



HIGHLIGHTS



Looking back at 2024

As 2024 draws to a close, as well the LDP as we know it, we wanted to take a look back on the year and some of the highlights that have taken place. The learnings and successes from the LDP will take us forward into the newly named 'Place Partnerships', helping us to continue to increase activity levels, decrease inactivity and breakdown the barriers and inequalities that prevent people from playing sport or being active.

2024 HIGHLIGHTS

ESSEX SECURES FUNDING FROM SPORT ENGLAND TO DEEPEN IMPACT IN LDP AREAS

Sport England have recently approved our 'deepening' funding submission to extend our successful LDP work (retitled Place Partnerships) for another 3 years. The total approved is £4,998,842 and we offered a potential match to this figure of £23.9 million from external funders over the 3 years. The grant allocates approximately £1 million to each place; Basildon, Colchester and Tendring, as well as £2 million to fund Active Essex to support the work and undertake further system change across the county. The funding will commence in April 2025, and be completed in March 2028.

The grant will fund 7 Essex-wide projects, 9 projects across North Essex, 7 projects in Colchester including the two capital projects, 7 projects in Tendring, and 18 projects in Basildon. Work will begin in early 2025 to prepare for this huge volume of exciting new work, whilst continuing and sustaining the great work that has taken place within our Essex LDP.



ESSEX PEDAL POWER HAS THOUSANDS OF ESSEX RESIDENTS ON BIKES



Essex Pedal Power has been one of the most successful projects to come out of the Essex LDP, and 2024 has been seen the programme reach huge milestones.

With 6 programmes now up and running across Essex, over 3,460 bikes have been distributed to eligible residents, and over 680 training sessions and led rides have taken place this year alone! Volunteer numbers continue to increase, many recipients have stated that they have entered employment as a result of having a bike, and physical activity levels have increased. It has become a true community-based project and not just a free bike scheme, which is what we set out to achieve at the start of the project.

RECONNECT INITIATIVE LAUNCHES

Essex Public Health and Essex County Council Adult Social Care (ASC) Teams launched a three-year Early Help and Prevention service called 'Reconnect' in early 2024, with Sport for Confidence CIC selected as the provider.

Building on the success of the Prevention and Enablement Model (PEM), Reconnect uses physical activity to improve the lives of people with disabilities and long-term health conditions in Essex. Evaluated by the University of Essex, PEM showed significant benefits, including increased confidence, independence, and social connections, and delivered £58.72 of social value for every £1 invested. Reconnect will continue this work, using an Occupational Therapy-Led model to support individuals and their carers, aiming to empower them to achieve their goals and lead fulfilling lives.



SYMPOSHARE 2024: LAUNCHING THE NATIONAL FREE BIKES NETWORK AND SHARING BEST PRACTICES

On Tuesday 8th October, The Active Wellbeing Society (TAWS) hosted the first SympoShare event; the first in a series of symposiums focused on sharing best practices of free bike schemes and launching the National Free Bikes Network. Learnings and successes from Essex Pedal Power were shared and the event began with keynote speakers; Lord Thomas Watson of Wyre Forest, Lisa Dodd-Mayne from Sport England, and Karen Creavin from TAWS. Afternoon breakout sessions included: 1) Data and Impact, led by Luke Thurley and Elizabeth Bamford from Volterra, examining the economic and social return on investment of free bike schemes; 2) Fearless Leadership in Times of Change with Mark Sears and Karen Creavin; and 3) Learning, Stories & Evaluation led by Susan Keung (TAWS) and Kerry McDonald (Active Essex). Organisations were invited to join the National Free Bikes Network to share learning and access resources.





BASILDON HIGHLIGHTS

FLEX YOUTH INVESTMENT

Flex youth received £349,006 national lottery funding to match the £70,000 LDP investment for their Challenging our Narrative programme - an ambitious 3-year youth programme that will be delivered from the Flex Community Hub based in Vange. It focuses on supporting deprived and marginalised young people in Basildon, especially those with Black African and Caribbean heritage.

By offering a wide range of activities and opportunities, the programme aims to support young people, helping them to be physically active, achieve their personal, educational, and professional goals as well as providing a safe space where these individuals and their families can find acceptance, resources, and opportunities for growth.

Find out more about
Flex Youth Group by
watching this video!



SUMMER OF SPORT IN BASILDON

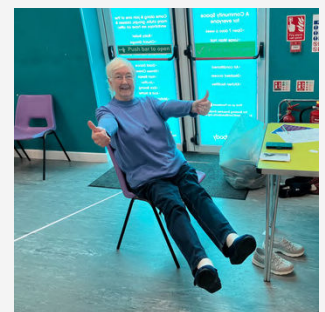
This summer saw the Summer of Sport campaign showcasing the range of diverse, inclusive and affordable activities on offer for families across the borough. The campaign saw the highest levels of recorded participation in the Borough, with over 6,000 people involved and culminated in the Find Your Active Basildon festival. Discounted sessions delivered through Everyone Active, saw a 27% uptake in badminton bookings and an 11% uptake in swimming bookings across the campaign.



