



Fit for the Future

The Physical Activity and Sport Strategy for Essex,
Southend and Thurrock 2021-31

Active Essex Implementation Plan 2023-2024

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Introduction



Launched in July 2021, the Fit for the Future strategy provided a rallying call to action for the thousands of organisations and people across the county who recognise the enormous contribution physical activity and sport makes to the health and wellbeing of everyone across Essex, Southend and Thurrock.

Active Essex is proud to play a leadership role in the ongoing implementation of the strategy. This document outlines the significant breadth of work that Active Essex will undertake in 2023/24 across the five strategic priorities, in collaboration with all of our partners and locally trusted organisations.

Our work is underpinned by our flagship programmes which include Find Your Active, ActivAte, Essex Pedal Power, and the Local Delivery Pilot.

This document outlines the role of Active Essex in building relationships and influencing systems. The work detailed in the following pages, is what we set out to contribute until the end of March 2024, and will be delivered collaboratively with a wide range of partners across multiple systems and sectors, addressing the headline issues around climate change, Essex's economic growth and the remaining repercussions of Covid-19.

Active Essex's Implementation Plan, delivery plan and our measure of success, all play a role in achieving the 5 Fit for the Future Strategic Priorities, as well as supporting Sport England's Uniting the Movement strategy.

Find Your Active, has already engaged thousands of residents and organisations, and the developing brand will continue to be central to Active Essex's work. The behaviour change initiative is an important method to reach local communities and enhance the position of physical activity within the Essex ecosystem.

Our Equality, Diversity & Inclusion Commitments:

[Race Equality Commitment](#) >

[Equality Statement](#) >

FIT FOR THE FUTURE

An active Essex to improve everyone's health and wellbeing



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How will we measure impact?

Our Four Main Indicators



1 Increasing physical activity

We aim to increase the levels of adults participating in 150+ minutes per week.



2 Reducing physical inactivity

We aim to reduce the levels of inactivity among adults (participating in less than 30 minutes of physical activity per week).



