



# Sport England Local Delivery Pilots

**NEW APPROACH  
TO DELIVERING  
PHYSICAL ACTIVITY LOCALLY**



## LOCATIONS:



RURAL PLACES



SMALL TOWNS



COASTAL COMMUNITIES



BIG CITIES

**£100 MILLION**  
of National Lottery money  
across 12 local pilots

113 APPLICATIONS



19 PROPOSALS  
SHORTLISTED



12 PLACES  
SELECTED



## REACHING:



PEOPLE FROM  
SOME ETHNIC  
MINORITIES



DISABLED  
PEOPLE



OLDER  
PEOPLE



WOMEN



PEOPLE ON  
LOWER  
INCOMES



FAMILIES

**FOR HEALTHIER,** happier communities  
**AND TO DISCOVER** a blueprint for tackling inactivity locally

➔ [sportengland.org/localpilots](http://sportengland.org/localpilots)



# HEALTH BENEFITS OF AN ACTIVE LIFESTYLE

- Improve and maintain physical and mental health and well-being
- Prevent long term conditions  
heart and lung diseases  
diabetes  
cancers  
obesity
- Speed up recovery from illness

# SOCIAL BENEFITS

Physical activity is also proven to:

- Improve educational attainment
- Reduce anti-social behaviour
- Build self-esteem throughout life
- Contribute to urban regeneration
- Increase work productivity
- Improve quality of life.

