

LDP HIGHLIGHTS

W E 19th April 2024

UPDATES

ESSEX LDP TO TRANSITION TO PLACE PARTNERS

Sport England launched the LDP programme in 2017, where they chose 12 places, including Essex, to test system change and place-based working to help tackle physical inactivity and inequalities.

The comprehensive learning from the 12 LDPs is playing a major role in the development of Sport England's new £250 million [Place Partnerships](#) initiative, which will see each LDP recognised as a Place Partner and will also fund 80-100 new Place Partners over the next 5 years. In Essex, this means that each of our three test areas in Basildon, Colchester, and Tendring will transition to become a 'Place Partner' and will apply for 'deepening' funding from Sport England this year, to sustain the most impactful elements until 2028.

Sport England chose three new Place Partners for Essex at the end of 2023, which are Castle Point, Harlow, and Thurrock, and each of these made submissions for Sport England funding this month to undertake an intensive development phase. The transition from LDP to Place Partners will take place during 2024.

Contact Kerry for further information:
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ESSEX PEDAL POWER LATEST



Essex Pedal Power now operates in 5 places, providing a total of just under 4,000 new bikes to eligible adults and children. The 5 places are Clacton/Jaywick, Harwich/Dovercourt, Colchester, Basildon, and Canvey Island.

In Clacton and Jaywick, they recently gave out their 1,000th bike, which is an incredible milestone. Julian and Kerry visited Raleigh HQ in Nottingham, our outstanding partner and supplier of all of our Essex Pedal Power bikes. Chris Harby and Natasha Thornley were excellent hosts, showing Julian and Kerry around all of the Raleigh operations, and arranging a meeting with the Raleigh CEO. Contact Kerry for further information:
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SPORT ENGLAND UPDATE

Read the latest Sport England updates [here](#).



BASILDON

ESSEX PEDAL POWER SHARE AND LEARN EVENT

MSEFT, TAWS and Basildon Council hosted a 'share and learn' event at Basildon Hospital on the successes of Essex Pedal Power. Staff who have received a bike are reporting being more active, increased their life satisfaction and have reduced their weekly car journeys by 50%. The programme has received additional funding to deliver more bikes to hospital staff and conversation focused on how the programme can better support employees across the health system.



PARKPLAY'S 3RD BIRTHDAY

Last week we helped celebrate the third birthday of ParkPlay at two events. The first being birthday celebrations at Vange ParkPlay (the first to launch nationally back in April 2021). We were joined by Deputy Mayor of Basildon Yetunde Adeshile and other FYA Basildon Steering group members including chief executive of Basildon Council Scott Logan. Together we reflected on the impact that ParkPlay has made in Basildon and across the country. The sun was shining and it was great to see so many people come together to celebrate the occasion.

We also joined national partners at a London event at Decathlon HQ where we saw and heard the overall impact that ParkPlay has had, and the inspiring individual stories of improved health, wellbeing and connection from the ParkPlay community.



CONDITION FOR PLACE-BASED WORKING LEARNING SERIES

As part of the NELP Conditions for place-based working learning series, Grant Taylor and Tom Oliver presented on the leadership structure of the Find Your Active Basildon partnership and how aligning system partners to a shared purpose is helping facilitate inclusive decision making and tackling inequalities around physical activity.

**FIND
YOUR
ACTIVE**

BASILDON

Led by Basildon Council

Leverage spend ratio of
£1:£3

Third iteration of
partnership structure



ESSEX PEDAL POWER SECURES FUNDING FOR ADDITIONAL BIKES

On the 12th March, the LDP awarded a further £23,716, to be matched by £10,000 funding from PHAB, £5,000 funding from MSE Charities and £5,000 funding from the MSE Sustainability Team to provide additional bikes for members of staff at Basildon Hospital. So far 125 bikes have been given to hospital staff, seeing a 50% reduction in car journeys, decreasing physical inactivity and a drop in feelings of anxiety.

THE BASILDON AND BRENTWOOD ACTIVE PRACTICE NETWORK PAGE IS NOW LIVE!

The Basildon and Brentwood Active Practice Network page is now live. If you would like to receive the newsletters alongside the practices, please feel free to subscribe here: [Basildon and Brentwood Active Practice Network | MSE Virtual Views \(ics.nhs.uk\)](#)

COLCHESTER

WORKSHOP TO EXPLORE SHARED HEALTH AND ENVIRONMENTAL MESSAGES

Aaron Ashwood, Aimee Moore, Winnie Leung and Andy Fagan met with stakeholders and colleagues from Essex County Council and Colchester City Council on 7th March at the Town Hall for a workshop organised by the Transport and Sustainability department.

