

REPORT to Council 23rd July 2019
REPORT to Executive 9th July 2019
REPORT to Place Scrutiny 25th June 2019

Report of: Director, Communities Health Wellbeing Sport and Leisure

Title: Exeter Live Better and Move More Physical Activity Strategy

Is this a Key Decision?

Yes

No

* One that affects finances over £1m or significantly affects two or more wards. If this is a key decision then the item must be on the appropriate forward plan of key decisions.

Is this an Executive or Council Function?

1. What is the report about?

1.1 This report describes the public consultation on the draft strategy and proposes minor changes to the original proposals following feedback and recommends the adoption of the revised Exeter Live Better and Move More Physical Activity Strategy.

2. Recommendations:

It is recommended that:

2.1 Place Scrutiny Committee considers the revised Exeter Live Better and Move More Physical Activity Strategy in the light of the overwhelming positive feedback from the comprehensive public consultation process and the minor amendments made to the original proposals.

2.2 Executive Committee considers the report and recommends that Council adopts the revised Exeter Live Better and Move More Physical Activity Strategy.

3. Reasons for the recommendation:

3.1 The draft strategy sets out the vision that Exeter will be the most physically active city in England by encouraging those most at risk of inactivity to become active in everyday life. It proposes a whole system approach and sets out principles and priorities for action.

3.2 The draft strategy sets out the opportunity that the Sport England Local Delivery Pilot status and investment presents within the context of a whole system approach promoting change at policy, strategic, organisational, community and individual levels. A key purpose of the draft proposals was to secure and align commitment from stakeholders to working across the system to deliver the vision.

3.3 An eight week consultation process has been undertaken on the draft strategy which attracted over 1,650 responses from residents and stakeholders. The consultation

included a mixture of methodologies to ensure a cross section of views and opinions were taken into account.

- 3.4 The draft strategy received high levels of support from residents as well as sporting, health and community organisations who responded to the survey, attended meetings and/or submitted responses. For example 94% of responses to the surveys support the overall vision, approach and priorities proposed.
- 3.5 75% of stakeholder organisations completing the online survey were willing to commit to working together to achieve the vision within the draft strategy as they share our aims of improving population health and wellbeing through increasing physical activity levels for individuals and communities.
- 3.6 A few improvements were suggested to the draft document which reflects the level of support for the proposals. Accessibility and active or sustainable travel related suggestions were the most frequently mentioned and a particular note was made of the need to include the quayside and canal as key assets for promoting physical activity.
- 3.7 The Exeter Live Better and Move More Physical Activity Strategy (July 2019) now being recommended for adoption has been revised to take into account these suggested improvements.

4. What are the resource implications including non financial resources.

- 4.1 This is a high level and strategic document that in itself does not require additional financial resources. Officer time will be utilised to draw up action and delivery plans and individual business cases will be developed as required.

5. Section 151 Officer comments:

- 5.1 There are no financial implications arising from this report for Council to consider at this time.

6. What are the legal aspects?

- 6.1 There are no specific legal aspects to consider in adopting the recommended strategy.

7. Monitoring Officer's comments:

- 7.1 This Policy raises no issues for the Monitoring Officer

8. Report details:

- 8.1 The Draft Physical Activity Strategy provides the overall direction for increasing physical activity in Exeter and securing and aligning commitment from stakeholders. It sets out the ambition for increasing levels of physical activity for all. The vision is that Exeter will be the most physically active city in England by encouraging those most at risk of inactivity to become active in everyday life.
- 8.2 The draft strategy was launched in April 2019 and a public consultation exercise was undertaken between 27th April 2019 and 10th May 2019 to gather views and opinions

from the public and stakeholders on: the vision; the whole systems approach; guiding principles for action and priorities for delivering the strategy.

8.3 The public consultation included:

- Targeted engagement with key partners and stakeholder bodies with an interest in physical activity.
- Online publication of the draft strategy with printed and accessible versions available from the Civic Centre.
- Launch of an online resident & stakeholder questionnaire along with a specific activity@exeter.gov.uk 'have you say' mailbox.
- A face to face in-street resident survey commissioned with an independent agency.
- Two public consultation events held in the Guildhall at which residents and stakeholders could formally provide their views, answer the survey and leave comments with council officers.

8.4 The consultation attracted over 1,650 responses from individuals and organisations.

- 999 residents took part in a representative face to face survey (Appendix A)
- 218 residents completed the on-line questionnaire (Appendix A)
- 50 stakeholders completed the on-line questionnaire (Appendix B)
- 90 direct responses to active@exeter.gov.uk (Appendix C)
- 300 visitors to the Guildhall

8.5 Full details of the on-line & face to face survey reports, written responses and face to face conversations with residents are all contained in the appendix.

8.6 As demonstrated in charts 1 and 2 below, the draft strategy received high levels of support from Exeter residents in the representative face to face survey. 74% strongly supported the draft Physical Activity Strategy rising to 94% overall. Only 1% disagreed with the strategy with 5% either not expressing an opinion or giving a neutral response (see Appendix A for the full resident survey report).

