

London Marathon Foundation Active Essex M&E report

August 2023



Background and Introduction

May 2022 saw the beginning of the strategic partnership between Active Essex (AE), Active Essex Foundation (AEF) and London Marathon Foundation (LMF). Intrinsically linked with Ford RideLondon-Essex coming to Essex for the first time in May 2022, the partnership was developed to inspire activity across Essex during 2022/2023. The funding was awarded to support community and inclusive cycling initiatives including Essex Pedal Power, a small grants programme, and core support for Active Essex Foundation. Initially a year-long partnership, funding was agreed to deliver on three elements:

Essex Inspiring Activity through a Small Grants Programme: An open and universal Essex-wide small grants programme that brings to life the priorities of LMF and Active Essex around inspiring activity. The programme is open to all organisations across Essex, although the priority is to fund areas and target audiences in greatest need.

Outcomes of the Small Grants Programme:

1. Increased participation in sport and physical activity amongst target audiences in greatest need. (P1*, P2)
2. Increased participation in sport and physical activity amongst children and young people particularly those within target audiences in greatest need. (CYP1, CYP2)
3. 70% of funding to reach the most deprived communities in Essex (40% most deprived LSOAs). (P1, P2)

*LMF organisational outcomes can be found in Appendix A

Promote Active Travel & Cycling across Essex in Schools & Communities: A school and community activation programme with a cycling and active travel focus, providing support for schools and local communities. Working in partnership with the local authorities, schools, Locally Trusted Organisations (LTOS) and cycling and wheel specialist clubs and organisations. This fund also included building capacity in Active Essex Foundation business development structures.

Outcomes of Active Travel and cycling initiatives:

1. Increased participation in cycling among school-aged children, particularly those living in areas of high deprivation. (CYP1*, CYP2)
2. Increased commitment to active travel from schools in Essex and increased proportion of children travelling to school by foot, bicycle or scooter, particularly in areas of high deprivation. (CYP1, CYP2, CYP3, S1)
3. Increased participation in cycling among disabled people. (P1, P2)

Outcomes for AEF capacity building:

- 1.Active Essex Foundation benefits from improved administration, governance, communications, finance and legal systems.
- 2.Active Essex Foundation is in a strong position, financially and from a governance perspective, to inspire activity and improve the health and wellbeing of individuals, families and communities most in need in Essex.

Scaling Up Essex Pedal Power (EPP) Cycling Programme: LMF becoming a strategic partner in Essex Pedal Power, through the distribution of over 5,000 new bikes and extensive wrap around support for people aged 12+ from low-income communities. Funding supports central operating costs up to 2025 and the establishment of new Essex Pedal Power operations in Basildon, Colchester and Harwich, including costs for bikes, bike mechanics, volunteering, communications, transportation, learn to ride training, new community cycling groups, bike storage, bike building, and bike giveaways.

Outcomes of Essex Pedal Power:

- 1.Increased participation in cycling in low income communities. (P1, P2)
- 2.Increased participation in cycling among disabled people and people with long-term health conditions. (P1, P2)

*Data presented in this report is accurate to 31st July unless otherwise stated.

In total, 17,866 unique individuals in Essex are estimated to participate in activities funded by London Marathon Foundation investment in 22/23.

Find Your Active Small Grants Programme

The Find Your Active Fund was launched in September 2022, with a total fund of £450,000 for small grants up to £3,000. The programme prioritised applications that reach inactive people from the following communities to enable them to lead active lives:

- Older residents
- Children and young people
- Residents living with a disability or long-term health conditions
- Women and girls
- Ethnically diverse communities
- People from lower socio-economic groups
- Residents who are experiencing difficulties due to the cost of living crisis



LMF Small Grants 2022/23



Brentwood Central Boxing Club Funding Awarded: £1,620

A 12-week boxing programme for Adults with Learning Disabilities at Brentwood Central Boxing Club at the Brentwood Centre.

1 hourly session per week aimed at giving anyone the chance to try boxing whilst keeping physically and mentally fit.



Football Focused - Harlow Funding Awarded: £1,980

We will be conducting a 12-week exercise programme. The main aspect of the course will be a weekly circuit class that will be done in the gym every Wednesday evening. We will also be providing the attendees with an exercise plan to follow in the week that can be conducted with minimal equipment.

The aim is to engage 15 women on the programme.

Figure 1: Overview of Small Grants investment

Table 1: Number of projects by local authority

Table 1 shows the number and percentage of projects by local or unitary authority. It shows that Epping Forest district had the highest number (and percentage) of projects (17% or 39 projects), followed by Tendring (11%, n=25) and Basildon (10%, n=24). 55% of the approved projects were in local authority districts involved in Ride London-Essex 2023.



Local Authority	Number of Projects	Percentage (%) of Projects
Basildon	24	10%
Braintree	7	3%
Brentwood	12	5%
Castle Point	12	5%
Chelmsford	16	7%
Colchester	22	9%
Epping Forest	39	17%
Harlow	16	7%
Maldon	3	1%
Rochford	12	5%
Southend	14	6%
Tendring	25	11%
Thurrock	12	5%
Uttlesford	18	8%
Essex-wide	3	1%
Grand Total	235	100%

Applicants were asked to describe their project, including the sport or physical activities that they were going to offer participants. Based on the information provided, many of the projects provided sport or activities that were suitable for specific audiences. For example: 13% (n=31) of the projects offered sport or physical activities suitable for children and young people, 10% (n=23) offered activities aimed at increasing participation of females or women and girls as well as 9% (n=21) of projects offered activities suitable for older people. A further 9% (n=21) of projects offered multiple sports or activities suitable for a wide range of audiences. 6 (or 3%) projects offered cycling as their sport or physical activity to residents. It should be noted that some projects did not explicitly state all the activities that they will offer which has identified as a key learning for 2023/24.

Feedback data from providers and participants was collected through a number of sources, predominantly two surveys:

Provider survey: completed by Find Your Active funded organisations. This explores project outputs including number of participants involved in the project, key challenges, highlights and other provider feedback.

Participant survey: completed by participants of FYA funded projects. This explores participant demographics as well as outcomes such as physical activity levels and wellbeing. This also includes participant feedback on the project.

As of 9th August 2023, 77 projects (33% of the approved projects) have returned a provider evaluation survey response. Based on these responses, providers feedback that:

- A total of 5,489 sessions were delivered with a total of 31,012 attendances by participants – 55% of the attendances were by adults and 45% by children and young people.
- Over 4,000 (4046 to be precise) unique people (adults and children) attended these sessions – 65% of these (n=2633) were adults and 35% (n=1413) were children and young people. This is nearly a third of the total estimated number of people to be impacted.
- On average, each project engaged with 3 different priority groups, where over 50% of the projects engaged children and young people.



710 participant responses in relation to 67 different organisations were submitted. It was identified that participants selected the organisation name rather than the project name and as some organisations had multiple funded projects in 2022/23 so for funding year 2023/24, the participants will be asked to select the project name instead. The key statistics about participants are:

- 76% of responses were from participants that reported their gender as female and 22% were male. The average age of female respondents was 59 and for males, 43.
- 86% of respondents self-reported their ethnicity was White, 3% as Mixed, 3% as Black or Black British, 2% as Asian or Asian British, 2% as Other ethnic group and 4% preferred not to say or did not respond.
- 24% of respondents self-reported that they have a disability or long-term health condition.
- Participant's average scores for happiness, life satisfaction and worthwhileness were 7 or above (out of 10). For anxiety, the average score was 3.9.