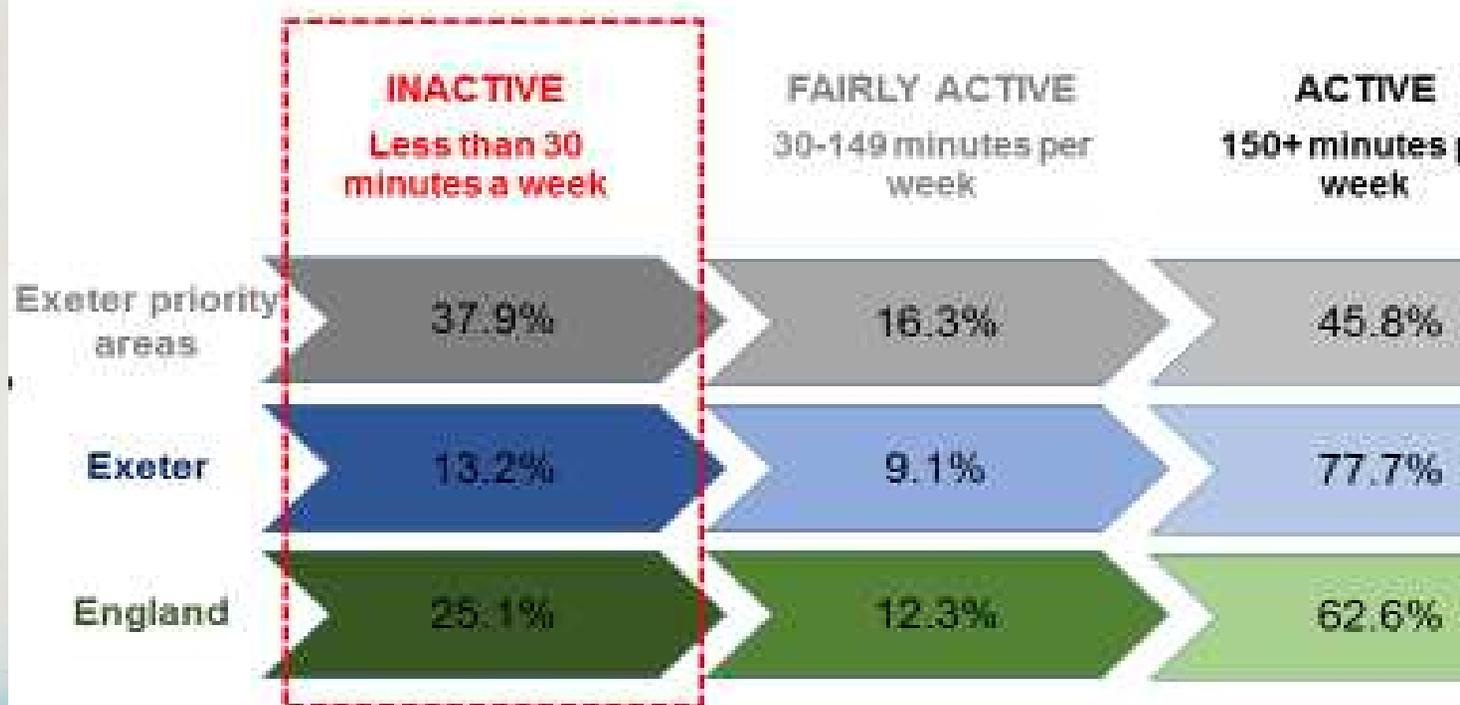


A group of people are jogging on the Manhattan Bridge. In the foreground, a woman with long blonde hair in a ponytail, wearing a dark blue t-shirt and colorful patterned shorts, is running away from the camera. To her right, a man in a dark grey tank top and black shorts is running towards her. Further ahead, a woman in a white t-shirt and blue jeans, and a man in a grey hoodie and blue jeans with a black backpack, are walking away. The bridge has a wooden deck with a white line, and a metal lattice railing on the left. In the background, the bridge's stone towers and suspension cables are visible, along with a city skyline under a cloudy sky. An American flag is flying from a pole on the bridge.

# AN ACTIVE SOCIETY REDUCES

- Depression and poor psychological health
- Loneliness and social isolation
- CO2 emissions and reduced congestion

ACTIVITY IN  
PARTS OF EXETER  
CRANBROOK IS  
MOST  
TIMES HIGHER  
AN EXETER  
A WHOLE



Base periods:

Exeter priority areas / Cranbrook - all residents 16yrs+ participating in Local Active Lives survey (1,251 / 167)

Exeter / England - all residents 16yrs+ participating in National Active Lives Survey 2017 / 18 data (500 / 179,747)

moderate physical activity levels are considerably lower amongst the  
populations

s shows where an uplift in activity levels could make a considerable  
ference to the health and wellbeing of resident populations

