



#ShareYourMoves



# Live and Move **Everyday Active** Strategy

2022



**Cllr Josie Parkhouse**  
Exeter City Council's portfolio holder for Leisure Services and Physical Activity

## Foreword

**I'm incredibly proud to be the Portfolio Holder for Leisure Services & Physical Activity, with responsibility for Live and Move. I can see the work that has already been done and the impact the team are having in our communities in both Exeter and Cranbrook.**

This strategic framework you are about to read marks a refocusing of our work. A significant part of what was called the Sport England Local Delivery Pilot is learning - honest data-led insight into what has been working, and what challenges lay ahead.

It comes at a critical time for the city, when the cost of living crisis and economic situation presents even more challenges to our communities.

Keeping active and healthy is getting harder, travelling is getting more difficult, and people and communities are under pressure on lots of fronts.

Live and Move exists to address the health inequalities that can be tackled through increased physical activity, contributing to making everyday lives better.

My commitment is that we will do everything we can, use every lever we have, to reduce health inequalities and support people to get on the path to a healthy and active life.

None of this work could be done without all our partners. This is especially true in our communities and I'd like to say a heartfelt 'thank you' to everyone working towards making a better city.

By bringing people together and working alongside individuals, organisations, communities and policy makers, we will influence strategies, remove barriers, and change things for the better.



**Cllr Nick Hookway**  
East Devon District Council's Portfolio Holder for Tourism, Sport, Leisure and Culture

**As a new town in East Devon that will eventually accommodate up to 8,000 homes, we are eager to deliver our ambitious plans for Cranbrook. We are striving to embed the health and wellbeing of residents at the heart of everything we do, as the town continues to develop and grow at pace.**

Work has already started on creating a 21st Century town centre including space for shops and community facilities such as a health and wellbeing hub, a leisure centre, a skatepark, children's centre, youth centre and library. These facilities are vital to ensuring active and healthy residents and they will build on the communities' own passion for wellness, exemplified through their motivation to create community health groups, for example, wellbeing workouts, netball, football, running and family walking groups. Such facilities will lead to increased community trust, inclusivity, and sense of belonging.

We are very excited about the future of Cranbrook. Live and Move has a critical role to play - helping us to reach out and grasp unique opportunities to encourage and support residents to realise their healthy futures.



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# Meaningful Behaviour Change

## Note from our Director, Jon-Paul Hedge

The Live and Move programme has developed through a partnership between Exeter, Cranbrook and Sport England as part of the national Local Delivery Pilot programme. Increasing physical activity involves a complex range of interventions and support to enable meaningful, long term behaviour change. Sport England is working with 12 places across the country to identify how physical activity can tackle health inequalities, you can find more information [here](#).

There are often huge differences in the health and wellbeing of people living even just streets away from each other. This health inequality became starker during the Covid pandemic. Our collective recovery from Covid, along with cost of living difficulties faced by so many, has made the work of Live and Move, and all of the pilots across the UK, even more significant.

Through programmes and approaches such as Wellbeing Exeter and Move More Cranbrook we are identifying ways to support people to be more active in their everyday lives. We've been on a steep learning curve with this work and have pivoted our programme more than once when the insights or data has shown us this was the right thing to do.

People choose many different ways to be active, be it walking, cycling, exercising, gathering with friends and family or taking part in a club, activity or class. Working with individuals and communities as early as possible is key to supporting the health, social and economic benefits that increased physical activity brings.

Whilst Exeter is a city with high rates of physical activity compared to the national average, there are significant pockets of high deprivation and poor health outcomes. There is a significant health inequality gap with a wide range of life expectancy

between the most affluent and most deprived wards. In Cranbrook, the identity of a new town, rapid population growth and an evolving formal community infrastructure is making us question traditional approaches to developing sport and activity as a way of life.

The impact of the pandemic on activity levels, health outcomes and widening inequalities is significant. Our own local fieldwork has identified that residents in our poorest neighbourhoods are **3 TIMES** more likely to be inactive than the mainstream population. In particular, those on low incomes and from culturally diverse communities have seen a fall in activity levels and a decrease in general health and wellbeing. Our programme is changing and adapting as people's attitudes to community, work, health and wellbeing have changed dramatically in the last two years.

Through working with Sport England, we are aiming to contribute towards the significant challenges and opportunities outlined in the Uniting the Movement strategy by offering our learning and insight on how to tackle inactivity in Exeter and Cranbrook. Through the remainder of our funded programme to 2025 we want to continue testing ideas, growing what is working, and sharing our learning with local, regional and national partners and networks.

We want to embed physical activity within strategy, organisations and communities to help make Exeter and Cranbrook a healthier place to live and ensure our work has an impact on future national policy and approaches.

Reducing inequalities, supporting more movement and uniting our communities in opportunities to be active every day.

## Uniting the Movement, our contribution in Exeter and Cranbrook



- 1 Exwick
- 2 Redhills
- 3 St Thomas
- 4 St David's
- 5 City Centre
- 6 Newtown
- 7 Mincinglake
- 8 Beacon Heath
- 9 Whipton
- 10 Wonford
- 11 Countess Wear
- 12 Cranbrook

..... The Exeter Green Circle

The biggest gain and best value for all comes by supporting people who are least active to move more in their everyday life.

Through extensive data analysis 21 Priority Lower Super Output Areas, plus Cranbrook were identified as the focus for Live and Move. People don't identify with LSOAs, though, they live in places. Using a Place Based Approach, we're working with the 12 communities you can see mapped above.

Population of Exeter and Cranbrook: 133,016\*  
Population of Live and Move Area: 38,713\*

\* based on 2020 ONS population data & Cranbrook population estimates

# This is Live and Move Exeter and Cranbrook

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

## 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, everyday.



## 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.

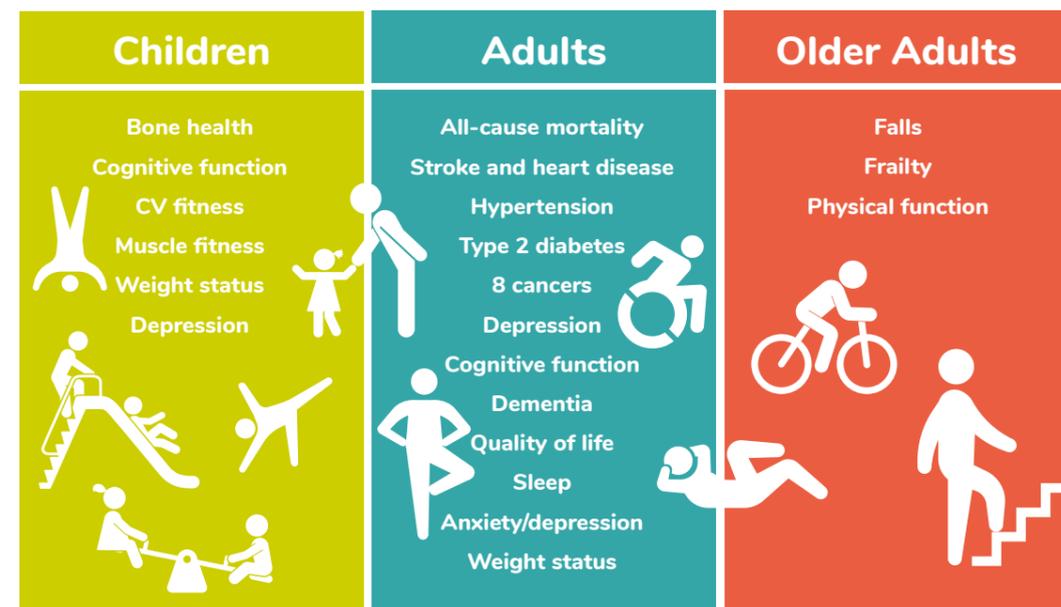
**Working together in places, with people and communities, to make everyday lives better.**



