

**FIND
YOUR
ACTIVE**

CASTLE POINT

Castle Point

Place Partnership Progress and Insight
Pack



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**

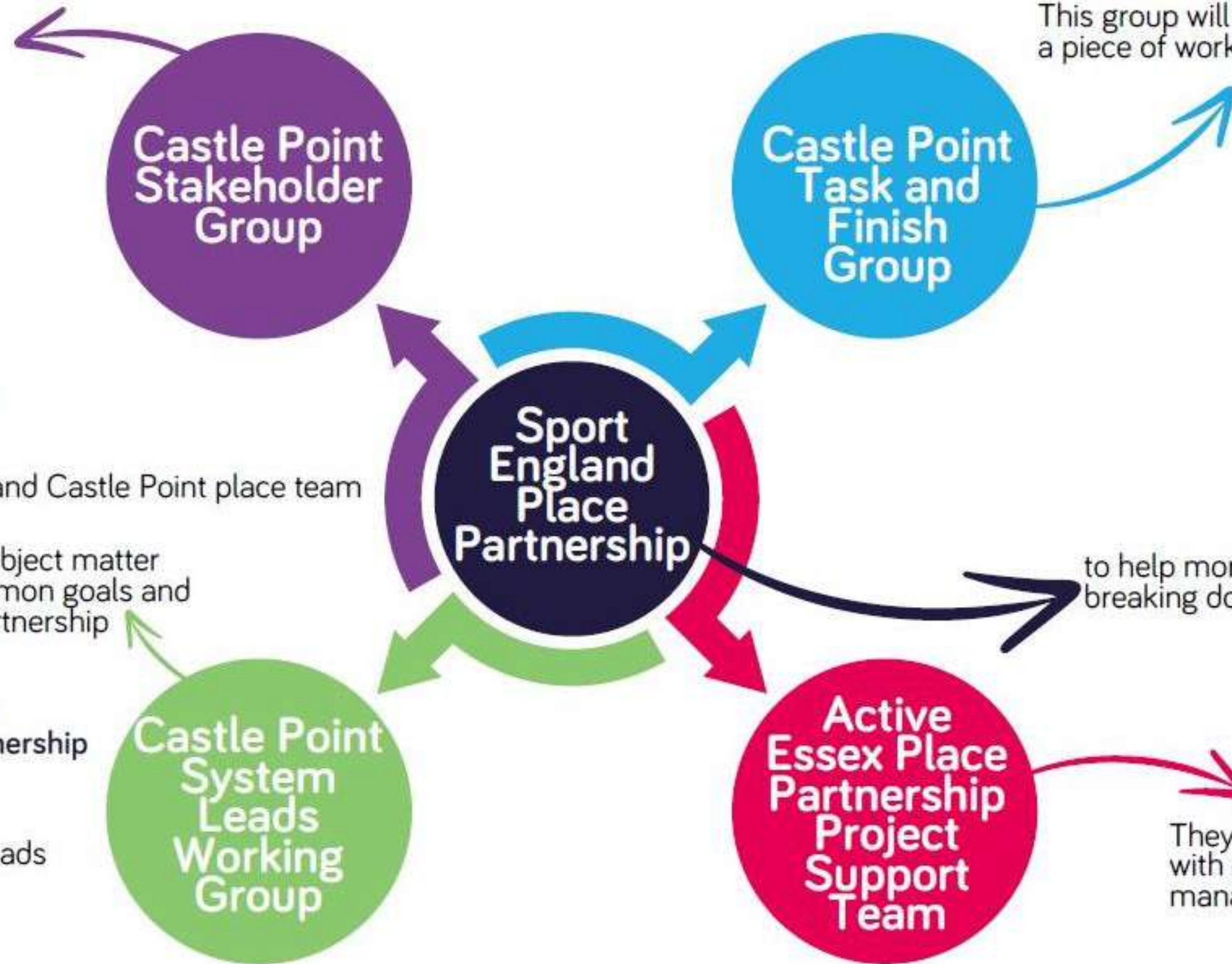
CASTLE POINT PLACE PARTNERSHIP GOVERNANCE STRUCTURE

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 Stakeholder Group

Castle Point Task and Finish Group

Sport England Place Partnership

Castle Point System Leads Working Group

Active Essex Place Partnership Project Support Team

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.

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 Council
CEO, System Directors and Assistant Director

Essex County Council
SRO CP; Localities lead

Active Essex
Senior Leadership team and Castle Point place team

Castle Point CaVS
CEO

CPR School Sports Partnership
Manager

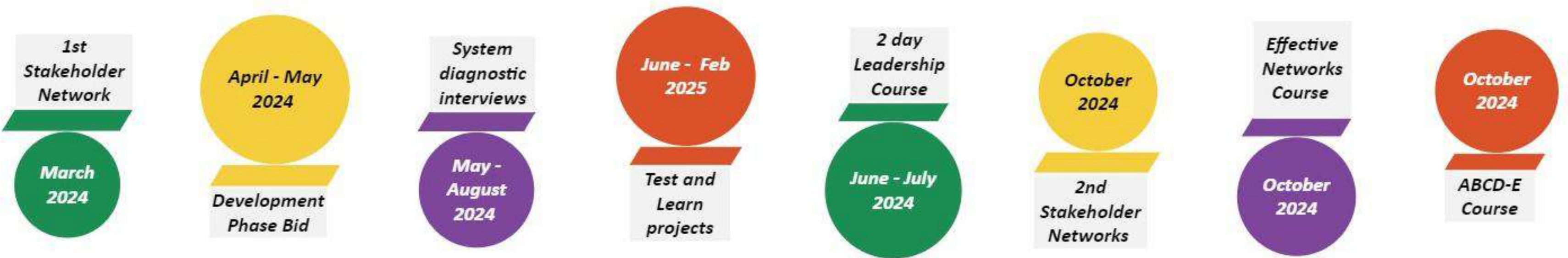
Sport England
Place Strategic Leads

South East Essex Health Alliance
Alliance Director/Assistant Director

Place Partnership Expansion Journey



DATA CAPTURE POINTS



Who should we focus on?

The main groups and audiences recognised were: 1) children and young people, 2) families, 3) low-income communities, 4) people with disabilities, long term health conditions, and special needs, Other groups and audiences that were identified: 1) isolated and lonely people, 2) mental health, 3) older people, 4) girls and women, 5) minority ethnic, 6) young people at risk of offending

What excites you about Place Partnerships opportunity?

Strongest feedback was the opportunity to achieve multiple outcomes for local residents on Convey Island. A significant response and support for working in collaboration and achieving long term sustainability. Other feedback included 1) developing networks, 2) building on the passion in the room, 3) taking a place based and asset based approach, 5) and making sure Place Partnership is not just about sport.

What should the priorities be for investment?

There was not one priority that dominated, instead there was a big response for a large number of priorities. The main priorities included: 1) existing community assets, 2) training and capacity building, 3) community engagement, 4) accessible and inclusive activities, 5) active environments, 6) collaboration, Other priorities that got referenced: 1) creating safe spaces, 2) communication and marketing, 3) low-cost activities, 4) use of technology, 5) working with schools, 6) changing culture, 7) focus on specific geographical areas, 8) improving facilities, 9) improving sustainable transport, 10) sustainability

What is already strong and going well?

Two main themes emerged from the feedback about what is already strong: 1) existing community groups and activities, 2) the amount of sport and leisure facilities. Other strong themes emerging were 1) the strength of existing partnership working, 2) passion and enthusiasm for this agenda, 3) the amount of local assets, 4) strong CVS and volunteering, 5) work with children, young people and families, 6) the amount of green and blue spaces. A small amount of feedback flagged up good work already happening with children with special needs.

What challenges do you foresee?

