

TENDRING LDP PLAN 2019 – 2021



The journey so far and the direction of travel over the next 24 months

1. Executive Summary
2. The LDP Story in Tendring
3. How we will work together
4. How we will deliver
5. Engagement with communities, partners and stakeholders
6. Priorities
7. Underpinning themes
8. Budget
9. Next Steps

This plan will be regularly updated to reflect the innovative, dynamic, and fluid nature of the work of the LDP.

August 2019 (Final Version)

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 Tendring being one of the three test areas along with Basildon and Colchester, there is excitement and a sense of responsibility to make the most of this huge 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 parks. 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 disease.

All of our insight to date clearly informs us that our target audiences have many challenges to becoming more active. It is important that we focus on what people care about – their passions. Often this is family, friends, and issues in their local community. Emerging evidence indicates that a clear method for getting sedentary people more active is by ‘stealth’ (becoming more physically active without really thinking about it). Good examples of ‘physical activity by stealth’ are joining a litter picking group to tidy up the beach, or walking being introduced into a person’s existing social activities such as the local bingo group or a mental health support group. The physical and mental health gains that happen when a sedentary person becomes a little more active are significant. This behaviour change can often lead to greater motivation and confidence to stay more active every day, with endless possibilities of taking up additional activities such as cycling, swimming, or sports.

Tendring has an abundance of assets to build upon. People living in Tendring are proud of where they live. This gives the LDP a fantastic platform to build upon, using the principles and methods of ‘asset based community development’.

All of our discovery to date in Tendring, 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 that the LDP has had on our systems and our communities. Our overriding priority is to change the systems that impact on the lives of local people. Changing systems requires a great deal of time and effort working closely with a large number of stakeholders to build trust, build relationships, and build understanding. Only then can we co-produce the ideas and approaches that will lead to long term impact. The use of LDP funds cannot be rushed in Tendring to ensure we stay true to our values and principles.

Clearly, older people will be a top priority for the LDP in Tendring, with over 29% of the population aged 65 or over, compared to a national rate of 18%. However, this plan also outlines our commitment to supporting people with mental ill-health, and low-income families with dependent children.

We have clarified the geographical priorities in this plan, but it is important to clarify that we will put our resources and money where there is energy and enthusiasm. We have one clear rule about what we can and cannot fund.

All LDP resources in Tendring must have a focus on getting sedentary people more active in low-income communities.

We are excited about the recent developments of North East Essex cross boundary working, led by the health sector and housing sector. We look forward to working closely with our colleagues in the North East Essex Health and Wellbeing Alliance and North Essex Garden Communities to deliver the LDP.

We are committed to working in a number of sectors and system settings. Clearly the voluntary and community sector is crucial, but we will also work with education, health, social care, community safety, and planning. We know that to make significant increases in physical activity levels, we need to support active travel to get people walking and cycling to school and work. We also want to encourage people to be active on a daily basis, by encouraging families and friendship groups to be active informally using our vast outdoor assets of green spaces, parks and coastline.

This is the first version of our LDP plan, and it will be regularly updated to reflect the innovative, dynamic, and fluid nature of the work of the LDP. We are aware that the current awareness and buy-in of this plan by all of the stakeholders across Tendring is limited, and our commitment over the coming months and years is to get hundreds of people and organisations excited about the ambition of the LDP, and being proactive in its planning and delivery.

We have made a good start already, engaging with over 100 organisations and informal groups. Over the next two years we want to bring the LDP to life in Tendring, encouraging everyone to get involved. If your organisation or friendship group have the energy and ideas to use physical activity to make a difference in your community, please come and join us. The sky is the limit.



1 The LDP Story in Tendring

The district of Tendring is diverse. This diversity is celebrated by the 143,353 people who live in Tendring, recognising its beautiful 36 mile coastline, huge rural hinterland made up of scores of villages, the international port of Harwich, and the seaside resorts and towns of Clacton-on-Sea, Jaywick Sands, Holland-on-Sea, Frinton-on-Sea, and Walton-on-the-Naze.

Tendring has an abundance of assets to build upon, most notably the local people who are proud of where they live. There are a large number of services, community centres, and halls across all of the towns and villages, mostly served by dedicated volunteers. Tourism is worth more than £276 million to Tendring and providing over 6,000 jobs which is 13% of all employment in Tendring. Large events are good for the local economy, and also bring communities closer together and instil pride for local people in where they live. The annual Clacton-on-Sea Air Show attracts over 250,000 visitors, and Harwich is planning a huge celebration in September 2020 to mark the 400th anniversary of the sailing of the Mayflower to discover America.



The five main economic and social priorities for the agencies serving Tendring are employment, health, education, community safety, and housing. The LDP will prioritise these policy settings to help drive up levels of physical activity, building on existing programmes such as the community safety hubs, garden community housing developments, and school improvement groups.

The strong multi-agency work across Tendring is underpinned by a commitment to the importance of community leadership and empowerment, embodied in the cultures and practices of Tendring District Council, CVS Tendring, and the North East Essex Health and Wellbeing Alliance. This commitment to community engagement and empowerment fits perfectly with the LDP pledge to deliver asset-based community development.

A significant opportunity for the LDP is the new place-based approach to work across boundaries in North East Essex, comprising the areas of Tendring and Colchester. We will take advantage of the trust and strong working relationships built up over recent years with colleagues at Colchester Borough Council to work together on new LDP approaches. Health and Social Care are obvious settings for the LDP to work in this way, in close collaboration with the NE Essex Health and Wellbeing Alliance. Similarly, the North Essex Garden Communities project is an enormous opportunity to design in physical activity, with 9,000 new homes planned along the Colchester and Tendring border.