3 Narrowing Inequalities

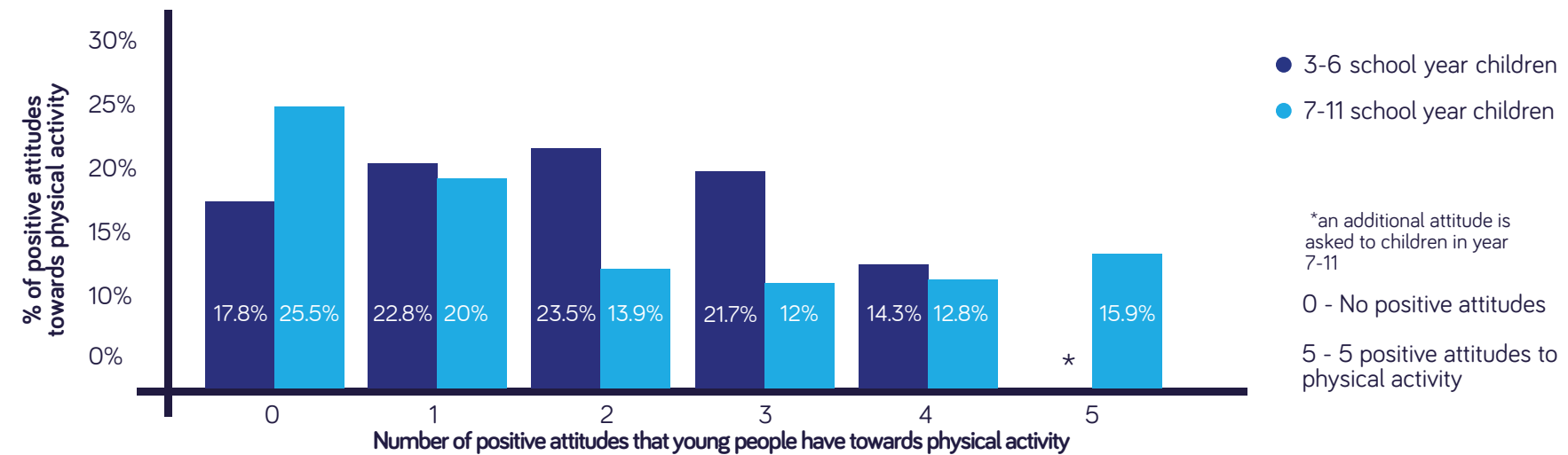
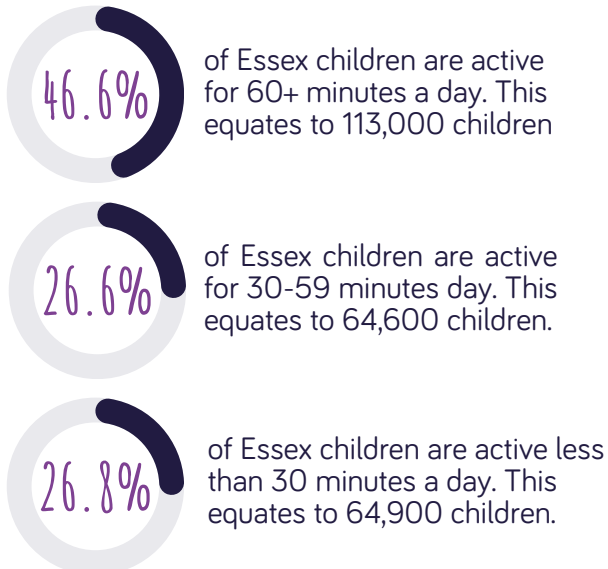
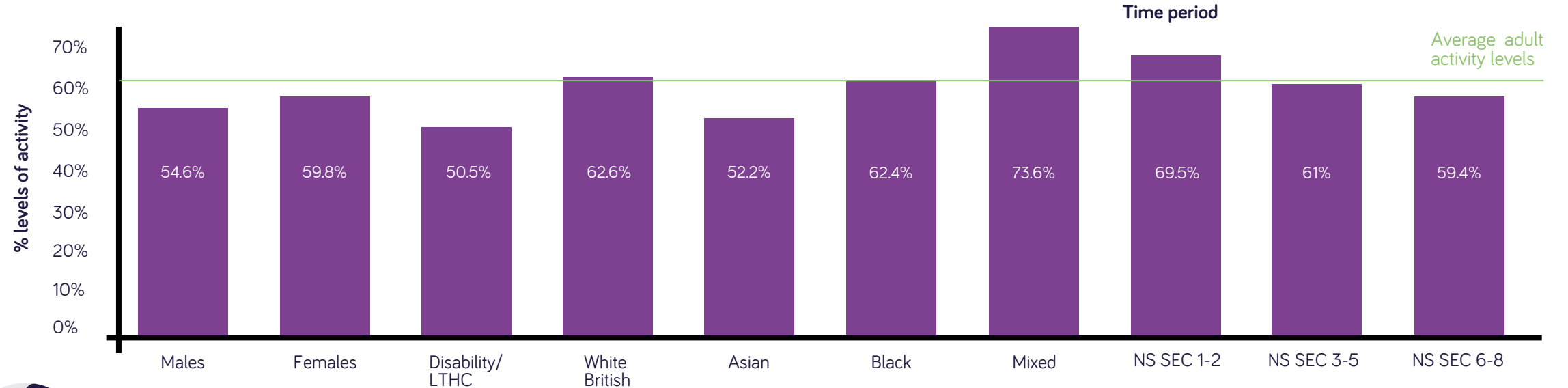
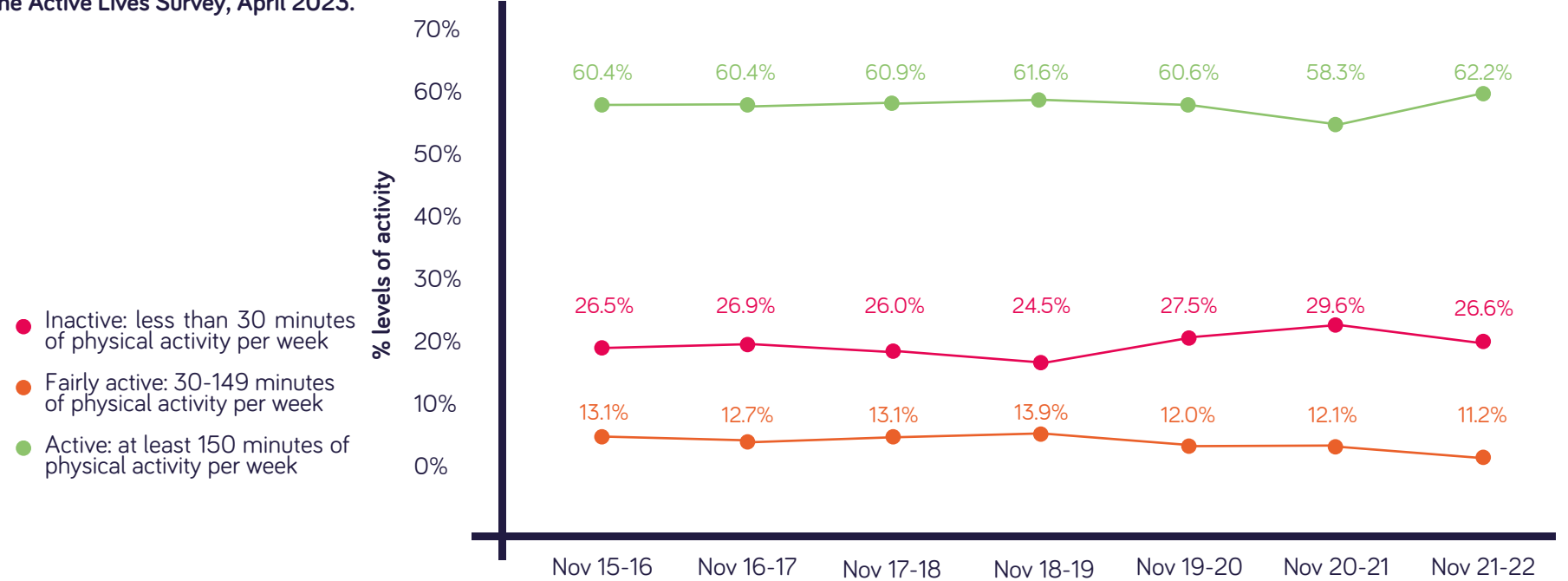
We aim to narrow the inequalities faced by underrepresented groups, reducing the gap between the average number of active adults overall and average number of active adults belonging to underrepresented groups.



