
ENGLAND'S PHYSICALLY
INACTIVE COAST
**TURNING THE TIDE
ON PHYSICAL
INACTIVITY RATES**



DECEMBER 2020

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1

EXECUTIVE SUMMARY

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High Physical inactivity levels, compared to other parts of England, is an issue we are trying to address in coastal communities of the North East. Physical activity levels are, however, just one of many areas where our coastal communities score poorly in comparison to non-coastal communities. By seeking to address the underlying low levels of physical activity levels in these communities, we aim to ensure that we see longer term improvements across a range of other health and wellbeing indices.

Together, six Active Partnerships (APs) covering seven regions have formed the North East Coastal Active Partnership (NECAP). There is a common narrative that runs from Northumberland through to Lincolnshire; we suffer greatly from health inequalities compounded in communities that are more likely to be inactive. To address these issues together as a collective is the most efficient way forward, given the finite resources that each AP has and the drive to work closely with partners. This has created a desire to collaborate in a way that reflects the shared purpose that the NECAP group has; to turn the tide on physical inactivity along the North East coast.

Common challenges are faced by our coastal communities that have an impact on areas such as:

- *Employment*
- *Demography*
- *Education and Skills*
- *Social Deprivation and Instability*
- *Social Isolation*

The latest challenge that we have faced, which has had a global impact, is COVID-19. Whilst the impact of COVID-19 has been felt in all areas of society, coastal communities have faced the brunt of this crisis due to the existing inequalities that were already embedded along the North East coast.

Public health evidence for physical activity is strong; being described as a miracle drug (Pimlott, 2010), with NHS costs linked to physical inactivity exceeding a billion pounds a year (BBC News, 2017). Increasing physical activity levels and opportunities to be physically active doesn't just have a positive impact on health outcomes, it can also help address wider societal issues. There is evidence that increased levels of physical activity can help with educational achievement (Kern et al., 2018) and community development (Sport England, 2020) Research also suggests that sport and physical activity can help to reduce levels of crime and antisocial behaviour (Sport and Recreation Alliance, 2015). Finally, physical activity and sport have been found to have a social monetary value (Davies et al., 2019). This is something that is very relevant, given that we are in the midst of a second wave of COVID-19; an event which has shown to already have taken its toll on our economy and placed it under huge pressure for the future.

Whilst each Active Partnership works alongside local strategy and policy to address these issues, it is a gargantuan task. That is why, collectively, we have started to explore opportunities which lend themselves to our unique position in our relative communities. We feel that working together as a collective, we can show that the issues we face aren't unique to our own region, and that by working together, we can have a much greater impact.

In the short term, NECAP want to;



We have identified three recommendations to help drive our ambition over the long term:

Recommendation 1: Sport England and other national agencies recognise the high levels of inactivity along the North East coast of England and the need to address this long term situation in order to effect wider societal change.

Recommendation 2: As it reviews how it will best fund organisations to tackle inequalities over the next 4 years, Sport England discuss with the 6 North East Coast Active partnerships how that funding approach could best help to increase the activity rates along the North East coast.

Recommendation 3: Sport England and the 6 Active Partnerships work together over the next 12 months in a collaborative way, similar to the 'core cities' model on what can be done now to improve activity rates along the North East coast.

In conclusion, the North East coastline is displaying low levels of physical activity which are much higher than other parts of England. In addition, the North East coast has numerous local authorities who are struggling on trying to increase activity rates as they have little resource to get the most inactive, active. The Active Partnerships along the coast have little extra capacity to undertake the challenges faced as investment that comes with Core Cities and/or Local Delivery Pilots has largely been missing due to the smaller population sizes in our coastal towns when compared to large urban and metropolitan areas. We feel that it is beyond one Active Partnership to solve – we need to collaborate and share – we need others to join us in this EPIC challenge. We need a 'core cities' approach and believe that Sport England need to buy into, and explore with NECAP, how we can address the inequalities we face along the North East coast.

2 INTRODUCTION

THE ISSUE WE ARE TRYING TO ADDRESS - PHYSICAL INACTIVITY

The issue we are trying to address is fundamentally about the lower physical activity levels in the coastal communities of the North East, compared to other parts of England. This issue around physical activity levels is, however, just one of many areas where our coastal communities score poorly in comparison to non-coastal communities. By seeking to address the underlying low levels of physical activity in these communities, we are seeking to ensure that these communities can see longer term improvements across a range of other health and wellbeing indices.

Physical inactivity is responsible for one in six UK deaths, the same as smoking, and is estimated to cost the UK £7.4 billion annually (Public Health England, 2019). This includes £0.9 billion to the NHS alone. The UK population is around 20% less active than in the 1960s. If current trends continue, the UK will be 35% less active by 2030 (Public Health England, 2019).

Physical activity has significant benefits for health, both physical and mental, and can help to prevent and manage over 20 chronic conditions and diseases, including some cancers, heart disease, type 2 diabetes and depression (Public Health England, 2019).





Bamburgh Castle, Bamburgh

WHO ARE NECAP AND WHY HAVE THEY COME TOGETHER

We recognize that our Active Partnerships (APs) are well positioned to galvanise local, regional and national support for the physical inactivity issue that is so stark in many of our coastal communities. Our collective voice throughout the North East highlights the historic underinvestment across a number of fronts into our coastal communities in a more amplified way than any one organization on its own could achieve.

In the North East, higher than average physical inactivity levels are coupled with issues around additional inequalities and wider regeneration. The North East coastline faces these challenges, and the impact of low wages, poor health, poor housing, etc., contribute to the increasing decline in physical activity. There is a need for action to reverse this decline.

Seven regions along the North East coastline have come together with a view to developing a document which outlines the issues that coastal communities face and a subsequent action plan, which will address the issue of growing inactivity levels along the North East coastline. These regions are:

- Northumberland
- Tyne and Wear
- County Durham
- Tees Valley
- North Yorkshire
- The Humber
- Lincolnshire

Together, six APs covering seven regions have formed the North East Coastal Active Partnership (NECAP). Although each region has their own local context and unique traits, there is a common narrative that runs from Northumberland through to Lincolnshire; we suffer greatly from health inequalities as well as communities that are more likely to be inactive. In addition, the closer we move towards the coast, the picture worsens. To address these issues together as a collective is the most efficient way forward, given the finite resources that each AP has, and the drive to work closely with partners. This has created a desire to collaborate in a way that reflects the shared purpose that the NECAP group has; to turn the tide on physical inactivity along the North East coast.

Aims of this report

- 1. To identify the issues faced by NECAP areas around health and inequality*
- 2. Explore inequality along the coastline*
- 3. A brief scoping review on the academic literature*
- 4. To identify the local, regional and national policies which will support NECAP with its manifesto*
- 5. Highlight what is already happening along the North East coastline*
- 6. Establish what the next steps will be collectively for NECAP*

3

WHAT ARE THE COASTAL COMMUNITIES IN THE NECAP AREA?

The seven regions that make up NECAP have a number of coastal communities within their boundaries, outlined below:



Northumberland
Blyth, Ashington, Newbiggin-by-the-sea, Creswell, Amble, Warkworth, Alnmouth, Newton by the sea, Seahouses, Bamburgh, Berwick-upon-tweed



Tyne & Wear
Roker, South Shields, North Shields, Tynemouth, Whitley Bay



County Durham
Seaham, Easington, Dawdon, Horden, Blackhall



Tees Valley
Hartlepool (Seaton Carew/Headland), Redcar, Saltburn, Skinningrove



North Yorkshire
Scarborough, Whitby, Filey



The Humber
Bridlington, Goole, Barton-upon-Humber, Grimsby, Cleethorpes, Withernsea, Hornsea



Lincolnshire
Mablethorpe, Skegness

The seven regions not only have poorer statistics when it comes to health and inequalities, but as you move into the coastal towns, this picture of inequality becomes even more apparent, with the gap widening further. Levels of physical activity for adults are higher in the NECAP region than nationally, as demonstrated in **Figure 1.**

Other health conditions such as CVD, type 2 diabetes, obesity and poor mental health can be linked with higher levels of physical inactivity (Cavill et al., 2012). However, it is not only physical activity and health data that highlights the differences between those living on the coast and those living inland. National data on the seven areas within NECAP show that other statistics covering issues such as unemployment levels, education and social deprivation highlight the same negative trend.

Within these seven areas, the picture painted worsens along the coast line, with examples below of how coastal communities within the NECAP boundary suffer from some of the worst inequalities in the country.

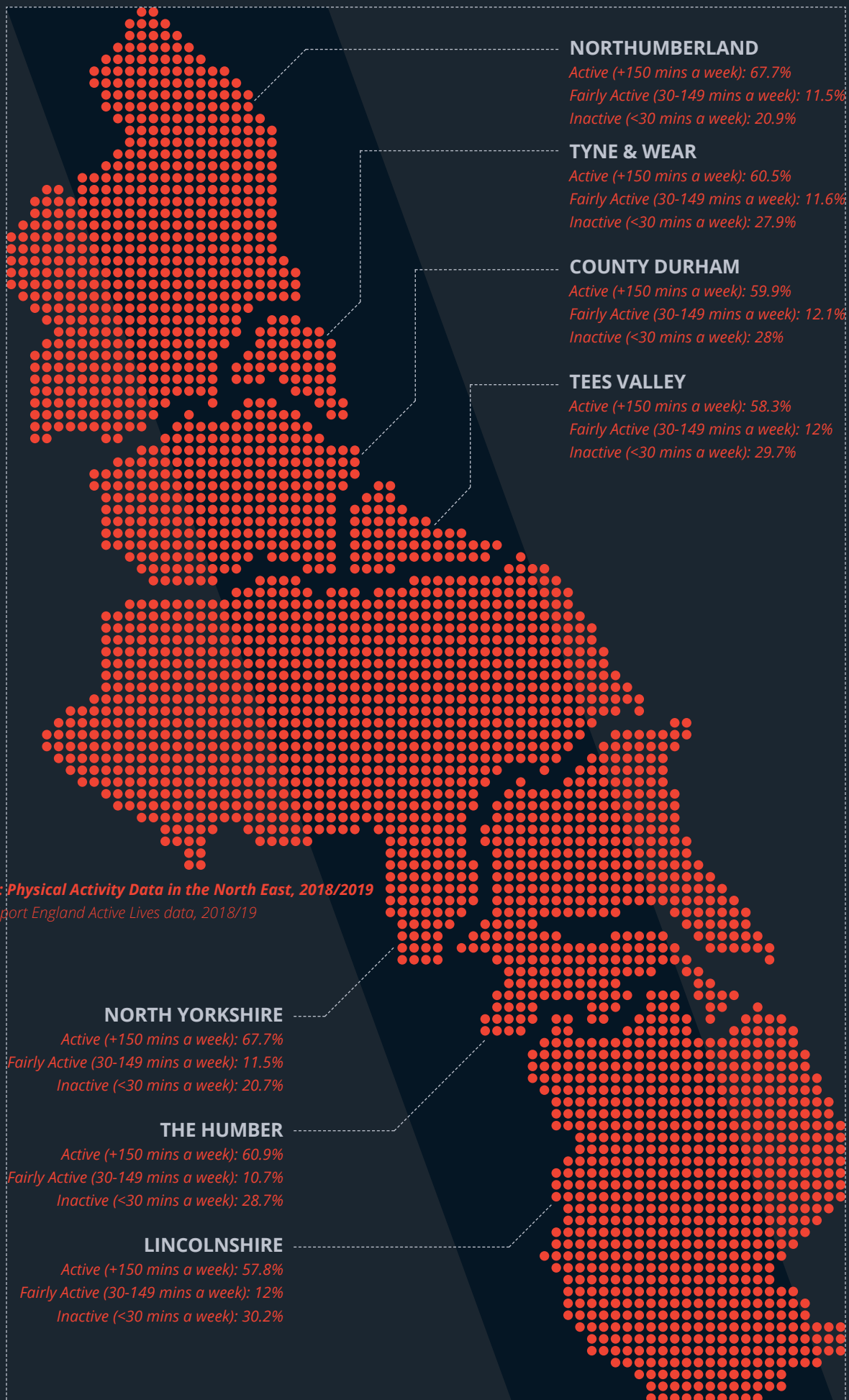


Figure 1: Physical Activity Data in the North East, 2018/2019
 Source: Sport England Active Lives data, 2018/19

NORTHUMBERLAND; BLYTH

The most deprived LSOA in the county of Northumberland is located in Blyth. The data provided is from the 2019 Northumberland Council Local Authority Ward Profiles, unless otherwise stated.

Employment

- 4.6% of the population is claiming Job Seekers Allowance compared to 2.5% in the county and 1.9% in England)
- Long term unemployment rate in the area is significantly worse than the national rate - 12.1/per 1000 of the local population compared to 3.6 in England
- 2.7% residents are claiming income support compared to 1.7% in the county

Demography

- 19.2% of the population are aged 65+ compared to 24.3% in Northumberland and 18.3% in the UK 22.4% of the local population has a reported limiting long term illness or disability compared with 20.7% of Northumberland population and significantly worse than the England average 17.6%
- 1.7% of Blyths population is BAME, this is the same as Northumberland but significantly lower than England's average of 14.6%

Education and Skills

- 48.2% of children in Blyth achieve 5 A-C grades at GCSE compared to 52.4% in Northumberland and significantly worse than England at 56.6%
- 52% of the children aged below 5yrs are achieving 'good' levels of development, this is below the average for Northumberland (56.2%) and England (60.4%)

Social Deprivation and Instability

- 18.3% of older people living in deprivation compared to 11.5% in the county
- 13.8% of people live in fuel poverty compared to 12.8% in the county and 11.1% in England
- 4.3% of the population are subject to overcrowded households compared to 3.6% in Northumberland
- 21.5% of people suffering income deprivation compared to 13.7% in Northumberland and 14.6% nationally
- 28.9% of children are living in poverty compared to 18.6% in Northumberland and 19.9% in England

Social Isolation

- 35.3% of pensioners live alone (ONS 2011) compared to 30.7% in the county and 31.5% in England
- Unofficial carers are at increased risk of social isolation and loneliness. 3.4% of Blyths population provides upwards of 50 h of unpaid care per week, this is higher than the local (2.8%) and national average (2.4%)

TYNE AND WEAR; WHITLEY BAY

Employment

- 1.8 % of residents of Whitley Bay claim income support, this is lower than the national average of 5.1%.
- In 2020 in Whitley Bay there are 380 unemployment claimants, this affects the male 18-29 and 55-59 years age group disproportionately. (North Tyneside Ward Profiles, 2019)
- Nearly 20% of economically active adults are at risk of redundancy or are experiencing job instability in Whitley Bay. (North Tyneside Ward Profiles, 2019).