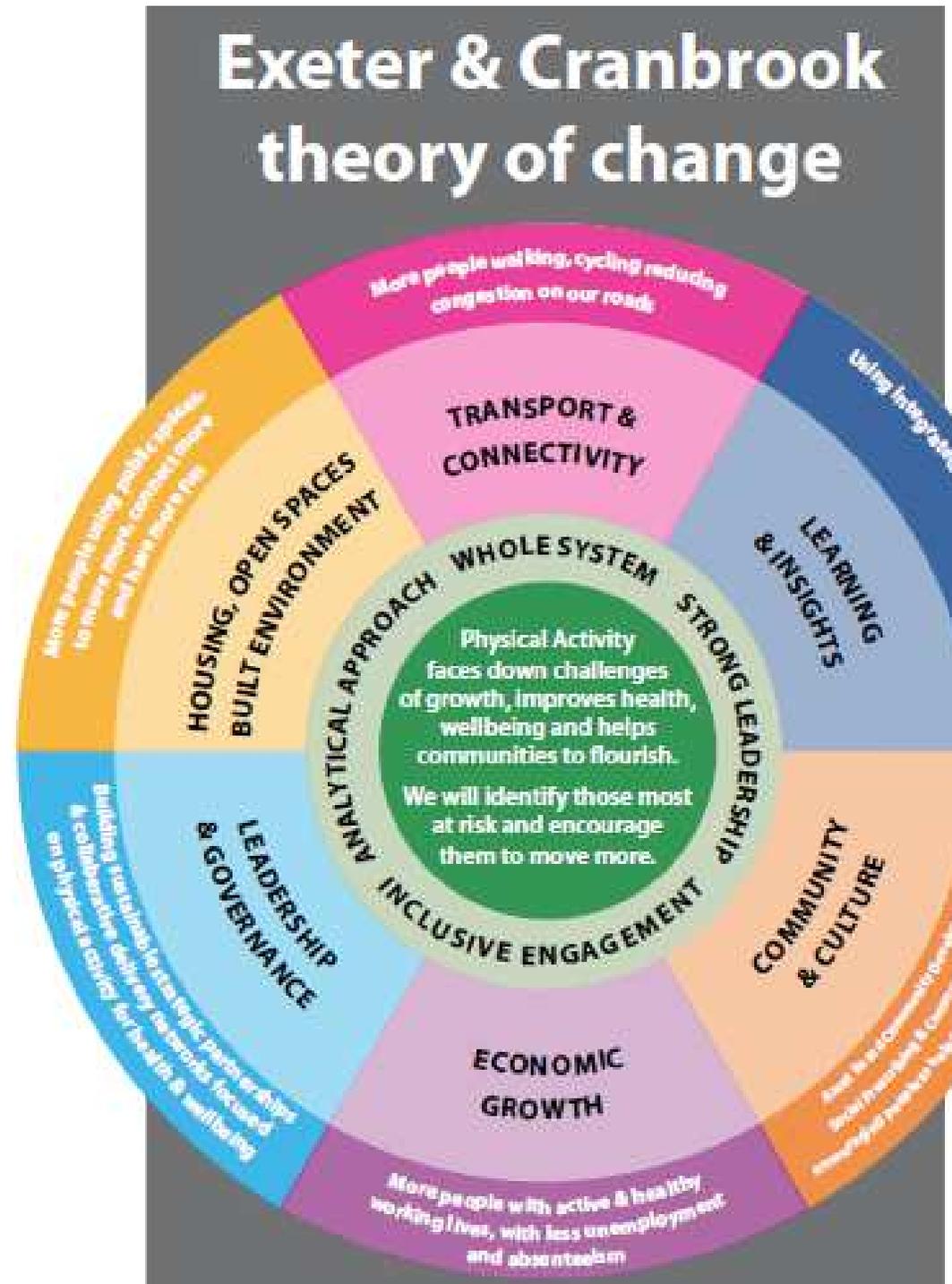


vision is that Exeter and Cranbrook are leading places for leading an active life, with Exeter the most active city in the South West and Cranbrook a model of best practice for families being active together.

