

APPENDIX B



Exeter Live Better & Move More Physical Activity Strategy

Online Consultation with Stakeholders
Hosted and reported by Marketing Means
April/May 2019



Context and Objectives

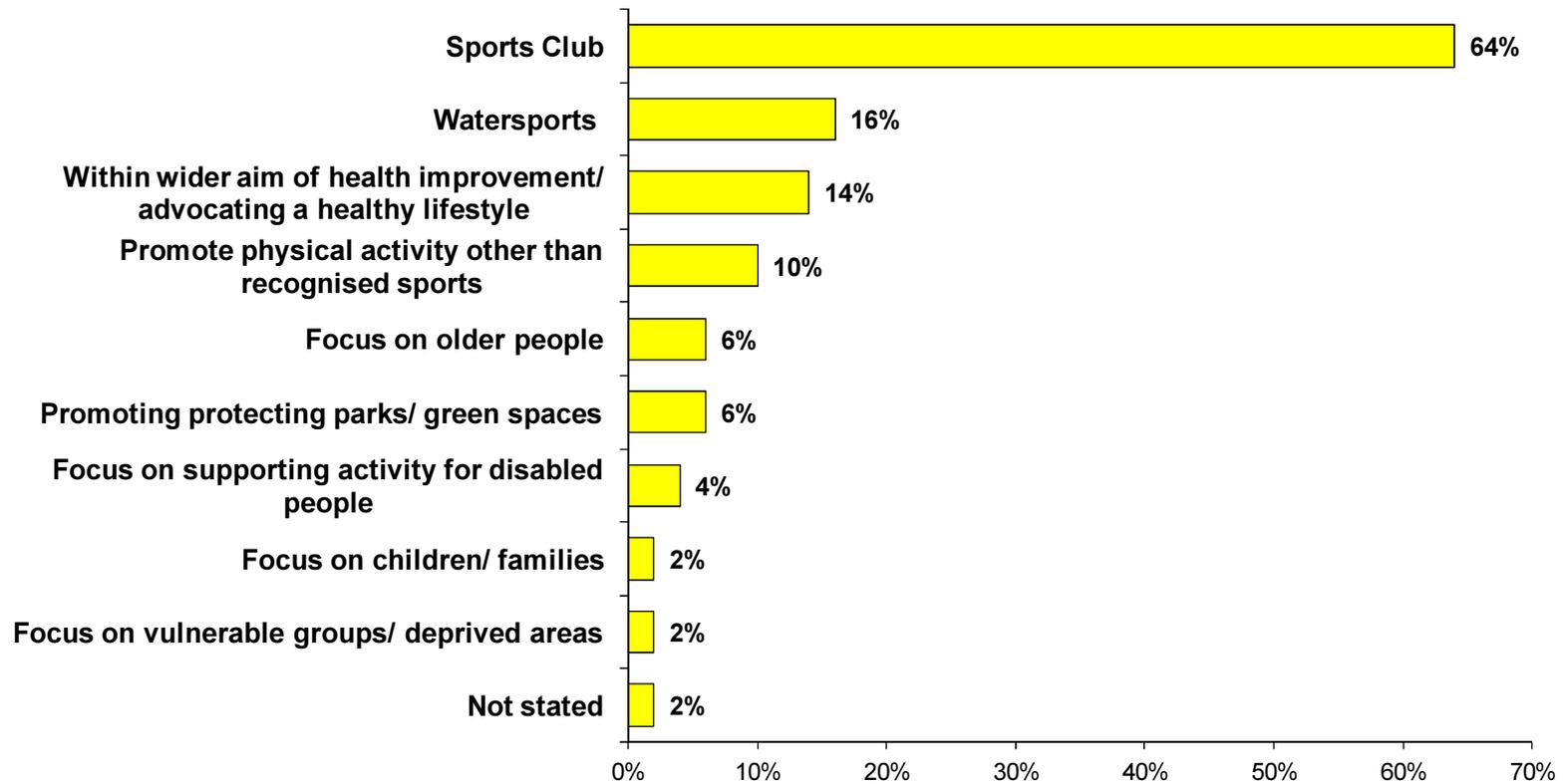
- Exeter City Council has the vision of Exeter becoming the most physically active city in England , encouraging those most at risk of inactivity to become active in everyday life.
- The Council's 2018-21 Corporate Plan focuses on three key areas:
 - **Tackling congestion and accessibility**
 - **Promoting active and healthy lifestyles**
 - **Building great neighbourhoods**
- The Council is working in partnership with Sport England to encourage active lifestyles through the Exeter & Cranbrook Local Delivery Pilot, and with Devon County Council improve mobility across the city.
- Exeter City Council's Exeter Live Better and Move More Draft Physical Activity Strategy (PAS) describes current activity levels and proposes priorities and principles for encouraging active lifestyles.
- The Draft Report on Built Facilities, Playing Fields, Pitches, Play Areas, Parks and Open Spaces sets out in more detail how the Council intends to promote physical activity.
- Both documents are being consulted on. In March 2019, the Council commissioned Marketing Means to collect responses to key elements of both the PAS and the Draft Report from two key groups:
 - a) Exeter residents, via a face-to-face survey conducted in-street;
 - b) Stakeholders via an online survey

