



Essex Local Area Agreement

2012 Strategic Partnership

Annual Report 2009/10

essex shaping
partnership the future
of essex

Summary of overall progress

The 2012 Strategic Partnership is very cross-cutting in its approach to delivering a legacy from the London Olympic and Paralympic Games. Activity encompasses education and young people, skills, business, volunteering, sport, health, culture and tourism and thereby contributes to a number of key outcomes and target. The partnership is, however, directly responsible for two specific targets in the LAA:

- NI8 adult participation in sport and physical recreation
- NI11 adult participation in the arts

Some of the major outcomes for the last year are:

Essex Carry the Flame Framework - embedded into the schools curriculum with a resource pack containing examples of practical activities and games, related to current Essex Physical Education and School Sport programmes and initiatives, as well as cross curricular ideas that can be used to support a Games related festival or sporting event. Activity is encouraged via a small arts grant, which is currently linking schools to the ExploreCulture:One World Festival

Olympic Games and Paralympic Games Summer Sports Camp - On the 19 August 2009 an Olympic and Paralympic summer sports camp at Danbury Outdoors centre was organised for looked after children in Essex, with the opportunity to take part in a range of activities and meet one of the Team Essex Ambassadors, Jo Jo Cranfield a disability swimmer.

Launch of the Personal Best training for volunteering programme aimed at 16-18 year olds, and 19+ not in education, employment or training. The project aims to deliver a highly qualified and motivated cadre of volunteers for 2012, both in Essex and hopefully for the Games.

Business - high registration of Essex Business for Compete For 2012 contracts website. Several Essex companies successful in procuring 2012 business

Sport - Mud Sweat & Gears has been a major success for Essex. This is a series of mountain biking events designed to get everyone involved in outdoor sport. The events cater for everyone and aim to create a competitive sporting event which is accessible to people of all abilities and ages. In its first year there were over 600 cyclists taking part (470 adults) over three events plus "Fourcross" cycling was introduced to Essex for the first time creating an inclusive event.

Back to Netball has continued to grow this year and there are now over 200 women who have returned to the sport through this programme. It has led to the formation of new teams but such is the momentum behind the project delivery in Essex a pilot tournament, the first in the East, will take place in Chelmsford this June. The aim is to build on this and create new leagues to relieve the strain on the saturated existing leagues.

Culture & Tourism

An estimated that 144,326 people attended Essex Summer of Art 2009. Over 400 artists took part, across 290 venues in the county. As part of the further evaluation, a PRIME Economic Impacts Assessment estimated that the Summer of Art generated £756,581 for the Essex economy, created the equivalent of 10.32 full time jobs for Essex, and brought in 129,893 additional visitors to the county. Following from this success the Summer of Art is evolving into a regular mainstream programme with 18 trails participating this year, an increase of 5 from 2009.

