

Live & Move
#ShareYourMoves

Where it began - Dec 2017

“We wanted to test whether taking a behaviour change approach in a place could really unlock something ground breaking for the whole country, and find solutions that are genuinely sustainable for this new reality.”

(Sport England, 2020)

Sport England Local Delivery Pilots

“Towards an Active Nation”

**NEW APPROACH
TO DELIVERING
PHYSICAL ACTIVITY LOCALLY**



LOCATIONS:



RURAL PLACES



SMALL TOWNS



COASTAL COMMUNITIES



BIG CITIES

£100 MILLION
of National Lottery money across 12 local pilots

113 APPLICATIONS



19 PROPOSALS SHORTLISTED



12 PLACES SELECTED



REACHING:



PEOPLE FROM SOME ETHNIC MINORITIES



DISABLED PEOPLE



OLDER PEOPLE



WOMEN



PEOPLE ON LOWER INCOMES

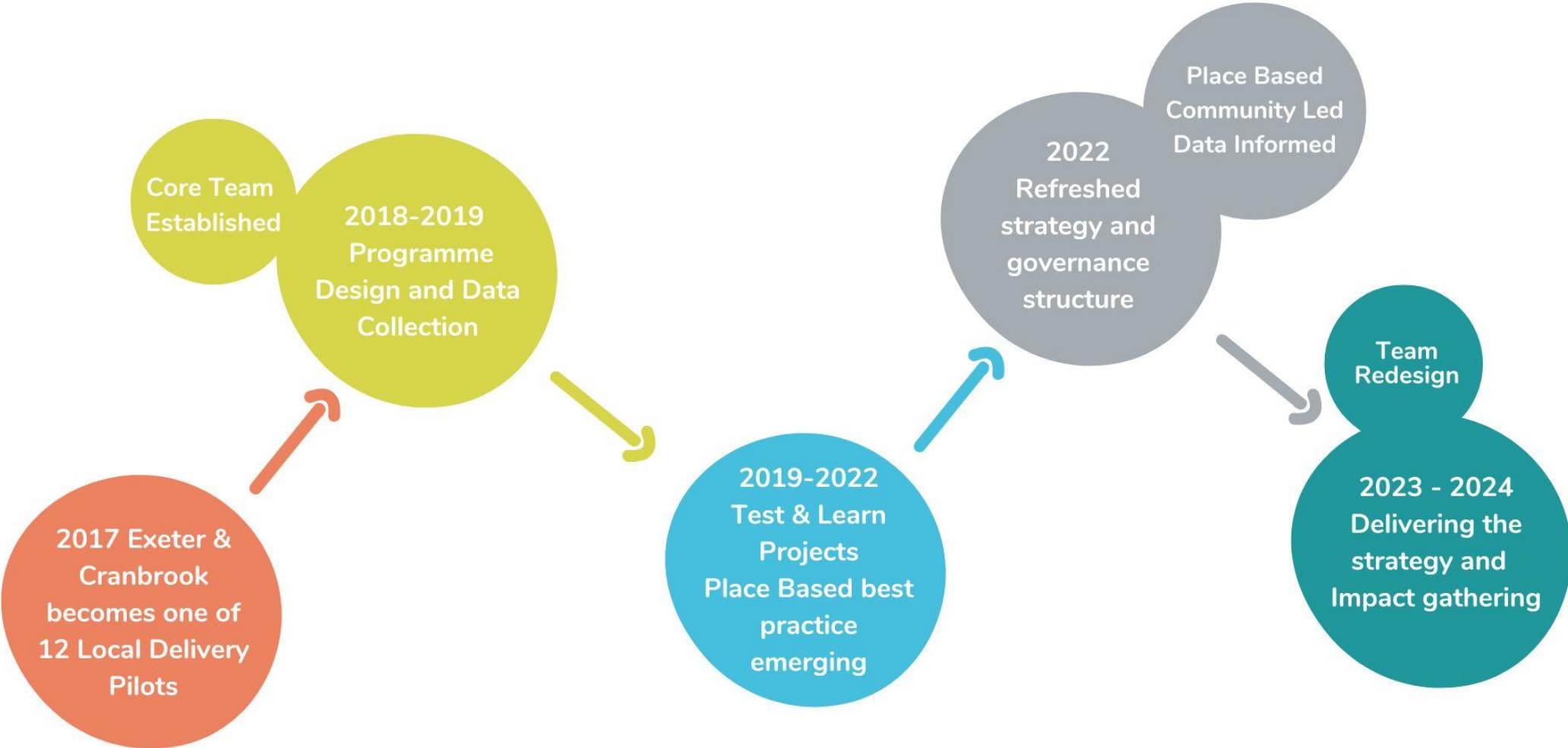