Survey Method

- The survey was run as an online consultation, open to any stakeholder to participate by accessing an open web-link prepared by Marketing Means and hosted in Snap Surveys software.
- The questionnaire was designed by Exeter City Council and Marketing Means. Included at key points of the questionnaire were verbal and graphic summaries containing key information drawn firstly from the Physical Activity Strategy (PAS) and then on four topics from the Report, namely Built Facilities, Community Play Areas, Playing Fields & Pitches, and Parks & Open Spaces. Respondents gave their responses to several questions, mainly open-ended in nature, after reading each summary (and potentially having followed a link to read the full PAS and/or Report documents).
- Exeter City Council promoted the web-link to stakeholders, and the link was open from 26th March 2019.
- The average interview length was intended to be no longer than about 15 minutes, but given its online nature the stakeholder respondents were able to save their progress and return to the link later. They could then provide further thoughts having had more time to consider the topics in question.
- Marketing Means received 50 responses from stakeholders by the final deadline of 7th May 2019. A further 52 stakeholders opened the questionnaire but provided no responses beyond the first few questions.
- Not all provided their views on each section, so base sizes for the charts and tables included in this report vary across the different topic areas covered within the consultation.

Stakeholder characteristics

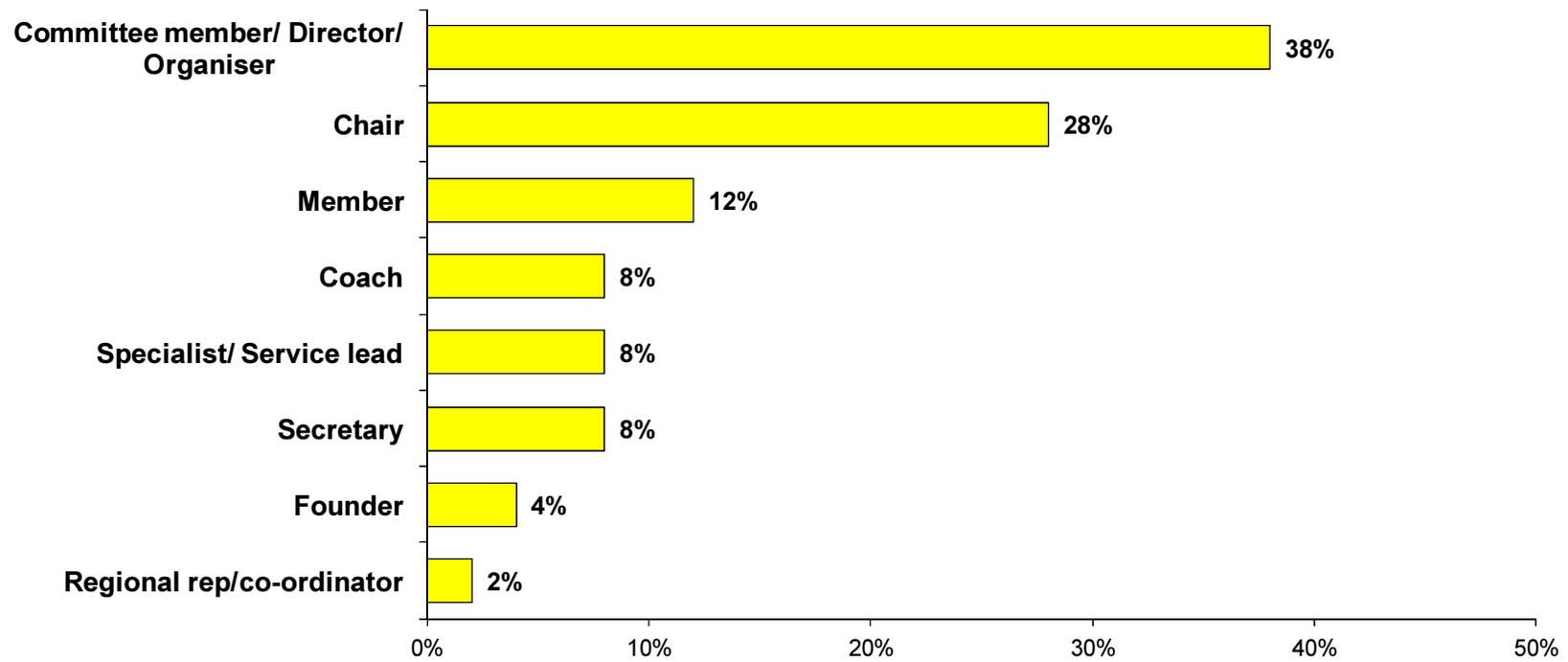
Type of organisation



Source: Marketing Means 2019

Base: All respondents (50)

Role of respondent



Source: Marketing Means 2019

