



Essex Local Delivery Pilot

Request for Investment
Guide for all investment over £2,500



Guidance Criteria

1. Eligibility

Our priorities for investment are:

- Focus on inactive people, in particular families with dependent children, older people, or people with poor mental health.
- Focus on low-income communities (40% worst IMD).
- Focus on whole system change and clearly show which system settings the investment will impact on.
- Focus on asset based community development and social movements.
- Have a clear and strong communication plan.
- Focus on robust data collection (quantitative and qualitative), evaluation and sustainability beyond LDP investment.
- Clarify if it is 'test and learn' or 'replication and scaling up'.

Additional guidance is provided by Sport England in two key documents:

- 1) 'Sport England LDP Guidance Document – Next Steps for Investment',
- 2) 'Sport England LDP Local Investment – A Guide to Help Pilots' – both available on the LDP website page <https://www.activeessex.org/essex-local-delivery-pilot/>

2. How to request investment

- All investment over £2,500 is solicited by the LDP team. There is no open grant application process.
- There are two forms for investment over £2,500. A straightforward form for investment requests between £2,500 - £10,000, and a more detailed form for all requests over £10,000.
- All requests for investment must be co-produced with a member of the LDP team.
- All requests for investment in Basildon, Colchester, and Tendring must be considered by the relevant local LDP implementation group.
- All requests for Essex-wide investment must be considered by the LDP core team and system/target audience experts working with the LDP.
- All final investment decisions are made by the LDP core team.

3. Evaluation, measurement, and data collection

- All proposals receiving investment will be required to collect data (quantitative and qualitative) to measure what is happening and to evaluate its success and impact. The data that is collected should be proportionate to the level of financial investment.
- The minimum requirements for data collection are set out in the Essex LDP Evaluation Framework detailed in Appendix 1 at the end of this document. The minimum requirements relate to the amount of investment received. The three bands are:
 1. Under £2,500 – basic and essential information
 2. £2,500 - £10,000 – essential information
 3. Over £10,000 – more detailed information
- The LDP team can provide advice and support in understanding the minimum requirements dependent on the level of investment, and the different methods and tools that can be used to collect the data and information.
- In many cases, additional data and information will be collected over and above the minimum requirements of the LDP. This is welcomed and encouraged to add greater depth and validity to the evaluation of different proposals.
- All data collected by proposals receiving LDP investment must be submitted to the LDP evaluation partner, led by the University of Essex, who will use the data to undertake a comprehensive evaluation of all of the work of the LDP to understand what has worked, what hasn't, and to create the evidence for replication and scaling up.

4. Budget

The budget for investments over £2,500 is shown in the table below. The budget clarifies allocations for Essex-wide, Basildon, Colchester, and Tendring.

FUNDING HEADING	Tier 2 Investment			Essex System Investment
	BASILDON	COLCHESTER	TENDRING	ESSEX
Test and Learn revenue projects	£250,000	£250,000	£250,000	£250,000
Replication and Scaling revenue projects	£200,000	£200,000	£200,000	£200,000
Active Environments (e.g. community hubs, community infrastructure, strategic infrastructure)	£230,000	£230,000	£230,000	£250,000

Frequently Asked Questions

What is the maximum amount I can apply for?

The budget thresholds for each area and each stream are shown above. Any specific investments over £100,000 are expected to be exceptional. It is anticipated that most investments will be under £50,000.

Are there application deadlines?

There are no deadlines. All proposals will be considered on a rolling process. The current deadline for final of any investment is March 31st 2024.

How long will the process take?

The main work will be the co-production of a strong and robust proposal. Once the proposal is at final draft stage, it should be discussed with the local LDP implementation group or the LDP core team. In most cases, the proposal will be socialised with experts from the different system settings, different underpinning themes, and different target audiences. The final discussion and decision will be made by the LDP core team.

How will I find out about the final decision?

The LDP team member who is co-producing the proposal will communicate the outcome of the decision. If the decision is not to invest, in many cases this will be a 'soft rejection' with recommendations about how to make the proposal welcoming a resubmission.

Can I ask for continuation of existing services and activities?

Yes. As long as the proposal is going to engage inactive people from our target audiences and impact on different system settings.

Can an un-constituted consortium, partnership, or network apply for investment?

Yes. However, a constituted organisation in the consortium, partnership or network will need to agree to be the accountable body for the agree to sign the service level agreement. Currently, we cannot invest to individuals or informal groups.

Can I just apply for capital investment?

Yes. The evidence is clear however that any capital investment to stimulate physical activity requires effective activation. This is usually revenue spend to fund elements such as activators, volunteers, and social marketing. It is therefore anticipated that requests for capital investment will also request revenue investment. Any capital spend must follow the Sport England Community Asset Fund criteria. Support will be available for planning capital investment from the LDP team and Sport England staff.

