

LDP Plan for Colchester

1. Executive Summary
2. Colchester's LDP Story
 - 2.1 Local Context
 - 2.2 Our Place – what's great in Colchester
 - 2.3 Our Partnerships – *go where the energy is*
3. System Change
 - 3.1 What does 'System' change mean?
 - 3.2 Settings & Themes – Our Balloon
4. Our Approach & Principles
 - 4.1 Engagement done already
 - 4.2 What we will and won't do
 - 4.3 Starting with what's strong
 - 4.4 Developing our movement
5. How we will get stuff done
 - 5.1 The Movement Group
 - 5.2 Places of Focus
 - 5.3 Emerging investment themes
6. Next Steps
7. Appendices

1. Executive Summary

Sport England have embarked on a long term £100m national pilot to test new ways of tackling population levels of physical inactivity. They have chosen 12 different locations across England, including Essex, with the initial period running until 2025. All of the learning from the 12 pilots will be shared extensively to radically change the way organisations and sectors go about increasing levels of physical activity.

The Essex Local Delivery Pilot (LDP) is a once in a generation opportunity to use physical activity to make a difference to the lives of people across Essex. With Colchester being one of three test areas, along with Basildon and Tendring, there is an excitement and a sense of responsibility to make the most of this fantastic opportunity.

This plan is underpinned by our belief that a community that becomes more active is transformed. It brings it to life. There are more children playing, more neighbours visiting, more volunteers giving, and more residents walking and cycling along safer streets, and in parks and open spaces. Above all activity leads to a healthier, happier and more resilient society. Conversely a community that shuts itself away indoors will slowly die as it becomes isolated, with deserted parks and streets, and an inevitable rise in depression, obesity, crime, and poor health.

All of our discovery to date in Colchester, involving hundreds of conversations, has made it crystal clear that system change and tackling population levels of physical inactivity takes time. There is no quick fix. This is a six-year journey to 2025, by which time we will be able to demonstrate the impact the LDP has had on our systems and our communities. Our overriding priority is to change the systems and things that impact on the lives of local people. This level of change requires a great deal of time and effort. We will work closely with a large number of stakeholders to build trust, build relationships, and build understanding.

We will shine a light on the strengths of our communities, the stories of people and the associations people have between one another. Only then can we harness these inherent strengths and co-produce the ideas and approaches that will lead to long term and sustainable impact. The use of LDP funds cannot be rushed in Colchester, this is important if we are to stay true to our values and principles.

Our successful bid for Sport England Funds gives us an opportunity to create change in our place for the benefit of all, however for maximum impact in Colchester we will focus efforts and resources on certain low income geographical areas set out in this document. Within these geographical localities, we will principally be working directly or indirectly with the following key audiences: families with dependent children, older people, and those living with mental ill health.

As a result, we have one clear rule: **All LDP resources in Colchester must have a focus on getting sedentary people more active in low income communities.**

There are so many great things happening in Colchester. We have an abundance of partnerships where organisations, agencies, businesses and the community and voluntary sector are coming together and working differently, in the same places and spaces, to improve the lives of local residents.

We are excited about the recent developments of North East Essex cross boundary working and we look forward to working closely with our colleagues across a range of strategic partnerships including

One Colchester, the North East Essex Health & Wellbeing Alliance, North Essex Garden Communities, North East Essex Children's Partnership and Colchester's Strategic Sports Board.

We are committed to working across a number of sectors and in different settings. Clearly the voluntary and community sector is crucial, but we will also work with education, health, social care, community safety, and planning. That is because we know the greatest opportunities to make significant increases in physical activity levels across Colchester is through informal leisure and active travel. This means getting people walking and cycling to school and work. We also want to encourage people to be active daily, by encouraging families and friendship groups to come together in the vast number of green spaces, parks and coastline we have.

This is the first version of our LDP plan, it is only a starting point, our approach needs to be fluid and innovative, we don't have all the answers but that's ok. This is different to what has happened before. We will adapt as we go and update this plan regularly.

Our ambition is for this plan to grow into something that is truly coproduced. A plan that is focused on the things local people care about the most, the things local people want to action. We have made a good start engaging with hundreds of organisations and individuals already but know that current awareness and buy-in cannot be taken for granted. Our commitment over the coming months and years is to get hundreds of organisations and people excited about the ambition of the LDP, and to become proactive in its planning and delivery, because it is focused on the things that matter most to them.

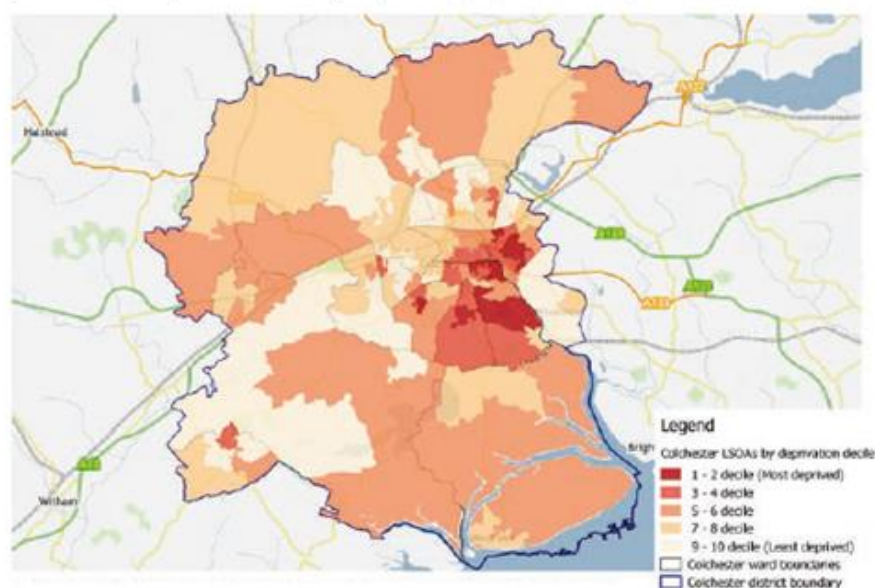
2. Colchester's LDP Story

2.1 Local Context

Colchester is the largest geographical district in Essex and from an economic and population perspective has been on a continuous journey of growth in recent years. It now has the largest population in Essex with 190,000 people living in 82,000 households. Development continues with significant numbers of additional homes to be built between now and 2030 with the population projected to grow by over 25,000 in that time.

