

**Good
MORNING**

AGENDA



9:30

Arrival

Refreshments provided and time to network

10

Welcome and setting the scene

10:05

Icebreaker

10:15

What is Place Partnership Expansion

What have we learnt from the Local Delivery Pilot

10:45

Table exercise #1

In groups, discuss the Place Expansion opportunity and any challenges you foresee

11:15

Break

Take this time as an opportunity to network

11:35

Table exercise #2

In groups, identify what is already working in your area, target audience and priorities

12:05

Workshop reflection

In pairs, discuss what you will take away from the workshop

12:20

Final words

12:30

Close

Juliette Raison Active Essex

Juliette Raison, Active Essex

Jason Fergus, Active Essex

Juliette Raison, Active Essex

Juliette Raison, Active Essex

Juliette Raison, Active Essex

Juliette Raison, Active Essex
Jason Fergus, Active Essex

Uniting the Movement

Expanding Place Partnerships

Expanding Place Partnerships



Our Uniting the Movement strategy has made a bold commitment to work
in **areas of greatest need to tackle**
inactivity levels and the associated
inequalities that compound stubborn trends.



**Over six in 10 adults
(29.1 million) achieved
150+ minutes of
activity a week*.**

25.8%
(11.9m)

Inactive

Less than an
average of

30

minutes a week

11.1%
(5.1m)

Fairly active

An average
of

30-149

minutes a week

63.1%
(29.1m)

Active

An average
of

150+

minutes a week

*Do 150 minutes, or more, of moderate intensity physical activity a week
Source: Active Lives Adults Survey Report 2021/22

Levels of activity 2022-23

Less active

Less than an average of 30 minutes a day

30.2%

30.2% of children and young people (2.2m) do less than an average of 30 minutes a day

Fairly active

An average of 30-59 minutes a day

22.8%

22.8% (1.7m) are fairly active but don't reach an average of 60 minutes a day

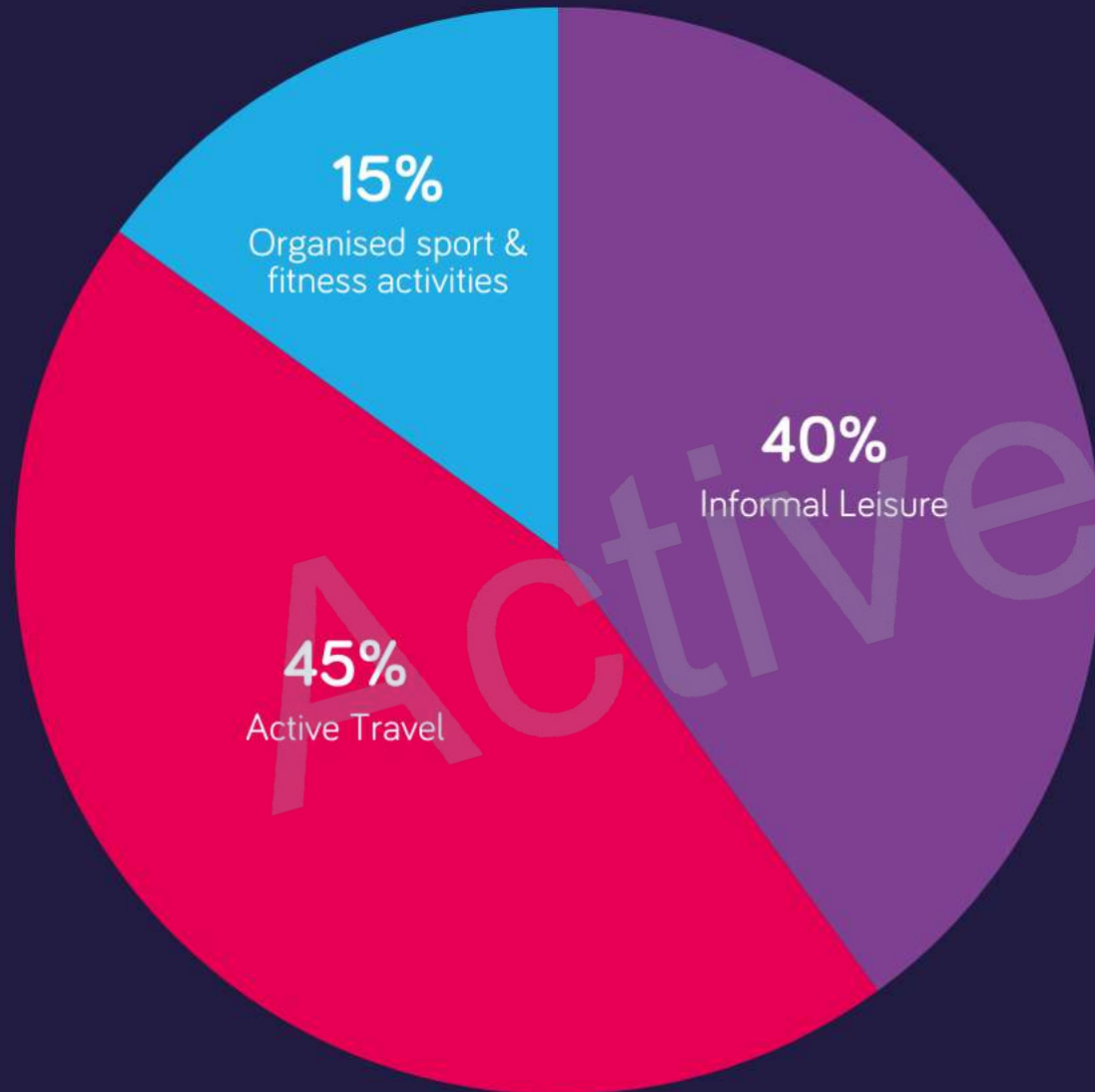
Active

An average of 60+ minutes a day

47.0%

47.0% (3.5m) do an average of 60 minutes or more a day

How are people physically active in the UK?