There was a fairly equal spread of feedback on this question. The key themes were: 1) using investment wisely and focusing on sustainability, 2) will people have the time and capacity to work on this, 3) do we understand the main barriers and how to break them down, 4) getting everyone to work together, 5) how to successfully engage the local communities, especially the most inactive people. A small response about the challenge of local politics and the island mentality.

What opportunities are there for improving or increasing physical activity and sport in Castle Point?

Strengthening trusted partner relationships to allow them the support and funding to offer bespoke interventions and activities for groups affected by inequalities. Targeted public health messaging. Early intervention and prevention at schools. Male groups and activities. FAMILY activities.

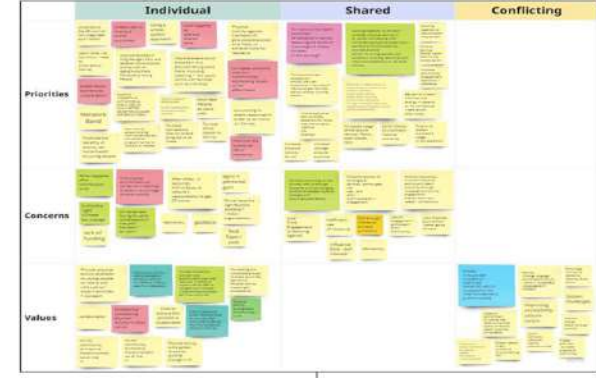
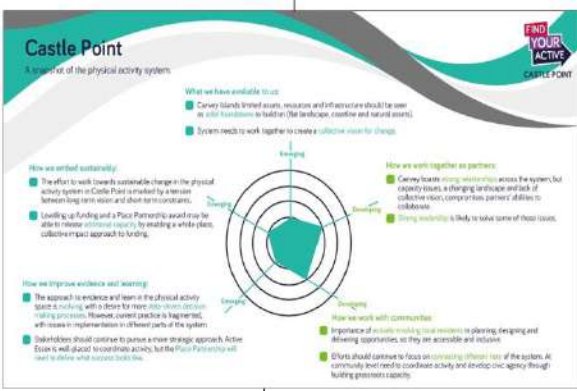
What is currently missing in the provision of physical activity and sport in Castle Point?

Sense of community safety to enable full utilisation of public spaces. Resident activation. Early intervention and engagement of residents. Awareness of free activities that don't require a GP referral.

64 people attended representing 30 local organisations
48 different themes identified across 5 main questions:
379 individual pieces of feedback across the 5 questions and 48 themes

Castle Point Place Partnerships Development Phase Budget
Year One 24/25

Budget Description	Castle Point
Collaborate System Diagnostic/Mapping	£15,000
2 Day Leadership Course	£5,000
ABCD Course	£3,500
Networking Course	£1,000
Evaluation/Data/Research	£25,000
Buying out capacity to work on the development phase	
Lead Person from the local system	£39,400
Capacity for CVS	£10,000
More support from local system	£5,000
Creating new capacity to influence the system	
Physical Activity Navigator	£39,000
Covering space for co-creation and action planning	£5,000
Test and Learn Projects	
Micro-grants	£30,000
Capacity Building of voluntary organisations	£5,000
Children and Young Persons Projects	£30,000
Feasibility for a new physical activity behaviour change campaign	£7,500
Targeting cardiovascular audience on Convey Island	£10,000
The Gunny community engagement	£7,500
King Georges Park Activation	£6,000
Waterside Farm Skate Park Activation	£7,950
Year One 24/25 Total	£251,850



Purpose of the course to bring together a group of local people from different sectors and organisations who are passionate about the role that physical activity and sport can play in changing lives and strengthening communities, increasing confidence to do things differently and work in more connected ways. The course provided practical examples of leading change to increase activity levels, using examples from the successful Essex Local Delivery Pilot. The groups who attended the 2-day course, took part in a shared learning experience, which will form into a strong network to help drive forward this once in a lifetime Place Partnership opportunity in Castle Point

26 people attended from 19 organisations

- Shared Priorities
- System Mapping

Building Effective Networks – a one day event which partners learn together about the importance of networks and how to establish and develop these. Learning from this has developed thinking about how we continue to engage the wider stakeholder network in a more meaningful and effective way.

7 people attended from 7 organisations

- Network / Actor Mapping

System mapping / Shared priorities link

42 people attended representing 27 local organisations

- Asset Mapping
- Networking Conversation Themes

ABCD-E course - One day interactive in person ABCD workshop bringing together system leaders, LTOs, and local stakeholder organisations. The objectives of the workshop were for attendees to understand asset-based community development (ABCD). Use a strengths-based approach to support the communities you work with, influence decision-makers to view communities in a new light, Engaging local communities and methods to do this, Unlocking new relationships capturing and sharing community stories.

