

REPORT TO STRATEGIC SCRUTINY COMMITTEE

Date of Meeting: 16th November 2023

Report of: James Bogue, Active & Healthy People Service Lead

Jon-Paul Hedge, Director

Title: Live and Move Programme Update

Is this a Key Decision?

Scrutiny is a non decision making committee

Is this an Executive or Council Function?

Executive

1. What is the report about?

- 1.1. This report provides an update for members on the impact of the Live and Move programme across Exeter and Cranbrook.

2. Recommendations:

- 2.1 That members note and comment on progress made against the strategy, and its contribution towards key priorities in the City Council's Corporate Plan.
- 2.2 The Portfolio Holder provides an update on progress to Strategic Scrutiny twice a year.

3. Reasons for the recommendation:

- 3.1 Members have an understanding of the impact of the Live and Move programme as highlighted from detailed data in the 2023 Local Active Lives survey analysis
- 3.2 Members have oversight of the various projects happening in their wards, and understand how local residents can access and benefit from initiatives in their area.

4. What are the resource implications including non financial resources

None

5. What are the legal aspects?

None

6. Report details: Live and Move Programme Update November 2023

- 6.1 This report will summarise the progress, impact and achievements made against the strategy to date and provide a briefing for members around current data and key areas of work.

6.2 Live and Move Strategy - refresh

The Live and Move Strategy, developed in 2022, aims to achieve the following:

Our Vision

At Live and Move we believe that everyone has a right to find their own everyday active lifestyle and enjoy the health benefits this brings.

For some, this could be playing more sport or cycling to work, but there are many other ways to add more activity into our day and lifestyle.

Our vision is to narrow health inequalities and change the systems that don't work, so that everyone has the same opportunities to be healthier and more active, every day.

Our Mission

Live and Move was created to seek brilliant alternatives to a system that often fails; because when it comes to health and wellbeing, getting around or feeling empowered, it is often our overlooked communities who are the worst off.

We know that for many:

- Keeping active and healthy is getting harder,
- Travelling is getting more difficult, and
- People and communities are under pressure on lots of fronts.

Tackling these challenges is beyond the power of any of us acting alone. It takes a whole system approach for lasting change to be possible. By bringing people together and working alongside individuals, organisations, communities and policy makers, we will influence strategies, remove barriers, and change local systems. Using a data-led, evidenced based approach will enable us to focus on partnering in those places where inequality is felt keenest.

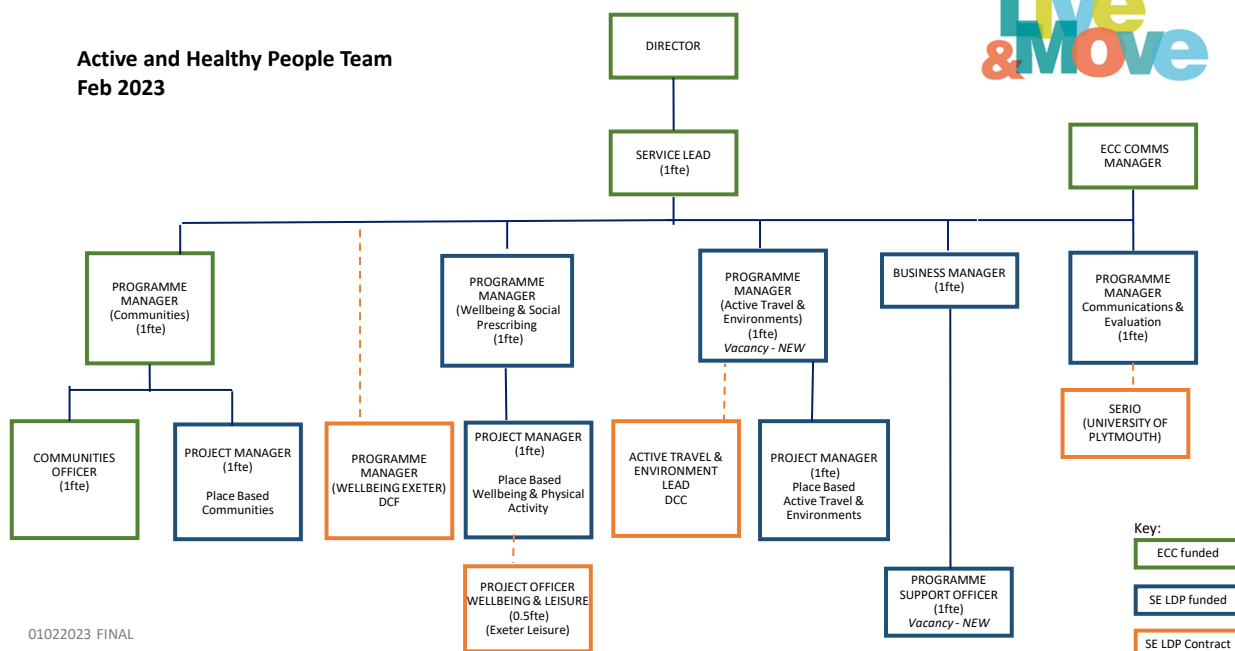
You can read the strategy, download a partner pack and see all the latest project updates and case studies via this link: [Live and Move](#)

