

# CHANGING 1 MILLION LIVES

TO GET **ESSEX ACTIVE**



 **Active Essex**

Our Strategy | 2017-2021



“

Our mission is to get 1 million people active by driving and sustaining participation in physical activity and sport. Working with our partners we will create the opportunities and resources to achieve this, reducing inactivity and developing positive attitudes to health and wellbeing in communities across Greater Essex.

**By 2021:**

**1,000,000**

will be active

**2017 - Current Stats:**

**320,600**

are inactive

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**940,300**

are active



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Foreword by the Chair  
of Active Essex,  
**Azeem Akhtar**

## GETTING ESSEX ACTIVE

Active Essex is the driving force in our county to increase levels of physical activity and sport and make regular activity part of daily life.

Everyone benefits from being active for their physical and mental wellbeing and I am therefore delighted to introduce our strategic priorities for achieving 1 million active residents across Greater Essex by 2021.

We recognise this is an ambitious goal and we are ready for the challenge. Where we want to be in 2021 will require a step change in behaviours so that regular physical activity becomes part of the everyday lives of children and adults. Twenty years ago the health challenge for our nation was to make our lives smoke free. Today it is to increase physical activity.

The estimated cost of inactivity is enormous. Increased risks of Type 2 diabetes, heart disease, cancers and other life-limiting conditions are associated with inactivity, as are the mounting costs to our NHS – in Essex inactivity is costing our county over £58 million each year.

Our strategic priorities have been developed with extensive local and national insight so they align with the priorities of Sport England, Public Health England and NHS England. Of great assistance have been the contributions of our many stakeholders from the 14 local

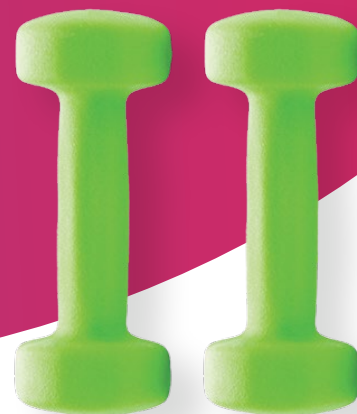
authority areas of Greater Essex who we now need to have a very active role in working with us to deliver these priorities.

The **first priority** centres on getting children and adults active or more active, by driving and sustaining participation in regular physical activity and sport.

We know one in five adults currently do less than 30 minutes exercise per week and only six in ten are reaching the recommended levels of 150 minutes of physical activity or sport per week. Two in ten children of reception age and three in ten children in Year 6 are overweight or obese in Essex and less than two in ten 15 year-olds are active for an hour each day.

Our **second priority** is about improving outcomes for people's long term health and wellbeing. It is about reaching out to the specific groups which are the most likely to be inactive and under-represented in both physical activity and sport in Greater Essex. These include people from lower socio-economic groups, people with disabilities or life-limiting illnesses, the unemployed and women.





Our **third priority** is twofold. Firstly it is about maximising potential, ensuring that the individuals working in the sector can flourish in their careers, gaining skills and knowledge. Second, we will be supporting the many hundreds of voluntary local clubs and organisations in the sector who in turn, support coaches, officials and talented athletes, within performance pathways.

Our **fourth strategic** priority is about involving and strengthening the Active Essex Network of local partners in each of the 12 local authorities and two unitary Councils in Greater Essex, who are fundamental to the successful delivery of the strategy in each of their local communities. To this end, we will be working more closely with our partners to formulate and support the roll-out of 14 local plans relevant to the socio-economic make-up of local communities.

Political support is vital – we will ensure that physical activity and sport remains high on the agenda and we secure investment and resources during rapid population growth and age profile changes. The built environment is also crucial and we will work to ensure we have the right facilities in the right places in order to increase opportunities for physical activity and sport.

“Together, I believe we can achieve the change in people’s lifestyle behaviours which we need to meet our 1 million goal. I hope you will join us on this new journey and work with us to make Greater Essex active for a healthier future.”

Chair,  
Active Essex

# GREATER ESSEX

## THE LOCAL PICTURE

**1,787,073 residents**

increasing to 2,072,502 by 2034  
(growing faster than national average)



By 2034, **1 in 4** residents  
will be aged 65+

(exceeding national averages)

Decreasing proportion of people **age 16-35**

**17.1%** of residents have  
a disability or  
life-limiting illness

**8.4%** of residents have no  
educational qualifications

**1 in 10** people from BAME groups, against a  
national average of 2 in 10

- ▶ **Unemployment rates are below national average**
- ▶ A diverse area with extremes of severe deprivation and affluence
- ▶ The difference in life expectancy between the most and least affluent areas is **13.4 years** for men and **16.1 years** for woman
- ▶ People from lower socio-economic groups, those with disabilities or life-limiting illnesses, the unemployed and woman are less likely to lead active lives in Greater Essex