18 people attended representing 12 local organisations

- Asset Mapping
- What is strong
- Surveys



Priorities



PLACE PARTNERSHIPS EXPANSION IN CASTLE POINT

Half-day Stakeholder
Workshop
Friday March 8th, 2024

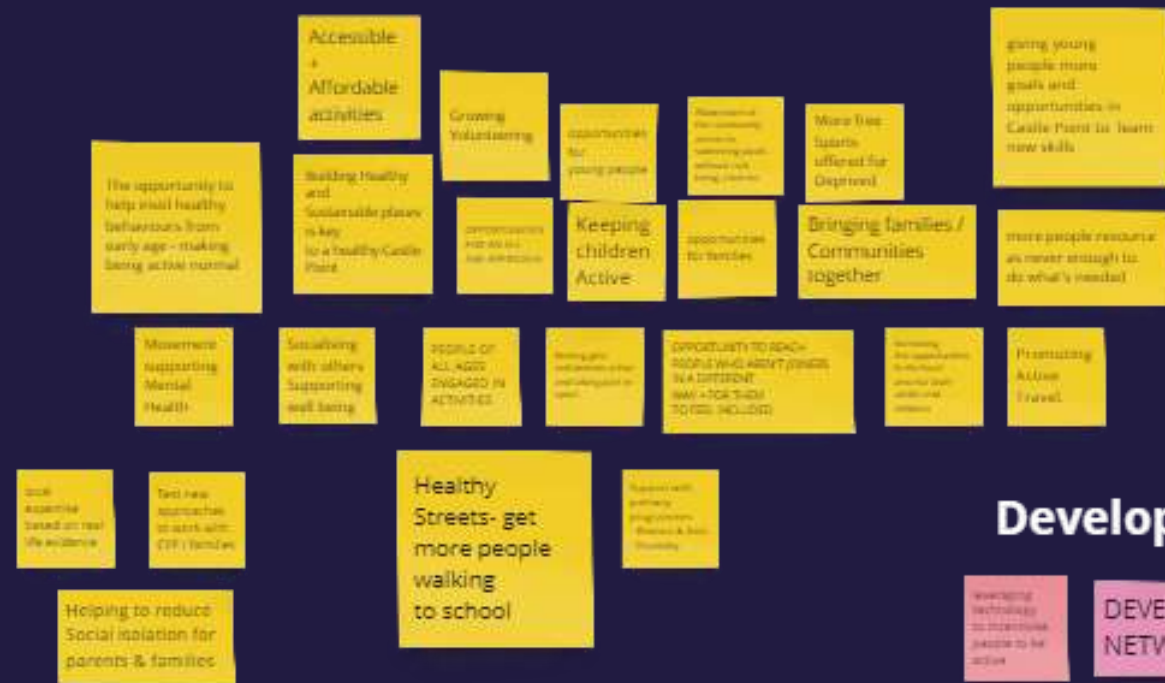
WORKSHOP FEEDBACK



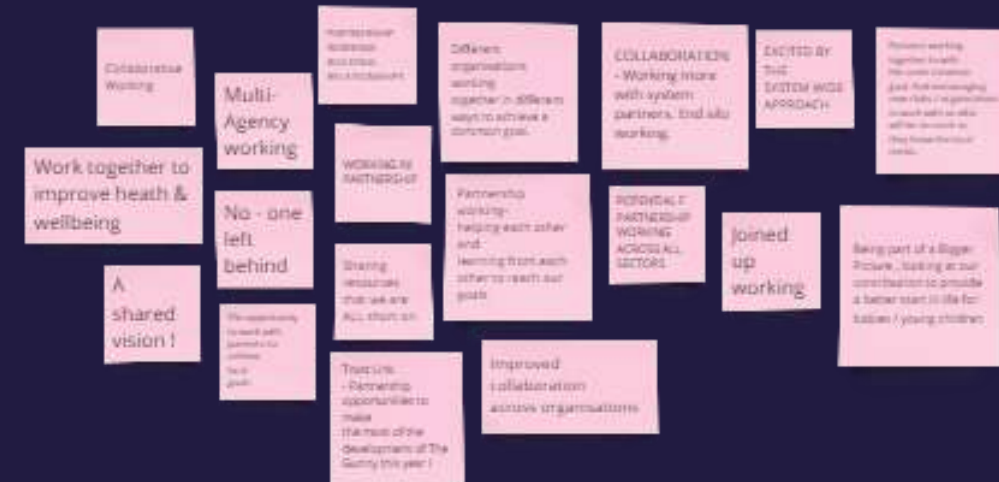
What have you heard that excites you about Place Based Expansion?



Opportunity to achieve multiple outcomes for local residents



Collaboration across the system



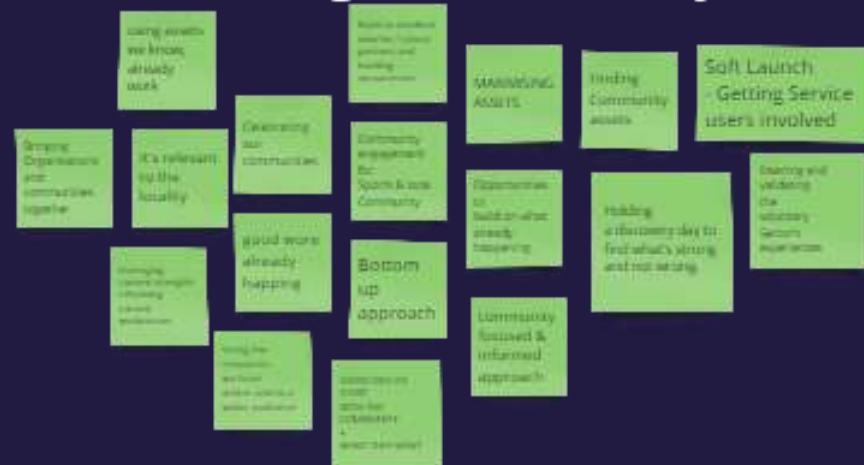
Developing networks



Long-term sustainable investment



Place-based / Asset-based approach involving the community



Passion in the room



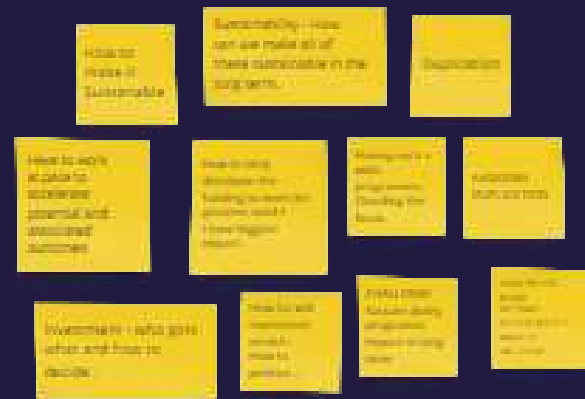
Not just sport



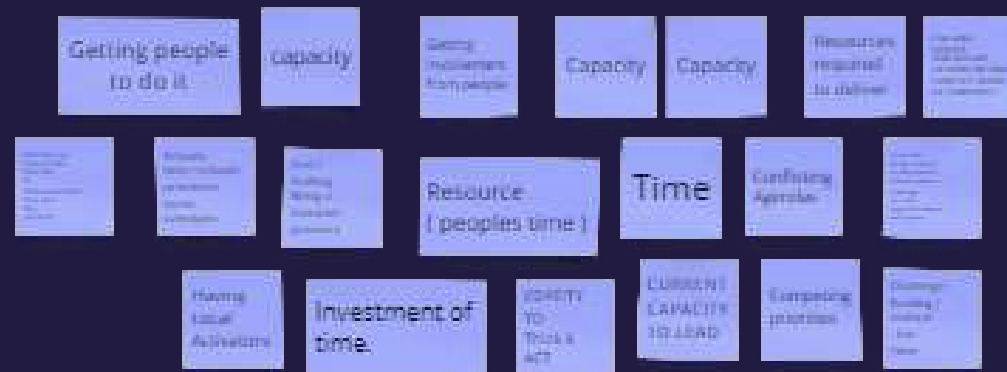
What challenges do you see with delivering the Place Partnerships expansion opportunity?



