

# Every Day Active



HEADLINES FROM ACROSS OUR PROGRAMME

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Cranbrook residents being active together in the Country Park

## OUR 'EVERY DAY ACTIVE' STRATEGY

A few words from Cllr Josie Parkhouse,  
Portfolio Holder for Leisure Services and Physical Activity

It has been great for the Live and Move team and wider partners to be spending time during the summer outdoors at various health & wellbeing events, community engagement days, cycle festivals and creative workshops on the Exeter Green Circle. These have been well attended, well received, fun and valuable to be a part of.

Behind the scenes we've been working on creating a new strategy document, which is an illustration of the ways we are working now, having learned what we have learned over the past few years.

The changes you might notice, to our strategy and approach, are not new but are the result of a gradual evolution of our work according to feedback from partners, experience working with communities and systems, and our ongoing reflective learning with our external Evaluation partner, SERIO.

We have distributed a preview of the Live and Move Every Day Active Strategy, which we are grateful to say has benefitted from all of your input, thanks to all our stakeholders.

In the coming weeks, you'll also see our website updated with the new language, artwork and a downloadable PDF of both the full strategy and a pack for sharing with partners and communities.

We look forward to sharing more about what we have learned and where we are headed as we look to grow and accelerate projects that are working to support more people in Exeter and Cranbrook to be active every day.

As ever, get in touch with any questions, suggestions or just to say hello... and join in with #ShareYourMoves by keeping active as the summer fades into a brilliantly coloured autumn!

**Josie**

Exeter and  
Cranbrook,  
where everyone  
can have an  
active lifestyle  
everyday.

Our Vision

# Place Based, Community Led

An important part of what we do is our 'Place Based Approach'. To us, this means working with communities to support the projects that are meaningful and can make a difference to them.

In practice, this might mean not only offering funding for activity sessions, but also training local volunteers to equip them with skills to arrange or lead sessions themselves.

We're currently working with 'Activity Groups' in various areas in Exeter and Cranbrook, including local community members and volunteers, representatives from schools and local councillors and leisure staff, to identify ways we can create opportunity for more people to lead active lives, every day and for the long term.

Working  
together  
in places, with  
people and  
communities, to  
make everyday  
lives better.

## Our Mission



**Live  
& Move**

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## LIVE AND MOVE PROGRAMMES

- Place Based, Community Led
- Wellbeing Exeter & Wellbeing Cranbrook
- Cranbrook
- Active Travel & Environments
- Exeter Green Circle
- Community Leisure Partnership

## WELLBEING EXETER

## The Be Active Team

### Wellbeing Exeter & Wellbeing Cranbrook

The Wellbeing Exeter Community Physical Activity Organisers, or CPAOs, are funded by Live and Move and focused specifically on building communities around physical activity and building physical activity opportunities into communities. They work to promote 'Be Active', one of the 5 Ways to Wellbeing that form Wellbeing Exeter's approach to community work and social prescribing.

The Be Active Team have been working closely with our project managers to develop pilot projects at a hyper local level, which they hope will motivate and inspire people to get involved not just by moving more in their own every day lives, but also by training or volunteering to support others on an ongoing basis to be more physically active.

Key projects at the moment are working with organisations that provide for the homeless, taster sessions for This Girl Can in Wonford (with Exeter Leisure), Wellbeing Walks on the Exeter Green Circle and consulting with place based activity groups to knit systems and levels closer together to make tangible, community led change.



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## Newtown

### Low Traffic Neighbourhood

We're really excited about our partnership with Devon County Council and Exeter City Council, to make improvements to the Newtown area. We undertook a consultation with residents last year and have designed several different options to make it easier to walk and cycle in the area. This includes semi-permanent schemes to safely get to school, reach the city centre and access the St. Sidwell's Point leisure centre.

Options are in later stages of design and will be going to planning departments for feedback, to be presented to council for information in the near future.

There will be another chance for the local community to have their say about how best to use green spaces included in the designs.

This is a great example of how we can work together for lasting change

## Inclusive Communities

Our Inclusive Communities project with Inclusive Exeter was designed to create more opportunities for people from Exeter's Asian and BAME communities to be physically active in their spare time. The project has been popular throughout its three month pilot.

We've now agreed to extend the provision of activities for a further 6 months, while Inclusive Exeter work on the best ways to make sure the programme of regular social physical activities continues into the future. We're seeing the beginnings of behaviour change as groups opt to be active together as a preferred way to connect, rather than simply meeting in a space.