4 Improving children's attitudes to physical activity

We aim to increase physical activity levels of children and young people, and increase their positive attitudes towards physical activity.

Adult physical activity levels are measured by the Active Lives Survey, April 2023.



Our ways of working, success factors and metrics will demonstrate the impact we are making, as part of complex systems, in order to hard wire physical activity and increase activity levels.

With a range of local indicators including participation data, community and audience insight, behaviour change, strong relationships, a place-based and asset driven approach, will combine to make a contribution to moving the dial on our set of high level metrics, and ultimately improve outcomes for residents.

Our contribution to: Strengthening Communities



Vision All communities across Essex, Southend and Thurrock use the power of physical activity and sport to build resilience, connection and wellbeing.

Building resilience and capacity in local community organisations

Supporting locally trusted organisations to build capacity and receive resources and funding, to grow and sustain their use of sport and physical activity to engage communities.

We will work with organisations to develop governance, business planning, fundraising strategies, staff and volunteers, all via the Together Fund Phase 4, the Active Essex Foundation, Essex ActivAte and the Essex Local Delivery Pilot.

Taking a place-based approach will help us engage with community partners outside of our sector, helping them grow and build activity as part of their offer.

Working closely with the Public Health Strengthening Communities team and community organisations, such as CVS, Essex Association of Local Council and Essex Council for Voluntary Youth Clubs, we will support the co-design of hyperlocal physical activity projects, ensuring we adopt a proportionate universalism approach.

50 organisations will be worked with to develop further

4 large scale events will bring our network together, promoting partnership working.

Tackling inequalities in our communities

Develop physical activity opportunities and deliver behaviour change campaigns to reduce inequalities, by working together with inactive communities.

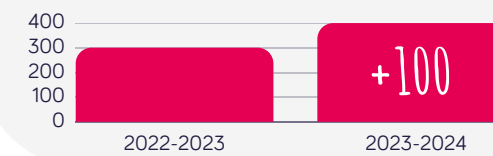
By working alongside locally trusted organisations, who are already supporting communities impacted by the cost of living, we can ensure residents have access to free or affordable activities.