The Essex 'Livewell' campaign was designed to engage communities, families and individuals to improve health and wellbeing. The approach has been adopted by a number of organisations in Tendring. 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. The NE Essex Health and Wellbeing Alliance are using 'Livewell' to provide structure to the community model. We will test and see what role 'Livewell' can play in our LDP work in Tendring, and in the cross-boundary work across North East Essex.

Exciting opportunities exist for the LDP to add value to recent strategic developments in Tendring. For example, the £36m coastal defence scheme has regenerated beaches from Clacton-on-Sea to Holland-on-Sea, providing an attractive asset for local people. Similarly, the multi-agency regeneration plans for Jaywick Sands provide an ideal platform for the LDP to advocate the important role of physical activity in new developments.

The report 'Mapping of Community Assets' published in July 2019 [CVS Tendring](#), commissioned by NE Essex Health and Wellbeing Alliance and produced by CVS Tendring, provides a fascinating insight into the assets that make up community life across Tendring, as well as some of the challenges. The report headlines are:

- ❖ Services are abundant in towns and villages, but not necessarily matching population need.
- ❖ It was widely reported that many people initially lack confidence to join activities, but once they are involved, they feel benefit from them.
- ❖ Providers of physical activity services report that the social aspect is often more important than the physical activity.
- ❖ There is a significant variation in how services are delivered in community facilities. Some are centrally controlled, whilst others are a series of individual bookings.
- ❖ There is a significant variation in the type and quality of information available.
- ❖ Success in recruiting volunteers is variable. Some organisations report no problems, others are struggling.
- ❖ Transport into and around Tendring is variable - the train services are good, but some rural areas are poorly served by buses for more local journeys or for access to stations.
- ❖ CVS Tendring is seen as a particularly important resource to providers in South Tendring, and has growing importance in the Harwich area.



A major feature of Tendring district is the size of the older population. 29% (42,000) of the population is aged 65 or over, compared to a national rate of 18%. Without doubt, older people are a priority for LDP investment in Tendring. The older population are a significant asset providing essential resources of time, experience, skills and energy. The Active 4 Life club based at Clacton-on-Sea leisure centre, attracting over 100 older people every week, is a magnificent example of how older people can support themselves to enrich their own health and wellbeing.

Another clear priority in Tendring is mental health, with Tendring being significantly worse for suicide rates, dementia diagnosis for over 65's, and hospital stays for self-harm. Children and young people are experiencing high rates of mental health problems across Tendring, including high numbers of children receiving tier 2 and tier 3 mental health interventions, especially in Golf Green, Rush Green, and Homelands. The Mental Health Hub in Clacton-on-Sea, run by Citizens Advice Tendring, is achieving significant results in supporting local people, and is a model that is seeking replication and scaling up across Tendring.

This plan clearly focuses on the assets of Tendring. We are fully aware of the economic and social challenges and problems that exist across Tendring, and these will help shape our plans for investment. The 2019 Tendring Insight Guide, compiled by Essex County Council, documents in detail the latest data on deprivation, health, and inequality indices. However, we choose not to over dwell on them. The work of the LDP across Essex is firmly rooted in the principles and benefits of asset based community development, and in Tendring we are determined to focus on what is strong, not what is wrong. This approach will always be our first priority.

2 How we will work together

The founding principle of the LDP programme across the country is 'doing things differently'. In Tendring, we are fully committed to this approach. We completely understand that more and more people are living sedentary lives across our district. If we keep doing things the same way, we will get the same outcomes and the situation will not improve.

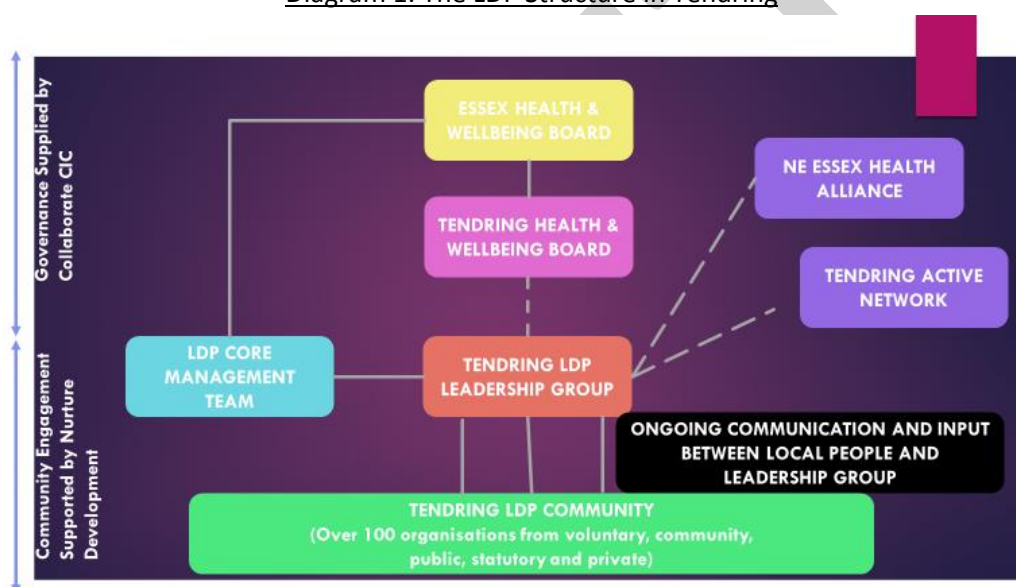
This is how we plan to do things differently (our guiding principles):