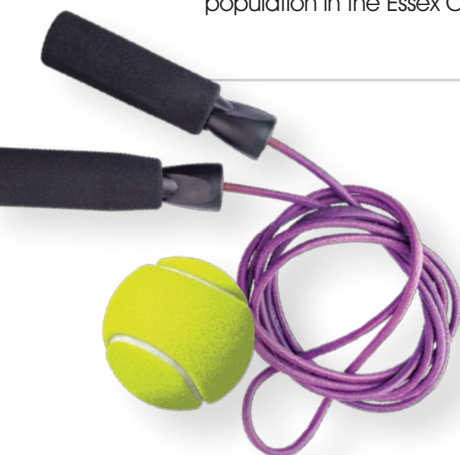


**7 IN 10**  
RESIDENTS ARE HAPPY  
WITH THEIR LIVES

**82%**  
consider themselves in  
'good' or 'very good' health

Incidents of anti-social behaviour are reducing,  
there are **30 incidents per 1,000**  
population in the Essex Constabulary area

**40-50%** of adult social care users don't  
have as much social contact as they'd like



**Inactivity has decreased** in the last 5 years

**2 in 10** adults are still physically inactive (do less than 30 minutes per week)

**35%** of adults do not meet CMO physical activity guidelines  
(150 minutes per week)

Less than **2 in 10** 15 years olds are active for an hour each day

**7** ADULTS ARE  
**10** OVERWEIGHT  
OR OBESE  
(exceeds national average)

**2 / 10** children in reception  
& **3 / 10** children in Year 6  
are overweight or obese

**Mental health is a big issue.** In some areas **60% more adults per 100,000**  
are supported for mental health issues compared to national averages

Other big health issues for Greater Essex that being active can positively influence include  
**cardiovascular disease, lifestyle cancers, type 2 diabetes, dementia and osteoporosis**

Sport contributes

**£690 million**  
of added value to health in Greater Essex

**£514.1 million**  
and **14,510 jobs** to the Greater Essex economy



Volunteers contribute

**£115.9 million**  
of wider economic value to the  
Greater Essex economy

The estimated cost of inactivity to  
the NHS in Greater Essex is

**£58 million**

**35.7%** take part in sport for 30 minutes at least  
once a week against a national average of 36.1%

**54%** of residents want to be more active,  
less than national average



Almost **1 in 4** adults  
participate in sport and  
active recreation for 30  
minutes 3 times a week,  
less than national average

**3,670km<sup>2</sup>**  
of urban, rural and coastal areas

**4,268**  
formal facilities for activity  
across 1,002 sites



**815**  
sports related businesses

**767** Clubmark clubs  
across 46 sports

# WORK WITH US

**“ To deliver 1 million active people we need everyone with an interest in physical activity, sport, health and wellbeing and social and economic development to take ownership, contribute and be involved. We look forward to working with you.**

Jason Fergus, Director, Active Essex



**Active Essex is uniquely placed as the strategic lead for physical activity and sport across the county and is supported by Essex County Council and Sport England.**

Our 2017-21 strategy is focused on increasing and sustaining 1,000,000 people's participation in and enjoyment of activities that benefit their physical and mental health and wellbeing. It reflects the notable shift in national policy around physical activity and sport and more importantly, cannot be delivered by Active Essex alone. We need all partners within the eco-system to play their part in what is essentially a 'prevention' strategy.

Our collective response will enable us to combat the challenges of declining resources for public services, both within the NHS and education sectors. Even more significantly, the strategy is set against a back drop of growing levels of obesity and long term health conditions within an obesogenic environment. Physical activity has an extremely important role to play in the prevention of much of this.

We need to successfully inspire and facilitate behaviour change by equipping people with the skills and opportunities they need to lead active lives and engrain activity more deeply into the culture and fabric of everyday life in Greater Essex.

We will ensure that physical activity and sport are valued and show their impact on wider outcomes which we are looking to achieve, particularly their contribution to improving health and wellbeing, developing individuals and communities and supporting the ongoing growth of the economy of Greater Essex.

Success requires the full support of the Greater Essex Eco-system; a diverse and skilled army of delivery partners, volunteers, community champions, policy makers and politicians who are committed to help achieve change at every level. We must seek to innovate, embrace technology and continually challenge ourselves to understand and meet the needs of our customers, build on good practice and do things differently.

With public funding becoming ever scarcer, we must also make sure we are using our collective resources to best effect and working together to not only achieve efficiencies but maximise income and demonstrate the tangible impacts of our achievements.



# WHAT WE DO

We have 14 local Active Essex Networks plugged into each Local Authority area and we work dynamically with partners right across the Essex Eco-system to create an active, healthier county.

## We do this through:

Promoting physical activity across all age groups and abilities. For example – supporting national campaigns like ‘This Girl Can’, local initiatives like ‘All Together Essex’ and long term programmes such as local Council’s ‘Live Well’ programmes aimed at supporting families.

