

# LDP HIGHLIGHTS

W E 16th February 2024

## UPDATES

### JASON LEADS SHARING OF LDP WAYS OF WORKING IN SOUTHEND

As we ramp up the sharing of our LDP learning in 2024, Jason was invited by the senior management team at Southend-on-Sea City Council to share his thoughts on LDP system working and LDP leadership ways of working. Jason, supported by Kerry McDonald and Lee Monk from Active Essex, presented to over 60 senior managers from the local authority, including their new Chief Executive, Colin Ansell.

In a 60-minute workshop, Jason conveyed the lessons we have learnt from our LDP, in testing how to achieve system change, place-based working, and asset-based community development to tackle high levels of physical inactivity. The group were intrigued by Jason's thought leadership that systems are reluctant to change and that change only happens at the margins. System change often happens when two systems meet at their edges. Delegates enjoyed the analogy of one system (a mountain of management and bureaucracy) meeting at the edge with another system (a meadow of creativity and ideas). See image below.

They also loved the 8 leadership principles from our LDP, with many saying that phrases like 'progress moves at the speed of trust' and 'go where the energy is' really resonated with them.

More LDP share and learn and thought leadership is planned throughout the year. To get involved, please contact Kerry [kerry.mcdonald@activeessex.org](mailto:kerry.mcdonald@activeessex.org)



### CHERYL MEETS JAMIE OLIVER!

Cheryl Lomas, our previous LDP Coordinator in Tendring, and now working on the Essex HAF ActivAte Programme, met last week with the Ministry of Food, headed up by Jamie Oliver. The Ministry of Food brought partners together from all over the country to share best practice in tackling food poverty and creating social impact.

Cheryl shared the story of children not being brave enough to try new healthy foods, and how the Ministry of Food had inspired her to train our HAF clubs in how to tackle this problem. Jamie spoke about the campaign to have free school meals for the 1.7 million children in universal credit households and his support for The Labour Party for every school to have a breakfast club.

# UPDATES

## 3 YEARS OF PARK PLAY CELEBRATION

At this April, ParkPlay turns 3! ParkPlays across the county have thrived and had a substantial and lasting impact in local communities, with thanks to its great PlayLeaders and partners. They take place every weekend in Basildon, Colchester, and Tendring, as well as Harlow and Southend and our LDP has played a vital role in its growth and success.

More information can be found here: <https://park-play.com/parks/east-of-england/>



## ESSEX LEADS THE COUNTRY ON THE DAILY MILE FOR SCHOOLS

New analysis published today shows that every council in the country has a school participating in The Daily Mile. Essex currently has the highest number of settings participating in The Daily Mile (370), followed by Hertfordshire (326) and Kent (296), with Southend having the highest proportion of educational settings for 4–11-year-olds signed up to The Daily Mile (97 per cent).

Evidence has shown The Daily Mile has a positive impact on physical, mental, and social health of children as well as supporting improved focus in class. The Daily Mile provides a practical example of where schools and local council public health teams can work together to help children get active and help improve their wellbeing.

Read more here: [Daily Mile Analysis | LG Inform \(local.gov.uk\)](#)



## NEW SPORTS THINK TANK MANIFESTO

The Sports Think Tank has published The Road to the 2024 Election Manifesto – 100 policy ideas for sport, physical activity and wellbeing. The document presents policy calls, ideas and proposals from 29 physical activity sector organisations, which they would want the UK's political parties to champion in their forthcoming manifestos and first 100 days in office.

The policy calls range from cutting red tape, raising standards and suggestions on how to redirect existing funding to more specific proposals – such as elevating the status of PE within the curriculum, include active environments in planning policies and changing the Highway Code. <https://www.sportsthinktank.com/live-manifesto.html>

sports  
think tank

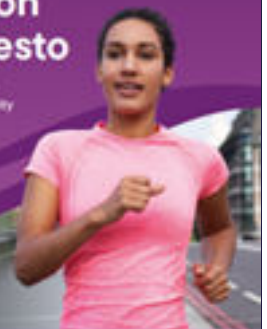
### The Road to the 2024 Election Manifesto

100 policy ideas for  
sport, physical activity  
and wellbeing

20  
24

ARDEN  
STREET GYM

[www.sportsthinktank.com](https://www.sportsthinktank.com)





# BASILDON UPDATE

## FIND YOUR ACTIVE BASILDON OPERATIONAL GROUP

The FYA Basildon Operational Group met on the 8th Feb where we had another packed agenda. We had 2 applications/ requests for investment that were presented; Clarion Housing requesting extension funding for Active Vange, and The Craig Tyler Trust supported by Basildon Council for a new project looking to create health advocacy posts to support the traveller population in Basildon. We also had guest attendee Joanna Amoako - Alliance Delivery Lead, who led a discussion on how FYA Basildon can feed more into the Start Well Domain. Finally in light of Sport England's desire to continue to support the LDP (Place partnerships), we had some positive discussions around what we felt we had done well/ achieved through the LDP so far and what the operational group would like to focus on going forward.

## GAMIFICATION IN BASILDON

On Monday 5th February, a meeting was held to discuss the successes of gamification in Basildon, as we are forecast to hit our 800 millionth step this month! Discussion focused on the future of gamification and how we can work across the system to continue promoting walking, wheeling, scooting, and cycling through digital methods.



## ESSEX PEDAL POWER BASILDON PARTNER FOCUS GROUP

Thanks to Bernardo Russo and Hibah Iqbal who hosted a focus group for partners of the Essex Pedal Power Basildon project on Thursday the 8th February. The focus group was about the impact that Essex Pedal Power has had on participants and local partners so far, and how we can work collaboratively to continue increasing participation in cycling across the borough.



