

# REPORT TO STRATEGIC SCRUTINY COMMITTEE

Date of Meeting: 4<sup>th</sup> April 2025

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 the successful application to Sport England to continue the work of the Live and Move Programme for a further three years from 1<sup>st</sup> April 2025 to 30<sup>th</sup> March 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 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 impact & evaluation of the programme across the city 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 March 2025

#### **Sport England Place Partner Submission 2025-2028**

- 6.1 Sport England Board approved the Exeter and Cranbrook Place Partnership submission submitted by Exeter City Council in June 2025. The formal announcement was made in November 2024 at the Local Community of Practice. [Place Partnership Announcement - Live and Move](#)
- 6.2 A formal Sport England Lottery Funding Agreement was signed by Exeter City Council in October, with an award of £2, 336, 934:
- Additional Funding of £2,026,934 to deliver the proposed programme

- In principle funding of £310,000 to deliver further active travel & environments work based on an agreed future delivery plan

6.3 The programme team is now embedded within the Executive Office within the council led by Lorraine Betts with overall senior responsibility with the Chief Executive. The diagram below shows how the work will be structured within the Council:



- 6.4 The agreement is subject to the council providing details of the change programme, regular evaluation and learning reports and supporting the expansion programme so that other councils can learn from the work that has already taken place in Exeter and Cranbrook.
- 6.5 The four most significant impacts through the programme to date will continue to be addressed through the extended Place Partnership:

1. **Influencing & embedding physical activity in policy: corporate & political priorities, planning & active travel & environments (e.g. Newtown).**
2. **Embedding an asset-based community development approach and demonstrating positive and significant improvements to people's and communities' wellbeing (e.g. Wellbeing Exeter and Cranbrook)**
3. **Nurturing a data and insight led approach, with granular local activity data analysis enabling us to affect action and change in tackling inequalities (e.g. Annual Local Active Lives Analysis).**
4. **Establishing an active community identity in a new town, influencing future Cranbrook town centre design (e.g. Move More Cranbrook).**

- 6.6 The Place Partnership delivery programme, summarised in Appendix A, 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 A summary of the final submission awarded at Sport England Board is provided at **Appendix B**.
- 6.8 The high-level budget to deliver the programme is summarised below:

Cost & Expenditure Plan	2025-26	2026-27	2027-28	
	Budget	Budget	Budget	Total
Staff Costs	277,600	187,990	122,008	587,598
Evaluation	71,500	73,575	75,755	220,830
Comms & Digital	33,000	29,000	27,500	89,500
Tackling Health Inequalities - Wellbeing Exeter & Cranbrook	487,506	303,000	218,500	1,009,006
Active Travel & Environments	115,000	55,000	30,000	200,000
Place Based: Cranbrook	65,000	45,000	25,000	135,000
Leadership, Development & SE Expansion	45,000	33,000	17,000	95,000
<b>EXPENDITURE</b>	<b>1,094,606</b>	<b>726,565</b>	<b>515,763</b>	<b>2,336,934</b>

### Live and Move – High Level Programme Update

## 6.9 Impact, Evaluation & Learning

**Aim:** to capture and share the impact, evaluation and learning from the Place Partnership  
To ensure alignment between local evaluation framework and national evaluation partner requirements

### Primary Deliverables

- A. Annual Local Active Lives Survey Analysis - Impact
- B. Annual Process Learning
- C. Annual System Maturity Survey and Comparative Analysis

## RAG Tracking

<b>Opportunities:</b> Explore the data and analysis from the Local Active Lives Survey 2024 results	<b>Risks:</b>	<b>Issues:</b> Delivery of 2025 fieldwork
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Local Active Lives Survey Analysis can be found here: [Microsoft Power BI](#)

The summary presentation of the 2024 survey, delivered by our local evaluation partners – The Social Research Unit (SRU) - can be found in **Appendix C**.

The headlines of the 2024 survey:

- This report focuses on the results of Wave 5 of the Local Active Lives survey, administered by Marketing Means and analysed by SRU between 7th May and 8th August 2024
- A total of 1,843 responses across the Exeter priority LSOA areas and Cranbrook.