Developing Sport. For example - working with grass roots community sports clubs, individuals and organisations to increase and sustain participation, develop talent, and with schools to deliver School Games festivals, the Sportivate programme and Daily Mile.

Hadleigh Park. Since London 2012, Essex County Council, along with Active Essex, have been developing Hadleigh Park into a world-class outdoor sports and leisure venue, with the former Olympic mountain bike courses at its heart. We have introduced a range of new sport and leisure activities to appeal to families and people of all ages.

Partnering with the Active Essex Foundation our charitable arm that harnesses the power of physical activity and sport, as a tool, to address inequalities.

## ACTIVE ESSEX VALUES ARE ABOUT:

- **Effective collaboration** and delivery with partners and localities
- **Being innovative** in how we work
- Making **positive, measurable impacts** in what we do
- Using our insight, **passion and commitment** to make a difference

# OUR **STRATEGIC PRIORITIES**

## 2017 – 2021



### **Drive & Sustain Participation**

Focus: More people in Essex being active, taking part and living healthy and active lifestyles.

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### **Improve Health & Wellbeing**

Focus: Change behaviours to reduce inactivity and make a real impact on physical and mental health and wellbeing.

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### **Develop Individuals & Organisations**

Focus: Enable people and organisations to develop skills, achieve goals, ambitions, and maximise their potential.

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### **Strengthen Localities, Communities & Networks**

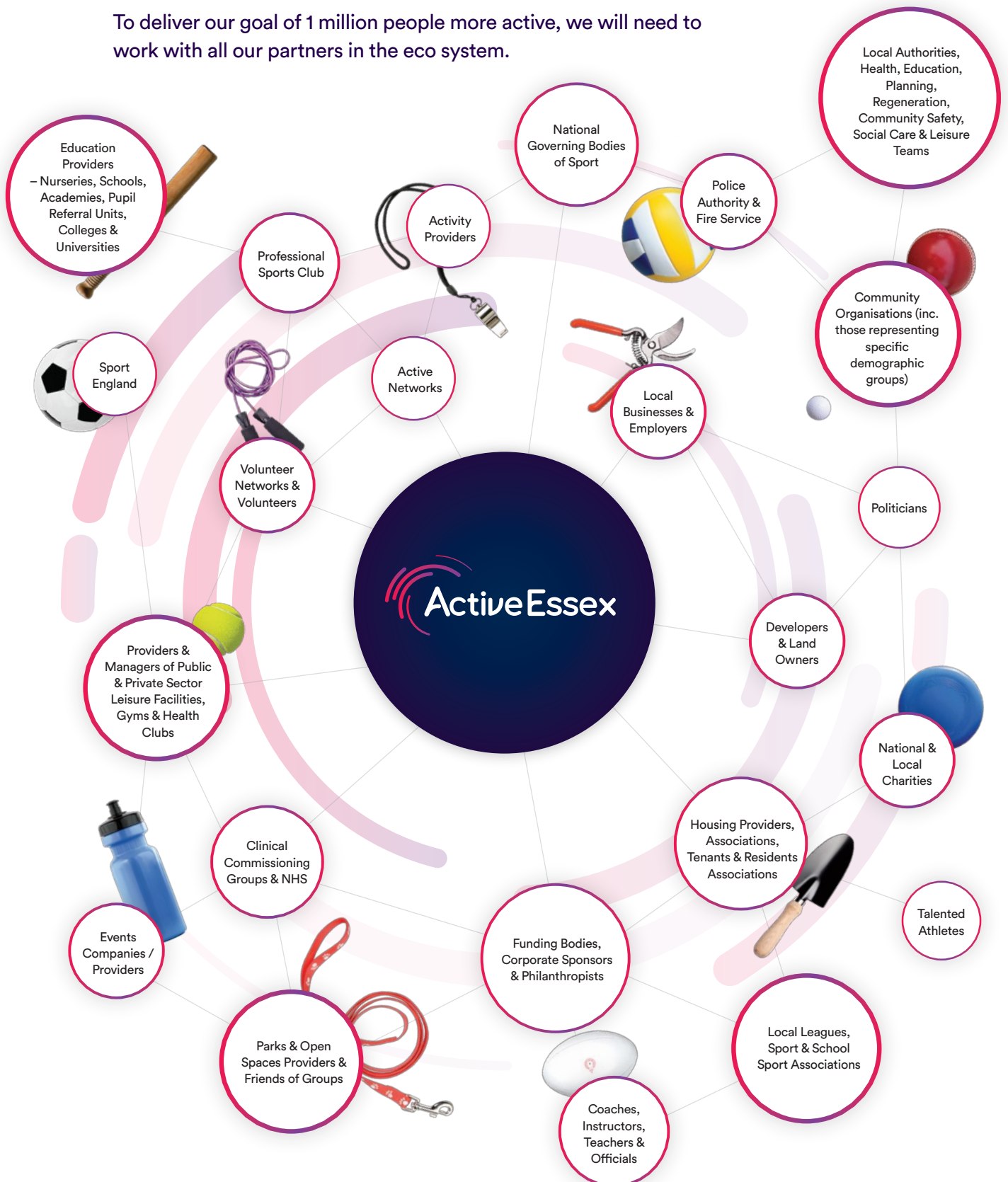
Focus: Lead, develop and drive the Eco-system across Essex, raising the profile and impact of physical activity and sport.



