

REPORT TO STRATEGIC SCRUTINY COMMITTEE

Date of Meeting: 16th March 2023

Report of: James Bogue, Active & Healthy People Service Lead

Title: Live and Move Programme Update

Is this a Key Decision?

No.

Is this an Executive or Council Function?

Executive

1. What is the report about?

1.1. This report provides an update for members on work undertaken and planned under the Live and Move Strategy, across Exeter and Cranbrook.

2. Recommendations:

2.1 That members note and comment on progress made against the strategy, and its contribution towards key priorities in the City Council's Corporate Plan.

2.2 The Portfolio Holder provides an update on progress to Strategic Scrutiny twice a year.

3. Reasons for the recommendation:

3.1 Members have an understanding of the projects the Live and Move Programme Team have been working on, as well work being planned going forwards.

3.2 Members have oversight of the various projects happening in their wards, and understand how local residents can access and benefit from initiatives in their area.

4. What are the resource implications including non financial resources

None

5. What are the legal aspects?

None. This is an informative report.

6. Report details: Live and Move Strategy Update March 2023

6.1 This report will summarise the progress and achievements made against the strategy to date and provide a briefing for members around any upcoming projects or initiatives.

6.2 Sport England Visit 31st January 2023



At the end of January, the Programme Team hosted Sport England’s new Executive Director - Place, Lisa Dodd-Mayne, and her team on a visit to Exeter to see the work being done locally to get people more active. Whilst here, Lisa and her team were shown around the city’s award-winning Passivhaus leisure centre, St Sidwell’s Point. The group were also able to enjoy a walk to Exeter Quay where they heard about the

Water Lane Development and how the Liveable Exeter Place Board and Exeter Local Plan are helping Exeter become a healthier, happier and more active city.

Although the visit was primarily an opportunity for introductions with senior leaders, there were a number of useful conversations around the Council’s plans and ambitions for Exeter, including a firm commitment for a future partnership with Sport England.

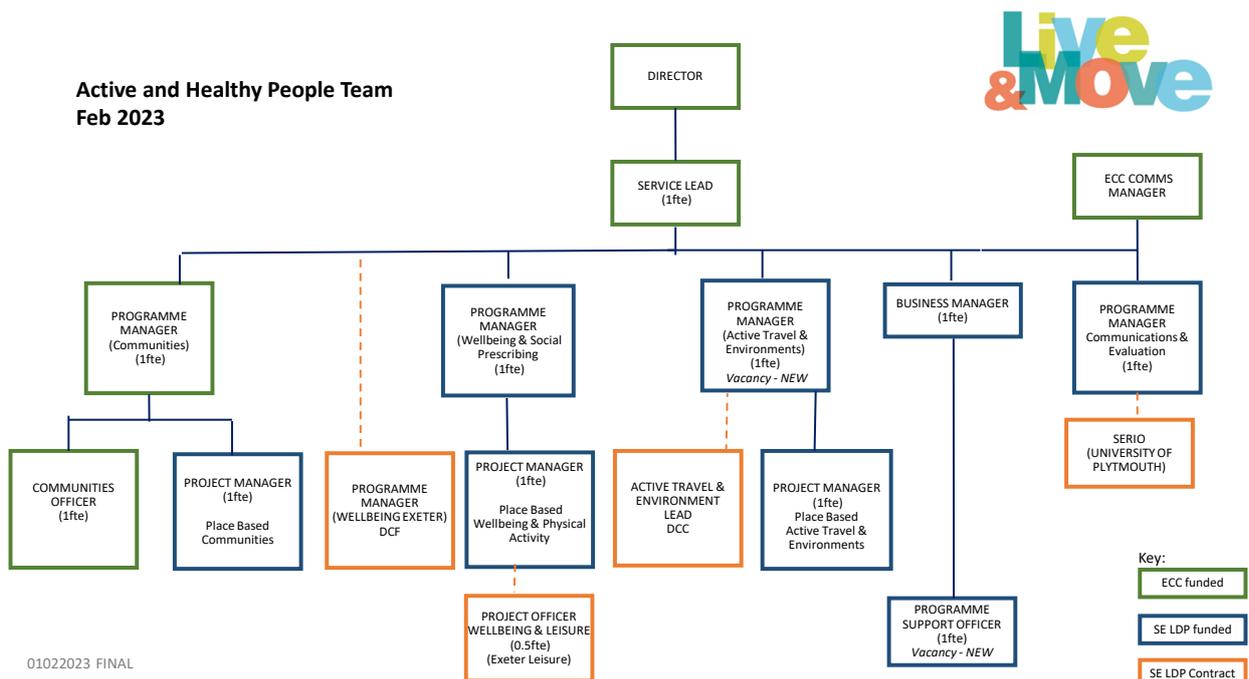
6.3 Active Travel and Environments Programme £350k additional Sport England funding

