



Sport England Place Partner Bid 2024

Summary 16th May 2024



#ShareYourMoves

Current position

13th May 2024 – submission sent to Sport England with letters of support from ECC, EDDC and DCC

Key documents:

- Deepening submission – summary of the seven sections to follow
- Theory of Change V7
- System Maturity Matrix May 2024
- A link to our website (strategy, research, insights, case studies, background info):

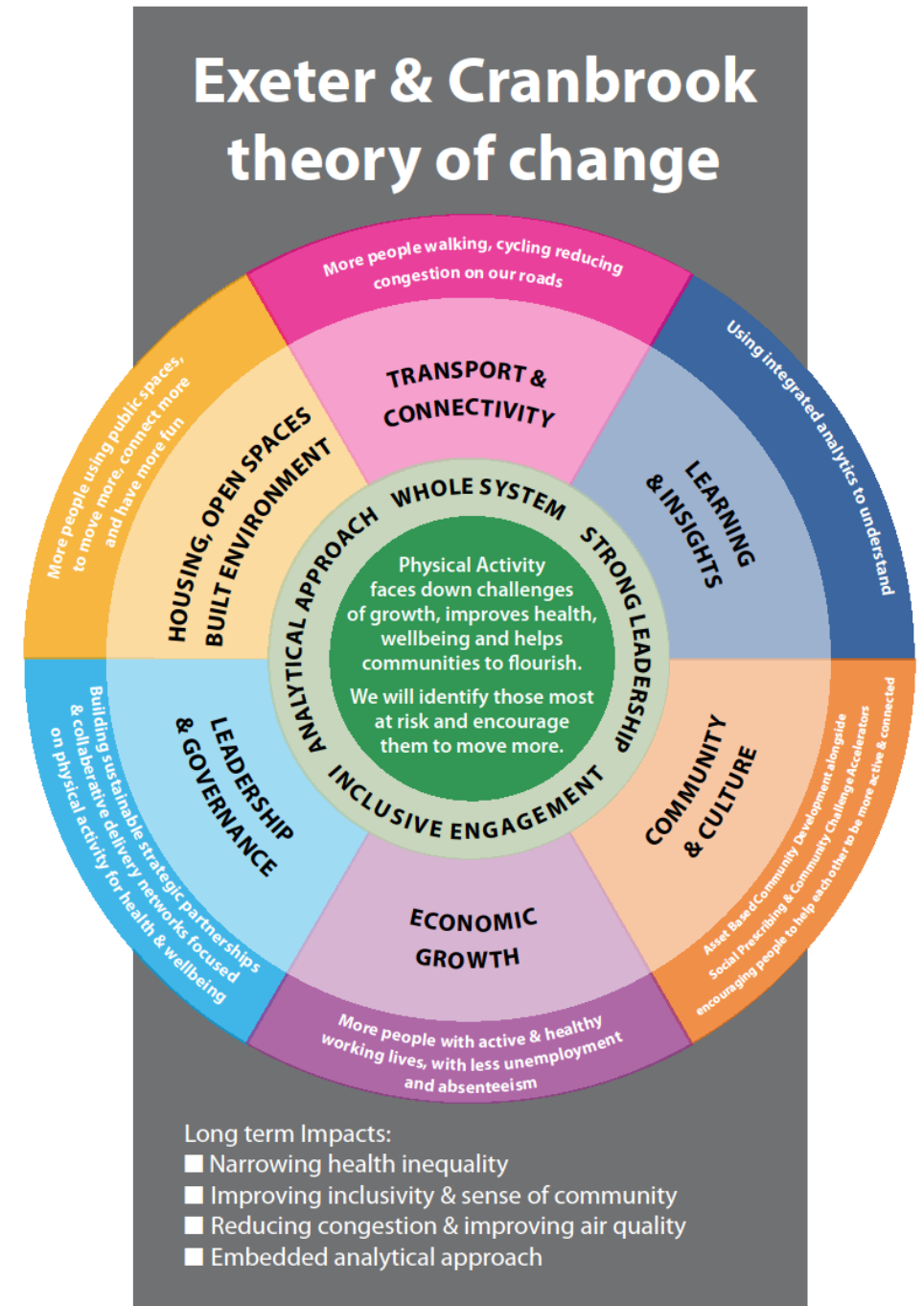
The submission is in 7 sections....

