

Essex Local Delivery Pilot

Local Delivery Pilot – Organisation Responsible

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Brief background about the place

Essex is the UK's second largest county, with a population of 1,724,950. However, 27% of the adult population in Essex are classified as inactive at a colossal cost of £245 million per annum to society. Radical change is needed to increase activity levels in Essex.

The size and structure make Essex complex, with two tiers of local authorities. There are unique problems of poor urban planning, long term coastal deprivation, and the pressure on services due to an explosion in new housing developments.

Essex is fully committed to whole system change led by the Essex Assembly which brings together more than 100 leaders from across the public sector, universities, the voluntary and community sector and business to bring about whole system change to achieve the shared vision called 'The Future of Essex'. The Essex LDP is one of the seven main projects of the Essex Assembly.

The Essex LDP will impact across the county through whole system change, replication of proof of concept, and sharing of the LDP learning. Initially, the LDP will test new approaches in Basildon, Colchester and Tendring, which have significantly high levels of deprivation and physical inactivity.

What is the Essex Pilot trying to achieve?

A key feature of the Essex LDP is to test if physical activity can be increased within the framework of a two-tier local authority structure. Tier 1 is led by Essex County Council and Active Essex CSP, and there are 12 Tier 2 local authorities in Essex, as well as two unitary authorities. The LDP is committed to creating much stronger collaboration between Tier 1 and Tier 2 local authorities, Clinical Commissioning Groups and health providers, and community and grass roots organisations.

Who is the target audience?

The priority groups for the Essex LDP are families, the elderly, and people with poor mental health. The focus is on people and communities suffering the worst inequalities and deprivation. The outcomes and target groups are illustrated in the table below:

WHAT DOES SUCCESS LOOK LIKE FOR THE ESSEX LOCAL PILOT IN MARCH 2021?

- 1) **Increase levels of physical activity** - Physical activity levels increase in all target groups, measuring how many people are lifted out of inactivity (<30mins a week)
 - 2) **Wider Outcomes** - We will illustrate how physical activity has enhanced wider social and economic outcomes across Essex through a narrative of qualitative data and stories from local communities using validated and consistent methodology. The wider outcomes include: a) Improved Social and Community Development; b) Improved physical and mental wellbeing; c) Improved equality d) Improved individual development; e) Improved economic development
 - 3) **Transformational Change and Replication of success** across Essex and England through adoption and implementation of learnings from the local delivery pilot. This includes: a) Robust evidence that enables replication at scale from local models; b) Co-production, co-design and social movement principals embedded; c) Realignment of system budgets to increase levels of physical activity; d) Shared vision and accountability among system leaders; e) Unusual suspects are engaged and become part of the system
- Measurement of the local pilot outcomes (short, medium and long term) is an ongoing process supported by our evaluation partners

Target Groups - those residents who are inactive, for on less than 30 minutes per week and low socio-economic, testing initially in the areas of Basildon, Tendring and Colchester. In particular;

Older People

We agreed on the term "healthy aging" and so this includes:

- Middle age in which the aging process can be strongly influenced.
- All those who are at risk of functional decline (this is not age specific)
- Those at transition points (retirement, bereavement, relationship loss, moving to a new house, etc)

Families

We agreed that it should be broadly defined but include:

- All those within any extended family where an individual's activity impacts on another family member. It is therefore not restricted to family-based activities.
- This includes children encouraging their siblings, parents and grandparents and vice versa
- Any activity that influences the family includes school, community or work-based activities that encourage the child/parent/grandparent to increase activity to the rest of the family.

Mental Health

- All those with mild to moderate mental ill-health diagnosed by a health professional or self-diagnosed
- We will include those at the mild to moderate end of the diagnostic spectrum who tend to be the least active group.
- We aim to use physical activity as first line intervention in the care pathway.

Inequalities

A main outcome will be to reduce inequalities. This means the increase in activity should be stronger in groups such as those

- from ethnic backgrounds
- with disabilities
- who are lonely
- living in the most deprived communities.
- Women and girls



Progress in the Pilot (September 2018 – January 2019)

What has been happening in the Essex Local Delivery Pilot?