The Director and Programme Lead have been developing a business case with Sport England colleagues to unlock further investment of £350,000 for the Active Travel and Environments Programme. The funding was previously agreed in principle, as part of the original investment plan submitted to Sport England in 2019. This investment will allow the current work to continue, in partnership with Devon County Council, until 31st March 2025. Key projects include the ongoing Newtown Low Traffic Neighbourhood Scheme, active travel to school promotion and co-created community active travel projects.

6.4 Live and Move Team Redesign

A redesigned programme team structure has been implemented with effect from 1st February 2023. This follows a thorough process supported by both Human Resources and Union representatives, under the Council’s Organisational Change Policy. All posts within the new structure are fully resourced, either within the existing establishment or externally through Sport England funding.

A recruitment process to fill the two vacant will begin in March 2023, with a view to having a full headcount by early summer 2023.



6.5 RDE/NHS and Exeter Leisure Workforce Pilot November- December 2022



With funding and project support from Live and Move, Exeter Leisure were able to offer a 6 week bespoke timetable of subsidised activity sessions for NHS staff based at the Royal Devon and Exeter Hospital (RDE).

The joint pilot was an opportunity to gather evidence and understanding of routes to behaviour change in large workforces in order to learn how to establish regular physical activity habits, reduce sickness and build a workforce community who are active together.

There are ongoing discussions between the RDE, Exeter Leisure and the Live and Move Programme team to explore potential for workforce leisure membership schemes and to find ways to create a sustainable, long-term and scalable model.

6.6 Focus on Inclusive Communities: Tackling the activity gap between Asian/ British Asian communities and other cultural groups, post pandemic



The 2020 Local Active Lives data revealed a significant difference between the percentage of people in BAME communities who are 'inactive' compared to 'inactive' people in other ethnic groups. Prior to the pandemic this difference, or gap, did not exist. In order to understand the newly emerging gap, further qualitative research conducted in March 2021 revealed widespread fears over contracting COVID, possible racial or religious discrimination, health concerns and other cultural factors were impacting on activity levels and seeing a deterioration in health and wellbeing.

“One key element of the pilot was that we avoided the power dynamic of the community and worked with people who knew their community well and were willing to be a facilitator rather than a leader. The project is entirely community-led, with very little involvement in statutory service. The Project created a platform for excellent partnership work within various communities, charities, informal groups, statutory bodies, and local sports clubs; as a result, more and more people started to join the activities, i.e. newly arrived refugees and asylum seekers, Hongkongers as well as established ethnically diverse communities in Exeter”

The local pilot has:

- Established a partnership with Inclusive Exeter CIC, under the umbrella of Inclusive Communities, in order to reach out to the various ethnic minority communities and associations within the Inclusive Exeter family.
- Invested in Inclusive Communities to allow them to co-create a broad programme of inclusive activities.
- Identified and brought together stakeholders, key partners and community influencers to form the Inclusive Communities Steering Group who are committed to:
 - providing insight to Live and Move on the barriers and difficulties faced by BAME communities in accessing physical activities,
 - listen to and support BAME communities to be more physically active, through advice, support and where relevant funding, in way that is sustainable in the long-term
 - build from the bottom-up and where required co-design the activities and provision with BAME communities
 - support individuals and organisations to existing physical activity provisions in the City
- Invested in capacity at Inclusive Exeter by funding a part-time Physical Activity Co-ordinator.