Demography

- Whitley Bay has an ageing population, 17.3% of Whitley Bay's population are aged 65+. This is lower than North Tyneside. However, over a quarter of the population are aged over 55. (North Tyneside Ward Profiles, 2019).
- 18% of the population are reported to have a limiting long term illness or disability (North Tyneside Ward Profiles, 2019).
- 92.3% of Whitley Bay residents are white British, this is less than North Tyneside (95.1%) but more than England (85.4%). (North Tyneside Ward Profiles, 2019; PHE Fingertips 2018/19)

Education and Skills

- 16% of Whitley Bay residents have no qualifications, and 11% have less than 4 GCSE or equivalent qualifications. This is less than the rest of North Tyneside and the North East, and fall in line with national averages. (North Tyneside Ward Profiles, 2019)
- Between 2-5% of 16-17 year olds are NEET in Whitley Bay, this is lower than the regional value, and similar to the national value of 5.5%. (North Tyneside Ward Profiles, 2019; PHE Child and Maternal Health Profile 2019).

Social Deprivation and Instability

- 20.6 % of children living in poverty in Whitley Bay, which is below the north tyneside average of 31% and national English average of 34%. (North Tyneside Ward Profiles, 2019; PHE Fingertips database, 2019)
- Life expectancy for men and women in Whitley Bay is lower than the England average. (North Tyneside Ward Profiles, 2019)
- Whitley Bay is outside of the top 10% of most deprived areas in England according to the IMD measure, however 10% of Whitley Bays population still struggle with paying for household bills and child care. Compared to North Tyneside and regional averages, Whitley Bay performs better in these measures. (North Tyneside Ward Profiles, 2019).

Social Isolation

- Age UK estimates that 10% the population who are aged over 60yrs are at risk of social isolation and loneliness. There is no information available specifically to Whitley Bay, however Age UK's prediction would mean that there would be in excess of 200 people aged 60 yr+ who are at risk from suffering from this loneliness and isolation. (Age UK North Tyneside).
- Unofficial carers are potentially at risk from increased isolation and loneliness. Less than 5% of Whitley Bay's population spend in excess of 50h per week as unofficial carers which is the better than the local and regional a, however approximately 10% of the population spent 1-19h providing unofficial care; these figures are lower than regional data.

COUNTY DURHAM; HORDEN

County Durham has a number of coastal towns and villages; Seaham, Easington, Dawdon, Blackhalls and Horden. The Horden area is the most deprived and suffers from severe multiple deprivation. All data below has been accessed from Durham Insight in October 2020, unless stated otherwise.

Employment

- 6.8% of the population are unemployed (vs. 4.1% UK May/Jun 2020, ONS)
- 100% of the population live in areas in the top 30% most deprived nationally (IMD employment domain)
- 13.7% of those aged over 16 claim unemployment benefits (vs. 6.6% England)

Demography

- Total population of 7,390, with nearly 20% being in the 0-17 age group (1,426)
- 97.6% of the population are White British (vs. 86% England and Wales, ONS Census 2011)
- 20.2% of the population are living with an illness/disability which limits their day to day activities a lot (vs. 8.3% England)

Education and Skills

- 100% of the population live in areas in the top 30% most deprived nationally (IMD education, skills and training domain)

Social Deprivation and Instability

- 28.2% of children in the area live in poverty. The county average is 22.8% and the national average is 22.3%
- 100% of the population live in areas in the top 30% most deprived nationally (IMD)
- 30.3% of children under 16 live in families on relative low income (vs. 18.4% England)
- 31.2% of children are living in poverty in families

Social Isolation

- According to Age UK, the risk of loneliness in those aged 65+ is very high

TEES VALLEY; REDCAR

Redcar and Cleveland is one of the 20% most deprived districts/unitary authorities in England.

Employment

- 20.4% of residents claim benefits (including work benefits), compared to 13.5% nationally

Demography

- The life expectancy in all parts of the Tees Valley is less than the England average, with Middlesbrough having the lowest for both males (76.1 years) and females (79.8) (IMD, 2015) However, as ever, the figures mask huge variations. South Tees CCG reported that life expectancy is 11.7 years lower for men and 12.0 years lower for women in the most deprived areas of Middlesbrough compared to the least deprived areas (South Tees CCG, 2016).

Education and Skills

- 54.2% of children leave school with 5 or more GCSEs A*-C (PHE child health profile, 2017)
- At primary level, absence from school is slightly higher across the Tees Valley than the national average, with Darlington, Hartlepool and Middlesbrough all significantly above the England average. (Tees Valley Combined Authority, 2017)
- Absence from secondary school is again an issue in Darlington and Middlesbrough, with both authorised and unauthorised absence higher than the England average. In Middlesbrough, it is notable that 12% of secondary school pupils are persistent absentees, more than double the national average (Tees Valley Combined Authority)

Social Deprivation and Instability

- 24.2% of children live in low income families, compared to the national average of 16.8% (PHE child health profile, 2017)
- Life expectancy for both men and women is lower than the England average. Life expectancy is 10.0 years lower for men and 5.7 years lower for women
- Levels of teenage pregnancy, GCSE attainment, breastfeeding initiation and smoking at time of delivery are worse than the England average

Social Isolation

- Around 10% of the 60+ population is classed as lonely all or most of the time (Age UK, 2011). This equates to over 3000 people in Redcar.

NORTH YORKSHIRE; SCARBOROUGH

Scarborough continues to be the most deprived district in North Yorkshire for the Index of Multiple Deprivation, with 17 out of the 23 LSOAs within the most deprived 20% of England. The source of information represented on this page is from the 2019 North Yorkshire Joint Strategic Needs Assessment, unless otherwise stated.

Employment

- In 2018, average weekly earnings in Scarborough (£398) were significantly below England (£451) and Scarborough has one of the lowest weekly earnings compared with the other districts in North Yorkshire (JSNA, 2019)

Demography

- Projections indicate that the population aged over 85 age is expected to increase in Scarborough by approximately 16% by 2025 (JSNA, 2019)

Education and Skills

- The proportion of half days missed by pupils due to overall absence (both authorised and unauthorised) is 5.0%, significantly higher than the national (4.8%) and Yorkshire and Humber (8%) averages in 2017/18
- Scarborough has the highest rate of pupil absence compared with other districts in North Yorkshire. The proportion of overall absence has increased steadily from 2013/14 to 2017/18 in Scarborough

Social Deprivation and Instability

- Over 85% of most deprived population in North Yorkshire live in Scarborough
- Higher levels of mental health issues compared to national figures
- 12% of young people in Scarborough, compared to 8% in North Yorkshire, get free school meals or vouchers for school meals
- 19% of young people live in a home where at least two more people live than there are actual numbers of bedrooms (15% across North Yorkshire)

Social Isolation

- According to Age UK, the risk of loneliness in those aged 65+ is very high (Age UK, 2015)

THE HUMBER; BRIDLINGTON

In the 2019 IMD, the most deprived area in the East Riding was revealed as Bridlington.

Employment

- The rate of unemployment in the Bridlington locality as a whole and all of its wards are significantly higher than the East Riding average for both of the unemployment indicators; with unemployment at 3.3% compared to East Riding at 1.4%, and long term unemployment at 8.4% compared to East Riding at 3.3%. (NOMIS 2017/18)

Demography

- In 2017, the Bridlington population for 65-84 year olds was 27.6%, compared to 15.6% nationally (ONS 2018)
- The proportion of people who have a self-reported limiting long-term illness or disability within Bridlington is significantly higher than East Riding, with rates approaching 30% in the locality in 2011. (An overview of health and wellbeing within NHS East Riding of Yorkshire CCG Bridlington Locality - June 2015)

Education and Skills

- Bridlington has 2 Secondary schools, from National Statistics, Headlands School performs better than Bridlington Secondary School with an Attainment 8 Score of 47 compared to 42.9, whereas the East Riding Average is 47.1. Across both schools 38.2% of pupils achieve Grade 5 or above in English and Maths, compared with a 43% average across the East Riding of Yorkshire

Social Deprivation and Instability

- 22.1% of residents of Bridlington residents suffer from income deprivation as opposed to 10.9% across East Riding and 14.6% nationally
- 28.6% of children are in child poverty as opposed to 13.1% across the East Riding and 19.9% nationally
- 19.2% of older people are in deprivation as opposed to 12.6% across the East Riding and 16.2% nationally. (IMD 2015)

Social Isolation

- Social Isolation. According to Census 2011, across Bridlington 33.3% of dwellings are single person households, compared to 27.5% across the entire East Riding of Yorkshire

LINCOLNSHIRE; EAST LINDSEY

The people in East Lindsey (Mablethorpe and Skegness) are facing significant health inequalities compared to the England average. East Lindsey is one of the 20% most deprived districts in England (Health Profile, 2016). The Centre for Towns' 2020 report, 'COVID-19 and our towns report' (2020) measures (23/4/2020) identifies that Mablethorpe is the most deprived place in England and Wales and Skegness is the third most deprived.

Employment

- COVID 19 impact on employment in Skegness is ranked 2nd highest with 54.7% of employees in shut down sectors
- Long term unemployment is significantly worse for those claiming Job Seekers Allowance and those claiming for greater than 1 year
- Working status - paid work or full time education 44.8% (Coastal PCN of Skegness and Mablethorpe) with England being 63.3% (2019)

Demography

- 52,480 registered patients in Skegness and Mablethorpe
- There is a higher percentage of those living in East Lindsey aged 55-74 and 75+ 42.1% compared to Lincolnshire 34.5% and national 27.9%
- East Lindsey has the highest proportion of residents aged over 65 in the UK. The coastal practice profile average is 48.5% (at the Marisco Medical Practice in Mablethorpe 61.6% are 65+)

Education and Skills

- GCSE Achievement for the Coastal PCN is 11.5% lower than the England average
- Child development at age 5 is 2.3% lower in Skegness and Mablethorpe compared to England. Where as the East Lindsey District sits 2.4% higher than England

Social Deprivation and Instability

- Life expectancy is 7.3 years lower for men and 5.4 years lower for women in the most deprived areas of East Lindsey
- 29.2% of children (under 16s) live in low income deprived households in the first coastal wards (PHE)
- 26% of the population are reported to have a limiting long term illness or disability
- 65+ population will increase by 43% and over 85+ will increase by 116% by 2041
- Highest rate of diabetes in the country with 11,252 9.2% of adults living with the condition (East Lindsey District 2017)

Social Isolation

- Top 10 causes of premature life lost, ranks self-harm at number 10 for males in Mablethorpe & Skegness.
- Mablethorpe is ranked 5th highest in the top 20 places for Social Isolation (COVID-19 and our towns, 2020)
- Mablethorpe is ranked the worst social wellbeing place in England and Wales (COVID-19 and our towns, 2020)



4

THE COMMON CHALLENGES FACED BY COASTAL COMMUNITIES IN THE SEVEN NECAP AREAS

No settlement in England is more than 70 miles from the coast (Report of the Communities and Local Government Select Committee on Coastal Towns, 2007). The Indices of Multiple Deprivation show that many coastal areas suffer from high levels of deprivation, and that this is not a phenomenon limited to inner-city areas. Many coastal towns also face specific environmental challenges arising from coastal erosion and climate change. The Coastal Communities Alliance published a policy strategy in the spring of 2018, 'Coastal narrative: the distinctive challenge of the Coast'. Six key areas were discussed in terms of challenges that coastal communities face. These include Peripherality; Employment; Demography; Education and Skills, Social deprivation and instability; and Enterprise. This report will explore four of these areas, with a view to highlighting the negative trend between the statistics that cover the NECAP geography, compared to the smaller coastal communities within that same region.

EMPLOYMENT

CCA: "Employment: is often low-skilled, low-paid, affected by seasonality whilst residents can find it more difficult to take up opportunities that require a commute"

Coastal areas have significant and distinctive employment issues, and on average, suffer from lower rates of employment. Jobs tend to be seasonal, and are often classed as low-skilled and low-paid. In the 2011 ONS census, coastal settlements such as Jaywick, Lynemouth, Aberystwyth and Great Yarmouth had unemployment levels among people aged 16-64 much higher than the national average (7.4%). Unemployment ranged from 15% to almost double, at 19% in some coastal areas (ONS, 2014). The downturn in traditional industries such as fishing, engineering and manufacturing, plus a lack of opportunities in neighbouring towns and poor transport links have contributed to these employment figures. The other aspect of unemployment in coastal areas that it is important to be aware of is the proportion of incapacity claimants. Within this, the poor mental health of younger coastal residents has been documented (Cave, 2010).

Figure 2 highlights the high levels of incapacity benefit claimants who live in coastal communities.

Across the seven areas in NECAP, the unemployment figures are comparably worse than the national average of 3.8%, as seen in **Table 1**. In addition to this, between December 2018 and March 2019, the North East was hit with the largest loss of jobs in the country, with a 22,000 job decline (ONS 2019).

Table 1: The unemployment story

Source: ONS 2019

Region	Unemployment rate (Mar-May 2019)
National	3.8%
North East (Northumberland, Tyne & Wear, County Durham & Tees Valley)	5.6%
Yorkshire & The Humber	5%
East Midlands (Lincolnshire)	4.2%

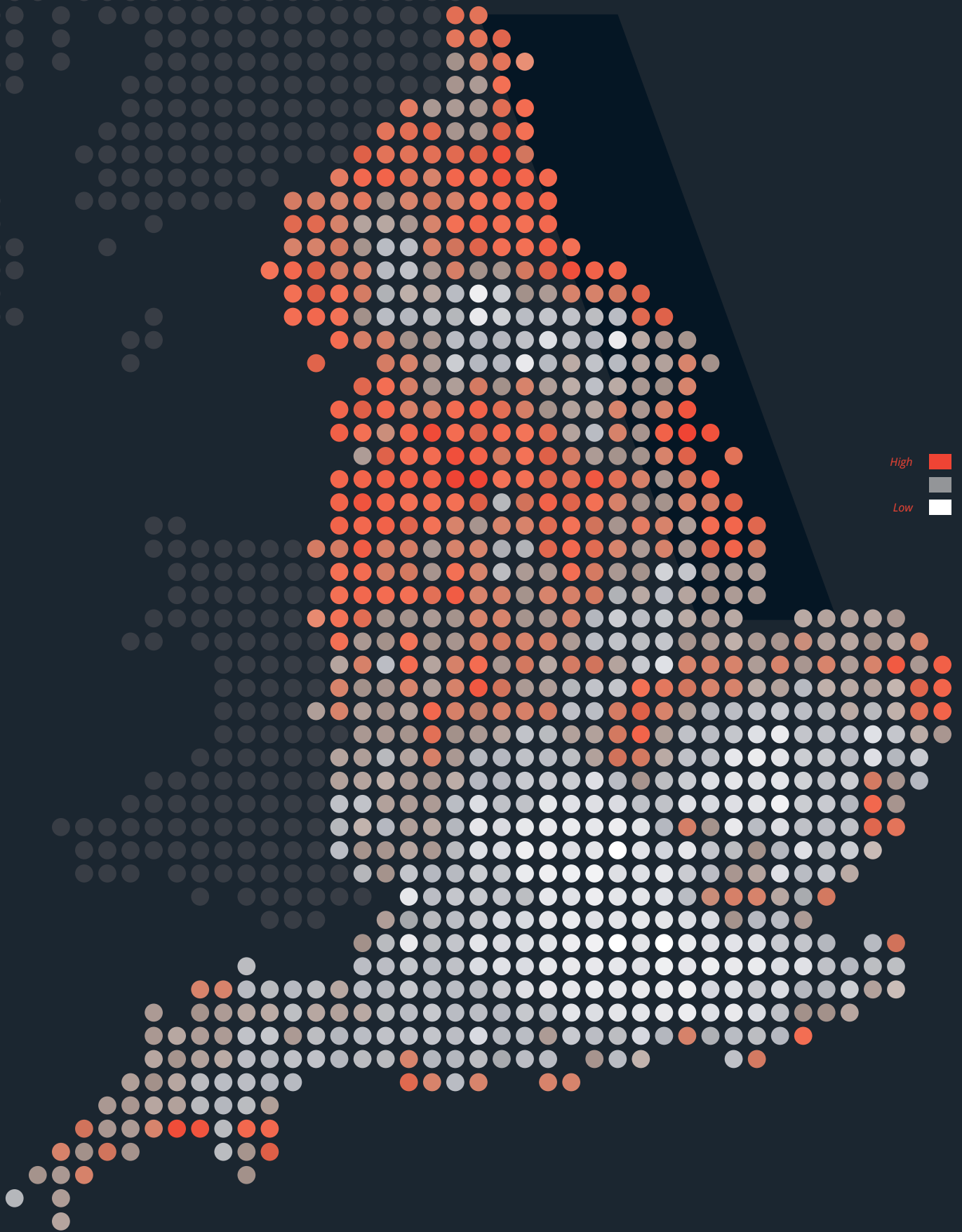


Figure 2: There are often high levels of incapacity benefit living in coastal areas
Source: DWP/ONS 2017

DEMOGRAPHY

CCA: "Demography: in-migration of older people and out-migration of younger people is causing a significant demographic imbalance"

In a sample of 274 coastal communities (England and Wales), 20 per cent of the population were aged 65 years or over (compared with 16 per cent nationally). The 2011 census has projected that local authorities in coastal areas will be most affected by an increase in the oldest population group in the next ten years (ONS, 2014).