Outcome 1: Increased participation in sport and physical activity amongst target audiences in greatest need (P1, P2)

Overall, 92% of participants completing the survey for the first time reported their physical activity levels before they started their project. Of these, 40% reported that they were fairly active (doing 30 – 149 minutes of physical activity per week), 34% were inactive (less than 30 mins per week) and the remaining 26% were active (doing 150 mins or more of physical activity per week), suggesting that 74% of participants are not meeting the Chief Medical Officers guidelines for physical activity.

When comparing this to the most recent Active Lives data (Sport England), the baseline physical activity levels of small grants participants were less physically active and more inactive. We know that those with inequalities, such as those these small grants programme are targeting, have lower levels of physical activity so these findings may suggest that the programme has been effective in engaging these populations.

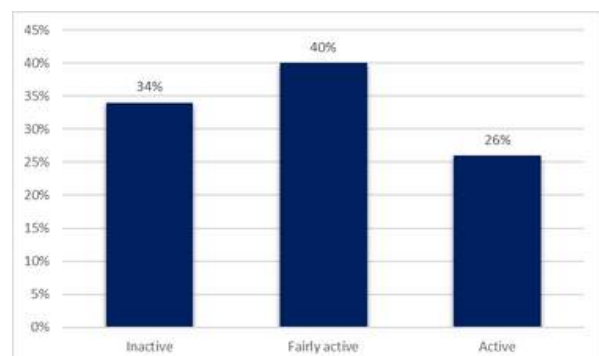


Figure 2: Physical activity levels at baseline

	Active Lives Survey (Nov 21/22)	Baseline physical activity levels
Active - 150+ mins per week	62.2%	26%
Fairly Active - 30-149 mins per week	26.6%	40%
Inactive - Less than 30 mins per week	11.2%	34%

Table 2: Physical activity levels of participants compared with Active Lives Survey

In order to assess the change in physical activity levels post activity, participants complete the survey again. We have had difficulty in getting both sets of data from participants, however for those that we did have complete data for, 45% indicated that their physical activity levels had increased. Furthermore, 65% of the participants who indicated an increase in physical activity were inactive before starting the project and their current physical activity levels are fairly active. The remaining 35% were fairly active before they started their FYA/LMF funded project and indicated that they are now active (150 mins or more of physical activity per week).



This Girls Ability Club



We are Warriors

Next year (2023/24 evaluation survey), the evaluation question has been modified to allow one completion from participants in a hope to increase useable data. This will include asking participants if their physical activity has increased, stayed the same or decrease. They will be asked to estimate how many minutes before and since starting the project that they do physical activity that is enough to raise their breathing rate.

Outcome 2: Increased participation in sport and physical activity amongst children and young people particularly those within target audiences in greatest need. (CYP1, CYP2)

The chart below shows that the primary target audience of about a third of the approved projects (34%, n=81) was children and young people. It also shows that about a fifth of the projects (20%, n=48) targeted older residents and 15% (n=39) targeted women and girls. Providers also had the opportunity to list other groups that their project has engaged, and a few responses included children with SEN, local families and refugees and asylum seekers.

Providers were also asked if their projects would engage other groups secondary to their target audience. Figure 4 shows that although the primary audience for some groups was lower, this increased as a secondary audience, most notably those with disability or long term health condition, women and girls and people from lower socioeconomic groups.

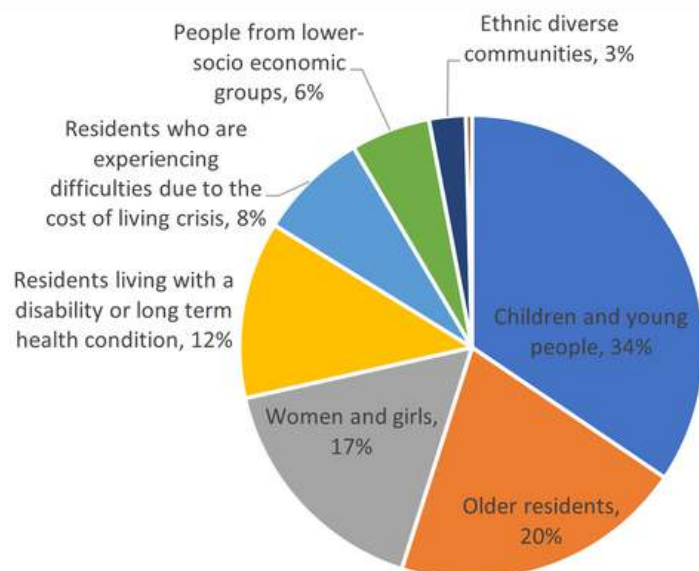


Figure 3: Target audience of providers

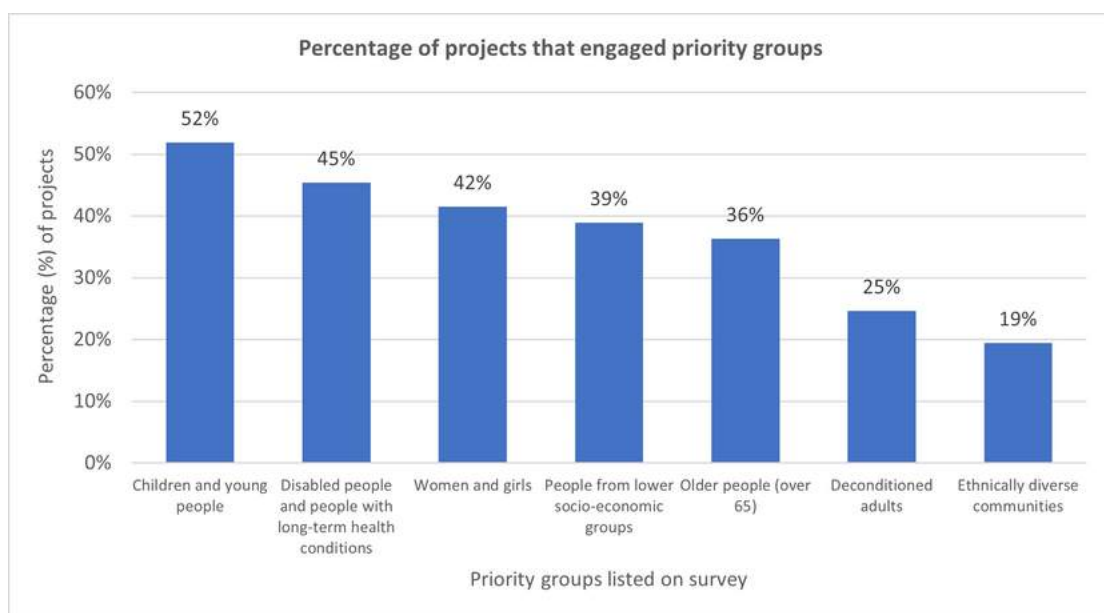


Figure 4: additional priority audiences

Participants were asked if participating in this activity has given them the motivation and capability to continue to be physically active and if so, how they plan to do this. Some of the comments to this question are provided below:



Dennis and Dyer Boxing Club

“ —

I love boxing and want to carry on, I'm working on my confidence so I can join a club again and this is helping

- Male aged 14, attended The Loss Project - RELEASE (Epping Forest)

“ —

It has shown me that even with my disability I can do anything.