- Grown volunteer capacity through funding training including Walk Leader training, Safeguarding training and First Aid training.
- Ensured the continuation of activities, previously funded during COVID-19, which otherwise would have been stopped as well as the expansion of the range of activities on offer, maintaining and building on the momentum.

What is different because of the influence of the local pilot?

- Since the programme began, more groups from culturally diverse backgrounds have joined Inclusive Communities, leading to broader reach and engagement across the city.
- There is a growing awareness and understanding of the benefits of walking, which were very much unknown to many of the people from BAME communities.
- There has been a notable shift towards affordable, self-funded activities through the introduction of donation boxes rather than a reliance on external funding.
- The organisational culture at Inclusive Exeter is now fully committed to tackling inactivity. Following the success of the Inclusive Communities, a recent funding application that was originally focussed on cultural activities and a Drop-In Support Service, has been revised so that 70% of the funding requested is now to support physical activity.

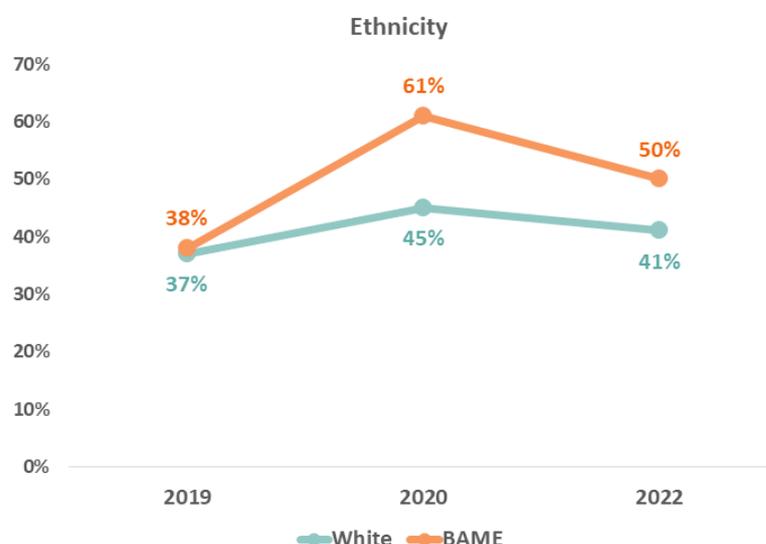
What is significant in this example?

- The community-led approach, with little involvement of statutory services, has been key to growing the programme and attracting more partners and participants from different minority groups, all keen to get involved and develop the range of activities on offer.

Signs of recovery for BAME residents

- Those from black, Asian and minority ethnic groups continue to be significantly more likely to be inactive than those who are white, although the inactivity gap which opened up during the pandemic is showing signs of narrowing.
- There has been a considerable decrease in inactivity rates amongst BAME respondents and, although inactivity is still 12% higher than in 2019, this indicates recovery may happen relatively quickly for this group.

Note: it has not been possible to compare specific ethnic groups as sample sizes are too small.



Base: All residents aged 16+ participating in the Local Active Lives Survey 2013/20 (England: 177,738; Exeter: 430; Brighton & Hove: 962; Cambridge: 410; East Staffordshire: 374; Oxford: 503)

Live and Move, Local Active Lives Survey Results (August 2022), SERIO (University of Plymouth)

6.7 Focus on PHAT Health: Co-creation of more inclusive, physical activity sessions tailored for plus-size women



Jess Crew is a resident in the St Thomas area of Exeter. The idea for the PHAT Health (Plus-size Health Attitude Training) pilot was born out of her own experience of the challenges and frustrations of engaging in physical activity as someone who is plus-size. Jess found that traditional exercise groups did not meet her needs, and so employed a personal trainer to support her in her health and fitness journey. Through conversations with others, Jess identified a wider need for dedicated plus-size activity classes, as there were none available in Exeter. Supported by the local Community Physical Activity Organiser, Jess delivered a 5 week pilot consisting of two sessions of fitness per week: one online and one in-person.

