



Essex Town and Parish Council Physical Activity Toolkit

Engage the community in local activities using your assets.

If you would like more opportunities for people to get active locally, then this toolkit can help you identify what's currently happening and how to plug any gaps. The toolkit will also cover information about how to source local instructors/coaches, where to go for start-up funding and who to go to for support.



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1. Current Provision & Mapping

As a starting point, it's a good idea to find out what's already happening in your area. This can help not only avoid duplication but also highlight any gaps. We've included a tool to help with the mapping process, there are four main questions to explore (see Appendix 1). Once you have completed this mapping please do get in touch with your local Relationship Hub Team (Section 10) who will be able to help you with the next steps and give us more of an idea of what is happening across the county.

If you find that there are in fact a lot of local activities happening, then you could put together an easy timetable for the community to better view what opportunities there are available. This can be advertised on noticeboards, in the local newsletter/magazine or on a Facebook Group.

2. Creating New Activity

If you identified gaps in local physical activity provision, then the next few steps will support you to get some regular activities up and running in your community. It might seem daunting reading through all the sections but take it one step at a time and remember you have support should you need it.

3. Community Consultation

It is important to consult the community at the start to ensure the activities you put on are meeting the needs of those locally. We have created a template consultation form (Appendix 2) which you can edit to suit your needs; you just need to set a deadline for completion, identify a return point and add contact details for the designated lead person.

4. Online Forms

It can be useful to have an online form which you can share via an email circulation list (if you have one), website, Facebook groups and add the link to the paper form for those who'd prefer to complete it online. If you would like to create an online



form, we can help by hosting it on the Active Essex website or you can create on a platform of your choice e.g. Survey Monkey. If you would like to host it via Active Essex please contact your local Relationship Team via the contact details in section 6. Please see an example online form here; <https://www.activeessex.org/helions-bumpstead-consultation/>

5. Collecting Responses

Once the deadline on the consultation form has passed you can collate all the responses and analyse. We have included a spreadsheet (Appendix 3) which you can use to input all the responses into and identify the most popular choices. Once you have identified the most popular activity(ies) you can match the preferred day and times with the venue's availability. If your Village Hall is not available on those days could the activity be held at a different venue in the village e.g. Pub, church or outside space?

**From our experience you should not be expecting a large number of responses and please don't be disappointed. Just work with the number you have, and more people will attend once the activity is launched.*

6. Coaches and Instructors

Once the activity and venue have been confirmed the next step is to match this with a Coach or Instructor. It may not be possible to match all three elements, you may have to compromise and go with the communities second choice activity or day, but you will gage what works best.

Unfortunately, there is not one set place you can go to find a coach or instructor, but we'd suggest the following areas;

Surrounding Village or Town Magazine – often a similar activity is being delivered locally and you can find details in village magazines or notice boards and get in touch with the deliverer.

Leisure Centre or Gym – If there is a larger centre nearby they will hold classes and sessions which might match your top choice. Get in touch with the centre directly to get details.



Facebook – Post something in your village Facebook site or search for a similar class.

Google – Sometimes google might be a good place to go if you cannot source anything locally. Often self-employed fitness instructors will have websites or post details of their classes online.

Once you have sourced an instructor you will just need to ensure they hold the correct qualifications and certificates, you will need to ask to see a copy of;

Sport or Fitness Qualification

Emergency First Aid Certificate

Insurance

DBS – only if in regular contact with children??

Costs: Every instructor/coach will charge differently depending on the activity, venue hire and what equipment is required. £5-£8 is an average cost of fitness classes and sessions but speak with them about this. It might be that you could get some funding to support start-up costs whilst the activity becomes established, see section 8 for more details.

****Check with your local Relationship Team if you're unsure about anything.***

7. Self-led Activities

If the community would like an activity that does not require a coach or instructor, for example Table Tennis, New Age Kurling, Badminton or a Walking Group then you can run this as a Community-led activity.

Initially an individual or small group would need to be responsible for getting the activity up and running but once running as a group, people can take on different roles. This can include; collecting money and paying for the venue, setting up and packing away the equipment, preparing refreshments etc.



Any initial start-up costs that would be required for equipment or training could be sourced and will be covered in section 6. After running a Free Taster Session, we would suggest charging £1 - £3 per session depending on numbers and venue costs.

This can cover:

- Hall Hire
- Refreshments
- Any surplus can be built up for replacement equipment or to cover hall hire if numbers are low some weeks.

It could be that surrounding villages also have Bowls or Table Tennis sessions running, once your activity is established why not introduce a little competition and arrange inter-village links.

8. Funding

Whether you're setting up a professionally led or self-led activity you might require a small amount of funding to get it started. You might need to cover;

- printing costs for posters
- Adverts in local magazines
- Equipment
- Refreshments (for the first few weeks)
- Venue hire (for the first few weeks)
- Instructor/Coach fees (for an initial Free Taster Session)

We would suggest speaking with your local Relationship Hub team first to offer support with funding, but we've included a couple of options that are worth exploring.

Active Networks

Every area in Greater Essex has an Active Network which holds funding for their local communities to access to help the provision of Physical Activity. Get in touch with your Relationship Hub Team for more information and contact details.



Essex Community Foundation

ECF are an independent charitable trust improving the quality of life for people living in Greater Essex communities by investing and distributing funds on behalf of a wide range of donors. You can find more about how to apply for one of their grants on their website; <https://www.essexcommunityfoundation.org.uk/grants/grants>

Active Essex – current funding streams

We regularly update this area of our website to highlight current funding opportunities and support with bid writing.

https://www.activeessex.org/wpcontent/uploads/2020/11/LM_Funding_V1.pdf

Councillor Community Grants

Speak with your local Councillor, it maybe something they could support with their community grant scheme.

9. Advertising

Once you have everything in place; activity decided, venue booked, coach/Instructor confirmed, and equipment purchased, you then need to let everyone know about it!

Email - It is a good idea to contact those that responded to the consultation directly, so they feel they've been listened to. You can then send information about the launch via the village email list (if you have one).

Poster – create a poster to share physically and electronically.

Parish or Village Magazine – contact the editor and include the poster and/or a short article about the new activity launch.

Facebook – post information about the new activity on the village Facebook group or surrounding village & towns.

Active Essex – inform your Relationship Hub Team of the launch date and we will share with our network.





10. Further Support

There is a lot of information to take in, but it doesn't all have to be done in one go and there is support available. Below are the contact details of your local Relationship Hub Team which you can call upon should you need some support or advice.

North Essex, Colchester & Tending

Hayley Chapman – E: Hayley.chapman@activeessex.org

Ian Duggan – E: ian.duggan@activeessex.org

Mid Essex, Braintree, Chelmsford & Maldon

Simon King – E: Simon.king@activeessex.org

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South Essex, Southend, Castle Point & Rochford

Dawn Emberson – E: Dawn.emberson@activeessex.org

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South West Essex, Basildon, Brentwood & Thurrock

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West Essex, Harlow, Uttlesford & Epping

Rachel Lewis – E: Rachel.Lewis@activeessex.org

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