An induction presentation to Live and Move is provided in Appendix C highlighting the aims, programmes and structure of the work.

Over the next 6 months Live and Move will be exploring a long term partnership with Sport England to 2028 as part of the Place Partnership programme. The team and senior leaders are working with Sport England colleagues to capture the learning and explore the priorities and resources moving forward to continue to tackle physical inactivity in the city and Cranbrook beyond 2025.

The current Live and Move team structure is highlighted below:

**Active and Healthy People Team
Feb 2023**



6.3 Live & Move Budget Update

The Live and Move Programme is fully externally funded by Sport England through three individual awards, detailed below:

Pathfinder Award Value: £2,962,000 Term: 2019-2024	Accelerator Award Value: £1,759,000 Term: 2019-2024	Core & Evaluation Award Value: £1,883,476 Term: 2021-2025
This supports 'test and learn' projects to 31 March 2024 across 9 Core Programme Areas: Active Communities Cranbrook, Active Communities Wonford, Network & Capacity Building, Active Workplaces, Active Schools & Families, Active Travel & Environments, Strategy & Policy, Digital & Communications and Evaluation 2019-2021.	This accelerates system work at scale and funds enhancements of Wellbeing Exeter to 31 March 2024.	This provides longer term funding for core staffing and programme evaluation costs to 31 March 2025.

The budget is forecast to be net nil by 31.03.2025 based on delivery of all programmes as set out in the strategy

6.4 Local Active Lives Survey Analysis

The Local Active Lives survey is designed for data collection from residents in Live and Move's 20 Priority 'At Risk' LSOAs, which contain the highest incidence of those at risk of physical inactivity and deprivation, as well as all of Cranbrook.

It is the 4th wave of the survey, which allows local activity rates and measures to be benchmarked against both national levels and results of the wider mainstream Exeter and East

Devon populations. The survey ran from March-May 2023 and a total of 1,852 responses were received from priority areas across Exeter and Cranbrook.

Some summary headline findings are attached in Appendix A: Live and Move Local Active Lives Survey results. Benchmarking and more detailed analysis for specific areas of interest will be explored in the coming months. We would welcome Scrutiny feedback on which areas might be of interest to members. Some summary headlines:

- Inactivity levels remain stable in Exeter Priority areas
- Inactivity remains higher in Exeter priority areas compared to Cranbrook and the city as a whole
- As with the previous year, significant inequalities in physical activity exist across multiple demographics (including those on low incomes and people from culturally diverse backgrounds)
- There is an encouraging and potentially significant trend of a reduction in people doing absolutely no activity at all
- Physical inactivity levels for men, those in intermediate occupations, and those without a disability or long-term health condition continue to decrease or remain stable
- A significantly lower proportion of residents in Exeter indicated they engaged in moderate walking activity compared to the previous year. Moderate cycling has remained relatively stable for both areas, with no noticeable differences
- A significantly higher proportion of residents in Exeter reported engaging in moderate sports/fitness activities compared to 2020
- Mental wellbeing has improved in Exeter but reduced slightly in Cranbrook

A dashboard of the data and trends of the past 3 waves of analysis can be found here:

<https://app.powerbi.com/view?r=eyJrIjoiNmExOTI3MGYtODEwYy00ZGMxLWI5MmUtMjE2YjUxZjBIYTMyIiwidCI6IjdmZWUxYmU2LWRIZDQtdNDY0My1hODEwLWY3ZGJkYjhkMTVhZCIsImMiOiJh9>

