

Wellbeing EXETER

The Wellbeing Exeter Story



Contents

- 2** Wellbeing Exeter's Story
- 3** Wellbeing Exeter's approach to community development
- 4** What is Community Connecting?
- 5** What is Community Building?
- 6** What is Community Physical Activity Organising?
- 7** What is Network Co-ordination?
- 8** Priority Places
- 9** Benefits and lasting impact
- 10** Thank you

Wellbeing Exeter's Story

Since its beginning in 2013, Wellbeing Exeter has been based on collaboration, listening, learning, testing and growth.

In its current form, Wellbeing Exeter is a partnership of commissioning bodies that fund and steer the central team, who manage delivery contracts with organisations across Exeter.

Ten years on, the current social and economic climate has led to an increasing need for public and private organisations to work even more closely and intelligently with communities.

Because of this, Wellbeing Exeter is now entering a new chapter, focused on the challenges of the time. It is now time for Wellbeing Exeter to create its own independent, sustainable future.

Over the coming decade, the partnership wants to build on the success of Wellbeing Exeter and enhance its support for the people of Exeter.

Wellbeing Exeter is seeking funding partners to build on its success, with a renewed Vision, Mission and Theory of Change.



William, Wellbeing Exeter connectee



Collaboration must be at the heart of our efforts to address the challenges we face because it enables us to achieve together what we can't alone.

Collaborate CIC



Wellbeing Exeter's approach to community development

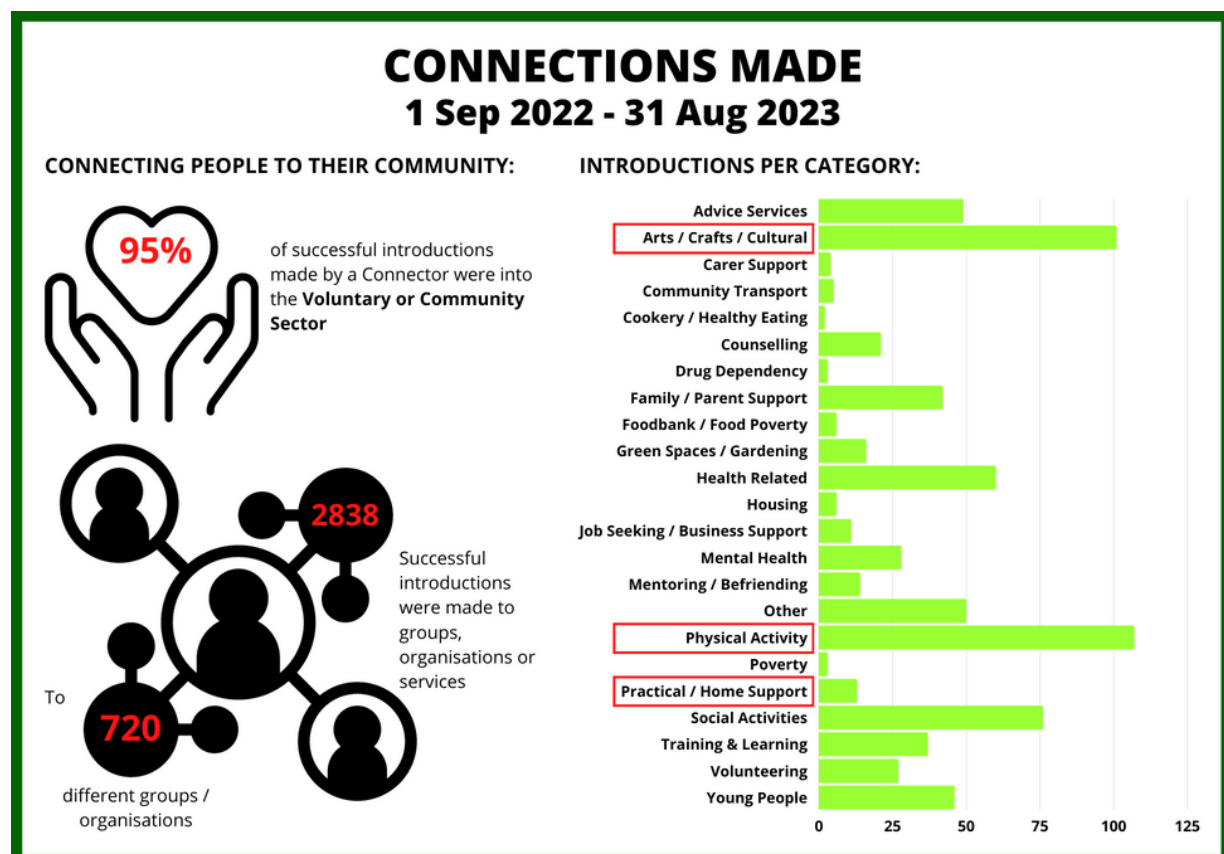
Wellbeing Exeter is a system of community development activity embedded across the city. It represents a strong alliance of community wellbeing activity, responding to complex system health and social challenges.

