

LOCAL DELIVERY PILOT – ACTIVITY DASHBOARD

HEADLINES FOR Q1 AND Q2 2019

- Sport England have clarified that the end point for all LDP spend is March 2025
- LDP Investment Guidance approved by HWWB on 15th May
- New LDP implementation groups established in Basildon, Colchester and Tendring made up of multiple stakeholders that represent the target audiences and system settings
- Three new LDP investment plans have been created for Basildon, Colchester, and Basildon. The plans reflect the local issues and opportunities in the three areas, and provide a clear direction of travel for future work, coordinated by the new implementation groups in each pilot area
- An Essex-wide delivery plan is being developed to shape LDP investment at county level across the seven different system settings
- New 6 day leadership programme started for the LDP Delivery Team
- Senior Researcher appointed to the LDP core team to lead on data and insight
- Essex LDP welcomed 20 colleagues from Sport England in June. Our Sport England guests work across the organisation, including external affairs, health, coaching, planning, disability, communications, data and insight, and research and evaluation. They met with community projects in Basildon and Colchester, followed by a workshop to discuss the different subject areas with ECC SME's

KEY MILESTONES

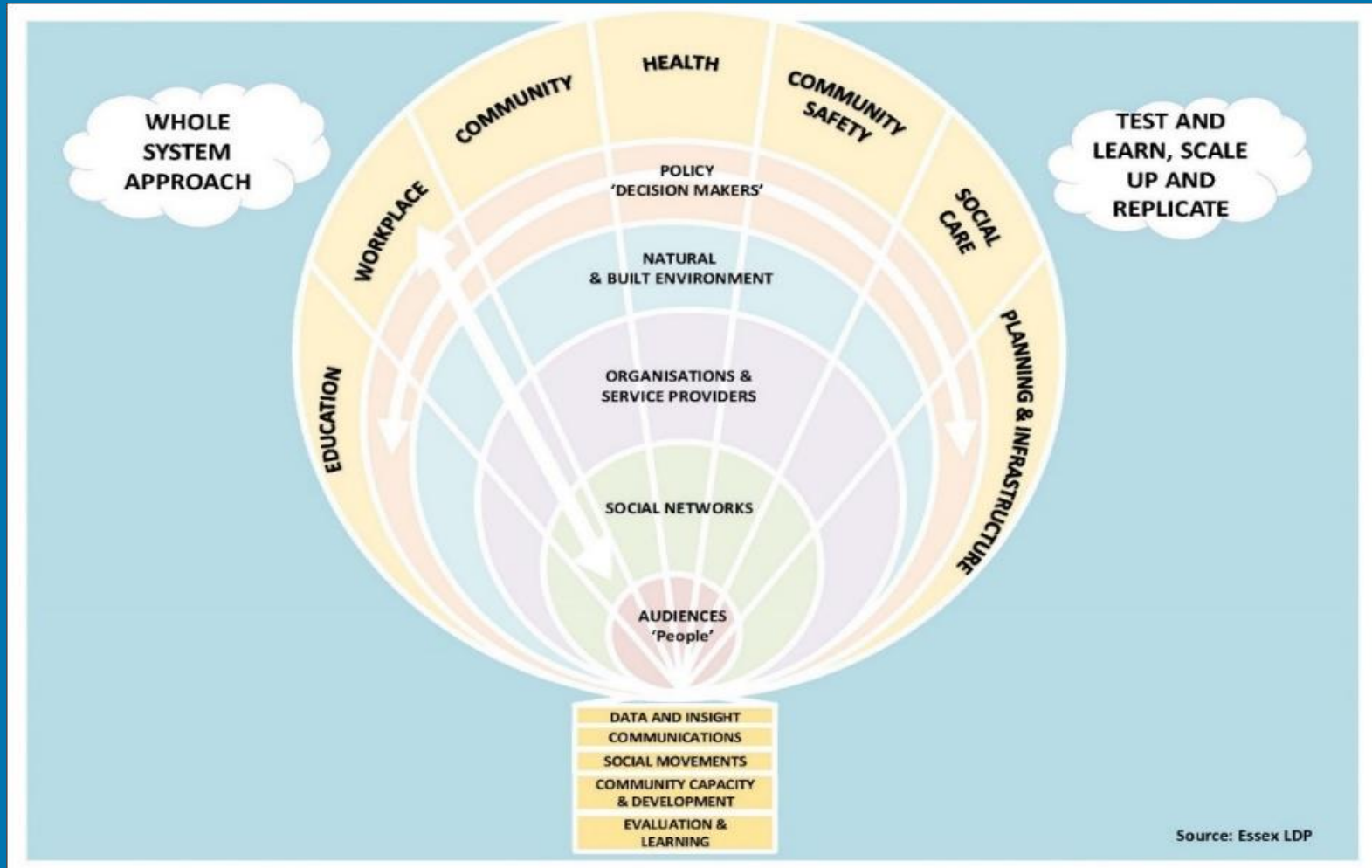
LDP Lottery
Funding
Agreement of
£9.84m signed
by Sport
England/ECC