# THE ECO-SYSTEM

for Physical Activity and Sport in Greater Essex

To deliver our goal of 1 million people more active, we will need to work with all our partners in the eco system.



# ACTIONS & OUTCOMES

Our 2017-2021 strategic priorities have a series of related goals and outcomes in order to get 1 million people active.

## **Groups most likely to be inactive in Greater Essex**

Research indicates that the following groups are the most likely to be inactive and under-represented in both physical activity and sport in Greater Essex:

- People with a life-long limiting illness or disability
- People aged 65+
- People from lower socio-economic groups (NS-SEC 5-8)
- Unemployed people
- Females
- Black and ethnic minorities

Working with our partners, we will take a targeted approach to increasing engagement and activity levels amongst these groups.



## ACTIVE ESSEX STRATEGIC PRIORITIES



### Drive & Sustain Participation

Increase the universal offer and sustain.



### Improve Health & Wellbeing

Physical, mental.



### Develop Individuals & Organisations

Capacity Teamwork, leadership, resilience, talent.



### Strengthen Localities, Communities & Networks

Bring people together, lead drive & develop the sport & physical activity eco system.

## LINKS TO DCMS & SPORT ENGLAND STRATEGY

**PHYSICAL  
WELLBEING**

**MENTAL  
WELLBEING**

**INDIVIDUAL  
DEVELOPMENT**

**SOCIAL &  
COMMUNITY  
DEVELOPMENT**

## ECONOMIC DEVELOPMENT



## Priority 1

# DRIVE AND SUSTAIN PARTICIPATION

Focus: More people in Essex being active, taking part and living healthy and active lifestyles

### ACTIONS

We will work with our partners across Greater Essex to:

- Increase the number of people taking part in physical activity and sport
- Provide a sustainable network of safe and accessible facilities, open spaces and active travel routes
- Ensure workplaces adopt an active culture that encourages participation
- Improve and enhance the customer experience of physical activity and sport, with a focus on the core market
- Use technology and innovation to promote activities on offer
- Facilitate and promote spectator sport and mass participation events

### OUTCOMES

By driving and sustaining participation we aim to:

- Reduce inactivity levels
- Increase the number of people being active
- Improve young people's attitudes towards physical activity and sport
- Provide a sustainable network of the right, high quality and accessible facilities in the right places
- Get more people using open spaces for exercise and health reasons
- Increase the numbers of mass participation and elite sports events hosted
- Maintain and increase the economic value of physical activity and sport





## Priority 2

# IMPROVE HEALTH AND WELLBEING

Focus: Change behaviours to reduce inactivity and make a real impact on physical and mental health and wellbeing

## ACTIONS

We will work with our partners across Greater Essex to:

- Deliver a targeted approach to groups which are most likely to be inactive and under-represented in both physical activity and sport
- Improve physical literacy amongst Children and Young People
- Ensure physical activity and sport are utilised as effective tools in prevention, early intervention and management of long term conditions/reablement
- Develop resilience, tackle social isolation and promote independence
- Ensure there is an inclusive offer which meets the needs of disabled people and those with limiting illnesses/conditions
- Promote the benefits of being active to enable people to take responsibility for their health and wellbeing and make better lifestyle choices

## OUTCOMES

By changing people's behaviours we aim to:

- Reduce inactivity levels amongst target groups
- Support NHS targets of reducing numbers of serious health conditions associated with inactivity
- Increase the numbers of children and young people achieving physical literacy standards
- Increase the numbers of people using open spaces for exercise and health reasons
- Support NHS targets for more adults and children achieving and maintaining a healthy weight





### Priority 3

## DEVELOP INDIVIDUALS AND ORGANISATIONS

Focus: Enable people and organisations to develop skills, achieve goals and maximise their potential

### ACTIONS

We will work with our partners across Greater Essex to:

- Ensure pathways exist which identify talent, nurture and retain athletes, coaches and officials at all levels
- Inspire people from more diverse backgrounds to get and stay involved in volunteering
- Support organisations in achieving accreditation and compliance with “A code for Sports Governance”
- Promote the opportunities for careers in the sector and help attract new investment by the industry in Essex
- Identify and address the training needs of the workforce including those around employability

### OUTCOMES

Through developing individuals and organisations we aim to:

- Achieve more people engaged in volunteering
- Increase the economic value of the physical activity and sport sector
- Increase the numbers of organisations meeting accreditation standards
- Enable more people to be trained in the sector
- Increase the skills of the sector’s workforce