It is made up of 3 interdependent parts:

- 1) **Community Connecting**
- 2) **Community Building** (including Community Physical Activity Organising)
- 3) **Network Co-ordination**

It is these 3 interdependent parts that make Wellbeing Exeter unique and successful. Wellbeing Exeter's strength is in its people:

- People working at grass roots with individuals and communities
- People co-ordinating and enabling collective learning and development
- People at senior levels in organisations who have a role to play in ensuring that the future growth of the city is resilient and inclusive.



A slide from one of Wellbeing Exeter's quarterly reports, 1 Sep 2022 - 31 August 2023

What is Community Connecting?

Wellbeing Exeter's Community Connecting offer is based on social prescribing, adapted to meet the needs of communities in Exeter.

Community Connecting focuses on one-to-one coaching with individuals: empowering people and enabling them to do more for themselves to achieve positive change in their lives and to better connect with others.

Wellbeing Exeter focuses on bespoke, personal relationships between people across the city; we know that this is what really works. The 'Five Ways to Wellbeing' framework used by Wellbeing Exeter supports an individual to develop their own personal wellbeing action plan.

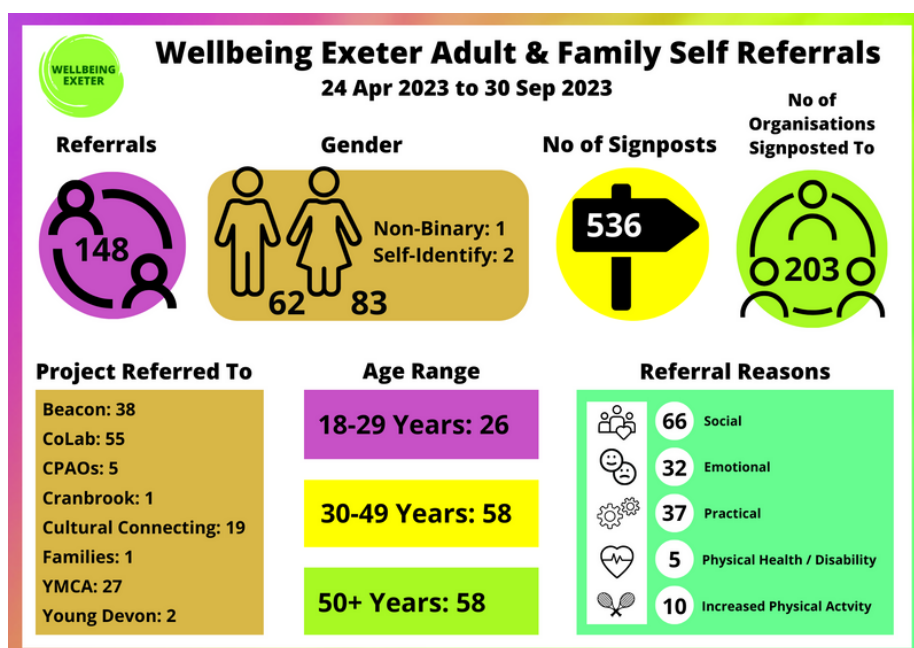
Exeter has already seen a reduction in GP appointments due to the successful work of Wellbeing Exeter in Exeter and Cranbrook, as well as a number of other tangible benefits for individuals, communities and the city as a whole.