Retirees are aspiring to live a coastal lifestyle, which is, in part, contributing to the aging profile of coastal populations in the UK increasing (Depledge et al., 2017). Sixty five percent of people aged 65 or over are retiring from London and moving to coastal local authorities (Pennington 2013). Coastal areas are also seeing their young people move out of the area, and transient workers move in during high season. The changing workforce has had an impact on the turnover of pupils in primary schools. Some schools are seeing a 30-40% turnover in an academic year. This can place significant additional demands on public services, particularly health and social care (CLG Select Committee, 2007).

Table 2 highlights the trend of an ageing population nationally, but also the NECAP regions seeing a higher percentage of people 65+ by 2038.

Table 2: An ageing population

Source: ONS 2019

Region	% of people living in the area who are 65+	2038 projection
National (England)	18.18%	23.94%
Northumberland	24.27%	33.81%
Tyne & Wear (Sunderland, North Tyneside, South Tyneside, Newcastle, Gateshead)	18.64%	24.54%
County Durham	20.61%	26.85%
Tees Valley (Hartlepool, Redcar & Cleveland, Middlesbrough, Stockton on Tees, Darlington)	19.21%	25.87%
North Yorkshire (York, Harrogate, Scarborough)	22.77%	30.66%
The Humber (Kingston upon Hull, East Riding, North and North East Lincs)	20.47%	27.40%
Lincolnshire (East Lindsey)	23.13%	29.83%

Estimated population growth across the NECAP regions

Lincolnshire is expected to see the 65+ population grow by 42% by 2038 (**Figure 3**), whilst **Figure 4** shows the Tees Valley 65+ population is expected to grow by 33% between 2020 and 2040 (ONS, August 2019). **Figure 5** predicts the same story for the Humber.

Figure 3: Estimated population growth across Lincolnshire, 2018-2038

Source: ONS 2014, subnational projections

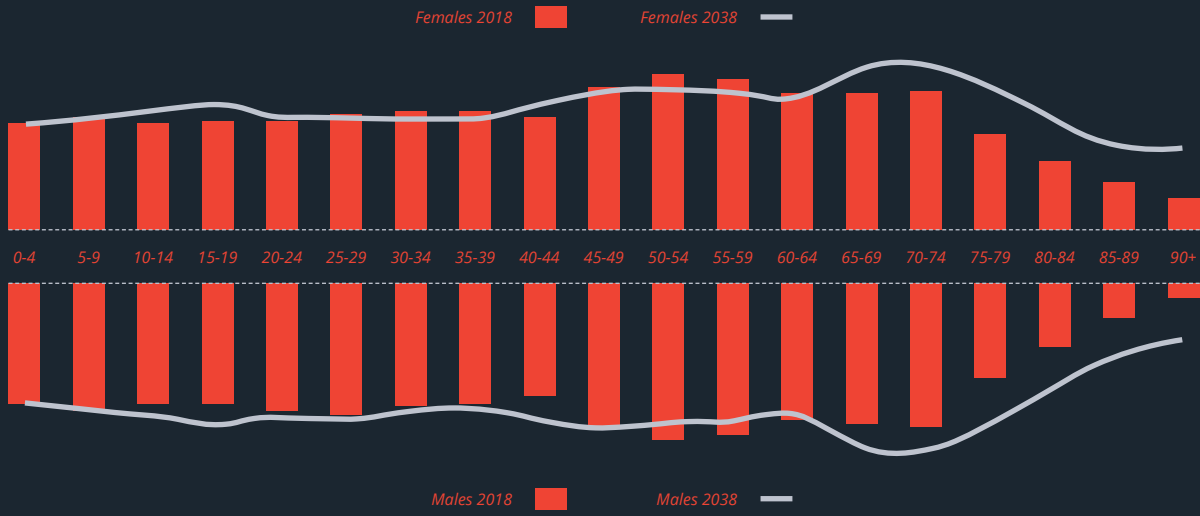


Figure 4: Estimated population growth across Tees Valley, 2020-2040

Source: ONS 2014, subnational projections

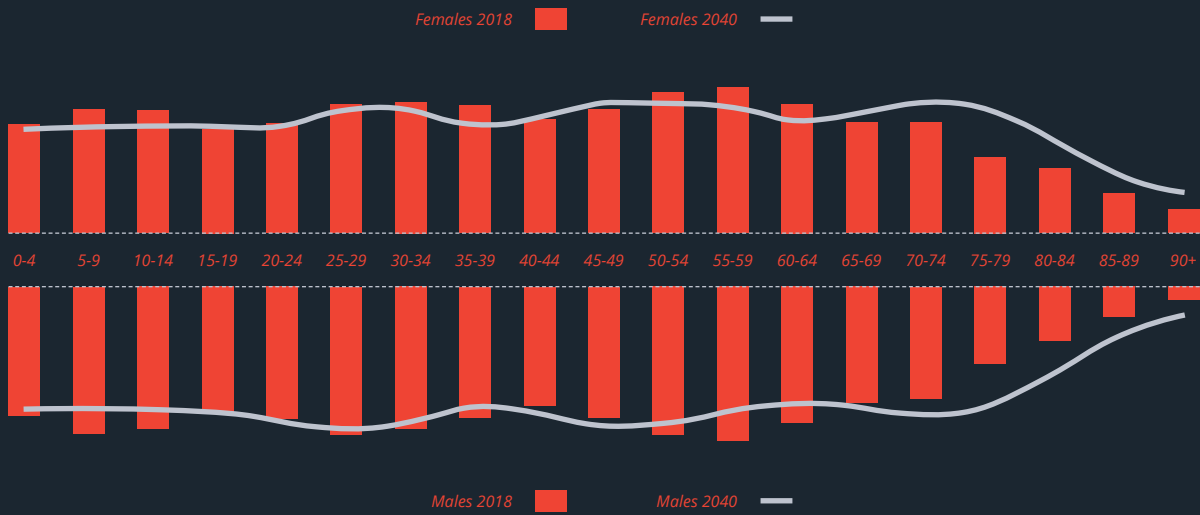
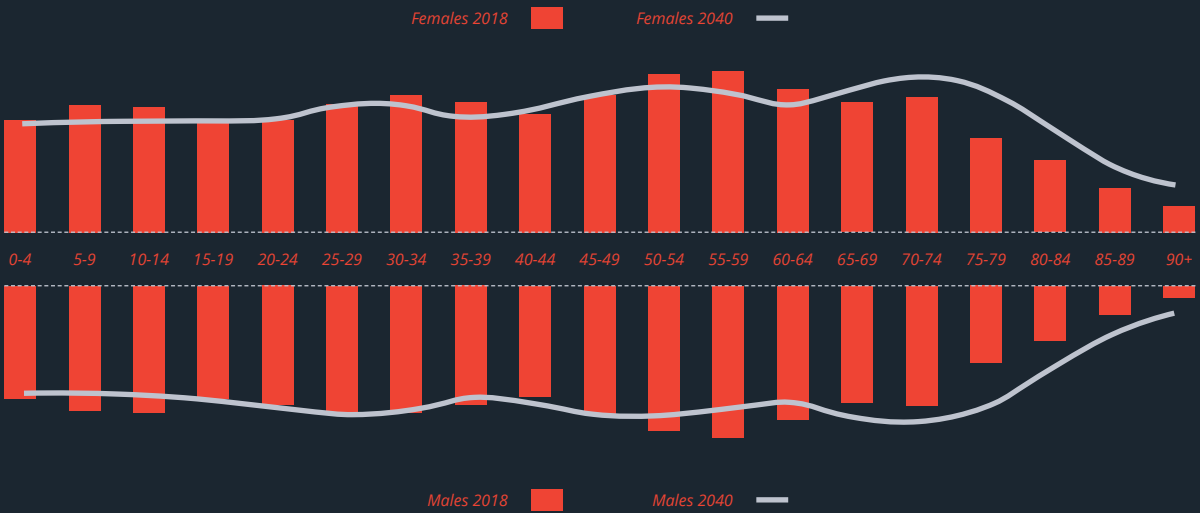


Figure 5: Estimated population growth across Humber, 2020-2040

Source: ONS 2014, subnational projections



EDUCATION AND SKILLS

CCA: "Education and skills: challenges across all levels of the education and skills system are affecting low educational attainment"

Levels of education attainment are lower in coastal communities, and the reasons for this are complex. As mentioned in the employment section, there is a transient workforce, and so families moving into an area with children attending a new primary school can impact on academic progress. There is often a lack of further education and a tendency for colleges to provide lower level qualifications NVQ1 / NVQ2 in hospitality and catering, without offering managerial / professional qualifications. There is also a lack of higher education establishments, and transport options to commute further afield are limited. Employment opportunities are also limited, with a mismatch between the demand and supply in education and training provision, with many Jobseeker's Allowance claimants having no formal qualification and predominantly low-skill manual experience.

More recently, data published by the Department for Education (DfE) shows that pupils in coastal areas achieve two and a half grades lower across eight subjects at GCSE level. It is being argued that the shift should be towards closing the city versus coastal divide, not the North versus the South (The Telegraph, 2019).

Education Secretary, Damian Hinds, stated; "If we're to understand the complex makeup of the UK today" the DfE has to address educational disparity between coastal areas and cities, not just the south and north."

These issues place coastal areas at further risk of being left behind, with technological advancements changing the nature of employment as it stands today in the UK.

SOCIAL DEPRIVATION AND INSTABILITY

CCA: "Social deprivation and instability"

It could be argued that the conditions described above produce the conditions for sustainable deprivation. For example, the availability of cheap rental housing maintains a transient population that can be very disruptive in schools. The ready-supply of houses in multiple occupation (HMOs) and care homes, converted from hotels and guesthouses, can result in vulnerable people from other areas being placed in coastal areas (CLG Select Committee, 2007). Similarly, the ageing coastal population and the influx of summer visitors can make considerable demands on medical and social services, as indeed do higher teenage pregnancy levels, high numbers of benefit claimants, and established coastal worklessness. The additional demands placed on coastal public services can be further compounded by the difficulty of recruiting public and private sector professionals in many coastal areas (CCA, 2010). It is perhaps no surprise then to find a pattern of high deprivation levels around the English coast.

Compounding the effects of resort deprivation is the local authority funding formula that does not cover the costs generated by transient populations, looked-after children, mental health issues, homelessness, housing benefit dependence and worklessness. Overstretched service budgets can undermine efforts and the resources available for community engagement, developing attractions, stimulating business growth and engaging in the costly uncertainty of inward investment promotion.

Social deprivation statistics have already been outlined earlier in the report for the seven NECAP regions, and continue to paint the picture of higher levels of social deprivation, as well as other inequalities, along the North East coastline.

In addition to these four areas highlighted by the CCA report, coastal communities also face the significant challenge of isolation across the seven NECAP areas.

Figure 6 highlights the high levels of deprivation in coastal communities.