## Priority 4

# STRENGTHEN LOCALITIES, COMMUNITIES AND NETWORKS

Focus: Lead, develop and drive the Eco-system across Essex, raising the profile and impact of physical activity and Sport

### ACTIONS

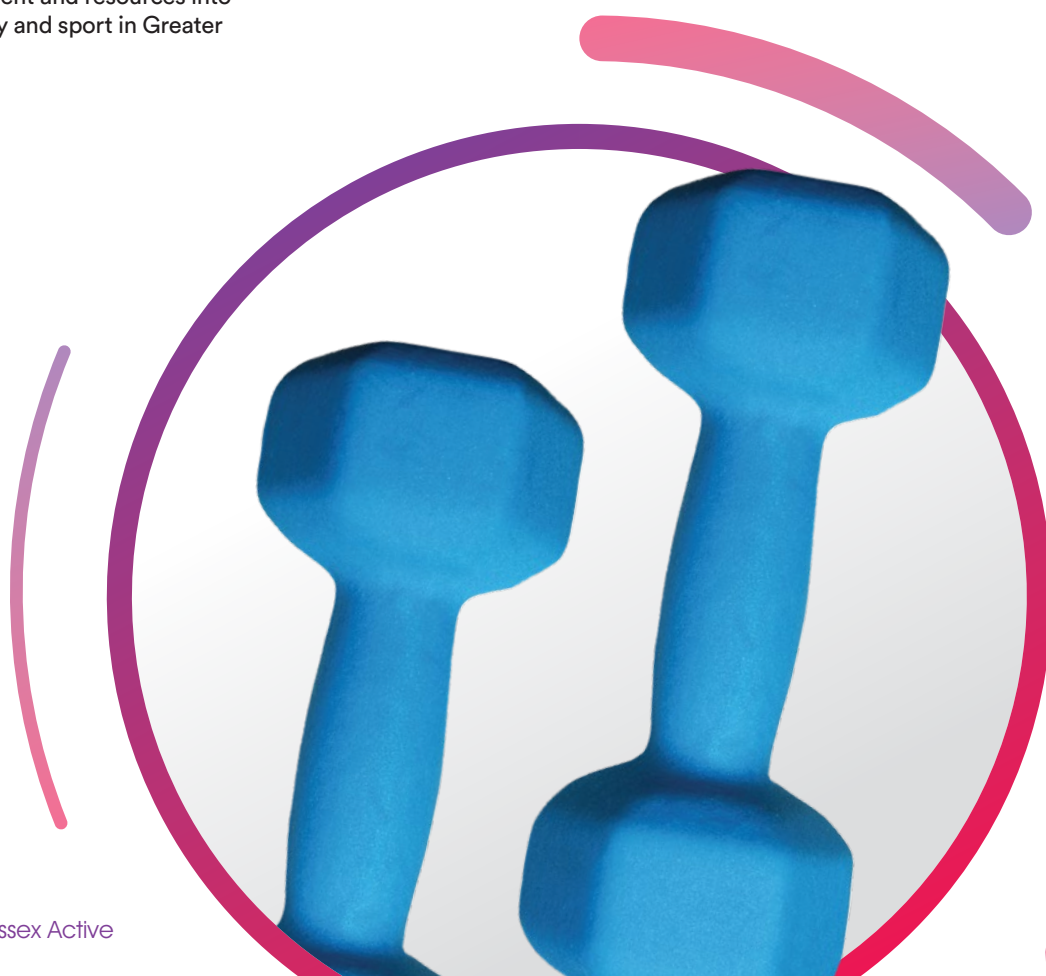
We will work with our partners across Greater Essex to:

- Identify the needs and priorities of the 14 unique locality areas, develop and implement 14 locality strategies and action plans
- Broker relationships and facilitate effective collaborative working
- Widen the network of partners to include non-traditional organisations and groups
- Use insight and impact measurement to show best practice impact on outcomes
- Drive the political and local profile of physical activity and sport
- Secure investment and resources into physical activity and sport in Greater Essex

### OUTCOMES

Through leading the partnership working across communities we aim to:

- Achieve more investment into physical activity and sport in Greater Essex
- Gain recognition of physical activity and sport in local policies
- Ensure the effective delivery of national priorities at a local level
- Achieve high levels of partnership satisfaction with Active Essex
- Increase the engagement of partners with Active Essex





# MEASURING OUTCOMES & SUCCESS

The Essex Eco-system, working with Active Essex, will need to play its part and contribute to headline target of changing 1 million lives to get Essex Active.

This will be under-pinned by 4 priority headline indicators:



1

**INACTIVE  
POPULATION  
22.1%**



2

**ACTIVE  
POPULATION  
65%**



3

**ECONOMIC VALUE OF  
SPORT IN ESSEX  
£514.1M**



4

**% OF CHILDREN  
UNDERTAKING AT  
LEAST 60MINS OF  
PHYSICAL ACTIVITY  
PER DAY**

## HOW WILL WE DO IT?

Active Essex will use a number of secondary KPI's across the course of the strategy aligning this to our priorities and outcomes.