FAMILIES

**FOR HEALTHIER, happier communities
AND TO DISCOVER a blueprint for tackling inactivity locally**

sportengland.org/localpilots

Our journey



Wider system



University
& College

Our Vision

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



Our Mission

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



Three Sustainable Outcomes



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.



Three Long Term Impacts



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.

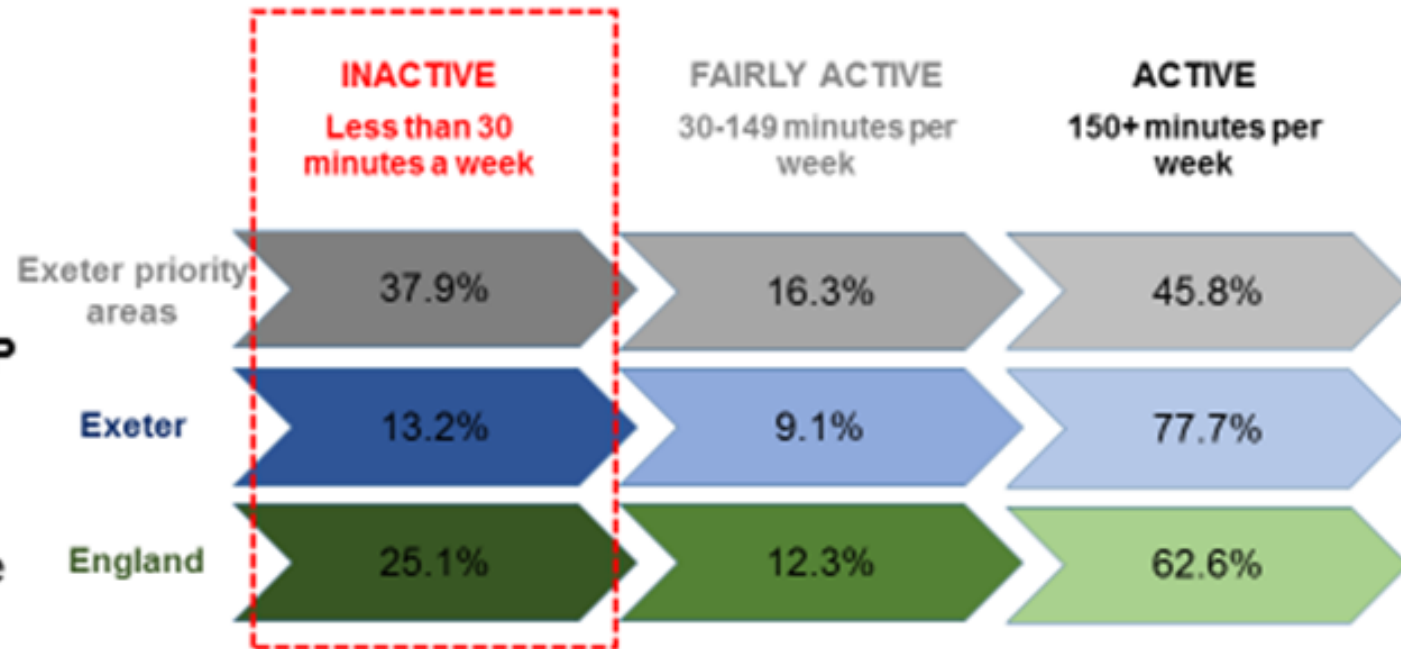


Target audience

Inactivity in the priority areas and Cranbrook is almost three times higher than Exeter as a whole

- Moderate physical activity levels are considerably lower amongst the Pilot's target populations.