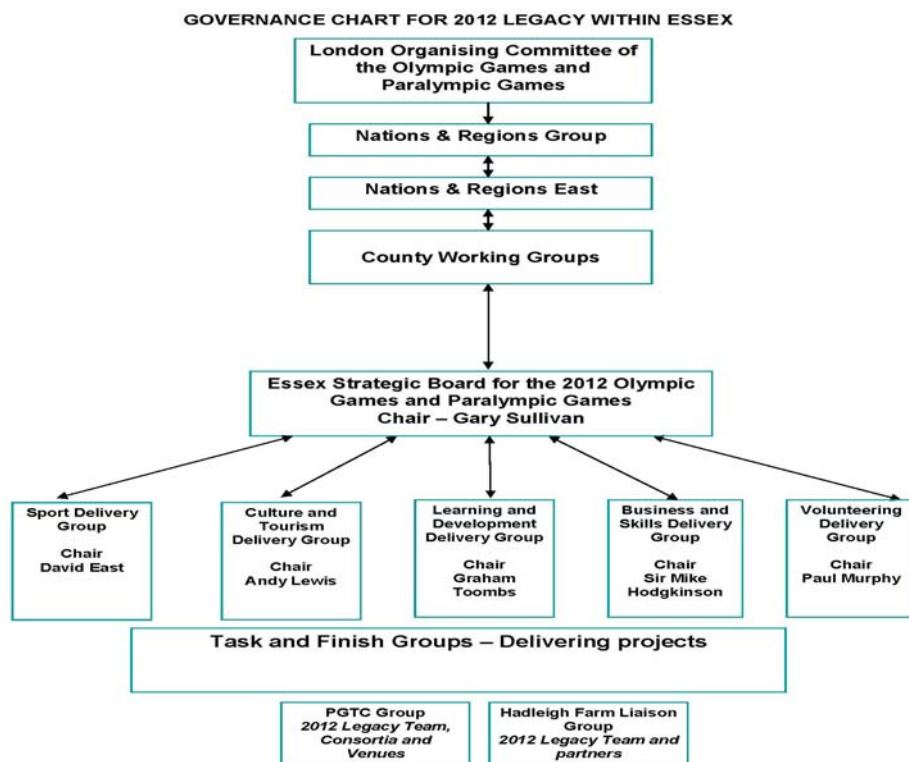
Cycling & Walking routes and campaign have been launched by Visit Essex as part as a result of hosting 2012 Mountain bike event. This year the cycling Tour of Britain will visit Essex on its last but one stage. http://www.visitessex.com/what-to-do/Walk_and_Cycle_Essex.aspx

Partnership Development

The Essex Strategic Board for the 2012 Olympic Games and Paralympic Games is the partnership responsible for ensuring the actions in the Essex Legacy from the 2012 Games Action Plan are taken forward, and that ultimately a legacy from the 2012 Games is delivered across greater Essex. The partnership gains its authority from the Local Strategy Partnerships for Essex, Southend and Thurrock and represents Essex's interests at regional and national level. Within the Essex Partnership the Essex Strategic Board is one of the key strategic thematic partnerships and securing a legacy from the London 2012 games is a key theme within the Essex Strategy 2008 – 2018. This Board is a thematic subgroup of this partnership.

The Board have focussed intently on delivering the following 6 consolidated Legacy Objectives for Greater Essex:

- Increasing Physical Activity and Sports Participation levels (including closer alignment to local and national health initiatives)
- Delivering a successful Cultural Olympiad
- Maximising the Economic Impact of the 2012 Games in Essex
- Learning & Development
- Supporting Volunteers
- Pre Games Training Camps: leveraging Essex's existing infrastructure



Delivery Groups have been tasked with scoping and delivering effective programmes to deliver each of the above 6 legacy objectives. Each group will focus on 3 over-arching aims:

- Demonstrably increasing **participation levels/audiences** across the County
- Building additional **capacity** in order to sustain activity levels up to and beyond the Games
- Increase the **economic impact** to Essex of group activity

Task & Finish: Delivery Programmes to be broken down into specific projects to be allocated to dedicated Task & Finish groups or appropriate existing groups.
Performance All Delivery Groups will report to the Board on Performance Management.

NI8

sportessex has a robust performance management system; reports are shared with key groups and the monitoring and evaluation requirements are written into all Service Level Agreements with delivery partners. Close communication is maintained with all delivery partners and regular meetings are held to update on progress and to highlight any issues that may need to be resolved.

sportessex is the lead for the delivery of the LAA PRG funded projects; they work with a range of partners including local authorities, local clubs, National Governing Bodies (NGBs), colleges and universities amongst others. Service Level Agreements are put in place to ensure that all partners are clear about their role within the partnership. sportessex is however not the lead for the NI8 projects being delivered by individual Local Strategic Partnerships. It is unclear how these partners are held accountable for their individual targets.

sportessex has incorporated LAA NI8 targets into both their Annual Delivery Plan and Business Plan. sportessex is the driver of these plans, but partners are accountable for the delivery of their relevant projects and also have a responsibility for performing against the targets set.

