

# Place Partnership Expansion

BI-MONTHLY  
BULLETIN

November 2024



HARLOW ABCD-E TRAINING SESSION  
24TH OCTOBER 2024

## ABCD-E Training

*“The ABCD approach is a powerful and compelling change model that advocates community development that is bottom up and sustainable. The role of professionals within this context is clearly one of initial leadership and stimuli, however there is also a robust expectation that the community take control of the process and embed the practice to ensure ongoing resilience.”*

Les Billingham, Head of Adult Services at Thurrock Council

ABCD-E training courses have been held in each place over the last month, delivered by the Active Essex Foundation. The workshop is designed to help partners to understand the theory of asset-based community development and then how using a strengths-based approach to support the communities they work with.

Some partners in the room had

never heard of the concept before but realised they might have been working that way for many years. Others were familiar with the concept and were eager to refresh their understanding and prioritise this approach within their organisations.

In total, 66 delegates attended the training course (x20 Castle Point, x21 Harlow, x25 Thurrock).

## Building Effective Networks Course

On the 10th October, Ken Masser delivered a one-day course in 'Building Effective Networks' to support the new Place Partnerships work developing in Castle Point, Harlow, and Thurrock. We know that strong networks are critical to developing the momentum, energy and collaboration to tackle high levels of physical inactivity and it was great to dedicate a day in everyone's busy schedule to look at how we make sure we are building effective networks as part of our place partnership work.

The training provided learning and knowledge on the following:

- Understanding Networks – what do they look like?
- Different Types of Networks
- The difference between organisational structures and networks
- Who are the influencers in networks?
- How do you develop and build a network?



Click an image below  
to view place updates



Castle Point



Harlow



Thurrock

## Updates

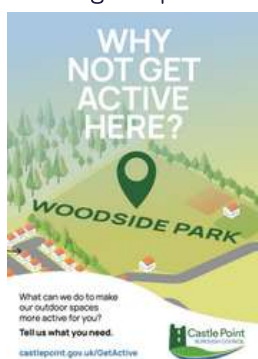
Castle Point Borough Council has been awarded £227,000 investment in leisure centres through the PHAB Fund and two Wellbeing Ambassadors have been appointed to help lead this work. We'd like to welcome Laura Caporossi and Michelle Evans, who will be actively engaging with residents, building relationships, and guiding individuals towards personalised health and wellbeing resources and activities.

On Sunday 20th October, Castle Point Borough Council hosted its first Mayor's 5k Fun Run at Waterside Farm Leisure Centre. 97 runners took part and raised £724 for the Yellow Door Charity.



## Behaviour Change Campaign

Castle Point Borough Council have appointed 'The Good Stuff' marketing agency to help us set up a behaviour change campaign focusing on specific locations that we are aiming to improve, update, adapt and address with the goal of getting our audience active and utilising green, blue, yellow and grey spaces across the borough. We will be creating a series of geo-targeted digital display ads, campaign focused paid social and bus advertisements in areas with high footfall.



## Find Your Active Castle Point Expression of Interest

We welcome organisations to inform us of the support they need, by completing the expression of interest form using the link below. By submitting an expression of interest, you're agreeing to our policies and procedures, which can be found in our website footer.

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## Test and Learn Projects

We have been working with CAVS to help fund a number of test and learn projects, which fall into Sport England's criteria (increase activity, decrease inactivity, tackle inequalities and providing positive experiences for children and young people). Expressions of interest have been collected and so far, £18,802.34 has been submitted to Sport England for approval, out of a funding pot of £30,000.

### The Gunny

Local charity Trust Links, in partnership with Canvey Island Big Local, is commissioning building work for The Gunny—a three-acre WWII gunsite being transformed into a community hub with classrooms, an outdoor gym, children's play area, therapeutic garden, and wildlife area. Expected to complete by summer 2025, Trust Links is already involving the community with outdoor activities like litter picking, tree planting, and more opportunities for locals to connect and stay active.

