percentage	Percentage of Active Hastings participants living in deprived SOAs April to September 2023	Percentage of Active Hastings participants living in deprived SOAs April to September 2024	Increase from previous year
1%	15%	25%	10%
5%	28%	38%	10%
10%	36%	46%	10%
20%	45%	54%	9%

Table 2: The percentage of Hastings participants that live within the 20% most deprived SOAs (April to September 2023 vs April to September 2024)

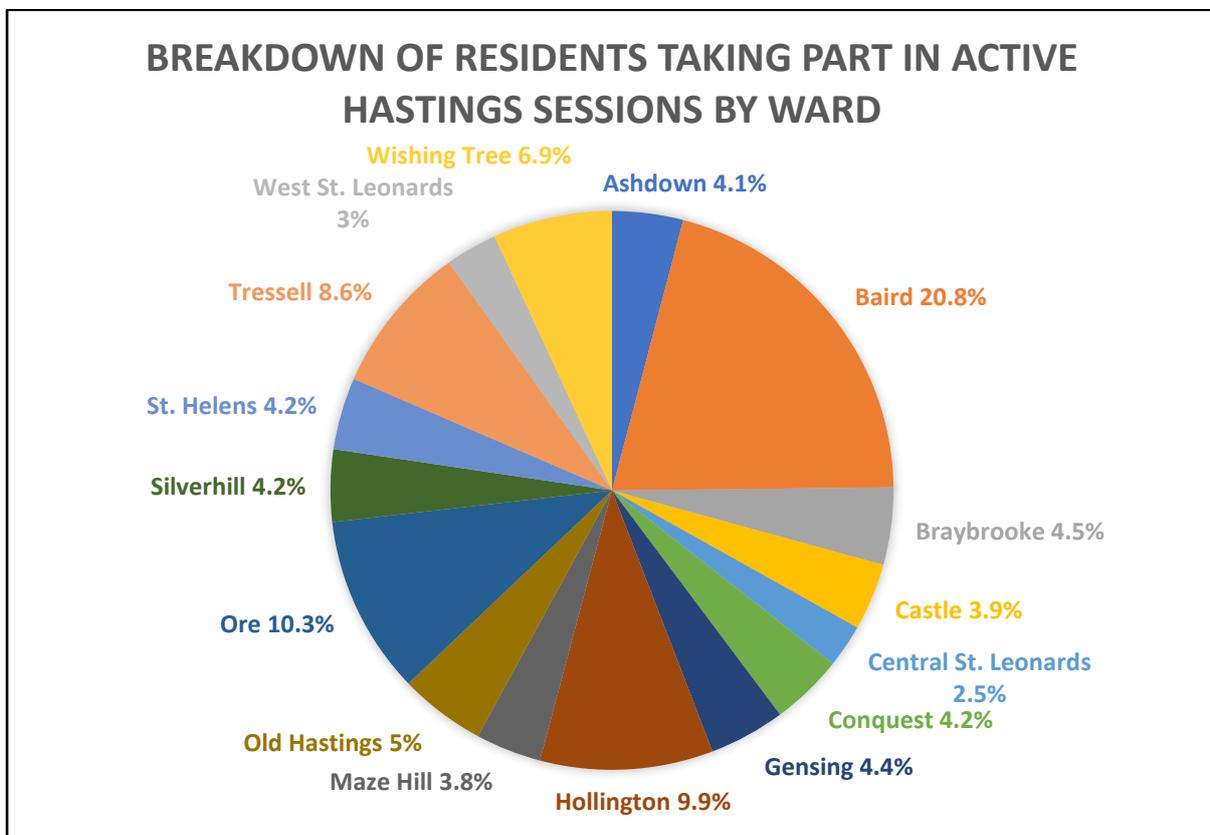


Chart 1: Breakdown of participants to sessions by ward (April to September 2024)

The Active Hastings team deliver around 45 sport and physical activity sessions per week, all at maximum cost of £3 per session. This programme of activities is made up of a mixture of sessions run by the Active Hastings delivery team and external instructors funded through the programme.

Although the activities are open to anyone who wants to attend, all aim to engage with inactive people. During this period, 40% of participants stated that they had not achieved the recommended 150 minutes of activity per week in the 28 days prior to signing up with Active Hastings and 19% had not taken part in a minimum of 30 minutes activity per week in the previous 28 days. If we look at the stats for the adults separately, levels of inactivity are even higher (51% not achieving 150 mins and 26% not achieving 30 minutes). We believe this is due to most young people being active within school time, although we know that many are not active outside of school. The participant follow-up survey, which was sent out to all participants that attended a session between April and September, showed that 83% of adults increased their physical activity levels and attributed this to the Active Hastings programme. 86% of respondents stated that they were now achieving 150 mins of activity per week.

As well as monitoring physical activity levels and deprivation, other demographic data is collected. During this period 8% of participants were from an ethnic minority background. This is a 2% increase from the same period last year and is now only slightly lower than the percentage of people from ethnic minority backgrounds living in Hastings, which is around 8.6% (Annual Population Survey 2021). This remains a key demographic that we want to engage over the next 12 months.