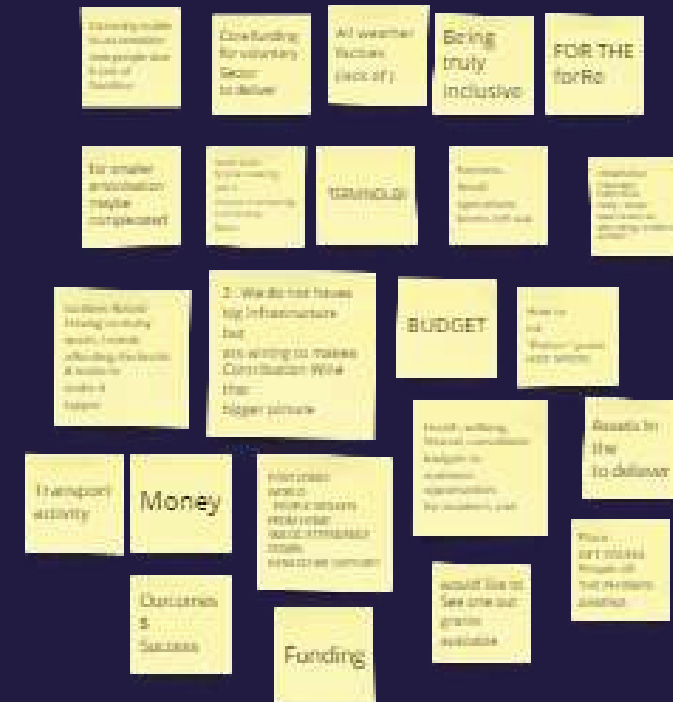
Using funding wisely and sustainably



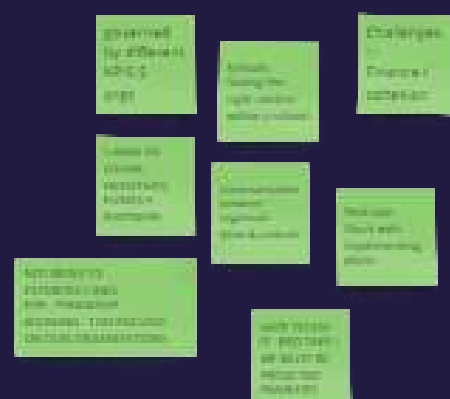
Time, capacity and competing priorities



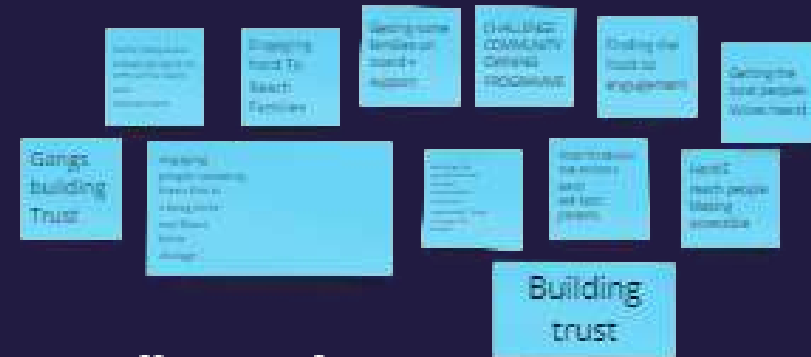
Other



Organisations working together



Engaging the community, particularly those who are inactive



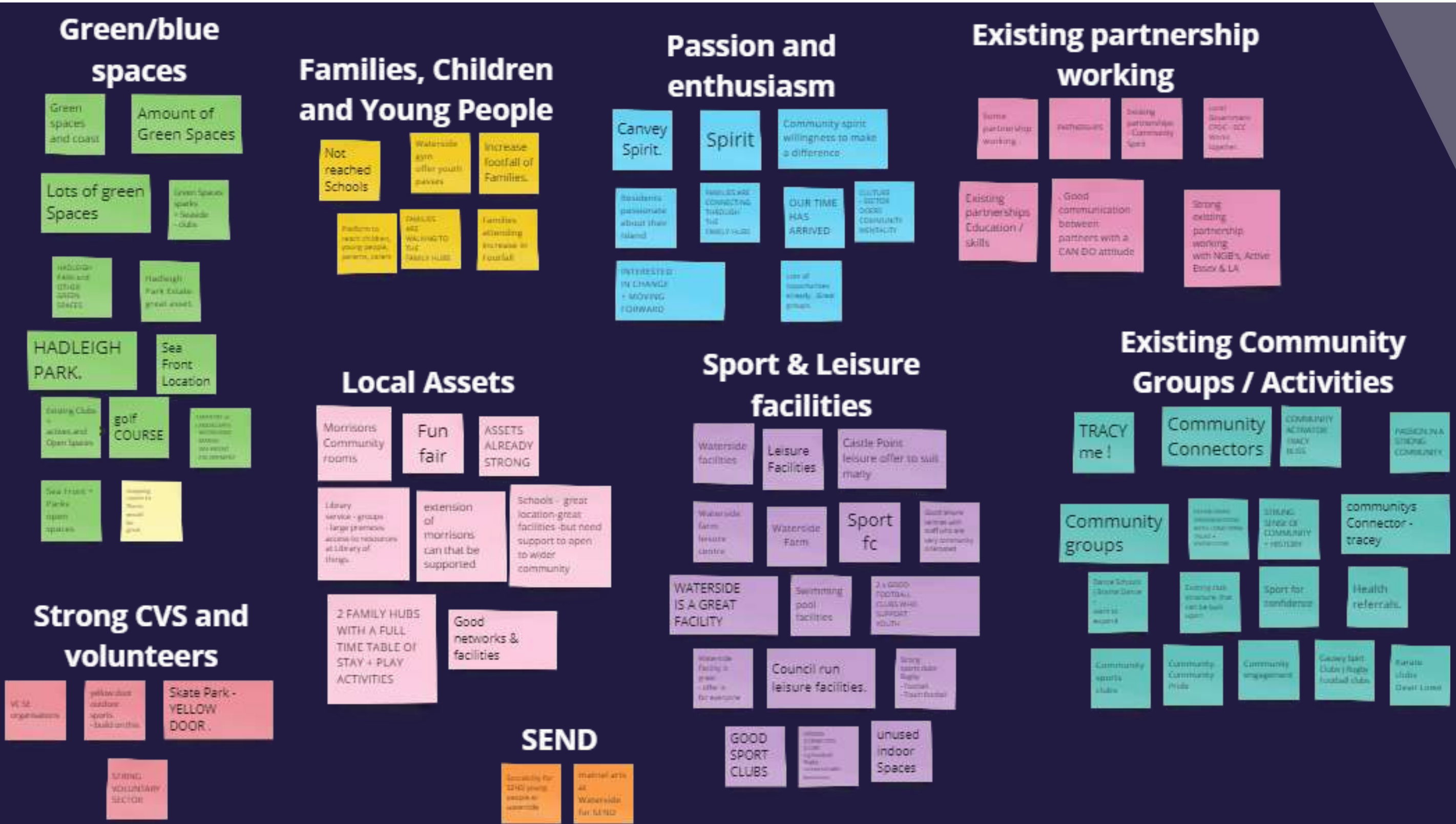
Understanding and breaking down barriers



Local politics



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



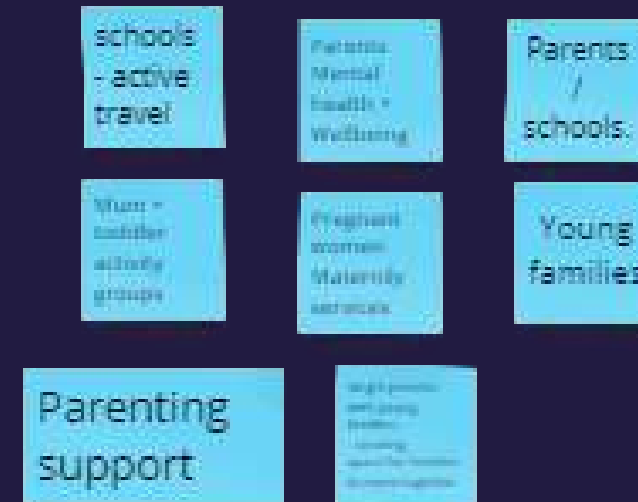
Stats can only tell you so much, so who should we focus on?



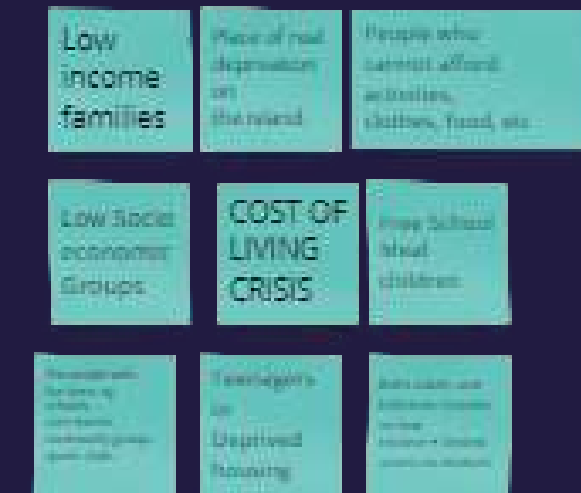
Children & Young people



Families/Parents



Low income / Areas of deprivation



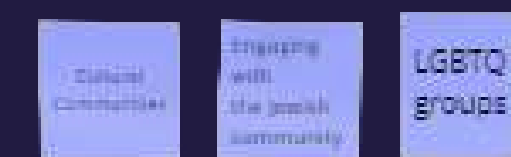
People with disabilities and LTHCs (inc SEND)



Mental Health



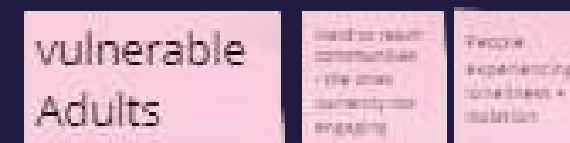
Minority groups



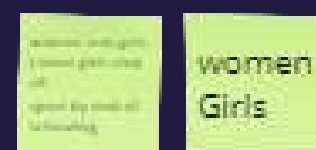
Older people



Isolated / Hard to reach



Women & Girls



Youth Crime Prevention



What should be the priorities for future investment?