8.8 91% of residents responding agreed with the statement that '*These are the right priorities for Exeter*' when asked in relation to the draft strategy. Furthermore, 95% agree with the statement that '*The aims and approach recommended are fair and reasonable*'

8.9 This high level of support extends across age groups, family types and activity levels of residents. The over 65s are the least positive but even this has to be taken in the context that nearly nine in ten are in favour.

8.10 Few improvements were suggested which in part reflects the level of support but also the limitations of such questions in surveys. Accessibility and active or sustainable travel related suggestions were the most frequent. 4% felt unable to comment without more specific detail.

Chart 1: Resident Views on Draft Physical Activity Strategy

Q. To what extent do you agree or disagree with these statements regarding the draft Physical Activity Strategy?

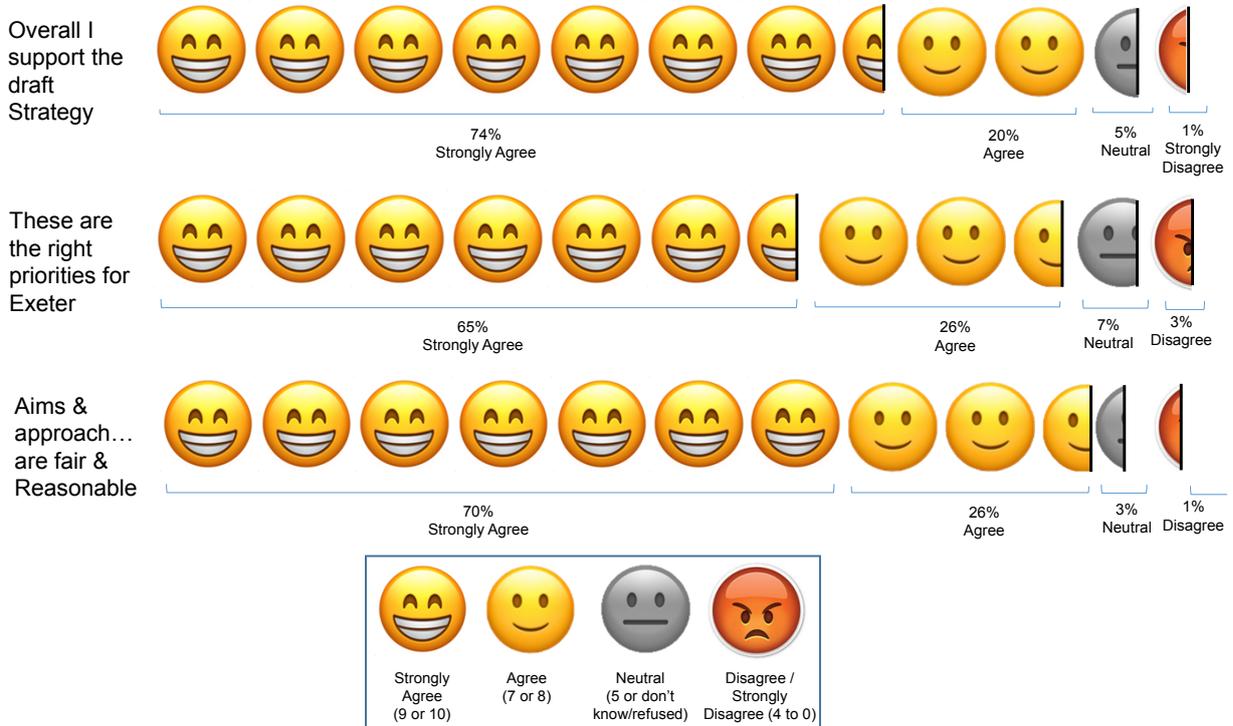
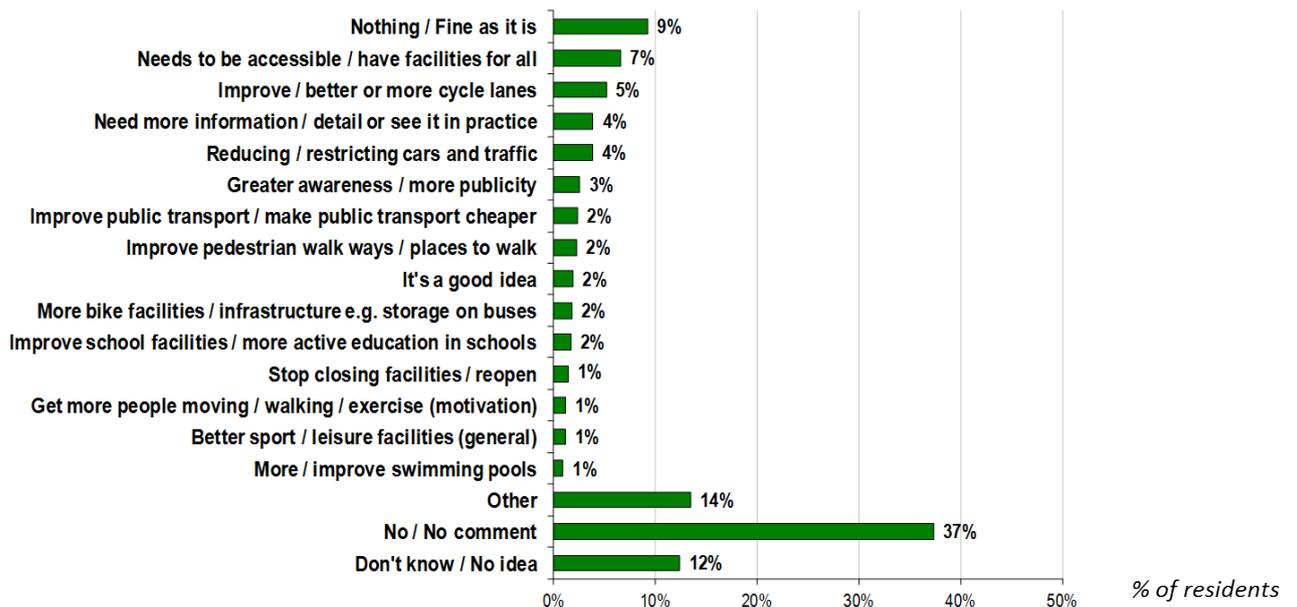


