



FIND
YOUR
ACTIVE

CASTLE POINT

Welcome to Castle Point



TODAY'S AGENDA

9.30	Arrival
10	Welcome
10.25	Ice Breaker
10.40	Asset mapping exercise
11.15	Refreshment break
11.30	Take a deep dive into the development phase
12.00	Collaborating and connecting
12.25	Next steps, and close



WHAT DO WE WANT TO ACHIEVE FROM TODAY?

Outcomes:

- ▶ Update everyone on the latest developments including funding request to Sport England for a discovery and development phase in Castle Point
- ▶ Ensure everyone has a clear understanding of the Sport England Place Partnership opportunity in Castle Point
- ▶ Ensure the views and ideas of everyone at the workshop are heard and shape the future plans
- ▶ Enable networking so that everyone can connect with both existing and new people to share information and ideas



Place Expansion Commitment



£250m over next 5 years to expand our place-based partnerships to ***80-100 additional places*** via the network of people in our ***existing LDPs and Active Partnerships*** alongside a universal offer that all places can benefit from and deepening in the existing pilot areas.

To deliver impact against:

- **Decreasing Inactivity**
- **Tackling Inequality**
- **Providing positive experiences for children and young people**
- **Increasing Activity**

How does the investment breakdown?

Investment	Description	Amount
Deepening	Primarily revenue invested to support deepening work and move to "place partnerships"	£35m
Universal	Place-based components of a universal offer and a common approach to measurement and evaluation across the whole of our place work	£25m
Expansion	Lottery revenue and capital mix invested directly into up to 100 places through the relevant mechanism over 5 years.	£190m

CASTLE POINT PLACE PARTNERSHIP GOVERNANCE STRUCTURE

Open to all who have an interest in the Sport England Place Partnership

System Lead Working Group
Local Organisations
Community groups

This group will be where the investment will go, and be driven through



This group will focus on existing operations, routine or a piece of work within the place partnership project

Castle Point Council

CEO, System Directors and Assistant Director

Essex County Council

SRO CP; Localities lead

Active Essex

Senior Leadership team and Castle Point place team

A group of key project stakeholders and subject matter experts who work together to achieve common goals and deliverables. They will enable the Place Partnership project to progress.

Castle Point CaVS
CEO

Sport England

Place Strategic Leads

CPR School Sports Partnership
Manager



to help more people to be physically active by breaking down the barriers that get in the way

They will support the Place Partnership with data and evaluation and project management/ financial administration.

South East Essex Health Alliance
Alliance Director/Assistant Director

CASTLE POINT PLACE PARTNERSHIP JOURNEY MARCH - JULY 2024

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Management Capacity

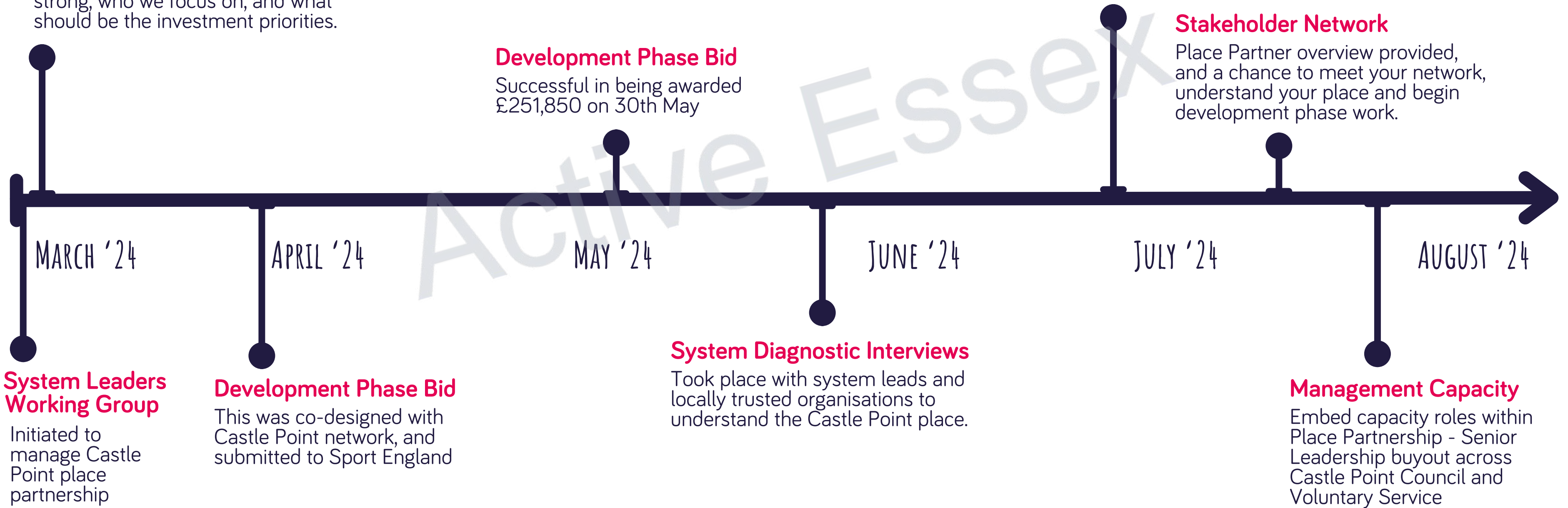
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Accessible + Affordable activities