- This highlights that areas being prioritised by the LDP are indeed those most in need**, where an uplift in activity levels could make a considerable difference to the health and wellbeing of resident populations.



Base variables:

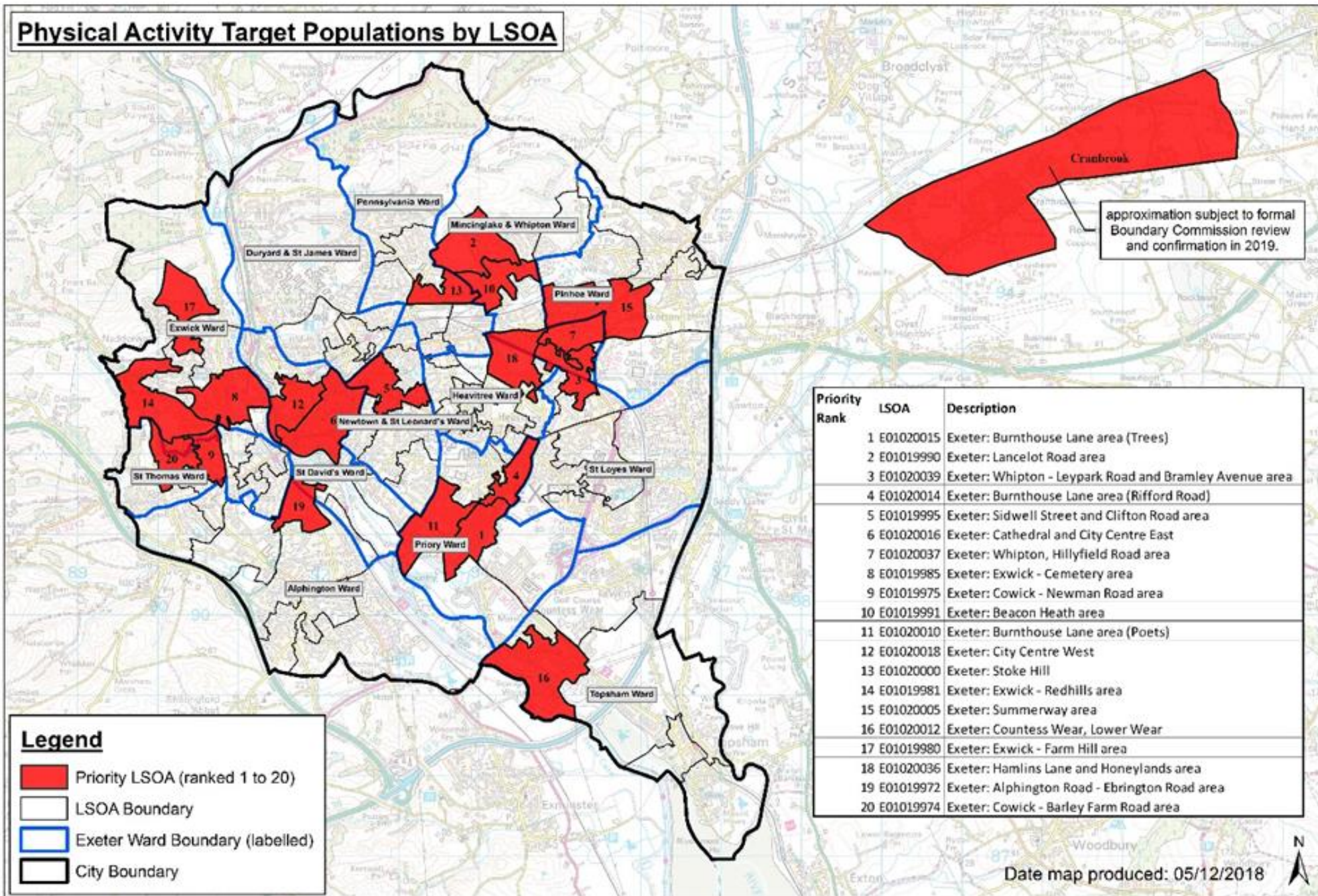
Exeter priority areas / Cranbrook - all residents 16yrs+ participating in Local Active Lives survey (1,251 / 267)