## Community Leisure Partnership This Girl Can

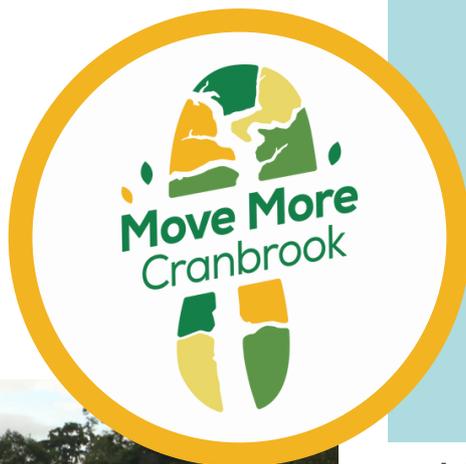
We've teamed up with Exeter Leisure and Sport England's This Girl Can campaign, to provide 12 weeks of free activity sessions to women in the Wonford area. The project includes a wide variety of classes in leisure centres, community venues and outdoors. The project is already a huge success, with over 70 people having signed up to date, and rising. Participants have the chance to try out new activities, on their doorstep, and grow a support network around being active and having fun together. We're offering incentives such as loyalty cards and gifts, and will learn a lot through our evaluation process about how to remove the barriers women in Exeter face when it comes to being active in every day life.



# Cranbrook

Move More Cranbrook have been busy this autumn. New branding has been developed with Live and Move's support, a process which involved the whole group giving input by email and on the WhatsApp group. The colours were inspired by views of the countryside around Cranbrook and the tread of the footprint (resembling a walking shoe rather than a sport) forms the shape of the well known and fondly named 'Cranbrook Tree', an ancient, weather worn specimen that stands proudly in the country park.

We also commissioned a local photographer to take images of recognisable Cranbrook landscapes and people and families being active together. It was fantastic to have these assets in time for the launch of the Move More Cranbrook activity challenge.



## 12 moves in 12 Months

Earlier this year, Cllr Josie Parkhouse became the portfolio holder for the Live and Move programme. Josie has taken up the mantle of 12 the Moves in 12 Months series, a joint project with Exeter City Council, that aims to showcase a different activity each month that is being delivered in Exeter for local residents.

This autumn, Josie is focusing on getting out in nature as an accessible way to move more. She'll be spending time on the Exeter Green Circle and joining in with the This Girl Can campaign we are running with Exeter Leisure.



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## Activity Challenge

Move More Cranbrook and Live and Move have teamed up with the BuddyBoost app to launch an autumn challenge to get people being more active together as the weather changes.

The challenge is to do 26 minutes of any chosen activity, on 26 days throughout October and November. This brings weekly levels closer to government guidelines for physical activity.

The Move More Cranbrook Activity Challenge invites community members to download the BuddyBoost app and form small 'Buddy Groups' within a Cranbrook social media type feed. Buddy Groups can share their daily activities with each other and celebrate each other's achievement, motivating Buddies to complete their activity.

### Join our Move More Cranbrook activity challenge this October!

Download app by 1st October  
Use community code: MOVEMORE



**Move More Cranbrook**

Download the app or learn more:



**BuddyBoost**

There are three teams, named after areas of the country park: Long Meadow Frogs, Great Meadow Badger and Stone Meadow Otters. Even primary school pupils and secondary students can join in with the challenge, without the need for a smart phone or app. We've provided printed sheets to log their daily activity and 'mood'. The hope is that the children will motivate other family members to join in, and in the process of this fun, community challenge, they'll also learn how being active supports our mental wellbeing as well as our physical health.



# Exeter Green Circle



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Over the summer we have been working with GoJauntly, who we commissioned to digitise the Exeter Green Circle route as part of our awareness and improvement project. So far, they've mapped and photographed over a dozen different walks on the Green Circle, which users can look up to choose a walk to go on, or use while they are out and about as a guided tour.

We facilitate the Exeter Green Circle working group, including Devon Wildlife Trust (who manage the Valley Parks that the Green Circle's 12 mile walking route wends its way through), and land owners Exeter City Council, Devon County Council and the University of Exeter.

This working group have identified a number of areas for maintenance, installed more wayfinder signs and are looking for further opportunities to improve accessibility and make the route even easier to find and navigate.

The Evaluation team have been finding out how well people in Exeter know the Green Circle and how they use it. We discovered that, though many people use the green spaces close to them, not many know that these natural gems are part of a larger route that circumnavigates their city.

To address this, we're currently creating a video and running a month of content about what the Exeter Green Circle is, where it is and why it's a great place to spend some time and get moving this autumn and winter.

Exeter



## Northernhay Gardens Stroll

🕒 30m / 0.9km ☆ 1

## The Hoopern Valley Walk - Clockwise

🕒 1hr 30m / 3.5km ☆ 1

## Canal and Riverside Connector Walk

🕒 2hr 30m / 6.3km ☆ 0

## The Redhills Walk



## Local Walks

As part of our project around the Exeter Green Circle, we realised we needed to find out more about how local communities were able to or wanted to use the sections close to their neighbourhoods. We commissioned two locally based organisations to run a series of creative and active events, walks and community talks, to see what we could learn.

Initial feedback showed us that accessibility was important. How to get to the route? Are there enough places to sit down? Is the footpath suitable for a buggy? Are there routes on flat sections or without gates?

We're awaiting full feedback from one of the partners we commissioned, Burn The Curtain, and outdoor theatre group. They've been holding magical, arts and crafts sessions and storytelling walks to bring some magic to the Green Circle and show local people what sort of fun can be had on an every day walk close to home.