# Why being active matters

Being Active is good for you, for society, the environment, and the economy.

The health and wellbeing benefits of regular physical activity for all age groups are supported by compelling evidence.



Cumulative Health Benefits of Physical Activity Across Ages, as described by CMO 2019

The Government's 'Sporting Future: A New Strategy for an Active Nation' identifies 5 big benefits of physical activity

- 1 Physical Wellbeing** – it can give a huge boost to our health.
- 2 Mental Wellbeing** – it contributes to enjoyment and happiness, and more broadly to life satisfaction.
- 3 Individual Development** – it improves educational behaviour and attainment, and can improve employability.
- 4 Community Development** – it can bring people together from different backgrounds.
- 5 Economic Development** – sport and physical activity contributes £39 billion to the economy, reduces health and social care costs, crime, and through active travel it is part of tackling climate change and congestion.

**“If physical activity were a drug, we would refer to it as a miracle cure, due to the great many illnesses it can prevent and help treat.”**

UK Chief Medical Officers' Physical Activity Guidelines, September 2019

# ‘Some is good, more is great’

Those who do the least activity stand to benefit the most; any increase in physical activity is positive, although, the more we do, the more benefits we're likely to notice: 'Some is good, more is great'.

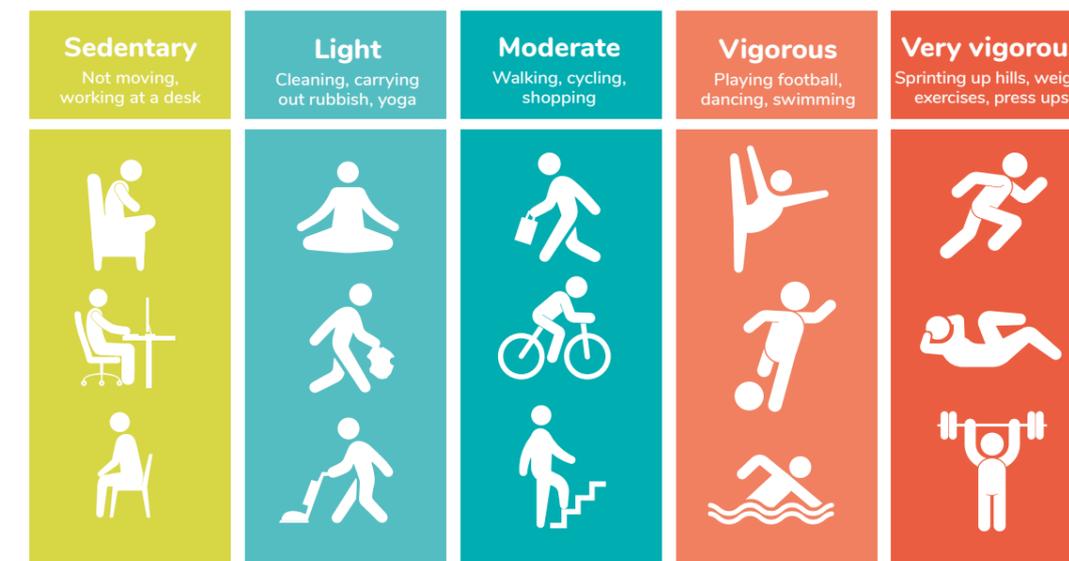
Live and Move is focused on individuals who are currently inactive, and supporting the adoption of everyday active lives. We encourage people to aim for a small increase in 'moderate to vigorous' activity (the type that you can talk through, but not sing); this can make a world of difference to wellbeing. Recommended activity levels and guidelines are important, but nothing is more important than the first step on a journey.

### Sport England Physical Activity Classifications:

**Active** = 150 minutes of moderate to vigorous activity per week

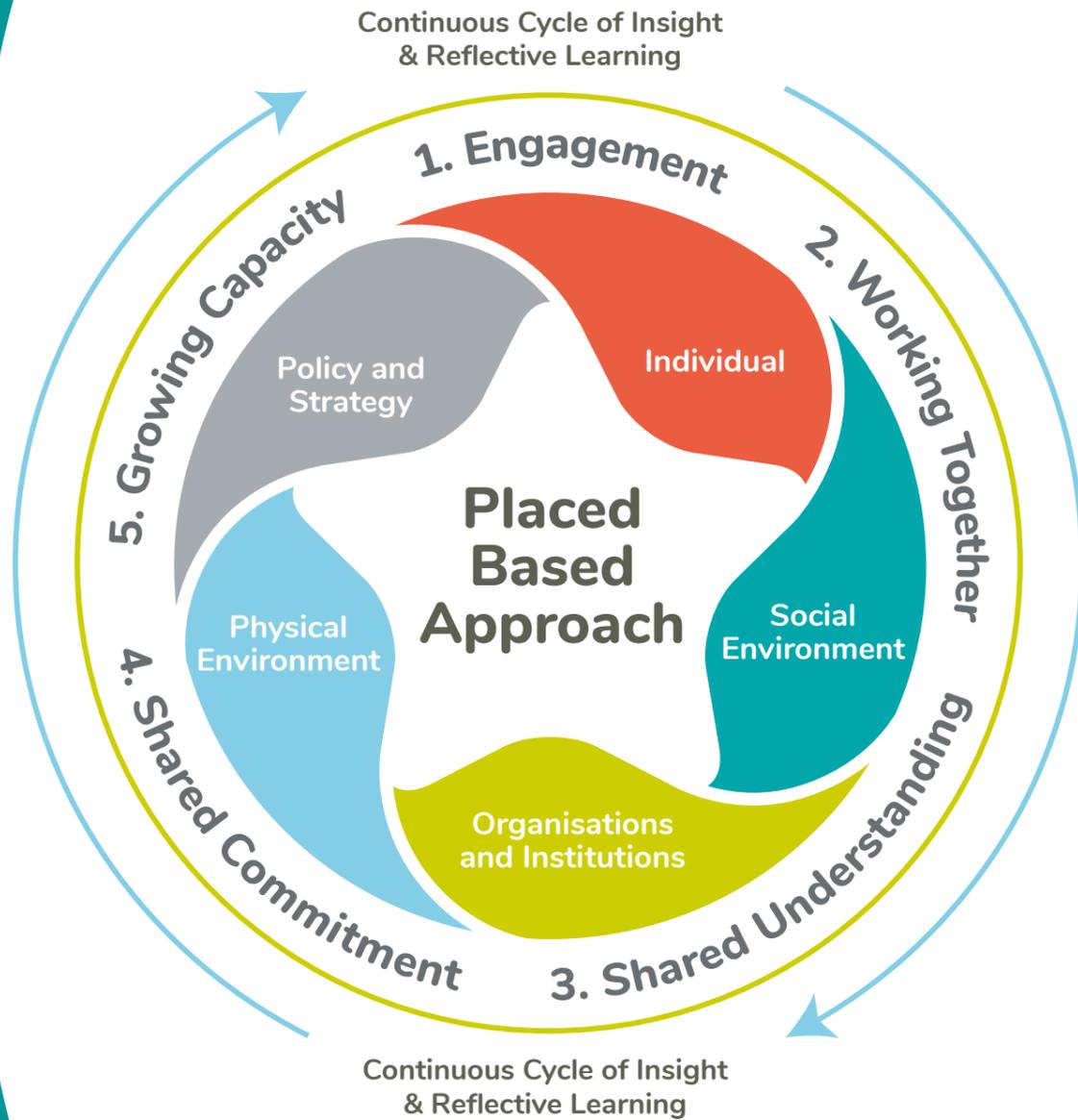
**Fairly Active** = 30 to 149 minutes of moderate to vigorous activity per week