Base: All respondents (50)

Response to statements about the Draft Physical Activity Strategy (PAS)

Draft Physical Activity Strategy - Summary

1 EXETER LIVE BETTER & MOVE MORE DRAFT PHYSICAL ACTIVITY STRATEGY

What is our vision?



- To become the most physically active city in England, and to encourage those most at risk of inactivity to become active in every day life.

The 2018-2021 corporate plan [Exeter Corporate Plan 2018-2021](#) describes the key activities for the City Council, focusing on three strategic programmes:



Tackling congestion & accessibility



Promoting active & healthy lifestyles



Building great neighbourhoods

Why is being active important?



- It improves health and wellbeing, increases productivity and reduces depression and loneliness.
- Walking and cycling can reduce congestion and improve air quality
- Move more, sit less – as little as 10 minutes of activity a week makes a big difference

10 minutes can make a difference



move more sit less

How active are we in Exeter?



- 1 in 4 women and 1 in 7 men are considered 'inactive' i.e. do less than 30 mins of moderate activity per week
- On average, children spend more than 3 hours a day sitting even more at weekends
- One of the slowest moving cities in the UK, 36,000 commuters travel by car into the city for work every day



2 EXETER LIVE BETTER & MOVE MORE DRAFT PHYSICAL ACTIVITY STRATEGY

What is our approach?



- The biggest gain and best value for society is achieved by engaging people who are least active in daily life
- We are adopting a 'whole system' approach to increase physical activity



Improve population health & wellbeing



Reduce health inequalities



Promote community resourcefulness



Increase active travel

What does Whole System mean?