Focus on Long Term Health Conditions

Engaging with people with a disability or a long-term health condition is a high priority for Active Hastings. 36% of adult participants and 17% of young people stated that they had a disability, long-term health condition or special educational needs. This is a slight increase from last year, and maintains the higher levels reached since working in partnership with Hastings and St Leonards Primary Care Network to engage more people with Long Term Health Conditions (prior to this work, engagement with people with long term conditions was around 7%). We have continued to run a wide range of classes for people with long term health conditions, including gym sessions for people with neurological conditions, men's mental health programmes, seated yoga classes and Age-Friendly activity sessions (a full list of activities can be found in Table 1).

During this period, we have focused on reducing the risk of falls in older adults, with the launch of a new "Stronger For Life" programme, funded by Active Sussex, in partnership with East Sussex County Council. This programme has involved the introduction of four new weekly sessions, which focus on improving strength and balance, as well as regular taster sessions for established community groups. The sessions include walking football, Qigong in the Park, Seated Strength exercise, and Flexi-balance specifically for residents of Orbit Housing's Sherwood House. Due to the popularity of our current Over 50s aerobics class, we will also be launching another over 50s aerobics class in January. As part of this programme, participants take part in a strength and balance test when they first attend, and their improvements will be measured after 26 weeks. The results of this programme will be available later in the year.

As part of the Stronger for Life programme, we will also be launching media campaign to promote the benefits of physical activity with regards to aging well and preventing falls in later life. This campaign will launch during the next quarter.

The Active Hastings GP Link Worker, funded by Hastings and St Leonards PCN, continues to support individuals with long term conditions to find appropriate activities for their conditions. Now over

two years into the programme, strong referral pathways have been created, with participants referred to the project by health professionals including GPs, Occupational Therapists and Wellbeing Coordinators. Patients engaging with the GP Link Workers have been referred to a wide variety of activities tailored to their individual needs. As well as supporting the individuals into their first activity, the GP Link Worker is also ensuring that the projects that are referred into, continue the referral programme as the needs of the participants change. Two examples of where this has worked well are shown below:

Example one:



Example two:



The project has proved to be an effective link between health professionals and the opportunities within the community to be active.

The Active Hastings Adult Weight Management programme has continued to support adults with a BMI over 30, many of whom have additional long term health conditions. The success of the programmes has enabled us to gain financial support from with One You East Sussex, to help with the long-term sustainability of the programme. During this period, we have delivered a 12-week men only, WaistBand of Brothers course with 18 participants, and currently have 36 people taking part in the Flab-u-less women only course and the mixed Lean in to it course. We also continue to run weekly Creating a Healthier You classes, which provide an exercise class for people living with obesity alongside diabetes and/or hypertension.

The focus on long term health conditions has resulted in significant benefits to the participants taking part. The recent participant survey revealed that 89% of participants who increased their physical activity levels through the programme experienced improvements in their physical health, and 78% experienced improvements in their mental health. Examples of the improvements are highlighted in the participant comments at the start of the report, including reduction in pain,

improved balance, reduced fractures, reduction in breathlessness, reduction in blood pressure, reduction in anxiety and social isolation and support through bereavement. As well as the benefits to the individuals, the savings that can be made for the NHS are evident – in the short term, reduction in GP visits for conditions such as chronic pain, mental health, mobility problems or loneliness; reduction in hospital visits for falls; savings through reduction in blood pressure medication and pain relief medication, as well as longer term savings through increasing physical activity and reducing obesity, impacting on the prevalence of heart conditions, type 2 diabetes, cancer, stroke, and mental health conditions.

Activities for Young People and Families

The Youth Link Worker, funded by Hastings and St Leonards PCN is the strategic lead for youth physical activity within the team. During this period, she has continued to map the local provision for young people and create new partnerships with local physical activity providers and strategic partners. A full list of the activities for young people delivered during the first half of this year are shown in Table 1.

During this period, 458 young people took part in an activity organised by Active Hastings. 26% of these participants live within the 1% most deprived areas nationally, and 52% live within the 10% most deprived.

A recent survey of parents showed that had the young people not been attending the Active Hastings session, 75% of them would have been taking part in a sedentary activity instead. 83% of respondents felt that the sessions had increased the physical activity levels of their child. 75% felt that their child's health had benefited from the attending, and 95% felt their child had improved their confidence and seen benefits to their mental health through taking part.

A varied programme of weekly activities has taken place, including six street sport sessions in the most deprived areas (funded by Safer Hastings Partnership and Balfour Beatty), street dance classes, muay thai classes, netball, girls' football, home-education athletics and an Inclusive Sport session for young people with disabilities or special educational needs. Additionally, we have ensured that all young people can stay active during the school holidays, by working in partnership with other organisations to produce a free activity programme including rounders with Hastings Rounders, tennis with Break Point Tennis, cricket with Sussex Cricket, rugby with Tribe Rugby, street dance with Dance Hub, muay tai with Siam Boxing Camp and table tennis with Rother Table Tennis.

