

REPORT TO EXECUTIVE

Date of Meeting: 9 April 2024

REPORT TO COUNCIL

Date of Meeting: 23 April 2024

Report of: Director of Culture, Leisure, and Tourism

Title: Live and Move Sport England Place Partner 2025-2028

Is this a Key Decision?

No

Is this an Executive or Council Function?

Council

1. What is the report about?

1.1 The Live and Move Programme (Exeter and Cranbrook) is one of the original twelve Sport England Local Delivery Pilots. It launched in 2017 following a successful bid and has received over £7.5m of investment to connect and engage with communities, take their lead, build trust, and remove barriers that prevent people from being active. The current funding will end on 31st March 2025.

1.2 This report seeks Member approval to extend Exeter City Council's role as a Sport England Place Partner and apply for investment to 'deepen' the work of the Live and Move Programme for a further three years (2025-2028).

2. Recommendations:

That Executive recommend to Council to:

2.1 Authorise the Director of Culture, Leisure, and Tourism in consultation with the Portfolio Holder for Leisure Services and Physical Activity to develop a next stage bid and to apply to Sport England for funding;

2.2 Recognise this next stage of work will focus on increasing physical activity, decreasing inactivity, reducing inequalities, and providing positive experiences for children and young people; and

2.3 Support the proposed next stage bid to Sport England based on the learning from the project to date and the principles outlined at 8.12 of the report.

3. Reasons for the recommendation:

3.1 Sport England are committing significant investment over the next 5 years to deepen and expand their approach for place based systemic change, which has evolved from the initial 12 Local Delivery Pilots.

3.2 A recently published impact summary shows that nationally, inactivity levels are reducing two and a half times faster in Local Delivery Pilot Areas compared to other places and as a result, achieved a social return on investment of £78.7m.

3.3 The Live and Move Everyday Strategy 2022, uses a Whole System Place-Based Approach to tackle health inequalities in 12 priority places across Exeter and Cranbrook, which data has shown to be the least active. It underpins a city-wide programme of work which contributes to the Council’s Corporate Plan and Vision for 2040, positively impacting a number of key Council priorities. The strategy focusses on Three Sustainable Outcomes and Three Long Term Impacts, as shown below:

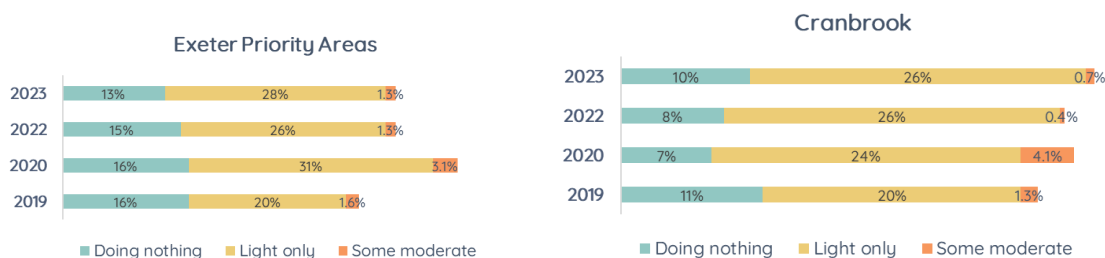


Source: Live and Move Everyday Strategy 2022

3.4 The Local Active Lives Survey produced each year, provides comprehensive and accurate data about activity levels at a post code or Lower Super Output Area. The data is invaluable for identifying trends and targeting support at those in greatest need but also critical to measuring impact. The latest survey results were shared with members at Strategic Scrutiny on 16th November 2023 and the report can be viewed here.

3.5 Impacts of the programme to date include:

- A developing trend of a reduction in people ‘doing nothing’ or impact on the least inactive. Rates across Exeter Priority Areas are down to 13% and 10% in Cranbrook. See diagram below:



- A strong bounce back from COVID activity levels (within LSOA's);
- A narrow gender inequality gap;
- A significant recovery of physical activity levels for diverse communities;
- A significant link between use of GP referrals and better health outcomes for individuals;
- A separate [impact report](#) published in March 2024 highlights the scale and value of the Wellbeing Exeter Programme.

3.6 The report summarises there has been a "...significant overall mean increases in general wellbeing, development of relationships with others and community engagement from baseline to post intervention. This finding was consistent across adults, families, and young people..."

3.7 The study evidence's significant impact on families being active together following engagement with Wellbeing Exeter. Data shows an 11% increase in the proportion of families who regularly (weekly or more frequent) spend time together doing something active.