In plain English this means recognising no-one lives in a vacuum and tackling inactivity needs a root & branch approach including:

- The environment
- Transport
- Urban design
- Education
- Health care
- Local communities
- Sport & leisure provision

Our guiding principles

We are proposing to increase physical activity in Exeter by following these principles.

- Build from the bottom up
- Reduce inequality in participation
- Equal and inclusive approach
- Connect people with physical activity
- Whole systems approach
- Create a physical activity habit
- Make it fun
- Consistent Communications
- Make it visible
- Work together
- Evidence and evaluation

3 EXETER LIVE BETTER & MOVE MORE DRAFT PHYSICAL ACTIVITY STRATEGY

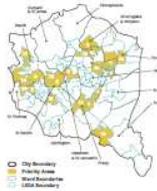
How we will deliver this strategy

We will focus activity and resources in the areas of greatest need.

Using data from a number of sources we can show that those at most risk of inactivity and poor health outcomes are clustered into pockets that generally form Exeter's 'deprivation crescent'.

Our aim is to focus on getting more people who live and work in the city to commute by cycling, walking and public transport. Helping us to reduce congestion, promote active environments as well as improvements in health and wellbeing.

Physical Activity Target Areas
View on our interactive map



Active Travel to Work Target Areas
View on our interactive map



+5,750
Additional Physical Activity Sessions per Week

+4,250
Additional Active Travel Journeys per Week

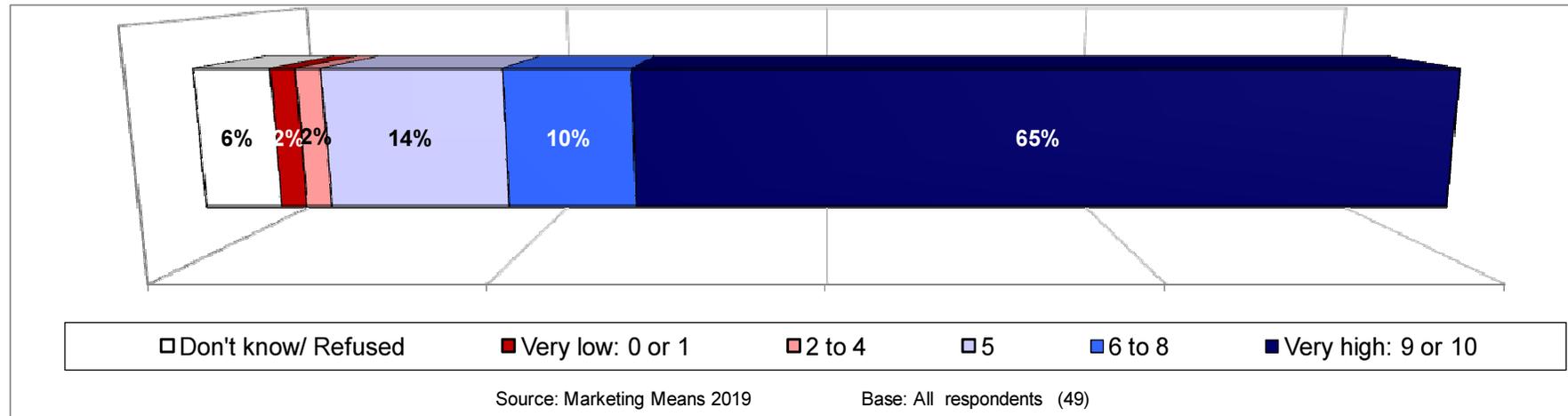
+10,000
Additional People with Active Lifestyles

Sport England is investing around £100 million across 12 pilot areas. Having been selected, our aim is to encourage 10,000 of the least active to lead regular active lifestyles:

Our key delivery platforms:

- Sport England Local Delivery Pilot, Wellbeing Exeter and Active Exeter Network
- Swimming Pools, Sports and Leisure Centres
- Playing pitches, playgrounds, parks and open spaces
- Walking and Cycling through Exeter Transport Strategy
- Housing Transformation Plan underpinned by 10 Active Design Principles
- NIC project aimed at tackling strategic infrastructure issues

How likely would you and your organisation be to commit to the Draft Physical Activity Strategy?