- ✓ Co-production in everything we do – the LDP team and Leadership Group will work closely with a large number of organisations across Tendring to develop trust, relationships, and ideas, and work out together how we can undertake positive developments that may or may not require financial investment from the LDP budget
- ✓ Work with local passionate people in their communities, and focus on people and organisations with energy and passion
- ✓ Focus on what is strong, not what is wrong
- ✓ No 'top down' or 'pre-determined' solutions
- ✓ Embrace innovation, risk, and failure
- ✓ Move at the speed of trust – system change and strong collaborations do not happen overnight – there has to be trust and a strong relationship before positive developments can happen
- ✓ Hold the line – don't be influenced by quick fixes or be pressured to invest inappropriately
- ✓ Do deals – always try to use LDP investment to influence other budgets and resources
- ✓ Communicate well and often – use the right language and images for our different audiences and make sure that all communication is genuinely two way
- ✓ Always focus on sustainability – ensuring all of our investment of time, energy and money is focused on hard wiring the LDP into systems
- ✓ Test and learn, and replicate and scale up what works
- ✓ Share our learning regularly, cleverly, and enthusiastically

The diagram below illustrates the importance of local people and grassroots organisations to the work of the LDP in Tendring. The beating heart of the LDP will be the ‘Tendring LDP Community’ made up of hundreds of people and local organisations whose voices will be heard to shape the LDP work on the ground. This links directly to our commitment to asset-based community development – supporting the passion and ideas of local people to make their aspirations a reality.

We will use all sorts of methods to ensure LDP investment reflects the voices and needs of local people, including digital communication channels, community champions, town hall meetings, and giving LDP money to local people for them to decide how it can best be spent. Over the next few years, we will significantly increase the size of the LDP community, as we communicate loud and clear to come and join us on our journey. Our approach will always be open and inclusive, welcoming everyone who has a desire to use physical activity to make a difference to sedentary people and low-income communities.

Diagram 1: The LDP Structure in Tendring



The work of the LDP across Tendring will be coordinated by a small leadership group with the responsibility to engage as many organisations and individuals as possible, and establishing a strong healthy relationship with the Tendring LDP Community through shared visions, new social movements, constant communication, and a transparency that demonstrates the LDP is clearly delivering for local people. The leadership group is made up of people with a strategic overview of Tendring, as well as knowledge and expertise of our system settings and target audiences. The membership, roles and responsibilities of the Tendring LDP leadership group can be found at **Appendix 2**.

The LDP is already closely aligned to the main strategic networks, including North East Essex Health and Wellbeing Alliance, North Essex Garden Communities, Tendring Health and Wellbeing Board, and Tendring Active Network. In addition, the LDP work across Tendring will be supported by 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.

Also, a specialist knowledge advisory group will be established made up of people with subject expertise in our target audiences and our system settings. They will provide advice on an ad hoc basis.

3 How we will deliver

In 2018, Collaborate CIC undertook a comprehensive diagnostic of the systems and collaborations in Tendring that influence physical activity. They found that there is widespread commitment to mainstreaming physical activity across the system. Just as important, they discovered a genuine willingness to do things differently. They identified a strong set of relationships to build upon, backed up by a good understanding of whole system change and collaborative working. A key observation was the seriously limited use of data and insight to inform decision making related to physical activity.



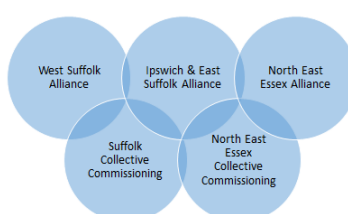
The LDP will work closely with a number of organisations, partnerships and networks who work in the different system settings and with our target audiences. **Appendix 3** lists those that we are currently collaborating with, and we plan to work with many more over the next few years.

The North East Essex Health and Wellbeing 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 borough of Colchester as one of the other pilot sites presents us with such great opportunities to explore how communities across both areas can live more active lives.

The NE Essex Health and Wellbeing Alliance is part of the emerging Integrated Care System shown below in Diagram 2, and is building a 'Community Model' to take an all system approach to improving health and wellbeing in North East Essex. This resonates directly with the strategic approach of the LDP. The 'Community Model' is built around doing things differently because deprivation and inequality are getting worse across North East Essex. This involves new systems, new collaborations, and a focus on building trust and putting place-based working at the forefront of everything.