**Inactive** = less than 30 minutes of moderate to vigorous activity per week



Types of physical activity and their intensities, as described by CMO 2019

Find out more about physical activity and its benefits at:  
[Chief Medical Officers Physical Activity Guidelines 2019 Sport England 'Why we are here'](#)  
[World Health Organisation 'Physical Activity' 2020](#)



Place Based Star Model: Samuels, Varley & Wellings, 2022

## Live and Move Approach

There are many factors that shape how active we are. Much like the benefits of physical activity, those influencing factors run from the individual themselves, all the way through society and include local and national policy frameworks. Personal motivation is important, but the odds on change happening goes up if that combines with, for example: safe and affordable, supportive social networks, and say, a strategic cycle network. To support long term behaviour change we need to think big, and adopt a Whole Systems Approach (WSA) for Physical Activity that touches on all these influences.

Live and Move takes a Whole Systems Approach and combines that with a Place Based Approach (PBA). Combining the two puts the systems we seek to change in the context of the communities where inequality is experienced. It gives definition; recognising that for change to be real and sustainable it has to be 'rooted in the distinctive mix of local characteristics and insights of the people who live and work there'\*

Live and Move's Star Model, is our way of visualising the approach. It starts with the community, applies an Asset Based Community Development approach, and seeks to understand the systems that impact physical activity locally. At each point of the Star is one of the elements of the inter-related systems that Live and Move aims to engage with. We work with an external evaluator to learn about what work to do to make the greatest impact; this is a data-led approach backed by ongoing evaluation and process learning.

\* Sport England National Evaluation Partner for Learning definition of PBA.

## Live and Move Values

The Star Model defines our approach - the What? - and our values guide our team behaviours - the How?

**"If you always do what you've always done, you always get what you've always gotten."**  
 Jessie Potter, Director, National Institute for Human Relationships, 1981

**"Organisational openness...emphasises transparency in all areas and free unrestricted access to knowledge and information. It also incorporates and promotes positive collaboration and cooperative management and decision-making, with an emphasis on learning as opposed to being right."**  
 Oxford Review, Sept 17

**"The most powerful habits are those that come completely from within"**  
 Dr. Matt Johnson, Psychology Today, Jan 21



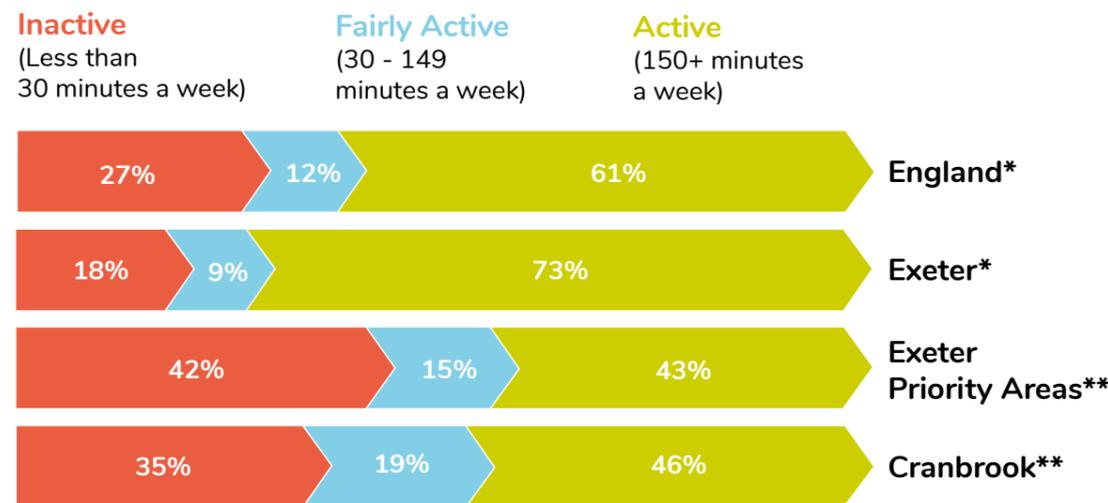


## How active are we now?

Exeter is one of the most active cities in England, well above the national average. Exploring that overall success story in more detail, however, reveals areas where inactivity levels double. Those are the communities that Live and Move are partnering with.

The COVID-19 pandemic has, undoubtedly, impacted physical activity levels across the country. That impact, though, has not been evenly felt, even within our Priority Areas. 27.8% of 'Professionals' (social grade NS-SEC 1-2) are inactive compared with 50.5% of those who tend to be in insecure employment (social grade NS-SEC 6-8). The picture is similar in Cranbrook.

COVID-19, and reactions to it, also opened up an activity gap not seen before. In November 2020, Asian and British Asian residents reported levels of inactivity 16% points higher than their White counterparts; driven by a multitude of factors that sadly included racism. These insights led to the work with diverse communities, undertaken by Inclusive Exeter, supported by Active Devon and Live and Move. By 2022 that gap had narrowed to 10% points but clearly there is much more work to do.



\*Sport England's Active Lives Survey, fieldwork Nov 2020/21.

\*\*Live and Move's Local Active Lives Survey, fieldwork Mar-Apr 2022.