Growing Volunteering

opportunities for young people

Allow more of the community access to swimming pools without cost being a barrier

More free Sports offered for Deprived

giving young people more goals and opportunities in Castle Point to learn new skills

The opportunity to help instill healthy behaviours from early age - making being active normal

Building Healthy and Sustainable places is key to a healthy Castle Point.

OPPORTUNITIES FOR ALL AGE APPROACH

Keeping children Active

opportunities for families

Bringing families / Communities together

more people resource as never enough to do what's needed

Movement supporting Mental Health

Socialising with others Supporting well being

PEOPLE OF ALL AGES ENGAGED IN ACTIVITIES

Getting girls and women active and taking part in sport

OPPORTUNITY TO REACH PEOPLE WHO AREN'T JOINERS IN A DIFFERENT WAY + FOR THEM TO FEEL INCLUDED

Increasing the opportunities in the local area for both adults and children

Promoting Active Travel.

real nce

Test new approaches to work with CYP / families

Helping to reduce social isolation for parents & families

Healthy Streets- get more people walking to school

Support with pathway programmes - Women & Girls - Disability

leveraging technology to incentivise people to be active

DEVELOPMENT NETWORK

GOOD IDEA
TO
Look AT THE
more
PERSONAL ACTIVITIES
THAT CA PEOPLE
ACTIVE

These links
Reveal that the
definition is not
just formal issues,
but includes people being
active through gardening,
walking

IS NOT ALL
ABOUT
ORGANISED
SPORTS. THIS
WILL BENEFIT
EVERYONE

Language
change
Perceptions
of what
active means

A word cloud of partnership-related terms on a dark blue background with a large, faint 'V' graphic. The terms are arranged in various sizes and orientations, mostly in shades of pink and white. The words include:

- Collaborative Working
- Multi-Agency working
- Work together to improve health & wellbeing
- A shared vision!
- The opportunity to work with partners to achieve local goals
- Partnership Working Building Relationships
- Working in Partnership
- Sharing resources that we are ALL short on.
- Trust Link - Partnership opportunities to make the most of the development of the Gurney this year!
- Different organisations working together in different ways to achieve a common goal.
- COLLABORATION - Working more with system partners. End silo working.
- POTENTIAL F PARTNERSHIP WORKING ACROSS ALL SECTORS
- Improved collaboration across organisations
- EXCITED BY THE SYSTEM WIDE APPROACH
- Partners working together to achieve the same common goal. And encouraging new roles / organisations to work with us will be an added as they know the local needs.
- Being part of a Bigger Picture, looking at our contribution to provide a better start in life for babies / young children
- Joined up working

With the development
of a Place Based Local
Plan: A Place Based
activity happens in
existing and
encouraging

Long
term
funding !

Longer
term
funding

Long
Term
impact

LONGER
TERM
INVESTMENT

Great to see
Local Investment
in
sport

Long Term
rather
than short

Long
Term

Sowing a
seed That
becomes
embedded

Support
Capacity
building
- long term

Long term
not just
quick fix

Fruit Links
Longer term revenue
funding opportunities,
to enable us to employ
people to help those
that are inactive
active .

frsh
funding
coming into
the area

funding
opportunities
to have now
existing
things.

leveraging technology to incentivize people to be active

DEVELOPING NETWORKS

NETWORKING

CONNECTING WITH PEOPLE AND SUPPORT NETWORKING (MAY 19 - 10 22)

Networking

Connections through networking

Opportunities through networking with others

Revitalised enthusiasm

Fantastic Community Spirit

community feel

Passion

FLEXIBILITY.

