



# The Pulse

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# Introducing the new 10-year strategy

## Fit for the Future

### The Physical Activity and Sport Strategy for Essex, Southend and Thurrock

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As we begin to emerge from the pandemic and look towards the road to recovery, the importance and profile of physical activity has been raised to heights we have never seen before, creating a pivotal moment, that we know we need to utilise. The pandemic also created an outpouring of active citizenship and neighbourliness, which saw hundreds of organisations across Essex work so well together towards a common purpose. Together it is our hope that we can build back stronger and build back better.

We now need to continue to build upon the strengths in our local communities, help provide the tools to enable our young people to have the best and most healthy start to life, work collectively to develop connected and accessible places and spaces, enable and empower people to do things for themselves for good physical and mental wellbeing, and continue to work to increase physical activity and sport opportunities for everyone in our county.

The time is right, the time is now, and together Essex will be Fit for the Future.

Read the Fit for the Future Strategy document [here](#).



LAUNCHED THIS WEEK!



FIND  
YOUR  
ACTIVE

It's about finding what's right for you!





## The campaign for everyone!

*Find Your Active, is about finding an activity that's right for you!*

When it comes to being active, we all know that finding the right activity greatly increases your chances of creating a new, sustainable, healthy habit. But it's one thing to recognise how important activity is, and quite another to build it in to your everyday life.

That's why the biggest Essex behaviour change campaign 'Find Your Active' is launching to encourage Essex residents to explore the many and varied opportunities to be active in their local area – and maybe give something new a go! So, whether it's getting out in the garden, a short walk, a social bike ride, some light stretching, a friendly game of football or a visit to your local leisure centre, the benefits of increasing daily movement will soon show, and have a really positive impact on your health and wellbeing.

Movement and activity can be anything, it doesn't necessarily mean spending hours at the gym, it could be taking small steps, such as ditching the car and travelling actively or meeting up with friends for a walk. The benefits of residents doing this, will not only improve physical health but mental wellbeing too.

Take a look at our Find Your Active video [here](#), or head straight to the website to explore activities and what's on offer, [here](#).



# FIND YOUR ACTIVE

## Launch Event!

We were joined at Melbourne park as part of the launch of Find Your Active and the Fit for the Future strategy

Yesterday, we were joined by Board Member and former professional footballer Anton Ferdinand, Sport England Executive Director Mike Diaper, Deputy Leader Councillor Louise McKinlay, Cabinet for Health and Adult Social Care Councillor John Spence, Active Essex Chairman Azeem Akhtar, Director of Public Health in Essex Dr Mike Gogarty, Chelmsford Karate Club, Chelmsford Walking Football and Chelmsford Independence Club to kick off the launch of the Find Your Active campaign and strategy Fit for the Future!

It was a great morning, where we were able to launch the campaign and strategy, by celebrating a variety of different activities, hearing from guests about the impact the campaign and strategy will have on residents and the importance of increasing physical activity levels after a turbulent 18 months.

The pictures, speak for themselves!







## Open Week Helps to Launch Campaign

As part of the Find Your Active launch celebrations, hundreds of clubs, groups and individuals across the county are holding open sessions to help you Find Your Active!

Movement and activity can be anything, it doesn't necessarily mean spending hours at the gym, it could be taking small steps, such as joining a community walk to meet new people or trying out a new class to improve your balance and flexibility. We're hoping that this campaign will help everyone Find Your Active, whatever that may look like.

The Find Your Active campaign celebrates the fact that physical activity is inclusive, fun and for everyone. Our county has so many opportunities on offer and you may not even realise what's on your door step. These sessions are perfect in giving you a taster of something new.

Take a look at what's on near you, [here!](#)



The logo for 'Find Your Active Fund' is a graphic of a large white arrow pointing to the right. The arrow is filled with a dark blue color. The words 'FIND', 'YOUR', 'ACTIVE', and 'FUND' are stacked vertically inside the arrow. 'FIND' is in a red box, 'YOUR' is in a purple box, 'ACTIVE' is in a white box, and 'FUND' is in a white box. The text is in a bold, sans-serif font.

# FIND YOUR ACTIVE FUND

Active Essex hope to involve over 200 ambassadors and 300 organisations in new activity and have set up the “Find you Active Fund” to do this.

The Find Your Active Fund is provided by Active Essex and Essex County Council, and supported by Southend-on-Sea Council and Thurrock Council, to respond to the immediate challenges of engaging people who have become less physically active due to the pandemic. Any organisation from Essex can apply and the money can be used to start up new activities or increasing the numbers attending existing activities.

This fund will help many individuals across the county find the activity that is right for them, helping to create sustainable behaviour change as part of the Find Your Active campaign, proving that the gains from just a small amount of physical activity are enormous.

Please direct groups and organisations to the [Find Your Active Fund page](#) on our website to apply.

