

**June 2019**

## **Essex Local Delivery Pilot**

### **Local Delivery Pilot – Organisation Responsible**

Essex Health and Wellbeing Board, Essex County Council, and Active Essex CSP

LDP Project Lead: Jason Fergus [jason.fergus@essex.gov.uk](mailto:jason.fergus@essex.gov.uk)

### **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.

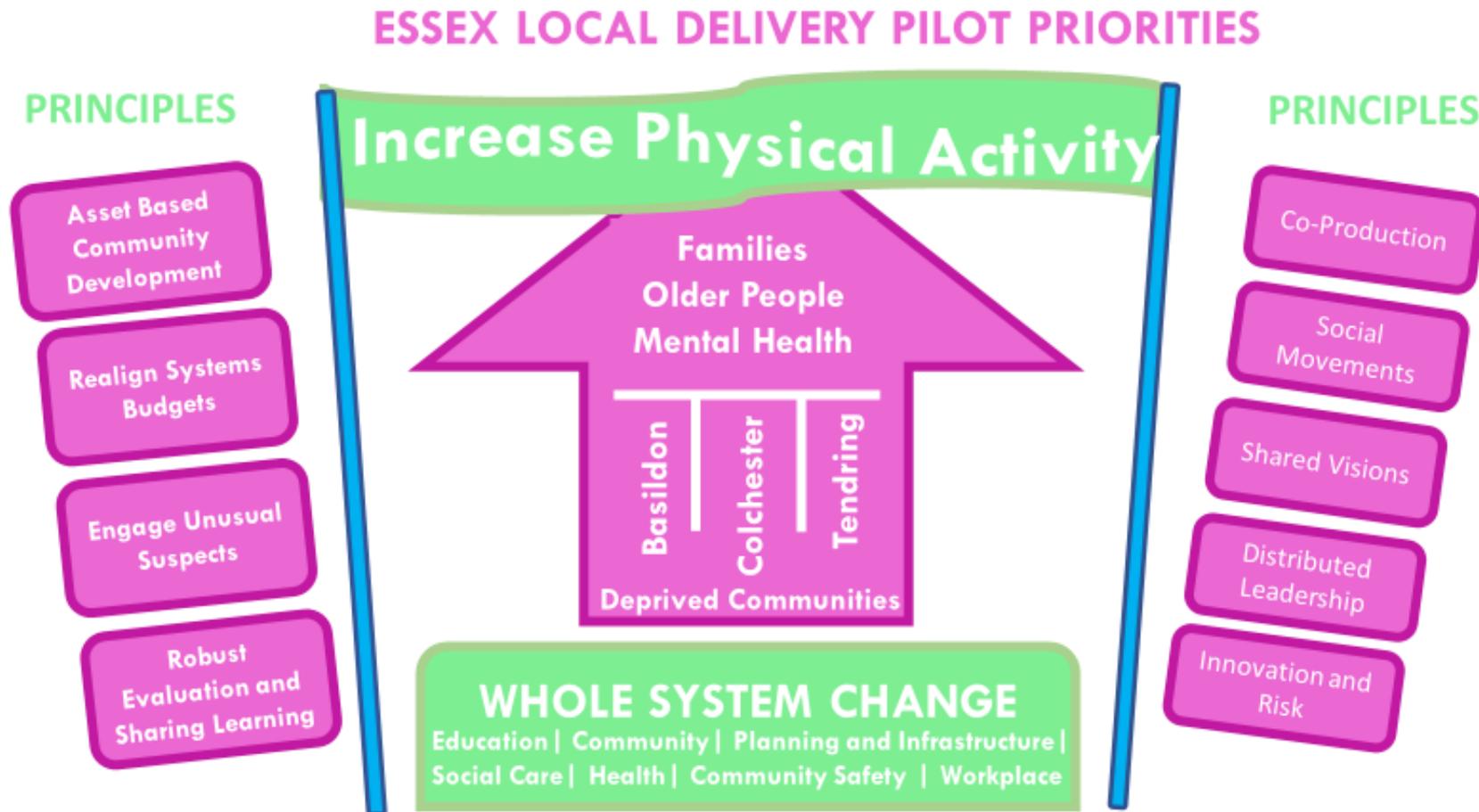
The Essex LDP will impact across the county through whole system change, replication of proof of concept, and sharing of the LDP learning. Initially, the LDP will test new approaches in Basildon, Colchester and Tendring, which have significantly high levels of deprivation and physical inactivity.

