

EXETER CITY COUNCIL

EXETER HEALTH AND WELLBEING BOARD 12 November 2013

Getting Exeter Active Project

1. PURPOSE

This report proposes the formation of a project group to further the Board's strategic priority to increase the participation rate in physical activity for Exeter's citizens.

2. BACKGROUND

The Board previously identified increasing physical activity rates as a key strategic priority, and consequently this has been incorporated into the draft document 'Health and Wellbeing in Exeter – a Joint Health and Wellbeing Strategy 2013-16', presented to the Board today.

3. PROPOSED PROJECT GROUP

In order to help bring about a sustained improvement in physical activity rate beyond the current 12% of the population who participate in enough regular exercise to provide physical and mental health benefits, there is merit in gaining a comprehensive understanding of what services and interventions already exist, and how these can be pulled together and enhanced in a planned way to maximise the overall potential impact.

4. It is proposed to form a project group under the auspices of the Board, to use evidence based planning in scoping a programme of work aimed at achieving incremental improvements beyond 12%. The Social Marketing 'Total Process Planning' model outlined in Appendix 1 may be an appropriate model for the project group to utilise.

5. It is suggested that membership of the project group includes the following representatives, although the group may co-opt further members as necessary:

- **Exeter City Council** – Community Involvement, Parks & Open Spaces, Leisure Facilities Management;
- **Devon County Council** – Active Travel Team
- **Public Health** – Public Health Specialist, Social Marketing Programme Manager
- **Clinical Commissioning Group**
- **Organisations** – ECVS, Westbank, Football in the Community Charitable Trust, Active Devon Sports Partnership, Rugby World Cup 2015 Legacy Group

6. The purpose of the project group will be to engage with other organisations and the community in formulating a realistic action plan to bring about a significant increase in the physical activity of Exeter's citizens over the next 3 years that can be sustained. The project group will report progress to the Board.

7. RECOMMENDATION

It is recommended that:

- i. the Exeter Health and Wellbeing Board members approve the formation of a 'Getting Exeter Active' project group; and
- ii. confirm its support to resource this group.

ASSITANT DIRECTOR ENVIRONMENT