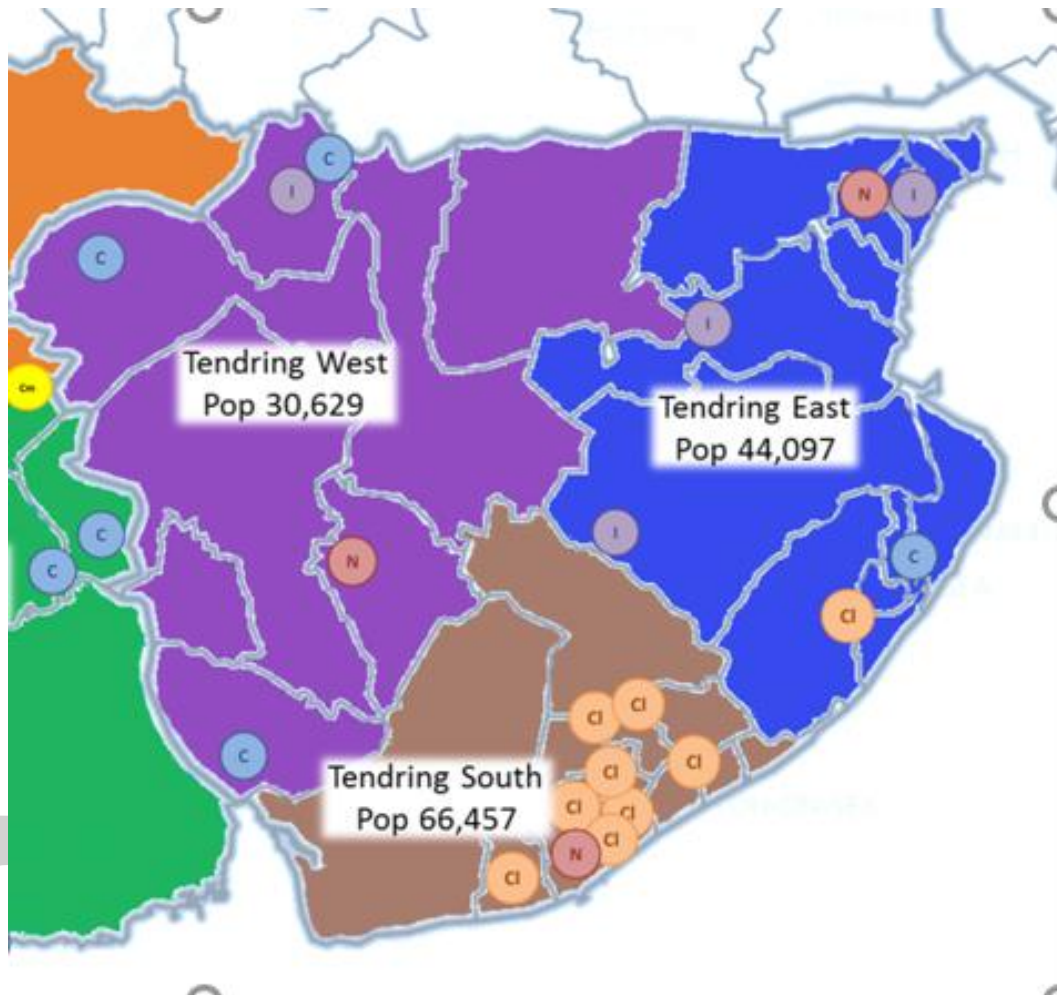
Diagram 2: The emerging health integrated care system in NE Essex

Part of the emerging Integrated Care System



The LDP is adopting the same geographical approach as the NE Essex Health and Wellbeing Alliance, where our work will be structured around three different footprints made up of Tendring West, Tendring East, and Tendring South as outlined in Diagram 3 below. Each area has a population of between 30,000 - 50,000, and is closely aligned to 1) ward boundaries (which have recently changed in Tendring), 2) police boundaries, and 3) emerging primary care network boundaries.

Diagram 3: The strategic LDP areas of Tendring



4 Engagement – with communities, partners, and stakeholders

The building of relationships and trust is crucial to the implementation of the LDP. The LDP has been actively engaging with different people and organisations across the system settings in Tendring over the past 12 months, particularly in the voluntary and community sector.



The primary engagement has included:

- Nearly 100 organisations have met with Cheryl Lomas, the LDP engagement worker for Tendring. These organisations form the basis of the 'LDP Community' who are so vital to bringing the LDP to life across Tendring. We will send a clear message to many other voluntary and community organisations to come and join us and get involved. Tendring CVS have identified over 1000 voluntary and community organisations, of which 400 have a relationship with the CVS. A top priority for this plan is to continue to build strong relationships with the LDP community of organisations, and support them with their plans, ideas, and aspirations through the co-production of innovative proposals for new interventions and projects. A list of the initial organisations in our 'Tendring LDP Community' is at **Appendix 1**.
- A briefing to all members of Tendring District Council in December 2018, and an all-staff briefing to over 350 staff working for Tendring District Council in March 2019.
- 15 organisations attended an engagement event in May 2019, including Tendring CVS, Citizens Advice, Summit, Extra Support for Families, Essex Carers Support, Into University, Tendring District Council, Sport for Confidence, Essex Fire and Rescue, and NE Essex CCG.



Secondary engagement, led by other organisations, includes:

1. The report 'Mapping of Community Assets' (published July 2019) commissioned by NE Essex Health and Wellbeing Alliance and produced by CVS Tendring provides a comprehensive mapping of community assets in the Tendring district, detailing what is working well and what requires strengthening. [CVS Tendring](#)
2. The ECC Youth Service survey (March 2019) clarified young people want support in getting a job, managing money, and making good life choices. Their main issue is stress and anxiety, especially linked to bullying and knife crime.
3. The Essex County Council Tendring Insight Pack (2019) provides comprehensive data on deprivation, health, income, employment, community safety, and housing.



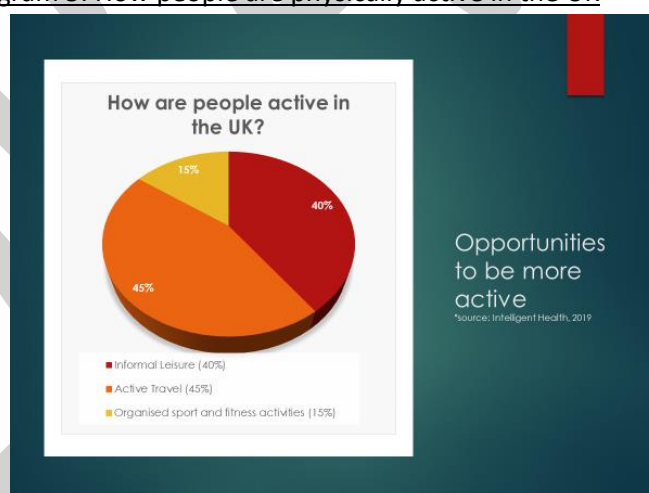
5 LDP Implementation Priorities in Tendring