3.8 The programme approach to place-based systemic change has led to the following tangible successes and achievements:

- The Live and Move Programme has been mainstreamed within the Council's Corporate Plan and Vision for 2040 and successfully influenced strategy and policy as seen in the Exeter Transport Strategy, Local Cycling and Walking Infrastructure Plan and the Exeter Local Plan.
- Active Design principles and an emphasis on physical activity and community health & wellbeing is now embedded within Liveable Exeter and the Exeter Local Plan.
- Physical Activity is now an integral part of the Wellbeing Exeter Programme through Community Physical Activity Co-Ordinators, GP Link Workers, increased connections to physical activity opportunities and Community Builders with a broadening focus on active lifestyles.
- A clear focus on evaluation linked to inequalities through the Local Active Lives survey has created opportunities for rapid insight into action.
- The community-led approach to working with Inclusive Exeter during and immediately following the pandemic has led to an ever-expanding network of diverse communities, designing, and leading activities and securing long-term external investment.
- Following an in-depth community engagement and feasibility process, designs for a community health and wellbeing hub, co-designed with Wonford residents, have been finalised. Further community engagement is underway (March 2024), and a planning application will be submitted later in Spring 2024.
- Awareness of and access to the Green Circle Walk have been improved through a series of monitored community engagement activities, technology, and campaigns. An annual survey is also helping inform maintenance plans and targeted interventions to broaden both community and individual usage of the route.

3.9 To date, Sport England have invested £1.759m into the Wellbeing Exeter Programme. Following the sustainable funding campaign “Wellbeing Exeter: The Case for Support”, Sport England agreed an additional contribution, identified from existing Live and Move Programme underspend, to help secure the programme for 2024/25. Future Sport England investment for the Wellbeing Exeter Programme will be a fundamental element of the proposed bid.

3.10 Sport England previously invested £272,000 through Live and Move, for an extensive community engagement programme in Wonford. This work led to the current plans for a community designed Health & Wellbeing Hub. Whilst further Sport England investment in the scheme is not guaranteed, becoming a Place Partner may unlock other investment opportunities for schemes which support the broader Sport England outcomes for place-based work and delivery.

3.11 Partnerships with stakeholders in Cranbrook are now well established and there is a collaborative approach to embedding active and healthy lifestyles locally through Wellbeing Cranbrook, Move More Cranbrook and Cranbrook Steering Group, the Community Hub at Cranbrook Education Campus (EX5 Alive) and by supporting active design in the town centre planning process.

3.12 With external partner Serio and Plymouth University, Live and Move has pioneered its data led approach to projects. If successful this new phase of funding will continue to follow the data and Sport England’s guidelines for success, reshape the programme to reflect what works, what hasn’t worked, and lessons learned.

4. What are the resource implications including non financial resources

4.1 Following guidance for this next phase the application to Sport England is likely to be for less funding than it currently operates on. If Council approves, the final plan will be worked up alongside council’s organisational change policy.

4.2 The proposal to date is that core posts will continue to be hosted by ECC and fully funded by Sport England in year 1. It is anticipated that posts will then either be embedded in partner organisations or funded through other external funding, in years 2 and 3 with the long-term aim of becoming entirely sustainable without further Sport England investment. The exact proposals will be developed as Sport England finalises its application process and criteria.

5. Section 151 Officer comments:

5.1 The section 151 Officer notes the likely funding implications of the next stage of the process. The approval of the report however will not result in any immediate financial implications.

6. What are the legal aspects?

6.1 This report updates members on progress with the Live and Move programme and Exeter City Council’s role as a Sport England Place Partner, as well as the proposal to apply for additional funding. The content of the report does not raise any issues save that, if approved, a new Lottery Funding Agreement (LFA) will need to be entered into between

the Council and Sport England and the Council will need to negotiate and agree updated terms and conditions of the agreement.

7. Monitoring Officer's comments:

7.1 This report raises no issues for the Monitoring Officer.

8. Report details:

8.1 The Live and Move Programme (Exeter and Cranbrook) is one of the original twelve Sport England Local Delivery Pilots (LDP's), a scheme that launched in 2017, and has received over £7.5m of investment during the past five years. The current funding will end on 31st March 2025 with some funded positions likely to stop in year.

8.2 Sport England have announced a major expansion of investment into local communities, which builds on the data and insights drawn from the existing 12 LDP's and which evolves their approach to systemic place-based working.

8.3 The new national investment fund, totalling £250m, consists of three parts:

- **deepening**, with investment of up to £35m available to strengthen the work with existing Place Partners;
- **expansion**, with investment of £190m available for between 80-100 additional places over the next five years; and
- **a universal offer** of up to £25m, to help tackle inactivity and the associated inequalities that stop people moving more.