SOCIAL ISOLATION

There are several drivers of health inequalities in rural and coastal areas (PHE, 2019). Research suggests that loneliness in such areas can increase the risk of premature death by 30% (Holt-Luntstad et al., 2015). Surveys in Europe and the USA estimate the prevalence of loneliness ranges from 5% to 43% in the elderly (Leigh-Hunt et al., 2017). While loneliness may be more common in the elderly, it also affects younger age groups (Griffin, 2010) Loneliness and social isolation have both been associated with ill health, with extensive research indicating that loneliness can affect health and has cost implications for health and social care (Department for Health; 2012; Jopling, 2015). The adverse health effects of loneliness may include:

- Increased risk of heart disease
- Impacts on blood pressure
- Links to depression
- Greater risk of blood clots
- Increases the risk of onset of disability
- Increased likelihood of early admission into residential or nursing care
- Increased the risk of developing dementia
- Exercising less and drinking more alcohol

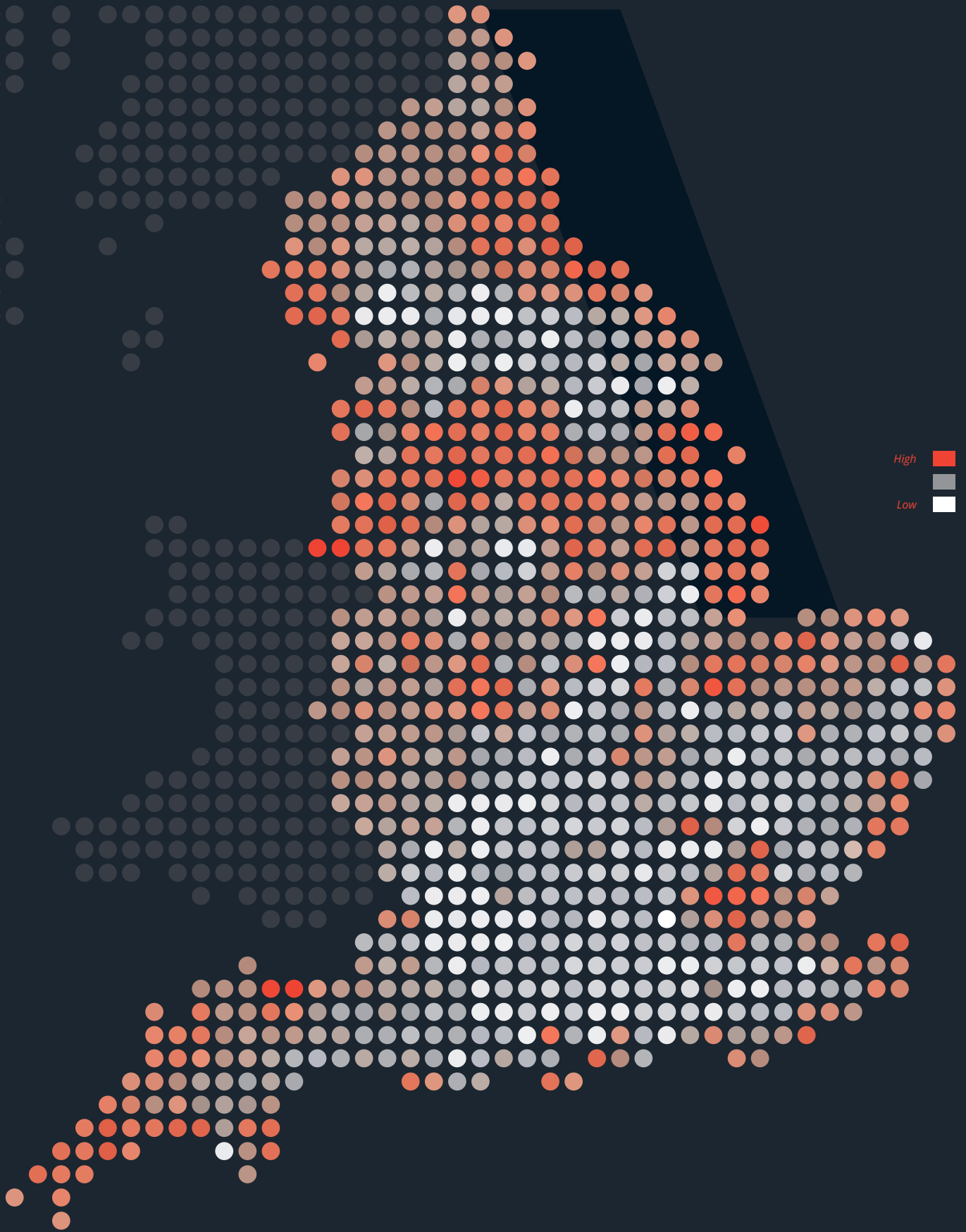


Figure 6: High deprivation levels can be found around the English coast
Source: DWP/ONS 2017

5 OTHER CHALLENGES THAT COASTAL COMMUNITIES FACE

Although not experienced across all regions within NECAP, a number of coastal communities face additional challenges to those already discussed, because of the high percentage of properties being caravan parks or holiday homes, such as Beadnell and East Lindsey. A 2014 survey carried out by the Northumberland Coast Area of Outstanding Natural Beauty (AONB) Partnership revealed the extent of holiday home domination in some communities, with Newton-by-the-Sea (82%), Beadnell (80%) and Bamburgh (53%) highlighting potential issues for the local authority (North Northumberland Coast Neighbourhood Plan, 2014).

Longer-term living on East Lindsey's coastal caravan sites has increased over the last ten to fifteen years (Beatty et al., 2011) however planning condition restrictions mean that it is not possible to live all-year-round on most sites. Therefore, most of this population goes unrecorded. Figures from the Census and the government's mid-year population estimates miss the majority of caravan residents. These omissions matter because population figures drive funding formulas, particularly for grants

to the district and county councils. The Council Tax register and the Electoral Register are also likely to miss most caravan residents. Data shows the longer-term residents to be a mostly older group.

Overall, the census estimates that there are perhaps 3,500 households, accounting for around 6,600 people, who live for some or all of the year in caravans or chalets on the East Lindsey coast. Of these, around 40% are in effect full-time East Lindsey residents and should really be counted as such (Beatty et al., 2011). On average, caravan residents spend between five and six months on-site in East Lindsey. Unfortunately, most caravan residents are unrecorded in official population statistics. As a result, local authorities are missing out on grants from the government. If the number of households is under-recorded by 1,000, the financial loss to the two authorities is likely to be of the order of £4m a year. At the same time, this unrecorded population adds to demands on local services.

6 WHAT DOES THE ACADEMIC LITERATURE SAY?

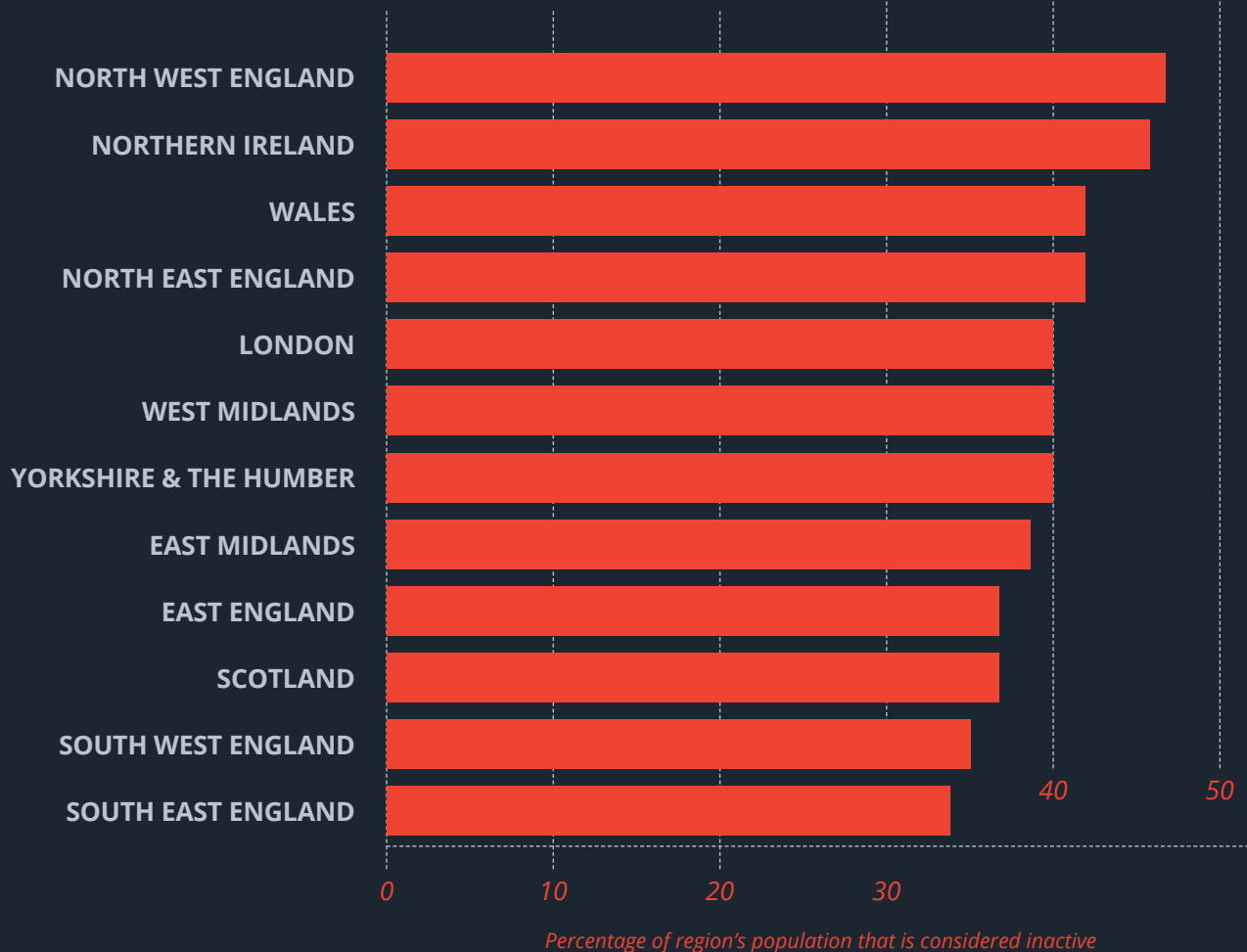
A brief scoping review of academic literature that links inequality, health and the coastline in comparison to the national landscape was carried out between July 2019 and August 2020.

There are growing bodies of evidence which link the importance of physical activity to the four areas highlighted in the Coastal Communities Alliance report. In addition to tackling these four social issues, physical activity can also contribute to the growing mental and physical health issues that we are faced with in today's society. Public health evidence for physical activity is strong; being described as a miracle drug (Pimlott, 2010) with participation in physical activity associated with reduced risk of over 20 health conditions (Cavill et al., 2012), and has also been associated with

a reduction in mortality and improved mental health (Department of Health, 2011). The relationship between physical activity and reduced risk of health conditions is linear, meaning even a small increase in physical activity levels can produce health benefits (Janssen & LeBlanc, 2010; Haskell et al., 2007), with the greatest benefits observed when increasing levels of physical activity in those who had previously been inactive (CMO Report, 2011).

Figure 7: Physical inactivity levels across the United Kingdom

Source: British Heart Foundation Physical Inactivity and Sedentary Behaviour Report, 2017



PHYSICAL INACTIVITY

Costs to the NHS associated with physical inactivity are reported at about 1.2 billion per year (BBC News, 2017). In addition, the report from the British Heart Foundation found that more than 20 million people in the UK are physically inactive. The North East of England ranks as the fourth worst region for physical inactivity levels, shown in **Figure 7**.

It is well known that physical activity improves both physiological and psychological well-being (Gladwell et al., 2013). However, worldwide, 31.1% of

adults are physically inactive (Hallal et al., 2012). The British Heart Foundation (2015) stated that 68% of male adults in the North East of England achieved the recommended levels of physical activity, with only 48% of women doing so - the lowest in the UK. An earlier report by The British Heart Foundation (2012) highlighted the gap between the highest earners and those with the lowest income and their activity levels. Individuals earning more money achieved higher levels of physical activity - 42% (male) and 34% (female), compared to those on the lowest income (31% of males and 26% of females).

This decline has been attributed to various causes such as technological advances in the agricultural and industrial revolutions, and the current digital revolution that is taking place (Gladwell et al., 2013). Structured physical activity has moved indoors, to places such as gymnasiums, sports halls and at home. With less and less physical activity taking place outdoors, this could potentially be one of the causes for the decline in physical activity levels. More recently, there has been a shift to exploring the potential for the environment to motivate and facilitate physical activity.

EXAMINING THE RELATIONSHIP BETWEEN PHYSICAL ACTIVITY AND HEALTH

Physical inactivity is the 4th leading risk factor for global mortality accounting for 6% of deaths globally (PHE, 2020). Inactivity is described by the Department of Health as a "silent killer". Evidence is emerging that sedentary behaviour, such as sitting or lying down for long periods, is bad for your health. Not only should you try to raise your activity levels, but you should also reduce the amount of time you and your family spend sitting down (NHS, 2018). Research demonstrates that participating in regular moderate-to-vigorous physical activity provides many health benefits. Some benefits of physical activity can be achieved immediately, such as reduced feelings of anxiety, reduced blood pressure, and improvements in sleep, some aspects of cognitive function, and insulin sensitivity (Physical Activity Guidelines for Americans, 2019).

Other benefits, such as increased cardiorespiratory fitness, increased muscular strength, decreases in depressive symptoms, and sustained reduction in blood pressure, require a few weeks or months of participation in physical activity (NHS, 2018). Physical activity can also slow or delay the progression of chronic diseases, such as hypertension and type 2 diabetes. Benefits persist with continued physical activity (NHS, 2018). These benefits can be seen in **Figure 8** (NHS, 2016).

Figure 9 expands on the impact of sport and physical activity at various levels, through an infographic which determines where this is good evidence, mixed evidence, and areas that require further research.

Figure 8: Health benefits of physical activity

Source: PHE Health matters: Getting every adult active every day, 2016

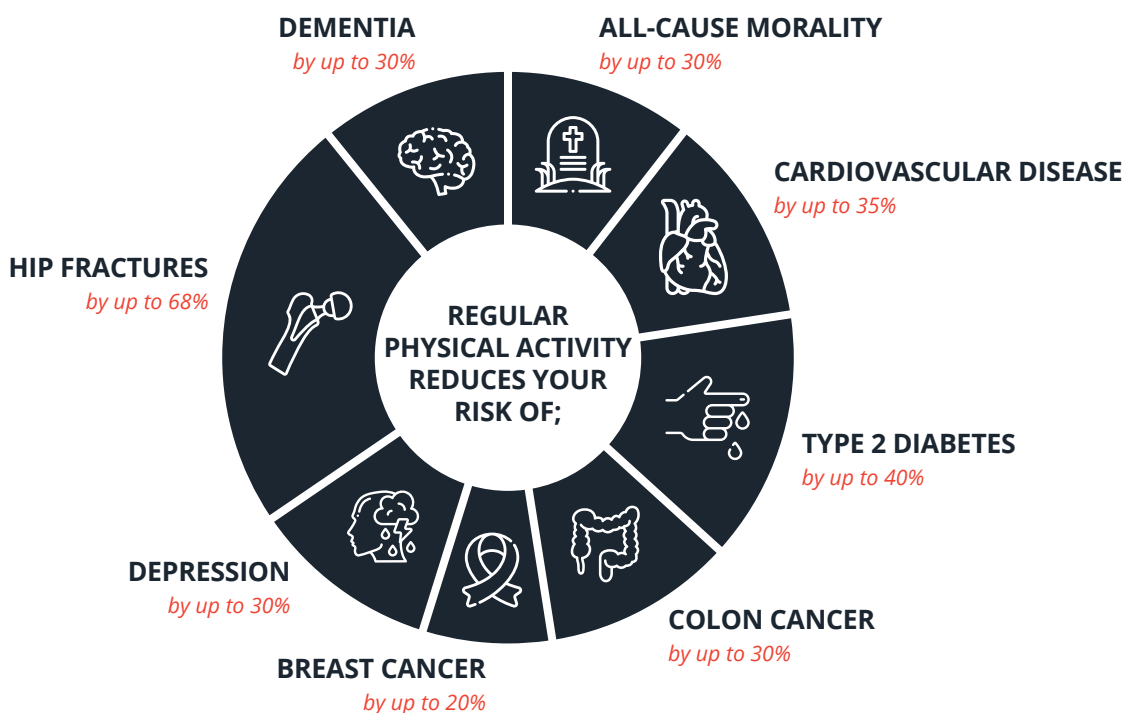


Figure 9: Impact of Sport and Physical Activity

Source: Sport England, 2017

THE OVERALL IMPACT OF SPORT AND PHYSICAL ACTIVITY ON;



PHYSICAL WELLBEING

GOOD EVIDENCE

- Prevention of medical conditions
- Maintenance of strength, balance and motor skills
- Management of medical conditions

MIXED EVIDENCE

- Improved quality of sleep
- Increased energy levels
- Healthy development in early years



MENTAL WELLBEING

GOOD EVIDENCE

- Source of enjoyment and happiness
- Improved self-esteem
- Improved cognitive function

MIXED EVIDENCE

- Reduced anxiety, stress and depression
- Impacts around dementia



INDIVIDUAL DEVELOPMENT

GOOD EVIDENCE

- Development of soft skills
- Impact on employment opportunities
- Improved confidence and self-esteem

MIXED EVIDENCE

- Educational behaviour and attainment
- Increased levels of self-efficacy
- Reduction in anti-social behaviour



SOCIAL AND COMMUNITY DEVELOPMENT

GOOD EVIDENCE

- Reducing isolation
- Bringing people together from diverse backgrounds
- Promoting engagement and civic trust

MIXED EVIDENCE

- Volunteering and social engagement
- Helping new migrant communities integrate



ECONOMIC DEVELOPMENT

GOOD EVIDENCE

- Health sector savings
- Sport tourism
- Employment and employability

MIXED EVIDENCE

- Economic value of crime reduction

GAPS IN EVIDENCE

- Impact on volunteers and spectators
 -
 -
 -
 -
 -
- Large scale empirical studies
 -
 -
 -
- Types of exercise
 -
 -
 -
- Mitigate negative impacts
 -
- Impact on older individuals
 -
- Impact on subgroups
 -
- Longitudinal studies
 -

GREEN AND BLUE EXERCISE

Pretty et al., (2003) coined the term 'green exercise' to describe the increased benefit to health that occurs when exercising whilst being exposed to nature. Barton and Pretty (2010) later defined it, 'green exercise is activity in the presence of nature'. Not all natural environments are green, therefore the green in green exercise is not meant literally, but is simply referring to the naturalness of an environment, as opposed to an artificial environment (Bodin and Hartig, 2003).