### SkateJam at Waterside Leisure

Engagement through Yellow Door at the skate park is thriving, with a strong core group of 15-50 participants weekly, depending on weather. Building on the success of SkateJam, we're now introducing art projects, like designing custom stickers and potentially creating artwork for the ramps. Safety remains a priority, with new grip tape and fluorescent striping for scooters as evenings darken, and plans are underway to collaborate with professional scooter instructors for sessions in the new year. Our Friday indoor sessions for traditional sports are also gaining popularity, and staff have noticed fewer incidents when we're onsite.



### King Georges Playing Field

The Friends of King George Playing Field community group has been created to engage and empower the community. Yellow Door have already led a litter-picking walk named "George's Walk" around the field, which was followed by refreshments at their Hub. On Saturdays, the Yellow Door space is open to field users from 9am-12pm for community gatherings, refreshments and free park tennis sessions, which are supported by eight volunteer Activators. Additionally, mini tennis sessions for 5-7 year olds, funded by Deanes and led by a Hadleigh Park LTC coach, are currently being established.





## CYP Projects

### Leapsprogs

Leapsprogs sessions with ATF, which launched in September, have grown from 12 to 40+ participants weekly. Waterside Farm Leisure Centre has been incredibly supportive, accommodating our expanding group by offering larger halls. They're also promoting our sessions on their timetable. We're thrilled to see regular families attending each week and are building strong relationships with them.



### Sport Sanctuaries

Sport Sanctuary Primary has engaged with all 10 Canvey primary, junior, and infant schools to introduce a targeted physical activity intervention, based on school feedback. Canvey Junior School has already begun, with an SSP staff member working weekly with a small group facing behavioral and engagement challenges. This support includes direct work with students and regular feedback to staff. Other schools are set to start in November due to high demand for this programme.

### Essex Pedal Power



Essex Pedal Power Canvey has accelerated since September, providing free bikes to Year 6 and 7 students on Free School Meals (or in need) across all Canvey schools. Increased team capacity has improved coordination with schools and families. So far, 25 bikes have been delivered, with 7 more set for next week and 26 awaiting final agreement forms for early November delivery.

### Community Clubs

The CYP Community Clubs are gearing up for exciting activities in the coming months. The Climbing Club, based at Cornelius, will launch with taster days in January in collaboration with Rock Hub. Starting in November, the Mini Tennis Club will hold sessions on Saturday mornings at King George's. Additionally, the Cheer Club, led by a well-loved local instructor, is actively seeking a suitable venue for Tuesday evenings from 6-8 pm. Finally, both Basketball and Dodgeball clubs are set to kick off in January, rounding out an engaging lineup for the new year.

### Youth Board

The Primary Youth Board application is now open for Canvey students to join the new Canvey area sub-board, with the first meeting set for December. For secondary students, future leaders from both local schools will attend a joint training day on November 27th, forming a secondary youth board. This initiative will foster collaboration between the schools, building bonds and relationships through physical activity.

**Sandra from local project's Let's Keep Moving and Move It or Lose It, has been shortlisted for the Physical Activity Champion Award at this year's Essex Activity Awards. Good luck to Sandra!**



## Contact Us

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## LGA Leadership

On November 5th, the Local Government Association Leadership follow-up session reunited 16 participants from the initial course to explore key themes, review partnerships, and identify strengths and challenges in applying their learning. Together, they established a common purpose to guide system-wide efforts to provide inclusive opportunities that inspire and empower residents to thrive and live active healthy lives, in a safe and supportive environment. Participants noted stronger connections across the system, with the project's credibility sparking new discussions with stakeholders like the Arts Council. The group highlighted the need to sustain momentum, involving both attendees and others to ensure Harlow residents remain engaged in this collective work.



## Physical Activity Coordinator

Since starting in September, Harlow's Physical Activity Coordinator, Kelly Church, has immersed herself in the community to understand why residents aren't participating in physical activities.

