

REPORT TO STRATEGIC SCRUTINY COMMITTEE

Date of Meeting: 6th June 2024

Report of: Cllr Duncan Wood, Portfolio Holder for Leisure Services & Physical Activity

Title: Live and Move Programme Update

Is this a Key Decision?

Scrutiny is a non decision making committee

Is this an Executive or Council Function?

Executive

1. What is the report about?

This report outlines for members the submission to extend Exeter City Council's role as a Sport England Place Partner and the application for investment to 'deepen' the work of the Live and Move Programme for a further three years (2025-2028). It also provides an update on the impact of the Live and Move programme across Exeter and Cranbrook.

2. Recommendations:

- 2.1 That members note and comment on the Sport England submission as well as the programme's progress against the strategy, and its contribution towards key priorities in the City Council's Corporate Plan.

3. Reasons for the recommendation:

- 3.1 Members have an understanding of the Place Partner submission and the proposed Live and Move programme for 2025-2028.
- 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

6. Report details: Sport England Place Partner Submission 2025-2028 & Live and Move Programme Update May 2024

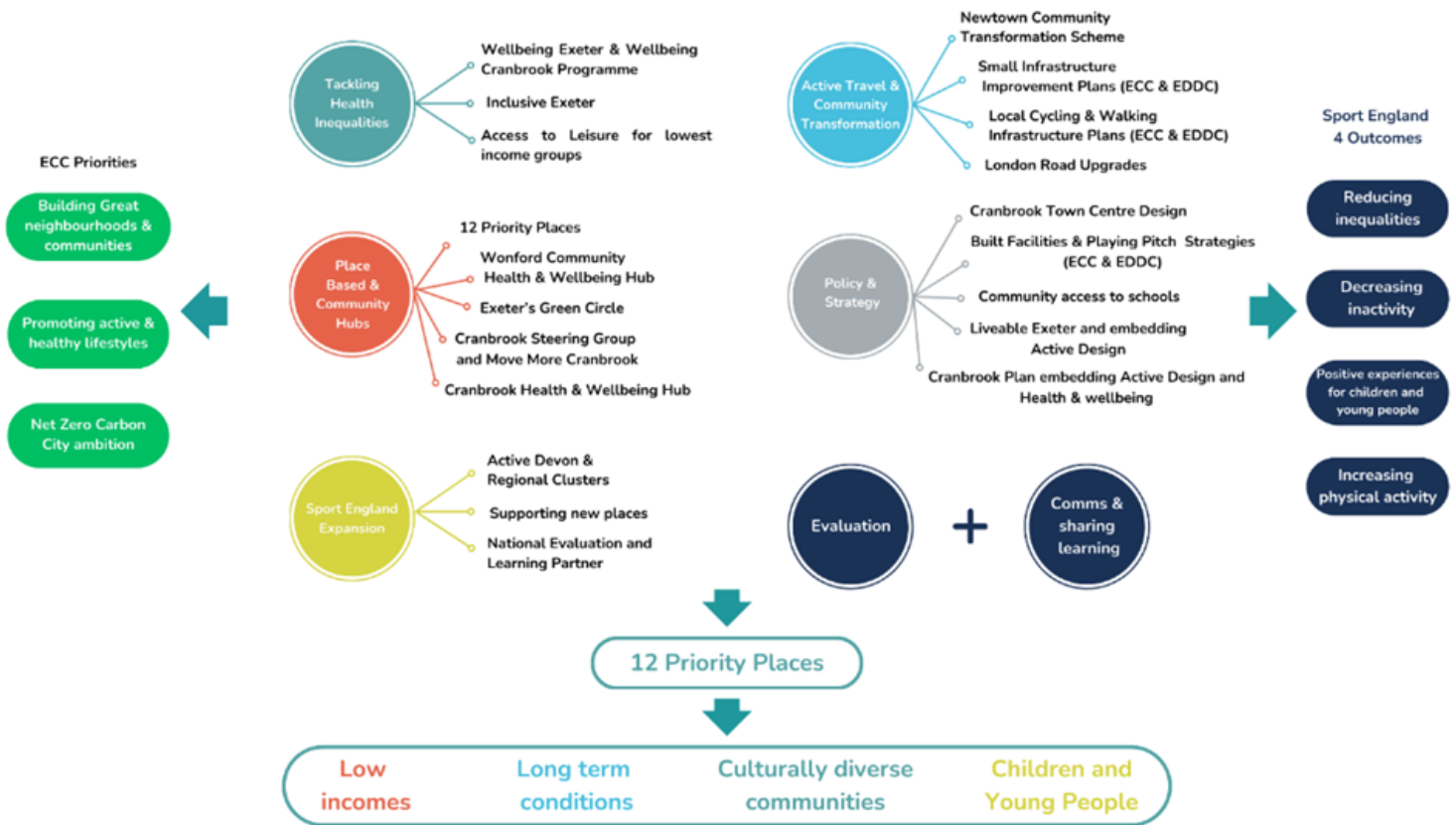
Sport England Place Partner Submission 2025-2028