BASILDON AND BRENTWOOD ALLIANCE FALLS PREVENTION

Basildon and Brentwood Alliance have been working hard to swap over 150 pairs of slippers to local communities across the patch, to help with falls prevention. Attendees are encouraged to bring their old, worn-out slippers and they receive a fitting for new, anti-slip slippers designed to reduce the risk of falls.

This simple yet effective measure is crucial in preventing accidents among older adults. These pop-ups are supported by partnerships with third-sector organizations, ensuring a comprehensive and accessible service for older residents. The initiative not only provides essential equipment and referrals but also fosters a sense of community and support.





COLCHESTER HIGHLIGHTS

PRIORITISING HEALTH AND WELLBEING IN THE LOCAL PLAN REVIEW

Throughout the year, we have focused on health and wellbeing in our local plan review. Starting with consultations on 'green spaces and waterways', we emphasised embedding health and wellbeing into the plan's 'core vision'. This includes designing inclusive, accessible public spaces that address health inequalities and promote physical activity through principles like Active Design, Healthy Places, and Healthy Streets. Collaborating with the NEE Alliance and ECC public health colleagues, we held workshops to shape effective health and wellbeing policies. We also engaged with councillors and the Residents' Panel to explore growth areas and discuss necessary health and infrastructure impacts. Additionally, we supported SEND voices in the Playpark consultation and established a Barriers to Open Space initiative.

SUMMARY OF CICA PARTICIPATION AND ITS IMPACT

CICA's initiatives in promoting sports highlight their benefits across all age groups and genders. For children, activities like football, karate, badminton, and kickboxing challenge stereotypes, foster inclusion, and encourage personal growth. These programmes help children build confidence, develop essential life skills, and improve physical fitness and mental wellbeing.

For adults, CICA's badminton group offers a supportive community that promotes healthier lifestyles, aids in managing health conditions, and combats social isolation. Members experience improved fitness, develop strong social connections, and find joy in the sport. Community tournaments celebrate participants' dedication, fostering camaraderie and a sense of achievement. Through a wide range of sports programs, CICA demonstrates its commitment to empowering individuals and enhancing wellbeing.



FORD RIDELONDON-ESSEX INSPIRES ESSEX PEDAL POWER BIKE RECIPIENTS

Ford RideLondon-Essex 2024, held on May 24, was a great success. The Dry Skate Project and Essex Pedal Power Colchester played a significant role by supporting and engaging with attendees at the activation zone in Castle Park. Their involvement created a fun and dynamic atmosphere, contributing to the day's excitement.

Both teams provided valuable information about local community activities, encouraging more people to get involved in physical activity. A highlight was crossing the RideLondon Classique finish line before witnessing the elite female cyclists finish the first stage, bringing joy and a sense of achievement to participants.





TENDRING HIGHLIGHTS

ESSEX PEDAL POWER IN TENDRING CONTIUNES TO THRIVE

What a ride it has been for Essex Pedal Power (EPP) in Clacton and Jaywick! Celebrating three years of success, EPP has seen more cyclists on the roads, easily spotted on their iconic orange bikes. This year marked two significant milestones: the 3-year anniversary and the 1,000th bike giveaway. The milestone was celebrated on March 20 at the Coppins Community Centre with cake, music, and refreshments, attended by volunteers, organisations, community representatives, and councillors Mick Barry and Gina Placey. EPP has also focused on developing riders' and volunteer bike mechanics' skills through various workshops and partnerships with schools and youth projects. Notably, Marketfield College students completed a bike maintenance course, benefiting from practical education.

In June, EPP Harwich and Dovercourt held it's one-year celebration event alongside the Harwich Festival and brought the community together for a mass picnic and fun activities, despite the rain. December saw the launch of the Christmas Share Shack, promoting sustainable living by allowing the community to donate, swap, and borrow Christmas items for free.



BEAT THE STREET HARWICH & DOVERCOURT

Beat the Street returned to Harwich and Dovercourt for a six-week game in March and April, which was managed by CVS Tendring in partnership with Intelligent Health and Active Essex. It was the first ever Beat the Street to surpass its target, initially with a target of 2,000 players out of a population of 20,000, however there were over 2,500 players on day 1. This rose to an incredible 4,748 players by the final week, which meant that 25% of the Tendring population were playing Beat the Street and were active for an amazing 126,214 miles.

Beat the Street was funded by the LDP as well as a Essex County Council's Public Health grant. William Bird, CEO of Intelligent Health said; "Wow what an amazing start you have delivered. In 10 years we have never hit the target on the morning of day 1! You have done some incredible community work and with the activities, relationships and data we collect it will be a great springboard to strengthen and energise the community of Harwich and Dovercourt."

STREET TAG

Street Tag kicked off its second season with two weeks of Olympic-themed events. The first week in Harwich saw families enjoying sports day, record breakers, silly walks, treasure hunt walks, and more. The second week in Walton featured boxfit sessions, sports day, treasure hunt walks, and record breakers.

The Street Tag community game ended on July 9, and the schools game ended on July 23. Harwich schools recorded over 9 million steps, 25,777 tags, and 10,123 active miles. Walton schools recorded nearly 5 million steps, 12,060 tags, and 5,777 active miles. The community recorded over 22 million steps, 73,154 tags, and 40,378 active miles. Street Tag also hosted a Summer Olympics on August 6 in Harwich and Walton.