The number of older people is increasing across Colchester and in particular the number of people living over the age of 85 is expected to double by 2030. This combined with an increase in the number of children over the period means the proportion of the population that is working age is projected to fall. Nearly 7000 jobs have been created in recent years and overall the economy has grown to £3.41billion an increase of an estimated £200 million of the value of goods and services produced in our area.

Colchester map of deprivation by Lower super output area
(Indices of Deprivation 2015) Deprived population: 52,831

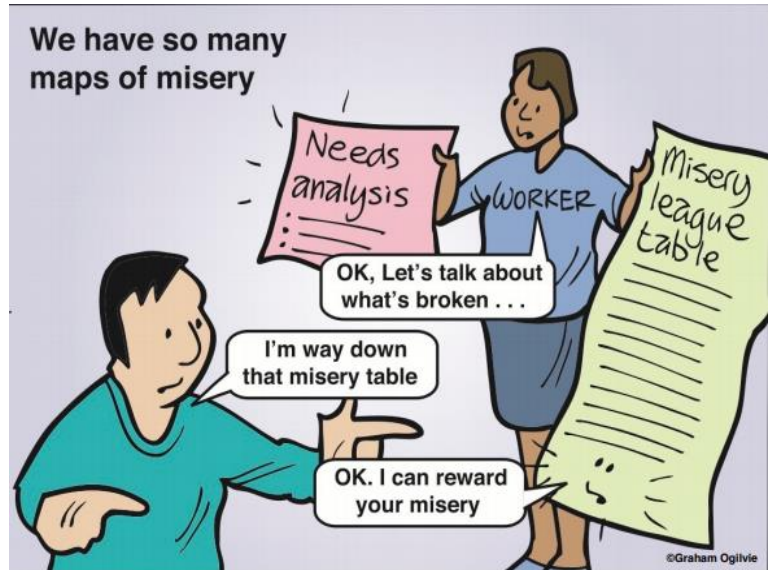


Whilst many are benefitting from Colchester's growth some communities are not. Significant proportions of the population live with specific health and wellbeing needs. Data reported by Public Health England and the Office for National Statistics sets out a range of health and wellbeing indicators showing that areas of Colchester are performing poorly both in comparison with past performance and with comparative places on a county, regional and national level.

This information appears to show that there is an overall, interlinked decline in indicators relevant to ill-health, the causes of ill-health and the causes, or 'wider determinants' of health in areas of Colchester. This is putting pressure on local services, with increased demand on health and social care resources.

Working in partnership is a strength in our place and Organisations and agencies in Colchester are working together with a much greater focus on prevention and reducing inequalities - the unjust and avoidable differences in people's health based on personal circumstances and where they live.

However, we recognise the need to shift thinking from a 'deficit' based approach i.e. what we think is missing or what we think is wrong to a 'strengths' based approach i.e. what is strong in communities. To do this we need to broaden the conversations and relationships beyond the usual institutions such as the NHS and local authorities and work with individuals and groups in communities on their terms, and in their places, actively seeking to nurture and grow what is strong in everyone, but particularly our target audience and unlock the potential for people to live more active lives.



2.2 Our Place – what's great in Colchester

Heritage

As the former capital of Roman Britain Colchester has many important and unique Roman sites and ruins. A lengthy history means there is plenty to discover from other eras of English History too including the Normans, Tudors and Victorians who all contributed to Colchester's story, as well as the English Civil War which made significant marks on the town. There is huge potential to utilise these historic trails and venues as places to be active. As an example conversations with the local Bangladeshi community means the grounds of St Botolph's Priory pictured will be used as a location for 'tape ball' cricket a version of the game popular on streets in Bangladesh.



The 'live well' approach

The Essex 'livewell' campaign was designed to engage communities, families and individuals and provide information about all that is on offer in Essex to improve health and wellbeing. The approach has been adopted by lots of organisations and groups in Colchester. This is important because it is a very different approach to the way services have been delivered in the past. It demonstrates a willingness to do things differently and to think more broadly about what is important to people in terms of their own health and wellbeing. We will test and see what role 'livewell' can play in our work to increase the number of people being active in Colchester.

Colchester Garrison

Colchester is an important military town with an Army Garrison comprising nearly 3000 serving personnel, their families, and a thriving veteran community of all generations who decide to make Colchester their home. The Garrison provides logistical and infrastructure support to 16 Air Assault Brigade based in Merville Barracks, which is the British Army's rapid reaction force specially trained and equipped to deploy by parachute, helicopter and air landing and has most of its units of nearly 2700 personnel based within the Garrison's footprint. The Garrison also oversees civic relations with Essex and Colchester's role as a Royal Saluting Station. Past and present Garrison facilities such as Abbey Fields, a large green space with public access provide huge potential for local people to be more active.

Voluntary & Community Sector

Voluntary organisations promote associational life, creating opportunities for people to come together for a variety of purposes or activities.

Volunteers are consistently cited as essential to the sustainability of good things happening in our community. We have a great foundation to build on, including things like the VTeam, the volunteering branch of Essex University's Students Union, Colchester's Older Peoples Forum, the Colchester Dementia Action Alliance or the One Colchester Shop located in the town centre which is a hive of volunteering activity coordinated by Community 360 the local independent Community Voluntary Services infrastructure organisation.



Open Space and Parks

Colchester's rural, urban and coastal geography means outdoor space is a strong factor in the character and attraction of our place. Castle Park (pictured) Highwoods Country Park and Colchester Cemetery are all Green Flag award winning open spaces, which means they meet the highest international standard for recreational open spaces. All have a close link to the neighbourhoods and communities we will be focusing on and all are well supported by large groups of volunteers such as the 'Friends of Castle Park'. These spaces like many others provide a great backdrop for our pilot.



2.3 Our Partnerships - Go where the Energy is

Colchester has strong existing and emerging partnerships that have great potential to support and enable people to live more active lives.

The North East Essex Health and Wellbeing Alliance (the Alliance) is a collaboration of community, voluntary, health and social care organisations aiming to improve the health and wellbeing of the local population in Colchester and Tendring by working together better.