It is recognised that NI8 LAA PRG funds support projects that engage with a small percentage of the NI8 target; to make up this deficit sportessex strategically influences partners. Partners that sportessex engaged with includes local authorities, schools and colleges as well as influencing other partnerships such as the Essex Association for Culture and Leisure Officers (EACLO), the Sports Development Officers (SDO) Forum, the Partnership Development Managers (PDM) Forum as well as hosting and facilitating both the NGB Forum and the active alliance. Through the engagement with these groups and ensuring that they have bought into delivering NI8, a wider reach and ability to influence partner's roles has been achieved.

Resources have been aligned to achieve what was set out in the 3 year LAA NI8 plan, some of which has been scaled back due to reductions in funding; the plan will be delivered by March 2011 with the exception of the Basildon at Risk project which has been withdrawn due to a shortfall in partnership funding. The delivery of Mud, Sweat and Gears has been able to expand due to its overwhelming success.

Get Back Into has facilitated some useful discussions with National Governing Bodies for sport as the targets cross over with the Growth and Sustain aspects of their Sport England objectives.

There is direct support to clubs to increase their capacity (Get Back Into), local authorities to create local delivery (Castle Point Activator) and organisations to improve workplace health (Fit For Business). Key to the success of all of these projects and others is the voluntary and community sector; during 2009-10 sportessex awarded 63 training bursaries to support the development of coaches, building their capacity to deliver. During the last year sportessex has also appointed a Coach Development Manager whose main remit is build the coaching network to support local capacity and development through the voluntary and community sector. As this develops the network will become increasingly engaged with the delivery of NI8. Projects such as Get Back Into also depend on the support of the voluntary and community sector as these courses are delivered by community sports clubs who are staffed by volunteers and their feedback has allowed us to share best practice across the sector.

NI11

Within the 2012 Strategic Partnership, responsibility for NI11 rests with the Culture and Tourism Delivery Group. Reporting to the Delivery Group is a Steering Group drawn from the Essex Association of Culture & Leisure Officers (EACLO), Essex Arts Officers Group (EAOG) and ECC's Strategically Funded Arts Organisations. Some of these are also members of the 2012 Culture & Tourism Delivery Group to ensure continuity. Day to day management of the projects and budget is undertaken by Essex County Council's Heritage & Arts Team. The Head of Heritage & Arts for ECC is the NI11 target lead and is Vice-Chair of the 2012 Culture Delivery Group.

Major activity during 2009/10 has been:

- ExploreCulture campaign
- Essex Summer of Art
- Development and beginning of ExploreCulture: One World Festival

Business planning and key decisions are undertaken by the Steering Group and activity is monitored via the Heritage & Arts service plan with monthly reports to the Steering Group, bi-monthly updates to EACLO & EAOG and reports to the 2012 Strategic Board via the Culture & Tourism Delivery Group.

The countywide approach to delivering and marketing cultural activity is helping to raise the profile of the good things that Essex has to offer and enables very local events to be publicised to a far wider audience than if the venue or provider worked alone. This is being achieved via the ExploreCulture website, the One World Festival and Essex Summer of Art. Through widespread consultation and communication partners, stakeholders and providers are able to influence activity

To achieve this programme partners are aligning and pooling funding and in kind support to deliver outcomes for themselves at a local level but that also reflect an understanding of our greater ambition to increase participation in cultural activity and volunteering across the county, as a major legacy of the Cultural Olympiad and London 2012.

Alongside the ambition to increase audiences and participation we seek to develop the capacity of individuals, cultural practitioners, community groups and cultural organisations to deliver personal, local and countywide outcomes. Examples of this are:

Essex Summer of Art – develop the capacity and professionalism of artists and volunteers to deliver a high profile series of Art Trails and Open Studios over a 6-month period

One World Festival – develop the capacity of community groups, creatives and individuals, notably in the BAME community to deliver events and exhibitions

ExploreCulture Website – provides a platform for individuals and very local venues and events to showcase their activity

As will be seen from the above the voluntary and community sector are heavily involved in these projects, and indeed all cultural delivery across the county. A 2009-2010 survey of arts organisations and artists in Essex showed that organisations benefited from a total over 186,000 volunteer hours annually, across 269 respondents; this represents an average of just under 700 hours per respondent.