New
Evaluation
Partner
'University
of Essex
consortium'
appointed in
June

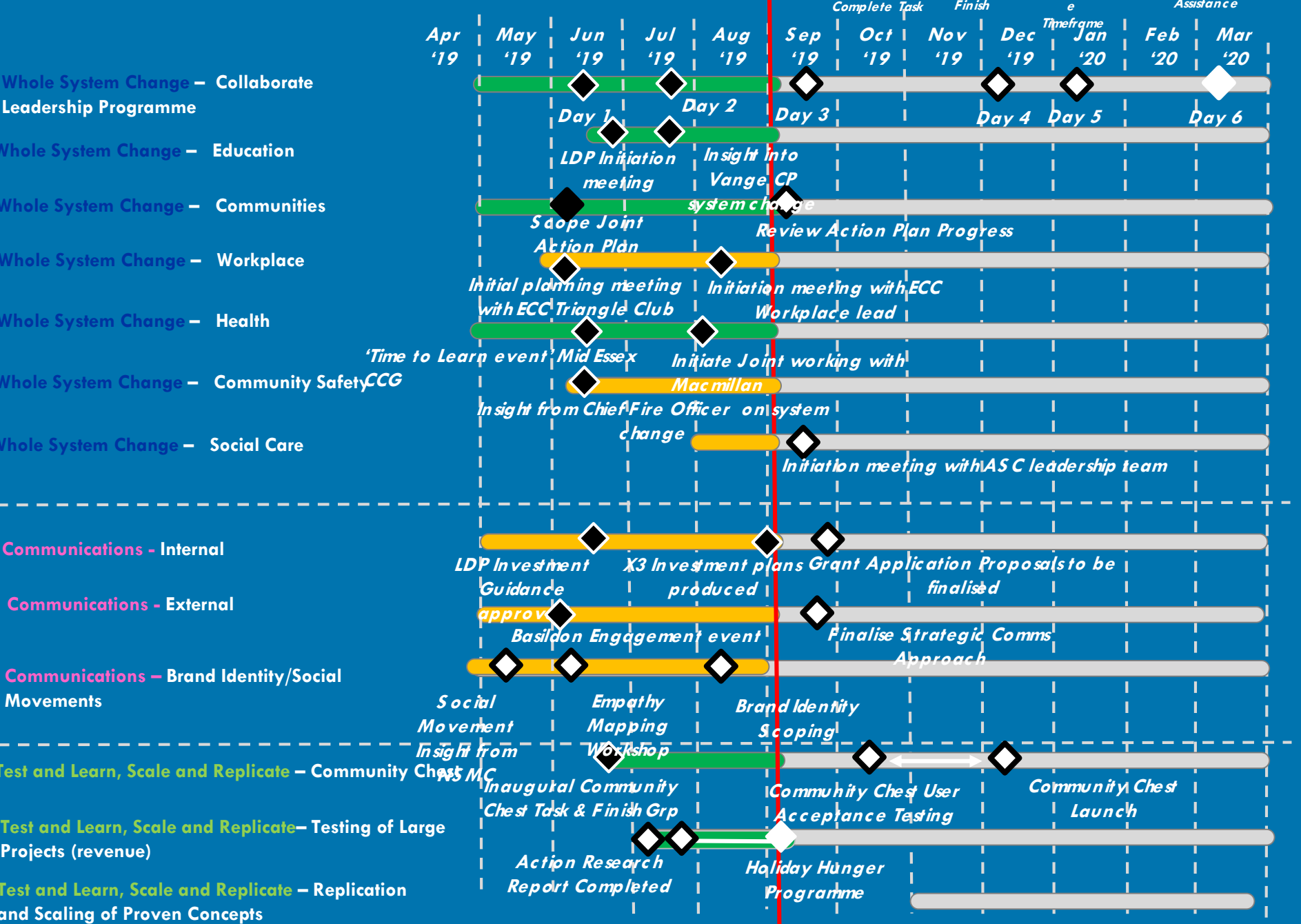
LDP invest
£35k to into a
new £90k
county wide
holiday hunger
programme for
low-income
families