**Opportunities to
be more active**

Source: Intelligent Health

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

**What do we mean by
place-based work?**

Local Delivery Pilots

- In 2017, we invited communities from all over England to test a new way of working with us by becoming one of 12 'local delivery pilots'
- The main learnings of the 12 LDPs has shaped Place Partnerships expansion

Our 12 local pilots

At the end of the process, we had 12 local pilots:

- | | |
|----------------------------|------------------------|
| 1. Southall | 7. Withernsea |
| 2. Greater Manchester | 8. Bradford |
| 3. Calderdale | 9. Essex |
| 4. Birmingham and Solihull | 10. South Tees |
| 5. Exeter and Cranbrook | 11. Hackney |
| 6. Doncaster | 12. Pennine Lancashire |



HEALTH & SOCIAL CARE

PCN Social prescribing link workers
Ageing Well practitioners
Adult social care Long Term Support community team
Community mental health & wellbeing workers
Better living team

Integrated and embedded physical activity promotion processes and practices
All trained in moving medicine active conversations

VOLUNTARY & COMMUNITY ORGANISATIONS/SERVICES

Family support service - Embedded physical activity promotion into what they do
Dads R Us – informal dads group using physical activity as part of what they do
Holy Trinity church – hosting activities and opportunities
Staying Well community programme – promoting PA. trained in active conversations. PA outcome measure for the programme

BUILT ENVIRONMENT

MUGA on school site, opened to the community, activities co-designed with the community

PARKS & GREEN SPACES

Areas of **green space un-maintained** for 5 years, **cut, improved and made useable** to the community

Active Park improvement plan being co-designed with the community

WALKING & CYCLING INFRASTRUCTURE

- Active Travel neighbourhood**
 - Co-designed with the community and being delivered

School street delivered

✓ **Services/organisations re-designed**

✓ **Community assets - working collaboratively**



✓ **Co-designed**

✓ **Community assets playing their part - individually**

✓ **Promoted by organisations and services**

WORKPLACES

North Halifax Partnership – community anchor organisation: PA integrated as part of their culture
Ash Green Children's centre – staff activities and challenges
Adult social care – staff activities and challenges

EDUCATIONAL SETTINGS

Ash Green Primary school
Active school – multiple interventions adopted and implemented
Ash green children's centre – developing walking trails for families

SPORT/LEISURE/PA OPPORTUNITIES

Buggy for fitness walks and activities – codesigned with families through children's centres
Positive impact sport healthy holidays
Mixy Marchers:
Social netball sessions established
Walking group set up



Women Like Us Festival



Essex ActivAte Club - Thurrock



Alt Movement



Thurrock Skate Jam



Coaching Champions

An introduction from Active Essex

WHY IS ACTIVE ESSEX COMMITTED TO PLACE-BASED WORKING?

A common purpose amongst all the stakeholders that is tailored to the specific needs, barriers, enablers and aspirations of the local place.

Place-based working is **committed to the long term and sustainability – avoiding short term fixes**

Bottom up-

Avoiding mistakes of previous top-down approaches to 'fix' communities.

Collaboration between local residents, local voluntary and community organisations, local businesses, and the many organisations and networks in the public sector.

Trusting relationships between all key stakeholders in the place.

Asset-Based Community Development (ABCD) is at the heart of good place-based working, focusing mainly on what is strong, rather than a traditional deficit-based approach which focuses on what is wrong.

Place-based working understands the **unique local conditions and local needs** as well as the main barriers and enablers

Place-based working is much more efficient because resources are shared, priorities are clear and agreed, the capacity of local residents is optimised, and everyone is working towards the same long-term vision for the place.

A commitment to **equality and fairness** between all the stakeholders in the place, including decision making and allocation of resources.



2 Place-based working

Active Essex current definition of place-based working

To create healthier, more cohesive, more physically active communities focusing on places with greatest need.

- **Changing the way partners worked together**
through place-based, whole system change.
- **Changing the way partners worked with communities in a place.**