This is the first iteration of the Tendring LDP Plan, and marks the start of our investment journey. Our current priorities in August 2019 are emerging, and outlined below. These will be continually reviewed and refined, to reflect emerging insight and changing circumstances. The overall mission and direction of the Essex LDP are documented in the publications Chapter 1 and Chapter 2 which can be downloaded from this link: [Essex LDP Documents](#)

All of our insight to date clearly informs us that our target audiences have many challenges to becoming more active. It is important that we focus on what people care about – their passions. Often this is family, friends, and issues in their local community. Emerging evidence indicates that a clear method for getting sedentary people more active is by ‘stealth’ (becoming more physically active without really thinking about it). Good examples of ‘physical activity by stealth’ are joining a litter picking group to tidy up the beach, or walking being introduced into a person’s existing social activities such as the local bingo group or a mental health support group. The physical and mental health gains that happen when a sedentary person becomes a little more active are significant. This behaviour change can often lead to greater motivation and confidence to stay more active every day, with endless possibilities of taking up additional activities such as cycling, swimming, or sports.

In the past, providers of sport and physical activity have focused on providing more organised activities at set times in specific places, usually at a cost. This approach has been limited in its success in engaging sedentary people. The diagram below illustrates clearly that most physical activity in England is undertaken as active travel or informal activities. In Tendring, we will always be mindful of this situation, and not focus solely on providing more organised activities in the community leisure sector.

Diagram 5: How people are physically active in the UK



How investment will happen

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. A copy of the guide can be downloaded via this web link: [Essex LDP Documents](#)

All of our discovery to date in Tendring, 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 that the LDP has had on our systems and our communities. Our overriding priority is to change the systems that impact on the lives of local people. Changing systems requires a great deal of time and effort working closely with a large number of stakeholders to build trust, build relationships, and build understanding. Only then can we co-

produce the ideas and approaches that will lead to long term impact. The use of LDP funds cannot be rushed in Tendring to ensure we stay true to our values and principles.

In Tendring, a large proportion of the investment will be co-produced with a host of different organisations. Apart from the community chest funding of micro-grants which will be open access, all other investment will be co-produced by the LDP team and Tendring LDP leadership group. In the spirit of doing things differently, we will not run a grants programme inviting organisations to submit written applications leading to an award or rejection. Instead, we will build relationships with different organisations across the system settings, and those that have ideas that require investment, the LDP team will have conversations about the ideas and needs. We will be honest if we feel the proposal is not a good fit for the ambitions of the LDP. Where we feel there is merit, we will work up a proposal together until it is ready for consideration by the Tendring LDP Leadership Group. The co-production of a proposal may happen quickly, and in other cases may take a number of months. All recommendations from the Leadership Group will require ratification by the LDP Core Team.

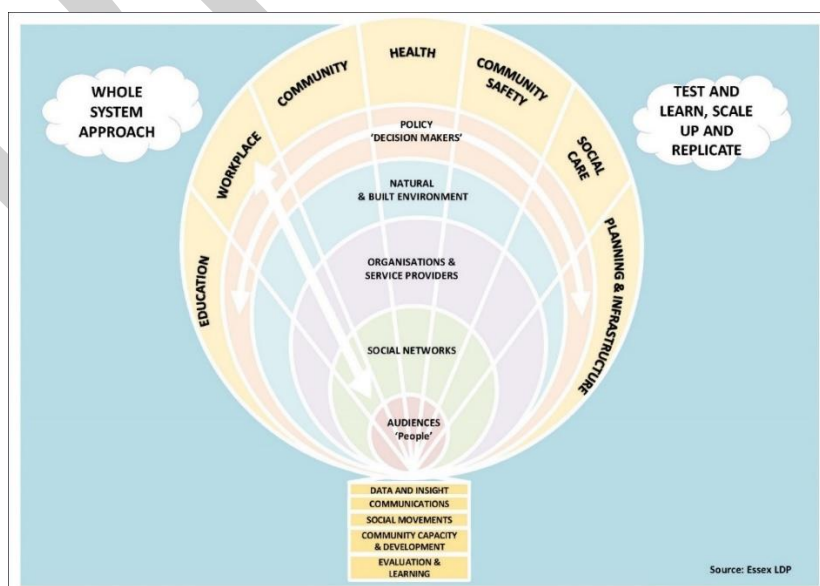
Delivering whole system change in Tendring

The investment guidance makes clear that the LDP must always attempt to make an impact on systems. All investment in Tendring (apart from micro-grants community chest) will need to demonstrate a line of sight to influencing the system settings. It is clear that influencing systems and policies will not always be possible, but there must be an intention to make this happen behind the investment. We want to create a really good balance of investment in all areas of the balloon model, and not just focus on one setting or one level.

For example, if we successfully test new approaches in a primary school in Clacton-on-Sea to engage families in being more active, we would like to see all primary schools across Tendring take notice and consider replicating this good practice. Similarly, if we support the opening of a successful mental health hub in Jaywick Sands, we would like the health sector and adult social care sector to start to fund similar hubs across Tendring as a matter of policy.

In Tendring, we are interested in influencing all of the system settings laid out in the Essex LDP 'balloon' diagram below, although in Tendring our priority settings are: workplace, health, education, community safety, and infrastructure.