LDP WHOLE SYSTEM APPROACH

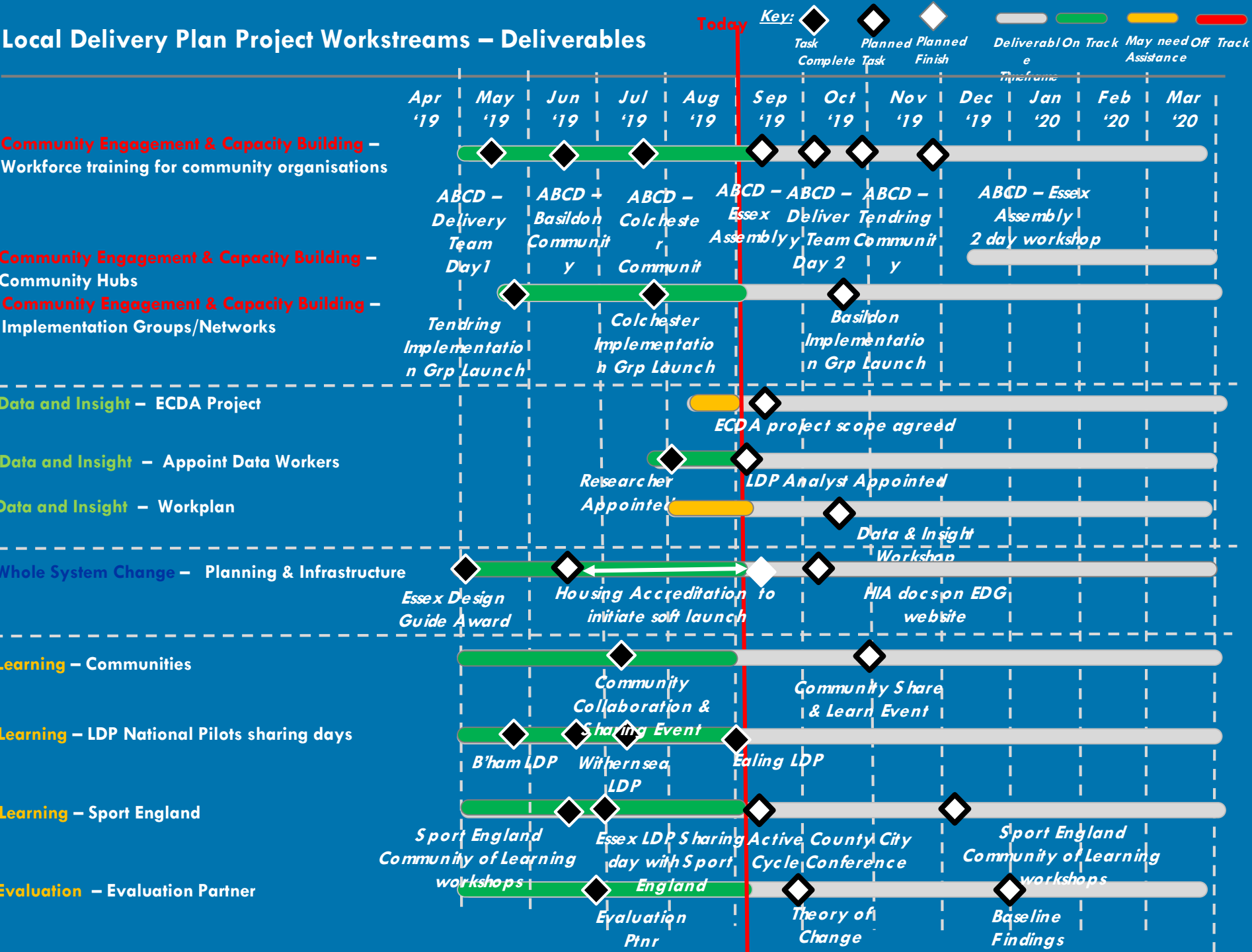
The model below has been developed to clarify the different system settings that the LDP is seeking to influence, and the context that the LDP seeks to impact at all levels from policy through to communities and individuals.