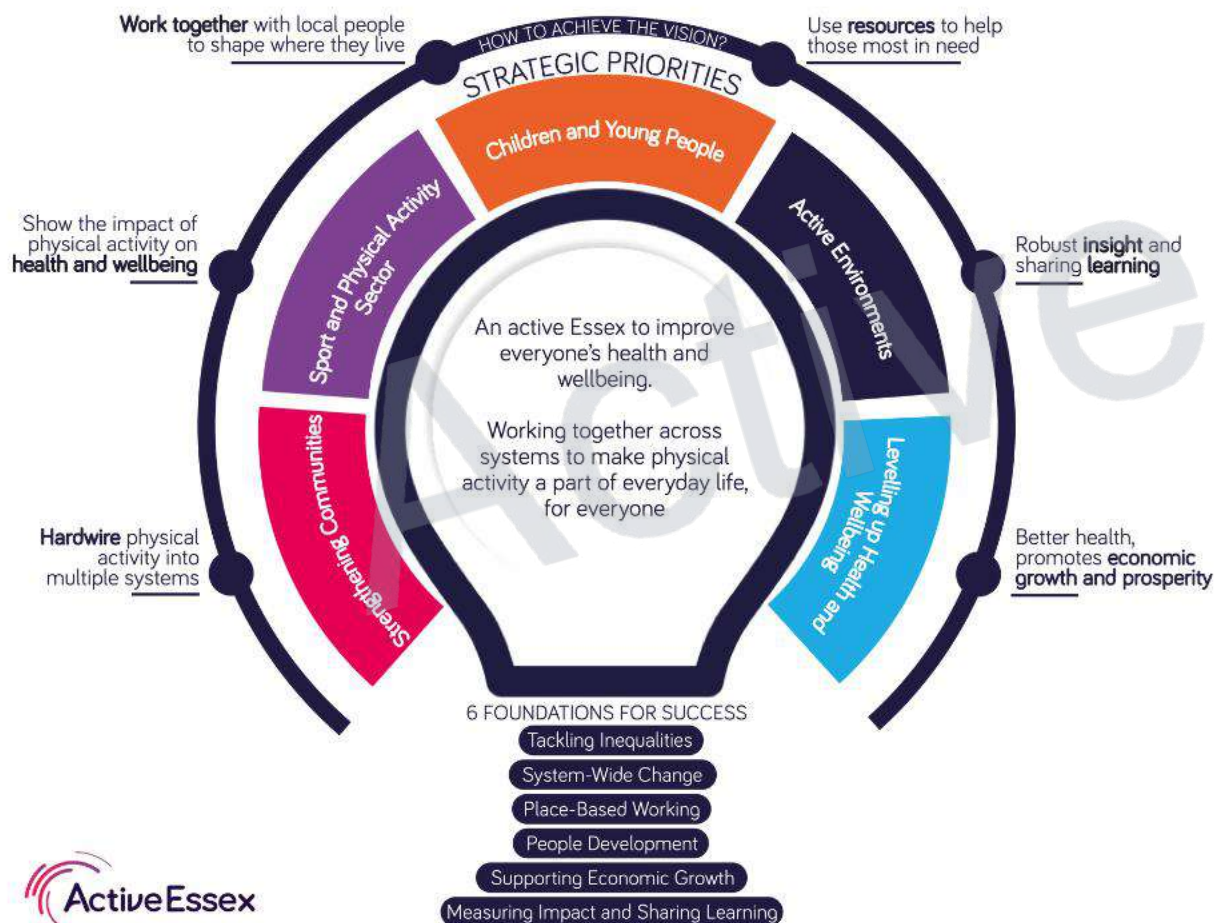
This began as an objective to build a movement for change and overtime, morphed into an asset-based community development (ABCD) approach, which become core to the approach.



Strategy Synergy

All prioritising place-based working

FIT FOR THE FUTURE



EVERYONE'S ESSEX



Economy



Environment



Children & Families



Promoting health, care and wellbeing for all ages

UNITING THE MOVEMENT

The five big issues, they're looking to address:



Recover and reinvent



Active environments



Connecting communities



Positive experiences for children and young people



Connecting with health and wellbeing



DCMS - GET ACTIVE

A strategy for the future of sport and physical activity

Three core priorities:



Being ambitious in making the nation more active within government and in the sport sector



Making sport and physical activity more inclusive and welcoming for all, so that everyone can have confidence that there is a place for them in sport



Moving towards a more sustainable sector that is more financially resilient and robust



Essex LDP Successes & Learnings

Essex Pedal Power

£6.2
million programme

3,895
Essex Pedal Power bikes

2,500
bike trackers

1,290
bikes given away so far



£200,000

has funded **121** projects through the Microgrant programme

Essex adopting a place-based approach



Starting with community need



Taking an asset-based approach



Start with where people are at (often not wanting to be more active)



Genuine co-production (helping communities to meet needs and achieve aspirations through building relationships and trust)



Place-based working often leads to increased physical activity (but not sport for the sake of it)

Estimated cost saving of **£3.65** per participant, per year, split across Adult Social Care

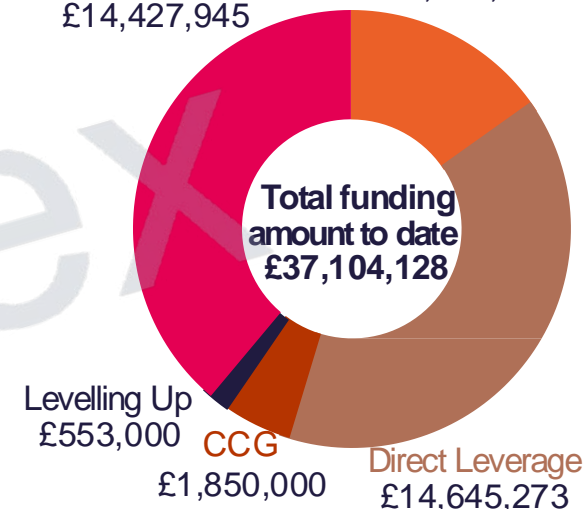
PEM can deliver an estimated **£58.71** of social value per £1 invested



900 unique users attended integrated fall prevention programme and community-based sessions

Prevention Enablement Model

Indirect Realigned £14,427,945
LDP spend £5,627,909



£1 of LDP spend = £5.60 additional funding

Topline Learnings



Amplifying the learning and sharing extensively what has worked



Linking up the synergy with other LDPs and Active Partnerships



Playing a key role through leadership of system and place-based working

Delivering Place-Based Working Programmes

ESSEX PEDAL POWER



A community-based bike scheme, set up by a partnership of Active Essex, ECC's Localities Team and Sustainable Travel Team and The Active Wellbeing Society. The programme was piloted in Clacton & Jaywick Sands, which has now been replicated in Basildon, Colchester Canvey Island and Harwich & Dovercourt.

Below provides some statistics around the success of the Clacton and Jaywick Sands programme:

- £6.2 million programme
- 3,895 Essex Pedal Power bikes
- 2,500 bike trackers
- 1,200 bikes given away so far

PREVENTION & ENABLEMENT MODEL



A test and learn initiative adopting a whole systems approach in Health and Adult Social Care.

- PEM could deliver an estimated £58.71 of social value per each £1 invested.
- A slight decrease was also seen in self-reported service use - A tentative estimate equates this to a cost saving of £365.23 per PEM participant, per year, split across Adult Social Care
- 900 unique users attended integrated falls prevention programme and community-based sessions

HOLIDAY AND FOOD PROGRAMME



Through the funding and evaluation of a pilot holiday activity programme through the LDP, Active Essex were well positioned to partner with ECC to lead on the Holiday Activity Fund.