Blue exercise refers to physical activity undertaken in and around 'natural' aquatic environments such as lakes, rivers, canals and the coast (Depledge and Bird, 2009). These activities involve being in the water (e.g. outdoor swimming), on the water (e.g. sailing/canoeing), or by the water (e.g. walking along a coastal or canal path). Theories around blue exercise and health are quite new, but the emerging evidence suggests that physical activity along the coastline can be of benefit.

A recent qualitative study by Thompson and Wilkie (2020) analysed the interviews of eight people to explore the benefits of blue exercise. They included being in nature, seeing land from a different perspective, and escaping daily responsibilities. Health benefits included improved physical health, particularly for persons with physical conditions, relaxation/mindfulness, and managing mental health through non-medicinal methods. The

social aspects of blue exercise compared with other exercises were prominent; particularly through supporting others in skill development. Participants discussed their respect for water and feelings of achievement by overcoming their fear of it. The findings supported social, mental and physical benefits of exercising in nature linked to restorative environments and basic psychological need fulfilment, with several unique benefits specific to blue exercise. Thompson and Wilkie (2020) argued that blue exercise has the potential to have an impact on public health, but research should explore barriers to engaging with it and how it differs from another nature-based exercise.

A growing body of literature suggests that natural outdoor environments might help reduce stress, promote physical activity and social relationships and potentially improve human health and wellbeing (Dadvand et al., 2016; Hartig et al., 2014; Nieuwenhuijsen et al., 2017; Pasanen et al., 2014; Völker and Kistemann, 2011). In a world with rapid urbanization and pressure on space (United Nations Department of Economic and Social Affairs, 2014), evidence of such health benefits of natural environments are of high relevance for healthcare professionals, urban planners and policymakers, who can help translate available evidence into salutogenic interventions and policies (i.e. ones that support and promote health and well-being).



7

THE VALUE OF PHYSICAL ACTIVITY AND SPORT TO ADDRESS BROADER SOCIETAL ISSUES

In the book, 'A wider social role for sport: Who's keeping the score?' (Coalter, 2007) the author discussed the potential for sport to have an impact at the individual level, on aspects such as self-efficacy, physical self-worth, self-esteem, self-confidence and social capital. At a more complex level, sport was identified as having the possibility to have an impact on wider social problems. The question was posed for researchers to explore the potential for sport to address a 'lack of social cohesion, weak social capital, poor educational performance, anti-social behaviour and criminality, and economic decline.' (page 3-4).

PHYSICAL ACTIVITY AND EDUCATIONAL ACHIEVEMENT

There is evidence that physical activity improves academic performance. Reviews assessing the influence of physical activity on educational achievement have found that for the most part results indicate physical activity is beneficial to academic performance (Priesmeyer et al., 2019).

In addition, studies have found that physical activity was an important moderator of socioeconomic status and reading achievement. Children who had more than 225 minutes of physical activity per week had a stronger moderating effect on their reading scores with lower socioeconomic schools having a stronger effect (Kern et al., 2018).

Studies have also shown that physical activity is positively correlated with academic achievement across a variety of ages including early years, primary school (3-11 years) and adolescents (12-19 years) (Priesmeyer et al., 2019). These studies all demonstrate a link between physical activity and academic achievement and indicate the importance of physical activity participation during adolescence.

COMMUNITY DEVELOPMENT

As well as developing individuals, sport and physical activity can help build stronger communities by bringing people together. Sport is widely seen as a way for people of different backgrounds to interact and integrate by taking part, volunteering and spectating. It can provide opportunities for migrants to adapt to living in England and can bridge divides between men and women, homeless people and those who are not homeless, and people with different employment backgrounds (Sport England, Social and Community Development, 2020).

YOUTH CRIME

Getting active has a great number of positives for individuals and society as a whole.

This is especially true of crime and antisocial behaviour. Every year young offenders cost the economy around £11 billion, while 75% of 10 to 17 year olds who complete a custodial sentence are reconvicted within one year of release (Sport and Recreation Alliance, 2015). Diverting just one in ten people away from crime would save over £113 million a year, and for every pound invested in crime prevention £7 is saved.

Sport and recreation programmes can prevent boredom, teach important life skills, divert young people from crime, and foster social inclusion. In a recent survey, 7 out of 10 teenagers believed that antisocial behaviour occurs because young people are bored (Sport and Recreation Alliance, 2015). Organised, targeted and engaging physical activities are an effective way of stopping people, especially young people, falling into crime.

The Game of Life report (2012) suggested four main theories for how sport and recreation can reduce crime and antisocial behaviour:

- 1. A diversion from undertaking in criminal behaviour. Seven in ten teenagers believe antisocial behaviour occurs because young people are bored, and six in ten say that there isn't enough for young people to do in their area.*
- 2. A 'hook' for other interventions, the range of sport and recreation activities out there means that something will appeal to everyone and will sufficiently engage them to continue. By including life skills workshops alongside participation in sport and recreation programmes other risk factors can be addressed.*
- 3. Behaviour modification such as enhancing self-regulating abilities or developing problem-solving abilities as a result of the skills needed in the activity. Adventurous activities such as climbing or gliding can also provide a positive avenue for expressing a desire to take risks (something which can drive antisocial behaviour and crime).*
- 4. Social inclusion. Sport and recreation can break down barriers between groups of people in a local area who might not otherwise engage, as the rules that govern sport and recreation are not based on faith or belief systems. Mentors can provide positive role models for at risk young people and reaffirm participant's importance in society.*

THE ECONOMIC IMPACT OF PHYSICAL ACTIVITY AND SPORT

Sport England commissioned the Sport Industry Research Centre at Sheffield Hallam University to calculate the social impact and the economic importance of sport and physical activity in England. They found that, when measured against costs of engagement and providing opportunities, for every £1 spent on community sport and physical activity, a return on investment (ROI) of £3.91 was created for individuals and society. Furthermore, the combined economic and social value (SROI) of taking part in community sport and physical activity in England in 2017/2018 was £85.5 billion.

24 million participants and 3.9 million volunteers involved in sport and physical activity equated to a £42 billion value created from improved life satisfaction.

There was evidence to support physical activity playing an important role in preventing serious physical and mental health conditions. The data within this research showed this had a value of £9.5bn. Of that, £5.2bn was in healthcare savings, and £1.7bn was in social care savings. £3.6bn worth of savings were generated by the prevention of 900,000 cases of diabetes, while a further £3.5bn of value was generated through avoided dementia cases and the related care. A total of £450 million was saved by preventing 30 million additional GP visits.

A further £20bn of value came from stronger and safer communities, including:

- 10,000 fewer crime incidents*
- The replacement value of work done by sports volunteers (£5.7bn)*
- Improved levels of social trust, belonging and community engagement (£14.2bn).*

Sport and physical activity have the underpinnings to support organisations that are working on these broader societal challenges, as well as addressing the negative consequences that arise from physically inactive lifestyles.

8 THE IMPACT AND CONSEQUENCES OF COVID-19

The COVID-19 pandemic in the United Kingdom is part of the worldwide pandemic of coronavirus disease 2019 (COVID-19) caused by severe acute respiratory syndrome coronavirus 2 (SARS-CoV-2). The virus reached the country in late January 2020. As of 30 August 2020 there have been 334,467 confirmed cases and 41,499 deaths of confirmed cases, the world's sixth-highest death rate per capita (International SOS, 2020). In March, the UK government imposed a stay-at-home order, dubbed "Stay Home, Protect the NHS, Save Lives", banning all non-essential travel and contact with people outside one's home (including family and partners), and shutting almost all schools, business, venues, facilities, amenities and places of worship. Those with symptoms, and their households, were told to self-isolate, while those with certain illnesses were told to shield themselves. People were told to keep apart in public. The economic impact of COVID-19 has been severe, but some places have been hit harder than others. Exposure to the economic damage caused by the lockdown has been high in coastal communities, due to the nature of businesses that operate on the coast. This has been made worse by the seasonality of coastal economies, with lockdown occurring during traditional peak season.

In April, 2020 the University of Southampton and the Centre for Towns carried out research into the impact of COVID-19. The report, 'COVID-19 and our Towns', has shown that coastal communities are likely to be most affected economically by the lockdown measures brought in as a result of the COVID19 pandemic, with former industrial towns also at risk from longer-term effects of the crisis. Of the top 20 most at risk towns in the UK, the study showed that nine were coastal and 10 were ex-industrial.

The researchers looked at the distribution of workers in four sectors that are most impacted by the economic shutdown: Non-food retail, Accommodation, Pubs & Restaurants and Arts & Leisure. Their findings revealed that over a quarter of employees in coastal towns in England and Wales work in these sectors. The closure of hotels, campsites and caravan parks has had a major impact on coastal towns but they are also disproportionately affected by the shutdown of pubs, restaurants and shops which has also hit former industrial towns where a large proportions of the population work in these sectors.

A quarter (28%) of employee's in coastal towns are in sectors covered by the current shutdown and in many of the places above this is significantly higher. **Figure 10** shows where the most exposed places are in England & Wales, with the impact along the coastline evident.



Figure 10: Places with the highest exposure to the effects of the COVID-19 shutdown
 Source: COVID-19 and our Towns report

An analysis by the Social Investment Business Group (Thomson, 2020) of local transaction and unemployment data has also found coastal areas to be severely impacted by COVID-19. Coastal communities have experienced some of the largest drops in local spending, and the highest rises in unemployment, due to local economies consisting of significant retail, hospitality and tourism sectors. Analysis of the rise in unemployment rates between March – April shows the disproportionate impact that COVID-19 has had on jobs in coastal areas in particular (Thomson, 2020).

In **Table 3**, of the 20 towns with the highest increases in unemployment, 18 were coastal, and all the towns that experienced a 3% or higher increase were coastal.

Table 4 supports the unemployment data by showing which type of places are most affected by the government shutdown of sectors. Coastal towns are most affected overall with commuter towns least affected. They have higher proportions of employees in every sector affected by the government shutdown.

The 'COVID-19 and our Towns' report also considered the resilience of coastal communities facing the impact of COVID-19, by examining their socio-economic characteristics. Whilst the UK population is getting older across the whole country, places are aging at different rates. University towns and large cities continue to attract younger people whilst ex-industrial and coastal towns are seeing a steady aging of their populations. This is already impacting local economies which will make recovery more difficult. Furthermore, the researchers found that many coastal and ex-industrial towns already suffered from economic decline, social isolation, a lack of investment, under-employment and low levels of social wellbeing prior to COVID-19. These challenges are likely to be further exacerbated.

Earlier in the EPIC report, we outlined the existing inequalities that coastal communities in the North East face. The COVID-19 pandemic is likely to entrench existing inequalities. These inequalities mean that coastal communities are vulnerable to this kind of economic crisis, and will require significant levels of investment to help them during the recovery years.

Table 3: 20 towns with the highest increase in unemployment (March – April 2020)

Source: Imfoco & Department for Work and Pensions, in COVID-19 and our Town report (2020)

Town (Travel to Work Area)	Place type	Reduction in spending ¹	Unemployment (percentage point change) ²
Wadebridge	Coastal	-73%	4.3%
Penzance	Coastal	-57%	4.31%
Bude	Coastal	-31%	3.48%
Torquay and Paignton	Coastal	-35%	3.47%
St Austell and Newquay	Coastal	-29%	3.43%
Blackpool	Coastal	-36%	3.24%
Kingsbridge and Dartmouth	Coastal	-50%	3.20%
Scarborough	Coastal	-54%	3.18%
Clacton	Coastal	-27%	3.16%
Barnstaple	Coastal	-42%	3.12%
Bridlington	Coastal	-33%	3.03%
Margate and Ramsgate	Coastal	-33%	2.99%
Bideford	Coastal	-50%	2.97%
Corby	Ex-industrial	-13%	2.88%
Liskeard	Market town	-32%	2.88%
Redruth and Truro	Coastal	-49%	2.82%
Whitby	Coastal	-57%	2.80%
Liverpool	Estuary/Coastal	-18%	2.77%
Folkestone and Dover	Coastal	-25%	2.64%
Hastings	Coastal	-37%	2.64%

1 - Percentage change in all sales compared to the same week last year (week ending 28th April 2020)

2 - This is the percentage point change in proportion of people receiving benefits payable to people who unemployed are receiving either Jobseeker's Allowance (JSA) or Universal Credit for those who are out of work between March and April 2020

Table 4: People employed in at-risk sectors by place type

Source: COVID-19 & Coastal Communities; Investing in the social economy to revive seaside resorts and coastal towns

Place type	Proportion of people employed in each of the sectors affected by the COVID-19 shutdown				
	Accommodation	Non-food retail	Pubs & restaurants	Arts & leisure	All sectors
Coastal towns	4.4	12.6	8.2	2.6	27.8
Commuter towns	0.7	9.3	4.9	1.9	16.8
Ex-industrial towns	0.5	10.7	5.8	1.7	18.7
Market towns	1.5	11.5	6.5	2.2	21.6
New towns	0.6	10.9	4.7	1.5	17.6
University towns	1.0	11.6	6.6	1.8	20.9

9 LOCAL POLICY ON ADDRESSING THE PHYSICAL INACTIVITY ISSUE

There are a number of local polices within the NECAP boundary which aim to improve physical activity levels, and reduce inactivity.