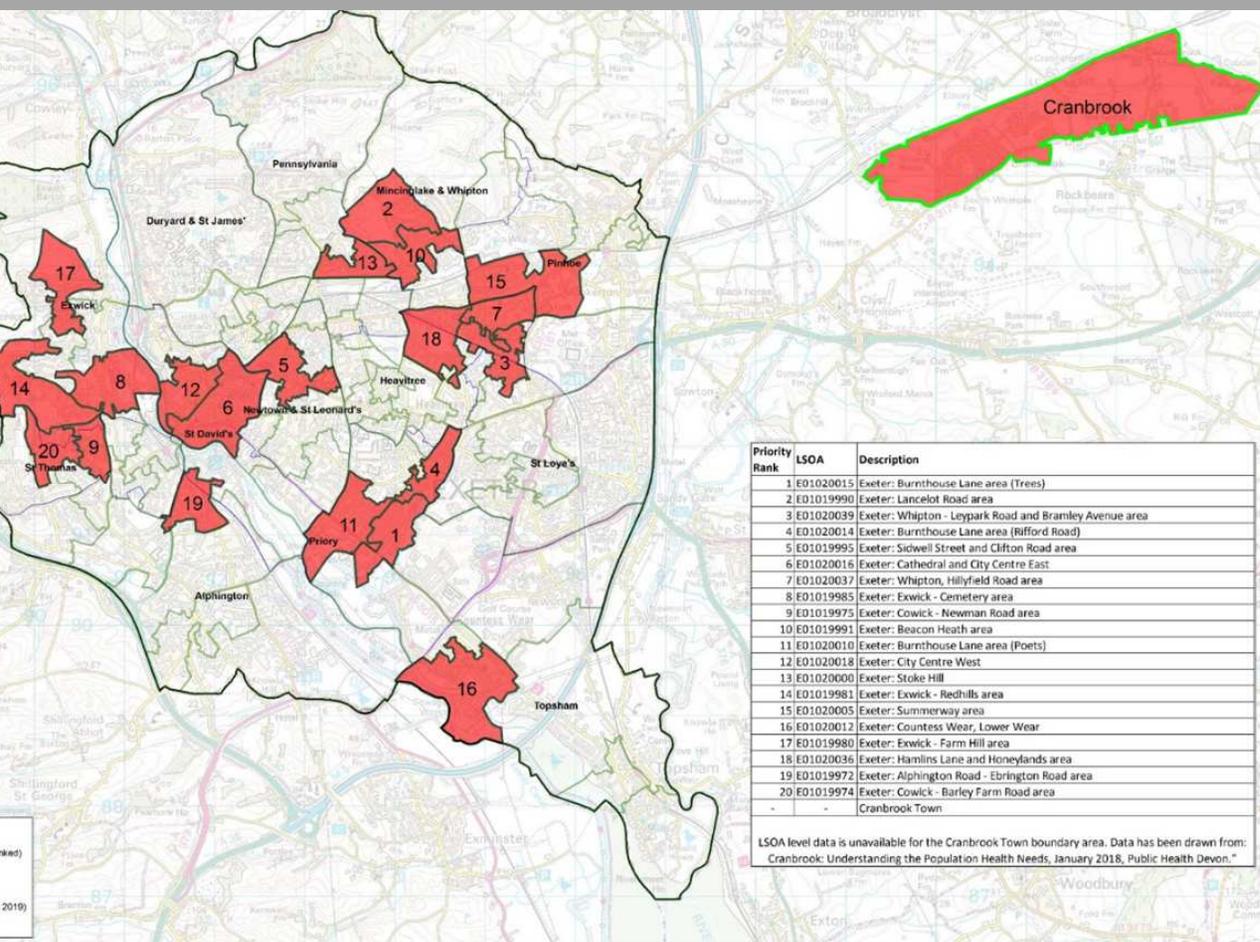
*Believe this we need to focus on those most in need*

*So that we will achieve improvements in individual health and wellbeing and support new and existing communities to flourish*

