

**Creating active and healthy communities through  
a whole system, place-based approach.**

**Learnings from the Essex Local Delivery Pilot**



# The National Pilot

## Why Essex?



One of the UK's largest and most diverse counties



### £58m

approx. cost to the NHS per year, due to inactivity in Essex



of 10 year olds are obese



### 27%

of the population across the county is classified as inactive



Supported by Essex Health & Wellbeing Board and Active Essex

113 applications were received  
19 proposals shortlisted

£100 million of National Lottery Money across 12 local pilots



The Local Delivery Pilots, plan to reach audiences, such as:



Residents on lower incomes



Older people



Residents from ethnic diverse communities



Families

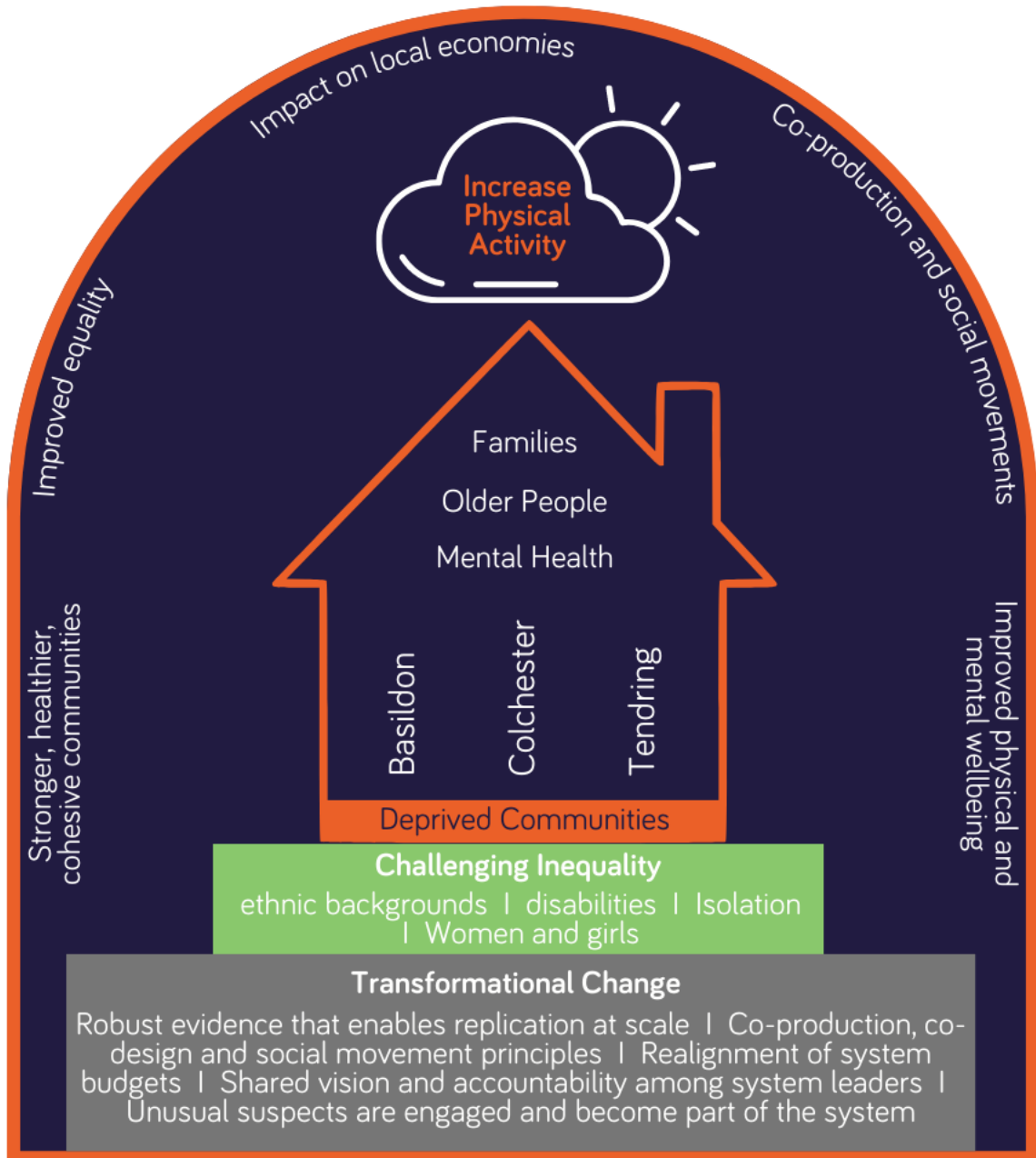


Women and girls

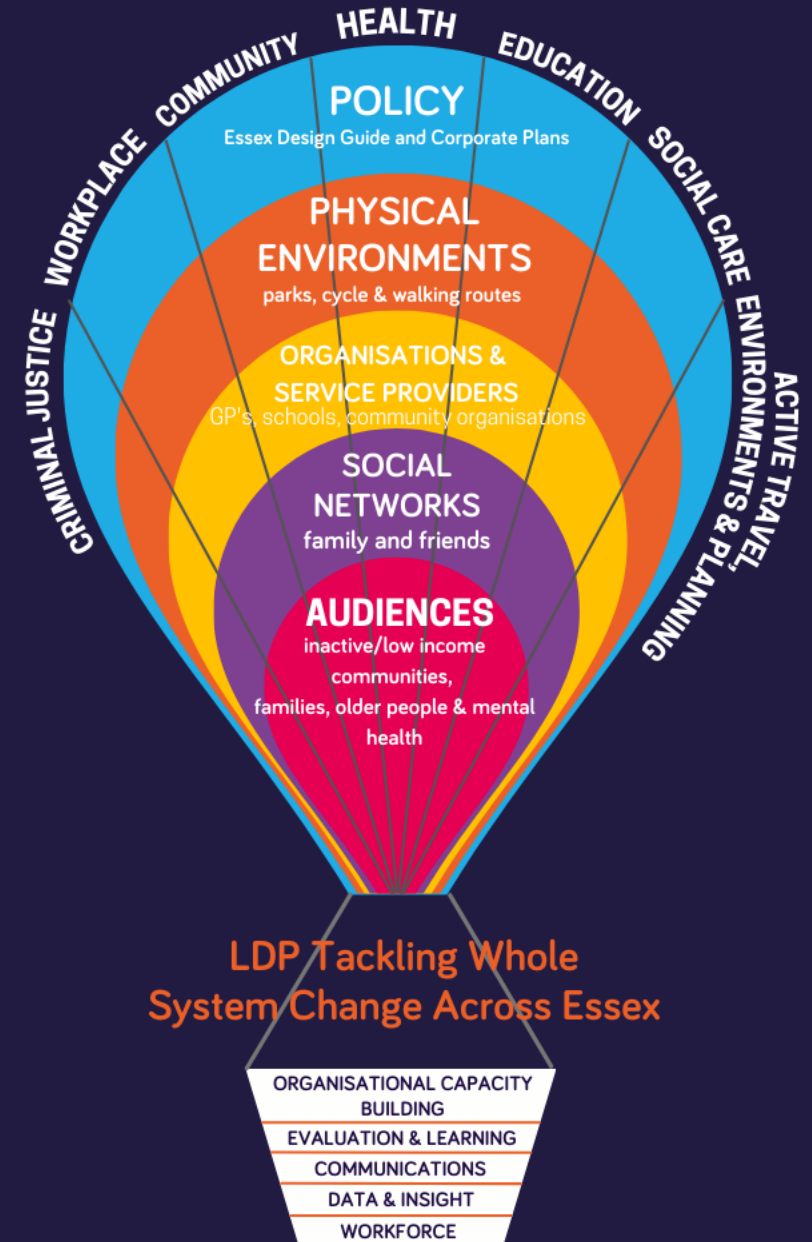


People living with a disability

# Our approach to system thinking and collaborative leadership



# THE LDP SYSTEM CHANGE MODEL:



# A Relational Approach, not Transactional



Being clear on how need shows up and where the need is



Building collaboration, cohesion and co-ownership in a place



Adopting ABCD as a first principle



Finding the way through what stops us and hold people where they want to be



Solve community problems through activity, not just sport



Work with the willing - start where the energy is



Develop agency and resilience



Clarifying and amplifying the win/win





# Essex LDP Ways of Working



## Place-based Working

Since 2019, a proactive approach has been taken by Essex LDP to understand ABCD and use it to underpin our work. So far we have trained over 300 practitioners and system leaders across Essex and have seen a number of positive outcomes. If we can distribute leadership to the local community, they will take responsibility and ownership of creating opportunities to reduce physical inactivity. They have the local experience, meaning they understand the needs and wants of their local community.



