

The key points from each meeting with Essex County Council Cabinet Members are described in the table below:

Member	Key Points
Cllr David Finch	<ul style="list-style-type: none"> <li>• The link between healthy eating and physical activity is key. How do we help people to understand how active they are or aren't and understand the huge importance of exercise.</li> <li>• Behaviour change is critical and a multi-channel comms approach would be needed to pull this programme together. This would include the importance of capability, opportunity and motivation. This multi-channel approach would be county wide with county partners supporting and endorsing its rollout. It can't be a short-lived campaign and therefore would need longevity.</li> </ul>
Cllr Kevin Bentley	<ul style="list-style-type: none"> <li>• Key opportunity is the contribution that physical activity can make to support the modal shift to cycling and walking.</li> <li>• Behaviour change is absolutely key and we need to support people with the right messages that clearly encourages more physical activity and active travel.</li> <li>• Can we ensure we scale up our Bikeability programmes and see cycling as a life skill for all ages.</li> </ul>
Cllr Ray Gooding	<ul style="list-style-type: none"> <li>• Never has there been a more important time for physical activity to be a fundamental part of young people's education and lifestyles. We must ensure that our educational institutions have the resources and expertise to embed physical activity not only as part of the curriculum but also offering extra-curriculum opportunities for our young people.</li> <li>• It is vitally important that we continue to develop the workforce to ensure we have deliverers across all settings to deliver this upsurge in physical activity that we wish to see here in Essex.</li> </ul>
Cllr Dick Madden	<ul style="list-style-type: none"> <li>• Partnership collaboration is the key to the success so connections with Essex Partners, Essex Assembly are essential.</li> <li>• ECC strategy teams must position physical activity as a priority for the long-term and understand the physical activity consequences and impacts of working from home.</li> </ul>
Cllr Louise McKinlay	<ul style="list-style-type: none"> <li>• Physical activity has been a major component of all of the School Holiday Activity Clubs and so this creates a great platform to ensure we can embed a legacy for our young people longer term.</li> <li>• Physical activity offers a huge opportunity to collaborate with our children and family partners and make a demonstrable difference to their lives.</li> <li>• Social marketing is critical but need to have a phased approach in order to effectively engage our target audiences.</li> </ul>
Cllr Susan Barker	<ul style="list-style-type: none"> <li>• It is important to remember we have several methods to connect with our communities, as well as Facebook we have the Association of Local Councils and Town Councils.</li> <li>• Libraries are key parts of the community and can act as a focal point for the community in championing the importance of physical activity.</li> <li>• Critically important that we work with our communities and not do to our communities.</li> </ul>
Cllr Tony Ball	<ul style="list-style-type: none"> <li>• As town centres reopen, how can we think about active design</li> </ul>

	<p>principles to encourage more walking.</p> <ul style="list-style-type: none"> <li>• Opportunity to think about empty shops and how could they be put in temporary use for things like Ping Pong Parlours.</li> <li>• Just like first aiders and mental health first aiders, should we not have workplace physical activity champions.</li> <li>• Recognise the contribution of leisure to the economy of Essex and ensure that the leisure sector is part of the confidence campaigns that ECC economy team will be driving.</li> </ul>
Cllr Simon Walsh	<ul style="list-style-type: none"> <li>• Opportunity to explore Daily Mile routes in country parks, these could be easy to mark out, just need some way finding signs.</li> <li>• Increase physical activity social prescribing and green prescription to make good connections to green space.</li> <li>• Opportunity to think about how physical activity can be embedded in different department messaging e.g. Visit Essex, Explore Essex.</li> <li>• Climate Change – recognise and publicise the important contribution that physical activity can make to negative carbon emissions.</li> </ul>
Cllr Chris Whitbread	<ul style="list-style-type: none"> <li>• Social marketing will require strong local stories of the lived experience of real people.</li> <li>• To consider the corporate estate and how we can think about embedding wellbeing and active space for the future.</li> <li>• Covid19 legacy has involved partnership working and is something that we can continue to build upon.</li> </ul>