

# CASTLE POINT PLACE PARTNERSHIP

## PLAN ON A PAGE 2025-28

**Full Award** £3,972,327.41\*

£999,635.10 request to Sport England  
£2,972,692.31 partnership funding

\*Including match cash, in kind and confirmed (not including capital) from Castle Point Borough Council, London Marathon Foundation, Essex County Council, MSE ICB, Arts Council England, VVU

### STATE OF PLAY:



89,744 population in Castle Point  
\*Census, 2021

30.5%

physically inactive adults in Castle Point

\*Less than 30min activity a week, Active Lives Data

27.5%

less active children and young people in Castle Point

\*Less than 30min activity a day, Active Lives Data



of children in Castle Point live in poverty  
\*IDACI, 2019

### BARRIERS IDENTIFIED IN THE DEVELOPMENT PHASE::



FUNDING



CONNECTIONS & STRUCTURES



KNOWLEDGE, SKILLS & CAPABILITIES



COMMUNITY VOICE / RESIDENTS PERCEPTIONS

### CASTLE POINT PLACE PARTNERSHIP STRATEGIC THEMES:

#### LEADERSHIP, WORKFORCE DEVELOPMENT & LEARNING



- Leadership
- Workforce Development
- Learning and Evaluation

£149,000

£25,000

Outcome: Our workforce will have the skills, knowledge and capabilities to tackle inequalities through physical activity

#### POSITIVE EXPERIENCES FOR CHILDREN AND YOUNG PEOPLE



- Canvey Active Horizons
- Stronger for Less
- Waterside Farm Youth Outreach
- CYP Positive Experiences
- Essex Pedal Power capacity

£396,268.10

£785,284.82

Outcome: More children, young people and families will have local opportunities to be active

#### WALKING AND CYCLING



- Creative Currents: Walking for Health and Inspiration
- Just Ride Canvey Island

£70,000

£396,993

Outcome: More inactive residents will be able to walk and cycle for travel and leisure

#### BUILDING EFFECTIVE NETWORKS & BETTER COMMUNICATION



- Physical Activity Coordinator
- Marketing & Communications

£118,250

£18,750

Outcome: Castle Point's networks will be better joined up and have a strategic approach to communications

#### ACTIVATING LOCAL ASSETS WITH INCLUSIVE OPPORTUNITIES



- Active Wellbeing Development
- Growing Together - Gunny
- Canvey Island parkrun

£151,800

£1,587,999

Outcome: We will activate our assets with physical activity offers aligned to local need that is more accessible & inclusive

#### PHYSICAL ACTIVITY TARGETING HEALTH INEQUALITIES & LTHC



- CVD prevention through physical activity activation
- Expand & sustain Let's Keep Moving
- Neighbourhood Health Lead

£114,317

£158,666

Outcome: Health and wellbeing of communities will improve and health inequalities will reduce

### LEARNINGS FROM THE DEVELOPMENT PHASE:

1 Castle Point physical activity system is immature, with 2 indicators 'developing well' and 3 indicators 'emerging'.

2 Leadership cohort has over 30 system leaders with the highest-level support from the local authority and ICB

3 Social Network Analysis identified 6 priority systems incorporating 73 different organisations.

4 The development phase identified 17 enablers and 17 barriers to shape the 3 year full award phase.

### SHARED VISION:

Enabling communities in Castle Point to achieve better physical and mental health outcomes, through physical activity.