“It was born out of an immense frustration for me that people are told all of the time to lose weight, but there is no help to actually go and do it. You're just made to feel like such a freak. If you go to any normal gym or fitness class, and you're overweight, it's horrible. And I was annoyed that that was the situation, and I just knew that there was a real market for this type of provision, I believed it in my heart that this is needed.”

The local pilot has:

- Co-created and invested in a community-led pilot, helping Jess to realise and deliver her idea that attracted 40 participants. Over 70% of these participants reported feeling physically and mentally more confident and more inclined to take part in physical activity as a result of joining in with the classes.
- Highlighted a clear need and demand for specialist plus-size fitness classes in Exeter, with over 90 people registering interest in the initial pilot.
- Demonstrated potential solutions to bridge the identified gap in current physical activity provision for plus-size people.

What is different because of the influence of the local pilot?

- Following the success of the pilot and the positive impact that PHAT Health had on participants' wellbeing, Jess was passionate about continuing the classes. She organised an additional four-week course of classes in St Thomas, as well as in Beacon Heath and Southernhay, with all classes also streamed online.
- Exeter University also commissioned PHAT Health separately, in order to run classes for staff and students in February 2022, as part of the 'This Girl Can' initiative.
- The funding has not only enabled Jess to trial PHAT Health, but also provided her with the opportunity to identify learnings, which she has implemented for subsequent courses.
- Jess has since established a Community Interest Company to continue the conversations around body positivity and plus-size health.

What is significant in this example?

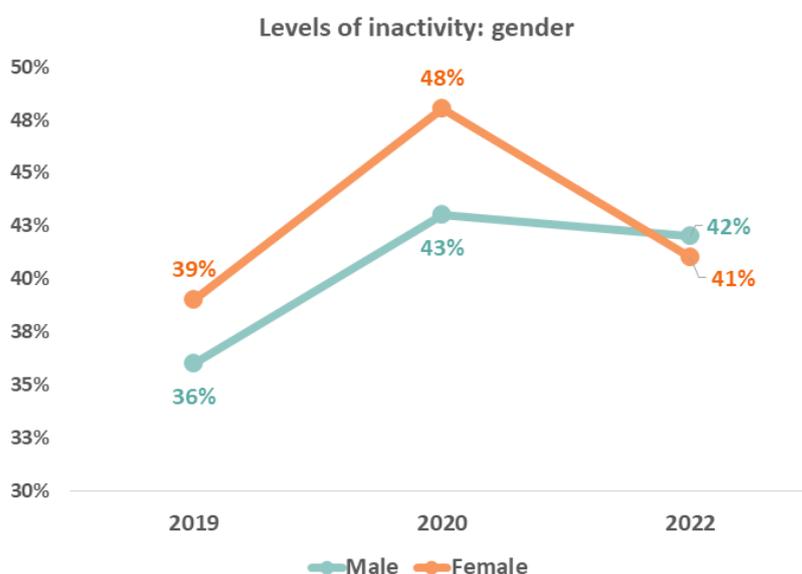
- **The lived experience and passion of Jess**; she knew first-hand what a successful offer should look like to engage and benefit people who are plus-size.
- **The connection between Jess and the Community Physical Activity Organiser (CPAO)** for St Thomas, provided the vital support and advice that allowed her to secure funding from Live and Move to pilot PHAT Health.
- **Identifying and utilising instructors who are body positive** and able to deliver classes appropriate for plus-size people, ensuring they feel accepted, and that it is for them.
 - Feedback from participants has been very positive, with over two-thirds (68%) reporting an improvement in their mental wellbeing, and 71% feeling more physically confident. Jess highlighted that, in addition to feeling more physically and mentally confident,

participants felt accepted and supported, and are now more active in their everyday life.

- **Successful advertising/ promotion by Jess**, including the channels and messaging used, ensuring it reached people, and that people who are plus-size felt it was for them.
 - Those that attended included people from Live and Move priority areas, and those who are inactive and/or would not normally attend an exercise class; 98% described themselves as unfit, and 56% were inactive, doing less than 30 minutes of exercise per week.
- **The classes were free for people with a low income, and charged at an affordable rate of for others**, to further reduce barriers to engagement for participants. In addition, one class was held in the morning, and the other online in the evening. This helped to ensure that people with different working patterns, caring responsibilities, or other demands on their time were more likely to be able to attend. Furthermore, an online class was provided as an offer for those who may feel more comfortable exercising in their own homes.