This year Essex ActivAte will deliver up to:



- We will use Find Your Active, Together Fund, Active Essex Foundation and ECC Levelling Up programmes to support 200 organisations targeting inactive residents.
- Work with the Public Health and local authority leads to build physical activity provision into the programme of support for refugees and asylum seekers in temporary accommodation sites across Essex.
- The Essex Local Delivery Pilot will continue to focus on the most deprived communities, testing new interventions and scaling up the most successful approaches across Essex and Levelling Up areas.

We will see an increase in the number of ambassadors, who inspire and motivate residents:



10 Essex faith-based groups will be worked with, through the Essex Faith Covenant, to reach the most inactive communities.

Sport and youth crime prevention

Ensure sport and physical activity is recognised, and used as an effective intervention tool, to prevent youth crime and violence.

Working with partners among the criminal justice system, the Active Essex Foundation will ensure sport and physical activity is seen as a key intervention that merits investment. Working with Street Games, the county will be influenced by national practice.

50 interventions for at risk young people will be supported through leveraged funding.

Collaborating with the Essex Youth Offending Service, we will develop the successful sport and life skills project for young people serving youth rehabilitation orders, engaging them in opportunities to enhance their future aspirations.

120 young people will be impacted

The social prescribing model we have developed in partnership with Essex Probation, Youth Offending Service ECC and the Re-Route team, will continue to provide young people with the opportunity to engage in sport and physical activity.

Asset Based Community Development (ABCD)

Underpinning the ABCD model across our work, using existing strengths and passions within local communities, taking a citizen led approach, will help drive physical activity.

We'll continue to work closely with our expert partner Nurture Development, to develop a bespoke Essex programme, and enhance the model across our county, through a place-based approach.

12 ABCD guides will fulfil the role of tutors and mentors in a new ABCD social enterprise, through the Active Essex Foundation, supported by Nurture Development.

50+ community leaders, practitioners, system leader and politicians will receive ABCD training.

In turn, these individuals will influence the way local communities are supported and ensure they are at the heart of decision making.

The Stewardship Circle will continue to support each other and develop the understanding and use of ABCD by a range of senior system leaders across the county.

Hardwiring physical activity into shared community spaces

Unleashing the potential of community spaces, to bring people together through physical activity, creating a greater reach to inactive audiences.

Using a place-based approach, we will identify more community spaces with the potential for physical activity use, which also includes non-traditional places, where residents already feel comfortable visiting.

Working with Essex Libraries we will provide physical activity sessions for local people:

16 library hubs at a minimum

100% of all library hubs will offer physical activity as part of their 'Library of Things'

We will support 10 key community organisations with their ongoing development of local community hubs. This will support the use of sport to break down barriers, engage and upskill local people; learning from them to scale, replicate and develop further.

A new Places and Spaces fund will launch to support a minimum of 10 organisations with community asset improvements to increase physical activity opportunities for inactive audiences.

Our contribution to: Active Environments

Vision

To work collectively to develop and provide well connected, accessible places and spaces that encourage people to be active



Active travel

Encouraging cycling and walking for leisure purposes and as an alternative way to travel, to help ensure more active communities, improving air quality and supporting the work to reduce climate change and carbon production.

Active travel provides an easy and affordable way for residents to get active. We will:

- Help expand the delivery of interventions such as Beat the Street, Street Tag and Go Jauntly, to encourage more active journeys
- Continue to deliver Essex Pedal Power, providing free bikes to residents in the county's most disadvantaged communities and look to introduce an E-Bike loan scheme within the workplace environment



Focusing on encouraging active travel to/from school, we will aim to have:



System collaboration will see us work with Essex County Council Sustainable Travel team, Green Infrastructure, Place Services and local planning teams to position physical activity across further agendas, such as through the Safer Greener Healthier campaign.

We will continue to support cycling initiatives to engage more people in cycling through The Essex Cycle Grant



We will continue to shape and promote inclusive cycling projects, such as Wheels4All and Sport for Confidence disability cycling hub and SHARE respite cycling project, supporting at least 70 new individuals. We will also launch an inclusive cycling forum for Essex with the aim to encourage organisations to share, connect and collaborate.

Planning and infrastructure

Shape existing and future developments, by embedding physical activity and sport into planning policy, infrastructure and urban design.