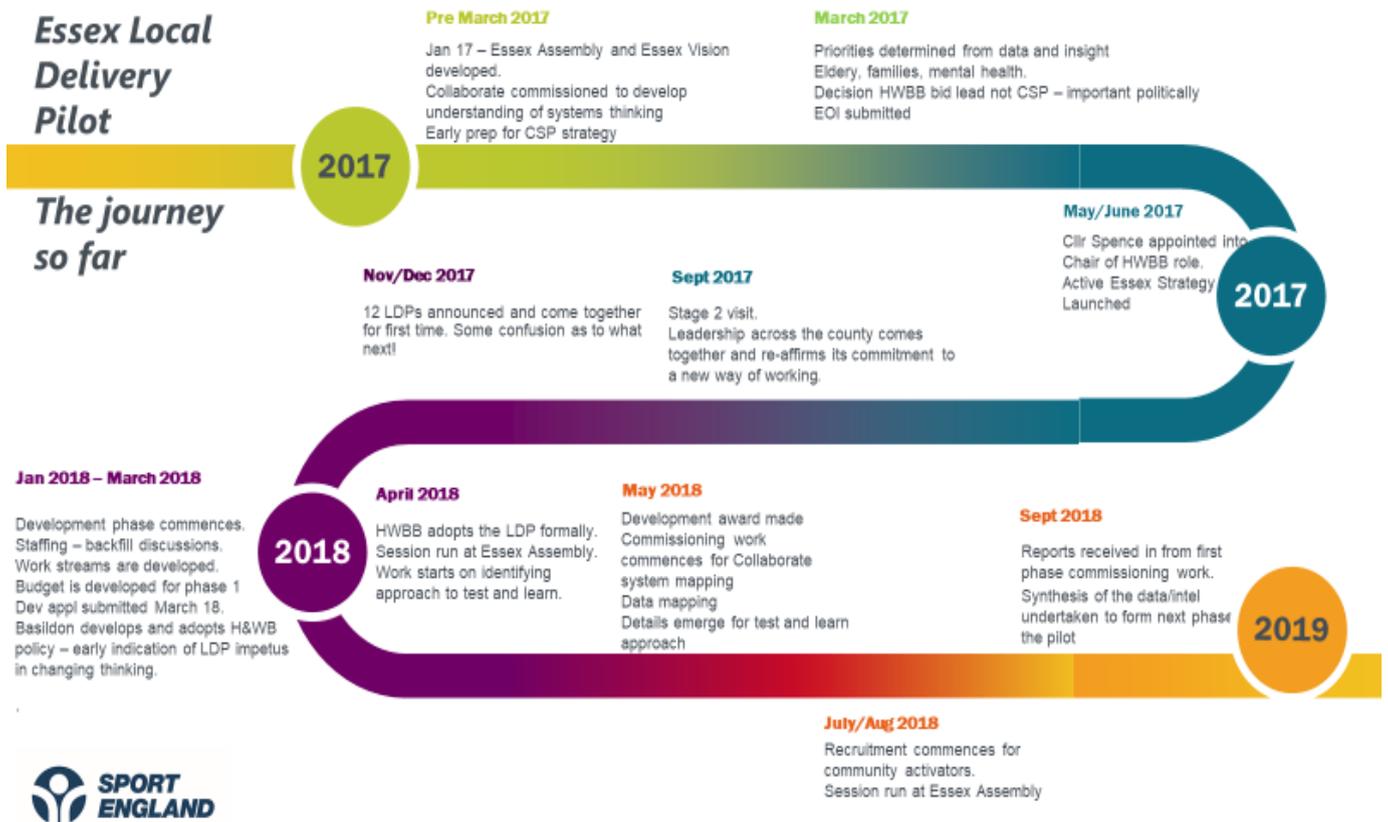
Progress to date includes:

- Details of the comprehensive work carried out during 2018 is contained in the report 'Chapter One – Getting Ready for System Change'.
- The strategic investment plans for 2019 through to 2021 are documented in 'Chapter Two – Delivering System Change'. A copy of both Chapter One and Chapter Two can be downloaded from here: <https://www.activeessex.org/eldp-reports/>
- Sport England has confirmed investment into the next phase of the pilot as we move into activating our early insight & learning.
- In 2018, as documented in Chapter One, three important pieces of research and insight were undertaken focusing on whole system change, data and insight, and community interventions. Copies of the three reports can be found on the LDP website. The research, coupled with the first phase of test and learn on the ground, established the foundations for the development of the strategic investment plan which was approved by Sport England in December 2018.
- The strategic investment plan establishes seven strategic priorities which form the structure of the LDP work moving forward. The strategic investment plan links directly with the Essex vision 'The Future of Essex' and the Essex Health and Wellbeing Board strategy. The seven strategic priorities are:
 1. A whole system approach
 2. Social movements, networks and communications

3. Test and learn, scaling up and replication
4. Community capacity and development
5. Effective use of data and insight
6. Create active environments
7. Evaluation, learning and sustainability

Recent thoughts and learning

The process evaluation of the Essex LDP is ongoing; the diagram below provides a useful snapshot of the actions, issues and milestones from which learnings have emerged.



What's coming up

- Establish seven task and finish groups to plan and deliver the seven strategic priorities – as highlighted above. This will include:
- Getting hundreds of local passionate people involved in making their communities more active
- Creating active parks, coastal paths and new walking and cycling routes
- Easy access small grants and support for community projects
- Training people in voluntary as well as paid roles, creating many new volunteers, leaders and coaches
- Training the workforce from different sectors and organisations to hard wire physical activity into their day to day work
- Brightening up buildings, streets and parks to make them attractive places to be active
- A bespoke Leadership programme delivered through the lens of physical activity
- New digital two-way communication with citizens
- A new social prescribing programme

- Testing different ways to get physical activity social movements off the ground
- Developing community hubs with a core physical activity offer
- World class measurement and evaluation which will be shared UK-wide
- Share learning from the LDP through thought leadership, workshops, seminars, conferences, webinars, videos, toolkits, and publications.

Further links to find out more information:

<https://www.activeessex.org/essex-local-delivery-pilot/>

January 2019