**Inclusive Exeter are a community led organisation bringing together people from diverse communities across Exeter.** Their mission of fostering better integration and reduced isolation has made them powerful partners to deliver the Inclusive Communities project, working with Live and Move to increase opportunities for people from culturally diverse communities to be active together.

Working in partnership, we've launched a programme of free, open to everyone physical and sports activities, from which we hope to learn more about how to support diverse communities to find their 'everyday active'.

## Partner Case Study

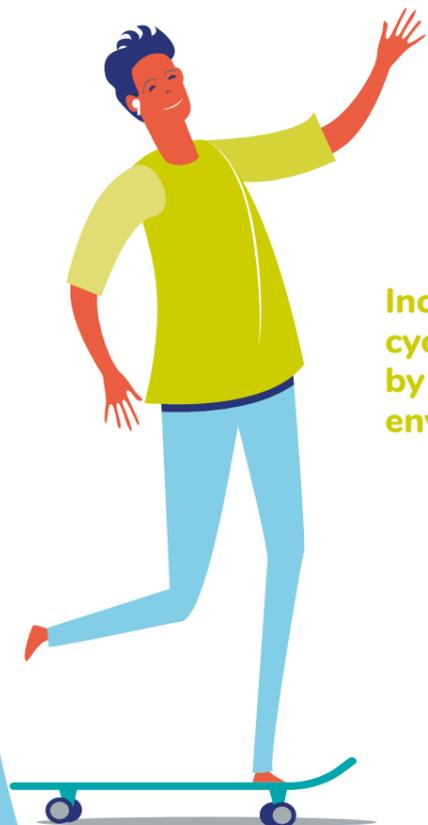
“Something I particularly like about the Walking Groups is how friendly everyone is. We don't just get physical exercise, we get the chance to talk and put the world to rights - all very therapeutic and builds you up for the rest of the week.”

*Inclusive Communities project participant*

## Inclusive Communities

# Three Sustainable Outcomes

Live and Move is focused on delivering three sustainable, strategic outcomes, through our place-based, community led approach.



Increased physical activity and adoption of active and healthy lifestyles.

Increased walking and cycling levels supported by an active travel friendly environment and culture.

Increased community trust, inclusivity, and sense of belonging.



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

Live and Move's three sustainable outcomes set a course toward long-term change, with work continuing through Sport England's Uniting the Movement strategy.

Live and Move and Uniting the Movement: increased physical activity and connectivity.



A narrowing of stubborn health inequalities and reduction in the life expectancy (at birth) gap between the most and least deprived populations.

Active Travel and low traffic neighbourhoods are the norm.

Empowered communities leading change, and 'owning' local spaces.

# Three Long Term Impacts



# Live and Move Programmes

The table illustrates the core programme areas and how each contribute towards achieving our 3 Sustainable Outcomes

Delivering against our outcomes:

			
Place Based Programme/s	✓	✓	✓
Wellbeing Exeter & Wellbeing Cranbrook Programme/s	✓	✓	✓
Cranbrook	✓	✓	✓
Active Travel & Environments		✓	✓
Exeter Green Circle	✓	✓	✓
Community Leisure Partnership	✓		✓

 **Increased physical activity and adoption of active and healthy lifestyles.**

 **Increased walking and cycling levels supported by an active travel friendly environment and culture.**

 **Increased community trust, inclusivity, and sense of belonging.**



## Partner Case Study



# Wellbeing Exeter & Wellbeing Cranbrook

Wellbeing Exeter and Wellbeing Cranbrook Community Connectors, working with the Community Builders and Community Physical Activity Organisers funded through Live and Move, have been integral to our learning about how to support people who are inactive into a more active everyday lifestyle.

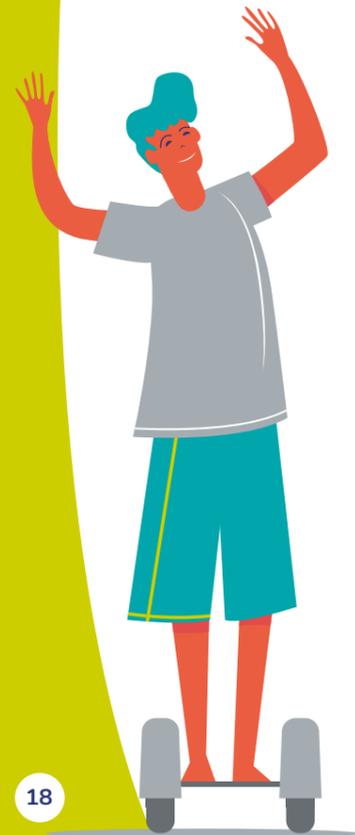
The first steps to physical activity often begin way before the forming of a new active habit, before even the first try at a physical activity.

This is why working closely with social prescribing initiatives and other community interest organisations is vital to our impact as a programme.

One Connector met with a lady every few weeks, initially meeting at the lady's house due to her anxiety, before suggesting meeting for a coffee at a local supermarket, slowly encouraging and supporting her to get out of the house, and be more active.

This lady told us how the one-to-one support instigated change for her:

**“One leads to the other; if you have the confidence to go to places, and to do the physical things, then your physical health will improve.”**



## Place Based, Community Led

The Live and Move evolution brings together our Network & Capacity and Active School Communities programmes, into a single Place Based, Community Led package. On the face of it this may seem like a radical move, but in fact it is an evolution that has been taking place for sometime, and was shaped by our continuous reflective learning.