Impact of economic situation/ revised priorities

NI8

The partnership funding from Optua for the Sports Pathways Coordinator has been withdrawn due to their own financial constraints and attempts to secure alternative funds have not to date been successful, therefore the position may not be taken forward. The work of the Sports Pathway Coordinator will be maintained by the sportessex team in the short term and various partners involved in its delivery; capacity to extend the existing programme is currently limited so the focus will be on sustainability.

The Active People Survey has shown that the higher socio-economic groups are more active than the lower groups. A change outlined in APS3 shows that NS SEC 4 (small employers/ own account workers) have declined in participation which is a likely cause of the current economic situation. The decline in participation in NS SEC 4 can start to be addressed through existing programmes such as Get Back Into and Back to Netball, these programmes specifically target people that have lapsed participation and can offer alternatives to costly monthly memberships. The other groups have shown positive change. Through projects such as this and building partnerships with other programmes that are more financially accessible, it is hoped that the impact of the economic situation will be minimalised.

NI11

Last year we feared that the economic downturn would dramatically affect audience numbers as people tightened their belts. So far the effect has proved to be not as bad as anticipated, partly due to the effect of 'staycationing'. Free and low cost events have proved popular.

The two most detrimental effects of the downturn so far have been:

- Business sponsorship reduced; endowment income reduced; trusts and foundations closing applications due to decreased income
- Reduced public sector funding for cultural services – the most notable effect of this so far has been the loss of several arts development posts across the county, which has an impact on local delivery and facilitation of activity

This has not diminished our ambition for, as noted above, by working together in partnership, cultural providers are able to achieve more than by working alone and so far we have been able to cover possible gaps through funded projects such as ExploreCulture, the Summer of Art and the Life Raft Trust. The latter is a £1m investment by ECC to support attractions affected by the economic downturn.

Delivery planning and cross-partner challenge

NI8

The overarching LAA plan is supported by a detailed NI8 plan and partnership agreements that ensure that risk, equality and sustainability are recognised and addressed.

All projects are designed to be sustainable and to encourage prolonged participation by the individual. All projects are regularly reviewed by sportessex and best practice is shared between partners in order to ensure that high quality products are delivered.

Changes to Mud, Sweat & Gears were made after online feedback forms from participants, best practice sharing made through Get Back Into; working with clubs and NGBs. sportessex attends a variety of meetings, especially the activealliance where there are a large numbers of delivery partners – this all ensures that we are able to involve and consult other partners

The enforced staffing change regarding the Sports Pathway Coordinator has been managed by maintaining engagement with the various disability networks and delivery partners and maximising the capacity of the sportessex delivery team to sustain existing projects.

The LAA delivery plan forms part of the sportessex Annual Delivery Plan which is reviewed by the sportessex Board of Management, itself a group consisting of a wide range of partner organisations across the county.

NI11

As day to day management of the NI11 projects sits within the ECC Heritage & Arts Team they have been integrated into the service planning process. This ensures that issues of risk, equality and sustainability are built into the delivery plans and evaluation. The service plan and performance information are monitored monthly.

In terms of linking back to 2012 Strategic Partnership planning, the Culture & Tourism Delivery Group developed a four year plan to deliver a legacy from 2012 that reflects the nominated LAA Performance Reward Grant projects, but also includes a wider range of activity that will help deliver the target of increased engagement in the arts. This plan is reported upon and monitored at Delivery Group meetings, with helpful challenge from group members. Key highlights and exceptions are fed up to the Strategic Board.

Progress and exceptions are reported upon and monitored by the LAA Performance Management Group, with cross-cutting challenge and suggestions.

Similarly local authority providers service plans, regularly funded arts organisations SLAs and other grant-funded projects are aligned to our ambition to increase participation and to create a lasting legacy. One way in which we will achieve sustainability for this is by partnership working, shared product and possibly even shared services.