- 6.1 Since being granted approval from Executive on 9th April 2024, the Director and Live and Move team have been developing the submission to Sport England for deepening the work from April 2025 to March 2028. This has been an intensive and collaborative process, working alongside partners and stakeholders from across the City and in Cranbrook, to reflect on the significant impact of the programme so far and collectively shape the priorities for the next three years.

- 6.2 As part of the co-design process we held a workshop facilitated by our evaluation partner, SERIO, which helped to create our new **Theory of Change**, a key requirement of the submission. The Theory of Change articulates the key outcomes and activities to underpin and drive the Live and Move “deepening” programme and submission. The session was well attended, with just over 30 representatives from local organisations coming together at The Phoenix Arts Centre including colleagues from Sport England, Devon Community Foundation, CoLab, Active Devon, EX5 Alive, Inclusive Exeter, East Devon District Council, Exeter City Community Trust and Exeter City Council. The Theory of Change will provide the consensus document to engage with existing and new partners to progress towards achieving our proposed long-term impact. During this deepening phase we will work with partners to develop a long term ‘Healthy and Active Lifestyles’ strategy that will help realise the Exeter 2040 vision, our corporate priorities and long-term plans for Cranbrook.
- 6.3 In parallel to the core submission, the team has been updating the **System Maturity Matrix**. This is a framework for describing and assessing place based systemic change and identifying certain features or characteristics of a place which are necessary to tackle inequalities. It is a living document, supported by place based and systemic examples from across the programme, and will be reviewed periodically as part of the Sport England evaluation framework, as well as being another fundamental element of the place partner submission.
- 6.4 A second **Local Community of Practice** sharing and learning session was held at Exeter Community Centre on 22nd April, to continue conversations with partners and stakeholders from the first event and to provide an opportunity for feedback on the new Theory of Change. Further similar events are planned throughout the year to strengthen and grow this network.
- 6.5 As a result of the data, insights and learning, together with partner input and feedback, we have identified our 4 most significant changes as:
1. **Influencing & embedding in policy: corporate & political priorities, planning & active travel & environments.**
 2. **Embedding an asset-based community development approach and demonstrating positive and significant improvements to people’s and communities’ wellbeing.**
 3. **Nurturing a data and insight led approach, with granular local activity data analysis enabling us to affect action and change in tackling inequalities.**
 4. **Establishing an active community identity in a new town, influencing future Cranbrook town centre design.**
- 6.6 Going forward, our submission prioritises two of the four Sport England Key Outcomes: **Decreasing Inactivity and Reducing Inequalities**. Through this focus we will achieve an increase in activity levels and improve experiences for Children and Young People in our priority neighbourhoods.
- 6.7 We are proposing to deepen our work through delivering against the new co-designed Theory of Change. This will unite local partners and provide us with a collective tool to measure our progress against the activities, outcomes and long-term impacts that will help us deliver more significant change.
- 6.8 The Theory of Change is based on the following high level programme proposal, which articulates our outcomes, impacts and the programme of work which will underpin our contribution to deliver against the Sport England outcomes:



High Level Programme Overview



6.9 **A copy of the full submission**, which links to an online repository of supporting evidence, together with letters of support from Exeter City Council, East Devon District Council and Devon County Council is attached at **Appendix A**.

6.10 A summary slide deck is attached at **Appendix B**.

6.11 The submission is now with the Sport England Investment Team colleagues who are beginning a period of internal assessment and peer review. The Sport England Board will then consider our submission at their meeting on 25th June 2024, and we should know the outcome by the start of July 2024. A communications plan will be put in place to ensure members are informed of the decision at the earliest opportunity.