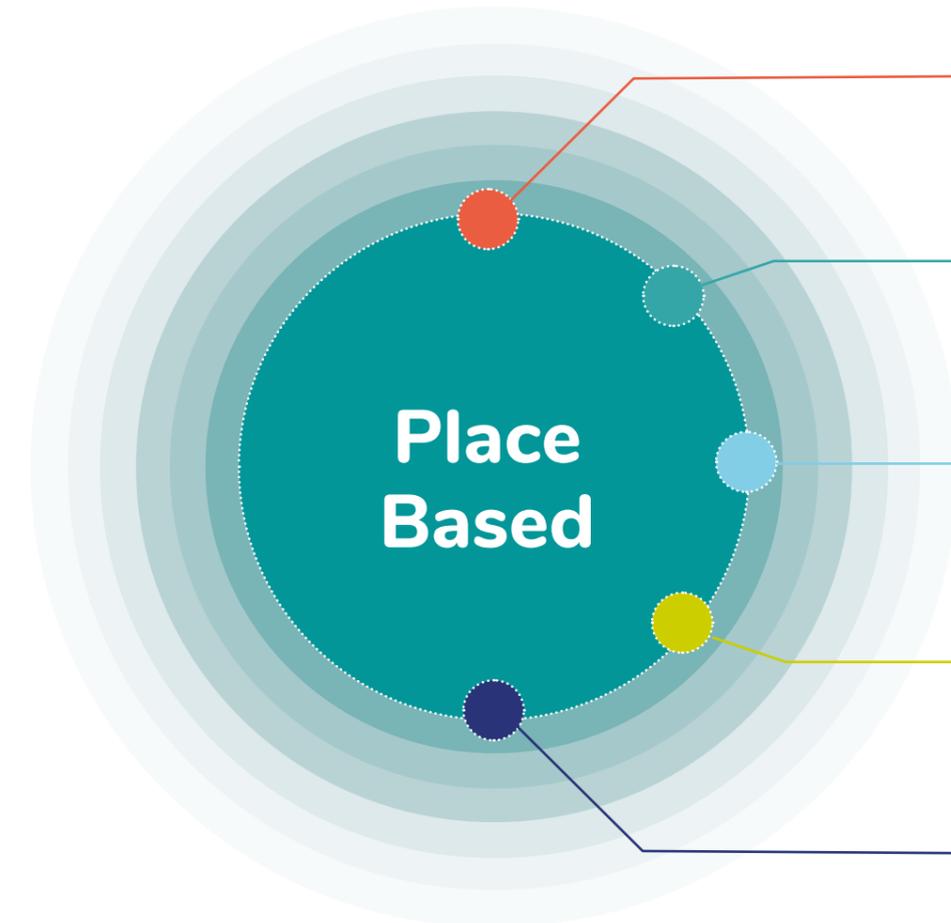
School Community Hubs and Activity Groups are to merge, with school leaders joining other community representatives, in co-creating and championing community led networks and opportunities. The great school led initiatives, such as the Bike Repair project, Enrichment programme, and the 'This Girl Can' focused Cranbrook Trampoline project will still be supported, with a stronger emphasis on community engagement.

The Development Fund, designed to support community 'test and learn' ideas, such as PHAT Health, will now include an 'Accelerator Fund', designed to take those ideas that shine to the next level.

To further support sustainable activities, Live and Move will look to partner with existing people and organisations working with communities, to boost reach and impact.

Inclusive Communities, delivered in partnership with Inclusive Exeter, will continue its work with Asian and British Asian communities, reflecting insights about the disproportionate impact of COVID and related racist acts on those communities.

Live and Move wants to expand Leisure services out of the usual spaces and closer to local communities. We are looking for ways to connect our Leisure Teams with the communities they belong to and enhance what they can offer.



## Place Based, Community Led

### Community Development/Accelerator Fund

The Community Development Support Fund, with an 'Accelerator Fund' bolt on – a mechanism by which larger-scale, follow-on accelerator funding is awarded to initiatives that show promise.

### Community Activity Groups

An Activity Group/Community Hub scheme, creating new multi-sector community networks, and working with/enhancing existing networks. Developing an Activity Group toolkit as a blueprint for other communities.

### Community Partners

Potential sourcing of appropriate delivery partners in priority areas; devolving budget to them to boost reach and impact; delivering through them.

### Growing Leisure Capacity

Targeted programme of training for Leisure staff, which sings to Live and Move objectives. Using Leisure to boost capacity in a sustainable way.

### Inclusive Communities

Inclusive and accessible wellbeing and physical activity opportunities developed for and by Asian/British Asian communities.



# Wellbeing Exeter & Cranbrook: Social Prescribing & Community Development

Wellbeing Exeter is a key partner and part of Live and Move, providing a network of **Community Connectors** (social prescribers), **Community Builders** (Community Development), and developed specifically for Live and Move **Community Physical Activity Organisers** (CPAO – physical activity development & ‘capacity building’).

Since the inception of Live and Move, Community Connectors have had over 4,000 referrals, more than 500 of which were referred with physical activity requirements. Wellbeing Exeter now covers families and young people as well as adults with multiple referral routes, including the recently added Inclusive Exeter connector, recruited to help close the ethnicity activity gap in Exeter.

Builders and Organisers have played important roles in providing avenues to activity, as well as nurturing community provision through offering activities such as Wellbeing Walks, delivering Taster Days, attending Community Activity Groups, and supporting start-up groups, such as PHAT Health.

Wellbeing Cranbrook was launched in 2020, extending the Wellbeing Exeter model to Cranbrook and adapting slightly to reflect local priorities.

As Live and Move evolves, Wellbeing Exeter & Wellbeing Cranbrook will be exploring opportunities to link more closely with health and social care, beyond primary care, reflecting a trend that has already started with young person referrals from schools.

As Primary Care Networks are increasingly receiving direct NHS funding to social prescribing roles, Live and Move is looking at opportunities for place based partnerships.



## Social Prescribing

Social prescribing through Community Connectors, operating via GPs, but also via additional services. A focus on schools for young people social prescribing.

## CPAOs

A team of Community Physical Activity Organisers operating across Exeter, creating activity opportunities, and supporting people to get active.

Wellbeing Exeter  
Wellbeing Cranbrook

Ongoing Training and Development Review, to take place on an annual basis, and inform a programme of upskilling, as appropriate.

## Training & Development

Strategic links/partnership/influence with primary care, but broader than this, to also include additional dimensions of health and social care.

## Health Partnerships



## Cranbrook

**As one of our 12 Live and Move communities, Cranbrook is represented across the many facets of Live and Move. However, given its size, rapid growth rate, and unique demographics (there are large numbers of young families compared to the national average), it has its own programme.**

Move More Cranbrook, an existing group of local people and organisations, joined Live and Move, as the Cranbrook equivalent of an Activity Group. The Cranbrook Steering Group, with representatives from East Devon District Council, Cranbrook Town Council, Live and Move, and Move More Cranbrook, is there to support with system change at the policy and environmental levels. Both groups are chaired by a Cranbrook resident. Working together in this way has led to some exciting ideas and plans to co-fund opportunities for the community.

The Move More Cranbrook Grant scheme has gained real momentum, as the long impact of COVID recedes. Nearly, £15,000 has been awarded this year, to diverse groups including: Nordic Walking, Dads & Kids activity sessions, Wellbeing Workouts, entry level netball, and Cranbrook Strollers parent and child walking group.

Move More Cranbrook have asked Live and Move to support with a volunteering scheme, to engage the community in providing more physical activity opportunities.

Cranbrook Education Campus (CEC), another key local partner, are hosting a multi-agency Community Hub. Live and Move are co-funding the Community Hub Manager, alongside CEC, a role that will work with local partners to support areas of mutual benefit.



**Community Hub**  
On-going funding and support for community development through funding for Community Hub Manager.

**Community Volunteers**  
Volunteering incentive partnership to foster greater community engagement. Focus on fun and sustainability.

## Cranbrook

**Move More Cranbrook & Cranbrook Steering Group**

Move More Cranbrook creates new multi-sector community networks, working with and enhancing existing networks. Cranbrook Steering Group, set up by Live and Move, supports system change at policy and environment levels.

Extension of Grants Programme beyond 2023, with additional support for recipients.

