

## Slough Borough Council

<b>Report To:</b>	Slough Health and Well-being Board
<b>Date:</b>	18 <sup>th</sup> March 2025
<b>Subject:</b>	Boost Programme/One Million Steps- Viva Slough
<b>Chief Officer:</b>	Tessa Lindfield, Director of Public Health, Slough Borough Council
<b>Contact Officer:</b>	Alisha Withem, Public Health Programme Officer – Wider Determinants
<b>Ward(s):</b>	ALL
<b>Exempt:</b>	NO
<b>Appendices:</b>	None

### 1. Summary and Recommendations

- 1.1 This report sets out the overview and mission of the One Million Steps/Boost Campaign hosted by Viva Slough and the support the organisation needs to carry out their offer to the community following July 2025.
- 1.2 This report also sets out a number of recommendations for the Health and Wellbeing Board to consider to support the endorsement and potential expansion of the programme further.

Please indicate which priority in the Joint Local Health and Wellbeing Strategy, [Slough Wellbeing Strategy 2020 – 2025](#), your report links to:

Priority 1 – Starting Well	Priority 2 - Integration	Priority 3 – Strong, Health and Attractive Neighbourhoods	Priority 4 – Workplace Health
	x	x	x

1.3 Consideration:

- Information
- Discussion
- Decision
- Endorsement

### Recommendations:

1.3 The Health and Well-being Board is recommended to:

- a) Consider, explore and signpost to funding support channels to sustain the Viva Slough Studio instructors in Slough City Centre from July 2025. A hub in the heart of the community that will provide free of charge fitness classes to residents from all backgrounds to promote physical and mental wellbeing.
- b) Consider and identify opportunities to better engage with local schools to embed the Boost Programme as an intergenerational programme supporting children, parents and grandparents.
- c) Explore how best to work with primary care to deliver digital skills sessions within GP surgeries to support patients to access digital devices to support health and wellbeing and embed "Step Up" prescriptions for inactive patients through the Whole Systems Approach to Healthy Weights project for physical activity and pathway development.
- d) Identify opportunities to support and help Slough Hub to organise physical activity sessions within GP surgeries or community centres local to the surgery.
- e) Endorse and promote the free of charge fitness classes at the Viva Studio and community hubs around Slough.
- f) Explore opportunities to secure pedometers or wearable trackers for those without smartphones.
- g) Identify opportunities to share data on physical activity initiatives between community organisations and local authority.

**Reason:**

- 1.4 Endorsement from the Health & Wellbeing board ensures sustained momentum and alignment across stakeholders, supporting the progression of current efforts and facilitating collaborative impact.

## **2. Report**

### **Introductory paragraph**

- 2.1 Boost is a community-driven initiative aimed at encouraging physical activity and promoting well-being. By inviting individuals to walk One million steps over a set period and participate in indoor physical activity and nutrition classes the campaign focuses on fostering healthier lifestyles, community engagement, and awareness around physical health benefits.
- 2.2 The One Million Steps initiative has garnered considerable attention across various regions, promoting a sense of community and collective action. The goal is not only to engage individuals but to enhance the health of the local community, improve fitness levels, and raise awareness for important causes such as mental health, environmental sustainability, and employability.
- 2.3 Viva Slough's Boost Programme is an evolution of the 1 Million Steps Campaign and provides a focused, practical solution to address public health challenges by encouraging healthier lifestyles through movement, social engagement, and education.

- 2.4 Walking 1 million steps promotes cardiovascular health, weight loss, and overall fitness improving the fitness of parts of the community who participate. It also encourages outdoor activity, improving mental health and combating stress and anxiety. This also helps to change the perspective of the parks and green spaces around Slough. If people are using them more, it will make them feel safer and more welcoming.
- 2.5 The campaign brings together diverse groups of people, fostering relationships and a sense of belonging and encourages local businesses and organizations to participate, creating opportunities for community-wide collaboration.