Working with planning and design colleagues, we want to help shape existing and future developments, by embedding physical activity into planning policy, infrastructure and urban design. In collaboration with public and private sectors, we can help influence how neighbourhoods are planned, helping to make it easier and more attractive for residents to be active. We will do this by:

- Championing and advocating the implementation of the Essex Design Guide
- Help to increase sign ups to the Essex Livewell Accreditation Scheme
- Advocating healthy place shaping through signposting to important design information such as; Sport England Active Design Guide and 20 minute Neighbourhoods
- Encouraging the completion of Health Impact Assessments
- Consulting on planning applications

We will continue to work with sustainable travel colleagues to support the implementation of Local Cycling and walking infrastructure plans (LCWIPS) to help identify cycling and walking improvements required at a local district level. Within the life cycle of the 'Fit for the Future' strategy, we hope to support the completion of an LCWIP in all the 12 Essex Local Authorities.

We will continue to play an avid role in local authority Playing Pitch Strategy Meetings, as well as ensure that the strategy links with local development plans, guiding ongoing/ future investment decisions.



Active outdoors

Active Essex aims to maximise outdoor opportunities by working with partners and local organisations to encourage residents to engage with activities that utilise green and blue spaces.

With over 300 miles of coastline in Essex, we will:

- Promote free/low cost activities using green and blue space, which are accessible, attractive and socially inclusive
- Continue to work collaboratively with the Port of London Authority, London Sport and Active Kent and Medway through the Active Thames Partnership
- Encourage community use of blue and green spaces for formal and informal activities including walking and cycling, use of outdoor gyms and working with projects like ParkPlay and parkrun.
- Focus on expanding and promoting the opportunities to be active through green and blue social prescribing



Mass participation event RideLondon-Essex

Working with partners and organisations to amplify Essex as a county, showcasing the benefits of holding a mass participation event and the inspiration this brings for some residents.



RideLondon Essex is the world's greatest festival of cycling and gives riders a rare chance to cycle on traffic free roads in Essex.

Community engagement and activation events, as part of Ford RideLondon-Essex 2024-26 will:

- Boost local economic growth, supporting local businesses and 8 local activation zones to increase tourism and spectator footfall, as well as the delivery of 2 Classique events linking with Visit Essex to increase tourism.
- Encourage long-term behaviour change, promoting active travel for short journeys and encouraging sustainable travel habits contributing to ECC's Net Zero targets



Working in collaboration with local authorities, Essex County Council and London Marathon Events to deliver Ford RideLondon-Essex, will help leverage funding and economic growth into the county, from the London Marathon Foundation. Through this funding, it will enable us to support local groups, organisations, clubs, schools and workplaces to offer more opportunities for local residents to get moving.

Our contribution to: Children and Young People



Vision To ensure every child has the best start in life, whereby they are active, healthy and happy.

Providing fun, safe, inclusive and positive experiences of physical activity and sport for children and young people

Develop fun, inclusive, and safe physical activity opportunities that positively impact the lives of children and families in Essex, in collaboration.

+1% increase in number of children who are physically active for 60+ minutes per day, compared to this year through a new campaign co-designed by young people and sponsored by the Essex Children's Partnership Board

200+ practitioners working with children and families in Essex will be upskilled in physical literacy, contributing to more children being active in Essex

14 School Sport Youth Boards with over 150 young people will be set up from B2022 Commonwealth Games legacy funding to inform the Essex School Games Calendar.

↑ Increase the percentage of children reporting 4 positive attitudes towards physical activity by 2%.

We will deliver a Path to Paris programme which will engage **400** children across the county and will finalise with an Olympic festival which over **500** children will get the chance to represent their school at.

We will continue to work with the Multi-Schools Council and ensure their voices are actioned, improving experiences through physical activity.

15 special schools and 150 children to attend the Special School Games.

Stable and thriving families

Create stable, secure and resilient families by supporting them to make healthy lifestyle choices and embrace the key role regular physical activity plays in health and wellbeing for the whole family.

30+ practitioners working in the Essex Children and Family Wellbeing Service upskilled to provide activities at Family Hubs.