Can you fund salaries?

Yes. The investment can fund existing salaries as long as the job role will clearly work on LDP outcomes and activities. The investment can also fund new salaries, as long as the salary level offers clear value for money compared with similar job roles and the employer meets the standards of legal employment.

We only want investment under £10,000. Do we need to fill out a long and complicated form?

No. Any investment request between £2,500 and £10,000 will need to complete a straightforward form. Any requests under £2,500 will need to use the LDP community chest micro-grants form.

Why do I have to provide a governing document, annual accounts, safeguarding policy, and equal opportunities policy?

Good governance is very important to ensure that LDP activities are fair, equal, and to robust standards. These documents are the cornerstone of demonstrating good governance. If they are not available, an LDP team member will discuss this with you.

Do I have to complete a proposal delivery plan?

It is not compulsory to complete a proposal delivery plan. However, many organisations are committed to project management planning for new work. A delivery plan can add significant value by clarifying planned activities and timescales. An LDP team member will co-produce a delivery plan with you if necessary.

What paperwork will we need to sign if we receive investment?

You will be asked to complete and sign a standard Service Level Agreement (SLA) which will be an agreement between you and Essex County Council. If you receive investment under £10,000, you will be required to sign a simple three page agreement. If you receive investment over £10,000, there is a more comprehensive agreement to sign. Copies of both SLA's are available from an LDP team member.

Appendix 1 – Essex LDP Evaluation Framework

1.0 Introduction to the Essex Local Delivery Pilot Evaluation

The Essex Local Delivery Pilot (LDP) is tackling issues around physical (in)activity, which will involve investing in a wide range of interventions and approaches up until 2024. It is important that we collect and synthesise data from across these to learn what works, with whom, and why? Depending on the level of investment, (<£2,500, £2,500-£10,000, or >£10,000) there are different data collection requirements. These are outlined below. The Essex LDP evaluation team, led by Dr Valerie Gladwell and Dr Paul Freeman at the University of Essex, will be available to provide support.

2.0 Benefits of Evaluation

The overall purpose of the Essex LDP evaluation is to provide high quality, systematic and robust evidence of the processes and outcomes of the pilot and specific interventions within it, which can be used to inform policy and practice beyond the lifespan of the Essex LDP. The key benefits of undertaking a robust evaluation are:

- Understand the engagement (participation) in an intervention
- Understand the effectiveness of an intervention on key outcomes
- Strengthen the evidence base for physical activity related interventions
- Understand why an intervention did/didn't work
- Help refine the delivery of a current intervention
- Help the development of future interventions
- Share learning of what works across different interventions
- Highlight the impact of investment
- Allows interventions to demonstrate the impact of their work
- Can be used to support future applications for funding

3.0 Evaluation Framework for Essex LDP Interventions

Below are the minimum requirements expected by organisations dependent on the level of investment awarded. Interventions are very welcome to collect and share additional data.

Organisations will be sent a link for intervention leads and/or participants to provide the required data where appropriate. It is vital that interventions all use the same 'minimum requirement' questions to ensure we can collate data and share findings across the Essex LDP. We have set questions to measure physical activity levels and wellbeing, which can be found at Appendix 1, and are taken directly from the Sport England national evaluation framework for all 12 LDPs.

Note, if the proposed evaluation framework does not suit an intervention, the Essex LDP Evaluation Team will work with the applicant organisation to develop an appropriate approach to evaluation. For example, if an investment is focused on a system intervention to train front line workers in the Adult Social Care service, then a bespoke evaluation of the intervention must be co-designed with the LDP evaluation team at the University of Essex.

Figure 1. Summary of the minimum requirements for evaluation for each level of funding. Further details are provided on the subsequent pages.



3.1 Level 1 – Interventions that receive less than £2,500

All interventions that receive less than £2,500 should provide at least the following information to the evaluation team every quarter for the duration of the investment period. Organisations are very welcome to collect and provide additional data (e.g., see 3.2 requirements or their own bespoke questions).

1. What is the intervention?

This should include the key aim, target population, location and brief description of key activities (e.g., number of sessions, duration and frequency, key content)

2. Did the intervention successfully engage with the LDP target groups?

Each participant should be asked for seven basic pieces of information at the start of the intervention to provide insight into whether they fit into the LDP target groups:

- Postcode, Age, Sex, Ethnicity, Disability, Household, and Physical Activity (minutes & intensity) in past 7 days (See Appendix 1)

3. Did people attend and come back?

The number of attendees and number of attendances:

- Adults (18 or over)
- Children (under 18)

4. How did the intervention go?

Intervention leads will be required to provide a brief summary of how the implementation of the intervention went including changes from the proposed plan, and whether the intervention started or developed a social movement

3.2. Level 2 - Interventions that receive £2,500 - £10,000

All interventions that receive £2,500-£10,000 should provide at least the following information to the evaluation team every quarter for the duration of the investment period. Organisations are very welcome to collect and provide additional data (e.g., see 3.3 requirements or their own bespoke questions).