NORTHUMBERLAND

This is the most sparsely population county in England, with a coastline of nearly 40 miles stretching from Seaton Sluice in the south up to Berwick-upon-Tweed on the Scottish border. Much of the Northumberland coastline is dedicated as an area of Outstanding National Beauty, but there are also a number of areas of high industry, particularly at the southern tip (e.g. Blyth). A new physical activity strategy county was launched in January 2020. Key focus groups within this strategy are those from lower socioeconomic groups, women and girls, and those with a disability or long term condition. Northumberland is one of three local authorities now also covered under the North of Tyne Combined Authority (NTCA) which has devolved responsibility for a number of key policy areas.

A few of the strategies in Northumberland which influence Physical Activity include:

- Joint Health & Wellbeing Board Strategy 2018
- County Physical Activity Strategy
- Northumberland Children & Young People Plan 2019 – 2022
- Multi Agency Suicide Prevention Strategy

TYNE AND WEAR

Tyne & Wear is made up of five local authority areas: Newcastle, North Tyneside, South Tyneside, Sunderland and Gateshead, each with their own strategies to address physical inactivity, or problems linked with physical inactivity. (It should be noted that Newcastle and Gateshead are not coastal communities.)

Some such strategies include:

- Tyne & Wear Sport: Tackling Inactivity Strategy 2018-2021
- The Sunderland Strategy 2008-2025
- Emotional Health & Wellbeing Strategy for NHS South of Tyne & Wear 2010-2020
- North Tyneside Joint Health & Wellbeing Strategy 2013-2023
- South Tyneside Health & Wellbeing Strategy 2017-2021

North Tyneside is one of three local authorities now also covered under the North of Tyne Combined Authority (NTCA) which has devolved responsibility for a number of key policy areas. All five of the Tyne and Wear local authorities have recently declared a climate emergency.

In addition to local priorities across the seven NECAP areas, there is a cross over between regions with the Sustainability and Transformation Partnerships (STPs). The four STPs in Figure 11 highlight the priorities placed on health and wellbeing, which by NECAP addressing the health inequalities along the North East coastline, will be supported.

COUNTY DURHAM

Key local strategy documents highlight the need to drive up participation in sport and physical activity, particularly amongst the least active. The Durham County Council Sport and Leisure Strategy (2011-2014) is linked to the County Durham Sustainable Communities Plan and sets out key service objectives, which include:

- Altogether Better: Participation Levels.
- Altogether Better: Prosperity from Sport and Leisure Related Economic Activity.
- Altogether Better: Equality of Participation.
- Altogether Better: Sustainable Participation.
- Altogether Better: Community Participation

In addition to this, the County Durham Physical Activity Strategy, County Durham Sport (2010) emphasises the need to focus efforts on increasing sports and physical activity participation through:

- Informing choice and promoting activity
- Creating an active environment
- Supporting those at most risk
- Strengthening delivery

Page 20 of the strategy specifically identifies 'underuse of the natural environment' as being a weakness of provision in the county.

TEES VALLEY

Tees Valley is made up of five local authorities (Hartlepool, Darlington, Redcar and Cleveland, Middlesbrough, Stockton), each with their own strategies to address physical inactivity, or problems linked with physical inactivity.

Outlined below are a number (not exhaustive) of strategies that have been developed over the past ten years:

- The Healthy Weight Strategy for Hartlepool 2015-2025
- Live Well Middlesbrough: A prevention strategy for adults and older people 2017-2020.
- Active Middlesbrough Strategy 2008-2020
- Redcar & Cleveland Playing Pitch Strategy 2015
- Darlington Health and Wellbeing Plan 2017-2022
- Darlington Sport and Physical Activity Strategy 2014-19
- Allotments Strategy for Darlington 2009-2019
- Stockton –on-Tees Health and Wellbeing Strategy 2012-2018

In addition to the five individual authorities, a joint document, ‘Tees Valley Walking & Cycling Strategy’ has been developed which outlines a complementary programme of cycling, walking and other sustainable transport measures to support economic growth as well as health and well-being in the Tees Valley region

NORTH YORKSHIRE

North Yorkshire is faced with the same issues as other areas of the country, e.g. Poverty, Sustainability, Equality and Health and Wellness and whilst Sport and Physical Activity cannot solve these alone, it can help to mitigate the negative consequences. North Yorkshire Sport is committed to using Sport and Physical Activity as a contributory factor to 3 of the main challenges facing the Region as part of this mitigation.

- That there is a focus on increasing healthy life spans and reducing life expectancy gaps in the Lower Super Output Areas with the greatest deprivation across the county
- That there is a reduction in the prevalence of overweight and obesity across the population by 2026
- That there is productive healthy ageing throughout North Yorkshire

The North Yorkshire Business Plan has been developed with these challenges in mind, with the vision covering up to 2025.



THE HUMBER

The Humber is made up of four unitary Local Authorities (East Riding of Yorkshire, Kingston upon Hull, North East Lincolnshire and North Lincolnshire) each with their own strategies and plans covering physical activity and health inequalities. The Humber is part of the Humber, Coast and Vale Integrated Care System. Particular strategies to note, but not exhaustive list are:

- Towards an Active Hull 2018-2028
- North Lincolnshire CCG Strategy 2019 – 2024
- East Riding Health and Wellbeing Strategy 2019 – 2022
- HCV Start Well, Live Well, Age Well
- HCV Long Term Health Plan 2019 – 2024

Each Local Authority has their own Playing Pitch Strategy and local physical activity, walking, cycling and area specific plans that are specific to each area.

LINCOLNSHIRE

A Blueprint for creating a more active Lincolnshire was developed in April 2019. Let's Move Lincolnshire has a shared vision and commitment to tackling low levels of physical activity, and is using the 'Blueprint' to describe its whole system approach. Let's Move Lincolnshire delivers against the physical activity strand of the Lincolnshire Health and Wellbeing Board and is led by Active Lincolnshire, supported by public, private, health and voluntary sector. The blueprint identifies:

- Vision: To improve people's lives through habitual physical activity
- Mission: Everyone in Lincolnshire is leading a physically active life, regardless of age, wealth, gender, ability or circumstance.
- Four Goals: Active Society, Active Place, Active People, Active Systems

The newly established NHS Lincolnshire CCG has identified that health inequalities are most significantly profound in the East Coast area and specifically a strip of land 20 miles by 5 miles from Mablethorpe to Skegness and are creating a partnership to address health inequalities in this area.

East Lindsey District Council have identified health and wellbeing as a strategic priority and coordinate the EL Quality of Life Group.

In August 2020, the Centre for Ageing Better signed a Memorandum of Understanding with Lincolnshire County Council and East Lindsey District Council to establish a five-year strategic partnership to collaborate on a number of joint priorities. This is Ageing Better's first partnership with a rural and coastal locality. The partners will work together to research and secure the best outcomes and opportunities for people in and approaching later life across Lincolnshire, focusing on the areas they know will make a difference to people's lives, including employment, homes, communities and health. They will also look at ways of tackling Lincolnshire's low levels of physical activity and place-based approaches to rural and coastal health inequalities.



SUSTAINABILITY AND TRANSFORMATION PARTNERSHIPS

In addition to local authority strategies and policies, Sustainability and Transformation partnerships (STPs) were announced in NHS planning guidance in December 2015. NHS organisations and local authorities in different parts of England have come together to develop 'place-based plans' for the future of health and care services in their area. STPs are five-year plans covering all aspects of NHS spending in England. Forty-four areas have been identified as the geographical 'footprints' on which the plans are based, with an average population size of 1.2 million people. Initial guidance from NHS England and other national NHS bodies set out around 60 questions for local leaders to consider in their plans, covering three headline issues: improving quality and developing new models of care; improving health and wellbeing; and improving efficiency of services. Leaders were asked to identify the key priorities needed for their local area to meet these challenges and deliver financial balance for the NHS.

Within the NECAP area, there are four STPs, with varying strategic ambitions set out in **Figure 11**.

Figure 11: STPs across NECAP

SUSTAINABILITY & TRANSFORMATION PARTNERSHIPS

COUNTY DURHAM

- Improving health and peoples wellbeing
- Improving the way services talk to each other
- Managing our finances
- Everyone who lives in or visits the area will do well and equally enjoy positive health and wellbeing
- Making health and social care services closer to home that will work better for everyone
- Local people are given the opportunity and supported in improving their own health and wellbeing

DURHAM DALES EASINGTON AND SEDGEFIELD, DARLINGTON, TEESSIDE, HAMBLETON, RICHMONDSHIRE & WHITBY

- Preventing ill health and increasing self-care
- Health and care in communities and neighbourhoods
- Quality of care in our hospitals – “Better Health Programme”
- Use of technology in health care

THE HUMBER, COAST AND VALE

- Helping people stay well
- Place-based care
- Creating the best hospital care
- Supporting people with mental health problems
- Helping people through cancer
- Strategic commissioning

NORTHUMBERLAND, TYNE AND WEAR AND NORTH DURHAM

- Reducing prevalence of smoking, obesity, and reducing the impact of alcohol.
- Support the long-term unemployed back into work
- Enhancing people’s ability to self-care, increasing their independence and self-esteem.
- Driving change to the out-of-hospital-care system
- Delivery of the NHS’s Mental Health Five Year Forward View.
- Reducing admissions and length of stay
- Reduction in A&E attendances.

10

WHAT IS ALREADY HAPPENING ALONG THE COASTLINE NATIONALLY?

Sixteen successful 'fast track' projects received a share of £6 million Coastal Communities Fund money to help deliver sustainable growth and jobs. The 16 projects are outlined below. A review of the projects that were successful in the last Coastal Communities funding round has highlighted that commissioners have been keen to fund projects that included events and promoting tourism; community arts; improving infrastructure and providing training opportunities. Full details of the 16 projects are included in Appendix A.

11

WHAT IS ALREADY HAPPENING ALONG THE COASTLINE LOCALLY?

Work is ongoing for Active Partnerships to address local issues, with a great deal of work happening along the North East Coastline (see Appendix B), with some projects that link in with the Coastal Community Alliance (2018) themes outlined on pages 15-22.

EMPLOYMENT

TEES VALLEY CASE STUDY - YOUTH EMPLOYMENT INITIATIVE PROGRAMME

Part-funded by the European Social Fund, the programme aims to support young people across the Tees Valley aged 15-29 who are not in education, employment or training. Staff work with participants to create a personalised programme to meet individual needs in order to improve career prospects. Opportunities may include gaining additional qualifications, work experience or volunteering, information and advice, signposting, confidence building and support to access employment or training opportunities.



EDUCATION AND SKILLS

THE HUMBER CASE STUDY - R-EVOLUTION

R-evolution is a charity who believe in the premise that everyone deserves the opportunity to learn, to feel confident in their abilities, and to be a part of a community. They believe learning is valuable as it opens doors, increases employability, and boosts self-esteem. R-evolution work with people from all backgrounds; offenders, ex-offenders, people struggling with their mental health, other people who are finding it hard to attract work, and those who just need a helping hand. They recruit Trainees, and provide full-package, accredited training courses.

As part of their work, they have developed The Bike Project. Bikes provide transport to work or school; they can widen employment opportunities. They offer an eco-friendly way of travel; they keep us fit; and they bring us the achievement of finally getting to the top of that huge hill – and the terrifying joy of the ride down. Therefore, The Bike Project looks to create a variety of opportunities through various schemes.



- **Bike libraries**
R-evolution have over 20 bike libraries across the Humber region, and beyond. Stocked with their own refurbished bikes, the libraries offer the opportunity to borrow a bike for free. They're carefully placed to ensure they're accessible to those that need them most; schools, main employers or other specialist sites.
- **The Training Programme**
Provides training and work opportunities to those that are struggling to get back into work. They work towards a City and Guilds Level 1 or 2 Cycle Mechanic qualification, and are continually supported with Life Coaching, peer mentoring, and soft skills development. The refurbished bikes make up stock for the Bike Libraries, or are sold on to the public at affordable, accessible prices. Trainees refurbish over 1,500 bikes a year.
- **Prison workshops**
The Bike Project is of benefit to offenders, providing them with practical, employable skills for when they're released – and meaningful work for the time until then. The two Prison Workshops act as a first port of call for any donated bikes. Here, they are cleaned, inspected, and subject to any first initial fixes; providing work for 15 men.
- **The All Ride Fleet**
R-evolution are keen to ensure that everyone gets the chance to ride a bike – and that includes those that might need a little more than the standard two wheels, a seat and some handlebars. Working in partnership with East Riding of Yorkshire Council to develop an adapted bike fleet - 18 adapted bikes for people with disabilities across the area – so everyone gets the chance to ride along the promenade.
- **Cycle Academy**
Sharing knowledge with the next generation of talented riders, the Cycle Academy runs group rides, route planning and cycle maintenance, risk assessments and nutrition sessions.

DEMOGRAPHY

THE LINCOLNSHIRE CASE STUDY – GET OUT GET ACTIVE PROGRAMME

In 2016, funding was secured for older people activity across North and North East Lincolnshire, with some activities taking place in coastal areas. Through the Get Out Get Active programme (GOGA March 2016- December 2019) a number of physical activity sessions were created in village/community halls and support for up to six months until they were sustainable creating employment opportunities for the instructors. Training was provided for over 271 people and provided 75 training sessions. In addition, the programme has engaged with over 2,600 individuals of which 39% said they had a disability or LTHC and 45% were over 50 years of age.

Further work has also targeted the older population. In August 2020, the Centre for Ageing Better signed a Memorandum of Understanding with Lincolnshire County Council and East Lindsey District Council to establish a five-year strategic partnership to collaborate on a number of joint priorities. This is Ageing Better's first partnership with a rural and coastal locality. The partners will work together to research and secure the best outcomes and opportunities for people in and approaching later life across Lincolnshire, focusing on the areas they know will make a difference to people's lives, including employment, homes, communities and health. The early work in housing will explore the barriers and enablers to achieve better outcomes for individuals in existing homes through integration of the Disabled Facilities Grant, equipment and support for independence. They will also look at ways of tackling Lincolnshire's low levels of physical activity and place-based approaches to rural and coastal health inequalities.

SOCIAL DEPRIVATION AND INSTABILITY

NORTHUMBERLAND CASE STUDY - MAMS ON THE MOVE

Mams on the Move is a funded Sport England project 'Tackling Inactivity and Economic Disadvantaged' delivered by Active Northumberland, supporting postnatal women, living in the top 20% most deprived wards in the South East of Northumberland, into physical activity. The main geographic areas include, Ashington, Blyth, Newbiggin and Lynemouth. The project also aims to support women who may be at risk of postnatal depression due to the ongoing pressures that come with being a new mum.

One main aspect of the project is to integrate physical activity classes including, buggy walks, buggy fitness and more into existing frontline partner services including the health visiting and midwifery services and local children centres. Development plans include a bespoke training package that upskill and educate partners on the importance of physical activity which will enable the project to embed physical activity into women's weekly routine at a level that is tailored to their individual needs and with the trust and encouragement from the HCP and other workforce staff.