## Hard Wiring PA into System Settings

Criminal justice is one of the sectors that Essex LDP has worked within. We positioned ourselves well and gained a place on the Essex Violence & Vulnerability Board. More recently, we have invested in a 3-year, pan-Essex project aiming to continue influencing the youth justice sector. In addition to this, we position ourselves well within the health sector, working well with stakeholders such as Public Health Essex and Essex Adult Social Care.



## Realist Evaluation

At the start of the year, we began a journey with a new evaluation partner, taking a collaborative approach to evaluation that utilises realist methodology. We have now developed our initial assumptions and beliefs and are in the process of testing them. We have taken the approach of embedded researchers within the Active Essex team to embed a culture of evaluation and learning to show that evaluation is “everyone’s business”.



## Social Return on Investment

The Social Return on Investment represents a complimentary method to the realist evaluation. The evaluation and SROI activities have been streamlined together to ensure coherence between the two pieces of work. We have also been exploring the use of the WELLBY to compliment the SROI piece.

Findings from this work will be available in the new year.



## Deep Dives

We have commissioned deep dive evaluations into four of our key programmes:

- Find Your Active
- Essex Activate
- Asset Based Community Development
- Essex Pedal Power

Deep dives allow a clear understanding of successes, learnings and challenges which have arisen. Therefore help to conduct sufficient evidence for potential scale and replication.



# Using a Place-Based Approach

Click on each of the images, to watch a short video/ read a blog piece