### Delivery Planning

We will develop an annual delivery plan to define how we intend to work towards the strategic priorities, goals and associated outcomes and encourage our partners to do the same.

### Reporting on Performance

We will regularly report our progress to our Board who will take responsibility for overseeing the successful implementation of the strategy.

We will publish an Annual Report to celebrate our collective successes, identify any areas for improvement and highlight any changes we intend to make in the forthcoming year to deliver the strategy more efficiently and effectively.



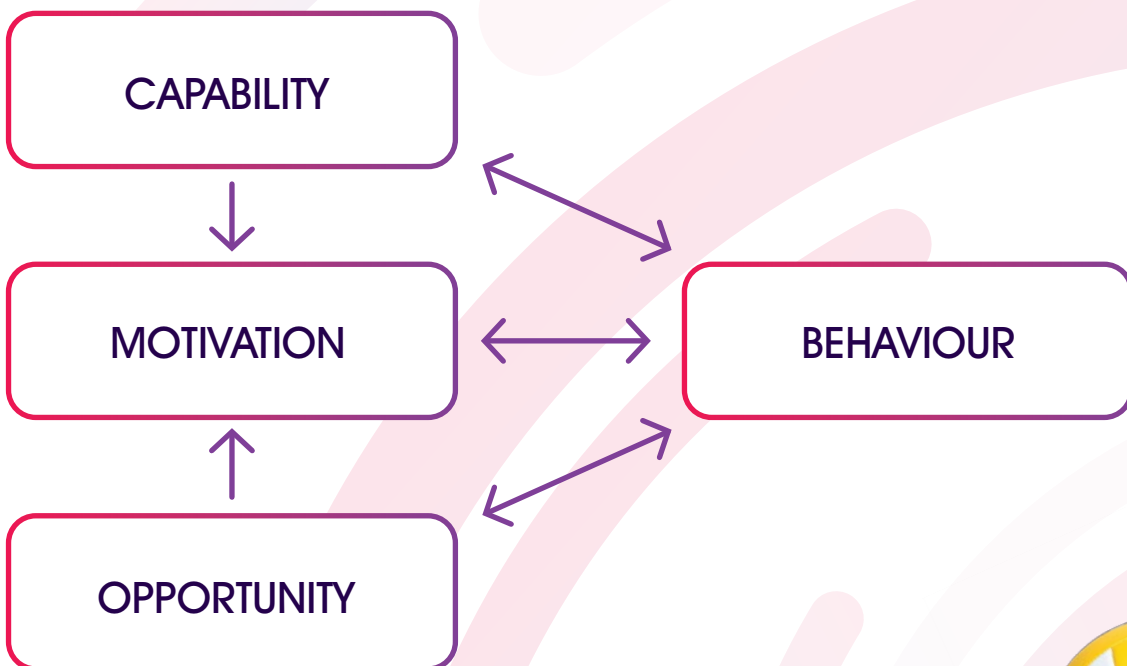
# CHANGING BEHAVIOURS

## THE CHALLENGE

To get 1 million people active, we must collaborate to tackle inactivity and sustain participation by encouraging and enabling people to change their thinking and ultimately their behaviours.