Live and Move Programme Update

6.12 **The next wave of Local Active Lives fieldwork is underway** with field work carried out during the May and into June. Analysis and insight development will take place over the summer and this data will be shared with members later in the year. As in recent years, this is being managed by SERIO who are commissioning Marketing Means to undertake the survey work. This will be the 5th wave of the survey and will further enhance the dashboard and insight packs developed on an annual basis.

- 6.13 The business case and forecast capital costs for the **Wonford Community Health Wellbeing Hub** has been noted by members at Executive on 9th April 2024. Officers have been asked to report on potential funding options for £7m by April 2025. The next steps are to:
1. Continue with design development and submit the planning application – anticipated June 2024.
 2. Further develop funding/investment approach and progress detailed conversations with Sport England.
 3. Continue with the project design group including Wonford Community Centre Trustees and Exeter leisure colleagues.
 4. Ongoing further community engagement through Wonford Trustees and local community groups to continue the design development and submit a planning application.
- 6.14 A new lead management organisation to deliver **Wellbeing Exeter and Wellbeing Cranbrook** for the next 4 years has been appointed. CoLab, a multi-agency wellbeing hub, were awarded the contract which commences on 1 July 2024. Funding has been secured for the core model with 12 months support from Exeter City Council and Sport England. There are continued efforts from the team and leadership to identify additional sources of sustainable funding to secure the long-term future of the partnership. [More information can be found here](#)
- 6.15 A new Impact report shows that Exeter residents working with Wellbeing Exeter are less lonely and more connected to their neighbourhoods than they were before Covid. In conjunction with Devon Community Foundation, the impact report shows the social return on investment, or the social impact on the city of Exeter in monetary terms. Almost £2m has been saved as a direct result of people accessing wellbeing support such as social groups, instead of accessing primary care facilities such as their GP.
- 6.16 Other positive results highlighted in the report, include users of the Wellbeing Exeter service reporting that they were 22 percent more likely to meet socially with others than they were before accessing the support, and 25 per cent were more likely to talk to somebody else in their community.
- 6.17 The report was produced by Devon Community Foundation, which has managed the Wellbeing Exeter programme since 2016. Despite their management role soon coming to an end, Devon Community Foundation will remain a key partner of Wellbeing Exeter. [The full report can be read here.](#)
- 6.18 **EX5-Alive**, the community hub based at the Cranbrook Education Campus, has published its first impact report. [A full copy of the report can be read here.](#) The hub aims to improve the quality of life of Cranbrook residents and the surrounding areas by promoting access to opportunities from either statutory services or community led provision. During the first 18 months, the hub facilitated over 13,000 supportive interactions, including 423 people supported to be more active.

6.19 Active Travel and Environments

Aim:

To increase participation in Active Travel & Environments through:
Facilitating activation of local residents and communities to access active travel / environment behaviours changes from improved infrastructure in and around Exeter.

Working with the community of Newtown to gain a more in-depth understanding of their daily travel habits and then co-design place-based solutions to increase walking and cycling.

Deliverables:

- A. Delivery of engagement and activation to include community awareness sessions; communication to residents, community groups and local networks; and activity sessions
- B. Deliver a programme of infrastructure improvements to public realm and highways in Newtown.
- C. Review the information provided at the school allocation stage of accessing education to see if this route into school interaction can have a greater impact.

RAG Tracking

Opportunities: Newtown consultation, in the light of current national policy changes to infrastructure consultation. The Newtown scheme has the potential to demonstrate new ways of working.	Risks: Planning permission requirements for the Newtown scheme may cause additional delays if full planning permission is required.	Issues:
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Newtown consultation work is now being progressed following the election results. Recent challenges around planning permission requirements for the scheme are continuing to cause delays but a resolution is expected shortly. we are also looking at possibly introducing Bike Hangers as part of this scheme, which will provide a space for residents to securely store their bikes, and thus reduce barriers to cycling.

School Allocations Initial ideas have focused on a travel pack for parents/carers that helps to inform decisions on where children go to school and how they can travel more actively. These initial ideas are now being further developed through background research and further engagement. A project programme and full delivery proposal is expected shortly.