**Move More Cranbrook Grants**



## Active Travel & Environments

**Live and Move have been working to increase walking, cycling and community use of public spaces.**

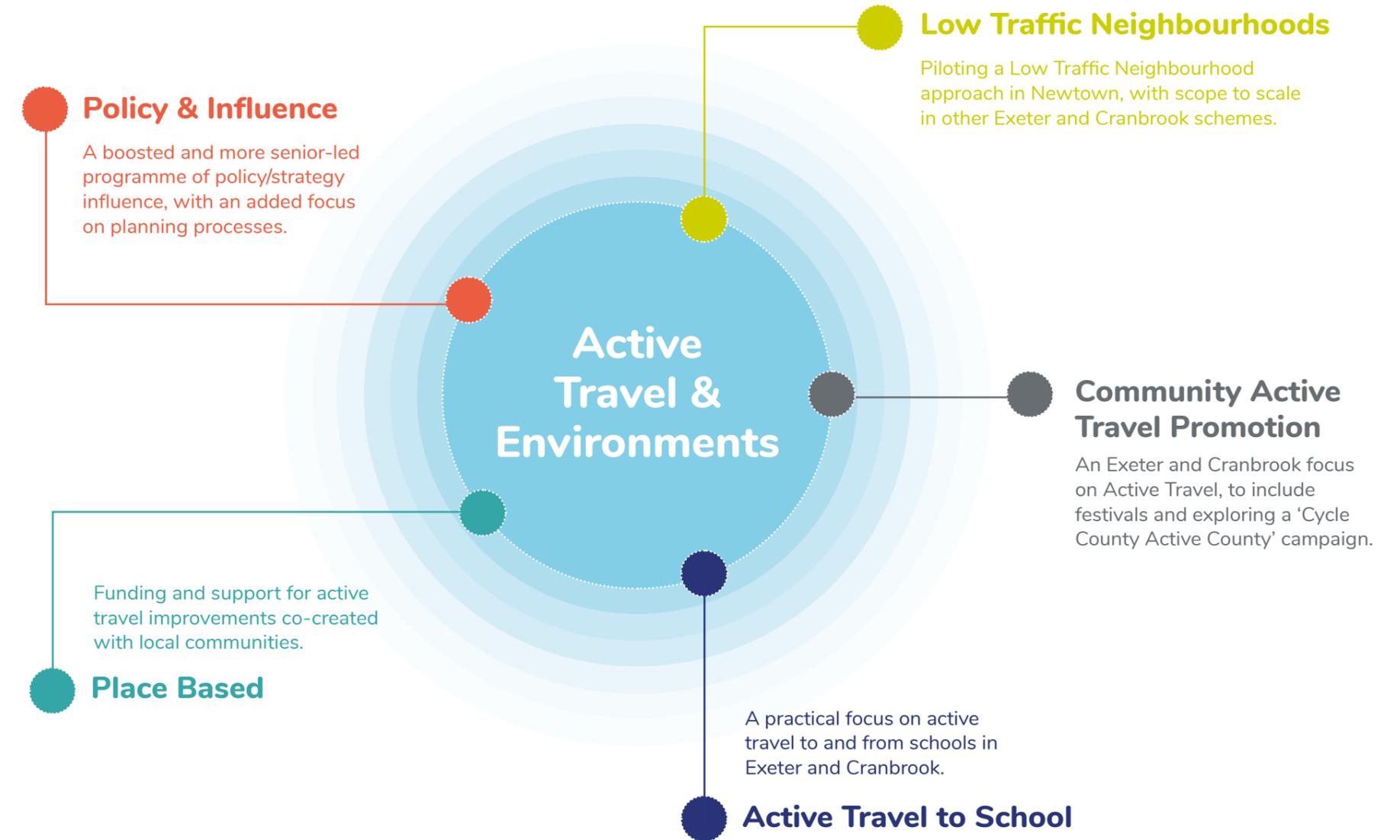
Among others, Live and Move has partnered to deliver: 2 school streets supporting active travel to school at Ladysmith and Whipton Barton schools, 2 play streets on Lower King's Avenue and 5 cycle festivals in Wonford, Mincinglake/Pinhoe, Cowick Barton, Newtown/Whipton, and Cranbrook.

We work with partners and the local community to develop plans that will prioritise active travel within the road network, promoting walking, cycling and community connection. This is our Low Traffic Neighbourhoods work, which is also being delivered through the Exeter Local Plan and Liveable Exeter.



Play Streets and School Streets are now a sustainable offering, embedded into Devon County Council's services. Our Low Traffic Neighbourhood work in Newtown, which is to be delivered through a developer-led partnership, is a prime example of the whole systems and partnership approaches Live and Move adopt. We are now focusing greater attention on:

- **Place Based:** funding and supporting improvements co-created with local communities.
- **Policy & Influence:** recognising that Active Travel & Environments changes cannot always take place solely within a community, Live and Move are looking to embed active design principles at planning stage, and influence the strategy/policy dimension, focused on the Cranbrook Plan and Liveable Exeter, delivering the Exeter Plan.
- **Active Travel to School:** information packs for every school in Exeter to try and influence travel choices. The Active Travel to School Aspiration will also be launched.





## Green Circle

**The Green Circle is a focal point of Exeter and its surroundings; integrating access to nature, heritage and nurturing an inspirational resource for local communities to utilise. The 12 mile route, circumnavigating Exeter, is made up of five shorter walks: Ludwell Valley, Mincinglake, Redhills, Hoopern Valley, and Alphin Brook, which pass through many of the most beautiful natural green spaces in the City.**

The Green Circle runs through, or is adjacent to, ten of Live and Move's priority areas. Evidence suggests that there is a positive relationship between awareness of, proximity to, and a sense of ownership of urban green spaces.



Live and Move have created a Working Group to fix the basics, responsible for maintenance and planning, and representing all the landowners: Devon Wildlife Trust, University of Exeter, Devon County Council and Exeter City Council. With their support, the first phase of signage improvements has been completed.

GoJauntly, a free 'walking app for everyday outdoor adventure' have partnered with Live and Move to digitise the Green Circle, through engaging, curated walks, while also adding shorter accessibility friendly routes. Smartphone and app usage is high in our priority areas, and this offers another route to engagement. If this initial 'test and learn' proves successful, Live and Move plan on digitising the many historic and cultural walks in the area.