The National Academy for Social Prescribing describes the concept:



Social prescribing can be described as a way of actively connecting people to activities, information and resources to help address an unmet health and wellbeing need or risk.

It is an approach that recognises the impact of wider social factors on people's health and wellbeing. These can be very wide-ranging and can include issues like loneliness, isolation or stress due to financial pressures or poor housing, which can seriously impact our health and wellbeing but cannot be treated by doctors and medicine alone.



From Wellbeing Exeter's quarterly report April - Sept 2023

What is Community Building?

Community Builders support people in their local neighbourhoods to grow their own ideas and try new things that bring people together, improve their wellbeing and make the community a better place to live. This can include:

- Connecting people and opportunities together, creating new networks
- Encouraging and supporting local people to take action on things that matter to them
- Creating spaces that allow people to come together, get to know each other, build trust and share skills.

Wellbeing Exeter adopts an Asset Based Community Development approach and has a supporting focus on physical activity, with a network of organisers supporting local grass roots opportunities to be active.



The Five Ways to Wellbeing are evidence-based actions that people can do in their daily lives, or that can be designed into policies and services to improve wellbeing: Connect, Give, Learn, Take Notice; Be Active. They were developed in 2008 based on a Government Office for Science Foresight report into mental capital and wellbeing.

What is Community Physical Activity Organising?

Live and Move (the Exeter and Cranbrook Sport England Local Delivery Pilot) is the home of place based working to support people to lead active lifestyles everyday. The Community Physical Activity Organisers are key- helping residents in their neighbourhoods take the first steps into physical activity.

Community Physical Activity Organisers (CPAOs) are included it in the Core Model as a fundamental service; we see the work of the CPAOs as absolutely vital to the overall mission.

Our CPAOs are already embedded in our Priority Places and have strong relationships with Builders, Connectors, partners and our communities. We are keen to prioritise the continuation and development of this service and retain the reliable foundation of networks and genuine lifestyle change that has been supported.



Through Live and Move, Sport England have been proud to support Wellbeing Exeter as part of our commitment to tackling health inequalities through increased levels of physical activity and using the resources of communities.

Rather than solely investing in sports projects, we recognise the need to encourage residents to be active through simple everyday activities, such as walking in the park, cycling to the shops or joining a class at the community centre.

Wellbeing Exeter have developed a fantastic approach to addressing long-standing low levels of physical activities; by working together with people in their neighbourhoods. Wellbeing Exeter has created hundreds of opportunities for people of all ages and backgrounds to take up activities that suit their needs, abilities and interests.

We look forward to discussing how the partnership between Live and Move and Wellbeing Exeter can developed for a long-term, sustainable future.

James Watmough, Strategic Lead, Place Partnerships, Sport England

What is Network Co-ordination?

Wellbeing Exeter's success is enabled through a co-ordinated evaluation, training and delivery function that brings together organisations and individuals to support collaboration and learning.

The Network Co-ordination function creates the conditions for local authorities to communicate effectively with organisations and key people in communities. This can significantly reduce the time and monetary costs of delivering services and making connections, accelerating the wellbeing of individuals and communities ever more efficiently.

This network co-ordination role has been key to Wellbeing Exeter's mission as well as supporting its partners' priority aims. Continuation of this co-design ethos with our future funding partners is integral to success.