This work had already developed relationships with key partners and allowed us to leverage £4.1million from DfE and £800k from ECC. Success of the summer programme:

- 233 activity clubs across Essex and Thurrock
- 89,966 total summer HAF club bookings
- 14 dedicated mental wellbeing clubs
- 72 parents supported through Maths skills programme

Focus on using LDP money to lever in significant amounts of wider system funding

LDP Investment Spend

Use of Sport England Grant

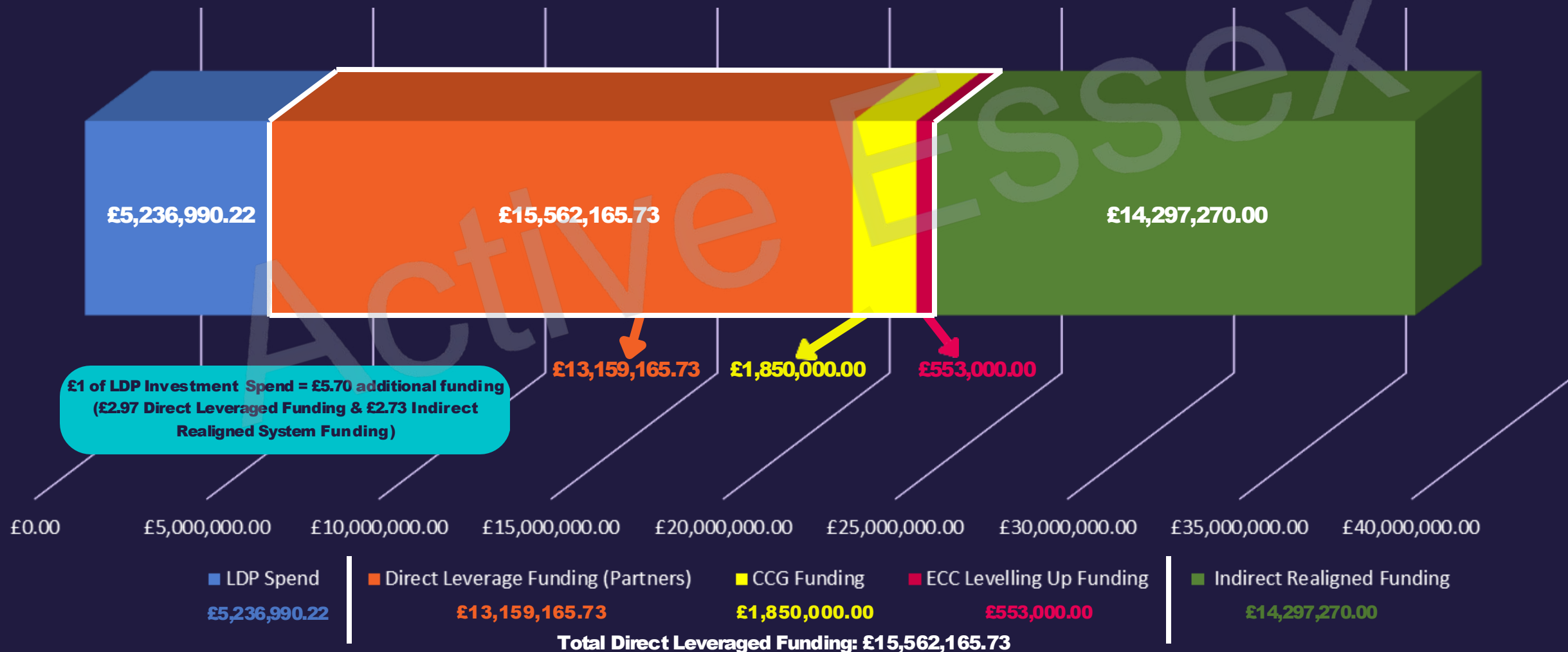
Direct Leveraged Funding

Funding provided by partners to directly match the Sport England Funding

Indirect Realigned System Funding

New investment to tackle physical inactivity associated with the LDP but not direct match for the Sport England funding

Total Funding Amount £35,096,425.95



LDP has influenced many organisations to adopt place-based working, including Active Essex



Starting with
community need



Taking an asset-
based approach



Start with where
people are at
(often not wanting to be more active)