Local Delivery Pilot Strategic Priority Workstreams – Deliverables



Local Delivery Plan Project Workstreams – Deliverables



WHOLE SYSTEM APPROACH NARRATIVE

- Jason and Dr William Bird presented to over 100 GPs and health care professionals at a Time to Learn event held by Mid Essex CCG
- The inaugural six day LDP Leadership Course led by Collaborate CIC kicked off in June attended by the LDP delivery team, featuring a fantastic presentation from Jo Turton, the Essex Chief Fire Officer
- Essex LDP welcomed 20 colleagues from Sport England in June. Our Sport England guests work across the organisation, including external affairs, health, coaching, planning, disability, communications, data and insight, and research and evaluation.
- LDP presented to ECC Education, Communities, Infrastructure, senior teams in June/July to discuss hard wiring physical activity into ECC services settings in low-income communities
- The second day LDP Leadership Programme looked at the different roles of members of the delivery team, understanding the balance between technical and adaptive work, and a keynote from Liz Keeble who is leading pioneering education and community work as head teacher of a primary school in Vange
- LDP met Macmillan Cancer Support to initiate joint working with the LDP

WHOLE SYSTEM APPROACH – LOOKING FORWARD

- LDP presenting to ECC Adult Social Care senior leadership on 9th September to embed and align LDP into the ASC vision
- Adult Social Care co-producing a new prevention approach with the LDP to pilot in Basildon or Canvey Island
- Essex Assembly and Partners selected the LDP as one of eight key projects and LDP providing a workshop at Essex Assembly on 17th September

COMMUNICATIONS AND SOCIAL MOVEMENT NARRATIVE

- The National Social Marketing Centre (NSMC) provided a briefing on developing social movements to the LDP delivery team in May and will deliver a workshop to Essex Assembly on 17th September
- Testing took place in June and July of the development of LDP 'brand identity' models using empathy mapping to understand the lifestyles of the LDP target audiences
- The comms leads in Basildon, Colchester and Tendring are engaged in the development of future comms work
- LDP Core team met with specialist communications experts Storm Creative in August to discuss the development of the LDP communications strategy
- Each pilot area have produced an LDP plan to communicate the strategic and geographical priorities for each of their areas.
- A number of presentations and workshops have taken place with a variety of stakeholders from across the different settings to communicate the purpose and vision of the LDP
- Essex presented at all three national LDP workshops organised by Sport England in June
- Health Watch Essex are partnering with the LDP to support the development of a communications strategy and support the ongoing implementation.

COMMUNICATIONS AND SOCIAL MOVEMENTS – LOOKING FORWARD

- The LDP communications strategy to be presented to Strategic Sponsors Group on 10th September
- Action plans to be developed for all key components of the communications strategy, including social marketing, social movements, brand identity, social listening, imagery, social media, and websites.