- Female aged 18, attended Canvey Island Rugby Club (Castle Point)

“ —

He's never liked coming to any 'clubs' as he is very anxious and struggles to talk to new people... It has helped his confidence come regularly and improved his bouldering skills each week. He usually struggles with strength/coordination in his hands (which makes writing very difficult for him), but I'm hoping continuing with bouldering will help him enjoyably strengthen his hands

- Parent of young person attending SEND the right message (Rochford)



SEND the Right Message

Case study

Mistley Kids Club Ltd - Tendring

Mistley Kids Club Ltd was funded for an after school daily fitness project, which run a large village hall in rural Tendring. The project offered an inclusive club for children and young people aged 4 – 19 years of age to participate in different sports and activities, including fun games with large groups.

The provider said in their evaluation response that it was “really brilliant to see so many of our young people enjoy getting involved with sport”. Football was a sport that was offered at this club, with a positive coach/role model who enthused young people to really try and get involved each week. This individual provided medals each week which really boosted confidence. This led to more registrations because parents/carers liked that the club and their coach was so inclusive.



Funding of this project has not only been appreciated by the provider but also parents/carers as they felt content that their child could take in part in a supervised, physical activity in a setting where their children felt comfortable. It has prevented the club from raising fees which would have put pressure on families already experiencing financial difficulties.

For the children, the provider said that the club has encouraged more friendships and encouraged children to give sport or activities a go (even when they didn't fancy it), instead of using technology. From this, they have learnt how to rely on one another in team sports.



“

I only come to kids club to play football with Dan [football coach] otherwise I would be at home on my Xbox.

-Boy aged 14

Case study

SEND the Right Message – Rochford

SEND the Right Message was funded for a project called STRM Bouldering Club at IndiRock. The aim of this project was to offer a bespoke bouldering induction session to families with Special Educational Needs (SEN) and disabilities. After the induction, the children and parent received four additional sessions.

16 children and young people attended STRM Bouldering Club and has enabled them to channel their energy as bouldering is a physically demanding but also requires focus and concentration. Bouldering has offered these children with neuro-developmental conditions a safe space (matting softens any falls) for exploration and opportunities to challenge themselves. The provider received feedback that many children wanted to continue with bouldering and follow on with qualifications.

The provider evaluated the project half-way through the course, then piloted a volunteer support worker to support with the coordination of sessions and provide emotional support for the parents/carers. The STRM support worker helped to answer questions during the session. This means that not only are the children receiving positive and mental benefits from learning this activity and being part of a community, but the parents/carers are also receiving support. Parental feedback was summarised as follows:

96% of children feel more optimistic about their future after climbing regularly

97% were more able to understand and process their emotions

98% saw improved cognition and learning after completing the course

“

Thank you so much for organising these courses. My son (ASD/ADHD) struggles with attention, focus and attacks everything at 100 miles an hour. Through the first four sessions, he has learned to calm and plan his moves and is learning that not everything has to be done fast.



Send the Right Message and IndiRock: Youtube

Outcome 3: 70% of funding to reach the most deprived communities in Essex (40% most deprived LSOAs). (P1, P2)

39% (=92) of approved projects delivered in an area that falls within the top 40% of deprived small areas. However, 5% (n=11) of the projects did not provide a location that could be mapped to deprivation deciles. Excluding these 11 projects from the calculations, 41% of the approved projects were within the top 40% of deprived areas.

It should be noted that each local authority contains a varying number (or percentage) of small areas (also referred to as Lower Super Output Areas (LSOAs)) that fall within the top 40% of deprivation (IMD decile 1-4) which is shown in the table below. Only one local authority,

	% of LSOAs within IMD 1-4	On Ride London-Essex Route
Basildon	51%	NO
Braintree	15%	YES
Brentwood	7%	NO
Castle Point	23%	NO
Chelmsford	13%	YES
Colchester	26%	YES
Epping Forest	21%	YES
Harlow	52%	NO
Maldon	10%	YES
Rochford	9%	NO
Southend-on-Sea	42%	NO
Tendring	64%	YES
Uttlesford	0%	YES

Table 3: % IMD areas by Local Authority

Tendring (north Essex) was on RideLondon-Essex route and over 50% of their small areas are highly deprived. Other local authorities on the RideLondon-Essex route contained between 0 - 26% of small areas within 40% most deprived LSOAs nationally.



As shown in the table below, 23% (n=166) of the participants provided a home postcode that could be linked to IMD decile and lived within the top 40% of deprived small areas. With the inclusion of IMD decile 5, the percentage increases to just over a third (=34%) of participants of approved projects live within areas with high deprivation.

IMD Decile	Number of Participants	Percentage (%) of Participants
1	8	1%
2	31	4%
3	61	9%
4	66	9%
5	76	11%
6	64	9%
7	59	8%
8	82	12%
9	83	12%
10	85	12%
Not Provided/No Match with IMD Decile	95	13%
Total	710	100%

Table 4: Participant IMD decile

Note, with the exclusion of the participants that did not provide a postcode, or their postcode could not be matched to IMD decile, the percentage of participants that lived within the top 40% of deprived small areas increases to 27%.



This Girls Ability Club

Case study

Yoga in Life – Harlow

Yoga in Life was funded for a project that offered 11 sessions of chair or accessible yoga for 15 adults. It aimed at older residents (65+) or people who felt that they had low levels of fitness, strength or experience pain/fatigue from health issues (particularly back/knee issues). It was also a project open to people who lacked confidence in their ability to practice yoga.

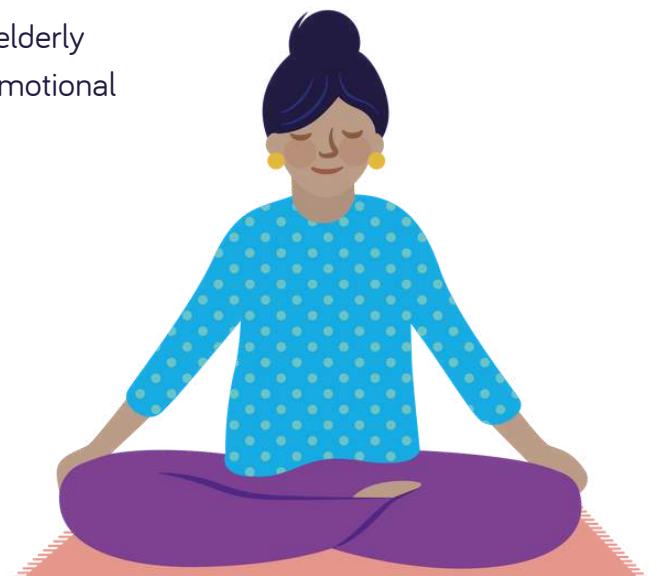
The provider highlighted in their evaluation response that they received positive feedback from students. They enjoyed coming to the sessions to do the activity as yoga made them feel better, particularly those that like this activity to ease pains whilst waiting for medical procedures.

Participants have worked on their balance, strength, mobility, and flexibility, as well as developed concentration, coordination, and relaxation techniques. The local demand for this type of activity was requested by participants to the provider as another did not restart after COVID pandemic.

Participants also said to the provider that they enjoyed the social aspect of the sessions as it was a small group based in a calm, welcoming and support environment. The provider mentioned that people prior starting the project were looking for an opportunity to leave the house and meet people. The provider currently a waiting list so places can be offered if space becomes available.

The funding was used for set-up costs for the venue, marketing materials and reduction in participant fees. After the price reduction ended, the provider has structured and priced their classes to be sustainable for the future.