The planning of the above projects and indeed other 2012 cultural activity has been subject to an extensive range of consultation. The largest of these was the 2012 Legacy Cultural Conference held on 2nd December 2009, attended by 120 people. A consultation event with BAME communities and other groups for the One World Festival held at the Essex Record Office on 23rd November 2009, attended by over 60 people. There are regular communications with partners, stakeholders and customer mailing lists, as well as the ExploreCulture website and use of social networking media. All of these invite challenge and feedback, as does evaluation of the activities.

Improved outcomes

NI8

Mud Sweat & Gears has been a major success for Essex. This is a series of mountain biking events designed to get everyone involved in outdoor sport. The events cater for everyone and aim to create a competitive sporting event which is accessible to people of all abilities and ages. In its first year there were over 600 cyclists taking part (470 adults) over three events plus "Fourcross" cycling was introduced to Essex for the first time creating an inclusive event. Comments from participants include:

"Absolutely loved the event. I have only started racing this year and the one hour enduro was perfect for my experience and ability. I really hope you carry on running this series for years to come" – Racer from Codham

"This was my first race and I loved it, I particularly enjoyed beating some of the skinny blokes in lycra!"

Partners included British Cycling, Chelmsford Borough Council and local bike shops.

Back to Netball has continued to grow this year and there are now over 200 women who have returned to the sport through this programme. It has led to the formation of new teams but such is the momentum behind the project delivery in Essex a pilot tournament, the first in the East, will take place in Chelmsford this June. The aim is to build on this and create new leagues to relieve the strain on the saturated existing leagues.

NI11

The Interim Target from the latest Active People Survey results for NI11 has been met at 44.6%, although due to the confidence interval of 1.2% this is not considered a statistically significant improvement.

All major projects are evaluated in terms of visitor numbers, demographics, travel, segments, enjoyment, economic benefit, lessons learned for future improvement. For instance, it was estimated that 144,326 people attended Essex Summer of Art 2009. Over 400 artists took part, across 290 venues in the county. As part of the further evaluation, a PRIME Economic Impacts Assessment estimated that the Summer of Art generated £756,581 for the Essex economy, created the equivalent of 10.32 full time jobs for Essex, and brought in 129,893 additional visitors to the county.

Following from this success the Summer of Art is evolving into a regular mainstream programme with 18 trails participating this year, an increase of 5 from 2009.

For the artists and art trails involved in the Summer of Art the improved outcome has been the access to improved countywide marketing whilst retaining their artistic integrity and independence. The same is true of the ExploreCulture campaign, especially the website (www.exploreculture.org.uk). Partner and user challenge has ensured that the communication plan has evolved with a shift from a largely print based model to an enhanced web 2.0 presence.

Examples of Good Practice

- The ExploreCulture campaign has been cited as an example of good practice on the Culture First website (www.culture-first.com). Culture First is the East of England culture and sport improvement network.
- Our joint work in promoting Essex's culture has been highlighted in the March 2010 edition of *County Beacon*, 'Making the Case for Culture', (County Council Network).
- The ExploreCulture: OneWorld Festival has been awarded a London 2012 Inspire Mark
- In December 2009 the Essex Strategic Board for the 2012 Games (ESB) Cultural Delivery group hosted a conference specifically aimed at how Essex can maximize its cultural offer to the London 2012 Cultural Olympiad. This lively conference was a sell out with a range of delegates from local authorities, cultural organizations and individuals from the private and third sector cultural industries. This was the first in a series of stakeholder conferences that will be hosted by the ESB between now and 2012 which set a model of good practice for the other ESB delivery groups to follow. These conferences have also been awarded an Inspire Mark

Delivering value for money

NI8

In addition to the £61,525.50 from PRG, an additional c£90,000 has been contributed for the delivery of projects

The workplace health programme was placed in doubt as the actual PRG budget was significantly less than the projected budget however through negotiation with the delivery partner the project has been salvaged and targets maintained.

