



Hardwiring
physical activity
into the system
for sustainable
change

eldp

Essex Local
Delivery Pilot

Our Vision



Tackling inactivity in Essex

Essex has been selected by Sport England to take part in a new pioneering pilot programme aimed at increasing participation in sport and physical activity.

Essex, one of the UK's largest and most diverse counties, is one of only 12 areas in the country to be part of this game-changing approach. The area will benefit from a share in the £100 million of National Lottery funding that will be invested in the 12 Local Delivery Pilots.

What is the Essex Local Delivery Pilot



Radical change is needed to decrease inactivity and supercharge people's attitudes to physical activity. This is at the heart of the Essex Local Delivery Pilot.



This Pilot will take a unique stance on overcoming the issues of inactivity in Essex. Through this approach, our county will become a template for best practice going forward.

The pilot will look in particular at tackling inactivity among the elderly, families and those with mental health issues across Essex.

22% of the population across the county is classified as inactive

Inactivity in Essex costs the NHS approx.

£58
MILLION
per year

Essex is predicted to have

388,300
people over the age
of **65** by **2021**

172,565

people between **18 and 65** have a common mental health disorder

45%

of families in Essex have at least one person aged 16+ that's unemployed

The Essex Local Delivery Pilot will initially run until

2021

Nearly

20%

of 10-year-olds are obese



How will the Delivery Pilot work?

The Essex Local Delivery Pilot will run in Basildon, Colchester and Tendring. Together these three areas represent 37% of all inactive people in Essex and represent areas with a range of barriers to physical activity such as post war urban planning, coastal deprivation and poor social mobility.

By working closely with these areas, we can learn what works, (and what doesn't) to encourage more activity.

Initial Pilot Areas

Basildon

Colchester

Tendring



The pilot will not follow a 'one-size-fits-all approach' but instead investigate the individual needs and requirements of local communities in the three test pilot areas.

To help the pilot succeed, Essex has committed to a new 'whole system change'. This will mean closer collaboration between Essex County Council, local councils and grass roots organisations such as clubs, schools and voluntary groups. This cooperation is at the heart of our approach to getting more people active both now and in the future.

During the first phase of the pilot (Spring to late Autumn 2018), a full audit of the sport and physical activity system in the pilot areas will be undertaken, as well as setting up an evaluation framework to measure the progress of the pilot over three years.



How can I or my organisation get involved?


We are asking organisations and groups who are currently involved in sport and physical activity in Basildon, Colchester and Tendring and feel they can help get inactive people to be active, to get in touch through the Active Essex website:

www.activeessex.org/registermyinterest

This will help us build a picture of the needs in the Local Pilot areas and we may then get in touch to ask your views on sport and physical activity provision in your area.

“Working with all of our partners in a local area for the first time, we can think about that broader range of issues and work right across the local system to address them.”

Jennie Price, Sport England
Chief Executive



"If we are to see step change in the amount of physical activity and sport Essex people are undertaking, we will need to work in strong partnership with key players across the county to make it happen."

Cllr John Spence,
Chair of the Essex Health and Wellbeing
Board and Cabinet Member for Health
and Adult Social Care, Essex County Council

How do I access funding?

The first stage of the Local Pilot is currently underway. This involves auditing current sport and physical activity in the test areas and understanding the local need. During the next stage, the Essex Local Delivery Pilot will identify projects and initiatives that could become part of the Local Pilot and access funding.

"We are absolutely delighted to be part of this once-in-a-lifetime pilot. We have an incredible opportunity to tackle the issues of inactivity head-on and for Essex to become a beacon for best practice."

Dr. Mike Gogarty, Director of Public Health for Essex



"Basildon's involvement will provide us with an exciting opportunity to tackle some of the issues around low levels of activity and share our findings with other communities in Essex and nationwide."

CLlr Andrew Baggott, Leader of Basildon Borough Council

"This is a real life changing opportunity for some of our residents. We are extremely excited about this significant boost and see it as a once in a generation initiative. It has the potential to bring about real and tangible improvement to people's lives and wellbeing."

CLlr Neil Stock OBE, Leader of Tendring District Council

"This pilot will help overcome the barriers preventing some of our most vulnerable and marginalised residents. Getting more people to embrace healthy active lifestyles doesn't just help to improve their mental and physical wellbeing, it is also an excellent way to bring communities together."

CLlr Paul Smith, Leader of Colchester Borough Council





Key Partners in the Essex Local Delivery Pilot

ESSEX
**HEALTH &
WELLBEING**
BOARD



Basildon Council
BASILDON • BILLERICAY • WICKFORD



collaborate
THINKING • CULTURE • PRACTIC



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