MoreMovement2019



# Priority Neighbourhoods



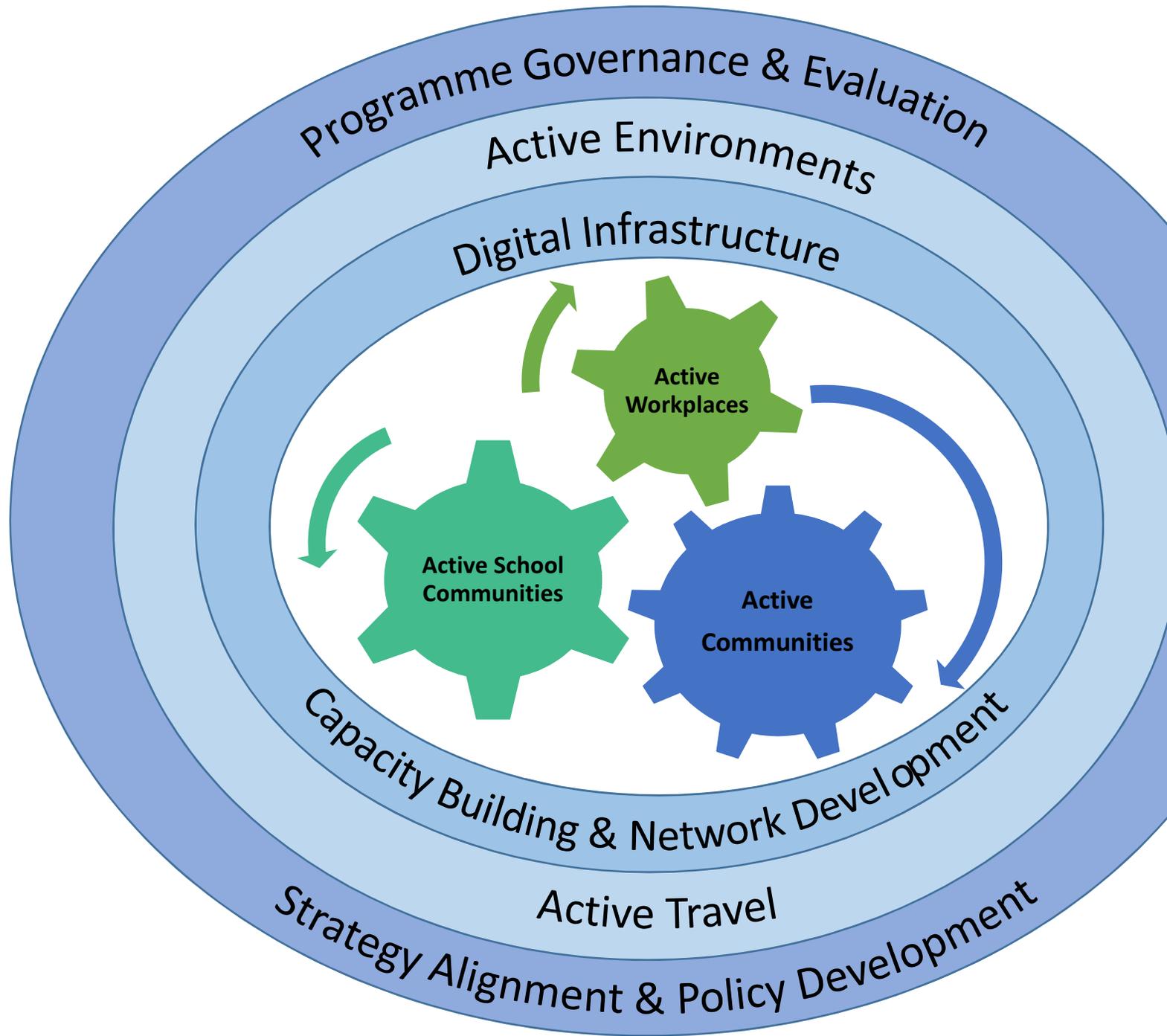
# er & Cranbrook Programme

## nd Place:

e Communities  
e School Communities  
e Workplaces

## ystems:

egy Alignment and Policy  
velopment  
al Infrastructure  
ork Development &  
acity Building  
ship Health & Wellbeing  
re in Wonford  
re Travel & Environments