The Small Infrastructure Improvement Scheme The project programme is progressing with work on refining the process and the ToR having been undertaken. It is expected that delivery of this scheme will progress over the coming months.

A377 Underpass (Alphington)/Green Circle joint project bringing together Active Travel, Green Circle and Schools to deliver a piece of work that benefits the local community as a whole.

- Awaiting decision on re-routing a section of the Green Circle through the A377 underpass and away from the current uncontrolled crossing point at the entrance to the Ide A30 gyratory roundabout.
- Infrastructure such as lighting and removing vegetation is being planned between DCC/ECC.

Paris Street Roundabout work is well underway with this scheme with both initial designs having been considered and data analysis having been completed. The pedestrian flow data has shown

interesting insights into the behaviour of people around the roundabout, the data suggests that the Cheek Street junction should be the main focus of the design work.

Other pieces of work are progressing e.g., NHS Bike Lockers which will help to improve active travel for those impacted.

Revised walking and cycling maps have been produced and are ready to be published when appropriate.

6.20 Wellbeing Exeter & Cranbrook

Aim:

To increase the support available to individuals and families, most at risk of being inactive, within Exeter

and Cranbrook to improve their health and wellbeing through increased PA in their daily lives, delivered by

a team of staff skilled in activating individuals and communities to lead regular active lives.

Primary outcomes:

- A. Increase in overall referral numbers to Community Connectors, as well as those with increased PA as the referral reason.
- B. Increased PA levels, improved emotional wellbeing and relationships with others, increased community involvement and connections amongst individuals and families engaging with a Community Connector.
- C. Staff demonstrate increased knowledge and confidence to have conversations about physical activity and to support individuals to become more physically active.

RAG Tracking

<p>Opportunities: Conversations with PCNs regarding their engagement going forward is on hold until a new Delivery Partner is appointed.</p> <p>Opportunity to find future investment from other sectors (including commercial) to increase staffing levels.</p>	<p>Risks: There is currently a 6-week waiting list for referrals, but it is hoped the new Leisure Partnership may help to mitigate this.</p> <p>The reduction in the number of community connectors from 17 to 5, means less referrals can be processed in future.</p>	<p>Issues: Staffing issues affected by DCC cut to funding have meant less productivity at WE, plus uncertainty for those remaining.</p> <p>Drop off in PCN referrals aligns with concerns regarding future funding.</p> <p>CPAO team has been working on a reduced number of staff in 2024, but new roles are being advertised in May 2024 not the procurement process has been completed</p>
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A new lead management organisation to deliver **Wellbeing Exeter and Wellbeing Cranbrook** for the next 4 years has been appointed. CoLab, a multi-agency wellbeing hub, were successfully awarded the contract which commences on 1 July 2024. Funding has been secured for the core model with 12 months support from Exeter City Council and Sport England. There are continued efforts from the team and leadership to identify additional sources of sustainable funding to secure the long-term future of the partnership. More information can be found here: <https://exeter.gov.uk/wellbeing/>

The collective work of the CB's, CC's and CPAO's is building momentum and delivering impact. For example, the CB's and CPAO's have worked with primary schools to organise Stay and Play events targeted at children and their parents. This has seen huge success and has already expanded into other areas with plans to engage with more primary schools. In addition, the work at Grandisson Court is gaining traction, having started with a coffee morning it has developed into seated exercise classes and the recent introduction of a walk. The team are also working together to support residents with starting new activities themselves.

An internal evaluation of the self-referral scheme has been undertaken. The scheme has been successful and has now become embedded as a referral route.

Analysis and reporting of ongoing baseline and close surveys undertaken with individuals, families and young people engaging with a Community Connector produced in November, covering July 21-May 23 data.

Participant case studies being explored with relevant staff and developed on an ongoing basis.

Follow-up Training and Development survey undertaken with report produced in October 23.

GP engagement is currently on hold.

6.21 Exeter Leisure / Live and Move Partnership

Aim: To provide support for residents on low incomes and those living with long term conditions to access leisure and community facilities

Primary outcomes:

- A. Increase in referrals into leisure GP referral programme;
- B. Increase the number of people accessing leisure from LSOAs and those on low incomes;
- C. Develop and embed community partnerships with the Exeter Leisure offer;
- D. D Increase in those residents accessing leisure and community facilities from culturally diverse organisations.