### **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 Health and Wellbeing Board, 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?

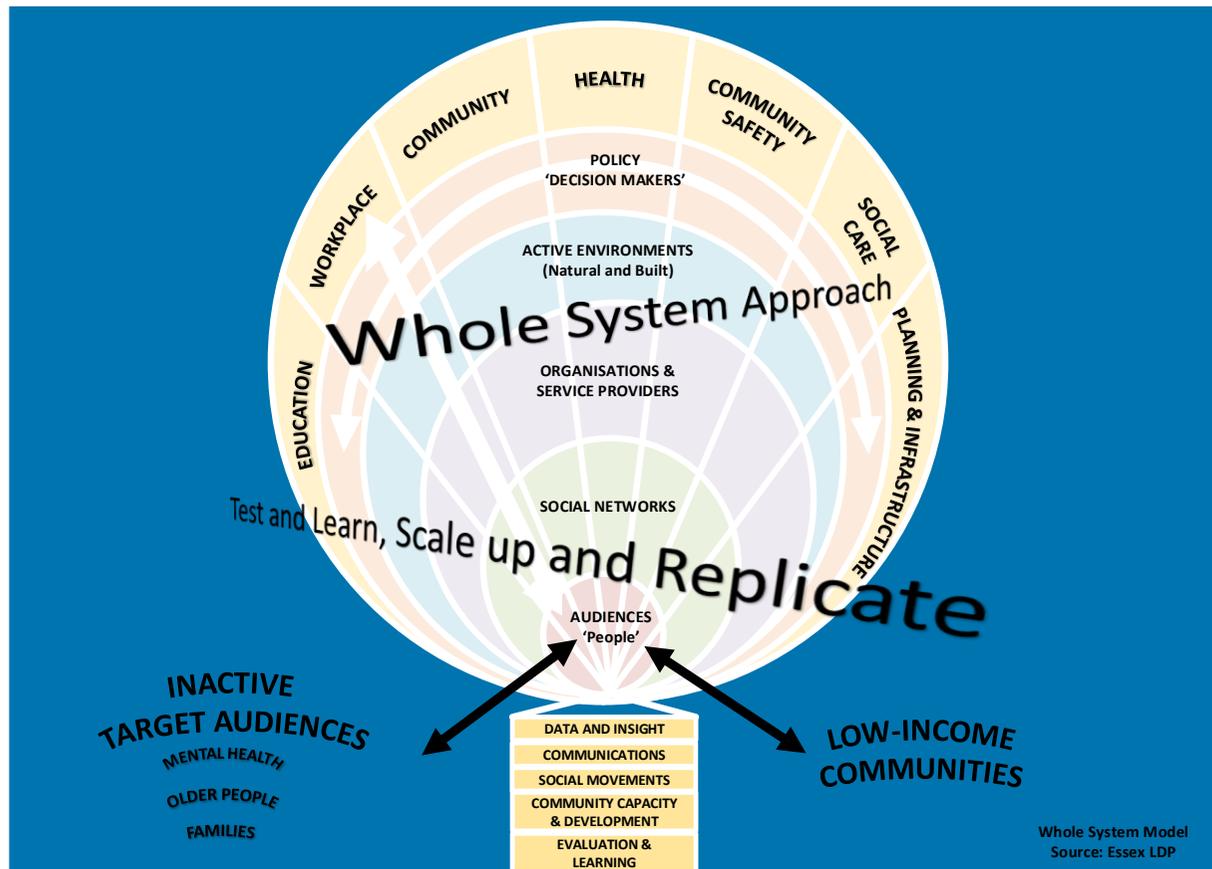
The priority groups for the Essex LDP are families, the elderly, and people with poor mental health. The focus is on people and communities suffering the worst inequalities and deprivation. The priorities, target audiences, target areas, and investment principles are illustrated in the table below:



## What has been happening in the Essex Local Delivery Pilot during 2019?

- A new Essex LDP whole system change model was developed which clarified that impact will be made across seven system settings (education, workplaces, community, health, community safety, social care, and planning/infrastructure). The model makes clear that impact will also work from top to bottom through the five nested, hierarchical levels of the Socio-Economic Model adopted by Sport England from individual through to policy environment. The model is supported by five permanent underpinning principles that are consistently applied to all work: 1. Robust evaluation and sharing learning, 2. Data and insight, 3. Communications and social movements, 4. Asset Based Community Development, 5. Workforce training and capacity building.

The Essex LDP Whole System Model



- In January 2019, Sport England confirmed our investment award for the next phase of the Essex LDP as we move into activating delivery and operationalising whole system change.
- Essex LDP hosted Tim Hollingsworth, CEO of Sport England and Nico Heslop, Head of Sport at DCMS on 8<sup>th</sup> March to meet with local communities as well as a range of system leaders.
- We established our first batch of ‘test and learn’ interventions by investing in new and innovative ideas to tackle physical inactivity amongst our target audiences. We invested in 20 different interventions, and commissioned the University of Essex to do the evaluation so that we can learn what has worked well and what hasn’t. The University evaluation report will be published on our website in July 2019.
- An evaluation brief valued at £750,000 was published in March inviting tenders to become the LDP evaluation partner. The announcement of the winner is expected at the end of June 2019.
- Nurture Development became the LDP asset based community development partner, Intelligent Health the LDP health partner, and Collaborate CIC the whole system change partner, which includes the co-production of a new bespoke leadership course which commences in June 2019.
- Essex LDP featured at the national Elevate conference in London in May 2019, with presentations from Dr William Bird, Jason Fergus, and Charlotte Luck who is a new community champion for the LDP.
- 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.
- Details of the comprehensive work carried out during 2018 is contained in the report ‘Chapter One – Getting Ready for System Change. A copy of the report can be downloaded from here: [essex ldp chapter one report](#)
- The strategic investment plans for 2019 through to 2021 are documented in ‘Chapter Two – Delivering System Change’. A copy of Chapter Two can be downloaded from here: [essex ldp chapter two strategic investment plan](#)
- A new LDP Investment Guide was approved to provide the framework for all future spend: [essex ldp investment guide](#)

## Process Evaluation

The process evaluation of the Essex LDP is ongoing. The diagram below is our second six month process evaluation graphic, and provides a useful snapshot of the actions, issues and milestones between September 2018 and March 2019 from which learnings have emerged.



## What is happening over the next 6 months (June 2019 – December 2019)

- Appoint new evaluation partner
- Co-produce new investment plans for Basildon, Colchester and Tendring
- Launch a new community chest to enable local people to access micro-grants below £2500
- New LDP six-day leadership course to start in June
- New social movements programme
- New social marketing and communications plan
- New data and insight team to start
- Launch new series of LDP 'Sharing Days'
- New programme of Asset Based Community Development training for system leaders and practitioners across Essex
- Publish the latest Action Research 'test and learn' report of 20 new interventions
- Invest in new 'test and learn' projects
- Scale up our action research projects that have demonstrated a 'proof of concept'
- New strategic infrastructure and community infrastructure investment
- Complete feasibility of a new Active Design kite mark
- Prototype new active travel hubs and community activity hubs

### Further links to find out more information:

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