# Join us for the virtual launch event!



Thursday 8<sup>th</sup> July  
9:30-10:30am

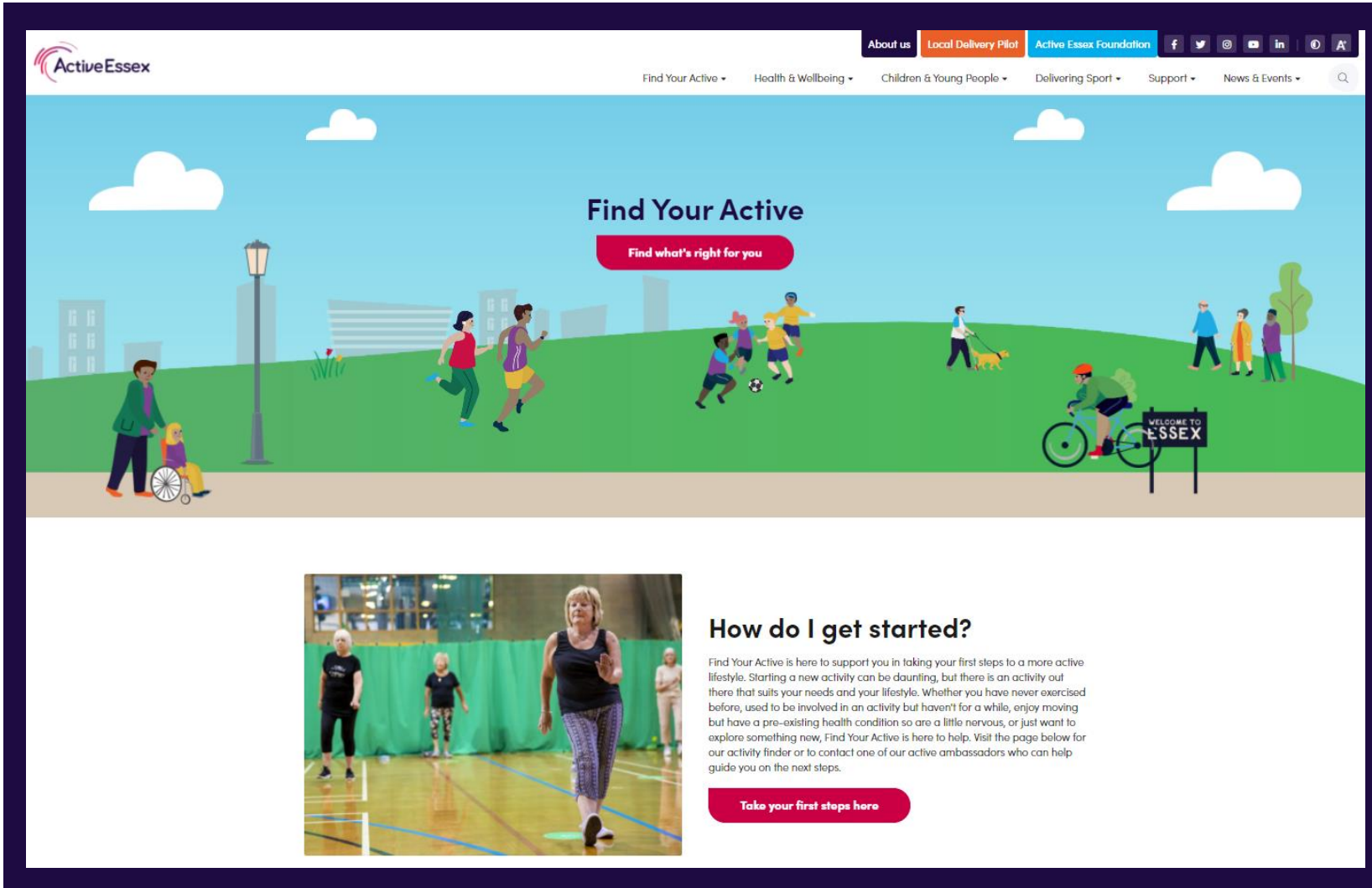
You are invited to our virtual launch of the new 10-year strategy 'Fit for the Future' and the behaviour change campaign 'Find your Active'. On Thursday 8<sup>th</sup> July, we will be holding a virtual event, where we will be joined by Board Member Dan Doherty, system supporter and Medical Director for Mid and South Essex HCP, Dr Ronan Fenton and behaviour change research company; Britain Thinks to provide insight into the strategy and campaign.

We know that physical activity is one of the most effective ways to enrich the lives of the people of Essex and the communities we live in. We also know that one organisation cannot do this alone, it requires working together across systems to make physical activity a part of everyday life for everyone. Active Essex will provide leadership to deliver this strategy and campaign, and work with partners across different sectors, different systems, and different places to deliver our 10-year vision.

This is an exciting new chapter for our county. Register for your free place [here](#)



# We've gone for a new look!



## New website for Active Essex and Essex Local Delivery Pilot

What with the new campaign and the launch of the Fit for the Future strategy, you may have been too busy to notice the new look of the website!

We've been working hard to improve the user journey and look of the site, so hopefully you'll agree it's easier to find everything now!

Take the weekend to have an explore and let us know your feedback!

Visit the new site [here](#).

To download both the Fit for the Future strategy and Find Your Active partner toolkits, click [here](#).

For more information on Find Your Active or Fit for the Future, visit:  
[www.activeessex.org](http://www.activeessex.org)