Exeter / England - all residents 16yrs+ participating in National Active Lives Survey 2017 / 18 data (500 / 179,747)

Target Areas

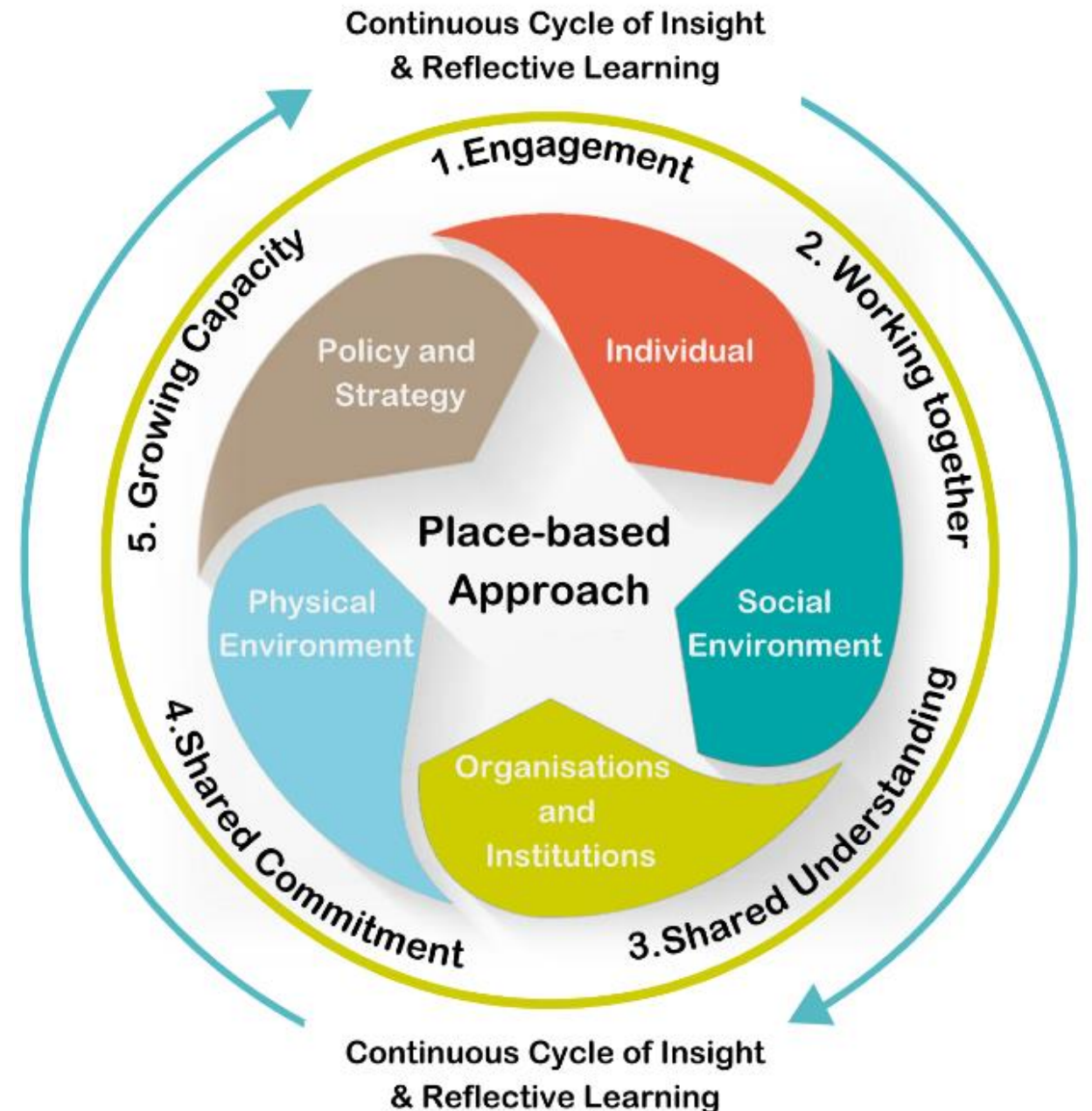
Exeter and Cranbrook: Great places with some big challenges