Reasons for views on committing to PAS

Comment	# of mentions
To increase sports participation/ physical activity	20
As part of a whole system approach/ Will improve health & wellbeing of community	15
We are committed/ Share aims of the PAS	11
To make sports/physical activity accessible to all/ Reduce barriers to participation	10
Facilities for sport/leisure need improvement/ Support improved built facilities	7
Focus too narrow/ Doesn't relate to our activity	6
Not my decision/ Not involved in decisions about that	4
To support families/children become more active	3
To maintain/increase our membership	3
Needs to include watersports	2

Reasons for views on committing to PAS: *Examples of comments frequently made*

Comment	# of mentions
<p>To increase sports participation/ physical activity <i>"One of our aims is to get more people active and physically and mentally 'well'."</i> <i>"We would love to see more people get back into/start the sport new."</i> <i>"Shared commitment to promote physical activity & recreation."</i></p>	20
<p>As part of a whole system approach/ Will improve health & wellbeing of community <i>"Any sort of initiative which improves the general health of Exeters population is bound to have a positive effect on our take-up of players."</i> <i>"(Our group) appreciate the importance of physical activity and its attendant benefits of friendship and wellbeing."</i></p>	15
<p>We are committed/ Share aims of the PAS <i>"We are already promoting an active life style."</i> <i>"We are aware of the positive impact that increased physical activity can have on individual health and wellbeing outcomes, particularly for those people who are the most inactive."</i></p>	11
<p>To make sports/physical activity accessible to all/ Reduce barriers to participation <i>"The community club would also develop other diversities e.g. womens football, veterans football and walking football etc."</i> <i>"We know the value of participation in these activities which for those on a low income are low cost."</i></p>	10

What role would you/your organisation like to play in developing the Live Better Move More Draft Physical Activity Strategy?

Comment	# of mentions
Can offer activities to those looking to become active	26
To help communicate the strategy to members/partner organisations	12
Help improve pitches/playing fields/parks/ built facilities (or advise on what needs improving)	8
Any role/ Not specific	4
Would like our views/ experiences to be heard in consultation process	4
Can offer venues/ facilities	2
Training provider for volunteers/ coaches	2
Promote via social media	1
OTHER	8
Needs to include watersports	2

What role would you/your organisation like to play in developing the Live Better Move More Draft Physical Activity Strategy?: *Examples of comments frequently made*

Comment	# of mentions
<p>Can offer activities to those looking to become active</p> <p><i>“There are initiatives such as walking hockey that would encourage inactive adults to take up hockey.”</i></p> <p><i>“We would like to grow our clubs to encourage more residents of Exeter to partake in our sports in and around the City of Exeter.”</i></p> <p><i>“We would simply like to be able to continue to do what we have done for the last 50 years at no cost to the Council - provide a valued facility and service to all members of the Exeter community, including disadvantaged groups, in order for them to be able to live better and move more.”</i></p> <p><i>“We could potentially organise, or help with games or activities related to it, and we have spaces in our group that children could be encouraged to take up.”</i></p>	26
<p>To help communicate the strategy to members/partner organisations</p> <p><i>“We would be very happy to encourage all our members to take part in other sporting activities that become available on the arena site.”</i></p> <p><i>“To communicate your work to our clubs, contacts, workforce, schools and other partners we work with.”</i></p>	12
<p>Help improve pitches/playing fields/parks/ built facilities (or advise on what needs improving)</p> <p><i>“We'd like to be consulted about the strategy and the success we've had with community led, free activity in an amazing green space”</i></p> <p><i>“The club currently feels let down by the available facilities in and around Exeter. All Exeter based pitches are in dire need of repair / upgrade.”</i></p>	8

What support would you/your organisation need from Exeter City Council in order to do so?