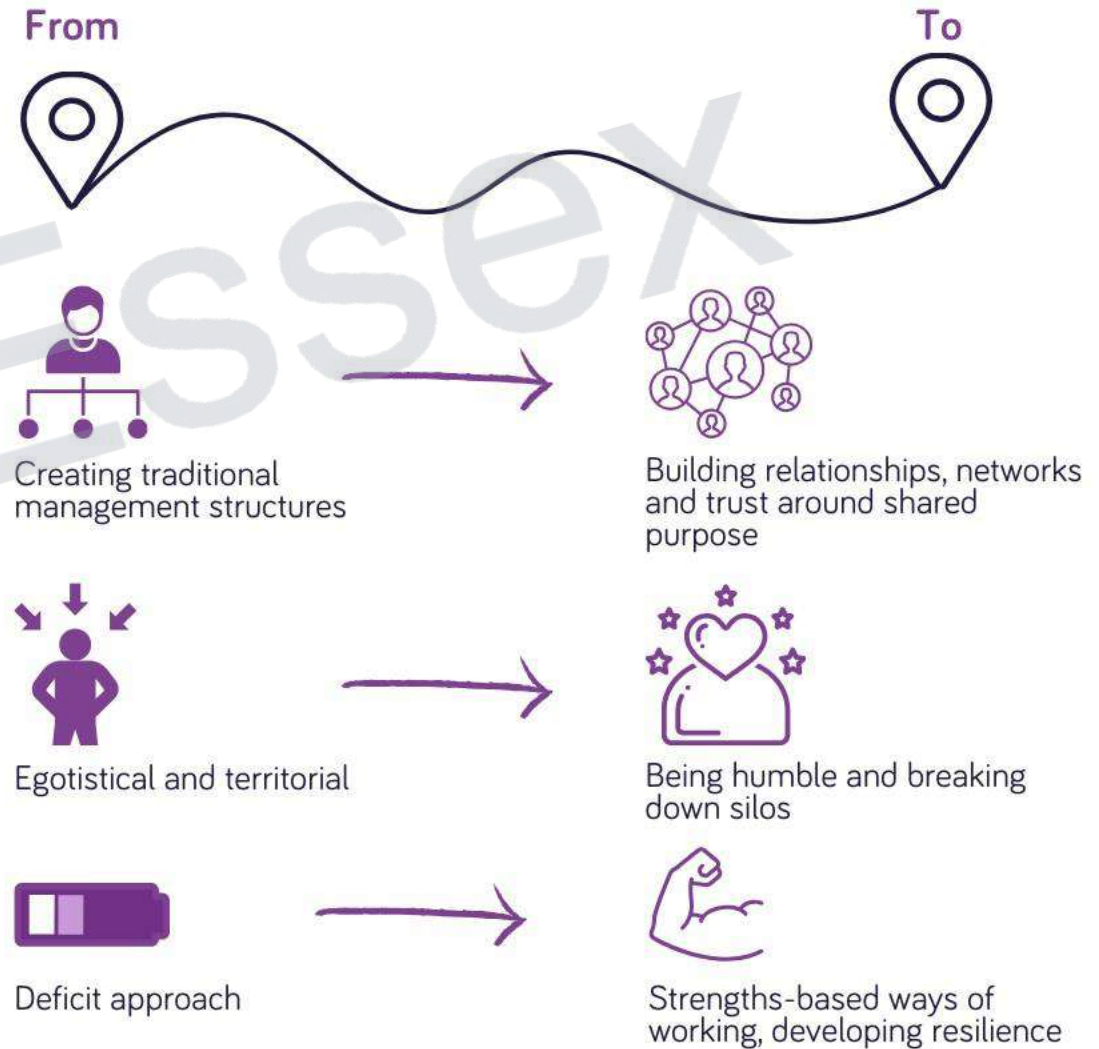
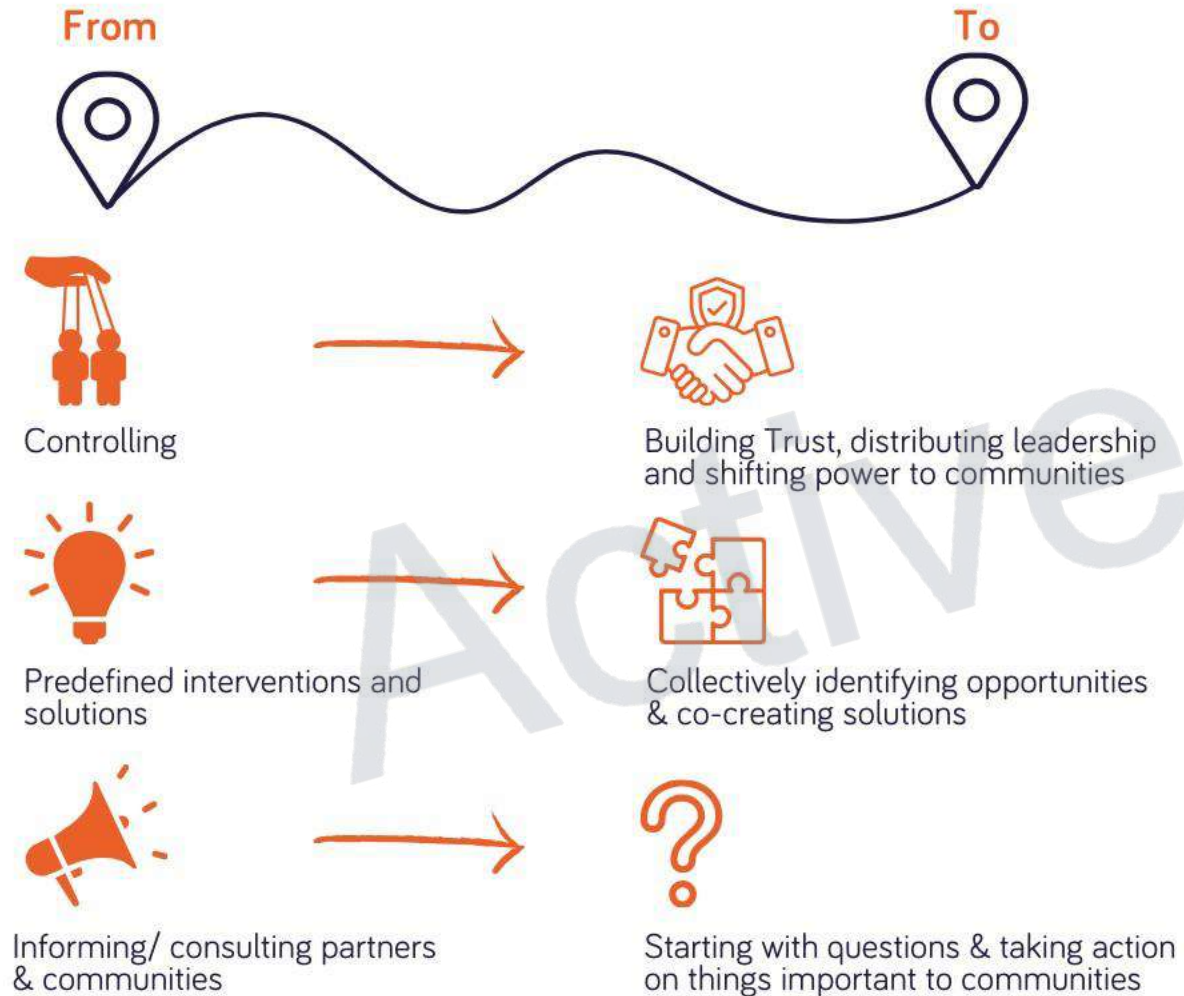
Genuine co-production
- helping communities to meet their
needs and achieve their aspirations
through building relationships and trust