10 Children and Family hubs will deliver 100 sessions to over 200 families across Essex

17,000 families in Essex will be supported with free activities through the Essex ActivAte programme, supporting the physical and mental wellbeing of children

We will be represented on all four of the quadrant children's partnership boards and will aim of collaborating with system partners to hardwire physical activity to local place-based work for children and families.

25+ organisations signed up to the Early Years Charter will receive physical activity training. A brand-new Early Years Awards will be created to recognise settings delivering positive experiences, high quality physical activity and play in line with DfE guidelines and framework.

Safe and accessible neighbourhoods

Support the development of existing and future safe and accessible spaces and places to be active, ensuring they meet the needs of young people.

The Active Essex Foundation, will allow us to demonstrate to the youth justice system that sport is an effective tool to enhance positive outcomes for young people. We will build capacity in 20 locally trusted organisations that provide fun, safe, inclusive and positive experiences of physical activity and sport for children and young people.

We will learn from the LDP and Neighbourhood Connectors project and replicate best practice into 5 new neighbourhoods.

We will have representation on a minimum of 10 Community safety partnerships and ensure sport and physical activity is valued to encourage safer neighbourhoods

100+ disadvantaged children on Canvey Island will receive Bikeability training and a free bike through Essex Pedal Power

60 schools engaged in School Active Travel Plans in 2023/24

+10% increase in children travelling actively to those schools who received funding

Resilient children and young people

Support the improvement of mental wellbeing and resilience of children and families through physical activity, by working collaboratively with partners who share the same vision.

Champion the positive link between mental and physical health, and through the Active In Mind programme we will:

- Upskill 120 teachers
- Provide targeted interventions for 120 children
- Support 40 new Young Mental Health Champions

We will start a new Youth Sport and Mental Health Programme and aim to double our initial steering group of 16 LTOs delivering physical activity for children with ill mental health to 32.

5000 places will be provided at Essex ActivAte Mental Wellbeing Hubs, which are designed for children who are not comfortable in mainstream clubs

25 targeted projects will be funded through the FYA fund, which aim to grow confidence and happiness in children taking part in physical activity

100+ teachers will be upskilled through our physical activity module in the Essex Schools SEMH Trauma Perceptive Practice Programme

Inclusive and supportive schools and communities

Drive high quality PE and school sport, developing a highly skilled, dynamic and diverse education and workforce that contributes to a supportive school environment, enabling children to have positive experiences of being active.



5 new schools will sign up to the Daily Mile and will deliver 3 campaigns across the academic year

32 schools supported to open facilities past the school day, offering over 4,000 spaces for physical activity

100+ teachers will attend our summer PE Conference, which will be co-designed by them.

The Essex School Games Programme will deliver a minimum of 25 countywide competitions and festivals will be delivered with over 2000 young people attending events. This will include 18 Panathlon events which will engage a minimum of 360 children with additional needs.

£28,000 will be allocated to the School Games Organiser network to deliver 28 targeted projects to children not accessing competitive school sport. They will also receive funding to deliver 14 Daily Mile Festivals to over 1000 children.

🏆 A minimum of 20 schools will receive a Key Stage 1 Award, recognising their efforts of going above and beyond for children in KS1 in the field of PE and school sport.

⚽ We will deliver a minimum of 3 FA Girls' Football School Partnerships festivals, with over 200 girls accessing more regular opportunities to play football at school.

Our contribution to: Levelling Up Health and Wellbeing

Vision

To change behaviours, enabling and empowering people to do things for themselves and their local communities. Physical activity is the highest priority for good health.



Engage and influence integrated care systems

Build Capacity and capabilities within health and social care systems to embed physical activity and movement.

We will engage and influence the health and social care systems to hardwire physical activity and movement as a preventative tool.

3 ICS's will be engaged and our relationship will be strengthened



Active Essex will have representation at the health alliances to inform place-based approaches towards embedding physical activity

We will continue to work in partnership with the Health and Adult Social Care sector across the county to build a legacy from The Prevention and Enablement Model, which was evaluated in 2022 and this model is improving the lives of those living with disabilities and/or long term health conditions.

12 districts of Essex will utilise this model through a whole systems approach

25 Working with Primary Care Networks, we will support the development of Active practices across the 14 districts. They will be equipped to support residents and staff to become active

Hardwiring physical activity in social prescribing

Support the inclusion of high-quality sport and physical activity within social prescribing schemes and services, ensuring that physical activity opportunities are accessible, inclusive, and supportive for all.