Diagram 5: The Essex LDP Whole System Model



How the money will be spent

A breakdown of the budget is provided at the end of this plan. The distribution and spend of the budget will take a number of forms depending on the setting, place, and target audience. The different ways investment will come about in Tendring are:

- **Co-produced** – there are many assets across Tendring that can bring the LDP to life and tackle our goal of improving levels of physical activity in low-income communities. These assets are mainly formal and informal groups and organisations, many operating at a local level. The assets also include buildings and open spaces, such as the beautiful coastline of Tendring. The LDP team will work with a large number of organisations to co-produce ideas and solutions that tackle physical inactivity in our low-income communities
- **A new and fresh micro-grants programme** – the LDP community chest is open to everyone including informal groups seeking a micro-grant of £2500 or less. The grants will be simple to understand, simple to apply, with quick decisions. The community chest is an ideal way to capitalise on the energy and ideas of local people who want to use physical activity to bring their community closer together and a better place to live.
- **Participatory budgeting and community panels** – this is an exciting and innovative approach to using public money to delivery asset-based community development through community leadership. Providing a local community with a fixed sum of money is a risk-taking approach, however there is clear evidence that when it works it creates a real sense of community togetherness, social justice, and social agency. We will test this approach in different communities by creating decision-making panels giving local people the opportunity to decide where LDP lottery money is spent in their communities.

Adding value to existing programmes

An important premise of the LDP is to leave a lasting legacy by adding value to programmes and projects that are already underway. Tendring has suffered in the past from inventing brand new initiatives that are top down and imposed on local communities. The LDP will prioritise working with existing programmes that do not yet prioritise the value of physical activity, but can be influenced through the LDP. Examples include:

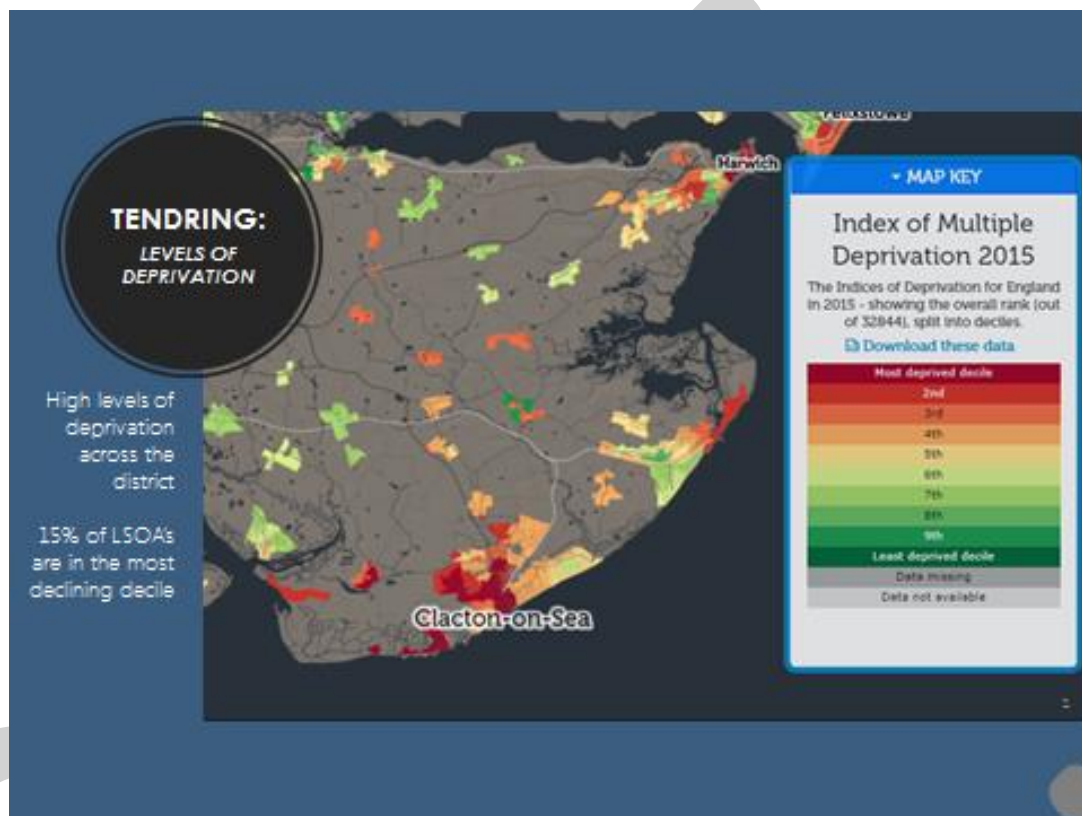
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|---|---------------------------|
| • NE Essex Health and Wellbeing Alliance programmes | • Coastal revival work |
| • Jaywick Sands design and infrastructure | • Clacton-on-Sea Air Show |
| • Tendring District Council Local Plans | • Harwich Mayflower 2020 |

Geographical priorities

Our geographical priorities are not exclusive, but will provide the main focus for LDP resources. We are ready to work with all communities across Tendring that are experiencing low-income and high physical inactivity, particularly where there is energy and enthusiasm to use physical activity to help achieve their aspirations.

The map below illustrates the different levels of deprivation across Tendring. The LDP will prioritise areas and communities with the higher levels of deprivation.

Diagram 4: Deprivation levels in Tendring



Our geographical priorities are:

South Tendring – Clacton-on-Sea (52,000 population) and Jaywick Sands (5,000 population)

West Tendring – Brightlingsea (8,000 population) and areas experiencing rural deprivation

East Tendring – Walton-on-the-Naze (12,000 population) and Harwich/Dovercourt (15,500 population) and areas experiencing rural deprivation

Although these areas will provide a clear focus for our work, we will encourage and develop investment ideas and proposals from all areas across Tendring that are affected by economic and social deprivation, such as Point Clear, St Osyth, and a large number of villages and rural communities.

