

## What's been happening in Essex?

It's been an exciting six months in Essex!

There are three LDP test areas that have been a particular hive of activity amongst many of our projects are now supporting the wider Essex community and the system change focus that underpins this. Of course, there has been too much going on for us to describe it all, but this section shines the spotlight on different activities that has been progressing over the past 6 months. Two areas that have not been included in this section are gamification and place-based working. These have both been areas of focus of our Realist Evaluation (more on that later!) and are described in more detail on pages 20 and 25.

- Dr William Bird, who has been a specialist health adviser to the LDP and Chair of the LDP Evaluation Group from the beginning in 2018 was appointed the new Chair of Active Essex in August, reinforcing the influence of the LDP on the wider agenda for physical activity and sport in Essex.
- The LDP Quarterly Impact Report for April to June clearly demonstrated significant work and was well received by the LDP Strategic Sponsors Group of system leaders in July.
- LDP investment in health was significant over this period, with investment in two out of the three new ICSs for Essex.
- The LDP impact on system change was clearly demonstrated in a new video where a large number of system leaders spoke about the influence of the LDP on how they will use physical activity to achieve wider outcomes in their organisations and networks (include video link). In addition, the LDP launched the inaugural Essex ABCD Stewardship Circle where 12 system leaders will be mentored by Cormac Russell for 12 months to deepen their understanding and application of ABCD.

## Guiding principles for Active Essex

The Essex LDP has changed the way Active Essex works. It has paved the way for new and innovative thinking for tackling physical inactivity. The LDP approach has developed the

culture and ways of working of the Active Essex Board and team of over 50 staff. The LDP has already influenced scaling up and replication in a number of areas, these include:

- Influencing different systems to use LDP ways of working
- Improving conditions for place-based working
- Influencing new policies and plans
- Influencing training of future leaders
- Influencing the adoption of ABCD
- Scaling up specific programmes beyond the 3 test areas

### Find Your Active

These core approaches of the LDP have been critical in developing areas for change. One area that has been significantly influenced by the LDP learnings is Find Your Active (FYA). Particularly guided by an Asset Based Community Development approach, FYA used learnings from the LDP to create a ground breaking £2 million campaign grounded in behaviour change aiming to get people more active in the ways that suit them.

The campaign was informed by speaking to inactive residents across Essex and designed to tackle their barriers to physical activity. Using these insights the campaign was developed and used multiple activities such as small grants, activity finder, website, community connectors, and supporting workplaces. Materials developed for FYA were embedded with behaviour change techniques and were relatable to target audiences of the campaign. Learnings from deep dives of Find Your Active projects have been used to inform materials to improve the programme overall and embed these across Active Essex more widely.



Key to the success of FYA was embedding the campaign across the system so that a large number of stakeholders, organisations and partners adopted. Working with multiple groups, organisations and individuals allowed for greater impact to residents health and wellbeing, social isolation and strengthened communities.

In May 2022, as a result of Ride London Essex, Active Essex created a strategic partnership with London Marathon Charitable Trust. In year 1 this has provided a £1 million grant to Active Essex and Active Essex foundation to expand the Find Your Active small grants programme, scale up Essex Pedal Power and increase active travel opportunities to schools and communities.

The FYA year 1 report can be found [here](#)

### **Levelling Up**

Active Essex involvement in Levelling up is a tangible example of how the LDP has informed our ways of working. Although the Levelling Up agenda has a broad remit, Active Essex were able to steer Essex County Council's approach and leverage over half a million pounds funding toward physical activity. Learning from the LDP has supported Active Essex position themselves as a key partner in this work. With geographical areas of focus the Levelling Up agenda aligning with the LDP test areas, there is obvious synergy between these pieces of work (explained further in a previous process report [here](#)). As Levelling Up moves towards delivery in further areas such as Braintree and Greenstead, Colchester; Active Essex have a role in shaping their approaches.

### **Cost of Living**

As we face a cost of living crisis in the UK, Active Essex are drawing on our extensive learning from the LDP approach to influence how we respond. We are using our involvement in the Levelling Up agenda to inform and evolve our approaches for Cost of Living. We know from this work that the approach needs to influence different systems to work together on a common goal, influence policy and procedures and develop an approach that is relevant to our communities. Active Essex are supporting Essex County Council and wider partners to draw on these approaches to support those most in need effectively. Cllr Kevin Bentley,

Leader of Essex County Council, included two major LDP initiatives in his cost of living crisis statement in July demonstrating the far reaching impact of the LDP on ways of working.