Comment	# of mentions
Improvement of facilities in Exeter/ Additional facilities to boost capacity/ Expand capacity of pitches	28
Find ways to secure additional funding/ Offer grants or subsidies to support physical activity opportunities	12
Include our sport/activity in the PAS	8
Communication/ Keep us informed	5
Council support/co-ordinate promotion of our sport/physical activity	5
Support what we already do	4
Supported already	2
Training of staff	2
Maintain current green spaces	1
OTHER	6

What support would you/your organisation need from Exeter City Council in order to do so?: *Examples of comments frequently made*

Comment	# of mentions
<p>Improvement of facilities in Exeter/ Additional facilities to boost capacity/ Expand capacity of pitches <i>“Eventually, we would like to be able to have a home on one of the sports pitches in Exeter.”</i> <i>“A better understanding of the facilities Exeter needs to advance a healthy attitude.”</i> <i>“To deliver our development plan and get more local children active, we need access to better facilities, football pitches and training pitches.”</i></p>	28
<p>Find ways to secure additional funding/ Offer grants or subsidies to support physical activity opportunities <i>“To unlock funding from Sport England the sports of canoeing; rowing; dragon boat racing; and SCUBA diving need to be mentioned in the City of Exeter Physical Activity Strategy”</i> <i>“Funding or ways to find funding for a parks sport and activity coordinator</i> <i>“We would appreciate it if the council would work with our club so that we can find the best way to raise funds to install a top hockey surface.”</i></p>	12
<p>Include our sport/activity in the PAS <i>“To be included in information put out by ECC, so that the profile of our club and the sport is raised within the Greater Exeter Area.”</i> <i>“Inclusion of watersports facilities currently and potentially available in Exeter to be included in the Strategy.”</i></p>	8

Views on Whole System Approach both as an idea and what would need to be done to make it a success

Comment	# of mentions
Good idea	15
Active travel needs to be promoted/supported	15
Coordinate different organisations efficiently/ Ensure stakeholders are fully involved	8
Need to support community-led activities/initiatives	5
Improve built facilities/ playing pitches	5
Broad communication/ accessibility is good	4
Provide facilities locally to reduce travel	4
Get the public onside/ Communicate well to public/ Convey how to become more active/ Listen to the public	3
Encourage/Develop/Protect use of parks/green spaces	3
Make best use of the water activity opportunities	2
Make good use of volunteers	2
OTHER	17

Views on Whole System Approach both as an idea and what would need to be done to make it a success: *Examples of comments frequently made*

Comment	# of mentions
<p>Good idea <i>"This is a good idea. Success depends of effective coordination and adequate resource."</i> <i>"Happy to support the ideas/vision already created by ECC."</i> <i>"A good start- and good for our sport."</i> <i>"Providing enjoyable and health benefitting activities would only enhance the enjoyment we get from our City."</i></p>	15
<p>Active travel needs to be promoted/supported <i>"It has to be better than it is now, the commute through Exeter is terrible at both ends of the day. To alter this through the idea of healthy lifestyles would be great."</i> <i>"In summer it's nice to drive as far as Cranbrook, park my van and cycle the rest of the way to work at Sowton. I look forward to the Park & Change hub that I believe you're building. I think the cycle tracks around Exeter are nice to have."</i> <i>"Until we treat the cause of the traffic problems in Exeter you cannot improve people's lives."</i></p>	15
<p>Coordinate different organisations efficiently/ Ensure stakeholders are fully involved <i>"Would be good to see the council having meetings with organisations like ourselves being smaller than the main ones such as football and rugby and also linking to some of the work for example other partners are doing such as the work I do with the University and other groups such as disability groups so improve partnership work for a range of partners rather than the select few"</i> <i>"You desperately need to get some delivery partners on board that have a proven track record of success, are innovative and encouraging and have the support of their local community."</i></p>	8



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