Yoga in Life has and will continue to help mostly elderly participants improve their physical, mental, and emotional wellbeing but also gain social interaction.



Case study

Animated Physiotherapy – Basildon

Animated Physiotherapy was funded for a postnatal recovery programme called From Bump Back to You that delivered four 6-week courses for women with issues and concerns after having a baby. The provider's goal was that new mums would feel confident about how to return to exercise safely due to the education and support received on the course.

The provider was flexible with delivery (studio and/or online).

The project was attended by 28 women and received positive feedback. For example, new mums felt confident in how to ease back into exercise safely after having their babies, several women went onto join the gym and others started the Couch to 5K following the course. This indicates that the provider delivered their goal, but it was also highlighted that the course has helped prevent social isolation, with attendees arranging to go for coffee together after finishing the course.

“From Bump back to You has been a great course. It's been really helpful going through the steps of postnatal recovery, talking things through, and learning different techniques in a comfortable and friendly environment with no need to leave your baby and find childcare”

“Thank you for the funding Animated Physio to run this. Although a lot of hard work (mostly the marketing to get people to know about the sessions!), we've loved delivering the sessions, and seeing the change in confidence and ability of the mums over the weeks they joined me for, and we feel like Animated Physio has made a difference to these women”

Following the project, the provider ran a further 6-week postnatal Pilates course as the participants enjoyed the exercises and wanted to continue. This has resulted in two participants to join the Animated Physiotherapy Pilates membership. Furthermore, the provider has been approached by NHS Mid & South Essex to discuss further courses (and funding) for new mums.

Active Travel and Cycling Initiatives

£235,000 was invested in active travel and cycling initiatives. This consisted of £135,000 to Active Essex Foundation for community cycling and Active Essex capacity building. £100,000 was used for Active Travel funding for Schools to support active travel projects.

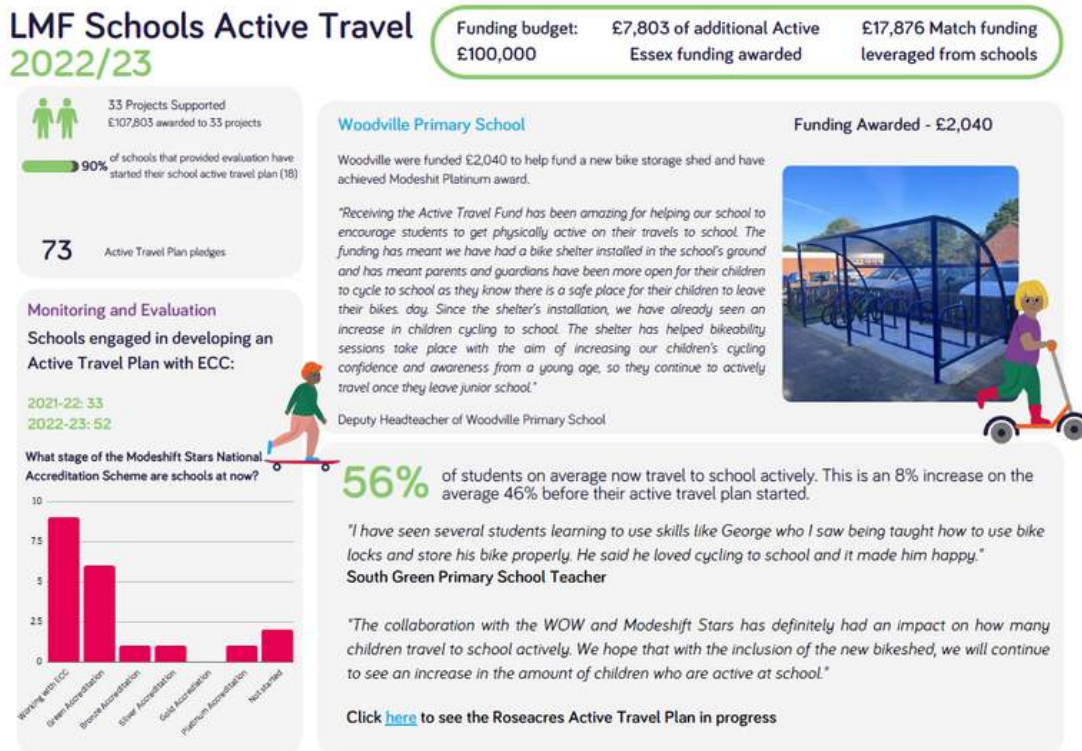


Figure 4: Overview of Active Travel Grants

An overview of activity within Active Essex Foundation for community cycling can be seen below.



Figure 5: Overview of AEF activity

Outcome 4: Increased participation in cycling among school-aged children, particularly those living in areas of high deprivation. (CYP1, CYP2)

Outcome 5: Increased commitment to active travel from schools in Essex and increased proportion of children travelling to school by foot, bicycle or scooter, particularly in areas of high deprivation. (CYP1, CYP2, CYP3, S1)

(Outcomes explored together)

The Schools Active Travel fund was launched in September 2022. The fund criteria, application form, scoring and evaluation was co-designed and delivered from conception between Active Essex, ECC Sustainable Travel and LMF. The fund invited schools to solve their own local issues that prevented their communities from travelling to and from school actively, with a focus on tackling inequalities. Successful applicants were also required to work with ECC Sustainable Travel team on developing an active travel plan.

Thirty three projects were supported through the fund which included an additional £7,803 through Active Essex Funding. An additional £17,876 was leveraged from schools match funding. Schools have implemented a number of activities to increase active travel for young people and are committed to sustaining these post funding.

“

As well as introducing our new scooter facilities, our Eco Council wanted to take the project further, especially as we had began our Modeshift stars journey. This year we have not only taken part in the national walk to school week, but also the Sustrans Big Walk and Wheel. We have also signed up for the Wow project. All of these extra projects have encouraged our pupils to continue to travel to school sustainably, rather than it be a one off experience. We took part in these numerous schemes because we wanted our sustainable travel to be long lasting within the school and become a good habit for all of our children.

”

-Teacher



This year the number of schools engaged with Essex County Council in developing an Active Travel plan has increased from 33 in 2021/2022 to 52 in 2022/2023. This year, 31 schools have been supported to implement active travel initiatives through LMF funding. This is ranging from bike and scooter sheds to Bikeability training for the whole family, to walking and cycling buses.

Following funding, schools were asked to complete an online survey to understand the impact of the project, which was completed by 21 schools (64% of schools receiving funding). The survey found that there was an increase in young people travelling to school actively as a result of the funding. 56% of students on average travel to school actively post funding, an 8% increase from 45% before their active travel plan was implemented. This shows that there was an increase in all groups actively travelling following the funding, including children across all key stages, their parents and staff.

“ In the 10 days prior to the installation of the scooter pods (1st-10th Feb) 21 children travelled to school on scooter. In the 10 days after the scooter pods had been installed (20th Feb-2nd Mar) 45 children travelled to school on scooter ”

“ Every child was engaged and enjoyed themselves during the training. They seemed to learn a lot about road safety, which helped parents to feel more confident about their children travelling to school. ”

What has changed as a result of the funding?

- ✓ More children are walking, scooting, cycling or parking and striding to school
- ✓ Profile has been raised and greater awareness of active travel, along with the bike loan scheme to support families
- ✓ Children and families are taking more responsibility for their health and the environment
- ✓ Children are more active in our school and are more awake in the mornings
- ✓ More children are actively travelling to and from school



Outcome 6: Increased participation in cycling among disabled people. (P1, P2)

A total of £20,000 was committed to deliver inclusive cycling across Essex. Funding for inclusive cycling funding 13 sessions over five local authority areas through five organisations, SportsCool, Trailnet, Wheels for All, Epping Forest District Council and Roots to Well-being.