## Essex Wide

### Cycling initiatives

Cycling is one of the key ways Active Essex supports people to become more active, which is why the LDP is testing and replicating cycling initiatives. In May, RideLondon came to Essex for the



first time, this major event of 20,000 cyclists on 100 miles of closed roads, attracted enormous attention for cycling, and gave the LDP extra momentum to get more people cycling in our most deprived communities. Our cycling work is also influencing the transport and highways system leaders to prioritise deprived areas, including where investment should be targeted for improved cycling infrastructure and active travel. Current cycling initiatives include:

- Essex Pedal Power Clacton/Jaywick
- Essex Pedal Power Colchester
- Essex Pedal Power Harwich/Dovercourt
- Essex Cycle Grants
- Colchester Wheels for All
- Tendring Wheels for All Project
- Basildon Sport 4 Confidence Disability Cycling Hub
- £50,000 towards a new Safer Greener Healthier campaign to promote active travel in low-income communities

There are also further cycling projects in the pipeline. Essex Pedal Power will be expanding significantly over the next year, with new projects starting in Colchester, Harwich and Dovercourt and Basildon all funded by the LDP. In total, LDP has funded £1,485,730 towards Essex Pedal Power initiatives and have leveraged £3,088,324. As such we are supporting two new cycling posts, Cycling Assistant Relationship Manager and Cycling Evaluation Researcher. Both of which will help to increase capacity within our cycling projects to manage and demonstrate the impact.

Within the cycling programme, Active Essex LDP invested in the existing Essex Cycle Grant scheme in March 2022 to ensure deprived areas benefit more from the scheme. The scheme aims to support cycling activities and initiatives across Essex to engage more people in cycling. It is a joint venture between ECC Sustainable Transport Team and the Essex LDP. Since the launch, there have been 26 applications to the fund and organisations have received a total of £115,050 for cycling projects across Essex. Newly funded projects this quarter include Care 4 Calais, Together we Grow, Get Cycling Tendring, SVP Springfield, Sociability, GO4 Café New Town Bike Kitchen.

Essex Pedal Power was used by Sport England to advocate at national level the huge importance and impact of free bike programmes in deprived communities, along with representatives of free bike programmes from Birmingham and Southall in London. This included presenting at three national conferences, and showcasing the impact of free bikes on a day long visit from Chris Boardman who is Commissioner of Active Travel England and Chair of Sport England.

### **Sport and youth crime prevention**

The Active Essex Foundation has increased its work in the sport and youth crime arena over the past 6 months. LDP has funded £144,436 in the Youth Sport and Crime project matched by £310,781 by National Lottery Community Fund which brings together the systems of criminal justice and community sport to prevent youth crime and violence Over the past quarter, with the embedding of crime prevention staff within the AEF, links with the Police, Fire and Crime Commissioner and Violence and Vulnerability Unit have significantly strengthened and have increased the influence of sport and physical activity as a preventative activity for at risk and vulnerable young people. The project was recently showcased by the



National Lottery Community Fund to describe how the project supports young people to maximise their opportunities and how sport can play such an important role. LDP has funded £ 144,436 of the project, with leveraged funding including National Lottery Community Fund (£310,781) and Active Essex Foundation (£48,600).

### **ParkPlay**

ParkPlay is two hours of community play, in a park or public space every Saturday morning. It aims to bring families and communities together through the power



of play for all ages that is tailored to the local area. It is aiming to tackle lack of exercise, isolation, mental health and lack of escape. ParkPlay is really taking off in Essex and there are plans for six in Basildon, four in Colchester, and four in Tendring. To date there has been 585 ParkPlays, 13372 attendances and 2249 unique players.

### **Basildon**

#### **Trust Links**

Trust Links Basildon has launched a new wellbeing programme using gardening and other activities, called Growing Together, to support local residents to improve the green spaces in their neighbourhoods. The project provides community gardening and other activities to adults with mental health complexities and mild learning disabilities. From their new Growing Together Hub in Vange, Trust Links Basildon will provide members with the chance to connect, benefit from horticultural activities, and access wellbeing support from the expert Trust Links team. The LDP has funded £X of the Growing Together project and leveraged funding has come from ECC Strengthening Communities (£60,000), Basildon and Brentwood CCG (£135,000), ECC Better Care Fund (£15,000), Basildon Health and Wellbeing Partnership (£5,000), ECC Contain Outbreak Management Fund (£5,000), Clarion Housing and Clarion Futures (£20,000), Essex County Council Locality Fund (£5,000), National Lottery Community Fund (£180,803).

## Creative Basildon



In September, Creative Basildon was awarded funding through the LDP to lead on a new collaborative approach to build the capacity of the voluntary sector in the build-up to Basildon@75.

This project aims to define what volunteering means in Basildon, who volunteering is for and creating additional opportunities. The aim is to build a stronger, more diverse and dynamic volunteering sector in Essex by strengthening partnerships through cross sector working. Creative Basildon is funded through the LDP (£64,432) and match funding from the Arts Council (£250,000), ACE Creative People and Places (£40,000), and Heritage Lottery Fund (£30,000).