COUNTY DURHAM CASE STUDY – ACTIVE PLACES

Active Places is a Sport England funded pilot to build healthier, more active communities in Shildon and the Deerness Valley area of County Durham. Shildon is in the top 20% most deprived areas nationally and local insight data suggests that Shildon is one the least active areas in the County with inactivity estimated to be somewhere between 30.1% - 47.7% (Active Lives, 2018/2019). Parts of the Valleys are in the top 30% deprived areas nationally and 21.8% of residents are living with long term condition or disability compared to 17.6% nationally.

Working collaboratively with partners, the Active Places pilot seeks to develop an innovative, place-based approach to tackling inequality. We have adopted a whole systems evidence-based approach model to understand the needs of the target audience, and to use insight gathered to co-create and co-deliver new and different approaches to tackling inactivity.

Through this pilot programme we want to support residents living in these disadvantaged communities, to increase and sustain their activity levels to benefit from improved physical and mental wellbeing and to address social isolation.

The priority is tackling inactivity and inequality, with the focus being on engaging those people living within the pilot areas who do less than 30 minutes a week of sport or physical activity.



SOCIAL ISOLATION

NORTH YORKSHIRE CASE STUDY – ACHIEVE PROGRAMME

The Achieve programme started in January 2019 and has delivered nine programmes in six different schools. The programme is designed to support young people facing disadvantage and aims to develop and improve their resilience, perseverance and persistence, social, physical and emotional wellbeing and self-confidence and self-esteem. The programme is led by an Athlete Mentor who is experienced to engage, motivate and inspire young people to Achieve their best. The athlete draws on comparisons from their sporting career to support young people in developing key skills.

Part of the programme is to challenge the group to develop and deliver a project within a chosen community around a topic that they feel strongly about. Prior to COVID-19 our group had worked together to develop a project to support local people within the Eastfield Community who were struggling with socialising, spent most of their time at home – were isolated. The programme has a coffee morning encouraging members of the community to come along and have a coffee, cake and a chat which our team would host. Staff wrote to local suppliers such as bakeries to ask for donations and designed marketing material to promote the event. Eight weeks into the 12 week programme, delivery has had to stop due to the global pandemic of COVID-19.

Having already had many discussions around isolation and progressing from initially how it effects the older generation to actually how it can affect the whole population, staff knew the young people they were working with, many who struggled socially, with home life, with mental health, were going to experience isolation for themselves during COVID-19. The team quickly established that the need for our support programme was stronger than ever and moved the programme to Zoom. The school, who had supported the programme from the start, ensured young people who were still attending school had the means and equipment to access the programme and from the 12 on the original programme, staff were able to engage with eight through Zoom.

The group were invested and passionate in their project so they looked at how they could still produce something that would support people in their local community and wider through what can be a tough time for many. The video they have made **“Achieve: Views on Isolation – George Pindar School”** allows them to share their views and the impact COVID-19 might be having and give advice and guidance on how you can support yourself and each other.

The full video can be viewed ***here***.

These projects highlight the work that the APs in the NECAP area are doing to tackle wider issues through physical activity. But there is still a lot of work to be done. NECAP have, over the past 18 months, developed a number of collaborative partnerships. This has helped NECAP explore potential opportunities, to help give a better understanding of what is going on in our coastal communities.

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EXPLORING THE OPPORTUNITIES AND THE UNIQUE POSITION OF ACTIVE PARTNERSHIPS

COLLABORATIVE RESEARCH WITH HUDDERSFIELD UNIVERSITY

NECAP undertook a funded piece of research with Huddersfield University; “Bringing together policymakers and researchers to understand and acting on physical inactivity in the North of England”. The research project aimed to exchange views and experiences between policymakers, practitioners and academics to better understand the current landscape of physical activity in coastal communities in the north of England and to investigate the challenges and opportunities for the delivery of physical activity interventions.

Two focus groups took place in Hartlepool and Lincolnshire in March 2020. One of the focus group discussions was conducted face to face with 16 participants (three groups of 5 or 6 participants) who were members of local authorities, community, voluntary, schools and leisure sectors. The second focus group was conducted online with five participants from Lincolnshire and involved council leaders and members of charities and the Active Partnership. The focus groups covered three main themes: 1) The landscape of physical activity in the region; 2) An understanding of barriers, enablers with the gathering of information of what worked well in the region; 3) A preliminary design of a priority setting plan including the definition of the intended beneficiary, governance and outline strategies for implementation. The full report is in Appendix C.

Due to the COVID-19 pandemic, the focus groups due to take place in the other NECAP regions were delayed, but took place between September and October 2020. The final report is still to be completed.

NIHR OPPORTUNITY AND COLLABORATION

Newcastle University approached NECAP to be a co-applicant in writing a grant proposal for the NIHR call - 20/06- Reducing health inequalities in coastal towns and communities. The funding focuses on the effectiveness of interventions to improve health and reduce inequalities in coastal towns.

The findings from the research with Huddersfield University provided strategic information to help guide the writing of the grant proposal. The preliminary data provided in the first report, and further data collected in other regions gave valuable insight for the discussion of developing a multi-component intervention which would target wider determinants of health that could benefit coastal areas in the North East but also other deprived coastal areas. It was agreed that, due to the delay in data collection with Huddersfield University because of COVID-19, we would not submit a grant proposal to the 20/06 NIHR call. Rather, we will complete the data collection before submitting a grant application to an NIHR open call.

EXAMINING COASTAL DATA WITH PRESS RED

An outline of additional data analysis was developed following conversations between Active Humber and Press Red. Objectives were to:

- Explore the physical activity behaviour across the North East Coastal area of England
- Identify similarities and differences between this specified area and the England average
- Develop a narrative to articulate this.

This would involve pulling together the data and analysis related to understanding which population groups ‘are in greatest need’ from a physical activity behaviour perspective across the North East Coast area. We want to use this information to start a conversation with stakeholders and partners with an interest in these coastal areas.

This work has yet to be undertaken.



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WHAT CAN WE DO IN THE SHORT-TERM?

A SHARED PURPOSE

What is clear that for too long the areas of the North East coast have not acted together with a shared purpose to address the common theme of inactivity along the coast. The work of NECAP has changed that and the six Active Partnerships along the coast are now committed to act in unison to get a better deal and outcomes for the North East coast. Each Active Partnership area has its own local context but what is common to all areas is very high levels of inactivity and those levels are much higher than the majority of the rest of England. The six Active Partnerships believe the old ways of working have failed the area and now a collaborative approach and a shared purpose with Sport England and other national agencies is the only way to reduce inactivity levels along the North East coast.

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WHAT ARE WE LOOKING TO DO IN THE LONG-TERM?

As part of building on short-term ambition, NECAP has developed three recommendations:

STRENGTHS BASED APPROACH

The report has highlighted a lot of issues and negatives that need to be tackled. The report has deliberately sought to bring these to the attention of those outside of the area. It is now for us within the area working with national partners to best identify the strengths and opportunities that exist and over the next 12 months develop to keep the momentum on this issue going. We do need extra support but if we genuinely believe the problem is best solved locally then a focus for the next 12 months must be on what strengths and opportunities can we best use to solve this issue of inactivity.

A RANGE OF PERSPECTIVES

This report has been driven by the six Active Partnerships based on the common themes we are all facing. We wanted to make sure we understood what the initial problem is. The time has now come to expand our horizon and involve other partners in this piece of work. This extra range of perspective we believe will enhance the work of EPIC and we believe is best done at a local level with national support. We don't propose over the next 12 months to create one overall steering group but instead better integrate the work on inactivity at a local level into the existing support structures.

RECOMMENDATION 1

Sport England and other national agencies recognise the high levels inactivity along the North East coast of England and the need to address this long term situation in order to effect wider societal change.

RAISING THE AWARENESS

It is clear from the research that national agencies are not aware of or investing in any significant way in general on the North East coast. We will work more closely with groups such as the 'Northern Powerhouse' to raise the profile of the issues of inactivity along the North East coast with national partners.

MOVEMENT

We do feel there is an emerging awareness amongst partners along the North East coast about the high levels of inactivity and why this should be addressed. Sport England's recent announcement that it needs to lead a movement for movement is to be welcomed and we wish that Sport England in its plans for that, does proactively recognise areas like the North East coast where an extra effort should be made.

RECOMMENDATION 2

As it reviews how it will best fund organisations to tackle inequalities over the next 4 years, Sport England discuss with the 6 North East Coast Active partnerships how that funding approach could best help to increase the activity rates along the North East coast.

THIS IS WIDER THAN PHYSICAL ACTIVITY AND SPORT

As acknowledged throughout the report the issues around inactivity are way beyond just the Active Partnerships, physical activity and sport providers addressing them. There is a much wider 'eco system' of organisations that help improve local places. We need to work harder to make our case amongst those organisations and we need the support of national partners in those efforts as extra investment is required and that has for a long time been lacking into the North East by national organisations.

OPPORTUNITIES

We know that organisations like the Local Economic Partnerships, Integrated Care Services, and Public Health all now increasingly understand the value of physical activity to the health and overall economic wellbeing to the people of their areas. The opportunity is there but as the report has shown we as six Active Partnerships lack the capacity to make the best of those opportunities. If the new Sport England strategy is about tackling inequalities and making sure most support goes to the people and places who need it most, then we believe the North East coast is a 'people' and 'place' that has long been forgotten and under invested in. To make best use of the new opportunities emerging in the North East, we need additional support from Sport England.

RECOMMENDATION 3

Sport England and the 6 Active Partnerships work together over the next 12 months in a collaborative way, similar to the 'core cities' model on what can be done now to improve activity rates along the North East coast.

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CONCLUSION

- The North East coastline is displaying low levels of physical activity which are much higher than other parts of England. The activity rates have not changed or improved since the records began with the original Active People survey.
- The area has suffered a long period of low investment compared to other areas in England from Sport England, other Lottery distributors and the wider national Government. This has had a negative effect on activity levels along the North East coast.
- The North East coast has numerous local authorities who are struggling on trying to increase activity rates as they have little resource to get the most inactive, active.
- The majority of the Active Partnerships along the coast are all relatively small Active Partnerships with little extra capacity to undertake the challenges faced.
- There are a number of opportunities emerging which others like the arts/heritage are capitalising on but we in physical activity, sport and recreation are not.
- This is not about 'one area' but a repeating problem of inactivity happening in small communities and 'pockets' all along the coast.
- It is beyond one Active Partnership to solve – we need to collaborate and share – we need others to join us in this EPIC challenge and not least Sport England.
- We think we need a 'core cities' approach and need Sport England to buy into that.
- There is a real sense along the North East coast that coastal inequalities and the associated high levels of inactivity is being overlooked and forgotten by those operating at an England wide level.

Based on our recommendations and final conclusions, we would welcome engagement with Sport England to discuss the findings from the EPIC report, and see if there is scope to develop a way forward to address the issues faced in our North East coastal communities.



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APPENDICES

APPENDIX A - COASTAL COMMUNITIES PROJECTS

Beer Coastal Community Team, Devon – ‘More Than Just the Beach’: A £53,000 grant towards a £70,000 project to employ a village commercial manager to develop and organise events and to provide facilities to attract more long-stay visitors and extend the visitor season. Project includes implementing a 3-year promotion, marketing and development plan for the village.

Berwick Coastal Community Team, Northumberland: £304,000 grant towards the £324,000 Berwick “Welcome Visitor” project to improve the town’s visitor offer by promoting new visitor opportunities, events and products that will encourage longer stays and extend the current visitor season.

British Marine Federation South West, South Hams, Plymouth: £53,000 grant towards a £177,850 project to diversify coastal and maritime tourism in Devon. Funding will support the development and promotion of a package of measures to increase cross Channel leisure yacht visits between Brittany and Devon, both during and outside the peak season.

Community Arts Project North East, South Shields: £61,390 grant towards a £76,425 project to refurbish an industrial landmark building - St Hilda’s Pit Head in South Shields - and transform it into a community, cultural and heritage hub providing training, office, event and exhibition space and a base for a community arts project.

Coastal West Sussex Partnership: £170,000 grant towards a £340,000 project to position coastal West Sussex as an active hub for water-based sports. Funding will promote collaboration and an experience based marketing campaign for local businesses, including a water sports development office.

Deal Town Council – Cycle Friendly Deal, Kent: £98,077 grant towards a 106,000 project to create a new tourism offer aimed at families and occasional cyclists to make Deal a cycle friendly town. Funding will support the development of family friendly cycle routes, improved signage and the creation of new cycle maps and guides, plus a new e-bike share scheme.

Disability First, “Access Fylde Coast”, Lancashire: £985,522 grant to improve the tourism offer and visitor experience for people with disabilities visiting the Fylde, Blackpool and Wyre coasts. Project includes training courses for local businesses to support people with disabilities, organising new events and the creation of trained volunteer access guides.

Jurassic Coast Volunteer Network, Devon: £258,526 grant to create a joined-up network of volunteers and businesses along the Jurassic Coast, in partnership with local education providers. It will include an IT platform with training, accreditation, recruitment and business relationships managed by the Jurassic Coast Trust.

Kneehigh Theatre Trust Ltd, St Austell, Cornwall: £803,236 grant towards a £1.295 million project to develop a centre of excellence to provide training and development for a new generation of leaders and workers in the cultural and tourism sectors. It will also support 2 festivals of contemporary culture and the use of new technology to create new coastal digital experiences to attract visitors throughout the year.

Lancashire Wildlife Trust: £71,000 grant towards a £985,000 project to increase nature tourism by working with local businesses to enhance engagement in the nature tourism offer of the Lancashire coast. Events, talks, surveys and workshops will be organised to encourage local communities to champion the coast.

National Maritime Museum Cornwall Trust, Falmouth, Cornwall: £110,000 grant towards a £223,200 project to introduce heritage boat tours of Falmouth’s historic docks, with trained tour guides, to highlight maritime history and wildlife. Funding will increase visitor numbers, create jobs and volunteering opportunities and support local maritime businesses.

Medina Valley, Isle of Wight: £60,000 grant towards a £119,900 project to support the creation of an Isle of Wight Events Centre. The aim is to enhance the estuary’s tourism offer with local hospitality providers and businesses and encourage more collaborative working and marketing.

Scarborough Construction Skills Village: £896,568 grant to the Scarborough Construction Skills Village project to help tackle local unemployment and skills challenges. Funding will support local residents into new apprenticeships and jobs in the construction industry, particularly in micro and small construction companies.

St Austell Coastal Community Team – A green and Ceramic Cultural Centre, Cornwall: A £1,093,520 contribution towards a £1.29 million project to transform the St Austell area as a visitor destination. Funding will support a programme of public realm, cultural initiatives and events and skills training to attract more visitors and extend the tourist season.

Suffolk County Council, ‘The Hold’ Suffolk Heritage Activity and Events Programme, Ipswich: A £414,763 grant towards a £1.44 million project to bring to life ‘The Hold’ - a new Suffolk Archives

and Heritage Centre next to the Ipswich Waterfront. Funding will deliver a comprehensive, year round heritage activity and events programme to develop new audiences to visit Ipswich Waterfront.