### The Behaviour Change Journey

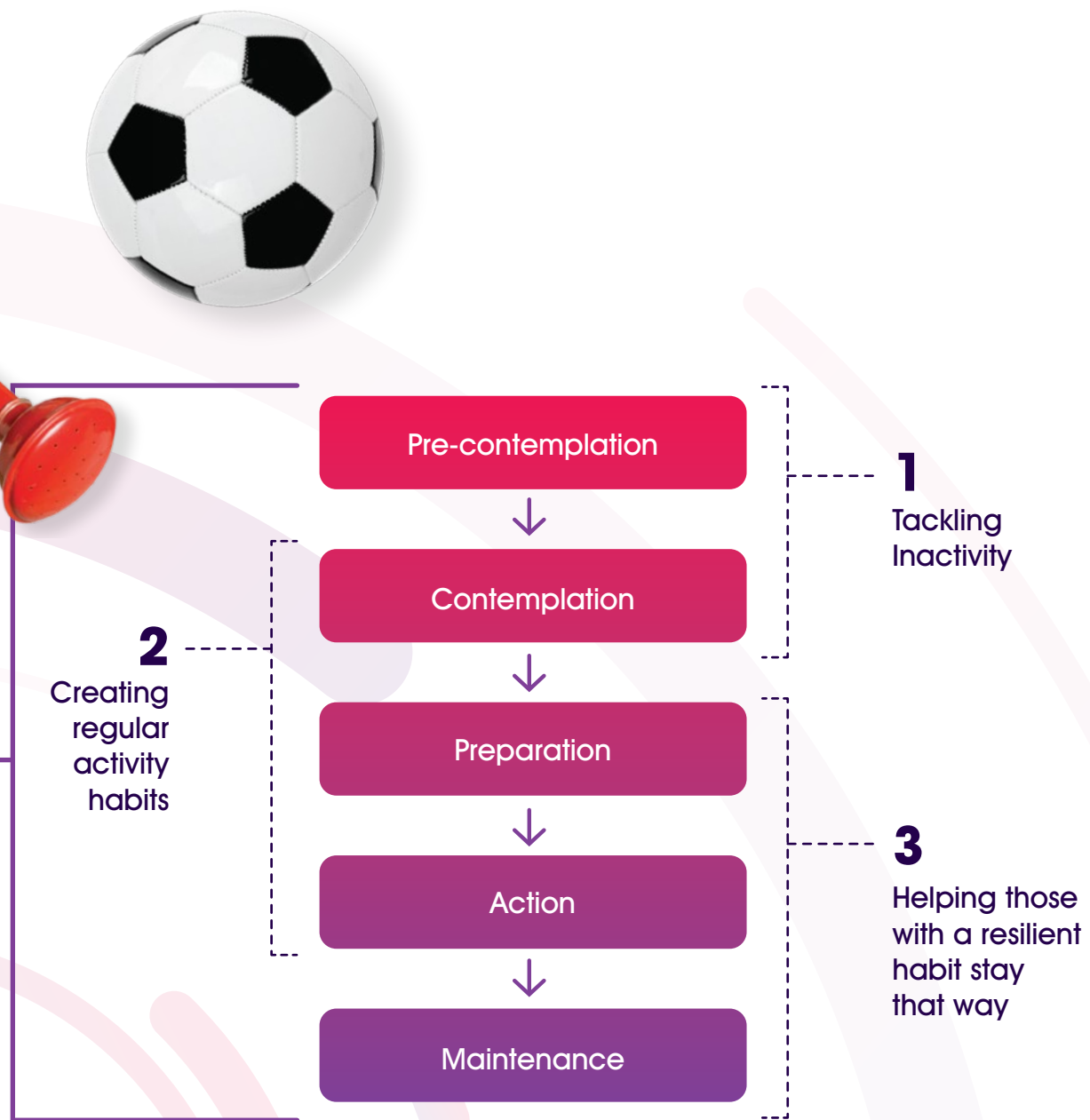




Behaviour change is a journey which people move through at different speeds. Adopting and maintaining an active life can be challenging and some people will require more help and support to change and to stick with it than others.

For most, it's not a linear journey and their activity levels will fluctuate over their life course. Engendering change requires a joined up approach to ensure we have a relevant, varied and accessible physical activity and sport offer in place.

In order to motivate and develop people to change their behaviour and to take responsibility for their own health and wellbeing, it is also important that our offer reflects all these needs.



# HOW WE WILL DELIVER A **SUCCESSFUL STRATEGY**

Population level change requires 'whole system' approaches



## Policy

Local laws, rules, regulations, codes



## Physical Environment

Built, natural, transport links



## Organisations and Institutions

Schools, health care, businesses, faith organisations, charities, clubs



## Social Environment

Individual relationships, families, support groups, social networks



## Individual

Individual attitudes, beliefs, knowledge, needs, behaviours





# AND THROUGH...

## Leadership

Active Essex will be accountable for leading the delivery of these strategic priorities, communicating vision and priorities, advocating and positioning the positive impact physic activity and sport has on improving outcomes and changing lives.

## Behaviour Change

Putting this at the heart of our customer focused delivery, using insight and innovation to make a positive impact.

## Collaboration

Connecting, supporting, and coordinating partners at the local level to ensure they play their part in the delivery of the strategy's priorities and goals.

## Insight

Sharing insight and good practice across the network, measuring and reporting on success and lessons learned.

## Locally Owned targets

We will set targets for localities and their contribution to getting and sustaining activity, in order to achieve our shared target of 1 million people active by 2021.