Physical Activity Target Populations by LSOA



Place Based, Community Led

- Community voice and development at the heart
- Strategic and policy conversations based on learning from community work
- Our own Place Based Approach has evolved with 'test and learn' projects
- Emerging models of best practice have informed our new strategy
- We're working on a definition and tool kit to share



Live and Move Programmes

Place Based Programmes

Wellbeing Exeter & Wellbeing Cranbrook

Cranbrook

Active Travel & Environments

Exeter Green Circle

Community Leisure Partnership



Increased physical activity and adoption of active and healthy lifestyles.

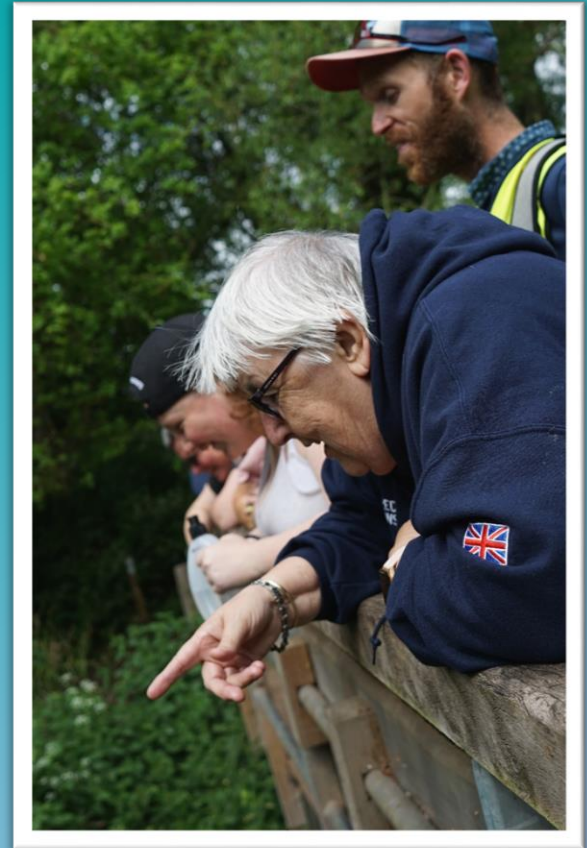
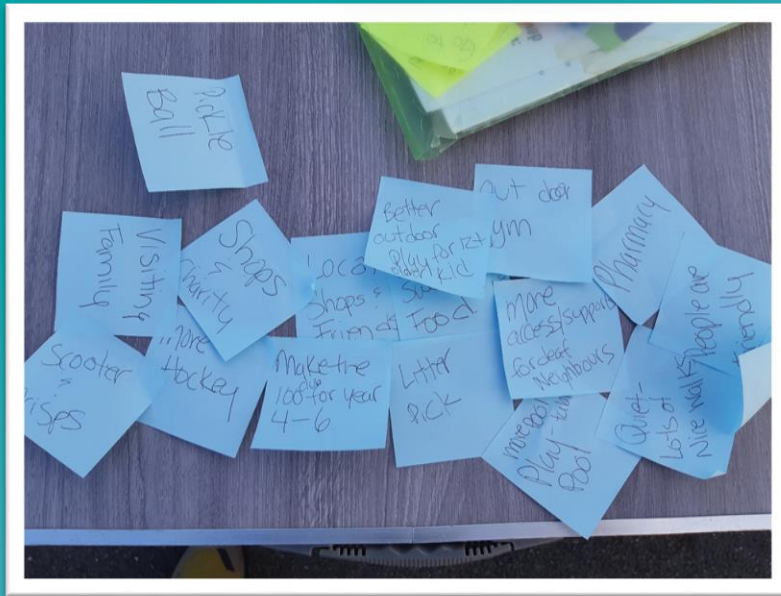