It is certainly an exciting time in North East Essex, whilst there are many challenges, never before has there been such an opportunity with so many local organisations working together with a single aim; to support people to live well. Having the District of Tendring as one of the other pilot sites also presents us with such great opportunities to explore how communities across both areas can live more active lives.

One Colchester Partnership is a local strategic and operational partnership which brings together representatives of the community, business, public and voluntary sectors to work on key themes that matter in our place these include; mental health, social isolation and physical activity.

North East Essex Children's Partnership brings together representatives from the different agencies in our county who work with children, young people and their families. The partnership thinks and acts together in effort to drive change and improve outcomes for children, young people and their families.

Colchester Strategic Sports Board is a strategic partnership of sport and leisure service providers who promote physical activity, manage and coordinate the sport and leisure facilities we have locally and make them more accessible for all.

Active Colchester operates as a network and sub group of the One Colchester Partnership. The focus of Active Colchester is to reduce inactivity particularly amongst harder to reach groups and to use insight to plan and support access to funds that support this.

3. System Change

3.1 What is 'System' change?

Whether or not a person is physically active depends on many things including; their current mental, and physical health, the environment around them, their friends and peers, knowledge and perceptions of the local neighbourhood, community, workplace, schools, access to services such as health and social care, and any regulations or policies that may be in place.

We refer to this overlap of things as a 'System'. We view a system as everyone who has a say or contribution around an aim.

Our aim is to get more people within our target audiences in Colchester moving and being active.

To do this we want to influence as many things as possible across the whole 'system' and to make this a bit easier we have identified a number of System 'settings' where we can either have direct impact based on the things we do, or where we can help shape conversations between different

partners and organisations to show how having more people being active can help with other things too such as improved attainment in schools, less people needing to go to hospital or to see their GP.

“When you think about a whole system approach to talking inactivity, only one tiny part of it is activities and classes. It is more about things that are embedded into everyone’s lives and that is a bigger challenge”

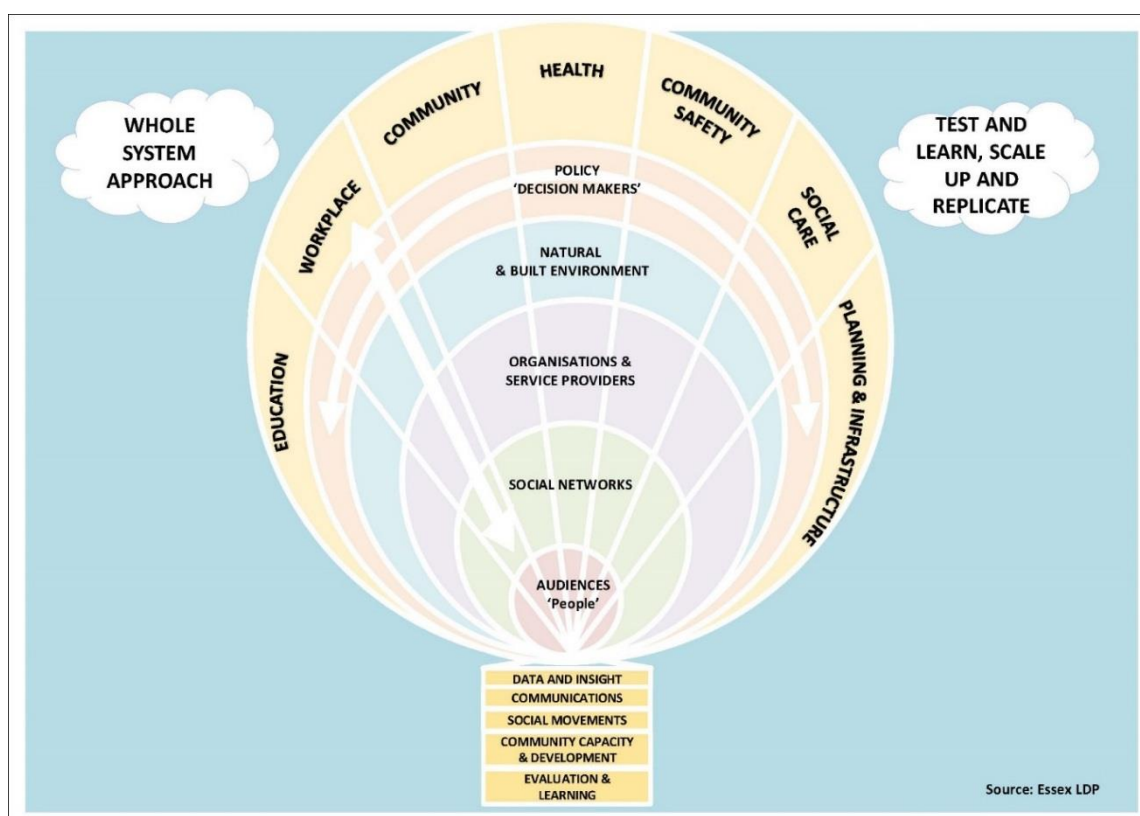
(Tackling Physical Activity in Colchester, 2018)

Working in a ‘system’ way means taking advantage of the partnerships, relationships and connections we already have and sparking new connections and seeing what happens.

3.2 Settings and Themes – Our Balloon

To increase the likelihood that people become more active in Colchester we thought long and hard about the settings we might need to influence. We also recognised that in each setting there were sub layers things like related policies, the places themselves, the organisations and services that exist and the people themselves. We also thought there were some key underpinning themes that sit below all of these things. We started writing these all down and the balloon model was born!

The settings we feel we need to influence are: Education; Workplace; Community; Health; Community Safety; Social Care; Planning & Infrastructure.



The balloon ‘basket’ is full of our underpinning themes (communications, data and insight, capacity building, evaluation)

Communication: we are committed to the principles outlined in our communications plan. This means communicating with and supporting local residents to develop their own ‘missions’ and ‘movements’ based on their own skills and strengths.

Data and insight: A report published by one of our partners, Intelligent Health, highlighted a serious lack of resource and capacity to collect and analyse data about how people move around and get active in Colchester. We have made so many fantastic new connections and started having conversations with a whole host of individuals and groups about how they live in their place, what they love about their neighbourhoods, and what they care about most in life. That's a lot of important insight so we need to ensure we invest in the resource to capture this.