Training, education and building confidence across the whole social prescribing network, can start conversations and build interventions to support inactive individuals to find their active.

50 additional Essex health care professionals will be upskilled through 'Physical Activity Clinical Champions' training.

We will continue to hardwire sport and physical activity interventions into social prescribing and have a focus on expanding the opportunities to be active through green and blue social prescribing. Examples include, Finding Your Feet Walks in Braintree and Blue Therapy Active in Southend.

36 Blue and green activities will be mapped to compile a resource of opportunities.

Physical activity within personalised care

Champion and influence physical activity to be a fundamental part of resident's care plan, whether it's for prevention, upon diagnosis or management of long-term health condition(s).

We will collaborate and work in partnership with health charities and health services to further embed physical activity interventions as part of the treatment and management of long-term health conditions. There will be a focus on programs that support the mental health of adults, children and young people.

3 Talking Therapies services will be worked with to embed activity into treatment

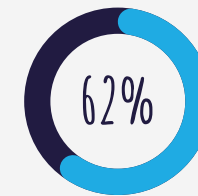
24 condition focused activities will be supported through Find Your Active

Through the Essex Health series we will upskill the sport and physical activity workforce on long term conditions.

4 Essex Health Series webinars will be hosted, and plan to engage over 300 individuals

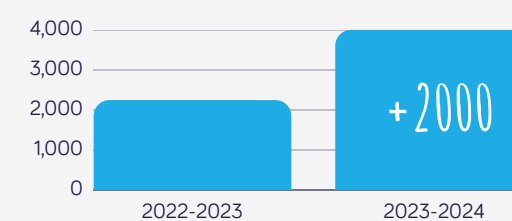
Supporting the reconditioning of Essex residents

Provide support to local communities through targeted physical activity interventions, to those who have become deconditioned.



of Able like Mabel resources have been distributed. Target is 40,000 to support residents to get active across Essex.

By working in collaboration with health and community partners, we will help to develop informative resources and build fully integrated care pathways for falls prevention. This will be done by supporting strength, balance and movement interventions which enable and empower people to take responsibility for their own health and wellbeing.



We will work in partnership with the Essex Wellbeing Service, ensuring frontline staff and volunteers are confident and competent to have a conversation about moving more and referrals are made to our 'Find Your Active' Community Connectors.

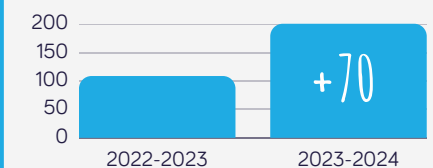
The target of residents supported through Find Your Active Community Connectors

Improve employee wellbeing

Empower Essex, Southend and Thurrock organisations and businesses to create active workplaces that will support employees physical and mental wellbeing.

We will champion physical activity, to be an integral part of organisations and businesses employee wellbeing.

Working in partnership with the Essex Working Well scheme we will develop training opportunities to employers, free digital resources and connecting the sport and physical activity sector to Essex, Southend and Thurrock employers.



Number of workplaces who have engaged with physical activity



different workplace activities/ training opportunities will be available, by collaborating with the Essex Working Well Scheme

Our contribution to:

Sport and Physical Activity



Vision

To support the recovery, development and growth of our sport and physical activity sector, in order to collectively increase opportunities for all.

Skills and employability

People are at the heart of everything we do and are integral to a thriving and inclusive sport and physical activity sector. We must support those across the county who advocate the importance of an active lifestyle or deliver physical activity.

We will continue to drive our People, Culture, Skills Framework (PCS), raising the profile of the sector, supporting our organisations to thrive, developing our individuals and creating clear pathways to the job opportunities across the sector. Our Skills Advisory Panel (SAP) will support these ambitions whilst offering check and challenge to the future direction. We will strive to embed the SAP within the Essex Employment and Skills Board structure, following the work of the Local Skills Improvement Plan.

We will support our future workforce to access information, advice, and guidance (IAG) giving them industry specific education and knowledge. This will develop clearer, more supported career pathways.



15 education establishments targeted to be engaged through careers IAG

Through our partnership with CIMSPA we will integrate the new Sport and Physical Activity Skills Hub Manager into the ambitions of our PCS Framework. They will work closely with our SAP to truly connect employers with Further and Higher Education.