Increased walking and cycling levels supported by an active travel friendly environment and culture



Increased community trust, inclusivity, and sense of belonging

Community Physical Activity Organisers



Community Builders

- **Connecting people and opportunities together, creating new networks**
- **Encouraging and supporting local people to take action on things that matter to them**
- **Creating spaces that allow people to come together, get to know each other, build trust and share skills**



Wonford Community Wellbeing Hub



- Comprehensive community engagement model
- Multi-partner project, integrated Community Hub
- Long term investments
- Complemented by a focus on community work

Community engagement

- Activity groups
- Sounding Board designing ongoing engagement
- Engagement with young people in schools & clubs
- Inviting engagement through leaflet drops, cascading comms through community groups & organisations, digital advertising, posters, prize draws, and more.

What
Wonford
Wants

In our new
Health and
Wellbeing Hub

for our
health &
wellbeing

Help us design the new Health
and Wellbeing Hub for Wonford

and we will enter you into a
£50 PRIZE DRAW
www.thisiswonford.co.uk/survey

The Hub will replace the existing Community Centre, Phoenix and Sports Centre as well as the GPs' surgery. To obtain a paper copy of the survey, visit either Centre or phone 01392 590140.

Survey closes August 19th. Find out what people said at an outdoors drop-in event at the Community Centre at the end of August. Search links below for more information.

Find us on WhatWonfordWants or visit
www.thisiswonford.co.uk/what-wonford-wants

Wonfordcommunity

Community engagement



58%
of young people who responded would like the new HWB Hub to feature an **outdoor gym** facility.

64%
of respondents would like to use the new HWB Hub for **fitness / exercise classes** to support their Health & well-being.

Cranbrook



Move More
Cranbrook

- Move More Cranbrook partnership
- Community Grants
- Children and Families Community Hub (REACH)
- Wellbeing Cranbrook
- Future design of town centre and extension plans
- Future of Leisure and Wellbeing provision
- Connectivity to Exeter





- Wellbeing opportunities in communities
- This Girl Can – free activity classes
- NHS – phased project with subsidised membership and NHS-only class timetable
- Comms campaigns in support of Live and Move



Newtown Community Transformation

- Cross authority partnership
- Community engagement
- Active Design
- Addressing multiple strategic aims



Inclusive Communities

- Local Active Lives data highlighted a widening gap
- Live and Move and ECC shared resources and formed a partnership with Inclusive Exeter CIC
- Offered project management and funding
- Now on Phase 2 of project



Our Learning

Our main learning streams include:

Impact measurement, including our annual Local Active Lives Survey

Process learning, ongoing interviews and analysis

Qualitative learning expressed through case studies. We were early adopters of the LDP's **QCA** approach

Insights from feedback loops developed with **delivery and community partners** (CPAOs etc.)

Programme reviews and CoP/CoL with LDP colleagues and NELP

Local Active Lives Survey

We have access to granular data through our approach of supercharging the Local Active Lives Survey every year. Data can be found on our website in [Our Learning](#).

We're seeing:

- Improvement of activity levels post-covid
- Socio-economic inequalities remain
- Widened activity gap between white and BAME communities now narrowing