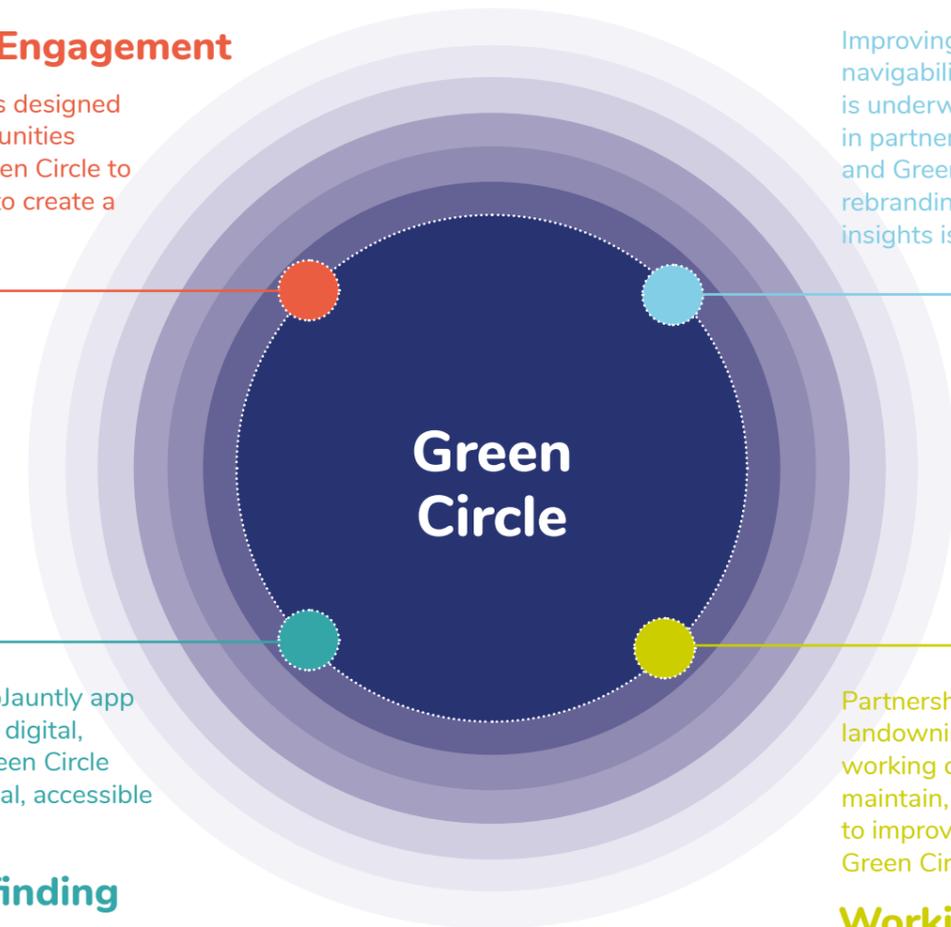
Finally, Live and Move have partnered with physical activity and arts focused local organisations in two of the Valley Parks, to shape a programme of community engagement, using ABCD, focusing on creating a connection and identity between the Green Circle and local residents, using very different approaches. If these test and learn projects deliver, Live and Move aim to roll them out across the Green Circle.

### Community Engagement

Local Walks projects designed to encourage communities neighboring the Green Circle to engage with it and to create a sense of ownership.

### Identity & Signage

Improving the signage and navigability of the Green Circle is underway, and will continue in partnership with ECC's Public and Green Spaces Team. A rebranding reflecting Local Walks insights is planned.



Partnership with GoJauntly app provider, to create a digital, curated series of Green Circle walks, with additional, accessible short loops.

Partnership of Green Circle landowning organisations, working collaboratively to maintain, and where possible, to improve accessibility of, the Green Circle.

### Digital Wayfinding

### Working Group & Maintenance



## Community Leisure Partnership

In 2020, Exeter City Council made the decision to 'in-source' leisure services in the city, and took the golden opportunity to re-focus priorities away from investor profit, and toward affordability. Accompanying this, the opening of St Sidwell's Point, the UK's first ultra-energy efficient Passivhaus leisure centre, and the redesign of the Riverside centre, offers the exciting promise of a new era for leisure in Exeter.

Live and Move are partnering with Exeter Leisure to work towards a shared goal of opening up leisure services to the widest possible audience, by working to remove barriers, and bringing leisure into the communities.



Live and Move are also excited to be in the early stages of a partnership with East Devon District Council and Cranbrook Town Council, to collaborate on delivery of the Leisure and Built Facilities Strategy, that has identified the need for a leisure centre with swimming pool in Cranbrook.

Current ideas for partnership:

- **Growing Leisure's Community Capacity** - training programmes
- **Wellbeing Partnership** - social prescribing
- **Place Based Leisure** – leisure staff attending community Activity Groups



### Growing Leisure Capacity

Targeted programme of training for Leisure staff, which sings to Live and Move objectives. Using Leisure to boost capacity in a sustainable way.

### Wellbeing Partnership

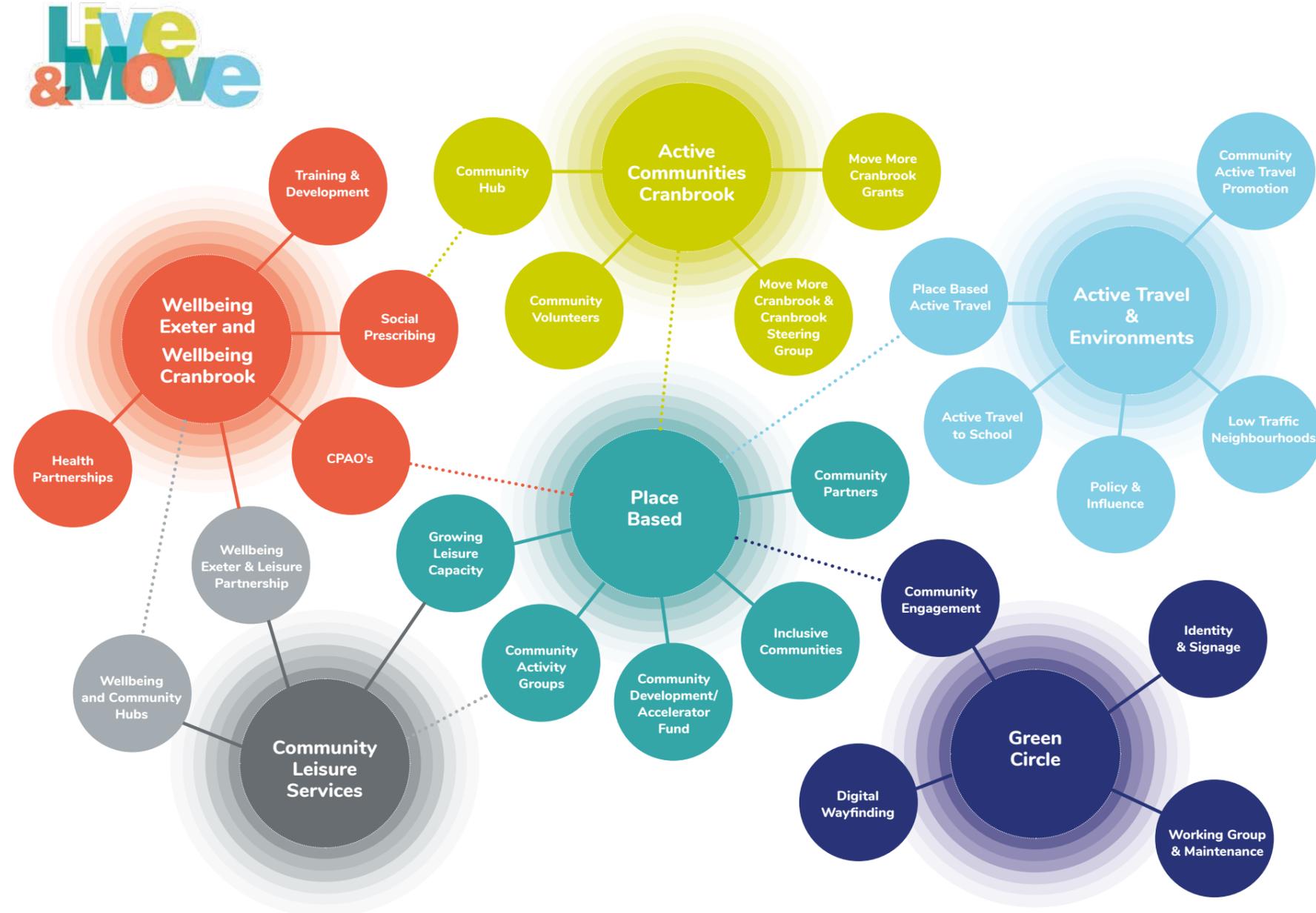
On-going partnership between Wellbeing Exeter and Exeter Leisure aimed at making leisure services more accessible and appealing to those who are inactive. Plans for new ways to design leisure memberships and support packages are underway.