These sessions are designed to increase accessibility and participation for people with disability. Projects involve inclusive cycling sessions for young people with SEND, within school settings to activate the RideLondon-Essex event across Essex, inclusive cycling sessions within SEND HAF club delivery in 2023 and 2 high inclusive cycling sessions for young people and adults with a range of disabilities, within school or other care settings.

The inclusive cycling sessions have not yet been completed (with continued delivery during the summer holidays) therefore final participation numbers are not yet available.



Photos from a HAF Club where an inclusive cycling session was delivered.



Wheels for All – Colchester

Recently hosted a cycling session for Usher Kids UK charity using the LMF funding.



Usher syndrome is a rare genetic condition which affects:

- **Hearing:** Kids are born with (or develop) hearing loss, which ranges from moderate to profound. All of our 2023 group use hearing aids or cochlear implants, and communicate through spoken language, but their hearing devices do not replace natural hearing and they will supplement with other strategies e.g. lipreading, gesture
- **Vision:** Kids have difficulty seeing in dimly lit situations (night blindness), progressive narrowing of visual fields, blind spots, blurry vision, and difficulty in environments with little contrast between objects. Tools such as canes can be used to assist with mobility. Central vision often remains good. Sunglasses can help with light sensitivity.
- **Balance (for those with Usher type 1 and 3):** Vestibular function does not work so other strategies are needed to be able to balance (e.g. use of core strength)

Wheels for all delivered a free inclusive cycling session at Usher Kids UK annual summer camp, hosted in Whitham.

Twenty-five young people joined the session, split into two groups over two hours, they were accompanied by their parents and volunteers with the older participants acting as mentors for some of the younger members of the group.



They had travelled from all over the world to join the summer camp; USA, Canada, The Falklands Isles, Australia, Ireland and of course the UK. They had a great time and enjoyed the freedom of safety the track offered them all.

Active Essex Foundation capacity

Outcomes aligned to capacity building within AEF (see below) have been fulfilled by the recruitment of AEF's new Sport and Development Officer, Jamie Rhodes on a two year contract. Starting in May 2023, Jamie has already made an impact in positioning the charity as a well governed organisation to ensure they are able to deliver effectively.

Outcome 7: Active Essex Foundation benefits from improved administration, governance, communications, finance and legal systems.

Outcome 8: Active Essex Foundation is in a strong position, financially and from a governance perspective, to inspire activity and improve the health and wellbeing of individuals, families and communities most in need in Essex.

(Outcomes explored together)

To date Jamie has set up a governance structure for the charity, endorsed ABCD principles into the charity network and built project plans for Sport and Youth Crime Prevention and Essex Sport and Youth Mental Health projects and will continue to develop administration, governance, communications, finance and legal structures to ensure AEF's continued impact.

“

The addition of a Project Officer (Jamie Rhodes) to the Active Essex Foundation has meant that we have been able to update and improve our governance policies and procedures and the implementation of new information sharing agreements has meant that we have been able to secure funding from system partners including the Essex Violence and Vulnerability Unit, Essex Youth Offending Service and Probation. We now have project plans in place for all of our work. Jamie has brought in much needed capacity to the Foundation and since he has started in post, we have been able to secure £500,000 of funding from the National Lottery.

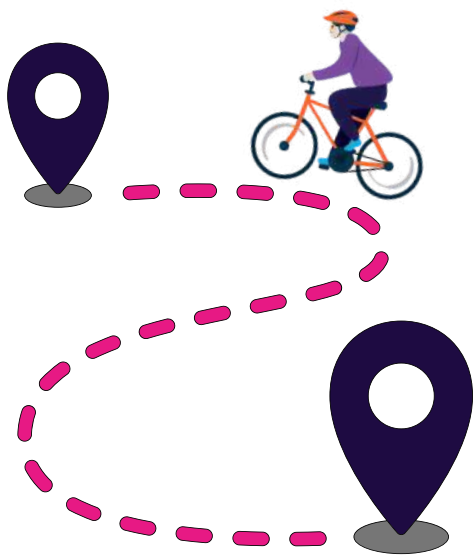
-Louise Voyce, AEF

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Essex Pedal Power Community Cycling Programme

Essex Pedal Power provides free bikes to residents in the county's most disadvantaged communities, to significantly increase cycling, active travel, community cohesion, and physical activity levels. The inclusive programme aims to make cycling for everyone improving access to employment, training and educational opportunities and key local services. There is a quality wrap around support for all residents who receive a bike, including free learn to ride sessions, bike maintenance and led bike rides.



The plan is to giveaway over

5,000 bikes by 2025

focusing on the six Levelling Up areas recognised by Essex County Council. Essex Pedal Power is a multi-agency programme, delivering on multiple agendas and outcomes

All Essex Pedal Power projects are committed to using and developing the local cycling infrastructure, including dedicated cycle paths, cycle lanes on roads, and community bike parking.



An overview of activity across the Essex Pedal Power programme over 2022/2023 can be seen below:

LMF Essex Pedal Power 2022/23

Supporting the operational planning and delivery of Essex Pedal Power in Clacton and Jaywick, Colchester, Harwich and Dovercourt, Basildon

Funding Budget:
£300,000

Funding Committed:
£300,000

Clacton & Jaywick

- 766 bikes out of 1100 bikes given out
- Learn to ride training sessions every week
- Direct link to the social prescribing programme and job centre job seekers
- New premises established in Clacton
- £1.7m improvement to coastal cycle route between Clacton and Jaywick to be completed at end of March 2023
- 19 adapted bikes provided to citizens for independent cycling as part of new disability cycling project which is the largest in the UK
- Won a national award for community engagement from Modeshift
- Funding now extended to March 2025
- New funding of £300,000 secured from SELEP in February 2023 to fund a further 600 bikes and 500 GPS trackers

Colchester

- 12 bikes have been given away so far at their first giveaway
- Final plan signed off - £1m budget to give away 700 bikes which are all GPS tracked
- Focus on Greenstead which is a priority area for regeneration
- Over 200 requests for bikes received
- Health a major partner and funder
- Coordinator Nik Hughes appointed in January 2023
- Premises secured for bike storage
- Additional funding secured for adaptive bikes and children's bikes

Harwich and Dovercourt

- 52 bikes have been given away at their first giveaways
- Final plan signed off - £656k budget to give away 600 bikes made up of 400 adult bikes, 200 children's bikes, and 200 GPS trackers
- Children and families are a key target audience
- Focus on Parkstone and Bathside Bay communities
- Over 75 requests for bikes already received
- Health and Levelling Up are major partners and funders
- Coordinator Carina Nea appointed in January 2023

Basildon

- 32 bikes given away so far at their first giveaways
- 18 bikes given away to NHS staff at the local hospital.
- Final plan and budget agreed and signed off for £652,000 of which £200,000 from LMCT and £34,000 from Sport England.
- 600 bikes and 150 GPS trackers
- Delivery via 8 key locally trusted partners including the major hospital
- Coordinator Lydia Smith appointed in February 2023

Essex Pedal Power Evaluation Researcher

Bernardo Russo is the new Essex Pedal Power Evaluation Researcher and he will oversee all of the data collection, analysis and reporting for all five Essex Pedal Power operations including the Tending disability cycling project. Bernardo will support the procurement of a national study into the return on investment of free bikes schemes which will provide the evidence to advocate for significant national funding for many new free bikes schemes across England.

