

ADEPT President's Awards 2023

Entry form

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Award category	Shaping Places for People
Project Title	Essex Pedal Power
Local authority entrant	Essex County Council
Partner/s if applicable	The Local Delivery Pilot, Tendring District Council and The Active Wellbeing Society

Headline summary (150 characters max.)

Essex Pedal Power is a cycling scheme which offers free bikes to eligible residents, giving them access to employment and training opportunities.

Video - please paste links to any video evidence here. (Leave blank if not relevant.)

<https://youtu.be/7mpTN5L8Ow4> <https://youtu.be/rMct9Assyuk>

Shaping places for people: How was this project an innovative response to a significant concern? (150 words max.)

Jaywick Sands and Clacton are coastal communities in Tendring, Essex, which have suffered significant economic decline, with rising unemployment, and poor mental health and wellbeing.

Jaywick is the most deprived community in England, with little infrastructure, few employment opportunities, and limited access to services.

The cost of a quality bike is the biggest barrier to cycling in deprived areas, preventing many people from accessing the benefits and opportunities available. Given Jaywick's geographical isolation, a bespoke cycling scheme offered an opportunity to deliver a multitude of outcomes.

Launched in 2021, the scheme offers eligible residents a free bike, subject to regular usage. It's the first scheme of its kind in Essex and combines cycling training, bike maintenance and volunteering, enabling residents to access previously unavailable employment, training, and educational opportunities.

It has challenged the way government funding is used and delivered a scalable programme for further rollout across Essex.

Shaping places for people: Please give evidence of the quality of outcomes obtained from the project (for example improved/more efficient services, increased inclusivity for residents, futureproofing the service). (150 words max.)

To date, Essex Pedal Power has distributed over 660 bikes across Jaywick and Clacton, which has resulted in reports of increased life satisfaction, wellbeing, and higher activity levels compared with non-recipients.

Data shows that bike recipients found it comparatively easier to access education, training and employment opportunities. In addition, 31% of those given a bike applied for a volunteering opportunity, compared with 17% of non-recipients. The programme has provoked agency within the community and increased cohesion among residents.

The scheme has encouraged inclusivity and, in turn, boosted mental wellbeing. One recipient has set up his own organisation which collects and gives away refurbished bikes to those who do not qualify for the programme. Another credits the programme for helping him to reconnect with his son.

The scheme now has a number of independent community cycle groups, which distribute bikes as part of social prescribing activity and reduce social isolation.

Shaping places for people: Please give evidence of the level of collaboration between place and people services (both within the council and with external partners/providers). (150 words max.)

Essex Pedal Power (EPP) demonstrates how successful partnership collaboration and direct consultation with the local community delivers significant positive outcomes on several agendas, from active travel, green infrastructure, economic growth, health, and inequality.

The project has redefined the relationship between a previously isolated community and the local authority, paving the way for future collaborative intervention, place-based regeneration and system-wide change.

Delivered by Essex County Council, the Local Delivery Pilot, Tendring District Council, The Active Wellbeing Society, with support from Tendring CVS, Wheels for All and the local Jobcentre, this scheme is a blueprint for future collaboration between people and place services. It's a partnership across local government, the community and voluntary sector and, most importantly, residents.

The provision of bikes through priority social prescribing programmes with partner agencies has connected previously isolated residents with cycling groups and a new EPP family to ensure their social and emotional needs are met.

Shaping places for people: Please give evidence of the level of buy-in to the project or its goals from members of the local community, health and social care and external organisations. (150 words max.)

The community's reaction to Essex Pedal Power has been overwhelmingly positive, so much so that the programme now has a network of volunteers at its heart, making it the success it is today. One volunteer said: "The bikes are built by the community, for the community, and I feel very proud to be a part of the Pedal Power journey."

This has led to increased community trust among bike recipients, compared with non-recipients.

The scheme has also empowered participants to pursue their own ambitions, while supporting delivery of programme goals. Simon, one of the first participants to receive a bike, made great friends through the scheme and, supported by Tendring CVS, has trained to become a cycle leader and bike mechanic.

Buy-in from external organisations is also evident. A recent stakeholder event was attended by 14 partner organisations, and further funding has been awarded to roll out the scheme elsewhere.

Shaping places for people: Please give evidence of the use or consideration of new sources of investment to fund projects. (150 words max.)

Other sources of investment have been continually sought since the launch of Essex Pedal Power, which has led to the scheme being expanded in Tendring, as well as rolled out in partnership with other districts and boroughs in Essex.

While funding initially came from the Government's Getting Building Fund, additional funds were also leveraged and secured from Sport England. Further funding support has since been pledged by Towns Fund, Active Travel Funding, CCG funding and Essex County Council's Everyone's Essex funding.

The scheme was also the first component in an enhanced cycle network in the area to deliver infrastructure improvements, including upgrades to the existing National Cycle Network from Jaywick Sands to Clacton, with solar power lighting and improved surface for all-year-round use. The aim is to encourage cycling as an easy and affordable way for people to travel, to access a range of opportunities including jobs, services and training.