

Essex Local Delivery Pilot

Local Delivery Pilot – Organisation Responsible

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Brief background about the place

Essex is one of the UK's largest and most diverse counties, however approximately 22% of the population in Essex are classified as inactive at a cost of around £58million to the NHS every year. Radical change is needed to decrease inactivity and supercharge people's attitudes to physical activity. This is at the heart of the Essex Local Delivery Pilot.

The Essex Local Delivery Pilot will be tested in Basildon, Colchester and Tendring. Together these three areas represent 37% of all inactive people in Essex and represent areas with a range of barriers to physical activity such as post war urban planning, coastal deprivation and poor social mobility.

This is a county wide LDP, and the learning from the three test areas will be shared across Essex.

What is the Essex Pilot trying to achieve?

To build on the Essex Vision work which sets out aspirations for Essex in the next 20 years using whole system change. This has created a platform for physical inactivity to be tackled using a whole systems approach. Cooperation and collaboration is at the heart of this approach.

A key feature of the Essex LDP is to test if physical activity can be increased within the framework of a two-tier local authority structure. Tier 1 is led by Essex County Council and Active Essex, and there are 12 Tier 2 local authorities in Essex, as well as two unitary authorities. This will mean closer working between Tier 1 and Tier 2 local authorities, as well as other key statutory agencies including Clinical Commissioning Groups and health providers. Other key stakeholders are community and grass roots organisations.

The pilot will not follow a 'one size fits all approach' but instead be built around the individual needs and requirements of local communities in the three test pilot areas. By understanding the lived experiences of these communities, what influences their lives and who the influences are, they hope to better support behaviour change reducing inactivity levels and in doing so, deliver a wide range of personal and community benefits.

A cornerstone of their local pilot is a commitment to the highest standards of data collection, insight, monitoring, and evaluation so that the evidence produced is indisputable, clearly showing how successes and failures were achieved, and provides a blueprint for others to replicate across Essex and England.

Who is the target audience?

The Essex local pilot has identified a golden thread that identifies key test areas, key target audiences, and key outcomes.

THE ESSEX GOLDEN THREAD



The latest version of the Essex LDP Outcomes and Target Audiences is in the table below:

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

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

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

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

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

Families

We agreed that it should be broadly defined but include:

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

Mental Health

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

Inequalities

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

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



What has been happening in the Essex Local Delivery Pilot?

Progress to date includes:

- LDP formally sponsored by Essex Partners and Essex Assembly as one of seven important system change developments that can impact on the lives of people across Essex.
- Essex Health and Wellbeing Board formally adopted the LDP and is a standing item for regular reporting and updates.
- Development phase grant award approved by Sport England to fund six-month, 12 month, and 3 year pieces of work, linked to a comprehensive LDP plan with 10 key work streams.
- Each Tier 2 test local authority (Basildon, Colchester, Tendring) has secured commitment from respective committees, leadership teams and local agencies/organisations to engage with the vision of the LDP.
- LDP outcomes and theory of change developed by the Project Group.
- Collaborate CIC started their whole system diagnostic work in May 2018, and will present their findings and recommendations in September.
- Dr William Bird and Intelligent Health are auditing and scoping the options for making data and insight a central part of the system that will tackle high levels of physical inactivity.
- 20 community projects and interventions have been identified as phase one of a long-term action research programme that will test and learn different ideas and methods for tackling physical inactivity amongst the key target groups of families, older people, and people with mental ill-health.
- The University of Essex have started the process evaluation of the LDP, and are undertaking baseline evaluations of 27 different community projects and interventions to learn the strengths and weaknesses of how they are tackling physical inactivity.
- A long-term evaluation partner will be appointed in the autumn 2018 following a thorough tendering and procurement process.
- An LDP Project Group has been established of over 20 stakeholder organisations, with plans to create an LDP Strategic Sponsors Group made up of high level politicians and Chief Executive's.
- FAQ's established on website plus mailing list registration.
- A weekly news email update to the project group introduced.

Emerging thoughts and learning so far

- There is already strong collaboration between Tier 1 and Tier 2 organisations around the agenda of health, wellbeing, and physical activity – which provides a strong platform for the LDP.
- Commitment and buy in from the Essex Partners, Essex Assembly, and Essex Health and Wellbeing Board is powerful and an important enabler.
- The appointment of Dr William Bird as the LDP expert adviser on physical activity has had an influencing effect with health professionals and data science professionals.
- Collaborate are making a difference for increasing the understanding of whole system change with over 50 important leaders, offering the opportunity to raise the profile of physical activity on many social and economic agendas.

What is happening over the next 6 months

- Recruit a team of three full time LDP workers who will focus on community empowerment and engagement.
- Appoint a long-term evaluation partner.
- Intelligent Health to complete data & insight audit and offer clear recommendations of a way forward.
- University of Essex to complete 27 baseline evaluations as part of the long-term Action Research programme.
- Collaborate to complete whole system' diagnostic and offer a route map for the way forward.

Further links to find out more information:

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

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