8.4 To have a chance of continuing the programme and build on the impact of Live and Move beyond 31st March 2025, the Council needs to apply to become a Sport England Place Partner and secure further investment from the deepening fund. An application process has been set out by Sport England, and the indicative timetable is shown below:

Investment dates and cycles 23-24** Submission date	Assessment period	Peer review prep	Peer review	Write paper	Paper submission deadline	Inv Comm date (verbal update)	Board date
13 May	13-27 May	27-31 May	3 June	3-10 June	11 June	14 May	25 June
12 Aug	12-26 Aug	26-30 Aug	2 Sept	2-9 Sept	10 Sept	3 Sept	24 Sept
28 Oct	28 Oct-11 Nov	11-15 Nov	18 Nov	18-25 Nov	26 Nov	26 Nov	10 Dec

8.5 It is proposed that a bid is developed and submitted to Sport England by 13th May 2024 to be considered by the Sport England Board on 25th June 2024. Irrespective of the outcome, this timeline will give operational stability in the interim and allow readiness to wind down the current programme and hopefully transition to Place Partner status.

8.6 In addition to applying for investment, as part of the bid to become a Place Partner, the Live and Move Programme will also champion Sport England's expansion ambitions by:

- participating in a regional cluster to share best practice and learning;

- contributing to, and benefitting from, national evaluation learning and data; and
- playing a lead role in supporting other places starting their journey in this work.

8.7 Sport England is focussing investment towards the following 4 outcomes:

- increasing physical activity;
- decreasing inactivity;
- reducing inequalities; and
- providing positive experiences for children and young people.

8.8 Based on the impact, data and learning collated to date and in line with Council priorities, the programme proposed for the next 3 years will strengthen and scale up that work which contributes most to these Sport England outcomes, with a particular focus on decreasing inactivity and reducing inequalities.

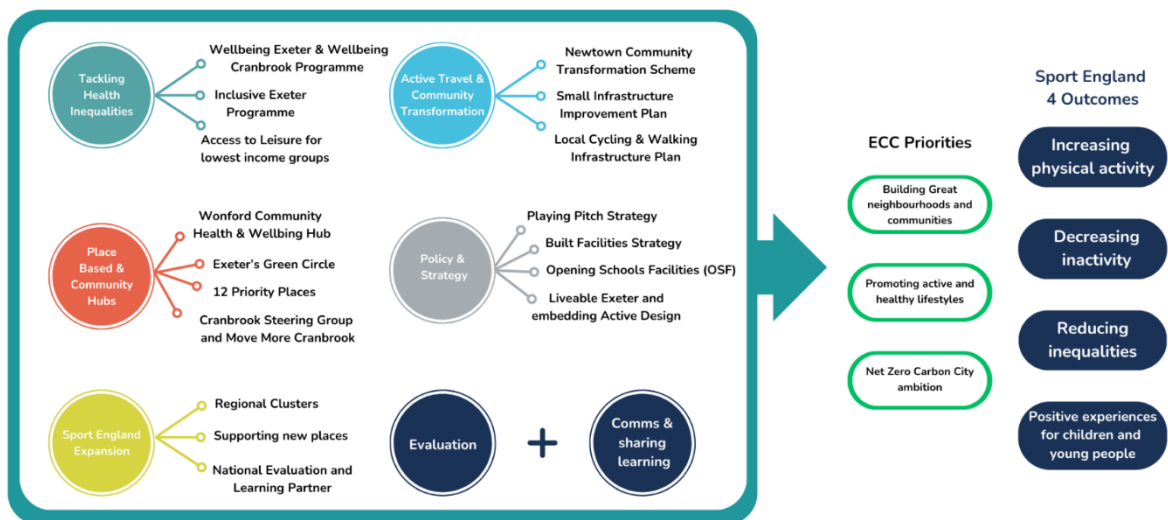
8.9 Delivery plans will be directed towards working with the 12 Live and Move priority places, where needs are greatest and the impact and social return on investment could be the highest.

8.10 Detailed planning is underway, and the diagram below shows a high-level summary of the programme which will be developed further for the proposed bid, in collaboration with partners across the city.

- A workshop facilitated by SERIO (Evaluation Partner) is taking place in March 2024 with invitations extended to Sport England, East Devon District Council, Devon County Council, Cranbrook Education Campus, Exeter City Community Trust, Devon Community Foundation, Inclusive Exeter, Active Devon, and Co-Lab.
- The recently formed Local Community of Practice, hosted by Live and Move, will provide further opportunities to engage and consult with stakeholders across the city.



High Level Programme Structure 2025-2028



8.11 The Live and Move Everyday Strategy which was last updated and brought to elected members in 2022 will be refreshed to reflect the updated programme approach and offer a 10 year, collectively owned strategy for the city.