Local Active Lives Data

Live & Move Survey Results 2022

Location

Cranbrook

Exeter

Ethnicity

BAME

White

Gender

Female

Male

Health Condition

No

Yes

Age

All

Socioeconomic Status

All

Clear Filters

Survey Results by Area

Low High

Survey Question

COM-B: Capability

Avg Score

4.00

1.15

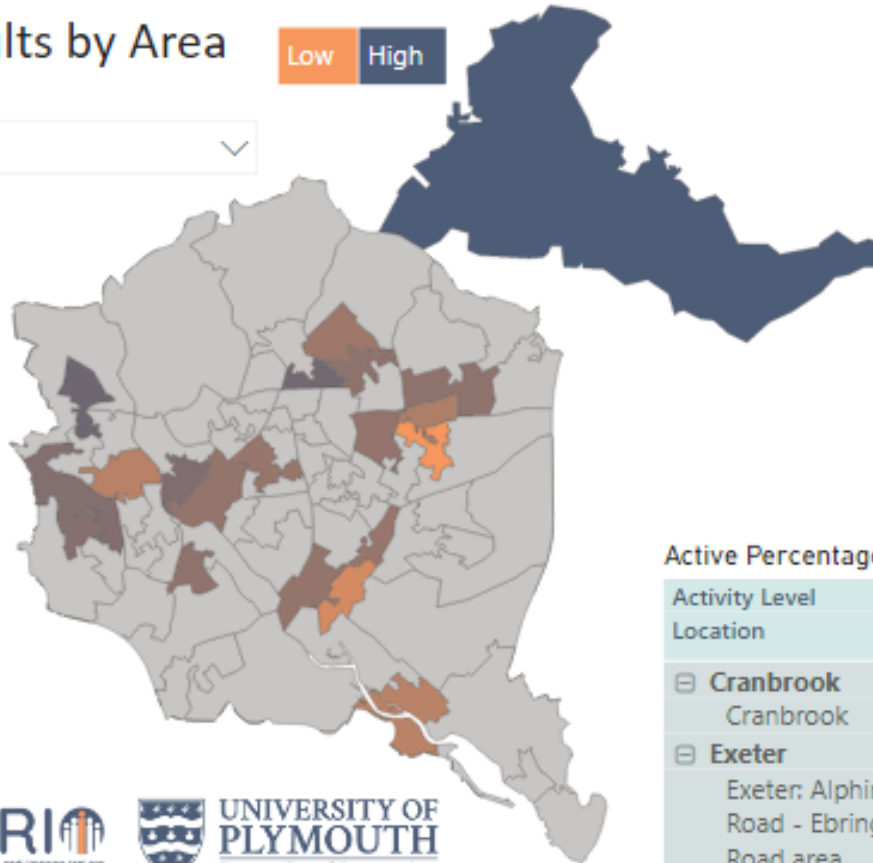
Change on Prev Result

Responses

2,192

-8.63%

Change on Prev Result



Activity Levels

Spring 2019

37.3%

16.2%

46.5%

Autumn 2020

45.5%

13.5%

41.0%

Spring 2022

41.6%

15.4%

43.0%

Inactive

Less than 30 minutes a week

Fairly Active

30 - 149 minutes a week

Active

150+ minutes a week

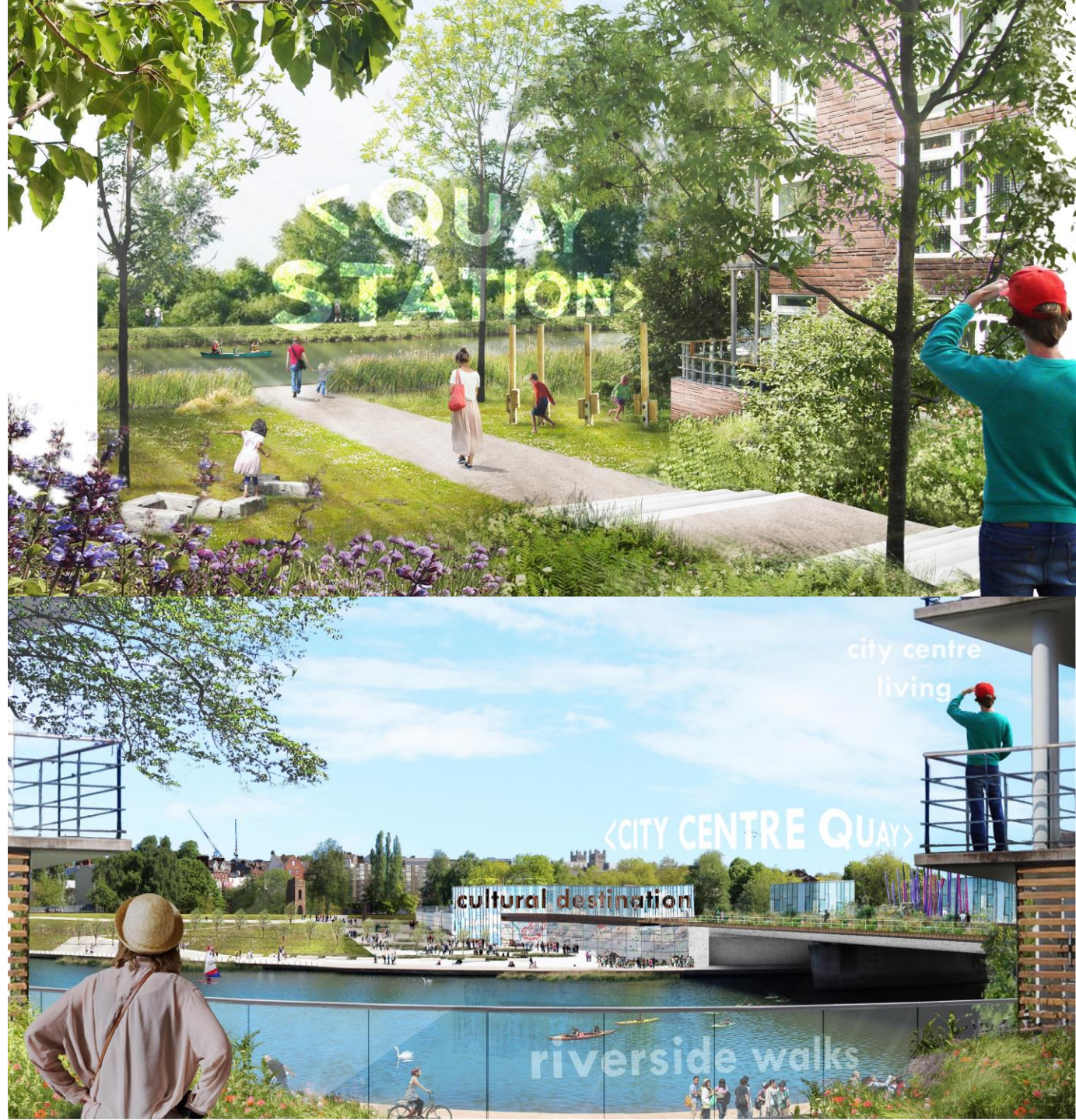
Active Percentage Point Change on Autumn 2020

| Activity Level Location | Inactive | | Fairly Active | | Active | |
|---|----------|--------------|---------------|--------------|----------|--------------|
| | Active % | Point Change | Active % | Point Change | Active % | Point Change |
| ☰ Cranbrook | | | | | | |
| Cranbrook | 34.8% | ↑ 2.79% | 19.4% | ↑ 3.15% | 45.9% | ↓ -5.94% |
| ☰ Exeter | | | | | | |
| Exeter: Alphington Road - Ebrington Road area | 40.9% | ↑ 7.68% | 15.0% | ↑ 0.73% | 44.1% | ↓ -8.41% |
| Exeter: ... | 41.5% | ↓ 4.12% | 0.5% | ↓ 5.00% | 40.0% | ↑ 10.12% |



Long term strategy and policy influence

- Exeter City Council Corporate Plan and 2040 Vision
- Exeter Local Plan
- 'Net Zero 2030'
- Local Cycling & Walking Infrastructure Plan and Transport Strategies
- Green Spaces Strategies (Exeter and East Devon) and Playing Pitch strategy



Looking to the Future

Priorities for the next 12 months



Long term
partnership
between ECC &
Sport England

Supporting
growth of
Place Based
working

Developing
the future of
partnerships
between
Leisure and
Communities

Low Traffic
Neighbourhoods
delivery through
Newtown

Embedding
Active Design
Principles in
policy, through
Water Lane

Building capacity
with network of local
organisations
(Asset Based Community
Development)

Live and Move: Comms & Branding



Website -

<https://www.liveandmove.co.uk>

Twitter - @LiveMoveExeter

Facebook - @LiveandMoveExeter

Instagram - @LiveandMoveExeter

You Tube – Live and Move Exeter