1. What is the intervention?

This should include the key aim, target population, location, brief description of key activities (e.g., number of sessions, duration and frequency, key content), and rationale for the intervention

2. Did the intervention successfully engage with the LDP target groups?

Each participant should be asked for seven basic pieces of information at the start of the intervention to provide insight into whether they fit into the LDP target groups:

- Postcode, Age, Sex, Ethnicity, Disability, Household, and Physical Activity (minutes & intensity and days active) in past 7 days (See Appendix 1)

3. Did people attend and come back?

The number of attendees and number of attendances:

- Adults (18 or over)
- Children (under 18)

4. How did the intervention go?

Intervention leads will be required to provide a brief summary of how the implementation of the intervention went including changes from the proposed plan, and whether the intervention started or developed a social movement

5. How has partnership working been used?

Intervention leads will be required to complete a short online survey on the partnerships involved in the development and implementation of the intervention and whether the intervention changed partners' budget spend, use of their workforce or systems

6. Have participant outcomes improved?

Participants will be asked to complete a survey at the start and end of the intervention to see if there have been any changes to outcomes:

- Physical Activity (minutes & intensity and days active), Health, Mental Wellbeing, Readiness for Physical Activity, Loneliness, Self-Efficacy, Social Trust, Volunteering and Employment Status (See Appendix 1)

3.3 Level 3 - Interventions that receive over £10,000

All interventions that receive over £10,000 should provide at least the following information to the evaluation team every quarter for the duration of the investment period. Organisations are very welcome to collect and provide additional data (e.g. their own bespoke questions).

1. What is the intervention?

This should include the key aim, target population, location, brief description of key activities (e.g., number of sessions, duration and frequency, key content), rationale for the intervention, and logic model.

2. Did the intervention successfully engage with the LDP target groups?

Each participant should be asked for seven basic pieces of information at the start of the intervention to provide insight into whether they fit into the LDP target groups:

- Postcode, Age, Sex, Ethnicity, Disability, Household, and Physical Activity (minutes & intensity and days active) in past 7 days (See Appendix 1)

3. Did people attend and come back?

The number of attendees and number of attendances:

- Adults (18 or over)
- Children (under 18)

4. How did the intervention go?

Intervention leads will be required to provide a brief summary of how the implementation of intervention went including changes from the proposed plan, and whether the intervention started or developed a social movement

5. How has partnership working been used?

Intervention leads will be required to complete a short online survey on the partnerships involved in the development and implementation of the intervention and whether the intervention changed partners' budget spend, use of their workforce or systems

6. Have participant outcomes improved?

Participants will be asked to complete a survey at the start and end of the intervention to see if there have been any changes to outcomes:

- Physical Activity (minutes & intensity and days active), Health, Mental Wellbeing, Readiness for Physical Activity, Loneliness, Self-Efficacy, Social Trust, Volunteering and Employment Status (See Appendix 1)

7. What did participants think about the intervention?

Interviews and/or focus groups will be conducted with a selection of participants to explore what worked, what could be improved and to identify potential case studies and success stories

8. What are the key learnings?

Interviews will be conducted with intervention leads to explore successes and challenges experienced in the intervention and to highlight key learning points for the intervention and wider LDP

4.0 Details of the Essex LDP Evaluation Team

Please contact us if you have any questions:

Email: essexldpevaluation@essex.ac.uk

Telephone:

Dr Valerie Gladwell – 01206 873821

Dr Paul Freeman – 01206 872179

Dr Anna Pettican – 01206 872598

Who can I talk to for more information?

The main contacts from the LDP are shown below:

Basildon

- **Main contact: Gurnam Kasbia**
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Other contacts

- **Grant Taylor**
E: grant.taylor@basildon.gov.uk
- **Rhiannon Vigor**
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- **Jason Fergus**
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Tendring

- **Main contact: Cheryl Lomas**
E: cheryl.lomas@activeessex.org

Other contacts

- **John Fox**
E: jfox@tendringdc.gov.uk
- **Kerry McDonald**
E: kerry.mcdonald@activeessex.org

Website and Social Media

www.activeessex.org/essex-local-delivery-pilot

Follow our story and engage with #EssexLDP on Active Essex social media



Colchester

- **Main contact: Sarah Stokes**
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Other contacts

- **Rory Doyle**
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- **Emma Regan**
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- **Rob Hayne**
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County, Regional and National Enquiries

- **Main contact: Neil Coggins**
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