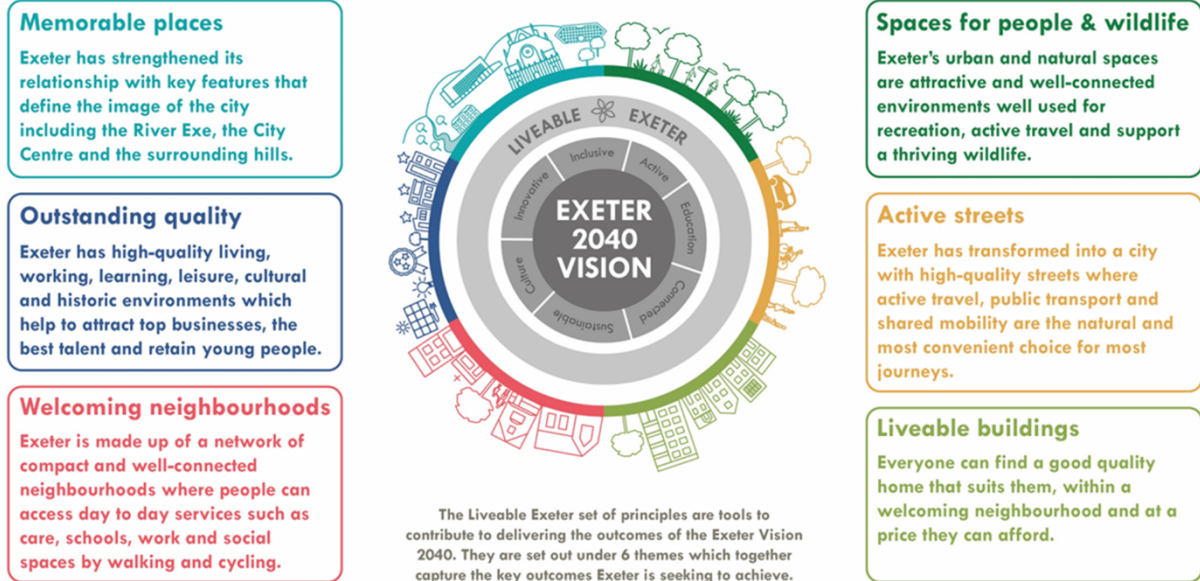
6.5 Embedding physical activity into planning policy

As part of the whole system approach to embedding physical activity the Live and Move team alongside senior leaders within ECC have been championing the approach for 'Active Design' to be embedded within future planning policy and housing growth

The attached Appendix B is a document prepared by SERIO (the lead Live and Move evaluation partner), highlighting the value, progress and learning from:

- Influencing the Liveable Exeter principles
- Helping shape the Exeter Local Plan
- Developing the design code for Water Lane
- Supporting Devon County Council with Active Streets community engagement

Liveable Exeter Principles



6.6 Wellbeing Exeter

The Sport England Live and Move programme is a significant strategic partner and funder of the Wellbeing Exeter alliance. Members will be aware that the campaign for future funding for Wellbeing Exeter has been launched, further details can be found here:

[wellbeing - Exeter City Council](#)

Through the campaign process and our ongoing conversations with Sport England as part of the place partnership process, senior officers will be engaging with Sport England senior colleagues to secure long term commitment to Wellbeing Exeter.

6.7 Inclusive Communities, Inclusive Exeter

The ongoing partnership between Live and Move and Inclusive Exeter through its delivery of the innovate Inclusive Communities programme culminated in a thriving event for the city during the summer

The multi-sport fest, delivered by Inclusive Exeter partners with Live and Move resources, saw over 600 take part from a wide range of backgrounds. More information and the story of the day can be found here: [Exeter Sportsfest - Live and Move](#)

The key developing learning for this piece of work is highlighted below.

The Live and Move Programme has:

- Established a partnership with Inclusive Exeter CIC, under the umbrella of Inclusive Communities, in order to reach out to the various ethnic minority communities and associations within the Inclusive Exeter family.
- Invested in Inclusive Communities to allow them to co-create a broad programme of inclusive activities.
- Identified and brought together stakeholders, key partners and community influencers to form the Inclusive Communities Steering Group who are committed to:
 - providing insight to Live and Move on the barriers and difficulties faced by BAME communities in accessing physical activities,

- listen to and support BAME communities to be more physically active, through advice, support and where relevant funding, in way that is sustainable in the long-term
- build from the bottom-up and where required co-design the activities and provision with BAME communities
- support individuals and organisations to existing physical activity provisions in the City
- Invested in capacity at Inclusive Exeter by funding a part-time Physical Activity Co-ordinator.
- Grown volunteer capacity through funding training including Walk Leader training, Safeguarding training and First Aid training.
- Ensured the continuation of activities, previously funded during COVID-19, which otherwise would have been stopped as well as the expansion of the range of activities on offer, maintaining and building on the momentum.