Place-based working often leads
to increased physical activity
(but not sport for the sake of it)



Active Essex & Essex LDP - New Ways of Working





PRINCIPLES THAT HAVE GUIDED OUR LEARNING

1 PROGRESS MOVES AT THE SPEED OF TRUST



START WITH BUILDING RELATIONSHIPS and TRUST IT TAKES TIME
THIS CANNOT BE SKIPPED TO MOVE PROGRAMMES FORWARD

3 HOLDING OUR NERVE



BELIEVING IN OURSELVES and STAYING TRUE TO OUR GOALS IS ESSENTIAL TO PREVENT DEFAULTING TO OLD WAYS OF WORKING

2 STUBBORN ON THE VISION FLEXIBLE ON THE DETAIL



BE FLEXIBLE ALONG THE WAY and LET INVESTMENTS BE GUIDED BY NEED

4 BRIDGING THE EMPATHY GAP



→ ENGAGING COMMUNITIES
PUSHING ASIDE PRECONCEPTIONS AND ADAPTING THE WAY WE COMMUNICATE
SUPPORT CHANGE EMERGING FROM COMMUNITIES

5 SAY 'YES' TO MESS



NO SIMPLE ANSWERS
FLEXIBLE APPROACH THAT CAN RESPOND TO EVOLVING NEEDS, IDEAS and OPPORTUNITIES

7 WE CAN'T SOLVE THE PROBLEM WITH THE SAME MINDSET THAT CREATED IT



→ DOING THE RIGHT THING CAN BE CHALLENGING
CHALLENGE ASSUMPTIONS, CULTURAL RULES and WAYS OF THINKING ABOUT PHYSICAL INACTIVITY

6 GOING WHERE THE ENERGY IS



→ FIND PLACES WHERE COMMON PURPOSE and ENTHUSIASM EXIST AND START THERE

8 IT DOESN'T HAVE TO BE PERFECT TO BE BETTER



TAKE ON REAL BARRIERS TO PHYSICAL INACTIVITY and THEIR ROOT CAUSES
DON'T RUSH TO PROVIDE SOLUTIONS or INTERVENTIONS

Place Partners – Leadership and Networking Support

- **Leadership Development is a key part of the place-based approach, embedded in Sport England's UTM strategy.**
- **Each new Sport England Place have access to a 2-day place-based leadership course, to be undertaken during the development phase of their work.**
- **Course attended by key organisations and people who are driving the place partner work – course will create a strong network of informed and motivated local people**