Using assets we know, already work

Bring Organisations and communities together

It's relevant to the locality

Celebrating our communities

good work already happening

Leveraging current strengths enhancing current weaknesses

Using the resources we have better and to a wider audience

Build on existing education / school partners and working up to school

Community engagement for Sports & local Community

MAXIMISING ASSETS

Finding Community assets

Soft Launch - Getting Service users involved

Listening and validating the voluntary Sector's experiences

Holding a discovery day to find what's strong and not wrong.

Opportunities to build on what already happening.

Bottom up approach

community focused & informed approach

GOOD IDEA TO START WITH THE COMMUNITY & WANT THEY WANT

What challenges do you see with delivering the Place Partnerships expansion opportunity?



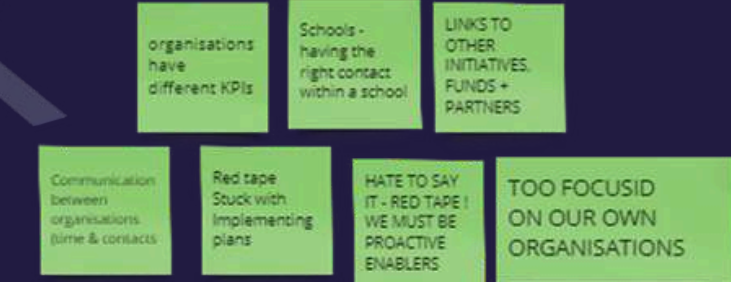
Using funding wisely and sustainably



Time, capacity and competing priorities



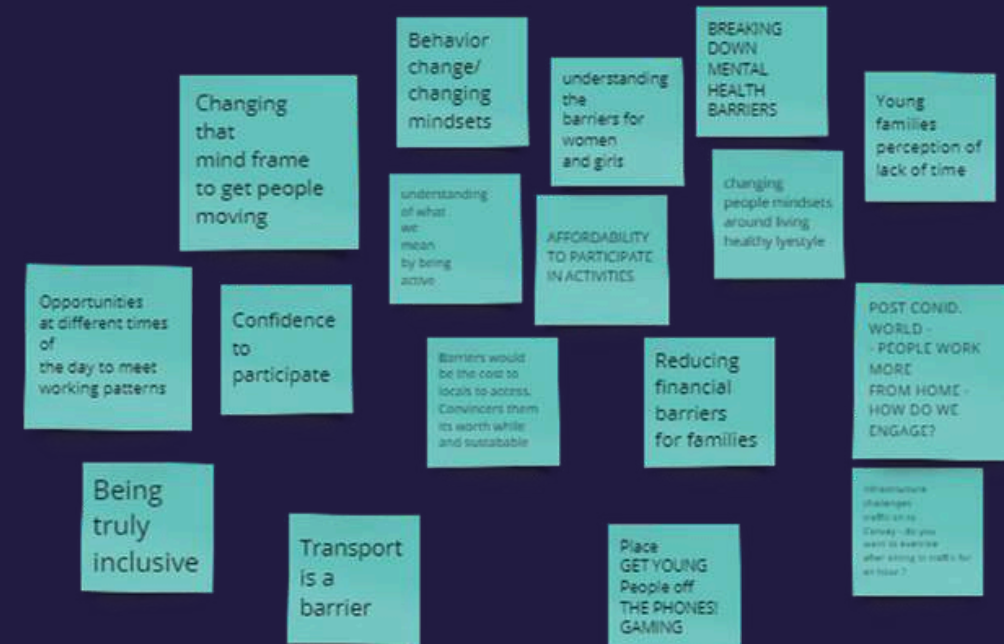
Organisations working together



Engaging the community, particularly those who are inactive



Understanding and breaking down barriers



Local politics



What is already strong and going well to enable local people to be active?