Assistant Relationship Manager Cycling

Andy Fagan is the new Active Essex ARM for Cycling, and he will be supporting the operational delivery of all 5 Essex Pedal Power operations, as well as support the activation of cycling linked to the RideLondon-Essex mass participation cycling event held at the end of May. Andy will also bring together and support the community cycling projects, cycling clubs and cycling organisations across Essex.

£200,000

£100,000

Figure 6: Overview of EPP investment

An infographic of key impacts over the course of the programme in Clacton and Jaywick can be seen below:

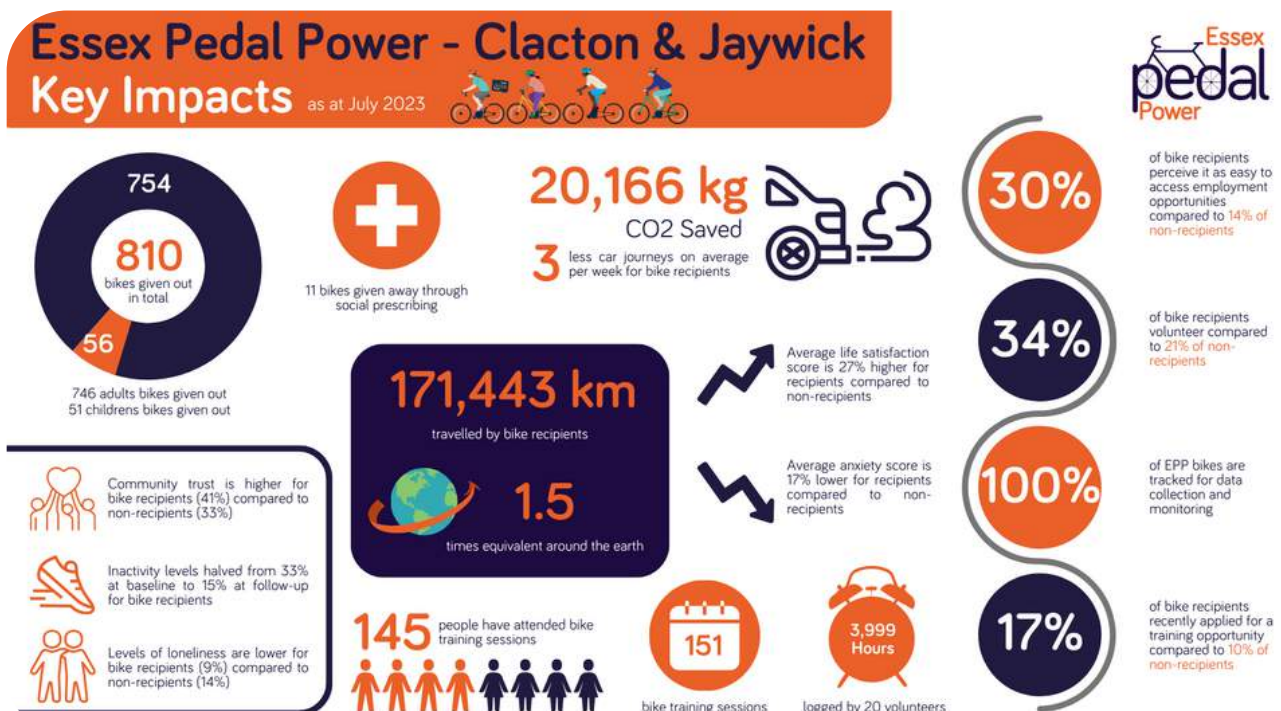


Figure 7: EPP impacts

The infographic shows that many of the EPP outcomes align with a number of LMF organisational outcomes including:

- P3: People from marginalised groups feel connected to spaces in their communities.
- P4: Places, spaces, and facilities are more accessible to marginalised groups.
- S1: Funded organisations demonstrate a commitment to environmental sustainability

The infographic shows that those from the most deprived wards in Essex have improved health and wellbeing, as well as access to local opportunities such as volunteering and employment as a result of EPP. The programme has also indicated that recipients are more connected to their local area and have increased community trust.

“

Having a bike helps so much, getting the bus is getting too expensive now with the prices going up. It would cost me five pound to get on a bus from here to town but on the bike it's free and it's brilliant.



“

Jane feels she could have not found the job she has without her bike. She would have been forced to commute for other an hour to get to the job interview but with her bike, she was able to get there in 15 minutes. Since landing the new job, she uses it regularly to commute and to go to the grocery store. She uses the bike for her errands and doesn't really much use it for leisure.

“

Mark uses his bike regularly to commute to work, going to shop for groceries and for leisure with his friends. Before having an EPP bike, he was forced to walk for over 50 minutes to commute while his bikes allow him to be there in 15 minutes.



Outcome 9: Increased participation in cycling in low income communities.
(P1, P2)

Outcome 10: Increased participation in cycling among disabled people and people with long-term health conditions. (P1, P2)

(outcomes explored together)

Essex Pedal Power is providing a chance to cycle to applicants living in the most deprived areas initially in Clacton and Jaywick and now expanding to Harwich and Dovercourt and the districts of Colchester, Basildon. Almost 70% of applicants live in an area within the first decile of the index of multiple deprivation, which identifies the most deprived areas in the UK.

Recipients have made 63,145 trips, cycling for 171,433.27 km. Applicants are evenly distributed between males and females and 94% of applicants have a white ethnic background. Respectively, 51% of applicants identifies themselves as females while 49% are males. Almost 40% of applicants are aged between 16-39 years old and applied mostly to keep active and to get outside more. The EPP programme is inclusive for participants with disability and long term health conditions:

27% of EPP recipients have a disclosed a disability or LTCH

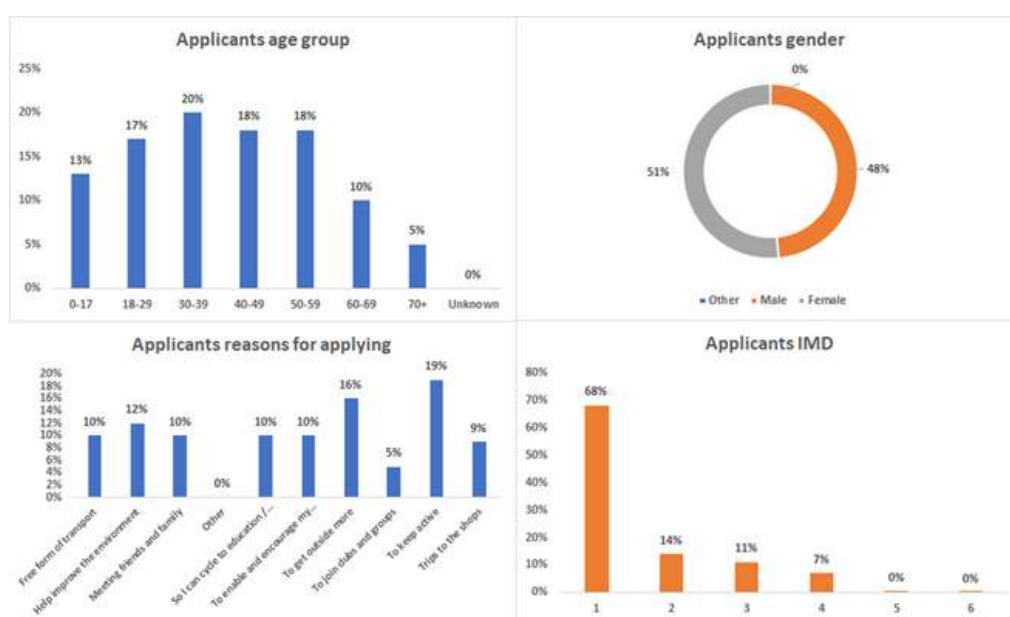


Figure 8: demographic profile of participants

“

Last year even in this weather I would have been sitting indoors watching a film, I wouldn't have gone out. I've got arthritis and riding the bike has helped this.