The inactivity gap for men and women narrows

- Since 2020, the inactivity rate for women in Exeter priority areas and Cranbrook has decreased significantly to 41%, and is now only slightly above the 2019 rate (39%).
- Men have not seen the same level of recovery, with inactivity only 1% lower than in 2020.
- As a result, the inactivity gap between men and women has narrowed considerably, with rates now very similar (41% and 42% respectively).
- This bucks national trends, which has seen activity rates for men recovery faster than for women.



Source: Local Active Lives. Base: All residents 16yrs+ participating in Local Active Lives survey who are inactive excluding not stated (weighted 904).

Live and Move, Local Active Lives Survey Results (August 2022), SERIO (University of Plymouth)

6.8 **A Live and Move journal** for partners and stakeholders will be published periodically, and the latest copy is attached at **Appendix A**. Members are also encouraged to access case studies and further information about the work being delivered in our priority places, on the website www.liveandmove.co.uk.

6.9 **Liveable Exeter Place Board 16th March 2023 – Spotlight on Live and Move Strategy**

The next Liveable Exeter Place Board, taking place on 16th March 2023, will focus on the Live and Move strategy and ways to promote healthy lifestyles, incorporating active travel.

The objective is to gain Place Board member commitment to the strategy and to foster closer collaboration across the multiple strategic aims shared by Live and Move, Liveable Exeter and

the Exeter Local Plan, with a spotlight on embedding Active Travel and Design principles at a policy level.

6.10 Exeter Local Cycling and Walking Infrastructure Plan and Public Consultation 2023



The Live and Move strategy has been included as part of the Exeter Local Cycling and Walking Infrastructure Plan. The plan has been developed by Devon County Council in partnership with Exeter City Council, is made up of 22 cycle routes and five city centre walking routes. It identifies gaps in existing active travel provision in the city with the aim of providing a comprehensive network.

Measures being put forward will include traffic-free cycle routes, advisory cycle routes on quiet roads, as well as junction and pavement improvements to make it easier for people to take up active travel around Exeter.

A Public Consultation is running from 1st February – 31st March which will help inform the final plan that will detail which routes will be the focus of targeted investment over the next 10 years. The Live and Move Programme team are in the process of collating a response to the consultation in order to contribute towards and positively influence the outcomes.

6.11 Local Active Lives – Doorstep surveys throughout March 2023

As part of the ongoing evaluation of the programme, SERIO (University of Plymouth) conduct an annual survey, sampling homes across Exeter and Cranbrook, asking questions about their physical activity levels. The 2022 survey returned 2,229 responses.

This survey provides a rich source of data and an incredibly detailed picture of activity levels in Exeter and Cranbrook. It offers comparative data against national figures, measures the impact of the work locally and actively informs programme delivery decisions.

The next round of doorstep surveys are being carried out during March, by external fieldworkers from Marketing Means Ltd, and the results will be shared later this year. In the meantime, an interactive dashboard showing the current survey data is available [here](#).