Capacity Building: There's so much skill and talent in our communities and not just with the 'usual suspects' those champions we know about. We want to better utilise the Community Enabling roles that exist in the System to discover and have conversations with the untapped 'unusual suspects' in neighbourhoods and unlock even more potential. Residents have told us they would like to get more involved; however, there are often barriers preventing this from happening. We want to do everything possible to unblock these issues, one way of doing this is to build on the existing voluntary sector infrastructure support and training offer and there is capacity to nurture new volunteers and find out what it is local people care about enough that would cause them to get involved to make it happen, leading change for themselves.

Evaluation and Sharing Learning: Learning what works and what doesn't is really important and will be at the centre of all our investment interventions and projects. We also promise to share this learning as we go and act on the back and move quickly to progress things that are clearly working and making a difference in the way people feel about being active.

We want to see **less** of this.....



.....and **more** of this!



4. Our Approach & Principles

4.1 Engagement done already

Working with an organisation called [Collaborate CIC](#) and the University of Essex we have had conversations with a wide range of leaders, organisations, service providers, groups and individuals in and around Colchester. This has provided initial insight for our work and informed a set of key principles that has helped shape this document.

“We have strong partnerships with all the people at the table. But we need to change the way we work together” – Voluntary Sector

(Tackling Physical Activity in Colchester, 2018)

In the past six months Sarah Stokes, the LDP Community Explorer for Colchester, has met with nearly 100 community, voluntary and charitable organisations at a local level, as well as a significant number of enthused community members who want to make a difference in their neighbourhoods. By working alongside these individuals and groups, key themes have emerged: **trust**, **connectivity** and the concept of **‘sticky people’**. These are individuals that attract others to get on board with an idea or activity.

By building **trust**, supporting **connectivity** and discovering the **‘sticky people’** we can support local people to have strong relationships and design their own solutions about how they want to be more active.

A number of test or ‘Action Learning Projects’ received funding in Colchester to see how physical activity might be woven into existing projects or interventions. An initial evaluation took place in October 2018 and a follow up reevaluation published in July 2019 identified a number of key factors that contribute to the success of physical activity related interventions. ([include web link](#))

The Report ‘Community Assets in Colchester – A Review & Introduction’ (published June 2019) commissioned by the North East Essex Health & Wellbeing Alliance and produced by Community 360 provides a comprehensive review of community assets in Colchester detailing what is working well and what might enable greater opportunity for local people to live well in Colchester ([include web link](#)).

4.2 What we Will and Won’t do

We are committed to creating a culture of ‘doing things differently’. This includes how we undertake engagement, how we decide on getting things done, and importantly, when it comes to using available funds, who and what we invest in.

This means we will:

- ✓ **Never do something for someone that they can do themselves**
No more parachuting in resources or ‘off the shelf’ projects unless there is a clear proof of concept and an understanding of what will be left behind.
- ✓ **Not do ‘quick wins’ for the sake of ‘seeing things happen’**
We will crack on and invest in some things where insight from the community and the available evidence supports it. This can be done quickly but will not be done solely for the purpose of doing ‘something’.

- ✓ **Working with local passionate people in *their* communities**
Do as much as we can where people are, not within organisations or the buildings associated with institutions.
- ✓ **Sustainable solutions owned by local people**
No 'top down' pre-determined solutions, sustainable means it belongs to local people.
- ✓ **Embracing innovation and risk**
Make human decisions that feel right, accept that we might make some mistakes, some things won't work, but that's ok. The important thing is that we learn as we go.
- ✓ **Focusing on what is strong, not what is wrong**
This is not about identifying and plugging gaps and deficits. Focus on what is strong, start there and let's see where it takes us.
- ✓ **Bridge the 'empathy gap'**
This means understanding different perspectives and getting to grips with what community engagement means in reality. This includes examining who authentically speaks for the community.
- ✓ **This is not another 'grants' programme**
This will not be a grants programme inviting organisations to submit written applications leading to an award of funds or rejection. All proposals for investment will be coproduced.
- ✓ **Counting what counts**
We might not be able to produce the sorts of reassurances 'the system' is used to on whether things are working or not. That's ok because we can show value in different ways.
- ✓ **Do some Deals – maximising the value**
We will always look to explore how our investment can add value to the work of other partners. We will see what other funds can be used alongside our investment to make it go further and have a greater impact for the people of Colchester.
- ✓ **Communicate well and often**
use the right language and images for our different audiences and make sure that all communication is genuinely two way
- ✓ **Staying true to our principles**
Traditional expectations, hierarchies and siloed ways of working persist in our own area of work and those of our (potential) partners. We will challenge this constructively.



4.3 Starting with what's Strong

We have met so many individuals, groups and social enterprises already making a difference in neighbourhoods. This has happened with limited to no external help or funding. These are the

stories we know about but we know more is happening we just haven't uncovered it yet. Our investment will support initiatives and individuals like these, whether that's kicking off a new idea or supporting growth or sustainability of an existing idea that's already making a difference.

Go4 Café - A 'true' community hub (Newtown & Christchurch)

The Go4 Café a former tennis pavilion, is a social enterprise set up by a husband and wife in 2016 and is a true community hub situated in a local recreation ground. Their idea was to provide volunteer and training opportunities for local people not currently in employment and has grown from there. The café is used by a wide range of local groups at no cost and hosts family fun days, charity events and is the starting point for neighborhood litter-picks.



The café has plans to encourage use of the park and increase local families' activity levels. Their plans include installing a community fridge with free fruit and water for children in the summer holidays, as well as support for families who struggle to provide meals in school summer holidays. On Thursdays, Colchester Institute run the café providing valuable work experience for local students with learning difficulties.

Monkwick Munch Club -An appetite to support families (Berechurch)

A local youth leader and volunteer set up the Monkwick Munch Club to support local families struggling to provide meals during school holidays. The club aims to cook and provide free hot meals for children in Monkwick who receive free school meals and bring whole families together for a meal and a chat. This local volunteer has been running the club since October 2018 and is keen to encourage families to be active and play whilst they attend. The club has been established entirely through the tenacity skill and dedication of its volunteers and operates using donated items.