Existing community assets



Training / Capacity building



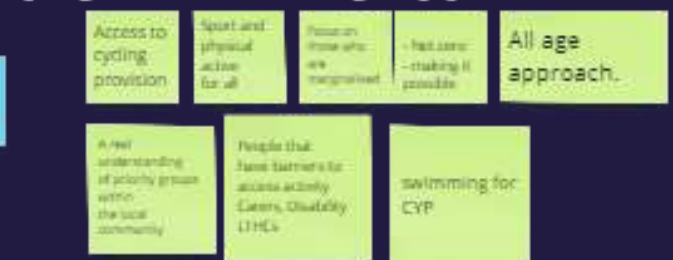
Safe Spaces



Community engagement



More accessible and inclusive physical activity opportunities



Active Environments



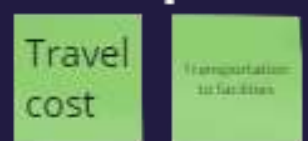
Collaboration / Cross-system working



Technology



Improving transport



Improving facilities



Culture Change



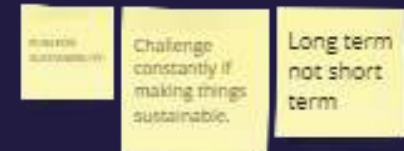
Low cost options



Communication & Marketing



Sustainability



Geographical areas



Work with schools



TEST & LEARN



CASTLE POINT

- The total investment needed for a 10-month (June 2024 – March 2025) development phase is £251,850 as outlined in the budget below:

Castle Point Development Phase Budget			Comments
	24/25	25/26	
Collaborate system diagnostic/mapping	£15,000	£0	Set price per place
2 day leadership course (venue, food)	£5,000	£0	Tutors paid by Sp Eng. These costs are for venue/food
ABCD course	£3,500	£0	Full day plus 2 half day follow ups
Networking course	£1,000	£0	Contribution to a quality one day course on networking which will be held for the 3 Place Partnerships and tutored by Ken Masser who is well known to Sport England.
Evaluation/data/research	£25,000	£0	Measurement and evaluation of all development phase activities
Buying out capacity to work on the development phase			
Lead Person from the local system	£39,400	£0	Buy out 2 days per week for 10 months of Assistant Director's capacity
Capacity for CVS	£10,000	£0	Extra capacity to manage the micro grants and vol org capacity building
More support from local system	£5,000	£0	Buy out some time from LTO managers or provision of expert advisors for system leaders
Creating new capacity to influence the system			
Physical Activity Navigator	£32,000	£7,000	New post hosted by Castle Point Leisure to supporting inactive people and networking community organisations for an initial 12 months. Includes on-costs.
Convening space for co-creation and action planning	£5,000	£0	Networking, Insight gathering, Action Planning workshops and meetings
Test and Learn Projects			
Children and Young People Projects	£30,000	£0	New CYP projects led by the School Sport Partnership (SSP) - There is an opportunity to deliver some test and learn projects, build on existing work or codesign new interventions. This could include engaging in gamification projects such as Street Tag or Beat the Street, but could also be through building on existing projects such as Essex Pedal Power and projects like Ready 4 Action (targeted physical activity breakfast clubs), and Best Start project
Micro-grants	£30,000	£0	20 to 30 small grants to fund new provision for inactive audiences managed by CAVS to test a wide range of ideas and opportunities including , community ambassadors, developing community hubs, Make Every Contact Count,
Capacity Building of voluntary organisations	£5,000	£0	Support to provide expert advise and support for local LTOs to build their capacity and ability to engage more inactive audiences in Canvey Island led by CAVS
Feasibility for a new physical activity behaviour change campaign	£7,500	£0	Consideration of a new social marketing campaign aimed at the inactive using the latest behaviour change nudges
Targeting cardiovascular audience on Canvey Island	£10,000		This project will be developed in partnership with local stakeholders and the South East Essex Health Alliance to test new ways to engage inactive residents at risk of cardiovascular disease which currently accounts for a quarter of premature deaths in Mid and South Essex.
The Gunny community engagement	£7,500	£0	Test and learn of community engagement projects at the Gunny. Local mental health and environment charity Trust Links is working with Canvey Island Big Local and other partners to transform The Gunny into a thriving community space.
King Georges Park Activation	£6,000	£0	The new tennis courts should be completed by the end of May. Yellow Door plan to encourage the community to use the courts through free volunteer-led sessions on Saturday mornings, tennis holiday camps, tennis fitness sessions, and working with the local LTA tennis and Hadleigh Tennis club clubs to run coaching sessions and tournaments on the courts.
Waterside Farm Skate Park Activation	£7,950	£0	In collaboration with other Essex Youth Services and other youth organisations, we propose repurposing the 'old youth café/bungalow' adjacent to the Youth Skate Park as an 'outreach' space. This space will host clubs and activities. It will also be a base for providing coaching sessions for scooters, BMX, skateboards, and pop-up sports and activities, drawing inspiration from the Street Games approach.
TOTAL	£244,850	£7,000	GRAND TOTAL: £251,850



CASTLE POINT PLACE EXPANSION NETWORKING CONVERSATION THEMES



Health and Wellbeing



Physical Health

Mental Health

Community & Social Connections



Family and Youth Support

Community Engagement

Early Intervention

Social Connections and Support

Specialised Support

Career and Employability Support

Active Lifestyle



Sport and Physical Activities

Youth and Family Programmes

Community and support services

Data Insights & Collaborative Strategies



Collaborative Framework

Innovation and Development

Information and Resource Sharing

Planning & Local Assets



Planning and Strategy

Green and Open Spaces

Infrastructure and Facilities

Assets and Resources

Community Engagement

SHARED PURPOSE



SYSTEM CHANGE (LEADERSHIP COURSE)