5 further education colleges engaged, with focus on Harlow college as the lead for the Local Skills Improvement Fund

We will create a new network of over 100 local employers and deployers where they can gain a better understanding of the local skills and economic context, know where to access support available to them and foster a true learning and sharing environment.

Data and Insight - Making the case for Sport and Physical Activity

We will act as sector advocates, providing data, insight and intelligence, and use our voice to raise the profile of sport and physical activity and its contribution to the economy.

Working with CIMSPA we will build upon current data sets to ensure we have up to date robust data which talks to the skills & education landscape and demonstrates our needs to the Local Skills Improvement Plan.

Essex 2023 Regional Data pack produced

We will work with LTOs to capture workforce data across the 7 protected characteristics. Enabling us to have a better understand diversity at every stage of the workforce pathway. We will use this data to influence change, linking to our Capacity Building programmes.

We know 80% of businesses in Essex are considered start-ups, so need to better understand the challenges faced by the sectors make-up, gathering data through a refreshed TNA. We will share learning to support businesses grow into scaleups.



12

lunch & learn sessions

We must better articulate the contribution sport and physical activity adds to the economy. Working with our Data & Insight team we will capture traditional economic measurements across growth, employment, and policy.



Sector support – recovery, growth & sustainability

Our county has a strong and vibrant sport and physical activity sector which must be protected, supported and nurtured through the current economic climate. Over the next 12 months we will:

Continue to build resilience and sustainability in our sector through bespoke capacity building support. Through our Organisational Development and FYA Growth Programmes we will support organisations to foster people-led leadership, and we must embed this approach in the way that we work.

Lead on the creation and continuation of Local Authority Playing Pitch Strategy implementation groups and continue to play our role in sport facility stock recovery work by supporting investment applications of built facilities.



100 LTO's will be supported through this new approach



13 Chairs across the 13 Playing Pitch Strategies

Support our 14 local Find Your Active Networks which provide a platform for grassroots organisations and local system partners to learn, collaborate and fund place-based interventions to tackling inactivity.

We will support our grassroots sport and physical activity infrastructure through the continuation of the Essex NGB Forums and Sector Support Newsletters.

The future of public leisure in Essex matters. We will ensure, through a collaborative approach, that public leisure moves to a more active wellbeing service. As result we will support all 14 local authorities with a transition to a different way of thinking as well as creating the very first Essex Leisure Partnership Board, that will collaborate, share, learn and improve standards for all communities.

Equality, diversity, and inclusion

We will work collaboratively to tackle inequalities in sport and physical activity, making the sector inclusive, safe, and more representative of Essex, Southend and Thurrock communities.

As an employer, we actively seek to ensure that our workforce reflects the communities we serve, recognising that this makes us better able to understand their needs and priorities. We will do this through:

- 1 Our continuous improvement plan driven by internal stretch groups focusing on, Wellbeing, Inclusion, Employee Journey, Ways of working and Learning.
- 2 The Race Equality Code we've adopted to continue to focus on improving racial diversity, ensuring there is an increase of black, Asian and minority ethnic leaders within our organisation and sector.
- 3 Work with Sport England and the AGS consortium to develop a new Diversity and Inclusion Action Plan which will clearly set out our equality ambitions for the year ahead.

Beyond our own commitments we will support organisations to develop evidence-based approaches in building a more diverse workforce, leading the way in welcoming people from all backgrounds to play, volunteer or work. We will;

- 1 Work with any organisation that wishes to meet aims set out in Tier 1 of the code for Sports Governance requirements.
- 2 Ask for any funded organisations to articulate their own improvement journey in this space.
- 3 Include EDI in our capacity building support programmes.
- 4 Create pathways for young people who may struggle to gain employment through traditional routes via Coach Core apprenticeships and volunteering opportunities to ensure more young people from disadvantaged backgrounds have the opportunities.



HAF deliverers will become pilots to develop our young leaders programme through Essex ActivAte clubs



11 Coach Core apprentices will be supported through Level 2 Community Activator Coach qualification



For more information and to read about our contribution to the Fit for the Future Strategy throughout the financial year 2022-2023, scan the QR code or visit:

www.activeesseximpact.org



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