GB's Story (Shrub End)

GB was bullied at school because of his weight but realised he could hide in the school gym and used it as place to be active and gain some body confidence. Having left school with low self-esteem and poor mental health GB found that his relationships became increasingly affected; he became homeless and lived for months between a van and a small office on a local farm, with no income.

GB moved to Colchester when a friend offered him a place to stay for a while, this gave him the stability to set up his boot camp business. GB's drive comes from making friends and building people's confidence, with a desire to 'give back' to the

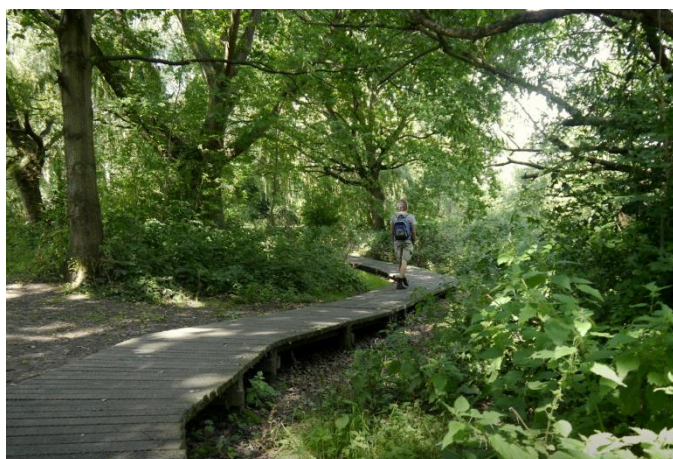


local community who supported him when he was at his lowest ebb.

GB currently operates 16 sessions a week in Colchester and would love to scale up his Abbeyfield sessions to other parts of Colchester; his target is to reach 1% of Colchester residents in 10 years getting them moving more and improve their overall health and wellbeing. The club does a large amount of charitable work and GB would like to train as a counsellor, mental health first aider and health walk leader.

Rediscovering Bourne Valley (Old Heath and the Hythe)

An interesting mix of partners come together in this neighbourhood to co-produce an audio trail through an urban woodland in an attempt to decrease anti-social behaviour and increase awareness of this hidden gem. Community members, voluntary organisations and statutory bodies came together (led by Intelligent Health) to create something within the woodland space. This action has led to new and strengthened partnerships between local people and organisations including a homeless charity, mental



health & substance misuse recovery service, local rangers, local conservation charity and new housing community who are bringing people together to complete projects in the space such as litter picking.

Active Colchester

In the Active Colchester group we already have a diverse and energised partnership galvanised around an aim to support people to lead more active lives. Importantly it is representative of our target audiences, is linked in to what is strong already in communities and is already part of the wider strategic partnerships that exist. This feels like a good place to start our movement.

5. How we will get things done

5.1 Our Movement Group

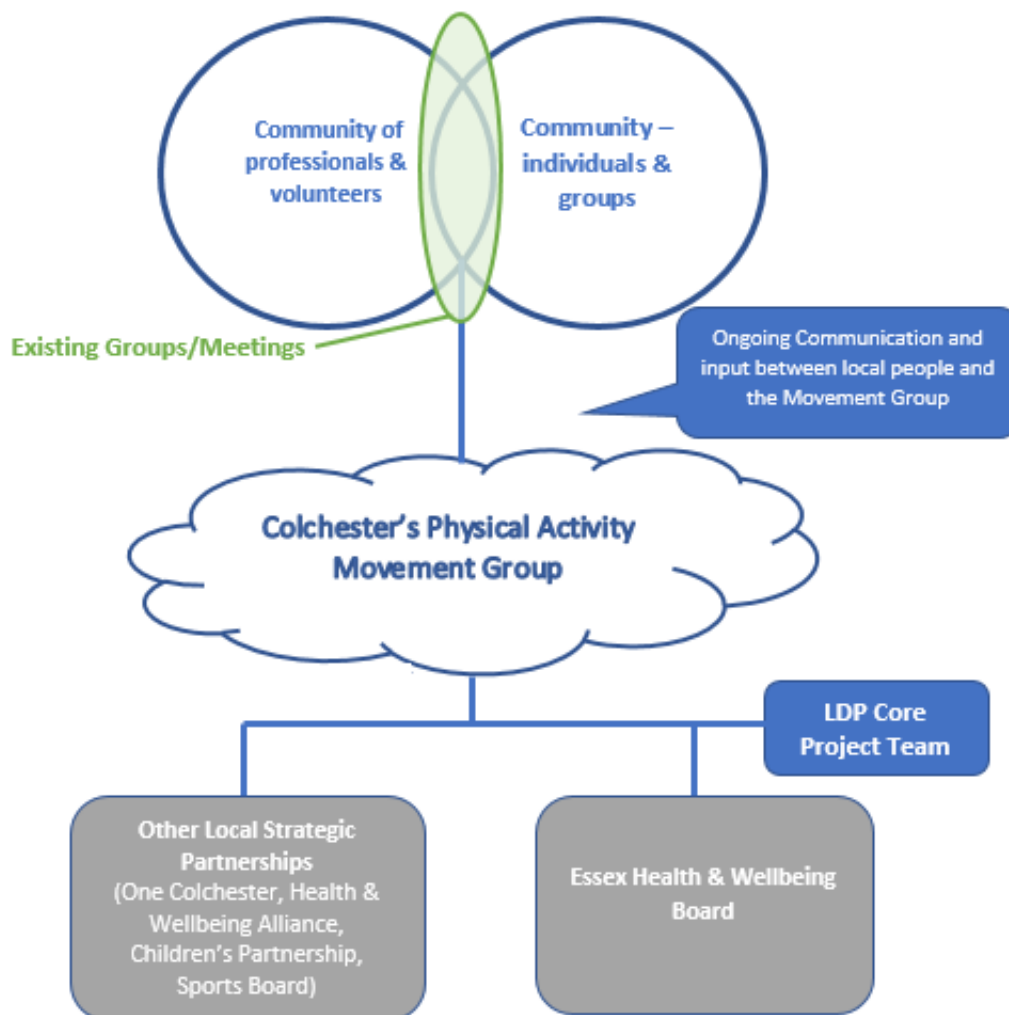
We aim to test and coproduce an approach that cultivates ideas and proposals for investment in Colchester that support our target audiences to lead more active lives. The basis for this approach will be a Movement Group made up from Active Colchester members.

