

Essex, one of the twelve locations funded by the Sport England Local Delivery Pilot (LDP) programme, is adopting a community led whole system approach to tackling physical inactivity. Guided by seven priorities and ten ways of working across seven system settings, the aim is to make transformational change in physical inactivity and wider outcomes.

The University of Essex are our external evaluation partner and have produced the report below. They are using a range of qualitative and quantitative methods, including outcome measurement, surveys, interviews, case studies, documentary analysis. The primary sources of data utilised in the current report are:

- State of Life survey
 - Interviews
- Reflective survey

COVID-19

In direct response to the pandemic, the priorities of the LDP team quickly shifted to responding to the immediate crisis.

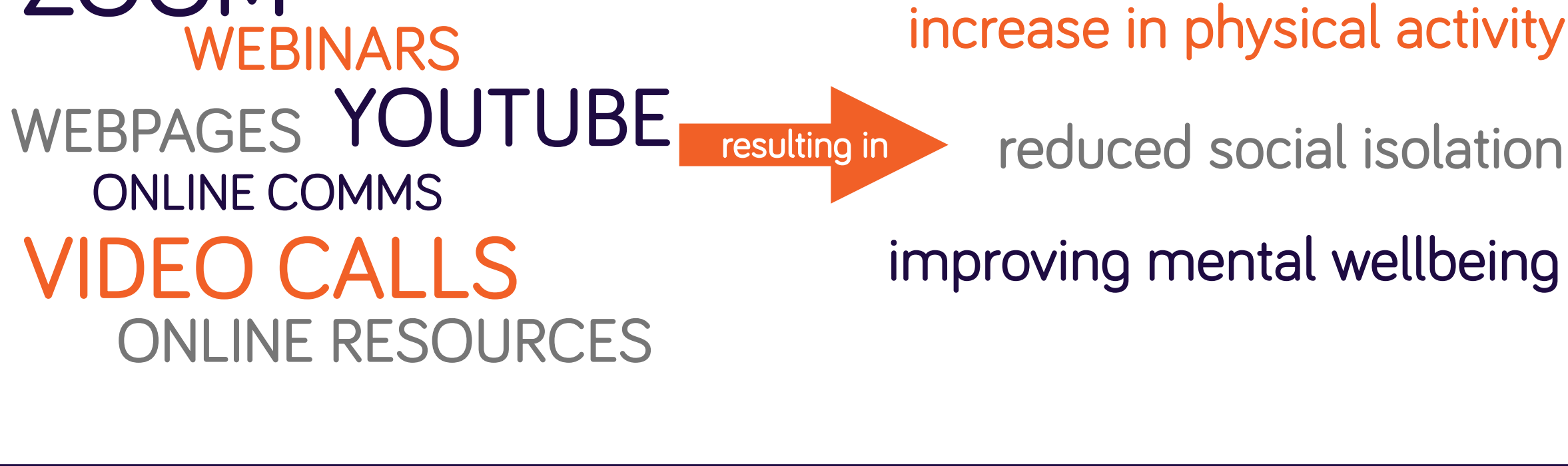


Staff redeployed to help local communities by manning telephone support lines



Staff redeployed to help local communities by helping distribute food packages

Ensuring Essex stayed active through digital innovative and adaptive thinking:



Digital microgrants achieved:

103
attendees



53%
from an area of deprivation



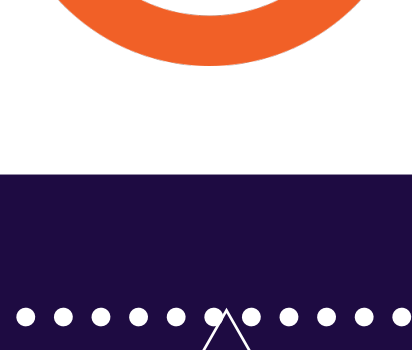
children inactive when starting interventions



adults inactive when starting interventions

“ Training older people to use Zoom has been a great success, not only enabling them to take part in our keep fit sessions, but also as a life-line during Covid-19 with friends and family, therefore reducing social isolation.

Micro-Grant Intervention Lead



As part of the Covid-19 recovery, Shaping our Future was published to:

- Make physical activity a priority for the future for everyone
- Ensure physical activity is hard-wired across the Essex eco-system
- Enable the LDP to continue its work of understanding the needs and resources of local communities and learning from Covid.

STATE OF LIFE SURVEY

A survey providing insight to Essex County Council and the Essex Local Delivery Pilot teams, allowing senior leaders to understand the impact of physical activity and wellbeing on residents.



Helped hardwire physical activity into the system and share insights into changing behaviour trends.

6% increase of inactive people within the Essex population from January to August

From April - September the State of Life survey found:



“ The survey report allowed senior leaders to better understand the levels of public health and wellbeing - including mental health, issues around public trust and early economic signals at the population level.

The insight provided by State of Life gave balance to ECC's emergency response work and helped to frame its recovery strategy - allowing senior stakeholders to identify and frame key priorities for action.

Alastair Gordon, Head of Profession Research and Citizen Insight

DEVELOPMENT OF HOLIDAY HUNGER

Learning from last years Holiday Hunger programme, a number of initiatives were set up to support vulnerable families across Essex. Various packages were sent, including:



Food Bank



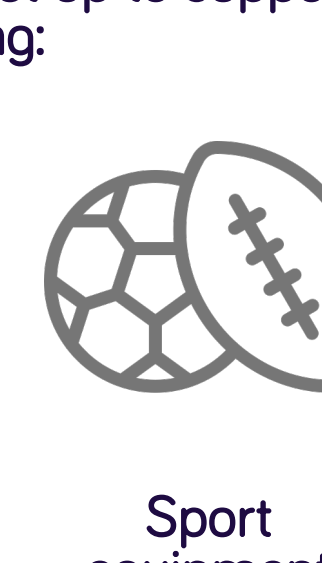
Activity Sheets



Mental Health support



Recipe Cards



Sport equipment

Activity packs including physical activity equipment and activity ideas sheets



delivered to

2,500
vulnerable families

Developing on from last years Holiday Hunger programme:

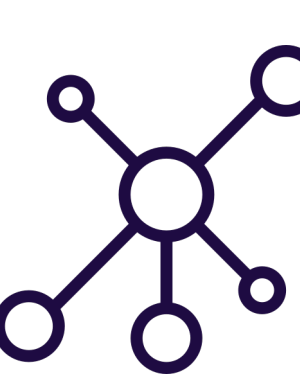
Active Essex + ECC = programme to support working families

22,850 free spaces for young people to get active and receive a free lunch

KEY LEARNINGS



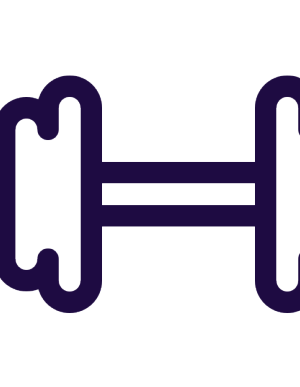
Hardwiring physical activity into the system is a difficult process but a valid LDP priority



Creating strong community networks and developing key relationships are crucial



Local insight on people and places is key to understanding communities & context



Physical activity investments can have multiple benefits



Community-led approaches facilitate innovative and adaptive thinking



Interventions and community groups are facing ongoing challenges due to COVID-19



Translating insight and theory into practice is a challenge