## Background

- 2.6 The One Million Steps campaign was developed by Viva Slough originally to support employability. The aim was to help people get more physical activity and support their health and wellbeing to be improve employability. Viva Slough started on this campaign 24<sup>th</sup> September 2024 by engaging and promoting the app and the initiative. The campaign grew and there was a need for indoor classes due to weather conditions. Now Viva Slough promotes and encourages the Boost Programme and coordinates indoor fitness classes in their community studio for free. They also help with digital literacy through coaching participants with the app on their mobile devices.
- 2.7 Support from the HWBB is needed to address overweight and obesity rates across the lifespan in Slough.
- 2.8 The primary objective of the Boost Programme is to encourage residents to take an active role in improving their health and well-being. Specific goals for the campaign include:
- Increase Physical Activity: To promote physical activity among residents of all ages and backgrounds.
  - Strengthen Community Spirit: To foster a sense of unity and encourage collaboration among participants, businesses, and local organizations.
  - Raise Awareness of Local Health Initiatives: To raise awareness about available resources such as fitness programs, walking routes, and health services in Slough.
  - Promote Healthy Lifestyles: To make walking a part of daily life, helping residents reduce stress, improve cardiovascular health, and contribute to mental well-being and grow.
- 2.9 Boost consists of five core components:
1. **Get Slough Moving: The 1 Million Steps Challenge** – Encouraging residents to develop walking habits and improve their physical health. The idea is to set up a challenge of walking 1 million steps in 3 months to motivate people to walk. The Challenge works very well as it encourages competition between family members, friends and colleagues.
  2. **Social Activity Sessions** – Organising a series of activity sessions that include light physical activities, outdoor summer activities, indoor winter sessions, and social meetups. These sessions provide a support network and help with encouragement and motivation which is one of the main barriers. These activity

sessions can also include helping people with digital skills which will enable them to download and use the walking app.

3. **Nutritional Advice** – Introducing engaging, play-based methods like quizzes and cooking classes to improve dietary choices.
4. **Physical Activity Classes** – Providing accessible sessions like Zumba, Yoga, and aerobics for all fitness levels.
5. **Encouraging Sport Participation** – Supporting people to take up a sport suited to their abilities and interests.

Each component is designed to be inclusive, catering to different age groups and fitness levels

2.10 The campaign is designed to engage all segments of the Slough population. Specific groups include:

- Local Families: Parents and children can participate together, making it a family-friendly initiative.
- Older Adults & Seniors: Walking is a low-impact activity suitable for older adults, contributing to healthy aging.
- Corporate Participation: Encouraging local businesses to form teams for employees to compete and stay active.
- Schools and Youth Groups: Schools and educational institutions can encourage students to join the challenge.
- Health and Fitness Enthusiasts: Individuals already engaged in fitness routines who may be motivated by a new challenge and who want to empower their community.

### 3. Implications of the Recommendation

#### 3.1 Health and Well-being Board and Partners Implications **[Mandatory]**

3.1.1 There will be a positive impact on Public Health of residents as endorsing the campaign could result in increased physical activity among residents, which will improve overall public health by reducing risks associated with sedentary lifestyles such as obesity, heart disease, and mental health issues. This project will increase community participation as the focus is on collective action and can strengthen social bonds, foster a sense of community, and encourage people of different backgrounds to collaborate toward a common goal. This is particularly valuable in a diverse community like Slough.

#### 3.2 *Equality implications* **[Mandatory]**

3.2.1 This project will increase community participation as the focus is on collective action and can strengthen social bonds, foster a sense of community, and encourage people of different backgrounds to collaborate toward a common goal. This is particularly valuable in a diverse community like Slough.

#### 3.3 *Environmental implications* **[Mandatory]**

**None**

Please state 'None' if there are no implications:

Financial implications [**Discretionary**]

**None**

Legal implications [**Discretionary**]

**None**

Risk management implications [**Discretionary**]

**None**

Procurement implications [**Discretionary**]

Workforce implications [**Discretionary**]

**None**

Property implications [**Discretionary**]

**None**

#### **4. Background Papers**

You may wish to include:

options appraisal

strategy

finance

consultation

historical H&WB papers