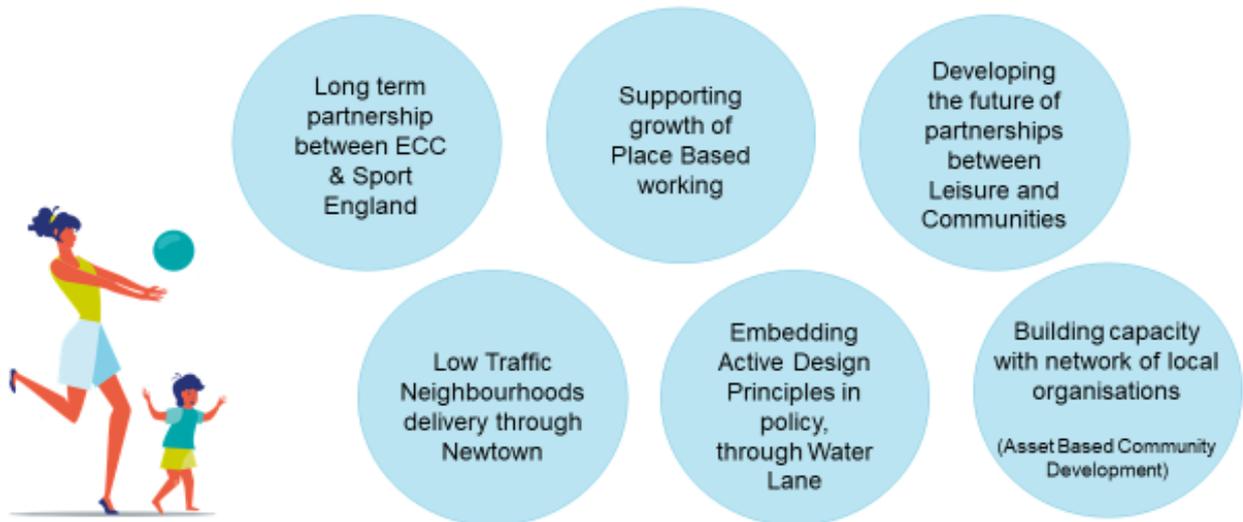
6.12 Live and Move priorities for the next 12 months

The infographic below sets out the top priorities for taking the strategy forward over the next 12 months and future reports to members will include progress updates against these priorities.

- (1) Secure a long-term partnership between the Council and Sport England beyond the current funded programme, ending on 31st March 2025.
- (2) Support the growth of Place Based working through sharing our learning and growing expertise
- (3) Developing the future of partnerships between Leisure and Communities
- (4) Low Traffic Neighbourhoods delivery through the Newtown “blueprint”
- (5) Embedding Active Design Principles in policy through the Liveable Exeter Place Board, Exeter Local Plan and Liveable Exeter work on the Water Lane development
- (6) Building capacity within a network of local organisations through an Asset Based Community Development approach (ABCD)

Looking to the Future

Priorities for the next 12 months



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

7.1 The refreshed Live and Move strategy ensures the programme is closely aligned to and directly impacts the following key council corporate strategic priorities:

- Building Great neighbourhoods and communities
- Promoting active and healthy lifestyles
- Net Zero Carbon City ambition

7.2 The updated governance structure ensures Council has responsibility for key financial and strategic programme decision making that will enable residents and communities across the city to lead healthy, inclusive and active lives.

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

8.1 The development of the Live and Move strategy and supporting risk register will inform the work of the Programme team for the life of the programme. The risk register is actively monitored and updated on a monthly basis.

9. Equality Act 2010 (The Act)

9.1 In delivering the Live and Move strategy, the Programme team will take into account the potential impact of actions in relation to age, disability, race/ethnicity (includes Gypsies and Travellers), sex and gender, gender identity, religion and belief, sexual orientation, pregnant women and new and breastfeeding mothers, marriage and civil partnership status in coming to a decision.

9.2 A copy of the most recent EQIA is attached at **Appendix B** and a separate EQIA will be developed for each new project as necessary.

10. Carbon Footprint (Environmental) Implications:

10.1 The Live and Move Strategy has the potential to directly impact on the Council's carbon reduction target (carbon neutral by 2030) through our outcomes and impacts, most specifically:

- Increased walking and cycling levels supported by an active travel friendly environment and culture.
- Active Travel and low traffic neighbourhoods are the norm.

10.2 The strategy promotes walking and cycling, making it an easier and more accessible choice, through a number of projects:

- Low Traffic Neighbourhoods
- Community Active Travel Promotion
- Active Travel to School.
- Policy & Influence e.g. LCWIP

11. Are there any other options?

None considered

Director: Jon-Paul Hedge

Report Author: James Bogue, Active & Healthy People Team Service Lead

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

Background papers used in compiling this report:-

None

Contact for enquires:
Democratic Services (Committees)
Room 4.36
01392 265275