RAG Tracking

<p>Opportunities: Longer term, the scheme could be extended to work specifically with young carers, or groups that are either associated with low physical activity levels, or groups that are most likely to benefit from increasing their physical activity levels. There is an opportunity with this scheme to target groups identified as priority groups within the EQIA assessment, which might include older adults, priority sexual orientation groups, expectant parents or gender specific groups, amongst others.</p>	<p>Risks: ECC Leisure and Live and Move relationship is complex and some attention is needed at a senior level to improve relations and to firm up an understanding of how key areas of work complement each other.</p> <p>GP referral waiting list at 100, with only two qualified people at ECC able to deliver. Huge risk if either were to leave posts.</p>	<p>Issues: Live and Move fund the GP referral programme but have little/no contact from person responsible for this.</p>
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The Exeter Leisure / Live and Move pilot programme offers an induction to both leisure-based and community-based activities to a range of people who may have low incomes, poor mental health, poor physical health and low happiness. It will also assist people living with short or long term health conditions. It has been led by colleagues from Live and Move, CPAO's and Exeter Leisure staff and focusses on residents living within 1 mile of the Wonford and Riverside Leisure Centres.

The scheme includes six months full access to leisure, interjected with community introduction days with CPAO's or other community providers. Participants will be introduced to physical activity in their community, where there will be gatherings at parkrun (to volunteer or participate) and other community-based activity or walking groups.

CPAO's, GP surgeries and Wellbeing Exeter have directly referred community members into the programme.

The current GP referral programme, hosted at ISCA, is at capacity with a waiting list of over 100 individuals, and the pilot programme is not an alternative to those with serious health conditions, who need to access the official GP referral programme.

The first phase of the programme has begun with 27 residents. The local CPAO, ECC Leisure staff and members from the Live and Move Team hosted a welcome session for the first cohort in Wonford on 9th May and will now work with this group to overcome any barriers and offer support to find opportunities for physical activity in their locality.

An evaluation framework has been established with our independent evaluation team, Serio, to monitor the progress and impacts so that this might be widened out into other priority places or targeted at groups facing the greatest health inequalities.

6.22 Active Schools and Families

Aim:

A programme of PA opportunities co-designed with children, young people, parents and families that is integrated within the wider community and meets the need of the target audience.

Primary outcomes:

- A. Increased PA levels among children and young people.
- B. Family units become positive driving force in shaping child's attitude and behaviour towards PA.
- C. Empowered secondary schoolchildren, comfortable and confident to be physically active.
- D. Improved relationships between schools, their families and local community inc. CB's, CC's, CPAO's and Activity Groups.

RAG Tracking

Opportunities:	Risks:	Issues: Current Project Manager will be leaving in June 2024. Planning how to this deliver work within remaining team capacity.
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Opening Schools Facilities (OSF): The agreement with Active Devon is signed by both parties and work programme established. Active Devon colleagues presented the project plan and progress with a significant number of funded activities being delivered across Exeter and Cranbrook schools. The first data set from Active Devon has been received for SERIO to analyse.

Family Stay & Play Scheme has had really positive feedback from participants and plans to make it sustainable are in development.

CEC Trampoline Project: The school is still working with several student volunteers & hope to get some trained as assistant instructors. There is still funding available for this.

Beacon Heath (joint project with Networks & Capacity Building): Following a workshop in November 2023 with community groups, they have agreed to focus on youth outreach work, Beacon Centre MUGA, and expanding St James School Enrichment Programme into the local community. L&M will support the Beacon Centre with pre-planning application and consultation work for the MUGA. The approach is about sustainability by supporting the community to achieve the desired outcomes for their place.

Exwick Community Workshop (joint project with Networks & Capacity Building): Two community workshops have been delivered (similar to Beacon Heath workshop) and another is planned in Exwick in June, at the request of stakeholders. SERIO are supporting the stakeholders by providing an online survey, so they can understand better the needs of Exwick residents. A bike project proposal has been submitted by the youth club who have now constituted their own Youth Council (supported by Live and Move)

A377 Underpass (Alphington)/Green Circle joint project bring together Active Travel, Green Circle and Schools to deliver a positive piece of work that benefits the local community.