What is different because of the influence of Live and Move?

- Since the programme began, more groups from culturally diverse backgrounds have joined Inclusive Communities, leading to broader reach and engagement across the city.
- There is a growing awareness and understanding of the benefits of walking, which were very much unknown to many of the people from BAME communities.
- There has been a notable shift towards affordable, self-funded activities through the introduction of donation boxes rather than a reliance on external funding.
- The organisational culture at Inclusive Exeter is now fully committed to tackling inactivity. Following the success of the Inclusive Communities, a recent funding application that was originally focussed on cultural activities and a Drop-In Support Service, has been revised so that 70% of the funding requested is now to support physical activity.

What is significant in this example?

- The community-led approach, with little involvement of statutory services, has been key to growing the programme and attracting more partners and participants from different minority groups, all keen to get involved and develop the range of activities on offer.

6.8 Exeter Community Lottery: early impact for physical activity groups

The launch of the Exeter Community Lottery is having a significant impact on the physical activity network in the city. Overall since the launch in July 2023 there are 95 good causes receiving support. As at October 2023 the predicted total cause annual revenue is **£53,352**

With particular reference to sport and physical activity groups there are 13 good causes registered, with 151 supporters are contributing £269 to these groups in the city each week.

The Top 3 most popular good causes receiving the most support are:

Exeter Strollers Walking football Club 39 supporters

Freemoovement – 30 supporters

Heavitree Bowling Club – 27 supporters

Other groups registered include:

Central Football Club

Cowick Cats Netball Club

Exeter Adaptive Ski Club

Exeter Amateur Boxing Club

Exeter City Ultimate Frisbee

Exeter Cricket Club

Exeter Spitfires Baseball Club

Exeter Touch Rugby Club

Exeter Waterpolo & Swimming Club

Exwick Cricket Club

All of these groups are making a great contribution to providing sporting activities every week for their members and supporting Exeter to be the most active city. Further information can be found here: [Exeter Community Lottery: Easy online fundraising for good causes - Exeter Community Lottery](#)

We encourage all members to promote the lottery to their local sport and physical activity groups, and the team are on hand to help with advice and guidance.

6.9 Active Travel and Environments: Newtown

The design work is progressing very well with each element being prepared for formal Road Safety Audit and in addition we are able to confirm that overall scheme has been reviewed by Active Travel England (the governments department for delivery of Active Travel Schemes) receiving their support and approval. We are also pleased to inform you that the Safety Inclusivity Assessment is being formally commissioned, this activity is a spearhead in scheme development of this style, it seeks to showcase how early inclusion of these findings can reduce alterations and missed opportunities at a later date.

Over the recent months, whilst the design process has been progressing in the background, we have been listening to the local community and would like to take this opportunity to propose a variation to the expected delivery programme. The scheme, fully funded by Live and Move will be taking place in the new year.

This will allow the project to take note of the interests of the local community and specifically to bring forward a programme of cycle parking and cycle provision within the scheme area of Newtown. Ultimately, this would allow Live and Move to assist the community through not only providing the improved infrastructure facilities but also by enabling the community to actually utilise these facilities through the removal of barriers, such as the lack of equipment and storage. We would like to be clear that these elements of the scheme delivery were always considered to be involved but by varying the expected programme we can bring them forward and ensure that the community are enabled at the point of activation.

We do anticipate that discussions and low-level engagement activities with key stakeholders will continue through this period, so the community will be kept aware that the scheme is not lost.

The Live and Move Director and Project Manager (Active Travel) met with members to discuss a proposal and engagement project regarding the installation of residential bike hangars to support increased bike use through the availability of secure storage. We are exploring the potential for this type of storage in a number of areas in the city.

6.10 **Wonford Community Wellbeing Hub**

The business case behind a new redeveloped community facility is nearing completion after months of listening and supported conversations with the community. The Live and Move team are working with Exeter Leisure colleagues and a brand new set of Wonford Community Centre trustees who have embarked on a refreshed vision for the future of the community facilities.