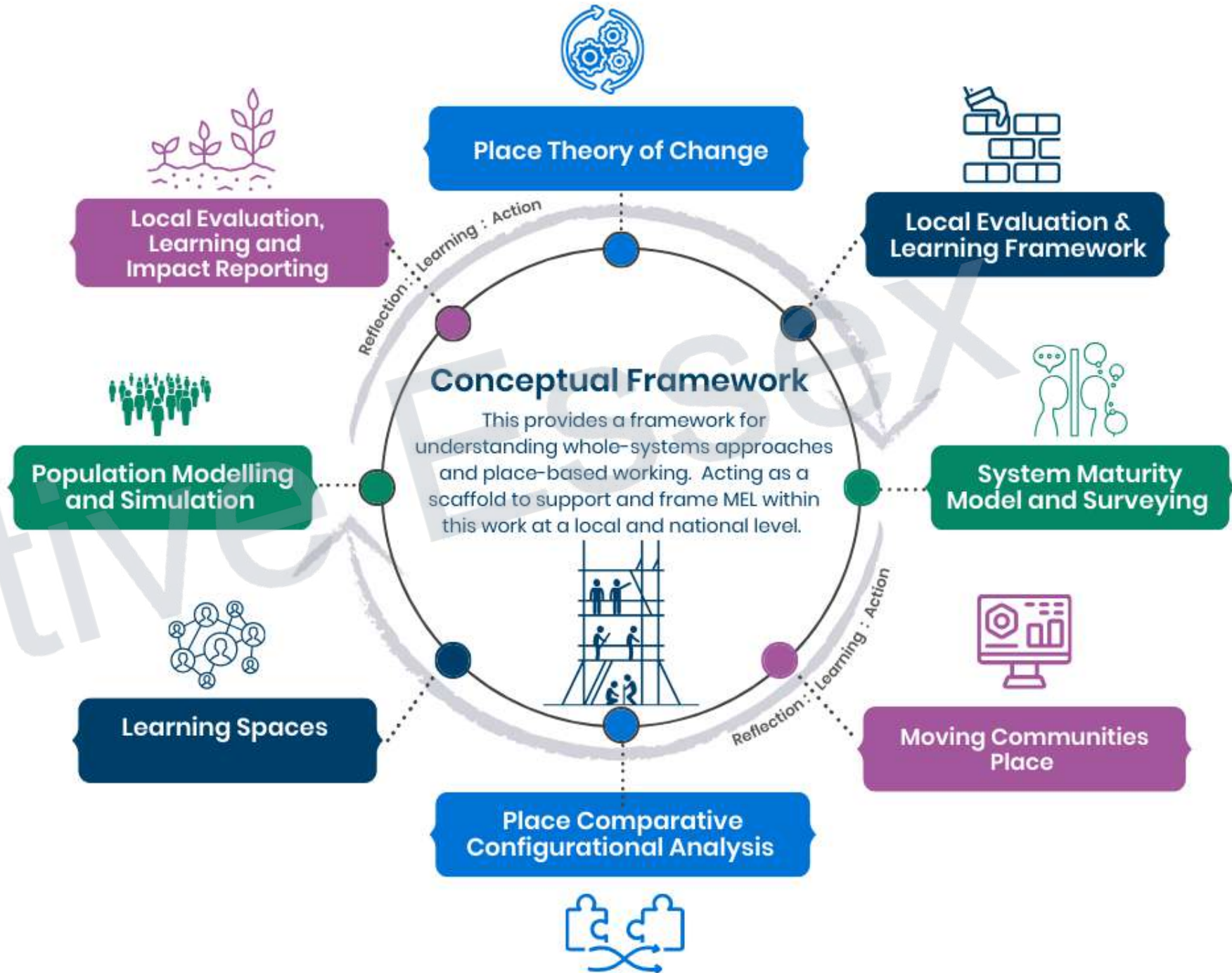
Place Partners – Facilities Support

- Capital/facilities support is embedded in expansion plans & investment opportunities
- Capital/technical team can provide expertise & advice to places on strategic planning, investments and the design and development of facilities and infrastructure projects.
- Should be a bottom-up approach to identify any capital/facility needs in a place
- Sport England has an established capital process & support function that can be followed/accessed if projects come forward as a priority for a place

Place Partners – Evaluation & Learning

- Sport England has iteratively developed the **Place Evaluation & Learning (E&L) Framework** to achieve the ambitions of the new evaluation and learning approach within **place-based systemic working**,
- This is with a focus to demonstrate progress across our four aims:
 - **Increasing Physical Activity**
 - **Decreasing Physical Inactivity**
 - **Narrowing Inequalities**
 - **Improving Children's Experiences**
- We are keen to develop a **proportionate** approach to place E&L with each Place Partner, including consideration of Sport England System Partner E&L requirements.
- An overview for this approach is provided within the **Place E&L Summary**.

Visualising the Evaluation Approach



**HOLDING SLIDE – HAND BACK TO RM TO INTRODUCE
TABLE EXERCISES**

Table Discussion



What do you like about the Place Partnerships expansion opportunity?



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





**TAKE A
BREAK**

Table Discussion



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

Community leaders, volunteers, groups & clubs, organisations, coaches, leaders and networks



Who are the inactive people that this investment should reach?

What are their lifestyles, how can we best engage with them, what will make them more active?



What should be the priorities for future investment?

More networks? More development workers & managers? More delivery such as ParkPlay, Park Run, Street Tag? More data collection & analysis?