- Awaiting decision on re-routing a section of the Green Circle through the A377 underpass and away from the current uncontrolled crossing point at the entrance to the Ide A30 gyratory roundabout.
- Infrastructure such as lighting and removing vegetation scheduled with DCC.
- Planning community engagement with CPAO to inform local residents of changes.
- Working with local school to commission artwork.

St Lukes School Community Fitness Sessions: L&M are working alongside the school to engage with parents and families in Whippton to offer fitness classes for parents, pupils & families. The current space needs to be adapted to allow for access from the outside and to create a space where heavier weights, as appropriate for adults, can be used.

St James School Enrichment & Bike Project: Ride On have been able to use some of the commission they receive from selling bikes which the students have repaired to cover the Ride On staff member's time/costs to run the Bike Project at the school. A student survey was sent to the school in December and awaiting the final results.

6.23 Network and Capacity Building

Aim:

Enabling and empowering communities, and key organisations within them, to develop a PA offer that is best suited to the local area and its people's needs.

Primary outcomes:

- A. Community Activity Groups and key community organisations help to organise and deliver entry-level PAs across Exeter and Cranbrook.
- B. Communities, anchor organisations and local delivery providers in priority areas are engaged with Live & Move team and CPAOs to develop ideas –and dynamically respond to insights –to further support the community.

RAG Tracking

Opportunities:	Risks:	Issues: Vacancies in the CPAO team is restricting delivery but recruitment is underway and the team should be back to full strength within 1-2 months.
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Hamlin Lane girls football project started in December. L&M providing funding for football kits more suited towards girls so that the sport is more inclusive and welcoming.

Activity across key areas such as Wonford, Beacon Heath and particularly in Merrivale, has helped to strengthen relationships with a number of stakeholders. The Merrivale Celebration Day was well attended and provided opportunity to engage with the community. Evaluation is underway, with many interviews with stakeholders involved, as well as feedback postcards and short interviews with participants.

The majority of participants have completed the Run Leader training, and several have facilitated running groups and other activities in their local areas. Evaluation to follow after the full cohort has completed training.

Pickleball continues to remain very popular following the integration into Exeter Leisure's system. Evaluation interview with two committee members has taken place, and a further survey for players/participants to go ahead in next quarter.

Park Yoga concluded at the end of Q3 and has felt to be well attended across many of the weeks. Feedback postcards and short interviews have been used to gather participant feedback, and an interview with the instructor has taken place. Case study/short report to follow next quarter. Junior Park Run still in the prep phase, but planned to run later this year, and further engage local residents, with a strong focus on CYP engagement.

Beacon Heath and Exwick Community Workshops: joint projects with Active Schools and Families, see above for update.

6.24 Inclusive Communities

Aim:

For Asian/ British Asian citizens, living in Exeter (primarily in our Priority Areas) to feel motivated, confident, and able to access opportunities for physical activity that suit them, can become sustainable as part of their lifestyle, are supported by their communities, and help to increase their sense of belonging by supporting the community cohesion. A key part of this is the vision of Asian/ British Asian families being active together.

Primary outcomes:

- A. Increased levels of PA among Asian/ British Asian communities.
- B. Contribution toward a narrowing of the physical inactivity gap.
- C. Increased importance among Asian/ British Asian families of being active together.
- D. Increased levels of confidence and motivation to be active.
- E. Increased belief that there are opportunities for Asian/ British Asians to be active.
- F. Increased sense of community cohesion and sense of belonging.

RAG Tracking

Opportunities:	Risks:	Issues: Limited availability of suitable venues for staff and volunteers to ensure effective and consistent delivery or introduce new activities.
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Inclusive Exeter has been successful in securing National Lottery funding, enabling them to continue the project for a further 3 years when L&M funding ends in March 2024. There are plans to review the current Steering Group once the new funding is in place.

An Inclusive Communities film has just been released documenting and celebrating the journey since the CIC began and the partnership with L&M.

Exeter Living Awards 2024: the Inclusive Communities work was celebrated at a recent awards ceremony where the project was runner up in the Civic Award category.

Badminton Tournament February 2024: the 2-day tournament was well attended and attracted some TV media coverage. Participants represented eight different nationalities, but the badminton group regularly attracts more than that.

The programme continues to grow with a new basketball group and the introduction of more children and family activities such as badminton at Wonford Community Centre.