- Inactivity levels remain stable in Exeter Priority areas – 40% of Exeter priority area residents are 'inactive' (<30 mins activity in last 7 days), a small but insignificant decrease from the previous year (43%). Inactivity levels remain slightly higher than pre-pandemic (38%), however, unlike previous years, this difference is no longer significant, suggesting they've returned to pre-covid levels.
- Inactivity remains higher in Exeter priority areas compared to Cranbrook – Cranbrook experienced a large and significant decrease in inactivity, as well as a large and significant increase in activity. The difference between Exeter and Cranbrook was significant for both inactivity and activity.
- As with previous years, significant inequalities in physical activity exist across multiple demographics - those who are in lower or intermediate occupations, are aged 75+, or have a disability or long-term health condition, are significantly more likely to be inactive compared to their respective counterparts. There was no longer a significant difference between those from ethnically diverse communities.
- Areas of improvement – most demographics experienced a decrease in inactivity, and the most notable groups were those from ethnically diverse communities, those aged 35-54 or 75+, and those with a disability.

The next wave of Local Active Lives fieldwork for 2025 is underway with field work carried out from May – June 2025. 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 6th wave of the survey and will further enhance the dashboard and insight packs developed on an annual basis.

The results will be delivered at the next Scrutiny in Autumn 2025.

The 2024 process learning report can be found here: [Process Learning Report - Autumn 2024 - Live and Move](#) . The focus was the learning from our use of Local Active Lives Survey data.

The Spring 2025 report will focus on the impact of the Move More Cranbrook Grant scheme taking learning from the Exeter City Council Community Grants programme

The team is contributing towards Sport England expansion work through sharing its learning:

- delivery of the local community practice to share learning and insights from Inclusive Exeter
- Leading a Q&A at the recent Place Learning Partnership' regional event in Birmingham
- Joining the South West Active Partnership Cluster network to support other counties and new places in the region (emerging conversations to support Cornwall as nearest neighbour)

## 6.10 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

<b>Opportunities:</b> Positive and constructive response to community engagement in December/January	<b>Risks:</b>	<b>Issues:</b>
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### Newtown – Community Active Travel Programme

- The consultation ran between 2 December 2024 and 7 February 2025, running for a total of 10 weeks in line with the Exeter City Council Consultation Charter.
- The consultation was promoted via a mixture of letter drop, social media, fliers and word of mouth (through members, Community Builders and Community Physical activity Organisers). Letters to residents were delivered to 1809 addresses identified within Newtown area and bordering streets.
- A survey was hosted on the website: [Newtown - Live and Move](#) . This link contains all the information and plans related to the scheme
- Across the consultation period, four in person information sessions were hosted at St Matts Hall, Newtown. These events were attended by local residents, and they allowed for discussions to be held in person, with clarification being given around aspects of the proposals.

### Next steps:

- Officers are currently analysing and preparing a report for SMB and the relevant Portfolio Holders to review the consultation feedback and proposals for delivery
- Traffic Regulation Orders will be promoted to local residents in April
- Following the survey analysis and traffic regulation order feedback, reports will be prepared for ECC and DCC approvals to progress to construction

6.11 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**

<b>Opportunities:</b> Two year extension and funding committed by Sport England and Exeter City Council. Provides opportunity to engage wider partners for additional strategic commitment	<b>Risks:</b>	<b>Issues:</b> Resolution required with local partners on the future delivery of Wellbeing Cranbrook
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Wellbeing Exeter and Cranbrook is a collaborative partnership working together to promote and improve the wellbeing of individuals and communities in Exeter and Cranbrook. The program focuses on connecting people to their communities, supporting individuals to improve their health, and fostering community connections. Key outcomes include increased physical activity, improved mental health, and greater community engagement. The initiative also aims to address health inequalities by targeting priority areas and providing tailored support to those in need