NI11

NI11 projects have received financial and in kind support from a variety of sources in addition to Performance Reward Grant. These include Essex County Council, other local authorities, grants from the Heritage Lottery Fund and Screen East. Budgets are managed by the ECC Heritage & Arts Team and monitored by the Steering Group.

Sharing and using information about performance

NI8

The reporting mechanisms are:

- LAA Performance Management Group
- Sport England
- Sportessex Board of Management, Executive Board, Community Sports Network, activealliance chairs, National Governing Bodies Forum

Reports include how individual projects are progressing against the set targets and future plans. They highlight issues, how they are going to be solved as well as best practice models. These reports are written quarterly and are coupled with results from the Active People Survey.

NI11

NI 11 data is collected by the Active People Survey on an annual basis, and therefore progress in the intervening period can be more difficult to gauge. However, relevant website statistics for Explore Culture and Explore Culture: One World are collated and analysed at each NI11 steering group meeting, and actions implemented in response to variation. An overall evaluation of Essex Summer of Art included an audience survey (completed by 640 respondents), an organiser survey, and a PRIME report, looking at the economic impact of Summer of Art. 74% of Summer of Art audience respondents had attended or participated in arts activities 3 or more times in the last year, which compares with Essex's overall result of 44.6%. ECC Arts Development collects and reviews annual data on audience and participation through service level agreements with its Strategic Arts Organisations, evaluations of Small Grant-funded activity, and via its strategic projects. The Essex Association of Culture & Leisure Officers is currently working on developing a more comprehensive collection of data of participation in sport and culture through its membership.

Key issues/risks to delivery

NI8

APS 3 suggests that Braintree is a 'hotspot' where decline in participation levels are contrary to the progression of the other local authorities, although this decline is not statistically significant. There has been a focus of projects in this area that will continue through 2010/2011; for instance a successful Back to Netball course has taken place, Get Back Into projects have been ringfenced for the area to ensure they are able to take advantage of these opportunities. One of the Mud, Sweat & Gears venues is in Braintree which attracted 198 riders – this years event will take place 15th August 2010. Extra support has also been given for the development of Futsal in Braintree.

NI11

The major projects are all in place and have either begun or are about to launch.

At a local level one of the key risks to mainstream delivery and facilitation is the loss of Arts Development Officer posts. In the past four years 6 posts in the 12 local authorities have been deleted and 2 have become part-time. Due to the way the Active People Survey is carried out and the fact that there is no comparable data over this period of years, it is not possible to say that these reductions have made a difference, or will affect the final year's targets. It is, however, likely that the loss of such key posts will affect an ongoing legacy of engagement at local level, unless new models of delivery are sought and emerge over the next few years.

Next steps

NI8

The key milestones over the next year will revolve around the continued growth and sustainability of the projects from 2009/10. This includes:

- Restructuring and relaunching the community Futsal leagues
- Introducing Back to Netball tournaments
- Expanding the Mud, Sweat & Gears Series
- Expanding the workforce health project to include BAA Stansted as a more recent partner

Legacy and sustained participation were included in the planning of the NI8 projects; when the LAA funding ends there will be a tangible legacy. This will be achieved through participant numbers, up skilling of volunteers, as well as effectively using the sport and physical activity networks to understand and influence partners' roles sustaining these projects.

NI11

Key milestones:

- Deliver and evaluate the One World Festival (March – October 2010)
- Deliver and Evaluate the Essex Summer of Art (May – October 2012)
- Develop the ExploreCulture Campaign and generate more traffic to the website; encourage venues and event organisers to generate more content for the site to make it a true portal for cultural activity in Essex.

The cultural legacy from the LAA is intimately linked to our ambition for a lasting legacy from the Cultural Olympiad and London 2012. Key ways in which this will be achieved is by joint marketing of activity, e.g. Essex Summer of Art, which is becoming a mainstream event; shared product, such as Essex on Tour; and capacity building with the cultural sector, both for professionals and volunteers.