The Sports Fest annual event has become very popular with diverse communities in Exeter and is inputting towards the impact evaluation of the Better Connection project. There are currently no funds available for the evaluation work. Options are currently being explored in consultation with SERIO.

There is a clear demand to tailor activities to meet specific community needs e.g., Muslim women-only swimming but implementation is being held back due to the lack of suitable lifeguards. L&M are in discussion with ECC Leisure to explore solutions.

The majority of activity groups are now self-funded and others offering affordable donations, illustrating how physical activity has become routine and valued.

Some challenges in attracting and retaining diverse participation groups e.g., badminton at Wonford Community Centre.

6.25 Cranbrook

Aim:

Through the expansion of the capacity of the Community Connectors, the strengthening of key partnerships and development of a Community Hub, alongside the provision of community grants, the programme aims to develop a greater sense of community support and open up opportunities for engagement in physical activity and wellbeing.

Primary outcomes:

- A. Increased PA levels, improved emotional wellbeing and relationships with others, increased community involvement and connections amongst individuals and families engaging with a Community Connector.
- B. Support groups and organisations to establish an infrastructure, training and capacity building, to make a difference in Cranbrook.
- C. Support groups and organisations with a one-off grant of up to £3,000 to build infrastructure through supporting projects to improve the health and wellbeing of people in Cranbrook, increase a sense of belonging and increase physical activity levels.

RAG Tracking

Opportunities: There is an opportunity within the Community Hub for further growth, including evening activities, however this is currently limited by the lack of capacity.	Risks:	Issues: Staff capacity at the Community Hub continues to be a challenge. Cranbrook Video experiencing some filming delays.
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MMC Grants:

Awarded	Value	Pending	Value	Remaining funds
14	£31,626	1	£2,200	£28,374

The grants programme has been successful in attracting new individuals and organisations operating in the physical activity arena to Cranbrook. For example, one successful grant applicant is now in discussions about providing some exercise classes to the Culture Club.

The grant application form is being reviewed to improve the process for applicants and to clarify the information required by the grants panel around some key aspects (e.g., project sustainability).

A local comms campaign is planned to highlight progress of various developments within Cranbrook (e.g., Trim Trail, Pump Track, new supermarket etc.), alongside generating further momentum with the grants with a view to attracting more grass roots, resident led ideas. Also, working with Cranbrook Town Council on a launch event for the new pump track sometime in June/July.

The Town Centre Community Consultation delivered on behalf of LED Leisure around the development of Cranbrook town centre has been completed and the results are being collated.

A map will be developed to show key stakeholders and highlight their inter-connections and relationships. The map will be updated annually to highlight changes over time.

A new Country Park ranger is in post, which is generating more physical activity related activities.

The **Local Active Lives Survey** has gone digital this year for Cranbrook residents and local partners and stakeholders have been very supportive in sharing messages.

Currently working with Cranbrook stakeholders to develop a **Theory of Change** facilitated by Collaborate and NELP colleagues.

A film is being made about Move More Cranbrook supported activities but there have been some delays in filming. Aiming to complete the video in June.

6.26 Green Circle

Aim:

Overall aim of Green Circle is to create an interactive and engaging, multifunctional walking route, to improve people's physical activity levels and health and wellbeing. Creating a brand identity around Green Circle and promoting this will increase its value and awareness.

Primary outcomes:

- A. Increased awareness of Green Circle within Priority Areas and across City.
- B. Increased usage of Green Circle (including community usage).
- C. Increased benefits to the community including community involvement, events and feeling of connectedness.
- D. Increased access and options for walks and activities connected to Green Circle.

RAG Tracking

Opportunities:	Risks:	Issues:
GC Survey Results have provided insight into current usage and highlighted areas for improvement such as signage and accessibility.		

The Green Circle Survey was launched in November 2023 and ran for a total of 6 weeks. The survey yielded 731 responses. This data has been analysed by SERIO and the findings collated into a report into how the Green Circle is perceived and used which will inform future areas of work within the Green Circle strand. Key findings are as follows:

- 94% of respondents reported an awareness of and prior use of the route.
- The survey sample had a smaller proportion of 'less active' people in the sample than in Exeter as a whole (the sample was 52% active, 41% fairly active and 7% less active).
- The Ludwell Valley Walk was marginally more popular than other walks on the Exeter Green Circle, with 82% of Exeter Green Circle users reported having used this particular route.
- The route is predominantly used for leisure, health and relaxation.
- Respondents reported using the route both alone and with family/friends, but only a small proportion stated that they use the Exeter Green Circle with a club or group.
- The most commonly preferred means of navigating the route were following signs or using local knowledge.
- Levels of dissatisfaction were highest in respect to signage and the level of available route information.