Green/blue spaces



Families, Children and Young People



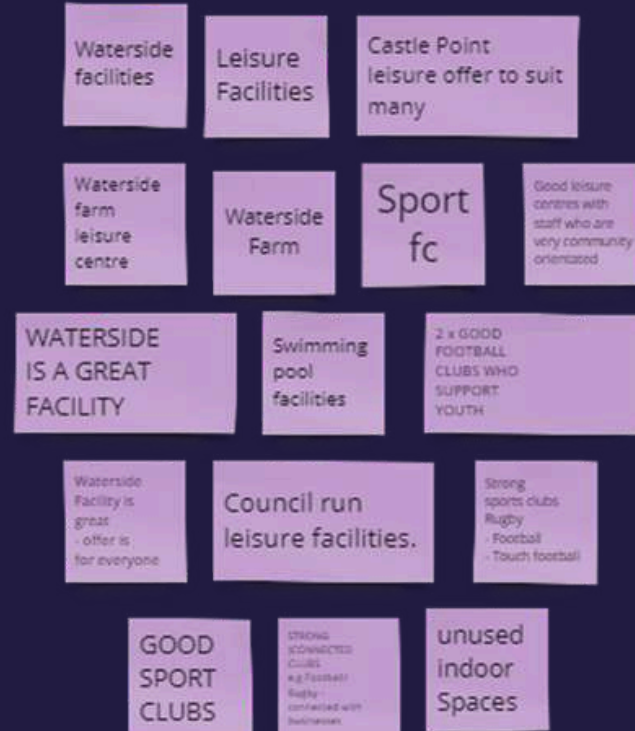
Local Assets



Passion and enthusiasm



Sport & Leisure facilities



Existing partnership working



Existing Community Groups / Activities



Strong CVS and volunteers



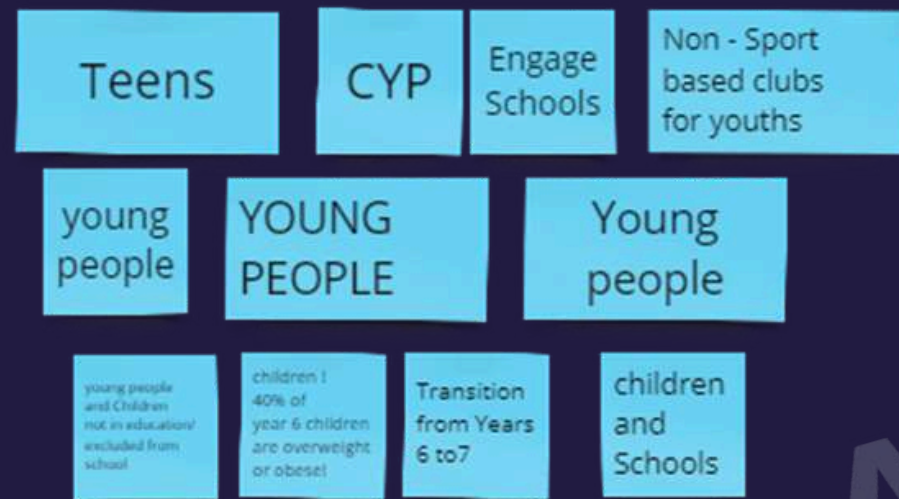
SEND



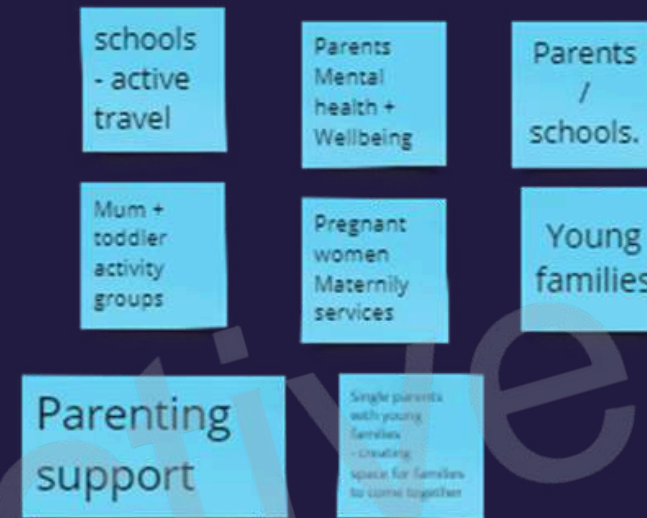
Stats can only tell you so much, so who should we focus on?



Children & Young people



Families/Parents



Low income / Areas of deprivation



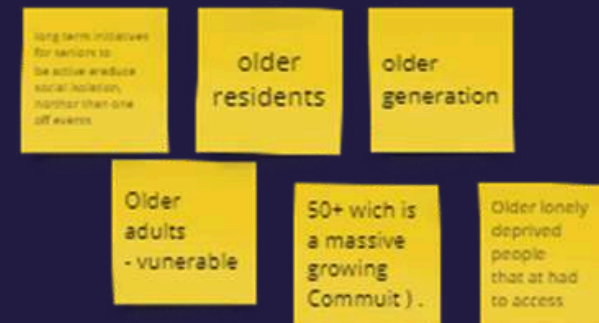
People with disabilities and LTHCs (inc SEND)