# Hard Wiring Physical Activity into the System



## LEVELLING UP

Although the Levelling Up agenda has a broad remit, Active Essex were able to steer Essex County Council's approach and leverage over half a million pounds of funding towards physical activity. Learning from the LDP has supported Active Essex to position themselves as a key partner in this work.

As Levelling Up moves towards delivery in further areas such as Braintree and Greenstead, Colchester; Active Essex have a role in shaping their approaches.



## COST OF LIVING

As we face a cost of living crisis, Active Essex are drawing on extensive learning from the LDP to influence how we respond.

Using our involvement in the Levelling Up agenda to inform and evolve our approaches for Cost of Living., we know that the approach needs to influence different systems to work together on a common goal, influence policy and procedures and develop an approach that is relevant to our communities.



## ESSEX ACTIVATE

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

This work had already developed relationships with key partners and allowed us to use evidence to develop a successful local programme. This enabled us to leverage £4.1million from DfE and £800k from ECC.

# What we've learnt together



## Place-based working

- ✓ Start with community need
- ✓ Take an asset based approach
- ✓ Co-production is needed
- ✓ Start with where people are at (not wanting to be active)
- ✓ Solve community problems through social knitting, building trust, which will lead to physical activity
- ✓ Creating trust



## Whole System Change

- ✓ Relational not transactional
- ✓ Don't just focus on community sport
- ✓ Other systems have huge impact on residents to be active
- ✓ Start with the priority of the system, it doesn't have to be physical activity
- ✓ Go where the energy is, don't continue to knock on closed doors
- ✓ Influence the system to adopt place-based working and ABCD
- ✓ Knit systems together