TEST & LEARN, SCALE UP AND REPLICATE NARRATIVE

- The criteria for investment in testing or replication was approved by the Essex Health and Wellbeing Board on 15th May to be used by local implementation groups for their investment plans and for Essex wide system investment
- The LDP core team agreed a Tier 1 investment to test the development of a holiday hunger programme for low-income families across Essex, fronted by the charity Active Essex Foundation. The testing is in 24 locations, and is the first project to be evaluated by the new LDP evaluation partner. The hypothesis is that holiday hunger can be led at Tier 1 by collaboration between different system leaders.
- LDP is collaborating with Essex Association of Local Councils (EALC) to scope future work on how physical inactivity can be tackled through the work of Parish Councils and Town Councils.
- Basildon has been awarded £1.3m over the next four years to test how arts and cultural activity can increase social capacity and community cohesion. The project will be delivered in partnership with the LDP to test how physical activity can add value to arts and culture.
- The testing of a new LDP micro grants programme is being developed, managed at Tier 1 level, and initially tested in the three pilot areas. Sport England have released further investment guidance to support micro grant programmes, and the guidance will be built into the delivery of the LDP micro grants programme.

TEST AND LEARN, SCALE UP AND REPLICATE – LOOKING FORWARD

- Initial testing of the LDP micro-grants programme will commence in September
- The evaluation of the test holiday hunger programme will be reviewed in October

COMMUNITY ENGAGEMENT AND CAPACITY BUILDING

- Good progress is being made in Basildon, Colchester, and Tendring to agree the governance and implementation structures for LDP investment. Each area is creating implementation groups and networks, who's first task will be to pull together a local LDP plan that establishes priority themes for ongoing investment. The plans will be launched in September.
- The three full time LDP engagement workers in Basildon, Colchester, and Tendring have built relationships with over 75 organisations and community champions in each of their areas. These relationships will be crucial to the successful delivery of the LDP over the next few years.
- Basildon, Colchester, and Tendring have all held stakeholder engagement meetings and events in the past couple of months to shape plans for implementation with a variety of local organisations representing the different target audiences and different system settings. These stakeholder organisations will be integral members of the networks that the three pilot areas work with to deliver the LDP.
- Asset Based Community Development training and support is being provided across the LDP, led by our specialist partner Nurture Development. The ABCD training has been provided to over 200 organisations and 250 people so far, with excellent feedback.
- Three new LDP strategic plans have been created for Basildon, Colchester, and Basildon. The plans reflect the local issues and opportunities in the three areas, and provide a clear direction of travel for future work, coordinated by the new implementation groups in each pilot area.

COMMUNITY ENGAGEMENT AND CAPACITY BUILDING – LOOKING FORWARD

- Nurture Development will deliver a workshop at Essex Assembly on 17th September, and the second day of ABCD training for LDP Delivery team on 8th October
- ABCD Community training taking place in Tendring for local community organisations to take place on 21/22 October
- Essex Assembly/Essex Partner 2 day ABCD Workshop to take place end of November
- Social prescribing link worker training currently being developed and training will take place in autumn

DATA AND INSIGHT NARRATIVE

- **Hannah Taylor was appointed as Senior Researcher for the LDP in June, and will lead the data and insight work. Hannah will be supported by Strategy, Insight & Engagement colleagues at Essex County Council and work closely with the ECC Public Health Insight team. Hannah will co-produce the Essex Centre for Data and Analytics project on physical activity. Essex Centre for Data and Analytics (ECDA) have been exploring opportunities to use predictive analytics to support the LDP.**
- **Hannah LDP visited Basildon, Colchester and Tendring in August to start to understand data and insight developments across the three pilot areas.**
- **Dr William Bird is a special adviser to the LDP, and he is supporting our scoping of work around the use of technology and artificial intelligence to support the behaviour change of inactive citizens. Dr Bird has undertaken pioneering work through his company Intelligent Health to put technology at the forefront of how games can inspire local communities to become more active.**