Mental Health



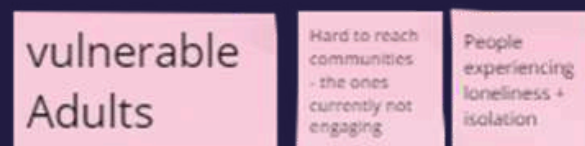
Older people



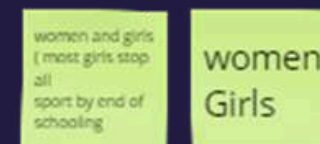
Minority groups



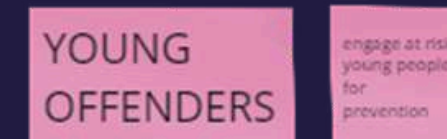
Isolated / Hard to reach



Women & Girls



Youth Crime Prevention



What should be the priorities for future investment?



Existing community assets



Training / Capacity building



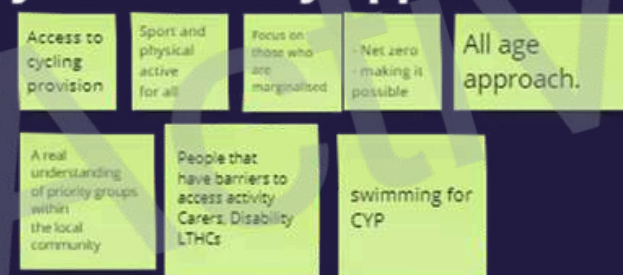
Safe Spaces



Community engagement



More accessible and inclusive physical activity opportunities



Active Environments



Collaboration / Cross-system working



Improving transport