A377 Underpass (Alphington)/Green Circle joint project bring together Active Travel, Green Circle and Schools to deliver a positive piece of work that benefits the local community.

- Awaiting decision on re-routing a section of the Green Circle through the A377 underpass and away from the current uncontrolled crossing point at the entrance to the Ide A30 gyratory roundabout.
- Infrastructure such as lighting and removing vegetation scheduled with DCC.
- Planning community engagement with CPAO to inform local residents of changes.
- Working with local school to commission artwork.

Cemetery Fields/Exwick Steps previously identified as a key area of the Green Circle needing maintenance, e.g. steps and handrail is now progressing with ECC Public Realm Team undertaking the works. Work is expected to be completed by late Spring 2024.

Video Counter data: Report Data from the 14-16 July 2023 count has been received and will be used to inform further plans for the routes. Additional work has been commissioned at the crossing near the A377 underpass where maintenance is due to take place. 2023 data will form a baseline, 2024 data will capture post-maintenance (repeated annually for evaluation).

We have been consulted with and have included some copy about protecting the Green Circle in the **Exeter Plan**.

6.27 Wonford

Aim:

Delivery of a redeveloped Wonford Community Health & Wellbeing Hub at the existing site of the Wonford Community and Sports centres, co-designed with the community.

Primary outcomes:

- A. Engagement with Wonford residents, community groups and organisations to shape the facility.
- B. Working with the Wonford GP Practice to explore opportunities for a 'campus' approach, linking the GP Practice to the Hub.
- C. Leveraging opportunities for inter-strand working across the Live & Move programme to support the success of the Hub.

RAG Tracking

Opportunities:	Risks:	Issues: Limited staffing at the WCLC centre is challenging. Trustees are considering the structure of the centre, supported by L&M.
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Community Engagement March 2024: A 3-day community engagement event was held in Wonford to share the latest architect designs for the proposed hub with local residents. Over 100 people attended the event and feedback was largely positive.

Report to ECC Executive 9th April: The business case and forecast capital costs for the Wonford Community Health Wellbeing Hub has been noted by members at Executive on 9th April 2024. Officers have been asked to report on potential funding options for £7m by April 2025. The next steps are to:

1. Continue with design development and submit the planning application – anticipated June 2024.
2. Further develop funding/investment approach and progress detailed conversations with Sport England
3. Continue with project design group including Wonford Community Centre Trustees and Exeter leisure colleagues
4. Ongoing further community engagement through Wonford Trustees and local community groups to continue the design development and submit a planning application

6.28 Communications and Digital

Aim: to ensure that the work of Live and Move is shared with audiences in Exeter and Cranbrook

Primary Deliverables

- A. To ensure maximum engagement in Live and Move / Move More Cranbrook activities.
- B. To ensure that partners are briefed on all Live and Move activities.
- C. To present Live and Move information to audiences that help to encourage more people in priority areas to be more active

RAG Tracking

Opportunities:	Risks: Delays to Bitpod filming means that content won't be as current.	Issues:
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Upcoming comms opportunities

- Cranbrook film
- Local Active Lives press activity
- Presenting at Exeter College sustainability conference
- Collaboration with Cranbrook Town Council on comms initiatives
- Presentations at two National Evaluation & Learning Partner (NELP) learning seminars
- Contributing to Women's Rugby World Cup plans
- Collaboration with Exeter Leisure to introduce leisure activities to those referred into scheme.

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

7.1 The Live and Move strategy and the plans for continuing the work as Place Partner up to 2028, 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 governance structure ensures 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.

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

8.1 The Live and Move Programme cannot continue unless further long-term funding is secured. Stopping the work would 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 submission to Sport England, would mitigate the risk and assure continuation of a programme, closely aligned to Council aspirations, for up to 3 years.

8.2 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.

8.3 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.

8.4 Broader revenue and capital investment opportunities offered by Sport England may not be accessible unless the Council is 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.

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 C** 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

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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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