8.12 Sport England's National Evaluation & Learning Partner (NELP) have developed a framework for 'describing and assessing place based systemic change and identified certain features or characteristics of a place which are necessary to tackle inequalities. It is known as a System Maturity Matrix. Using this framework to describe success, the aspiration is that within 10 years Exeter and Cranbrook would be places where:

- Sustained visible leadership and long-term commitment, in the local context, is needed for tackling physical activity inequalities.
- A groundswell of a diverse group of local people, including those who have lived experience of inactivity, are vital in the decision-making process to create the conditions for people to be physically active and influence those around them and strategic leaders and political decision makers.
- A unified strategy across policy areas and joint work that effectively addresses structural inequalities and resources need to be proportionately weighted towards people and communities experiencing greater disadvantages.
- A culturally inclusive social environment is needed to encourage and facilitate physical activity for everyone.
- That people generally experience the freedom and confidence to be active in ways that suit them and that they enjoy.
- The built environment, including working and housing environments, and local infrastructure (including amenities and travel) are best when designed for and managed to encourage everyday physical activity.
- Local natural environments and public open spaces are recognised and highly utilised as assets for engaging in community / voluntary led activities.
- Disadvantaged communities play a leading role in planning and design of large-scale, long-term investment in regeneration /renewal programmes.

8.13 Programme Evaluation is designed and delivered in partnership with SERIO (University of Plymouth). In addition to managing the annual Local Active Lives Survey, SERIO work alongside the programme team to capture insights and data, as well as contributing to Sport England's National Evaluation and Learning Partnership. Programme Evaluation will remain an integral part of the work, subject to Sport England requirements as a funder and a future procurement process if the work extends beyond the current award period.

8.14 It is suggested current Governance arrangements will continue, ensuring the 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. The programme will report to Executive, provide a 6 monthly Director's update to Strategic Scrutiny, and remain a work strand through the Liveable Exeter board.

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

9.1 The Live and Move Programme contributes to the Exeter 2040 Vision aspirations of being a healthy and inclusive city, an innovative and analytical city, and the most active city in the UK. It also contributes towards delivering the Council's strategic priorities:

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

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

10.1 The Live and Move Programme cannot continue unless further long-term funding is secured. This will have a detrimental effect on major programmes such as Active Travel and Wellbeing Exeter, which both contribute to Council priorities. Other sources of investment might be identified but there is no guarantee on the scale or timing of any such investment. A successful bid for Sport England funding, would mitigate the risk and assure continuation of a programme, closely aligned to Council aspirations, for up to 3 years.

10.2 There are potential reputational risks to the Council if work in priority places ceases due to a lack of funding. This could be mitigated by ensuring all current delivery plans and projects are completed well within the current budget window and that there is a clear communication strategy with communities, partners, and stakeholders to manage expectations around potential future investment.

10.3 Without further investment, the Local Active Lives Survey will not continue. This provides a rich source of data and tracks activity levels at a hyper local level each year. There is currently no other dataset offering the same level of insight into local conditions which is so readily available to policy and decision makers. The survey is a key driver in creating place based systemic change. The Council could consider, if other funding is available, commissioning the survey on an annual basis.

10.4 Broader revenue and capital investment opportunities offered by Sport England may not be accessible without becoming a Place Partner, although it should be noted that this does not in of itself guarantee any further investment. This would mean losing the potential to apply for major infrastructure investment for schemes such as the proposed Wonford Community Health & Wellbeing Hub.

11. Equality Act 2010 (The Act)

11.1 Under the Act's Public Sector Equalities Duty, decision makers are required to consider the need to:

- eliminate discrimination, harassment, victimisation, and any other prohibited conduct;
- advance equality by encouraging participation, removing disadvantage, taking account of disabilities and meeting people's needs; and
- foster good relations between people by tackling prejudice and promoting understanding.

11.2 In order to comply with the general duty authorities must assess the impact on equality of decisions, policies, and practices. These duties do not prevent the authority from reducing services where necessary, but they offer a way of developing proposals that consider the impacts on all members of the community.

11.3 In making decisions the authority must take into account the potential impact of that decision 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.

11.4 In recommending this proposal potential impact has been identified on people with protected characteristics as determined by the Act and an Equalities Impact Assessment is attached to this document.

12. Carbon Footprint (Environmental) Implications:

12.1 The programme benefits the environment through active promotion of walking and cycling and by supporting local strategies such as the LCWIP to realise it's vision that 50% of work trips originating in Exeter to be made on foot or by cycle by 2030.

13. Are there any other options?

13.1 Council members could decide not to apply for further Sport England investment and wind down the current programme by 31st March 2025.

13.2 The proposed bid could be submitted to a later cycle of the Sport England Board, allowing time for the ongoing SMB Restructure to be completed. This would have an impact on existing projects and priorities. Any gaps in investment due to a delayed submission will impact programme delivery and there would be implications for staff on fixed term contracts. Missing the deadline would also undermine plans to support Wellbeing Exeter.

Director of Culture, Leisure and Tourism, Jon-Paul Hedge

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

Background papers used in compiling this report:-

None

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