Improving facilities



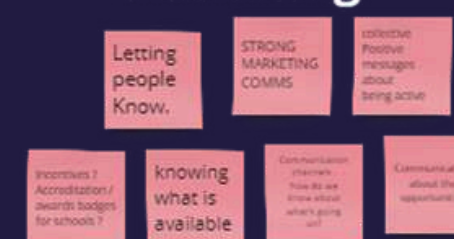
Culture Change



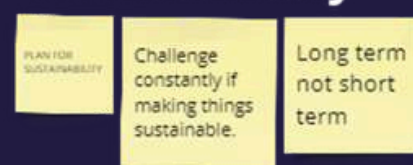
Low cost options



Communication & Marketing



Sustainability



Geographical areas



Work with schools



Technology



CASTLE POINT PLACE PARTNERSHIP JOURNEY MARCH - JULY 2024

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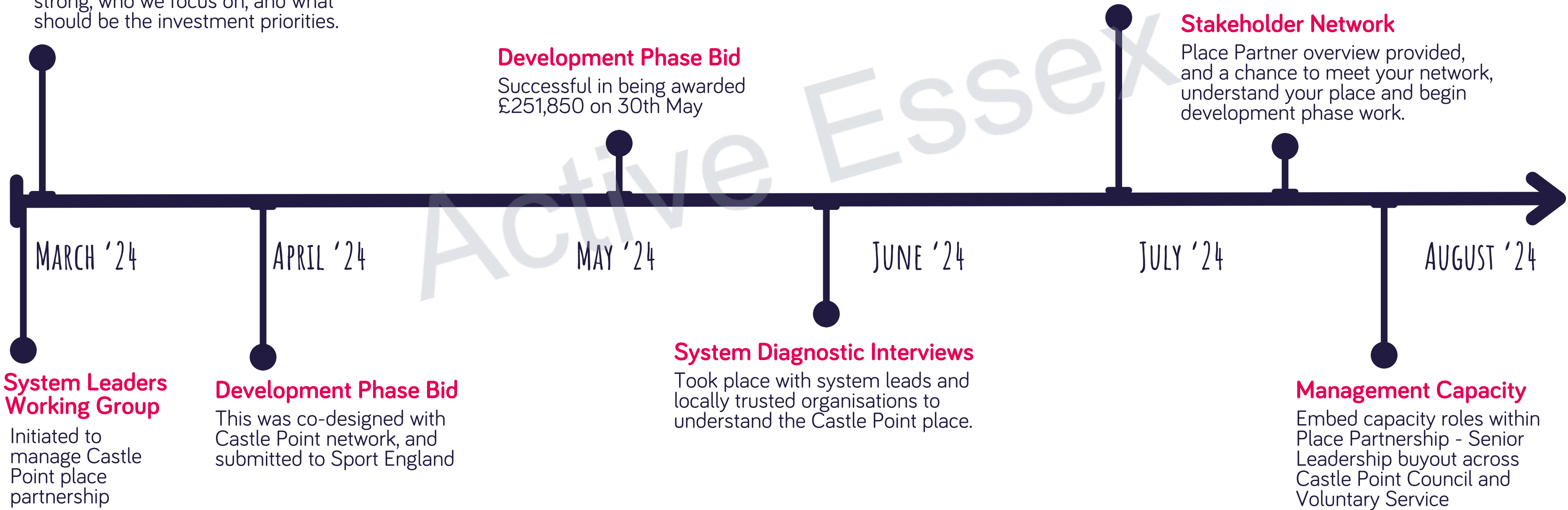
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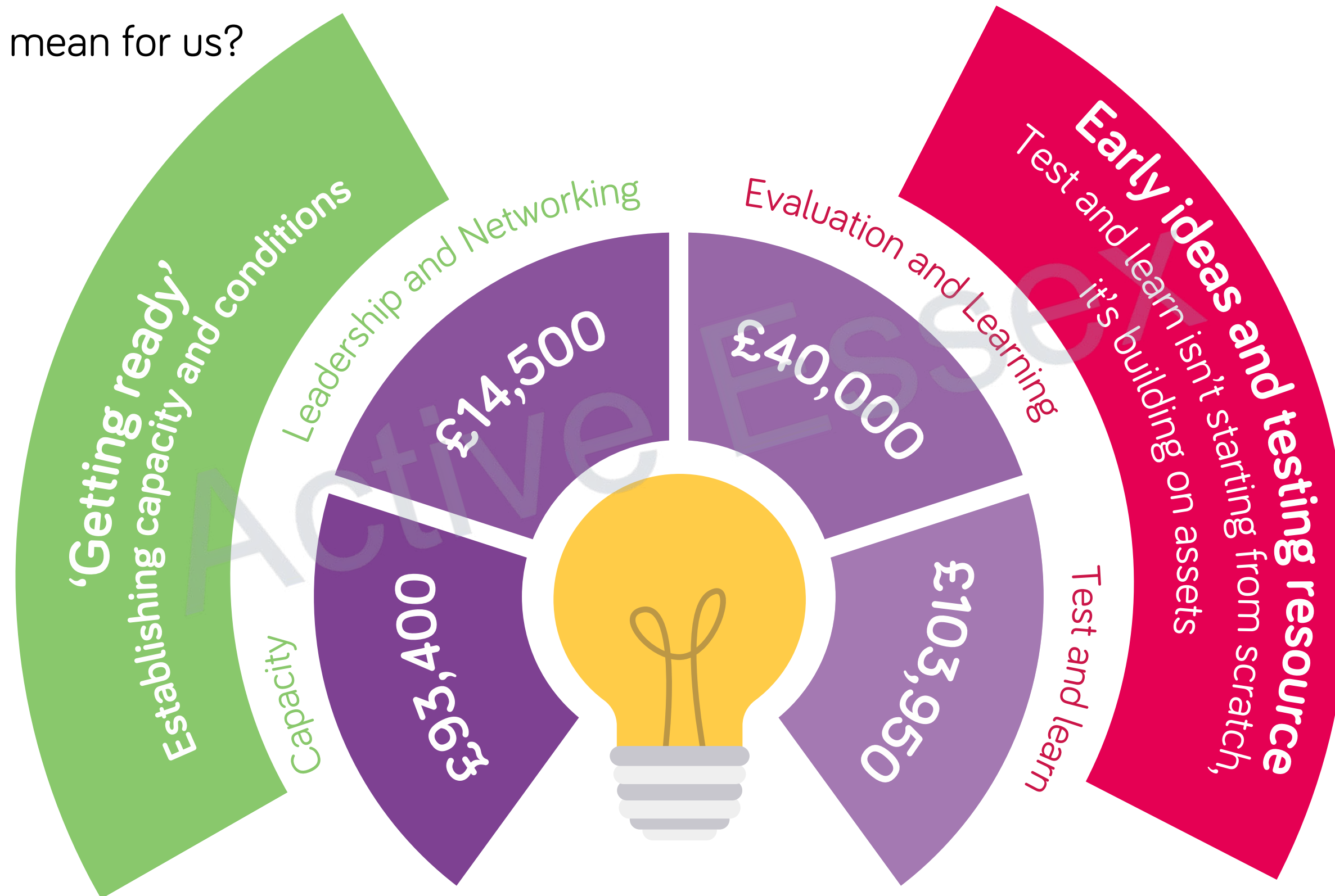
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£251,850 TOTAL INVESTMENT

What does that mean for us?