## Find Your Active Festival

Part of the plethora of the activities that have been delivered within our ongoing behaviour change campaign (informed and grounded in LDP ways of working) was, in September, the first Find Your Active Festival - held in Basildon. The festival boasted a range of free activities offered to residents. The day kickstarted with the largest ParkPlay of all time, followed by several 'give it a go' sessions that ran the duration of the day including Bollywood dance, parkour, Abula (a Nigerian ball game), inclusive cycling, archery and a range of games and competitive sports. The day was a success with over 350 residents taking part in the festival. Councillor Jeff Henry, Cabinet Member for Culture, Health, Leisure, Arts, said: "This was really exciting event for residents to have lots of fun and try sports they may not have before".

To support residents to continue being active, 100 items of sporting equipment were gifted to households that had taken part in four or more of the day's activities.

## Recently funded projects in Basildon

Over the past 6 months, a number of new projects have been approved funding through the LDP, these include:



Project	LDP funding	Leveraged funding
Basildon Pool Pod	£31,056.90	£5,000
GP training	£13,780.00	£13,000
Highway to health	£47,268.00	£9,603
Trust Links – Growing together	£105,000.00	£425,803
Sport 4 confidence disability cycling hub	£41,318.00	£44,108
Creative Basildon	£64,432	£290,000
LDP Basildon health post	£30,000	£30,000
	£332,854.90	£817,514.00

## Colchester

### Wheels for all Colchester



Wheels For All Training gives individuals, carers and support staff the confidence to work with adapted cycles for their disabled clients or family member so that all can enjoy the benefits of cycling in a sociable environment.

Colchester Wheels for All's celebrated its 1st Birthday in July. And what a successful first year it has been! There have been over 900 attendances, 12 volunteers recruited and fully trained and four roadshow events. The Colchester Wheels for All programme supported 381 unique participants in year 1 and is aiming to grow substantially to support 750 unique participants next year. The LDP funded Wheels for All £59,980.40, with match funding of £38,802 from



Leonard Cheshire, Colchester Borough Council, Colchester catalyst, Cycling UK and Cycling projects.

Jo Smith and the team have met so many people who have become part of the Wheels for All family. Jo says “To the volunteers, the ones who really make it happen, a huge thank you, we just couldn't have succeeded without your passion and support”.

### Project:ME

Project: ME aims to support young people to strengthen their minds, bodies, confidence, and ability to make great choices for their future. The project is delivering programmes for children and young people in Colchester, delivering a range of courses including physical activity and life skills, delivered in a safe, fun, and supportive way and to facilitate motivational speakers, themed discussions, and wellbeing workshops to maintain personal growth. Project:ME has been funded £40,441.93 through the LDP and secured £40,441.93 in match funding.

### Recently funded projects in Colchester

Projects that have commenced in the past 6 months:

Project	LDP funding	Leveraged funding
Mobile skate park	£13,578.80	£1,000
Project:ME	£40,441.93	£13,771
LDP Comms post	£92,100.00	£45,000
Essex Pedal Power	£501,600.00	£533,000
Street Tag continuation	£58,410.20	£45,500
Active environments and Active travel capacity	£90,000.00	£23,483
	£796,130.93	£661,754.00

## Tendring

### Essex Pedal Power – One year birthday celebration



Essex Pedal Power celebrated its first anniversary in July 2022 in Clacton Clacton and Jaywick. The anniversary was marked with a large community event with live music, family activities, an e-cargo bike area, and a further giveaway

of 25 bikes to eligible applicants. To date, there have been 410 bikes given away out of a total of 1200. Bike giveaways will pause during the winter months and recommence in spring 2023. In July, funding to extend EPP in Clacton/Jaywick was approved to 2025.

We have also received our first data evaluation report of the Clacton/Jaywick Essex Pedal Power (EPP) pilot. This report serves as a baseline as well as beginning to unpick what works and demonstrate the impact that the programme is



having. The report also highlighted some learnings from the past year and recommendations for improvement. This exciting piece of work has already helped to shape EPP in Clacton/Jaywick as well as the new areas of EPP delivery.

### Recently funded projects in Tendring

New projects in Tendring over the past 6 months:

Project	LDP funding	Leveraged funding
Essex Pedal Power – extension of the Clacton/Jaywick operation to 2025	£250,097	£169,225

Essex Pedal Power Harwich/Dovercourt	£250,000	£350,000
Tendrings Wheels for All project	£188,600.00	£427,000
Harwich and Dovercourt Listen and Connect project	£30,502	£30,000
Beat the Street in Clacton and Jaywick	£63,650	£25,000
Street Tag in Walton and Harwich	£21,000	£15,000
LDP comms post	£50,000.00	£25,000
	£853,849	£1,041,225