During the school Easter and Summer holidays, the team delivered 10 holiday activity and food (HAF) sessions, funded by ESCC's as part of the national HAF programme. The sessions provided 4 hours of sport and craft activities and a meal for young people in receipt of benefit-related free school meals. 167 different young people took part in these sessions, and 253 free meals were provided. Of these participants, 47% live within areas that fall within the 1% most deprived SOAs nationally. 62% of participants live within the 5%, and 70% within the 10% most deprived areas nationally. Any leftover fruit or sandwiches were sent home with the children for their families. Partnerships with the UK Literacy Trust enabled all children to receive a free book as part of the programme.

The Youth Link Worker has continued to support St Leonards Academy, Hastings Academy, Rye College and Ark Alexandra to apply for year 3 of the Opening School Facilities (OSF) funding, and has, this year, also supported Bexhill Academy and Robertsbridge Community College. Each of the schools have received around £10,000 towards deliver their planned projects. During this period, St Leonards Academy have been supported to set up rugby coaching for both boys and girls and circuit

classes for girls, and to train a cohort of dance leaders. The Hastings Academy have used their funding to provide gym sessions for staff and deliver sessions in Futsal and Pickleball. Ark Alexandra continue to build on the work of last year, providing community netball sessions. Bexhill Academy have purchased gym equipment for student and community use. Robertsbridge Community College will be running table tennis and pickleball sessions, and Rye College will be using their funding to run basketball, athletics, and lifesaving lessons.

Increasing awareness amongst residents and referral organisations of the physical activity opportunities available locally, and building local partnerships

Raising awareness of the importance of being physically active and local opportunities to be active remains a key priority for the team. Updates in the Hastings Borough Council residents' and staff newsletters are sent out weekly, alongside regular press releases. The resident newsletter is received by over 32,000 residents. Visits to the Active Hastings website increased by 21% when compared to the same period last year, with over 3000 visits per month. Social media reach has remained high, with an organic reach of 53.8k across Facebook and Instagram between April and September. The main Hastings Borough Council social media channels have also been utilised with regular promotion to their 13k followers. A partnership bulletin was created to provide partners with a clear way of keeping up to date with activities, in an easily sharable format. These are sent out every three weeks.

The team continue to promote the programmes and the benefits of being active through regular attendance at local events, talks to community groups and health professionals, direct marketing, particularly on the Broomgrove estate and through the production of printed marketing materials sent out to key locations across the town.

Engagement with participants through the GP surgeries has continued to strengthen. Activities continue to be promoted on TV screens within the surgeries and targeted text messages were sent out to patients to promote new and existing activities. Examples of the text messages sent out include promotion of the Walking Football, Seated Strength Exercise Class, Qigong, Lean In To It, and Men's Fitness: Strength and Conditioning. All text were sent to specifically targeted groups, such as those with a BMI over 30, or those who have visited the GP with mobility issues. The partnership with surgeries to send out these messages has been a successful way of engaging people with long term conditions. 22% of adult participants stated that they heard about the session through a GP referral.

Building local partnerships is a key priority for Active Hastings. The Active Hastings Partnership continues to grow and evolve year on year. There are currently 143 people on the Active Hastings Partnership group, from over 80 different organisations. Quarterly meetings of the partnership continue to take place, with an average of 25 people attending the meetings, from organisations such as Active Sussex, ESCC Public Health, Groundwork UK, Education Futures Trust, Hastings and St Leonards PCN, The Conservation Volunteers, One You East Sussex and Hastings Voluntary Action. Partners have reported that these are very useful meetings, not only to receive updates, but to network and make connections.



As well as working in partnership with external organisations to develop activities, a range of other support is provided by the team. Examples of the type of support provided include during this period include:

- Signposting participants to other organisations that are appropriate to their needs.
- Signposting instructors and clubs to appropriate funding opportunities and supporting with bid writing or checking where required.
- Providing advice to other funding partners regarding Hastings based projects
- Providing marketing support to local projects by connecting them with appropriate local services e.g. housing associations, mental health partners etc, and through our social media channels.
- Providing advice and support to other organisations who want to set up new activities.

Key focuses for the remainder of 2024/24

- Continue to facilitate and develop the Active Hastings Partnership and the Hastings and Rother Coach Network.
- Source and secure funding for all areas of the programme, with a focus on activities for adults with long term health conditions and children and young people.
- Continue to provide affordable and accessible opportunities for the least active groups to access sport and physical activity, with a particular focus on participants with long term health conditions or other barriers to physical activity.
- Launch of the Stronger For Life marketing campaign, highlighting the benefits of physical activity in relation to ageing well and reducing the risk of falls.
- Continue to develop the local physical activity workforce through training grants and support for session development, with a particular focus on participants with long term health conditions.
- Continue to create new opportunities for young people to be physically active and take part in positive enrichment activities.
- Reduce holiday inactivity and hunger in areas of high deprivation through a HAF funded holiday programme during the Christmas holidays.
- Continually improve access to information through social media and expansion of the database on the new Active Hastings website. Continue to produce a bi-monthly bulletin for partners, highlighting the wide range of activities on offer.