## Promotion

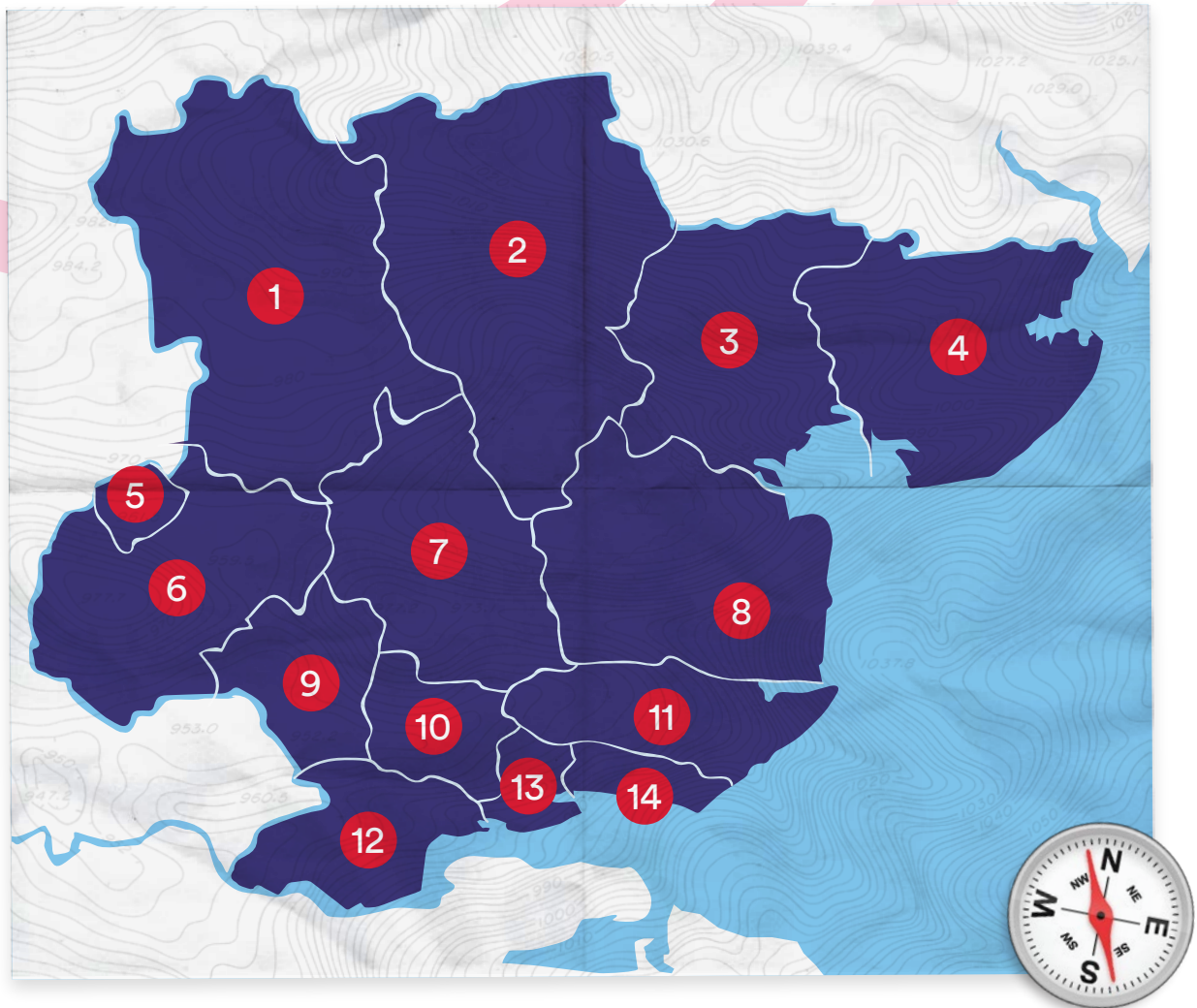
Supporting on multiple levels the promotional output we will focus on landing national campaigns with a county twist, and supporting the 14 local Active Essex Network programmes to drive messages and engagement at partner and community level. Each campaign will demonstrate its impact on our strategic priorities.

## Active Networks

14 Locality based networks, engaged with our on-the-ground partners in the eco-system, working to deliver insight led programmes that align against local need and increase participation.

# GREATER ESSEX

The Active Essex Networks



- |                           |                                       |
|---------------------------|---------------------------------------|
| 1. Uttlesford District    | 8. Maldon District                    |
| 2. Braintree District     | 9. Brentwood District                 |
| 3. Colchester District    | 10. Basildon District                 |
| 4. Tendring District      | 11. Rochford District                 |
| 5. Harlow District        | 12. Thurrock Unitary Authority        |
| 6. Epping Forest District | 13. Castle Point Authority            |
| 7. Chelmsford District    | 14. Southend-on-Sea Unitary Authority |



# EQUALITY STATEMENT

“ It is central to the **Active Essex** ethos that physical activity and sport should be **open and accessible** to everybody. We strongly value diversity and strive to ensure that opportunities are available to all but do recognize that there are inequalities in **participation opportunities** which affect specific sections of our communities.

Equality and the needs of our population are given full regard in all aspects of our work. **Active Essex** will embed equalities into the development of the **annual Delivery Plan** that accompanies this **Strategic Plan**. We are committed to working with our key partners to ensure that actions are in line with good practice so that equality is and remains **an integral part** of all aspects of our work.



“

**Azeem Akhtar**

Together, I believe we can achieve the change in people's lifestyle behaviours which we need to meet our 1 million goal. I hope you will join us on this new journey and work with us to make Greater Essex active for a healthier future.”


**For further information please  
contact a member of our team:**

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