”

Essex Pedal Power is increasing participants physical activity levels. Table 5 and 6 below illustrate how physical activity and cycling levels changed across bike and non-bike recipients from May 2021 (baseline) to June 2023. Over a 2 year-period, activity levels rose from 50% at baseline to almost 70% in June 2023 for bike recipients while it dropped to almost 48% for applicants who did not receive a bike. Moreover, the percentage of applicants doing 6 or more cycle rides each week increased from 19% at baseline to 41% in June 2023 for bike recipients while reducing for non-bike recipients.

Essex Pedal Power enabled bike recipients with greater chances of doing and enjoying physical activities. As table 3 shows, the percentage of respondents who respectively feel they had the opportunity to do physical exercise and enjoy it increased substantially from baseline to June 2023 for bike recipients while being almost stable for non-bike recipients.

Activity level	Baseline	November 22- Bike	November 22- No bike	June 23- Bike	June 23- no bike
Active	50%	57%	44%	70%	48%
Fairly Active	18%	31%	14%	16%	14%
Inactive	32%	12%	42%	15%	38%

Table 5: changes in Physical activity levels from May 2021 (baseline)

Essex Pedal Power participants feel their bikes provided them with a mean to get fitter. They feel that riding a bike is both a feasible and enjoyable exercise compared to other sports and would be otherwise physically inactive.

Cycle rides week	Baseline	November 22- Bike	November 22- No bike	June 23- Bike	June 23- no bike
0	3%	29%	8%	29%	
1	17%	19%	23%	15%	
2	12%	19%	23%	18%	33%
3	13%	13%	15%	10%	
4	16%	6%	15%	9%	33%
5	20%	5%	8%	7%	33%
6	6%	10%		12%	
7	13%	29%	15%	29%	

Table 6: changes in weekly cycle rides from May 2021 (Baseline)

Recipients' psychological well-being is also positively impacted by the programme. The percentage of participants who reported feeling lonely at least sometimes dropped from 61.9% at baseline to 54.7% in June 2023 for bike recipients while substantially increasing for applicants who did not get a bike. As table 7 below shows, bike recipients who reported feeling lonely at least sometimes cycle more than anyone else.



By attending led rides, bike recipients meet new people, enabling them to make new, significant, connections in their local area.

Feeling lonely	AVG CO2 saved	AVG Trips	AVG Distance
Hardly ever or never	40	118	322
Often	41	168	315
Some of the time	60	151	504

Table 7: self-reported feeling of loneliness and main bike statistics, June 2023 and GPS data

“

It's improved my mental health no end. I feel so much better about myself and I'm getting regular exercise. Everything is much more positive than it was. It's taken me from being completely isolated to going out and doing more social activity.

”

2023/2024 Investment

Active Essex and Active Essex Foundation are delighted to continue our strategic partnership with London Marathon Foundation into 2023/2024. There have been a number of learnings identified from across the programme over the past year. These have been embedded in the development of the programme into 2023/2024 delivery, discussed with LMF as part of our ongoing partnership and embedded within this report.



This year delivery is split into four areas, these include facility improvement, capacity building, continuation of FYA small grants and the expansion of Essex Pedal Power for children and young people. An outline of 2023/2024 activity can be found below:

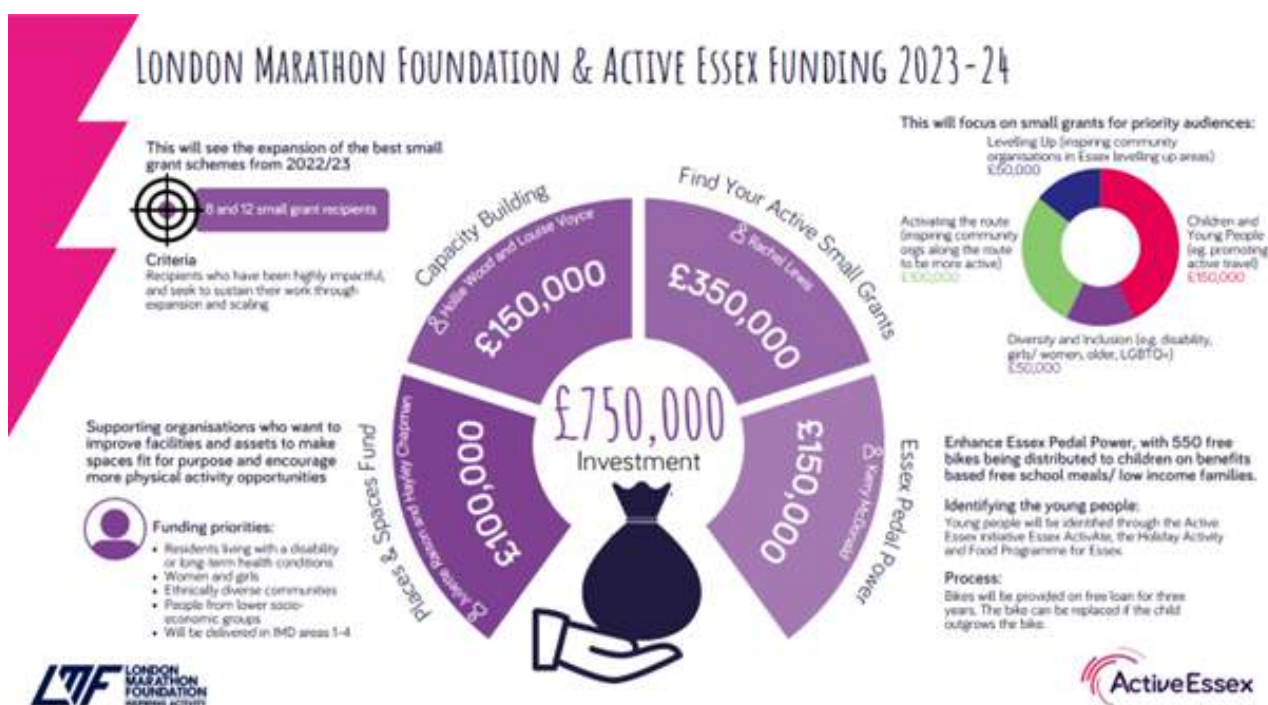


Figure 9: LMF investments 2023/24

In June 2023, it was agreed that Ford Ride-London Essex would continue to return to Essex for the next three years. We hope that the strategic partnership will continue over this time period and suggest that the future 3 year funding is decide to allow future planning and sustainable longer term investment in activating and inspiring Essex.

Across the four areas of LMF investment, the way data is captured and stored will fundamentally change in 2023. Learnings from 2022/2023 have identified the need for a specialised system to track data and allow more effective reporting. These learnings have also helped to inform ECC Public Health Accelerator Bid programme that will also be using the same system to manage applications as a result of the work done on the small grants programme.