CASTLE POINT

	HEALTH AND COMMUNITY	ACTIVE TRAVEL	HEALTH AND EDUCATION	EDUCATION AND ACTIVE TRAVEL	HEALTH AND COMMUNITY
POLICY	Health and Care Act 2022; JSNA – Joint strategic Needs Assessment; Transport strategy – Garden Town doc; Human rights Act; Local planning policy; HGGT – yr transport strategy 10 yr; Health and Wellbeing Strategy refresh 2023; Healthy Town framework HGGT; LCWIP – Local cycling walking infrastructure plan (3-4 years ago – covers current/ future HGCT plans Harlow); Integrated care strategy – worstreams on communities R districts; section 106 – funds/ what goes into communities ... development/ growth; Harlow/ LA/ ECC – C. Langley Landowner – i.e. ECC school – public land; what is tipping point?	<u>Active travel:</u> <ul style="list-style-type: none"> • SAM <ul style="list-style-type: none"> • Increase percentage of people doing active travel • What is active travel? • Section 106 tunnelling • Direct financial contribution to physical health 	ICS (Integrated Care Strategy); Safeguarding/ children and adults; Sport England; EYFS; DfE; Ofsted; cac; Duty of service provision	<u>Education:</u> <ul style="list-style-type: none"> • Food • Period poverty • National curriculum • Playing field – golden mile • Biodiversity map <u>Active travel:</u> <ul style="list-style-type: none"> • Storage • Corridors • Walking bus • Bike lessons 	<ul style="list-style-type: none"> • Sports/ community • Organisations to have offer to community • Influence/ bringing in H+W into others strategies • % of community/ sports orgs to allocate £ allowing for those who cannot pay • Reuse/ share clothing/ kit – back into community/ eco
PHYSICAL ENVIRONMENT	New hospital programme (no) – hospital begins at home; healthy places; active travel design guide	<u>Active travel:</u> <ul style="list-style-type: none"> • Big opportunity with existing infrastructure • Safe paths/ lighting • Overgrown bushes • Bike security 	EY settings; hospitals; GP's; STEM; Faith centres (central); Harlow college; Angelia Ruskin University; Schools; family hubs/ centres; butterfly effect; libraries; parks; cycle routes; leisure centres; sports facilities/ activities; recovery café	<u>Education:</u> <ul style="list-style-type: none"> • Park run • Academics <u>Active travel:</u> <ul style="list-style-type: none"> • Steps on sign post (e.g. 500 steps to library) • Footpaths, cycle paths • Lighting 	<ul style="list-style-type: none"> • Cycling infrastructure • Venues in kind • Disused spaces: tennis courts building • Outdoor gym • Confidence in how to access/ utilise space safely • Foot golf – reactivating green space – Harlow Town Park cost?
ORGANISATIONS AND SERVICE PROVIDERS	Vol sector; spaces needed; section 106 could influence/ support what is currently available and funds/ assets available	<u>Active travel:</u> <ul style="list-style-type: none"> Strong 	Butterfly effect; salvation army; open road; clubs/ scouts; army/ cadets; ECC/ county council; ACV; BMAT; Homestart; PAH; EPUC; Mind; ECFWS; ICB/ NHS; Parenting Assessment Unit; safer places; Changing Lives; voluntary sector/ rainbow services; child minders; HDC district council; Harlow food bank – Michael Roberts charitable trust	TIME <u>Education:</u> <ul style="list-style-type: none"> • Park play • Changing lives <u>Active travel:</u> <ul style="list-style-type: none"> • Good gym • Borrow a dog • Befriending – walk and talk 	<ul style="list-style-type: none"> • Cost to mn – facilities • Barriers to access space: pitch/ permission • Healthy workforce
SOCIAL NETWORKS	Families; existing groups	<u>Active travel:</u> <ul style="list-style-type: none"> • Keep up to date with what's happening • TikTok 	Community embrace; fitness classes; coffee base/ shops; workplace; family/ friends; clubs; faith centres (church); organised activities (sports); shopping; hairdressers; voluntary work; clubs/ scouts; army/ cadets	<u>Education:</u> <ul style="list-style-type: none"> • School intranet • FB • Cultural celebrations <u>Active travel:</u> <ul style="list-style-type: none"> • Befriending – community embrace 	<ul style="list-style-type: none"> • Community groups • Families • Safer places • Culture • 13-18 yrs • Mentors/ young leaders
AUDIENCES	All: young people; older people; frail; long term conditions; babies; SEND; families; poor mental health; education establishments; ethnically diverse/ protected	<u>Active travel:</u> <ul style="list-style-type: none"> • Consult + engage • Find out the why! • Barriers to active travel 	The lonely; PDR's; The fragile/ elderly; traveling community; hotel residents; refugees; low income; homeless/ HMO; single families; the community; families; young children; Parenting Assessment Unit	Making it FUN - hopscotch, flashmobs, "Just one thing", piano keys, free to the public, tai chi <u>Education:</u> <ul style="list-style-type: none"> • Alt. ed • Children; Parents <u>Active travel:</u> <ul style="list-style-type: none"> • Neurodiversity • Disabled people • Measure smiles not miles 	<ul style="list-style-type: none"> • Representing all residents • Frailty • Social isolation • Loneliness • Healthy weight • Oral health

CASTLE POINT PPE - LEADERSHIP FOLLOW UP

SWOT



CASTLE POINT PPE - SWOT ANALYSIS

Strengths

*21 pieces of feedback

Community Engagement

- High engagement from partners
- Committed community members
- Participation in face-to-face meetings

Collaboration

- Open and inclusive culture that encourages collaboration
- A culture willing to share ideas and experiences
- Shared outcomes that unite the community

Resources and Connection

- Available and accessible resources to support initiatives
- Strong connections and networks among community members
- Involvement of local organisations (e.g., ATF, Yellow Door Tennis)

Lived Experiences and Collective Voice

- Utilisation of lived experiences to inform and enhance programmes
- Recognition of place-based working for specific solutions
- A strong collective voice that advocates for community needs
- Awareness of the importance of collective action

Momentum and Energy

- Excitement and energy driving community initiatives forward
- Regular meet-ups fostering continuity and shared motivation
- Fun and engaging activities that promote participation



*15 pieces of feedback

Engagement & Motivation

- Pressure on services, leading to reduced engagement
- Motivation fizzle over
- Insufficient sharing of successes and positive outcomes occurring within projects
- Key "health" stakeholders, no rep from MSE, ICB, and PCN, which is a missed opportunity

Communication & Collaboration

- This isn't just about projects that Sport England funds
- Insufficient sharing of successes and positive outcomes occurring within projects
- Improved understanding of the local plan and its objectives
- A desire for enhanced collaboration to align efforts
- Identifying individuals, such as Amanda, who can assist with local plans and infrastructure development

Weaknesses



Financial Constraints

- Lack of committed funds and investments in place for initiatives
- Insufficient coordination of available funding source

Operational Constraints

- Daily routine responsibilities overshadow proactive engagement
- Waiting for directives rather than taking initiative on next steps.
- Challenges in ensuring that activities and projects are sustainable long term

Opportunities

*18 pieces of feedback

Community Engagement & Awareness

- Roadshows to showcase various support resources across different locations bringing community members closer to what's available
- Develop programmes that engage local communities
- Using each other's spaces promoting collaboration

Communication

- Visibility of local assets and services
- Break down misconceptions about local resources and services encouraging community exploration and understanding

Learning

- Learn from successful place-based partnerships to enhance collaboration strategies
- Sharing insights from internal organisations to leverage existing expertise

Strategic Planning

- Focus on sustainability and long-term goals i.e. 2025
- Health & Wellbeing board as platform to share collaborative opportunities and common objectives

Shared Outcomes

- Work towards aligned goals and outcomes
- Shared involvement

*10 pieces of feedback

Conflict & Competition

- The concern about stepping on others' toes may reduce momentum, preventing stakeholders from fully engaging or collaborating, which could weaken overall project impact
- The possibility of projects fizzling into nothing due to lack of clear leadership or direction can lead to wasted resources and unmet community needs

Communication & Collaboration

- Effective communication across partners to avoid silo working
- Lack of communication
- Lack of visible signage and clear information can obstruct stakeholder engagement

Threats



External Threats

- The risk of external organisations parachuting in posing a threat to established organisations

Capacity Challenges

- Changes in government policy and funding affecting project sustainability
- Leaders' time commitments may strain resources, limiting capacity to drive initiatives effectively or maintain engagement over time.
- Initiatives take time to set up / organise / lead
- Project infrastructure

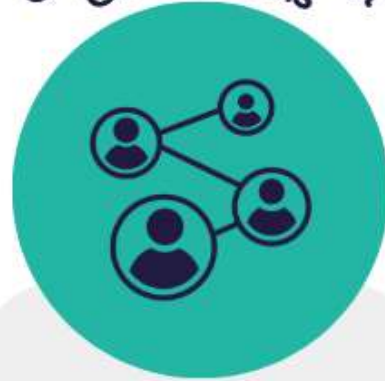
CASTLE POINT PPE - NETWORKING CONVERSATION THEMES

Health and Wellbeing



- Physical Health
- Mental Health

Community & Social Connections



- Family and Youth Support
- Community Engagement
- Early Intervention
- Social Connections and Support
- Specialised Support
- Career and Employability Support

Active Lifestyle



- Sport and Physical Activities
- Youth and Family Programmes
- Community and support services

Data Insights & Collaborative Strategies



- Collaborative Framework
- Innovation and Development
- Information and Resource Sharing