Current members of the group are set out in the appendix. Membership is flexible recognising that this will change over time.

Our Movement Group is well placed to understand the lived experiences of local people, the challenges and strengths in local communities **and** be able to link in and be sighted on things happening between organisations and partners in ‘the system’. This reflects the bottom up and top down approach we want to take to try and bridge the empathy gap that can exist between local people and organisations.

Our proposed approach is illustrated below by two circles, the first depicting professionals and volunteers supporting our target audiences coming together with a second circle depicting local

people and groups in communities, recognising that many groups exist already. It is proposed to test this approach in three areas of Colchester as set out in 5.2.



Taking a 'system' approach also means keeping our wider partnerships sighted and engaged. Our Movement Group is equally well placed to do this as individuals within it already report into existing strategic partnerships. This is important to ensure the work we do to support people to live more active lives is discussed as part of the wider narrative and strategy for things like Children and Young People, Community Safety, Economic Prosperity, Sport and Leisure infrastructure and the transformation of Health and Social Care services.

With this mix of local and strategic knowledge the Movement Group will continually review this plan and coproduce our approach to investment in Colchester going forward.

To support the above we will call upon the support of specialist advisors, including Collaborate CIC who focus on systems and collaboration, [Nurture Development](#) who focus on asset-based community development, and [Intelligent Health](#) who focus on engaging the health sector in advocating an active lifestyle.

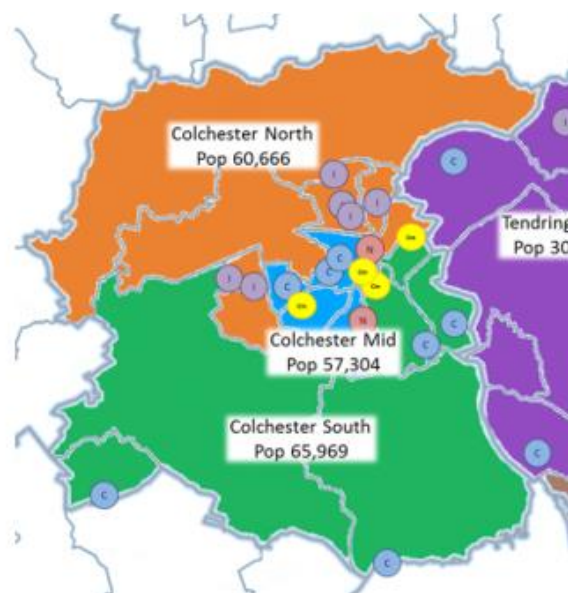
5.2 Places of Focus

The North East Essex Health & Wellbeing Alliance approach includes the development of a community model which aims to transform the way health, social care and other community and voluntary services are delivered locally. This proposal includes the creation of three functioning multi agency teams in Colchester.

It therefore makes sense to adopt the same approach and use the same geographical footprints as a starting point. Each of these areas has its own unique set of assets and challenges based on its population.

A more detailed mapping exercise and understanding of the activity levels within the Community Model areas has been undertaken. Utilising this current data insight and population modelling we have identified which smaller neighbourhoods within each area has a higher prevalence of our target audiences. Based on this information action, engagement and investment will be concentrated on the areas of:

1. St Anne's (Colchester North)
2. Berechurch, Newtown, Shrub End (Colchester Mid)
3. Old Heath and Greenstead (Colchester South)



Within these areas are 6 or 7 smaller neighbourhoods that fall in the 10% and 20% most deprived in England. Within these neighbourhoods there are higher levels of income deprivation, inactivity, child poverty and older people's deprivation as seen in the table below.

There are a number of other areas that contain neighbourhoods that fall within the 20-40% most deprived. Whilst these are not our priority areas of focus, we will not exclude these neighbourhoods from investment (highlighted in green)

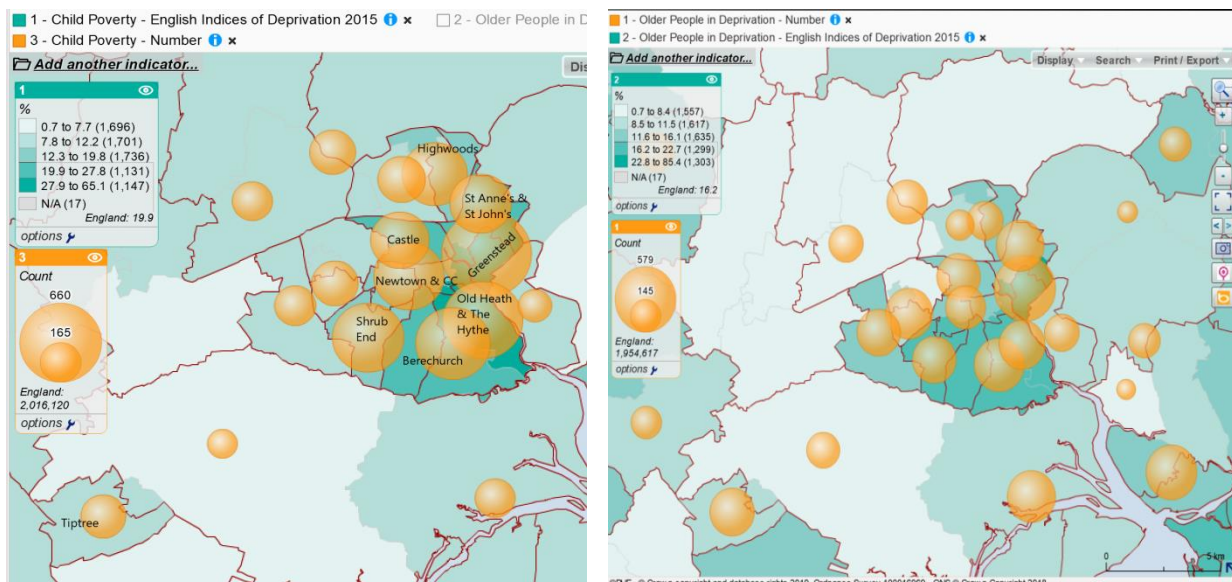
Locality & population	Priority wards Additional wards	No. of neighbour hoods in the 40% most deprived	highest levels of inactivity (%) found in the identified neighbour hoods (variable across the ward)	% Child poverty	% Older people deprivation
Colchester North (6 wards) 76593	St Anne's & St John's	4	32.8	21	11.6
	Highwoods	2	27.1	17.3	15.2
	Lexden & Braiswick	1	25.1	10.1	3.8
	North Colchester	7	21.6	17.1	13