Being from Harlow, Kelly is excited about her role and has been actively engaging with local groups, schools, and churches to discuss barriers—primarily cost, time, and childcare—and understand what activities residents want. Requests include self-defense classes for safety and supervised outdoor gyms for teens.

Kelly has shared these findings with system leaders and will present them at the upcoming Safer Harlow Partnership meeting. She's also launched an online survey and is working with Active Essex to compile a resource list for the community.

## Test and Learn Initiatives

As part of our submission to Sport England, there were some projects which had been specifically identified from what partners and locally trusted organisations already knew. Since the last bulletin some of these projects have started including Cycle, Create, Move.

### Cycle, Create, Move

This innovative project is delivered by Harlow Art Trust, in partnership with Sportscool, and using Harlow Gilston Garden Town cargo bikes to transport creative and physical activity opportunities to spaces where physical activity would not normally be expected, and opportunities would otherwise not exist. The first phase of the project was delivered over the October half term holidays with 6 sessions being delivered between The Stow neighbourhood shopping centre and Bishopsfield estate.

The sessions were designed to be drop in with participants either learning and performing a dance routine or playing football. Participants then designed and created their own badge to take home as a reward. The activities culminated with a lantern making workshop in the town centre followed by a 30-minute walk to and from Harlow bonfire night. 105 people took part and excellent feedback was received from people who were appreciative and welcoming of the opportunity to be part of something positive in their neighbourhood that was free and encouraged their children to be physically active. Phase 2 will be delivered in March 2025.







### Harlow Poverty Alliance Research

Another initiative making progress is the research led by Andy Thornton from MRCT through the Harlow Poverty Alliance network. This research aims to understand what prevents those on lower incomes from engaging in more physical activity (not just sports, but activities like walking) and what might encourage them to do more. Andy is seeking support from the poverty alliance network, other organisations, and locally trusted organisations (LTOs) to support the research. For more information, please contact Andy directly [andythornton@mrct.org.uk](mailto:andythornton@mrct.org.uk)



### Essex Pedal Power Harlow

Essex Pedal Power Harlow has recently reached several key milestones that are advancing the project's goals. A new partnership with MRCT will integrate Pedal Power into MRCT's upcoming community hub at the Harvey Centre, broadening access and engagement. Support from local cycling clubs and bike shops has strengthened the initiative, providing resources and expertise for bike builds and deliveries. Additionally, the referral process is now open, allowing Harlow partners to connect individuals with the Essex Pedal Power team. These steps are helping to create a more connected, community-driven project, bringing us closer to our mission.

## Upcoming events

We are continuing to review and plan how we update and engage with all stakeholders. The stakeholder engagement event scheduled for November 19th has been paused, and we will share a new date with you all in the new year.

In the meantime, our System Leaders Working Group and our Essex Pedal Power Harlow Working Group will continue to meet to ensure that timelines and projects are progressing.

## Find Your Active Harlow Expression of Interest

In light of Harlow's Place-Based Expansion Development Award, we're seeking project ideas from individuals, clubs and groups who can help get residents in Harlow who experience inequalities to become more active. This could be by starting up new activities or increasing the numbers attending existing activities, all with the aim of getting more people active.

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[Click here to complete an expression of interest](#)



## Contact Us

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## Updates



Thurrock Council's Public Health team has been visiting various management teams across the Council to share information about the Place Partnership programme and have been discussing the implementation of the development award and progressing with the full award application. These visits are helping build connections across teams to ensure everyone is involved and working together on this programme.

One of these connections is with the Regeneration team and the charity Onside Youth Zones, which is planning to create a new Youth Zone in Tilbury as part of the Tilbury Towns Fund projects. In the New Year, Thurrock Council and Active Essex will visit the Youth Zone in Dagenham to see their work and explore ways to collaborate.