Planning & Local Assets



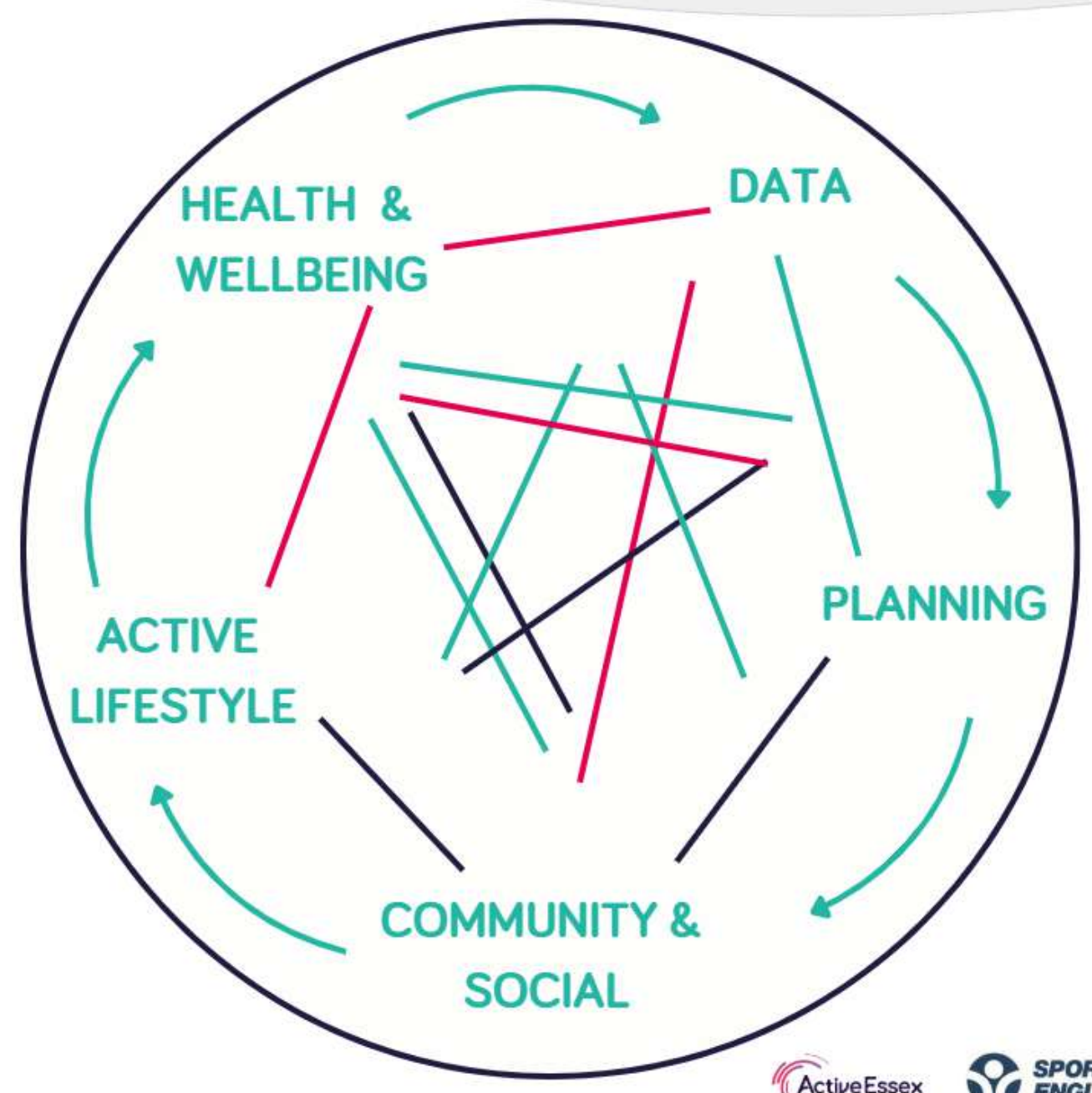
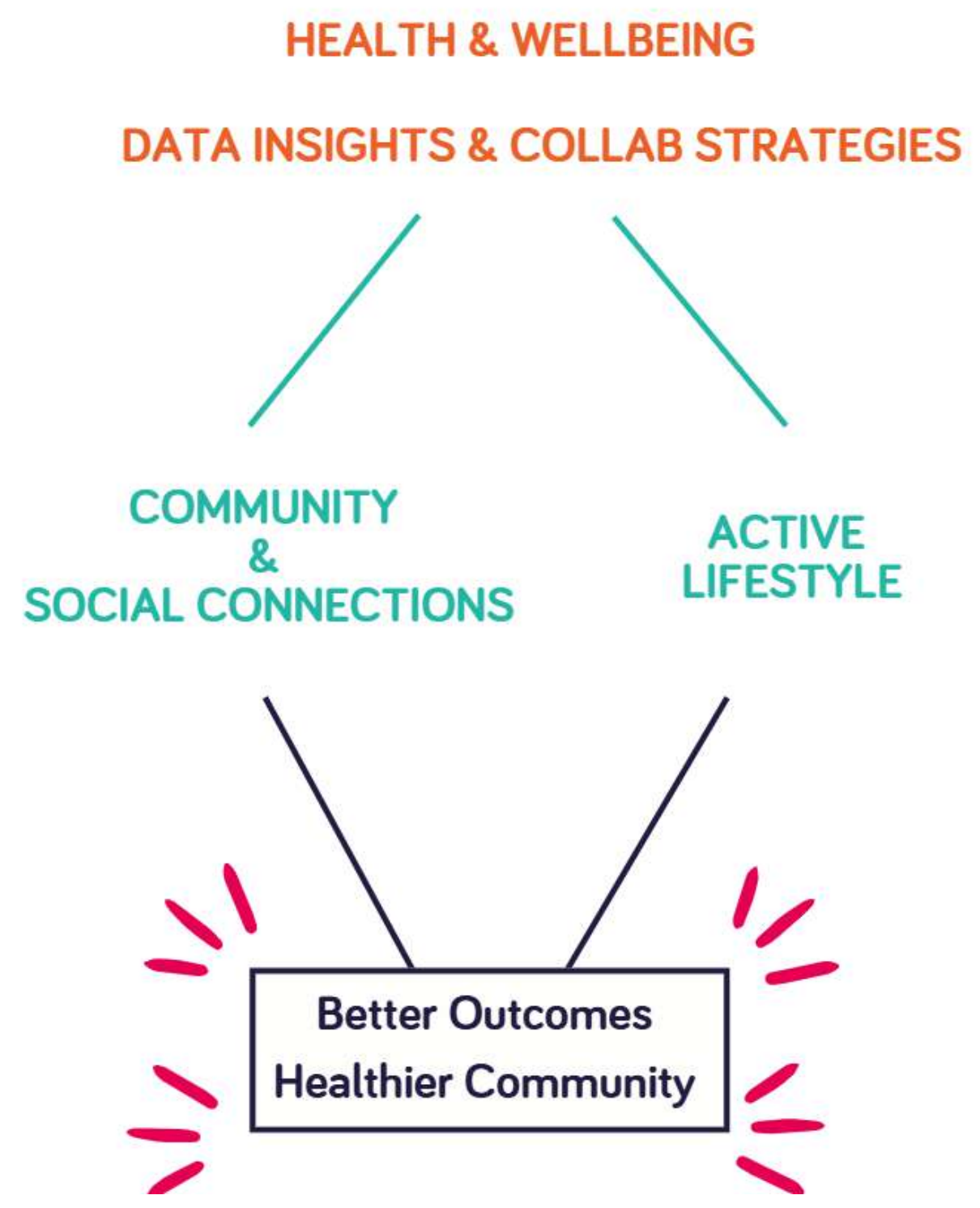
- Planning and Strategy
- Green and Open Spaces
- Infrastructure and Facilities
- Assets and Resources
- Community Engagement