DATA AND INSIGHT – LOOKING FORWARD

- **LDP Data Analyst Kathryn Bennett to start on 2nd September**
- **A rolling Data & Insight work plan will be created in September.**
- **A Data & Insight Workshop day will be held on 16th October to upskill the LDP Delivery Team on the importance and uses of data and insight and identify questions and problems that could be answered by data and insight**
- **ECDA will present a project scope to their Sponsors Board in November.**
- **District level Physical Activity JSNAs / Insight Packs will be reviewed and refreshed**
- **The team will consider how insight can be drawn from records of conversations between LDP coordinators and members of the community**
- **We will bring together Data & Analytics, The Evaluation Partner and Comms to consider how insight from media data can be obtained and used**

ACTIVE ENVIRONMENTS NARRATIVE

- The LDP produced eight Health Places guidance documents, to support the planning for active environments around schools, workplaces, healthcare, and green/open spaces.
- The LDP supported the Essex Design Guide, which won a national award for excellence in planning for health and wellbeing at the Royal Town Planning Institute.
- Draft accreditation criteria and process being worked up - lead by Chelmsford. Linked to EPOA
- The LDP presented at NIC (National Infrastructure Commission) pilot for Basildon on Friday 5th July. Connections made with Active Travel, Workplaces and Health. NIC pilot will ensure LDP is connected going forward
- Working with ECC Infrastructure team around Pilot School learning Environmental improvement project with Prof S Heppell. Fingringhoe Primary (Poss Chapel Primary) - being used. LDP/ test and learning/ policy impact an outcome with role of physical activity to adding value to this.
- Sport England Active Travel evidence review shared with LDP team alongside Government papers on increasing Active Travel interventions

ACTIVE ENVIRONMENTS – LOOKING FORWARD

- The LDP features in the national cycling and active travel conference to be held in Chelmsford on Thursday September 5th. Tim Hollingsworth is a keynote speaker, who is the CEO of Sport England, the main funder of the LDP programme.
- Meeting to be scheduled with North Essex Garden Communities in September for LDP update/ sharing session
- Health Impact Assessments - Website Guidance created / static PDF's with link EDG to be live in September
- Quality assurance training on Health Impact Assessments to be organised for Essex planning sector stakeholder using Wales best practice example (Oct/ Nov)

EVALUATION AND LEARNING NARRATIVE

- The LDP evaluation partner was appointed in June. The partner is a consortium comprising five organisations (Universities of Essex, Sheffield Hallam, and Brunel) as well as specialist insight and analytics organisations JUMP and Reason Digital. The evaluation contract is initially until December 2021.
- LDP evaluation workshop held in August led by the evaluation partner in conjunction with the LDP evaluation sub-group chaired by Dr William Bird. The workshop scoped the framework that needs to be developed, and worked with community groups and citizens to understand their views on how the LDP can best be evaluated.
- University of Essex completed their evaluation of 17 action research projects that have received financial investment from the LDP.
- Essex LDP presented to over 150 delegates at all three of the Sport England LDP national learning workshops in Birmingham, London and Leeds sharing progress from all 12 LDPs
- An LDP sharing learning event took place in June attended by over 20 organisations.
- Members of the core team were welcomed to Withernsea LDP in Yorkshire to share ideas about how to use physical activity to help tackle coastal deprivation.
- Birmingham LDP visited Essex LDP on 26th April to share their learning and different ideas for working within the community with Delivery team and Essex community partners
- Over 20 staff from Sport England spent the day visiting the Essex LDP in June, including visits to meet community organisations in Colchester and Basildon. Two Sport England staff were motivated to write blogs to explain how much they valued the experience
- Essex LDP presented at the national Elevate conference in London with presentations from Dr William Bird, Jason Fergus, and Charlotte Luck from the Harwich Fit Club

EVALUATION AND LEARNING – LOOKING FORWARD

- Evaluation partner to agree the evaluation framework in September, which will include the development of key reference points against which to measure future success and impact.
- Sport England Community of Learning Events with the 12 LDPs to take place in October/November 19
- LDP sharing learning event to take place in October with the Action Research report presented and a focus on how data and insight is important to effective evaluation and sustainability.
- Action Research report to be available in September.