

# LDP HIGHLIGHTS

18th July 2023

## BASILDON UPDATE

### ESSEX PEDAL POWER ATTENDS NORTHLAND PARKPLAY

Essex Pedal Power joined the Northlands ParkPlay team to give out bikes following some referrals in the local community. The Essex Pedal Power tent was set up near the area used for the ParkPlay activities, which provided a great opportunity to talk to local residents about ParkPlay and the Essex Pedal Power initiative. A total of 7 bikes were presented with several more referrals being made for bikes on the day.

One of the local dads from the group who had applied for a bike to support him with travel to and from work provided some great feedback about the quality of the bike and expressed his gratitude stating that the bike would make travel so much easier for him.



### STREET TAG

We are thrilled to announce the winners of the Street Tag Basildon and Brentwood Alliance leaderboard. This Season's champions are Langdon Hills Medical Centre, who recently acquired Active Practice status, with as many as 2,647,830 points. In second place, Dr A Naeem & Partners, The New Surgery with 1,646,245 points and Deal Tree Health Centre with 1,111,315 points in third place. This season's leaderboard achieved over 12 million steps, 14,556 tags were collected, and they covered 9804.8263 active miles. Congratulations to our winners! Well done to all the participants for pushing themselves to achieve new heights and contributing to the success of this Leaderboard Season.

**We have crowned our winners  
on Basildon & Brentwood  
Alliance Leaderboard.**



1	2	3
 <b>LANGDON HILLS MEDICAL CENTRE</b> 2,647,830 Points	 <b>DR A NAEEM &amp; PARTNERS, THE NEW SURGERY</b> 1,646,245 Points	 <b>DEAL TREE HEALTH CENTRE</b> 1,111,315 Points

Some highlights of the season:

- Over 12 Million steps.
- 14556 tags collected
- 9804.8263 active miles covered



## NHS 75TH ANNIVERSARY PARKRUN

Basildon & Brentwood Alliance helped to support Langdon Medical Centre in applying for their Active Practice status, where they pledge to reduce sedentary behaviour in staff and patients, increase physical activity in staff and patients and be part of an active community.

Congratulations to the Basildon Medical Centre!



## CYCLING UK

Cycling UK have awarded Basildon Council £1,998 through the Big Bike Revival to deliver a series of cycling events this summer. Events will be delivered through The Active Wellbeing Society who deliver Essex Pedal Power Basildon, in partnership with local organisations such as Swan Housing, ATF and the Find Your Active festival. There will be a range of events on offer including led rides, cycle training and learn to fix sessions.

# TENDRING UPDATE

## HARWICH & DOVERCOURT AND WALTON STREET TAG - 15TH JUNE 2022 - APRIL 2023

### 2. Demographics



14 schools in Harwich & Dovercourt, and Walton participated in the school leaderboard.



65% of the participants were from areas with high deprivation (IMD 1-4)



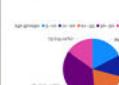
60.75% of the participants were females, while 38.72% were males.



95.83% of the participants were of white ethnic background.



Age Groups

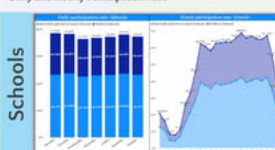


Out of the 496 users who shared their ages, the largest group of participants (36.49%) who used the app during the intervention were between 36 and 50.

### 3. Leaderboard Participation

In Harwich & Dovercourt, 45.68% (302) and 13.76% (94) of the total players who were engaged with the app participated on the schools and community leaderboards respectively, while 29.34% (202) and 10.36% (73) of the total players participated on Walton's schools and community leaderboards respectively. NB: A user switched leaderboard in Harwich & Dovercourt

#### Daily and Hourly Participation Rate



Harwich & Dovercourt participants are most active from Tuesdays to Fridays, with Wednesdays being the peak day. For Walton, Thursdays see the highest engagement, then Tuesdays, and Fridays.

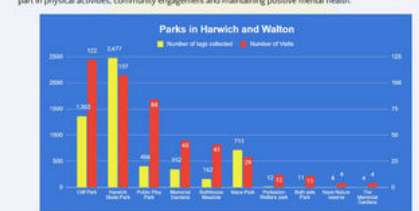
On both leaderboards, activity occurs 24/7, with notable peaks at 8 a.m. during active travel to school and workplace, 1 p.m., 3 p.m., and between 5 p.m. and 8 p.m. during evening exercise.

The Street Tag app sees high user engagement on Mondays, Tuesdays, and Saturdays, particularly on active travel to schools. Activities start as early as 8 a.m. and gradually increase, peaking at 4 p.m. Engagement remains strong during evening exercise, making the app an effective tool for promoting physical activity and healthy habits.



### 6. Participation in Parks and Green Spaces

Virtual tags were placed in parks and areas with green spaces in Harwich and Walton to encourage participatory and physical activities. This created avenues for families to spend more time outdoors taking part in physical activities, community engagement and maintaining positive mental health.



Overall, parks and green spaces in Harwich and Walton were visited 459 times and a total of 5,504 tags were collected across these parks during the contract period. Interestingly, Street Tag participants showed a strong preference for visiting Cliff Park in Harwich (16.6% of visits) and Harwich Skate Park (45% of tags scanned), while Bathhouse Meadow's Park in Walton emerged as the most popular park, with 41 visits and 952 tags scanned.

NB: This chart only covers tags placed in the parks that could be identified using postcodes.



# COLCHESTER UPDATE

## ESSEX PEDAL POWER COLCHESTER ATTEND SNEEICS EXPO2023

On Friday 7th July, Active Essex and Essex Pedal Power Colchester attended the SNEEICS 'Can Do Health and Care' Expo2023 at Wherstead Park in Ipswich. The Expo brought together a huge range of partners from the Suffolk and North East Essex Integrated Care System, to celebrate and share all of the amazing work going on across our system to improve the health and wellbeing of people in our local communities. Hundreds of people attended the event from every part of the ICS and there was a packed agenda of exhibits, workshops, forums, and presentations.

Our stand showcased EPP with Nik Hughes and Alex McNulty from the Colchester EPP team and Ian Duggan from Active Essex answering questions and enquiries throughout the day from lots of interested delegates. As well as our stand, Active Essex hosted a workshop - "Place Based Approaches to Supporting Healthy Communities" - Creating a whole system, place based approach to supporting active and healthy communities: Learning from the Essex Local Delivery Pilot.

John Fox (Tendring District Council) and Michelle Tarbun (Colchester City Council) led the workshop with Hannah Taylor (Active Essex) providing details on evaluation and data analysis of LDP projects, with a focus on Colchester and Tendring as they sit within the SNEEICS footprint.