Colchester Central (5 wards)	Berechurch	6	28.6	25.8	20.3
	Newtown & Christ Church	5	28.6	19.7	13.4
	Shrub End	2	28.6	17.5	20.7
	Castle	2	27.1	21.2	14.6
	Mid Colchester	15	21.6	18.98	16.2
Colchester South (6 wards)	Old Heath & the Hythe	3	32.8	32	18.8
	Greenstead	6	32.8	32.5	25.1
	Tiptree	1	27.1	14.2	10.9
	South Colchester	10	21.6	18.98	11.4

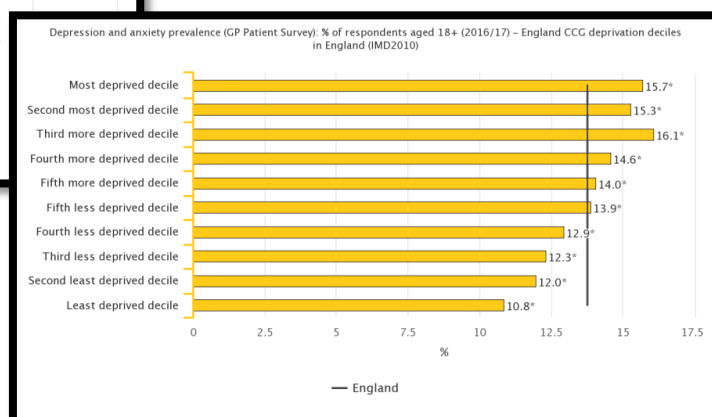
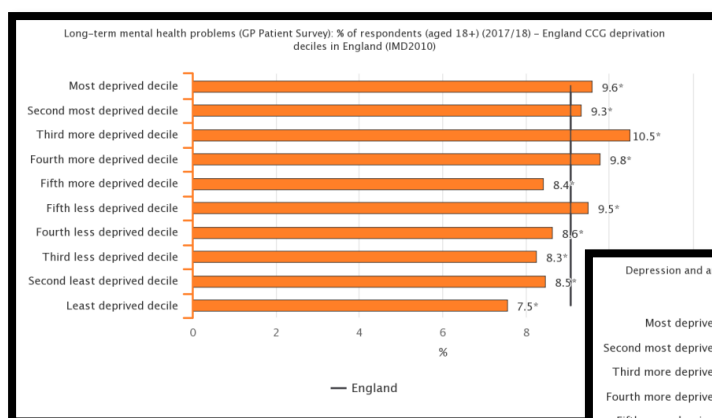
Statistics don't always give a full picture. For example, the information above shows an average across a whole ward and in St Anne's & St John's ward the small neighbourhood of St Anne's estate sits within the 10% most deprived neighbourhoods in England, whereas two of the other neighbourhoods within that ward sit in the 20% least deprived. A similar picture is seen in Lexden & Braiswick ward.

We will ensure that investment is targeted towards the neighbourhoods that will benefit most which will not be the whole ward in many cases. It is important to be flexible however, for example where there are a high number of more deprived neighbourhoods within one ward. Other factors such as the location of facilities, community buildings, open spaces or where community champions are may also determine the exact focus of investment.

The darker green areas in the maps below show the higher level of child poverty and older people's deprivation. The orange circle shows the numerical count.



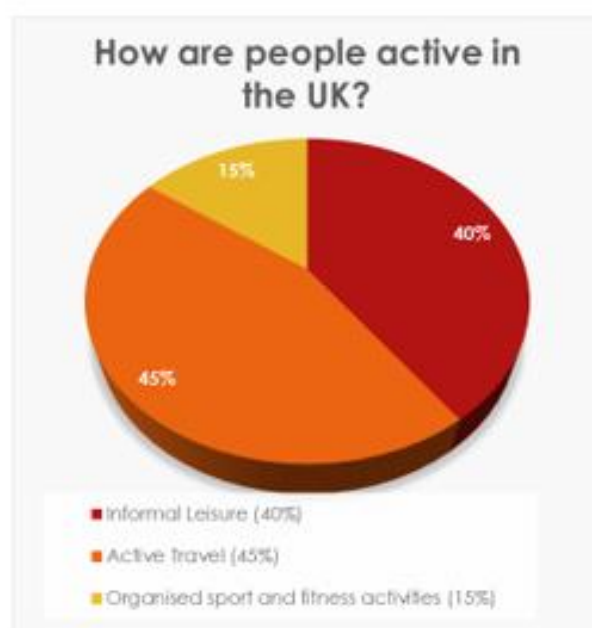
It is difficult to find data on mental health at a neighbourhood level but we know that in North East Essex, GP patient surveys show that prevalence of depression, anxiety and long term mental health conditions are worsening. Numbers are generally higher in the 40% most deprived neighbourhoods. We will ensure we don't exclude any of our neighbourhoods that sit within the 40% most deprived nationally when we are targeting audiences with mental health issues



5.3 How we will invest

All investment will be guided by the Essex LDP Investment Guide which clarifies the principles and criteria for all LDP investment and was agreed by Essex Health and Wellbeing Board and Sport England in May 2019. ([provide web link](#))

In the past, the focus of providers of sport, leisure and physical activity was on providing more organised activities. This approach has been limited in its success in engaging sedentary people. The diagram below illustrates clearly that most physical activity in the UK is undertaken as active travel or informal activities. In Colchester, we will always be mindful of this situation, and not focus solely on providing more organised activities in the community leisure sector.