Emerging Investment Themes

The lived experience of our target audiences, understood through the insight we have gained through many conversations and the findings of our action research projects points to some emerging investment themes:

Emerging themes:

- Tackle poor child and adult mental health to help improve resilience and deliver wider outcomes such as reducing risky behaviours and unhealthy lifestyles and focussing both on early stages of poor mental health to stop it deteriorating and engrained mental health which may lead for example to self-harm and suicide
- Tackle social isolation across the life course - using physical activity as a means for people to connect, build relationships and do things together.
- Support people affected by alcohol and substance misuse - in Clacton-on-Sea public drinking of alcohol has been identified as an emerging serious social issue
- Break down the barriers that stop people using outdoor spaces associated with fear of crime and anti-social behaviour by providing diversionary activities for young people.
- Make access to physical activity affordable, establishing a principle of all opportunities being free of charge where possible, including active travel and informal activities.
- Prioritise the training of different workforces to understand the huge benefits of an active lifestyle, and training activity leaders so they have the confidence and skills they need to attract and retain participants from our target audiences. An emerging priority is training managers, frontline staff, and volunteers in the value and methods of asset-based community development and the benefits of physical activity.
- Priorities addressing the triple inequality of food poverty, inactivity and isolation associated with young families in school holidays. Establish a principle of providing food at all family activities where possible.
- Prioritise the value of local organisations working together in partnerships, consortiums, and clusters
- Always consider how the LDP can capacity build an organisation or consortium so they can become more sustainable, and better at using insight and data to engage and retain participants and clients



Baby Bank - Tending

working with the local community to provide items for families

6 Underpinning themes (communications, data and insight, capacity building, evaluation)

- **Communications:** we are committed to the principles and methods outlined in the new LDP communications plan approved in August 2019, recognising the importance of developing effective communication engagement with local people, and supporting them in developing their social missions and movements. In Tendring, we will develop our communications resources and capacity as required because this is a critical element of the success of the LDP. Language and imagery will be very important in any communications generated from Tendring, being mindful of the audiences we are targeting and the communication channels we are using.



- **Data and insight:** the Intelligent Health report for the LDP published in 2018 highlighted the serious lack of resources and capacity to collect and analyse data and insight in Tendring in relation to physical activity. We are committed to working closely with the ECC Data and Insight team to determine the best way forward to develop our data and insight capability in a sustainable manner. We view the LDP community of over 100 organisations and informal groups to be an excellent resource to secure insight into the lifestyles of our target communities and audiences.
- **Capacity Building:** we will work closely with CVS Tendring and Nurture Development to determine the priorities for capacity building of the Voluntary and Community sector across Tendring. We do not want to just fund projects and interventions. We are committed to also capacity building the organisations or consortiums that are undertaking the delivery. A priority we have already established is to roll out training and support across all sectors for the method of asset based community development.



- **Evaluation and Sharing Learning:** we understand the crucial importance of evaluation to understanding the impact of the LDP programme which is a national pilot for Sport England. Evaluation will be at the core of all our investment interventions and projects, and we will work closely with the Essex LDP evaluation partner to ensure the most robust evaluation of what works and what doesn't. We will develop a coordinated approach to sharing learning from the LDP across Tendring, using digital formats as well as face to face, working closely with CVS Tendring who provide an excellent service in sharing information.

7 Tendring LDP Budget

An initial budget of £816,000 has been allocated for Tendring to invest in testing new approaches, replicating and scaling up approaches that have already been proven to work, and developing community hubs and the physical infrastructure of communities. A top priority will be ensuring that there is enough capacity across the system in Tendring to connect all the conversations and collaborations, and co-produce a large number of strong proposals to bring the LDP to life in Tendring.

The budget headings and allocations shown below have been approved by Essex Health and Wellbeing Board and Sport England. Detailed investment plans will be worked up for each heading, reflecting the priorities outlined above. A top priority will be ensuring that there is enough capacity across the system in Tendring to connect all the conversations and collaborations, and co-produce a large number of strong proposals to bring the LDP to life in Tendring.

A further £500,000 is available for Tendring. This further funding is 'in-principle' and is subject to satisfactory progress of this initial phase of funding.

Budget Heading	Amount
Community Chest A simple way to get ideas off the ground where only a small investment is needed through a 'micro grant' (under £2500). Accessibility to these funds will be made as simple as possible and will be available to 'informal' groups in the community.	£100,000
Test and learn projects This fund is to support great ideas that are innovative and where some money is needed to make it happen (over £2500).	£250,000
Replication and Scaling projects Some great stuff is already happening (either in Tendring or beyond). This fund will be used to replicate or scale up successful approaches that will have a direct impact on our target audiences.	£200,000
Community hubs Funding available for the places and things that bring people together to connect and be active. This money is to invest in those places, create new spaces, or invest in ones that exist already	£120,000
Community infrastructure This fund is specifically to spend on buildings, parks, streets, and open spaces to make places easier to be active and more vibrant, improving pride in where people live.	£110,000
Supporting the work of the leadership group Funding to create the right mix of skills and capacity within our leadership group including a resource to help with the coproduction of ideas and investment proposals	£36,666
TOTAL	£816,666



8 Next Steps

This is the first version of our LDP plan, and it will be regularly updated to reflect the innovative, dynamic, and fluid nature of the work of the LDP. We are aware that the current awareness and buy-in of this plan by all of the stakeholders across Tendring is limited, and our commitment over the coming months and years is to get hundreds of people and organisations excited about the ambition of the LDP, and being proactive in its planning and delivery.