SECTION 1 – What did you set out to change and what has been your progress?

Our progress on system maturity and what is being embedded in Exeter and Cranbrook can be evidenced through **4 examples of our Most Significant Change:**

1. Influencing & embedding in policy: corporate & political priorities, planning & active travel & environments – **Corporate Plan, Liveable Exeter, Exeter Local Plan, LCWIP**
2. Embedding an asset-based community development approach and demonstrating positive and significant improvements to people's and communities' wellbeing – **Wellbeing Exeter**
3. Nurturing a data and insight led approach, with granular neighbourhood level local activity data enabling us to affect action and change in tackling inequalities – **Inclusive Exeter**
4. Establishing an active community identity in a new town – **Cranbrook, EX5 Alive, Wellbeing Cranbrook**

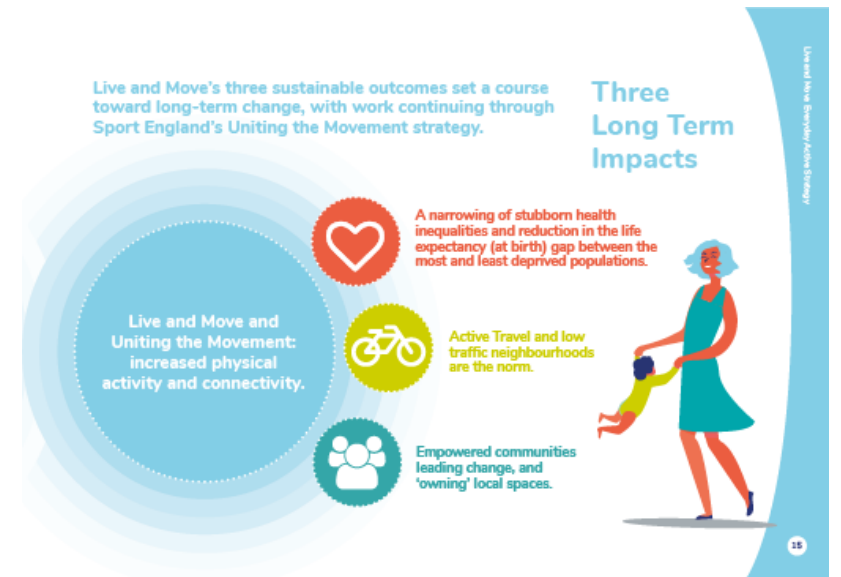
Each example underpinned by evidence, impact reports, key insights & embedded learning



The submission is in 7 sections....

SECTION 1 PROGRAMME IMPACT

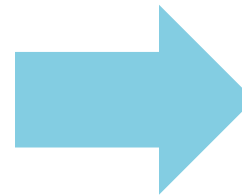
- A developing trend of a reduction in people 'doing nothing' or impact on the least inactive. Rates across Exeter Priority Areas are down to 13% and 10% in Cranbrook.
- A strong bounce back from COVID activity levels (within LSOA's); (diagram from LAL, or stat linked nationally)
- A narrow gender inequality gap; (diagram from LAL)
- A significant recovery of physical activity levels for diverse communities; (diagram from LAL or link to Inclusive Exeter impact)
- 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.
- 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..."**
- 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.**



2. What are your plans for deepening the work? (moving from establishing/embedding to EMBEDDED on system maturity... continue to deliver and evidence impact against SE outcomes, with a particular priority of Reducing Inactivity, Reducing Inequalities)

OUR ASPIRATION / PURPOSE:

- 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.