- Exeter City Council committed funding to deliver the new Wellbeing Exeter core model in 2024/25, with additional funding secured from Sport England in 2024/25 to continue as a core partner. Following a successful tender process, CoLab were appointed as the Wellbeing Exeter contract holder and their overview of the programme began on 1st July 2024.
- Over quarters two and three, around 200 referrals were made into the service and almost 300 individuals were involved in activities facilitated by Community Physical Activity Organisers
- A two-year contract extension was agreed for 2025/26 and 2026/27
- Sport England have committed £669,500 funding on a tapered basis to deliver the Wellbeing Exeter core model to 2028
- Work continues, to design and deliver a targeted enhanced model, funded by Sport England, including focusing on Getting People Back into Work, Equality Diversity and Inclusion, Access to Walking and Cycling and the Exeter Leisure Partnership
- The contract with CoLab to deliver Wellbeing Cranbrook ends, as planned, on 31/03/2025, with commissioning transferring to East Devon. East Devon District Council is leading work

with local stakeholders to identify a host organisation and secure local funding to deliver the programme into the future.

The most recent Wellbeing Exeter & Cranbrook Impact Report for October to December 2024 is attached at **Appendix D**.

## 6.12 Wonford

### **Aim:**

Delivery of a redeveloped Wonford Community 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. Deliver a new integrated community hub to improve the wellbeing of local residents
- C. Increase the number of local residents accessing the community hub

## **RAG Tracking**

<b>Opportunities:</b> Planning approved. Capital bid for £2million submitted to Sport England	<b>Risks:</b> Securing capital funding to deliver the full scheme	<b>Issues:</b>
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## **Planning**

- A formal planning application was submitted on 24<sup>th</sup> November 2024, a link to the full planning documentation can be found here: [Related Documents - Exeter City Council](#)
- There was a wide range of positive stakeholder input, with one objection due to drainage/flooding strategy, this was resolved through planning process
- Following Council Planning Committee on 17<sup>th</sup> February 2025 the planning application was approved. A Decision Notice was received on 20<sup>th</sup> February with pre-commencement conditions.

## **Sport England Capital Application**

- A detailed bid for £2million has been submitted to the Sport England Capital Investment team including:
  - Evidence of strategic/local need
  - Alignment to Sport England Strategy & Future of Public Leisure Report
  - Proposed delivery (cost, RIBA Stage 4, risk, business plan, funding, management, procurement)
- Notification of award decision likely in 1 month, early April 2025 – Sport England need to commit funding for the programme in their 2025/26 budget with Director and CEO approval

## **Current Programme (RIBA Stage 4a – January to June 2025)**

- Deliver a successful planning application
- Agree revised programme plan
- Agree a full revised business plan
- Provide revised costings aligned to current design and new programme plan

- Agree Procurement Strategy
- Prepare technical documentation for tender action
- Agree lease arrangements and revisions with current lease holders (Wonford Community and Learning Centre Trust; Devon County Council)
- Final design of and proposal of preferred management option

### **Programme Plan**

- The high-level programme plan is under review and seeks to meet the following control points:
- Planning Approval – 20<sup>th</sup> February 2025 (decision notice here: [\[link\]](#))
- Completion of RIBA Stage 4a – 09<sup>th</sup> June 2025
- Tender Action (subject to funding committed) – 30<sup>th</sup> September 2025 to 4<sup>th</sup> February 26
- (Indicative subject to funding) Construction – 12<sup>th</sup> February 2026 – 5<sup>th</sup> June 2028

### **Funding Options (a detailed strategy is being developed by officers)**

- Sport England Capital Investment
- Exeter City Council CIL and s106
- Local partnership funding through The Exeter Partnership stakeholder representatives
- Philanthropists – working alongside Devon Community Foundation (and other potential trusts) to identify high wealth and philanthropic individuals
- Charitable Trusts that Wonford Community Learning Centre trustees could apply to
- National Government funding
- National Organisation funding
- Community Investment Funds and models
- Others to explore?

## **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 funding from Sport England for the Place Partnership is tapered, and as a result local match funding is required to continue the work at the same level as previously. An example is the local ECC neighbourhood CIL funding matching Sport England funding to continue the Wellbeing Exeter programme. Council officers will be developing a funding strategy to look at long term sustainable sources to continue the work to 2028 and beyond

8.2 There is a programme level risk register which manages and mitigates risk at an operational level, which is updated on a quarterly 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 E** 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

Executive Office, Live & Move team

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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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## Appendix A



### High Level Programme Overview