The Margate School, Enterprise and Technical Support for the Creative Economy, Margate: £499,100 grant to support the local creative economy in Margate's High Street and town centre by kick-starting Margate's first Fabrication Laboratory. This will provide technical skills training, business planning and design mentoring/ facilitation for local creative businesses and professionals.

APPENDIX B - COASTAL COMMUNITY PROJECTS IN THE NECAP REGION

NORTHUMBERLAND

Blyth is home to Blyth Running Club and the Port of Blyth 10K road race and recently established Blyth Links ParkRun located on the seafront between Blyth beach and Seaton Sluice.

TYNE AND WEAR

Whitley Bay BIG Local (WBBL) was granted £1m of funding to be spent over 10 years because it was identified as being a “pocket of deprivation within an affluent area”. Their work focuses on the environment, people and wellbeing, and premises and engagement.

WBBL is a Charitable Incorporated Organisation, and details of its work to date can be found here: http://ourbiggerstory.com/timeline.php?Area_ID=15

COUNTY DURHAM

During 2014, a local youth project worked with a group of young people aged 14-19 from East Durham to develop peer-led consultation around sports participation, using canoeing opportunities as a method of engagement. The consultation provided a long term view on the preferences of local young people in relation to sport and demonstrated demand for more unusual and stimulating activities like watersports.

Following on from this, Seaham Harbour Marina CIC trialled a range of watersports based activities over 2014, involving a total of 64 people in activity sessions, which included sea kayaking, jet-skiing and canoeing. For each session, uptake was very strong to the extent that waiting lists were instigated for each.

TYNE, DURHAM AND TEES VALLEY

SeaScapes is the UK's first Landscape Partnership scheme. The full title is Tyne to Tees, Shores and Seas – SeaScapes Partnership. The scheme focuses on the undervalued Magnesian Limestone seascape between the rivers Tyne and Tees in North East England. This coastline is characterised by its unique geology and is largely designated as Heritage Coast; quite often overlooked as perceptions are blighted by an industrial past. This seascape is rich in maritime, wartime and natural heritage; though much of this is out of sight, held only in memory or hidden beneath the waves, and just waiting to be discovered.

Through the 23 projects, the SeaScapes scheme will improve access to beaches, explore the shipwrecks and habitats beneath the waves, improve biological recording through citizen science, construct a coastal conservation centre, tackle marine litter and create opportunities for local people and visitors to enjoy being on and in the sea. The scheme aims to take a community-led approach from the beginning, engaging coastal communities and sea users throughout development and delivery.

DURHAM AND TEES VALLEY

Limestone Landscapes (Heritage Lottery Funding)

Durham County Council worked alongside Groundwork North East and a range of partners to improve opportunities for physical activity by increasing the number of people taking part in Green Exercise activities. This helped to reduce the incidence of underlying health problems resulting from lack of exercise.

Groundwork NE & Cumbria started by forming a steering group in each of the local authority areas: South Tyneside; Sunderland; Durham and Hartlepool to map current activity and provision and identify opportunities for carrying out Green Exercise projects in each area. This project has been highlighted, as it was developed in coastal areas, due to the connection with a limestone landscape.

The Green Exercise project:

1. Improved the infrastructure that linked people and their heritage
2. Used the landscape as a place where people exercised and understood more about their heritage as a result of carrying out those activities
3. The exercise resulted in benefits for the heritage of the area

By the close of the project, there had been a number of developments.

Improved key access routes at:

- Fulwell Quarries Open Space - new access routes around the Local Nature Reserve in the centre of the Fulwell Quarries area
- Easington Village a footpath was identified by the Durham County Council's prioritisation exercise as a key route within the settlement, linking housing areas with the historic centre of the Village including the Green, Seaton Holme and the Church. The footpath was resurfaced in early 2013
- Dawdon Dene was also identified as a key route linking areas of housing to the Dene and Dalden Tower, this too was resurfaced in April 2013
- From the Durham prioritisation exercise there was a route identified linking High Heselden and Blackhall Colliery where we were doing Coastal Grassland works with a footpath a mile or so back from the coast
- Finally from the prioritisation exercise was a bridleway in Murton linking a livery business with the main bridleway network, again this required resurfacing. The work was completed in February 2013
- A path that linked the Coast, the Church, Seaham Hall Dene and New Drive in Seaham required resurfacing and signage. The opportunity arose to bring this project into the programme and it was completed in early 2015

Events:

- Big Lime Triathlon in Sunderland (2012) and Hartlepool (2013). The Sun City and Hartlepool Big Lime Triathlons have been held each year since
- Big Lime Walk 2012 in Hartlepool and in Durham in 2013

England Coastal Path interpretation improvements
In Sunderland between Ryhope Dene and Wearmouth Bridge. We also improved the signage for the Coastal Path in South Shields.

Training Courses

- Heritage skills for walk leaders in South Tyneside
- Nordic walking training in South Shields and Durham
- Cycle leadership training in Durham
- Running leader training in Hartlepool
- Healthy Heritage courses for schools and play groups at Summerhill Country Park
- "Fit Mama's" post-natal training in Hartlepool
- Disabled cycles training and loan at the Summerhill Country Park
- Houghall College training programme in Conservation Skills

Established regular 'Park Runs' in both South Tyneside along the coast and in Hartlepool between three parks.

For more information, visit:

www.limestonelandscapes.info/article/9769/Green-Exercise

www.youtube.com/watch?v=RxlAdBX_BuY

TEES VALLEY

East Cleveland Villages Big Local

The East Cleveland Villages BIG Local is 1 of 150 BIG Local groups that have been allocated with 1 million pounds over a ten year period to make positive difference to their communities. The Partnership developed their plan in 2013 this covers a series of themes and identified priorities:

- Communities Together
- Employment, Training & Enterprise
- Local Business Development
- Tourism
- Access to Services

At present, the only information that can be found online has been a Facebook group which shares information about activities, and a local cycling competition called the Klondike Grand Prix (<http://eastclevelandklondikegp.co.uk/>). I have contacted the Big Local representative to ask for additional information or any reports on the progress of the project, and how the funding has been spent.

THE HUMBER

Lagoon Hull

Lagoon Hull is a newly proposed flood defence project for the region. 90 percent of Hull stands below the high-tide line, therefore is vulnerable to coastal flooding, and the damage caused by tidal surges has been a regular feature over the decades. Launched in 2019, Lagoon Hull began life as a direct response to this continuing threat of flooding concerns, but also addresses chronic traffic congestion problems, and could drive economic growth. Costs for the project are in the region of £1.5bn. This would be invested to create a six mile wall in the Humber estuary to create a calm water lagoon to protect the city from flooding and open up a new waterside area. Giant lock gates will be used to impound water and let shipping and boats in and out, and a new four lane road running along the top of the wall will re-route traffic out of the city's notoriously congested centre. The concept also includes the construction of an outer harbor to support the regions' rapidly growing offshore energy sector.

LINCOLNSHIRE

Active Lincolnshire managed the Get Out Get Active Programme that focussed on older adults and people with disabilities on the coast. Over 2,600 individuals were supported.

The Centre for Ageing Better signed a Memorandum of Understanding with Lincolnshire County Council and East Lindsey District Council to establish a five-year strategic partnership to collaborate on a number of joint priorities including physical activity and health.

East Lindsey Quality of Life Group is a group of over 40 professionals from CCG, County Council, ELDC, Councillors, District officers, CVS, PH, AP, social prescribers, neighbourhood teams, care providers, disability organisations, Children's services, Adult Social care, leisure trust, DWP, etc "Working together, we can promote wellbeing, prevent ill-health and support people to achieve a better Quality of Life."

East Lindsey Disability Activity Forum is a group of clubs, facilities, support groups, disability organisations, care providers, District Officers, AP working together to provide physical activity opportunities for people with a disability.

'The Connected Coast' is two Towns Funds applications for Skegness and Mablethorpe; Mablethorpe is focusing on addressing health inequalities by providing a 'Campus for Future Living' and both are improving cycling provision and leisure, wellness and learning facilities.

APPENDIX C - RESEARCH ENGLAND FUND – BRIEF REPORT

“Bringing together policymakers and researchers to understand and acting on physical inactivity in the North of England”

Principal investigator: Dr Liane Azevedo (LA), Reader, University of Huddersfield

Co- applicants: Jean Lordon (JL), Executive Director, Tees Valley Sports; Dr Natalie Connor (NC), Research Associate, Tees Valley Sports; Louisa Horner (LH), Senior Lecturer, University of Huddersfield

1. Name of project lead - and title or very brief description of project

Title: “Bringing together policymakers and researchers to understand and acting on physical inactivity in the North of England”

Brief description: The North East Coastal Active Partnership is a network across the Active Partnerships (<https://www.activepartnerships.org>) with the view of developing a case for investment to decrease physical inactivity in the region. The project aims to exchange views and experiences between policymakers, practitioners and academics to better understand the current landscape of physical activity in coastal communities in the north of England and to investigate the challenges and opportunities for the delivery of physical activity interventions.

2. Type of activity (either capacity building or please state other)

Understand and influence community and policy through a better understanding of local challenges and opportunities.

3. Disciplinary area(s)

Public health, physical activity, translational research

4. Types of partners involved

1. Local authority policymakers (e.g. county and district councillors, head of services, development managers)
2. School members (e.g. Head teachers, Head of PE, school managers)
3. Voluntary and community organisations (e.g. managers of local charities and community organisations which support employability, wellbeing and mental health for children and adult)
4. Sports and leisure organisations (e.g. managers and members of the Active Partnership and leisure centres)

5. If not capacity building, at what level(s) did it aim to influence (select all that apply)

Local
Regional
National

6. Briefly state the effect of the activity, at project or institutional level (or both)

We have so far conducted focus groups in two areas: Hartlepool and Lincolnshire. One of the focus group discussion was conducted face to face with 16 participants (three groups of 5 or 6 participants) who were members of local authorities, community, voluntary, schools and leisure sectors. The second focus group was conducted online with five participants from Lincolnshire and involved council leaders and members of charities and the Active Partnership. The focus groups covered three main themes: 1) The landscape of physical activity in the region; 2) An understanding of barriers, enablers with the gathering of information of what worked well in the region; 3) A preliminary design of a priority setting plan including the definition of the intended beneficiary, governance and outline strategies for implementation.

Preliminary findings revealed that both regions were within the most inactive in the North East with approximately 35% of the population being considered inactive (less than 30 min of moderate to vigorous physical activity per week - Sport England Active Survey 2018/2019). Participants offered advice on many local resources where local data on physical activity and wellbeing could be gathered. For example: 1) Public Health England and NHS (e.g. National child measurement scheme, fingertips data, One You, NHS Health check data); 2) Local authority and local trusts data (e.g. local health assessments Looked After Children (LAC), local maternity data set, local authority consultations and Youth Sport Trust).

Concerning barriers, both communities stressed that poverty is the main difficulty for the promotion of physical activity as other issues such as housing and finance are the unquestionably the main priority. Areas that were targeted in this project have a higher rate of unemployment (i.e. one-third of the population unemployed in Hartlepool), or they are located in areas where there is a lack of economic activities (40% of the population in East Lincolnshire is 70 plus). In general, there was a perception that there is a lack of confidence, skills and knowledge about physical activity in these communities. It has been emphasised that people living in these communities have low aspirations for themselves and their families. An important point was raised in the discussion where stakeholders highlighted that some community members might resist the idea of becoming active and healthy as it might impose a risk on their entitlement of benefits for themselves and their families (e.g. younger carer with low income).

A barrier at the environmental level is the perception that green spaces are seen as unsafe and a place for anti-social behaviour. Stakeholders also noticed a restriction on the use of facilities for the promotion of physical activity. This was particularly true for schools, where the conversion of community schools into academies in recent years has restricted further their access. It was also highlighted that academy managers do not live in the area and therefore tend to not engage with the community.

At the policy and implementation level, it was noted that bureaucracy for approval of projects could be an obstacle. The lack of coordination in public services and a constant shift and

conflicting policy affect the efficacy and long-term sustainability of health and wellbeing projects in general. It was frequently emphasised that programmes tend to be discontinued after short-term which affects long-term development and a sustainable implementation. The school policy is also seen as fragmented, where physical activity is not seen as a priority, and there were suggestions on change in culture, including in the PE department.

Enablers at the individual level are behavioural strategies that promote self-determination and resilience. Physical activity programmes should be delivered at low costs and at an inclusive opening time (e.g. out of working hours). There is a need to involve schools, particularly academies, to provide access to their facilities. Academies should have a health and wellbeing policy which should also be the focus of PE. Activities should be delivered by locals identified as community champions who have an understanding of local needs and be supported by volunteers. There is a need for better coordination of public health services and long term investment to provide continuity and sustainability. A good example of a community project in Victoria ward, Hartlepool, was shared between participants as a potential model to be shared.

Concerning priority setting and strategies ahead, both areas identified children at school age as their priority. In Lincolnshire, the suggestion was to promote physical activity in children at secondary school level in a multi-purposed approach which would promote aspiration and tackle anti-social behaviour. A need to build capacity within the community for the delivery of activities was reinforced. Activities should also support apprenticeships which would lead to a return on social investment.

In Hartlepool, the suggestion was family-based interventions where activities would engage children with the aim to attract families. The purpose of the intervention would be to enhance skills and knowledge to physical activity, create a structure of peer support for families to increase confidence and competence. The intervention would also provide skills which would increase employability and raise family aspirations. The intervention would focus on Headlands and involve schools, carers, local authorities, voluntary and community sectors and sports clubs. It would include improvement of current outdoor facilities, identification of community champions and ambassadors.

7. Plans to build on the activity beyond the funding period

Because of Covid-19 pandemic, followed by lockdown the focus groups in the other targeted areas were not conducted. The plan now is to try to reach and engage stakeholders from other areas (i.e. County Durham, North Yorkshire and Northumberland) to participate on online focus group or interviews. However, access and recruitment of participants are limited since the majority are involved in the COVID response.

Nevertheless, the aim is to try still to recruit participants in the next couple of months, to gather their views and write a report which will be shared with all areas taking part of North East Coastal Active Partnership. Learning will also be exchanged with Active Partners from the North West region.

8. How might you use further funding?

Findings from this research provide strategic information to guide the writing of a grant proposal to be submitted to the NIHR call - 20/06- Reducing health inequalities in coastal towns and communities. The funding is focusing on the effectiveness of interventions to improve health and reduce inequalities in coastal towns. The preliminary data provided in here and further data that will be collected in other regions will give valuable insight for the development of a multi-component intervention which will target wider determinants of health that could benefit coastal areas in the North East but also other deprived coastal areas in the North West.

Other than the NIHR application for the support the evaluation, participants who took part in the focus groups identified local and national fund opportunities for the delivery of the intervention, including the National Lottery, Sport England, Family fund, Sports Relief, and Changing Futures.



Withernsea

NECAP

RISE.