6.11 **Playing Pitch Strategy**

Recap:

- ECC conducted a full demand and supply analysis on the use of formal playing pitches by community sports clubs throughout 2022. This was co-designed with and formally endorsed by Sport England, NGBs and key stakeholders, with over 100 community clubs in city engaged in the process
- Final strategy approved by Council in January 2023 with the agreement to refresh an annual delivery plan against key agreed objectives and priorities. The strategy can be found here: [Sport England Local Delivery Pilot - Exeter City Council](#)
- The next 12 months priorities include:
 - a. Immediately – establish annual playing pitch delivery group meeting and reconvene
 - b. Support ECCT on consultation/engagement plan (ECC charter) with KGV
 - c. Deliver Wonford playing pitch improvements
 - d. Deliver Bromhams Farm Playing Field re-instatement programme
 - e. Develop asset transfer strategy (e.g. Cowick Barton Playing Fields)
 - f. Influence education setting community use agreements (priority Exeter College AGP)

6.12 **Green Circle**

The team are working with SERIO to launch an Exeter Green Circle Public Awareness and Usage Survey. Members will be informed when this is released alongside some promotional material, please promote throughout your ward! The aim is to identify insight around the usage, demand and accessibility of the green circle to inform future improvements.

You can access information, relevant local walks and share you stories of the Green Circle via the Go Jauntly App, which you can read all about here: [Walking App - Go Jauntly - Discover walks, curate your own and share outdoor adventures](#)

- 6.13 **A Live and Move journal** for partners and stakeholders will be published on a quarterly basis. Members are also encouraged to access case studies and further information about the work being delivered in our priority places, on the website www.liveandmove.co.uk.

6.14 Live and Move priorities for the next 12 months

The top priorities for taking the strategy forward over the next 12 months are highlighted below and future reports to members will include progress updates against these priorities.

- (1) Secure a long-term partnership between the Council and Sport England beyond the current funded programme, ending on 31st March 2025.
- (2) Support the case for support for Wellbeing Exeter to attract strategic commitment for the next phase of the programme. Secure the future of the Community Physical Activity organiser team as part of this process.
- (3) Developing the future of partnerships between Exeter Leisure and Live and Move to launch a new wellbeing programme for people on low incomes
- (4) Complete the business case and final designs for the Wonford Community Wellbeing Hub towards a full planning application.
- (5) Consult on active street design measures in Newtown to deliver the transformation programme. In addition further engagement with local residents regarding a bike hangar pilot will progress.
- (6) Embedding Active Design Principles in policy through the Liveable Exeter Place Board, Exeter Local Plan and Liveable Exeter work on the Water Lane development
- (7) Building capacity within a network of local organisations through an Asset Based Community Development approach, expanding the great work of the Wellbeing Exeter

7. How does the decision contribute to the Council's Corporate Plan?

- 7.1 The Live and Move strategy ensures the programme is closely aligned to and directly impacts the following key council corporate strategic priorities:
- Building Great neighbourhoods and communities
 - Promoting active and healthy lifestyles
 - Net Zero Carbon City ambition
- 7.2 The updated governance structure ensures Council has responsibility for key financial and strategic programme decision making that will enable residents and communities across the city to lead healthy, inclusive and active lives.

8. What risks are there and how can they be reduced?

- 8.1 The development of the Live and Move strategy and supporting risk register will inform the work of the Programme team for the life of the programme. The risk register is actively monitored and updated on a monthly basis.

9. Equality Act 2010 (The Act)

- 9.1 In delivering the Live and Move strategy, the Programme team will take into account the potential impact of actions in relation to age, disability, race/ethnicity (includes Gypsies and

Travellers), sex and gender, gender identity, religion and belief, sexual orientation, pregnant women and new and breastfeeding mothers, marriage and civil partnership status in coming to a decision.

- 9.2 A copy of the most recent EQIA is attached at **Appendix B** and a separate EQIA will be developed for each new project as necessary.

10. Carbon Footprint (Environmental) Implications:

- 10.1 The Live and Move Strategy has the potential to directly impact on the Council's carbon reduction target (carbon neutral by 2030) through our outcomes and impacts, most specifically:

- Increased walking and cycling levels supported by an active travel friendly environment and culture.
- Active Travel and low traffic neighbourhoods are the norm.

- 10.2 The strategy promotes walking and cycling, making it an easier and more accessible choice, through a number of projects:

- Low Traffic Neighbourhoods
- Community Active Travel Promotion
- Active Travel to School.
- Policy & Influence e.g. LCWIP

11. Are there any other options?

None considered

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Local Government (Access to Information) Act 1972 (as amended)

Background papers used in compiling this report:-

None

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