## MOTIVATED MINDS – WALK 4 WELLNESS GROUP SUCCESS STORY

A participant of the Walk 4 Wellness Group, who has been attending for over 2 years, has recently joined the longer walks, which has been a very big achievement for him.

As a result of attending the Walk 4 Wellness group, our member has notably become increasingly sociable and he now comes to the hub every Tuesday and uses the treadmill for 30 minutes with Lolly, our Physical Activator. This participant has now also had the confidence to ask for assistance with going to the gym.

# COLCHESTER UPDATE

## ESSEX PEDAL POWER COLCHESTER GIVE FREE BIKES AND TRAINING TO 50 CHILDREN

Essex Pedal Power Colchester enjoyed one of their busiest weeks to date over the February half term, with just under 50 local children receiving free cycle training and a free bike. Instructors put the children through a range of exciting and fun activities over four days of the school holiday's, culminating in some led confidence rides around the local roads. Children who attended the training received a free bike and were provided with a helmet, lock, pump, and lights.

What makes the project so special is the volunteer workforce behind the scenes. Seven local people have been working hard with project mechanic to assemble each bike in the warehouse in Colchester. We are so proud and grateful of our volunteers, some have started off just helping a couple of hours a week to now spending two days beavering away in the workshop and also coming out into the community to help at Fix It and Giveaway sessions. If you want to volunteer, please contact Sally King at [volunteerEPPColchester@theaws.org](mailto:volunteerEPPColchester@theaws.org).

Over the coming months, the project will also look after the bikes and run workshops for residents to come and learn how to fix their bikes, as well as organise led rides and other cycling activities.

## FREE WAITING WELL TOGETHER GROUP

On Thursday the 25th of January the first Waiting Well Together group was held at the One Colchester Community Hub. Alongside Emily and Leeni, both in LDP-funded roles, and their ICB colleague Sarah, the group had 3 registered participants and 3 volunteers attending. Halfway through the session a fourth participant joined in with the chat and chair-based exercises. They said they had come to the Hub for a different group but decided to join us instead as it looked like we were having more fun. She highly appreciated being shown exercises she can do whilst sitting down as she was not keen on floor-based ones.

In the first three weeks, the participants have heard about Wellbeing Walks, My Weight Matters, and Technology Enabled Care. Every session, some Community 360 employees and participants from the neighbouring group join in with the seated exercises at the end of our sessions.

All participants and volunteers are planning to attend the weekly sessions whenever they can and the organisers have speakers from different organisations booked in until mid-March.

The group will be at the One Colchester Community Hub weekly on Thursdays 10.30-11.30 AM.

For more information, please contact Emily on [information@community360.org.uk](mailto:information@community360.org.uk).



## C360 WALKS FOR WELLBEING

Walks for Wellbeing continue to be a resounding success, providing invaluable support to all participants in achieving good physical and mental wellbeing while offering exceptional opportunities to immerse themselves in nature, engage in exercise, and foster connections with others. In 2024 alone, over 300 individuals have already braved adverse weather conditions, to partake in these walks, with participant numbers steadily on the rise. While the majority of walks are led by Lead Walk Motivator Shawn Leek, the program has welcomed new Walk Motivator volunteers, some of whom now independently lead walks on Thursdays from the One Colchester Community Hub and the Greenstead Community Centre. With a total of 8 walks spread across 6 days of the week, originating from various locations throughout Colchester, their outreach continues to expand, reflecting the growing popularity and impact of the initiative. [shawnleek@community360.org.uk](mailto:shawnleek@community360.org.uk)

## WALKING NETBALL

In addition to Walks for Wellbeing, Community360 has now collaborated with England Netball to create a joint Walking Netball venture. Starting in March, these sessions will take place on a Tuesday morning at the University of Essex's state of the art Sports Arena and is open to anyone to join, with C360 walkers receiving an introductory offer of the first 5 weeks free! The Walking Netball sessions plan to inclusively welcome anyone looking to join in with the fun, laughter and experience that this one-of-a-kind programme creates. [emilywingate@community360.org.uk](mailto:emilywingate@community360.org.uk)



# TENDRING UPDATE

## ESSEX PEDAL POWER RECEIVES A PRIDE OF TENDRING AWARD

Essex Pedal Power Clacton & Jaywick were presented with a Pride of Tendring Award on Friday 16th February 2024! The nomination, received by Cllr Peter Kotz was made thanks to impact the initiative has had on the residents of Tendring such as improvement to fitness and physical health, but also to employability and the local economy. This incredible achievement would not have been possible without the Essex Pedal Power team, amazing volunteers and the welcoming community that has formed. Huge congratulations!



## ESSEX PEDAL POWER HARWICH AND DOVERCOURT

On Mon 19th Feb (half term), 24 people took part in cycle training consisting of learn to ride, cycle confidence and family confidence sessions. All those who took part were able to take away their EPP bikes at the end of the sessions.

Tues 20th Feb we held a family led ride along the seafront to Harwich Arts & Heritage centre for a cycle in movie. Other EPP recipients and local riders from the area are also encouraged to cycle up to the site to enjoy a family friendly movie, in support of Cycling UKs Big Bike Revival winter programme.

On weds 7th Feb, EPP held an event alongside Harwich Haven Authority (HHA) to run a drop in Fix It & Dr Bike session, supporting HHA employees and local residents across Harwich & Dovercourt to learn basic bike skills and enable them to bring in their bikes to get checked/fixed by our mechanic and volunteers.

We have now also given away out 20th adult bike fitted with a child seat, with support from the Essex Cycle Grant.