This isn't a closed shop, there are plenty of opportunities. Future funding is about unlocking further opportunities to test ideas.

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MARCH '24

APRIL '24

MAY '24

JUNE '24

JULY '24

AUGUST '24

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NETWORKING IN OUR PLACE

Ice breaker -

- 1) To get to know each other
- 2) Identify the place
- 3) Identify if there is a common connection



ASSET MAPPING EXERCISE

Places and Spaces

Map Physical Assets in
Castle Point for
Physical Activity

People

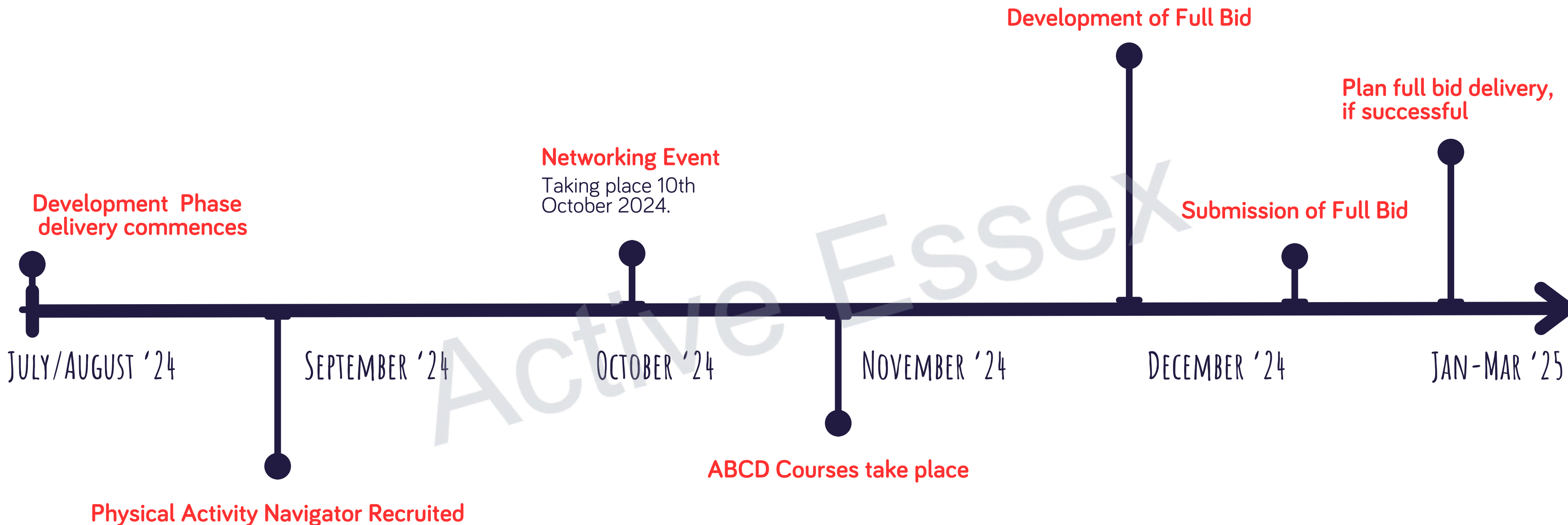
Who could be the
community assets?
Leaders/Groups
in Castle Point

Opportunity

Where are there
opportunities to maximise
what is already available
in Castle Point