The next steps for the work of the LDP in Tendring are outline below:

Next 3 months (up to October 2019):

- Promote and communicate the Tendring LDP Plan to all relevant stakeholders
- Development of capacity to create more people to co-produce proposals and undertake ongoing relationship management with a wide variety of stakeholders
- Create and implement Tendring LDP Communications and Social Marketing Plan
- Implement first phase of community chest
- Start to scope first raft of proposals for test and learn, scale and replicate, and community infrastructure

Next 6 months (up to January 2019):

- Testing of participatory budgeting and community panels funding mechanisms
- Delivery started in priority areas and systems using a co-design process.
- Workforce development plan developed

Next 12 months (up to July 2020):

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



Appendix 1 – A list of the current organisations that make up the ‘LDP Community’ in Tendring

Organisation			
1	Age Concern Tendring	46	TeenTalk
2	Catch 22	47	Street Action Days
3	Futures in Mind	48	Cardiac Rehab
4	Breathe Easy Coffee morning	49	CCC
5	Essex Wildlife Trust	50	Health Visitors
6	Sport for Confidence	51	Older Persons Forum
7	STaRS	52	Mental Health Hub
8	St Helena	53	Extended schools coordinator
9	Essex Outdoors	54	Parenting platform
10	Health in Mind	55	Holland Park Primary School
11	Brightlingsea Lido	56	Gary Guiver, TDC
12	Essex Child & Family WB Service	57	Lads need Dads
13	STaR worker North and Mid Essex	58	Hubs and Spokes
14	Essex Youth Service	59	GP practice manager
15	MIND	60	Colin Sargeant
16	Dementia Adventure	61	PLAN- Womens only workouts
17	Homestart	62	Cann Hall CP School
18	ACE lifestyle	63	St James Surgery
19	Essex FA (CJ)	64	Great Bentley Surgery
20	Time Bank	65	Family solutions team meeting
21	CCA	66	Mind Welcome Cafe
22	Jaywick Resource MWM	67	Little Oakley walking football
23	TTC Lower	68	Parent led group- Sarah
24	Respiratory Event	69	Community Free Fit
25	Relay for life	70	Sustrans
26	Essex Family Wellbeing	71	Holly Court
27	Walton Yacht Club	72	Bursville school
28	Body and Soul food	73	STARS Mind
29	Clacton County High School	74	Greenpath Ventures
30	Lets Keep Moving	75	The Bishops
31	Tendring Technology College Fri	76	Colne medical centre
32	Inclusion Ventures	77	Weeley Residents association
33	Coppins Community Hall	78	Tendring Health Matters
34	Wicketz	79	Liesel Park STP
35	Dementia Cafe	80	Sara Foster
36	Clacton Family Centre	81	Jenny Hill walking football
37	Clacton Railway Club	82	Market Fields college
38	Never Say Die Pub	83	Cann Hall school council
39	This Kid Can	84	Healthy schools coordinator
40	Coastal Kidz	85	Great Bentley PPG
41	Carers First	86	Thrive
42	Les Nichol	87	Healthy school network
43	Little Pals	88	walton community centre
44	Rebecca Morton	89	Fitness in mind
45	EWMS	90	Essex Stragglers

Appendix 2 – Tendring LDP leadership group roles and responsibilities

Tendring LDP Leadership Group Membership and Roles and Responsibilities

1. Membership

Representatives from:

<ul style="list-style-type: none"> Essex LDP Core Management Team Tendring Health and Wellbeing Board Tendring District Council CVS Tendring Citizen Advice Tendring Active Essex/Tendring Active Network NE Essex Health and Wellbeing Alliance Youth Services 	<ul style="list-style-type: none"> Education Faith Based Groups Age Concern Community Safety Social Care Planning and Infrastructure Mental Health
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Membership of the leadership group will be regularly reviewed to ensure there is the right balance of knowledge and expertise. Each organisation will nominate a named person to be their representative.

A **specialist knowledge advisory group** will be established made up of people with subject expertise in our target audiences and our system settings. They will provide advice on an ad hoc basis.

2. Roles and responsibilities

Name: Tendring LDP Leadership Group

Responsibility: To follow the principles and criteria laid out in the Essex LDP Investment Guidance document approved by Essex Health and Wellbeing Board and Sport England in May 2019.

Purpose: To establish a new and innovative approach to tackling physical activity across Tendring

Roles: 1) support the energy and ideas of the 'LDP Community', 2) co-produce new proposals, interventions, and projects, 3) ensure regular and vibrant communication, 4) work closely with the Essex LDP evaluation partner, 5) write a plan, promote the plan, and review the plan.

Decisions: Any decisions will be made by consensus requiring a majority view. In certain cases, a decision can be decided by vote.

Chair: Meetings will be chaired by a representative of Tendring District Council.

Meetings: as frequent as needed

Conflict of interest: members to declare to the Chair conflicts of interest at the start of each meeting

Communications: ensure regular and frequent communication to a wide variety of stakeholders and audiences

Appendix 3 - Current partners and networks that the LDP will work with

NE Essex CCG	Tendring Community Safety Partnership	Tendring District Council
Colchester Borough Council	Essex Cares	CVS Tendring
NE Essex Health and Wellbeing Alliance	Tendring Local Health and Wellbeing Board	Citizens Advice Tendring
Garden Communities Project	Essex Youth Service	ACE (Community Model)
Police and Fire Services	Age Concern Colchester and NE Essex	ECC Children's Partnership
Health Watch Essex	Active Essex	Tendring Active Network
	DWP – Job Centre Plus	