It was identified that data and information required for reporting purposes had not been provided by some applicants. For example, explicitly stating the type and range of activities that projects were going to offer, how projects aimed to get inactive people active, the number of people that were expected to be impacted by the project, the delivery location address and postcode. This meant that Active Essex support team had to extract any information that had been provided in separate columns in the working spreadsheet, which had to be carried out regularly ahead of reporting.

For 2023/24, the funding application form has been reviewed and adapted to ensure sufficient project and organisational information is provided at application (see appendix B for more detail), with the aim to increase the speed of assessing or reviewing project funding applications as well as enabling the team to check compliance with Active Essex's minimum operating standards.

The process diagram below briefly explains how data or information about prospective and approved projects was collected, processed, and stored for FYA/LMF in 2022/23.

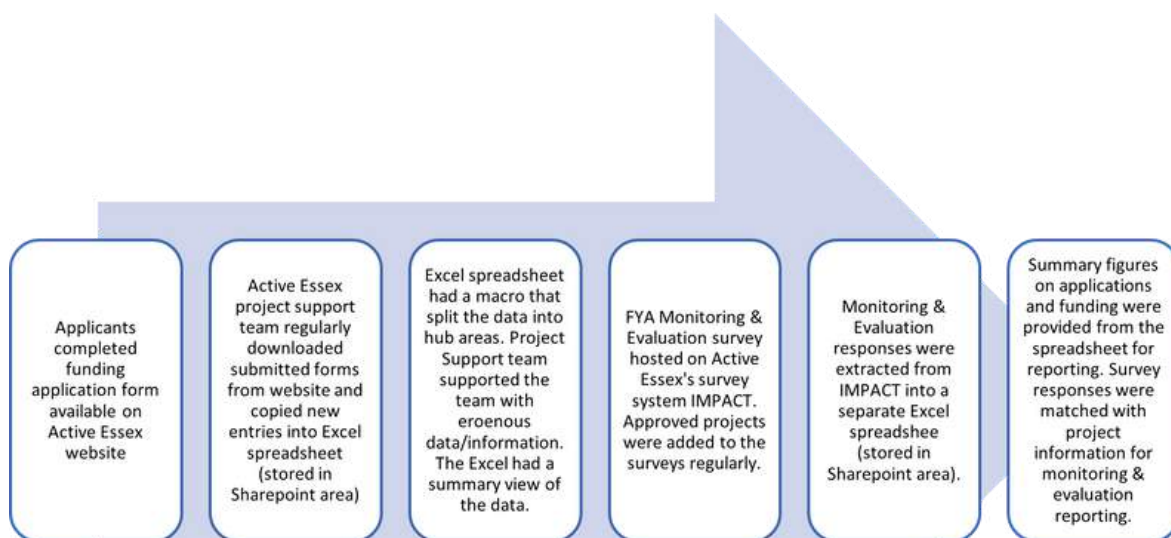


Figure 9: Data journey



Epping TDK

- The Active Essex website and IMPACT survey system are administrated by different Active Essex sub-teams, which means that specific members of the team were responsible for handling and processing application data and information.
- Whilst the Excel spreadsheet was stored in a SharePoint area that the Active Essex team could access and use, the built-in macro and linked formulas contained within it were visible and complex to maintain. It required specific Excel-skilled members of the Active Essex team to trouble-shoot and resolve data/information issues that arose quickly.
- Evaluation responses were extractable via API from IMPACT (Active Essex survey system) but due to the complexity of the Excel spreadsheet, it was not feasible to connect them together. This meant that monitoring of evaluation responses required the team to access and use another spreadsheet or log into IMPACT and search manually.

For 2023/24, Active Essex have procured and implemented a new project/task management system, Monday.com to collect, process and administer funding applications for London Marathon Foundation. This system is also being used by Active Essex's Pedal Power programme.



Monday.com was identified as a solution to streamline the complexity of the processes outlined in the diagram previously.

The screenshots below show the structure of the main table and other tabs, as well as dashboards about the applications and monitoring & evaluation responses received so far.

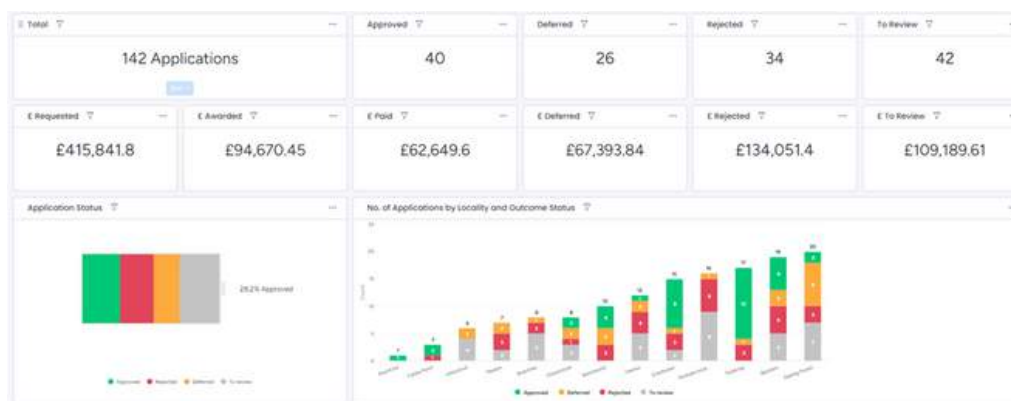


Figure 10: Example Screenshot 1 - Dashboard

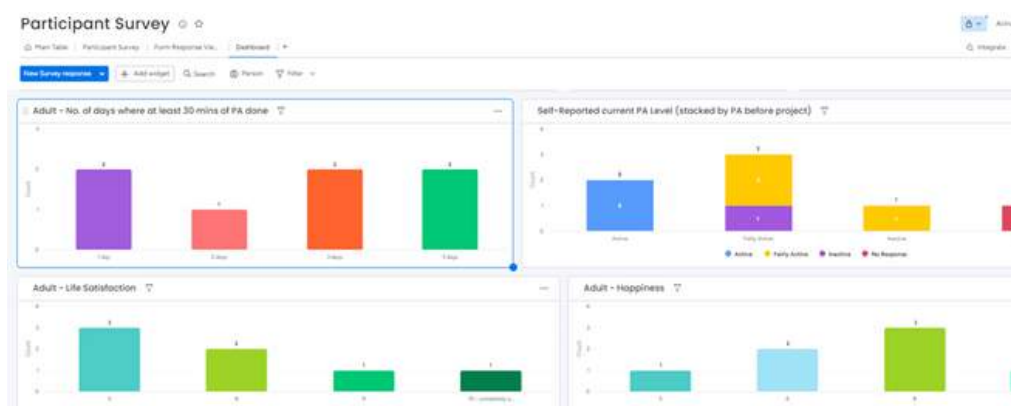


Figure 11: Example Screenshot 2 - Participant Survey Responses

We will continue to monitor this new process, but initially has shown significant efficiencies in data processing and reporting across LMF investments.

Conclusion

The first year of the strategic partnership between London Marathon Foundation, Active Essex and Essex Foundation has been successful. The investment into inspiring physical activity has been significant and allowed Active Essex and Active Essex Foundation to deliver against the outcomes explored above and impact almost 18,000 people in the most deprived areas of the county. We hope to continue this partnership in the coming years and deliver positive outcomes for residents of Essex.