**TAKE A
BREAK**

CASTLE POINT PLACE PARTNERSHIP JOURNEY AUGUST - MARCH 2025

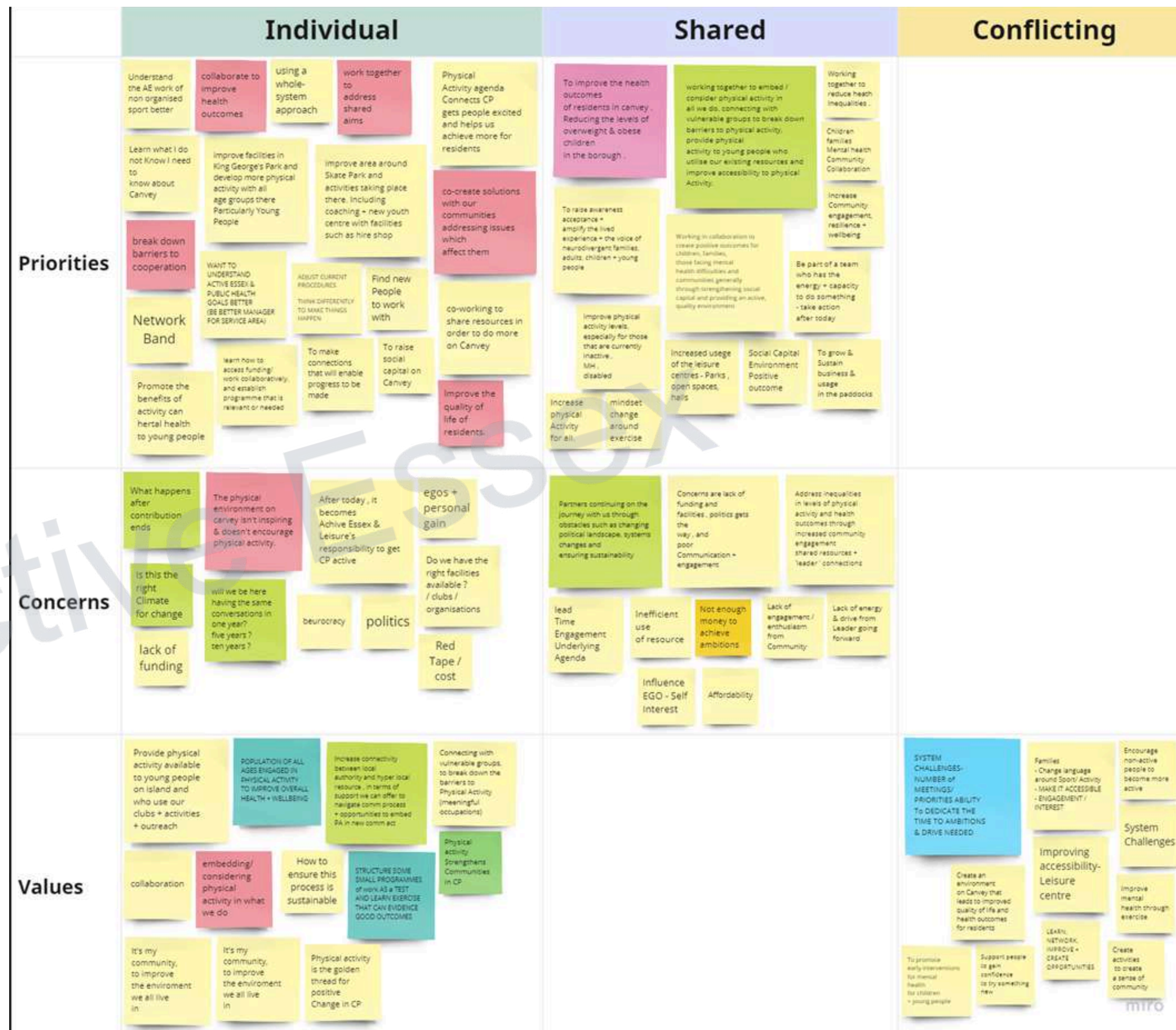


Insight and Evaluation

Capacity to coordinate and develop insight and evaluation to help populate the system maturity matrix, to include: Mapping barriers, establishing enablers/assets, networking. Active Essex will co-develop a theory of change and learning framework to understand NELP conceptual framework model and Essex Explanatory Framework. Active Essex Insight and Evaluation will on-board local organisations to 'Moving Communities Place Platform', create process learning reports and evaluate test and learns.

SHARED PURPOSE

“Working in collaboration to create positive outcomes for children, families, those facing mental health difficulties and communities generally through strengthening social capital and providing an active, quality environment”



NETWORKING - CASTLE POINT SHARED PURPOSE

- Talk to five different organisations
- Find out their priorities and share your own
- What do we have in common?
- Where can we collaborate?
- What could our shared purpose be?

FIND YOUR ACTIVE CASTLE POINT

Name

LET'S CONNECT

What do we have in common?
Where can we collaborate?
What could our shared purpose be?

My organisation.....	Their organisation.....
My organisation.....	Their organisation.....
My organisation.....	Their organisation.....
My organisation.....	Their organisation.....
My organisation.....	Their organisation.....

KEEP CONNECTED



Stay informed by visiting our dedicated page on the website for the latest updates.



follow up with the contacts you've made and extend the support you offered during the Castle Point shared purpose.



Continue to consider, 'What we can do together to influence the system?'



Stay tuned for announcements on forthcoming networking events and ABCD courses. Further details will be provided soon.



THANK YOU...