Moyra, Wellbeing Exeter connectee

"An alliance means enabling people to put aside competing agendas and come together for one common goal.. to address entrenched inequalities in Exeter"

Fiona Carden, CEO, Colab

Building a strategy and coalition	1. Build learning and reflection into the heart of local action. 2. Develop a galvanising shared agenda to connect and grow local action on the root causes of poverty.
Shifting power and redesigning the system	3. Shift power to people and communities with experience of poverty. 4. Redesign services and support to make sure people get the right help at the right time.
Creating the conditions for sustainable local change	5. Unlock more stable and long-term funding that incentivises collaborative and coordinated action on poverty. 6. Seek to inform and influence the national policy conversation on poverty.

A learning report published by Joseph Rowntree Foundation and New Local, "**Designing out the most severe forms of hardship in local areas**", explains the need for local systems to work together to tackle complex problems and breakdown the barriers to wellbeing.

Priority Places

Wellbeing Exeter's Core Model will focus on 20 Priority Places, using a tried and tested 'place based approach' established through partnership working with Live and Move (Sport England Local Delivery Pilot).

Exeter is a thriving city, but there is a significant health inequality gap with a wide range of life expectancy between the most affluent and most deprived wards. Wellbeing Exeter will focus, in the Core Model, on the communities and geographical areas in the city that stand to benefit the most from the programme. The Priority Places have been identified through intensive data collection and evaluation work with partners.

The 20 LSOA's (Lower Super Output Areas, the smallest unit of measurement for national statistics) Wellbeing Exeter will prioritise have a complex set of challenges that result in an amplified need for support. These geographical areas, delineated by the Office for National Statistics, have a population of around 1500 each. They are useful units to measure statistical deprivation and need, but Wellbeing Exeter works with the priority areas according to natural communities, rather than focusing within strict postcode lines.

Working with partners in these communities, the 'place based approach' adopted by Wellbeing Exeter has grown into a successful matrix of communications and support that has benefitted many individuals, groups and network partners.

Wellbeing Exeter focuses on bespoke, personal relationships between people across the city; we know that this is what really works.



“In some of our local areas, people have health outcomes that are among some of the worst in the country. This is why the work of Wellbeing Exeter is so important.”

*Jo Yelland
Director, Exeter City Council*

Benefits and lasting impact

Wellbeing Exeter reports every month on the benefits and impact of the work. Here are some highlights, you can find more on the Impact page of the community facing [Wellbeing Exeter website](#).

WELLBEING EXETER SUPPORTS:

- Increased individual and community wellbeing and resilience
- Reduced GP appointments
- Reduced social care needs
- Data gathering that provides an understanding of individual and collective behaviour change
- Closer collaborative networks across Exeter between the public, private and VCSE sectors



Leto, Wellbeing Exeter Connectee

"It's a profound change that's really brought the old me back"

Leto, Wellbeing Exeter connectee

FUNDING THE CORE MODEL

The Core Model will require an annual operating budget in the region of £600,000 to £650,000 from the financial year 2024/25, this will enable us to continue to deliver our vision in those areas of the city with the greatest need.

Our aim is to secure 3 core funding partners for the Core Model with an annual contribution from each in the region of £200,000 to £230,000 per annum.



She is a walking encyclopaedia, who knits it all together

Committee member of a newly established community shop, talking about their Wellbeing Exeter Community Builder

Become an Investor

Be part of the future of Exeter's wellbeing

“It has taken us 10 years to get to this point, we now have evidence to prove what we knew in our hearts would work. We now urgently need new, enthusiastic and committed partners to join us in embedding this working the City. By tackling entrenched health inequalities we will support everyone to have an equal opportunity to benefit from all the opportunities Exeter has to offer and achieve our 2040 vision for a fully inclusive city in which everyone can thrive.”

If your organisation would like to make a meaningful difference to individuals and communities in Exeter, please get in touch with us for a chat about how you can help.



In the first instance, speak to:

Jo Yelland
Director
Exeter City Council

jo.yelland@exeter.gov.uk