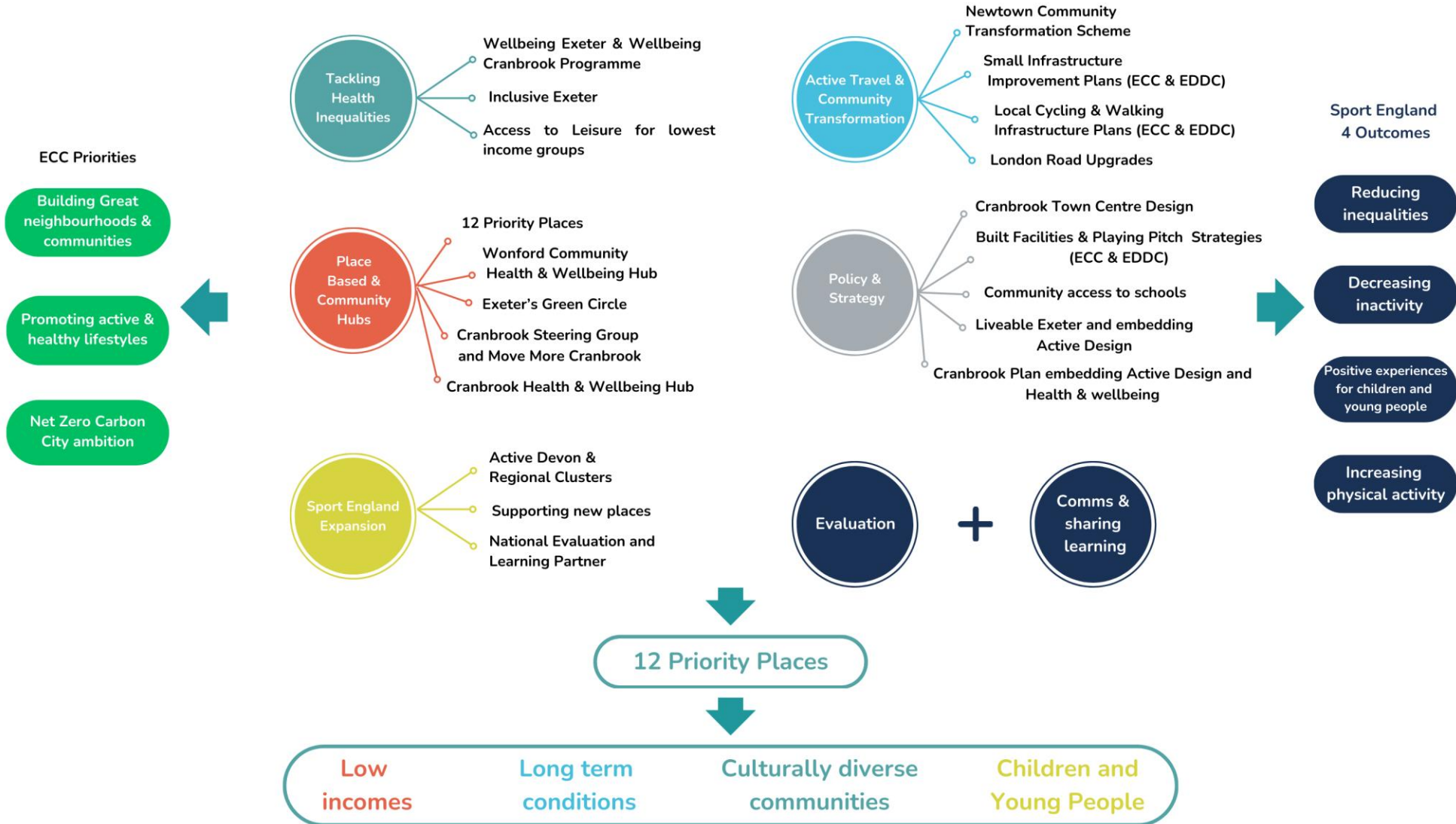


THROUGH:

- A focus on our priority areas that identify greatest need:
 - Wonford
 - Beacon Heath/Whipton
 - City Centre
 - St Thomas
 - Cranbrook
- Wellbeing Exeter new core model delivery, alliance development
- Further tackling health inequalities (low incomes, BAME, Long Term Conditions, Children and YP)
- Place Based Community Hubs (Wonford, Cranbrook)
- Active Travel & Community Transformation
- Policy & Strategy Influence
- Learning, Evaluation & Expansion support



High Level Programme Overview



4. What further support do you need from Sport England?

- **Leadership & Workforce Development** – delivery of bespoke leadership programme across Exeter and Cranbrook with support from national Leadership Essentials and Active Devon
- **Capacity**
 - A Programme Team
 - Investment into Wellbeing Exeter & Cranbrook to 2028
 - A commissioning approach to delivery of deepening work
 - Strategy and Policy development
- **Revenue / Delivery budget** – to deliver the 5 core programme system strands (staffing, delivery, evaluation, leadership development)
- **Capital**
 - Wonford Community Wellbeing Hub (post planning investment)
 - Further feasibility support for Cranbrook Leisure Hub
 - Delivering outcomes of Built Facilities Strategy
- **Learning & Evaluation**
 - Securing local evaluation partner to 2028
 - Impact reporting – Local Active Lives annual survey, dashboard analysis and insight preparation
 - Support for expansion places in Devon / region to develop their approach

5. Sustaining your approach beyond 2028?

- **NEW co-designed Live and Move / WE governance and place in system leadership**
- **Move to new organisational and governance model, development work in 25/26** – hosting options of either existing local anchor organisation or new model of organisational form. Blending / meshing of Live and Move and Wellbeing Exeter together.
- **Capacity building, network building and strategic fundraising** – built into contract with new Wellbeing Exeter lead management organisation
- **Distributed leadership across system partners** – developing the Local Community Of Practice
- **Mainstream approach within ECC** – Embed within new leisure/healthy active lifestyles service, and across other services (e.g. planning, housing)
- **Further influence** through health (WE), housing (ECC/WE and registered providers), planning (ECC and development industry), Education (TWT, College and St Peter's School), Built environment
- **Other investment:** articulate approach of WE case for support
- **System Maturity Matrix** – improvement plan against existing system conditions.

6. People and Leadership

- **ECC – embedding of work in corporate plan, new senior leadership restructure and elected members**
- **Distributed leadership through:** Liveable Exeter system leaders, Local CoP, Cranbrook Strategic Delivery Group, Wellbeing Exeter (and its future organisational form and governance)
- **Liveable Exeter** – detail around new charter and approach through Live & Move work strand on Liveable Exeter Board
- **DCC – Local Walking and Cycling Infrastructure Plan;** strengthening partnership with Exeter Cycling Campaign
- **Strengthen local anchor organisations in VCSE** – e.g. ECCT, ECI, Inclusive Exeter
- **Examples of local leadership – Wonford, Inclusive Exeter, Cranbrook**
- **Development of:**
 - **Physical Activity System Leadership Programme with Active Devon** (Bespoke version of national leadership programme)
 - **Capacity building of local networks** (Wellbeing Exeter, Move More Cranbrook)

7. Evaluation and Learning

- Work alongside Sport England national learning partner to **deliver evaluation framework**
- **Procure local evaluation partner** from October 2025
- Develop, embed and measure against **Theory of Change**
- Establish **place level evaluation and learning framework** (within 6 months of award)
- **Maturity modelling** and work with local stakeholders on performance and improvement
- **Impact reporting** – Annual Local Active Lives Survey analysis, insight and interrogation leading to action & sharing
- **Comparative Analysis** – moderating our system conditions against other places
- **Population modelling and simulation** – estimate of our contribution against national outcomes

Next steps

- 13th May – 29th May initial screening by SE colleagues, opportunity for queries or requests for further information
- 29th May Peer Review Process
- 11th June Board paper with recommendations submitted
- 25th June SE Board consider and make decision