## Community Leisure Services

### Wellbeing and Community Hubs

Representatives of local leisure centres will join Community Activity Hubs to work alongside communities to extend service provision.

### Place Based Leisure



## Partner Case Study

# Move More Cranbrook Grants

**Live and Move have supported Move More Cranbrook, a local group of strategic and community partners, to offer one-off small grants for projects proposed by the community.**

So far, we've assisted the local football club, a Nordic Walking practitioner, Running Club, Dads' baby & toddler group, family walking group, wellbeing workouts, and the Cranbrook Arrows netball team, to create opportunities for local people to join in with a community built around being active together.

The Grants not only support through funding, though. Live and Move work closely with project leaders to identify and support ways to make their projects last; be it training, connecting, or marketing support, we're there to offer each project the best chance of long term success.



**“Being part of a new town provides our residents with the exciting opportunity to shape and develop Cranbrook, not just for us, but for future generations, too. With access to the grants the Move More Cranbrook group can offer, now is the time for the ideas to flow and for trailblazers to step forward to seize that opportunity, to help build an active and healthy Cranbrook.”**

Move More Cranbrook Chairperson

## Partner Case Study

# Trampolining at Cranbrook Education Campus

“The confidence has come through really, really strongly... also, it gives those pupils an opportunity to potentially go down the road of coaching, it’s like a step ladder for them and it’s nice for them to actually take a little bit of a leadership role. It’s really nice to see them growing in that way.”

PE Teacher and Trampoline Coach



Following a stakeholder consultation, Cranbrook Education Campus (CEC) identified trampolining as an activity that secondary school students would like to try. The Live and Move school survey, completed in 2021, identified young female students and disadvantaged students as less active than other students; trampolining became a clear opportunity for these students.

Live and Move funded the purchase of trampolines, equipment and coaching for a series of after school sessions, along with training courses for older students to become trampolining coaches.

The feedback from staff, students and parents/ carers was overwhelmingly positive and there is encouraging scope for sustainable physical activity, through community trampolining sessions and upskilling of coaches. We’re looking at ways to apply this ‘try and train’ concept to other Activity Group projects.

## Influencing Strategic Programmes

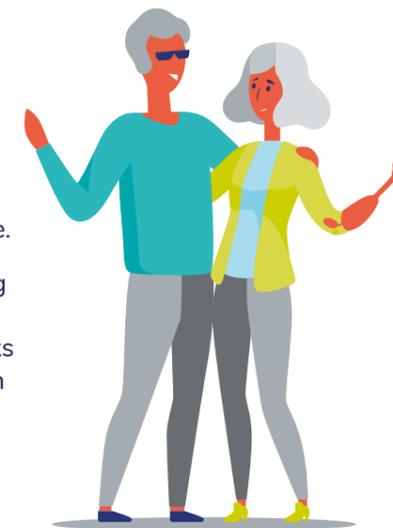
‘Policy Change & Influence’ programme led by the Director, Service Lead and Programme Lead, to maximise our long term impact.

We want the Live and Move approach, impact and learning to be embedded into a wide range of local strategies, programmes and networks. This helps our work achieve wide ranging benefits, to improve health and wellbeing far into the future. Our focus at policy level will be to shape, change, drive and influence a number of strategic plans and policies to embed active lifestyles as a priority.

### Strategic Influence Example

We’re working with Exeter City Council on their aspirational Liveable Exeter vision, which includes future neighbourhoods designed around active living, to promote walking and cycling in all aspects of daily life.

This includes working with the Local Cycling & Walking Infrastructure Plan, Exeter Plan, Transport Strategies and connecting to Parks and Green Spaces Strategies, partly through our work on the Exeter Green Circle.



### Strategic plans and policies we’re working with:

- 1 Sport England’s Uniting the Movement
- 2 The Cost of Living Crisis and tackling structural inequalities
- 3 Climate Change ‘Net Zero 2030’
- 4 Embedding of Active by Design Principles in the Liveable Exeter transformational housing programme
- 5 Local Cycling & Walking Infrastructure Plan & Transport Strategies
- 6 Supporting development of long term Physical Activity Strategies (Exeter and East Devon, physical activity, leisure and built facilities strategies)
- 7 Parks and Green Spaces Strategies (Exeter and East Devon)
- 8 Exeter City Council Corporate Plan and 2040 Vision
- 9 Exeter Plan
- 10 Cranbrook Town Council Strategic Plan

## #ShareYourMoves

**#ShareYourMoves** belongs to everyone, a way for us to have a conversation with people in Exeter and Cranbrook and share inspiration and ideas, creating more opportunities for everyday active lifestyle changes.

**#ShareYourMoves** first made an appearance during the pandemic, on social media and in community storytelling on the Live and Move and city council websites. The hashtag was picked up by local partners and community members, becoming a way to link all the varied work Live and Move are involved in without the need for traditional conversations about branding and ownership.

**#ShareYourMoves** belongs to everyone and as the central message for our public communications, it can evolve as each Live and Move partner needs it to, continuing into the future and beyond the life of this pilot.

We welcome anyone and everyone to join in with the **#ShareYourMoves** campaign and have a digital campaign pack, content strategy, pin badges and other supporting material, which we share with working partners, press and media and anyone else who believes in an **Everyday Active** life!



# Live & Move

#ShareYourMoves

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Website: [liveandmove.co.uk](http://liveandmove.co.uk) Email: [hello@liveandmove.co.uk](mailto:hello@liveandmove.co.uk)