The purpose of the meeting was to explore shared health and environmental messages for local residents and businesses, discuss ways to involve them in various aspects of active travel, sustainability, physical activity, health and wellbeing, and maximize opportunities to support each other's efforts. It provided an excellent opportunity to connect with teams across both Colchester City and Essex County Councils to better align programs of work with shared goals, particularly since many activities deliver both health and environmental benefits.

During the meeting, we brainstormed clear shared messaging and promoted a more consistent use of keywords to enhance health, wellbeing, and happiness, as well as address the climate emergency. Additionally, we delved into understanding what motivates people to travel actively and adopting consistent, effective messaging that leads to behaviour change. We also discussed the importance of community 'buy-in' for our initiatives and how to ensure that they perceive the benefits aimed at them.

ESSEX PEDAL POWER CLCHESTER SHORTLISTED AT LGC AWARDS 2024

Essex Pedal Power Colchester has been shortlisted in the Public Health category at the Local Government Chronicle (LGC) Awards 2024! The awards are the biggest celebration of excellence in local government, and are run by the Local Government Chronicle, which since 1856 has been the independent voice at the heart of local government. Essex Pedal Power representatives completed a presentation and interview with a specific judging panel of senior and influential figures within local government earlier this week. Winners will announced at an awards ceremony in London on 12th June.

Find out more about LGC Awards – Public Health category at [LGC Awards 2024 - Public Health 2024 \(lgcplus.com\)](#)

ESSEX PEDAL POWER COLCHESTER FOCUS GROUP

Excitement filled the air at the Greenstead Community Centre on 8th April as Essex Pedal Power Colchester hosted an engaging focus group event. With ten enthusiastic EPP bike recipients in attendance, the room buzzed with energy as they eagerly shared their experiences and insights from receiving their bikes.

The focus group was held in collaboration with our esteemed evaluation partner, Volterra, who spearheaded a comprehensive study of free bike projects, including Essex Pedal Power. It provided a vibrant platform for participants to express their enthusiasm and highlight the myriad benefits they've enjoyed since becoming part of the Essex Pedal Power community. The event was a testament to the passion and dedication of all involved in driving positive change through cycling. Additionally, it provided a valuable method for gathering qualitative data and comprehensively understanding the impact of the project.



TENDRING

A TRIUMPHANT RETURN OF BEAT THE STREET HARWICH AND DOVERCOURT

Beat the Street returned to Harwich and Dovercourt for a six-week game in March and April, which was managed by CVS Tendring in partnership with Intelligent Health and Active Essex. <https://www.cvstendring.org.uk/whats-on/beat-the-street/> It was the first ever Beat the Street to surpass its target, initially with a target of 2,000 players out of a population of 20,000, there were over 2,500 players on day 1. This rose to an incredible 4,748 players by the final week, which means that 25% of the population were playing Beat the Street and were active for an amazing 126,214 miles. Beat the Street was funded by the LDP as well as a County Council Public Health grant.

William Bird, CEO of Intelligent Health said;

“Wow what an amazing start you have delivered. In 10 years we have never hit the target on the morning of day 1! You have done some incredible community work and with the activities, relationships and data we collect it will be a great springboard to strengthen and energise the community of Harwich and Dovercourt.”

ESSEX PEDAL POWER HARWICH & DOVERCOURT

Starr Brothers recently joined EPP Harwich & Dovercourt to film a short video for the project promoting EPP H&D, they filmed volunteers and bike recipients (adults and children) enjoyed a led ride along the coastal path and many stepped forward to be interviewed for the video.

27 children took part in cycle training, and 25 of those children have now taken away their bikes. cycle training included learn to ride as well as bikeability level 1 and 2 which builds confidence and road safety.



ESSEX PEDAL POWER HARWICH & DOVERCOURT

This month, the core team and volunteers held several led rides in support of Beat The Street; a free, fun walking, running and cycling game which gets families and individuals out and about exploring in their local area, having fun and keeping healthy. All players must tap Beat Boxes to gain points for their team. EPP Harwich & Dovercourt set up their own team made up of volunteers, recipients, and the team. Each led ride explored the local cycle routes across the area and included a minimum of 10 beat boxes. The led rides brought residents together, built friendships and gave many the confidence they need to enjoy cycling on the local cycle paths and roads.

Over 400 bikes now given away! Inclusive of over 20 child seats fitted to EPP bikes! – EPP H&D are the first cycle project within TAWS & EPP to pilot the child seats on bikes and it is proving to be a great success, with 22 families now able to cycle together with their little ones.