Chart 2: Resident Proposed Improvements to draft Physical Activity Strategy

Q. How could the draft strategy be improved? What else would you like it to cover?



Source: Marketing Means representative survey of Exeter residents April/May '19

Base: All residents surveyed (999)

- 8.11 Encouragingly 75% of stakeholder organisations completing the online survey were willing to commit to working together to achieve the vision within the draft strategy as they share our aims of improving population health and wellbeing through increasing physical activity levels for individuals and communities. A further 21% were uncertain at this point i.e. answering either don't know/refuse or giving a mid-point response (5/10). The full Stakeholder Survey Report can be found in Appendix B and full list of stakeholders responding to the consultation can be found in Appendix D.
- 8.12 Written stakeholder submissions echo the above points with the addition of strong support for a whole system approach providing there are clear links to other City strategies and priorities. A plea to enhance the aspiration for active travel and for on-going Investment in facilities.
- 8.13 Few amendments to the draft strategy were suggested which reflects the high level of support. However there were some helpful comments that mostly relate to Section 5: Delivering the Strategy (full details can be found in Appendix B & C). These suggested changes have been incorporated into the final strategy as they helpfully clarify and make explicit:
- Links to the Liveable Exeter Transformational Housing Plan previously listed at the Housing Transformation Plan.
 - The quayside and waterways as a destination and resource to increase physical activity.
 - Walking and cycling Infrastructure as part of the Exeter Transport Strategy.
 - Minor amendments have been made to make it clear that data quoted from Active Lives was current at the time of publication
- 8.14 Appendix E sets out the revisions that have been made following feedback to the strategy which Council is now being asked to adopt.

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

- 9.1 The Physical Activity Strategy will contribute to the Corporate Plan objectives of tackling congestion and accessibility; promoting active and healthy lifestyles and building great neighbourhoods.

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

- 10.1 The risks to the successful implementation of the Physical Activity Strategy include lack of stakeholder engagement and the investment required to deliver on the strategy. Significant investment in built facilities is already in place from the Council and additional investment is anticipated for community developments through the Sport England Local Delivery Pilot. The partnership approach implicit in the Pilot may identify other funding opportunities and priorities in order to deliver the goals of the Pilot. These risks will be monitored as the plan develops, and steps taken to mitigate as appropriate.

11. What is the impact of the decision on equality and diversity; health and wellbeing; safeguarding children, young people and vulnerable adults, community safety and the environment?

- 11.1 Areas with high levels of physical inactivity are more deprived. There are higher incidences amongst deprived populations of the types of conditions / diseases caused by inactivity. There are some pockets in the City where deprivation levels are amongst the top 20% of deprived areas in the Country.
- 11.2 Congestion impacts air quality and those areas with the worst air quality also tend to be more deprived. There is also a higher incidence amongst deprived populations of the types of diseases that are exacerbated by poor air quality. This is why the strategy sets out a clear vision to focus resources on those groups and communities most likely to face social and economic barriers to healthy and active lives.
- 11.3 There is no identified negative impact on people with protected characteristics as set out in the Disability Act (2010) created as a result of the vision, priorities, approaches and principles set out in the strategy. However physical activity and sport participation levels for some groups with protected characteristics can be lower than in other groups of the population. Therefore programme delivery plans connected to this strategy will monitor impacts for those particular groups.

12. Are there any other options?

- 12.1 The proposals in the draft strategy have been widely endorsed through the consultation process so no alternative options are being considered.

Director

Jo Yelland

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

Background papers used in compiling this report:-

None

Contact for enquires:
Democratic Services (Committees)
Room 2.3
01392 265275