The lived experience of our target audience and the insight we have gained through the hundreds of discovery conversations we have had has made it crystal clear that system change and tackling population levels of physical inactivity takes time. There is no quick fix. This is a six-year journey to 2025, by which time we will be able to demonstrate the impact the LDP has had on our systems and our communities. Our overriding priority is to change the systems and things that impact on the lives of local people. This level of change requires a great deal of time and effort. We will work closely with a large number of stakeholders to build trust, build relationships, and build understanding.

We will shine a light on the strengths of our communities, the stories of people and the associations people have between one another. Only then can we harness these inherent strengths and co-produce the ideas and approaches that will lead to long term and sustainable impact. The use of LDP funds cannot be rushed in Colchester, this is important if we are to stay true to our values and principles.

Apart from the community chest funding of micro-grants which will be open access, all other investment will be co-produced with a host of different organisations and individuals through the Movement Group and with the support of the Core LDP team.

In the spirit of doing things differently, this will not be a grants programme inviting organisations to submit written applications leading to an award of funds or rejection. Instead, we will build relationships and have honest conversations about the merits of investing in a particular approach or project. We will work on proposals together until it is ready for consideration by the Colchester Movement Group. The co-production of a proposal may happen quickly, and in other cases may take a number of months. The final release of funds will require recommendation from the Colchester Movement Group and will require ratification by the LDP Core Team.

These investment methods are summarised briefly below with an indication of available funds for Colchester (full details are set out in the Essex LDP Investment Guide):

Investment method	Money available
Funds available directly to communities, groups, individuals and places in Colchester. This includes access to 'micro grants' to support good ideas through to testing and investing in proposals that require larger sums of funding. Funds will be available to spend on things like equipment, buildings and local infrastructure too.	£816,666 (a further £500,000 in phase 2)
Funds to support resources, communications, training for community organisations, evaluation of our learning and ensuring we have the right data and information to support our work.	£1,177,500

Keeping true to our principles we do not propose to describe specifically the type of projects and ideas that will receive investment from the outset. Instead emerging themes based on the conversations we've had to date will be used to steer the tasks and activity of the Movement Group and its wider network in the next 6 months.

These themes include:

- The security and foundation of a safe and affordable home. Clear evidence of barriers to being active where this most basic of needs is not met.

- Triple inequality of food poverty, inactivity and isolation associated with young families outside school term time.
- Barriers to being active presented by poor mental health including depression, anxiety and self-harm in young people, and dementia in older people.
- Social isolation across the life course - using activity as a means for people to connect, build relationships and do things together.
- Greater scope to include being active as part of a more holistic approach to treatment and therapy for individuals with more complex and long term conditions, including complex mental health needs, substance misuse and alcohol dependencies.
- Barriers to the use of available outdoor space associated with crime, perception of crime and anti-social behaviour along with diversionary techniques for young people against a background of gangs and county lines.
- Travel and transport in terms of it being a barrier to participation particularly for older people with limited mobility. Access to active travel opportunities and the cost of transport and getting to and from places affordably and safely.
- Support for families of armed forces personnel including educational attainment and early intervention for an increasing younger demographic of ex service personnel.
- Support for the local workforce and voluntary sector to underpin infrastructure that supports community and voluntary assets including skills, training and confidence in new approaches particularly around the role physical activity may have in supporting a much wider range of health and wellbeing outcomes.

6. Next Steps

This is the first version of our LDP plan, it is only a starting point, our approach needs to be fluid and innovative, we don't have all the answers, but that's ok. This is different to what has happened before. We will adapt as we go and update this plan regularly.

Our ambition is for this plan to grow in to something that is truly coproduced. A plan that is focused on the things local people care about the most, the things local people want to action. We have made a good start engaging with hundreds of organisations and individuals already but know that current awareness and buy-in cannot be taken for granted. Our commitment over the coming months and years is to get hundreds of organisations and people excited about the ambition of the LDP, and to become proactive in its planning and delivery, because it is focused on the things that matter most to them.

The next steps for the work of the LDP in Colchester are outlined below:

Next 3 months

- Coproduce the form and role of the Colchester physical activity Movement Group with partners.
- Continue 'What's Wrong to What's Strong' workshops with local stakeholders
- Consider the Evaluation report of Action Learning Projects
- Promote the LDP Plan for Colchester to all relevant stakeholders
- Development of local capacity including support for community explorer and enabling roles, support for the facilitation of the Movement Group and peer support/mentor capacity to sit alongside investment offer

- Exploratory conversations and drafting of proposals for initial investment including scaling and replicating existing action learning projects where there is a proof of concept
- Test concepts for overarching communications and social marketing with stakeholders
- Create and implement Local Colchester Communications and social marketing plan
- Implement community chest fund locally

Next 6 months

- Complete conversations with programme leads for complimentary programmes of work in Colchester and North East Essex:
 - North East Essex Health & Wellbeing Alliance Investment Fund
 - Local Plans
 - North East Essex Garden Communities
 - Colchester Northern Gateway Development
 - Place Based Social Action on Dementia
 - Behaviour Change for Improved Air Quality
 - One Colchester and the Community Safety Partnership
- Complete first phase of community events and conversations in each of the areas of focus
- Development and agreement of other first phase investment proposals
- Local Workforce development plan developed

Next 12 Months

- Learning community established brought together through a Colchester LDP summit
- 12 month review (successes and learnings) with second 12 month strategic investment plan.

Appendix 1

Current Movement Group members include:

- Essex LDP Core Management Team
- Community 360
- Older Persons Mental Health Service (Essex County Council)
- Age Concern
- North East Essex Clinical Commissioning Group
- Essex Child & Family Wellbeing Service (Virgin Care)
- Colchester Citizens Group
- Colchester Garrison
- Emotional Wellbeing & Mental Health Service (NHS)
- Children & Families (Essex County Council)
- Dementia & Older Persons Service (Essex Partnership University Foundation Trust)
- Essex University
- Colchester Borough Council
- Colchester Borough Homes
- Adult Social Care (Essex County Council)
- African Families in the UK
- Colchester Food bank
- Essex Youth Service
- Walk Colchester
- Social Justice Partnership (DWP)
- Futures in Mind
- Improving Access to Psychological Therapies
- Disability 4 Sport
- Community Faith Group representatives
- Community members