CASTLE POINT PPE - LEADERSHIP FOLLOW UP

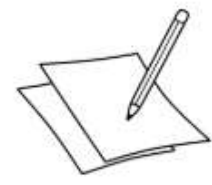


Draw your priorities

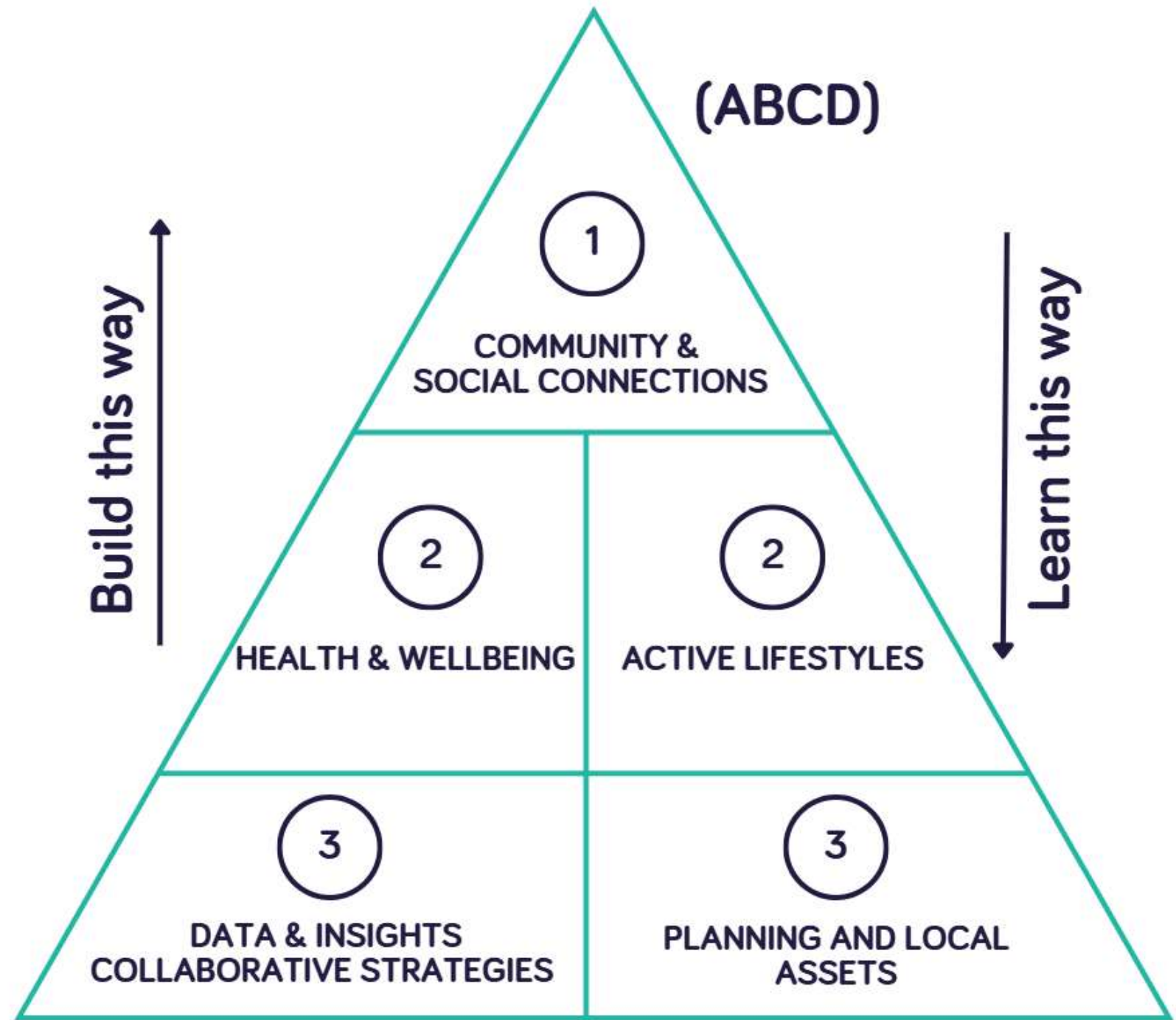
PLANNING & LOCAL ASSETS



CASTLE POINT PPE - LEADERSHIP FOLLOW UP

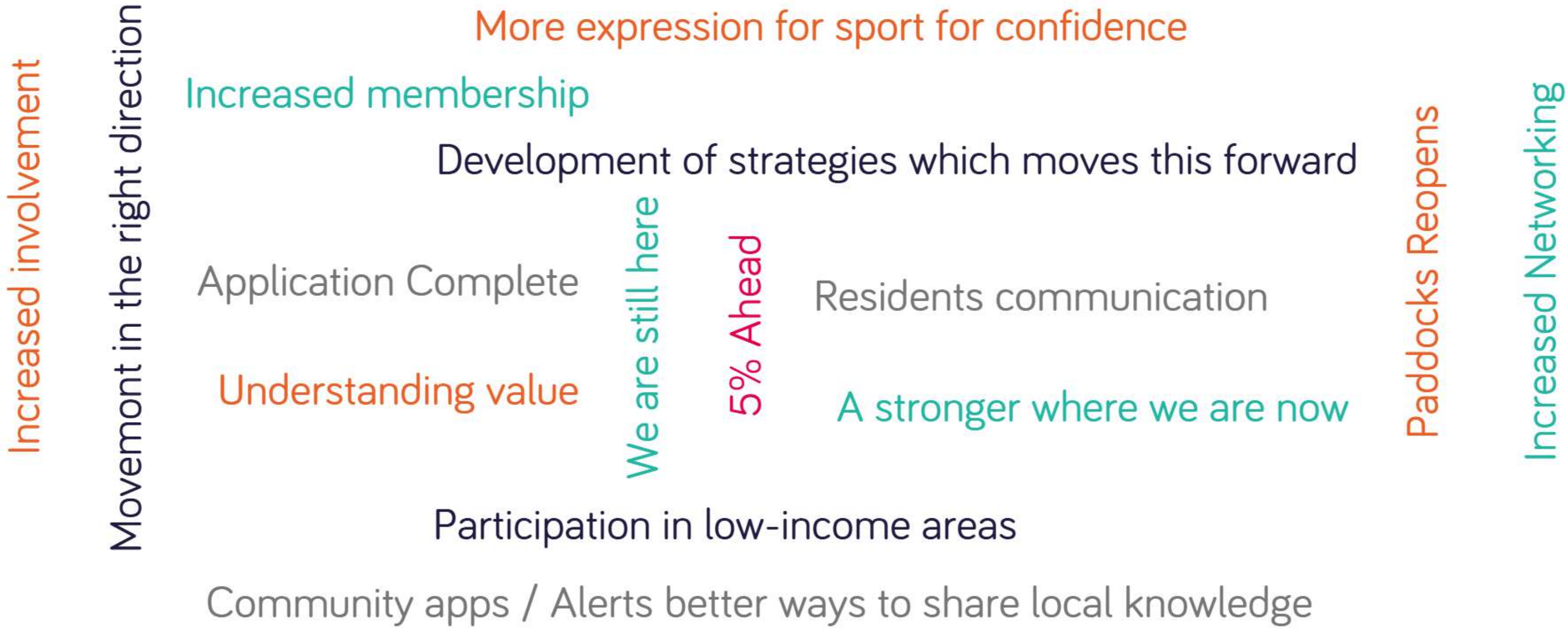


Draw your priorities



CASTLE POINT PPE - LEADERSHIP FOLLOW UP

What does succes look like in April 2025



Building Effective Coming Soon Networks



ABCD-E



CASTLE POINT PLACE EXPANSION ABCD-E WORKSHOP



What are you hoping to learn from today's session?

What it means for us What this means for all

Understanding community Why Best practices

Reflection **Connections** How to be involved

Best Practice **Knowledge** The how's

Networking Importance Ideas Collaboration

What it really means Connecting

Understanding How to develop community

The Identify assets

importance How I can use ABCD

Making

Connections

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When working with a community group what steps could you take to ensure they feel empowered/ listened to/ involved?

Get the right people
take on board feedback

Engage
Update

Regularly review outcomes

Co Production

Support them

Honesty

Listen

Feedback

Be interested

Support

Respond

Review

Cast net widely

Reward

Motivate

Trustworthy

Updates

Involvement

Encourage

Co-design solutions

Care

Passionate

Compassion

Participate

Consultation

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What will you do differently in your work as result of what you have learnt today?