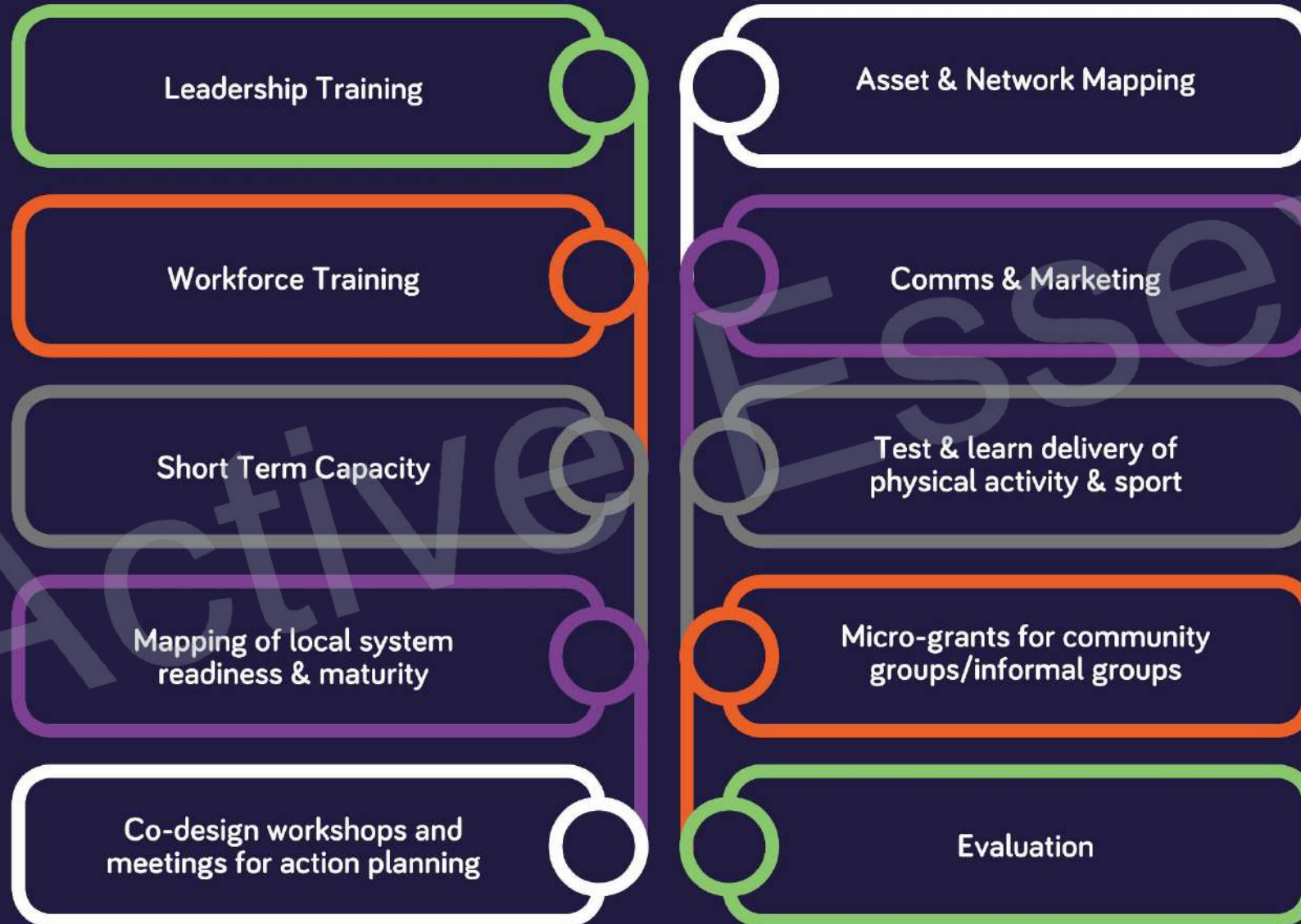


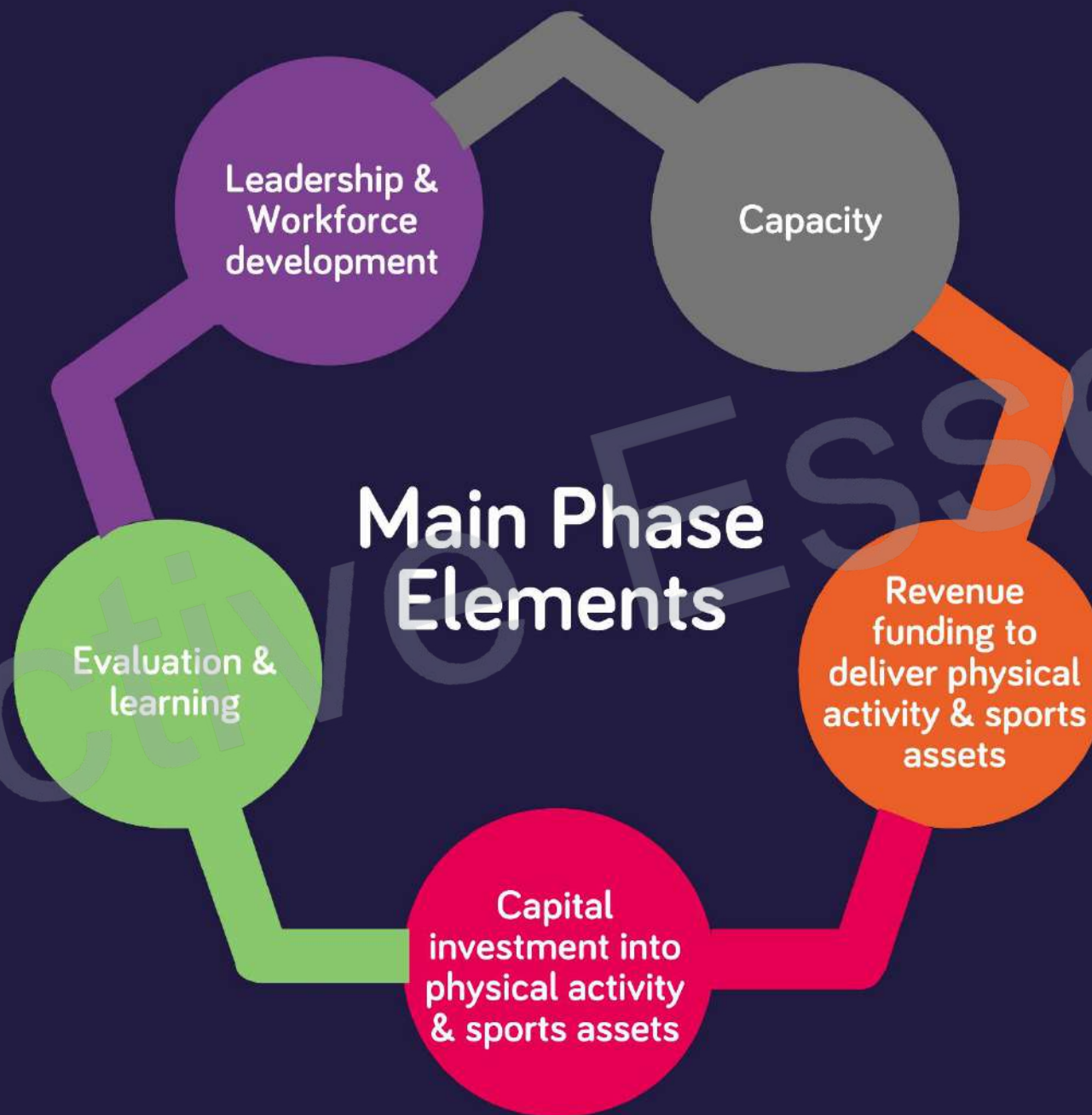
Place Partners – Investment Approach

A 2 STAGE PROCESS

- **PHASE 1 – DEVELOPMENT PHASE (9 MONTHS)**
 - APPROX JUNE 2024 – MARCH 2025
 - APPLICATION FOR DEVELOPMENT PHASE INVESTMENT – APRIL 15TH 2024
 - DECISION – END OF MAY 2024
 - APPLICATION USE INFORMATION FROM THIS WORKSHOP AND OTHER SOURCES
 - EXPECTED TO SEEK INVESTMENT BETWEEN £100K – £200K
- **PHASE 2 – MAIN PHASE (3 YEARS)**
 - APPROX APRIL 2025 – MARCH 2028
 - APPLICATION FOR MAIN PHASE INVESTMENT – approx. DECEMBER 2024
 - APPLICATION USE INFORMATION FROM THE DEVELOPMENT PHASE
 - EXPECTED TO SEEK INVESTMENT BETWEEN £1M – £2M

Development Phase Elements





HOLDING SLIDE – HAND BACK TO RM TO INTRODUCE PAIRS EXERCISE

Active Essex

IN PAIRS

What will you do differently as a result of today's workshop?



What Happens Next?

Your information and insights today will be very important for the development phase application

We will send you a summary of the workshop feedback next week

Welcome any further thoughts or ideas

Development phase application will be made to Sport England on April 15th

2-day leadership and networking course in June or July

THANK YOU