The Thurrock Place Partnership working group has presented the Place Partnership Programme at each Integrated Locality Team (ILT) meeting across the four established ILTs in Thurrock. They will deliver preventive care locally, and some have formed working groups to address specific challenges. This will be supported by the Place Partnerships programme. The working groups are as follows:

- **Stanford Le Hope and Corringham:** Focusing on frailty and fall prevention, they have identified service gaps and are planning pilot initiatives.
- **Grays:** Addressing frailty, respiratory health, and SEND youth provisions, including collaborative plans with Treetops and Sugarloaf Riding School.
- **Aveley, South Ockendon & Purfleet:** Centered on young people's mental health.
- **Tilbury:** Aimed at engaging hard-to-reach communities.

Sponsored by Impulse Leisure, the ILT roadshow gathered all ILTs together for the first time. Impulse Leisure has also supported various initiatives, such as Wellness Wednesdays and Feel-Good Fridays (with Thurrock Council), participation in the College Health Christmas market, and collaborating on autism and childhood obesity workshops. Additionally, Impulse Leisure has assessed several community spaces for potential activity sessions, including Brennan Road and George Tilbury House.

## Test and Learn Projects

Since the last bulletin, business cases for test & learn projects have been developed and co-designed by locally trusted organisations and submitted to Sport England seeking approval. Predominantly projects were within target MSOA areas but others plan to work wider throughout Thurrock and plan to engage target demographics. All projects focus on decreasing inactivity, increasing activity, providing positive experiences for children & young people, and tackling inequalities.

These test & learn projects present an opportunity to gain valuable learning, evaluation, and insight, which we look forward to sharing with wider partners into the lead up of the full award submission.

A business case for Beat the Streets as part of micro place-shaping work has also been approved by Sport England. Beat the Streets is a free, interactive game that encourages people to be more active by walking or cycling. This initiative will improve physical activity opportunities through an Asset Based Community Development (ABCD) approach which connects residents and local stakeholders to build on a community's strengths and create positive change.

The funding of £25,000 alongside match funding will support a 'test and learn' intervention to inform future projects, focusing on South Ockendon and Aveley—areas identified as among the most deprived in Thurrock, where approximately 40% of children are overweight or obese. Currently, only 46% of children meet the recommended physical activity levels. Using Beat the Street as a ABCD activator will better connect families and schools with family hubs, community organisations and local businesses to create meaningful opportunities to actively travel around the place. Additionally, Beat the Street will embed sustainable physical activity strategies and pilot a micro place-shaping and place-based approach to promote healthier communities.

More information on how you can support Beat the Streets and engage in this test and learn will be shared in the months to come.

## Upcoming events

-  Stronger Together Conference
-  Thursday 21st November
-  9:30am-3pm
-  Ye Olde Plough House, Brentwood Road, Bulphan, Essex, RM14 3SR





## Physical Activity Coordinator

In mid-September, Melissa Huggins joined the Thurrock Place Partnership team as the Thurrock Physical Activity Coordinator, hosted by Thurrock CVS. Mel is the latest addition to the working group, which includes key system partners like Impulse Leisure, Thurrock CVS, Thurrock Council, and Active Essex. Her role is essential for understanding Thurrock's current physical activity landscape, identifying service gaps, and uncovering barriers to participation.

Mel has set up a [Find Your Active Thurrock Facebook](#) group and is developing a Thurrock No Cost & Low Cost Activity Booklet to help residents find affordable activities in their area. She encourages local service providers to reach out and share what's currently offered or missing in Thurrock.

So far, common feedback includes high costs for gyms and leisure centers, underused outdoor spaces needing more activities, safety concerns due to poor lighting and vandalism, limited pathways and cycling routes, and a lack of youth activities and programmes for people with learning disabilities like Autism. There are also concerns about ineffective communication on available services and a desire for more preventive programmes across Thurrock.

## Find Your Active Thurrock Expression of Interest

In light of Thurrock's Place-Based Expansion Development Award, we're seeking project ideas from individuals, clubs and groups who can help get residents active in the most deprived areas of Thurrock. This could be by starting up new activities or increasing the numbers attending existing activities, all with the aim of getting more people active.

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