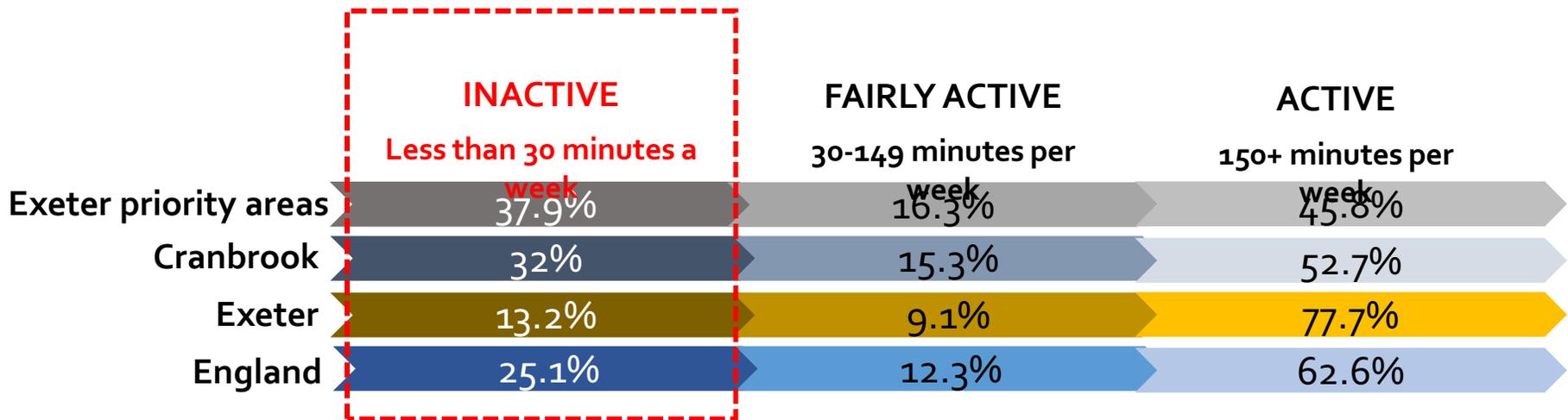


# Local Active Lives

Out of 10 (38%) people in Priority Areas are inactive, compared to 13% in Exeter and 25% nationally

That inactivity could range from never get out of your armchair to running around doing the school run or working after a family. Further explanation and understanding will be needed through the community work

Residents in Cranbrook more active than in the Exeter priority areas



Base various:

Exeter priority areas/ Cranbrook - All residents 16yrs+ participating in Local Active Lives survey (1,251/ 267)

Exeter/ England - All residents 16yrs+ participating in National Active Lives Survey 2017/ 18 data (500/ 179,747)

# DEMONSTRATION PROJECTS

2 active environment neighbourhood transformation programme

5 Play Streets bringing communities together

3 Community Streets designed for improved walking and cycling

2,000 new Wellbeing Exeter referrals: 1,000 with active lifestyle plans

A business case for a Wonford Health & Wellbeing Centre with community organisations and 100s of residents engaged in its design and development

6 Active GP Practices in the target neighbourhoods

10 active school community hubs with families leading new activities with 2,000 people participating

20 new informal activity groups reaching 1,000 inactive people

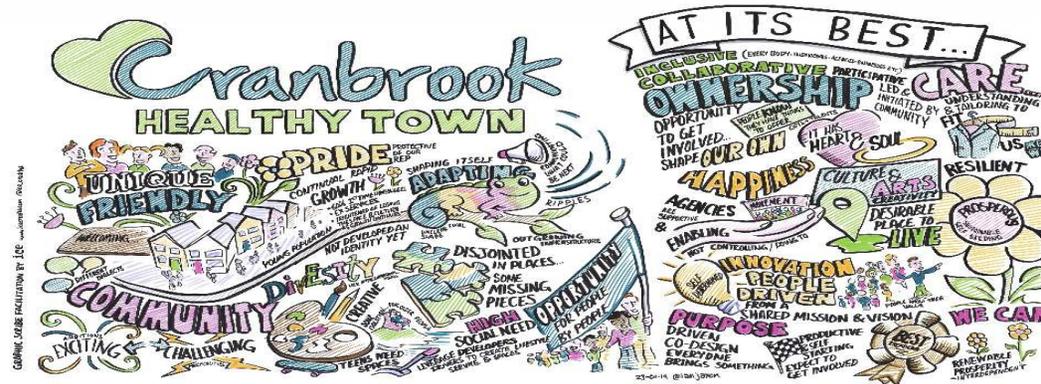
100 more target families participating in Cranbrook physical activities

10 new Active Workplaces with 5,000 more staff choosing active travel

3,000 people supported to access strategic cycling and walking routes

New Recreational cycling routes within Priory and Whipton for local people and to better connect the RD&E Hospital to park and rides and strategic cycle routes.

# Cranbrook Theory of Change:



**WE...** develop a community led strategy with children, young people and families at the heart of designing and creating activities

**AND WE...** bring together a supportive network of organisations in Cranbrook for joint working, resourcing and innovating

**AND WE...** will create a sense of belonging in the community and have significant positive impact on families' physical and mental wellbeing

# Cranbrook CAN (Community Assets Network)

Develop a community led strategy with children, young people and families at the heart of designing and delivering activities

Bring together a supportive network of organisations in Cranbrook for joint working, resourcing and innovating

Create a sense of belonging in the community and have a significant positive impact on families' physical and mental wellbeing (pioneering families active together)



Confidence

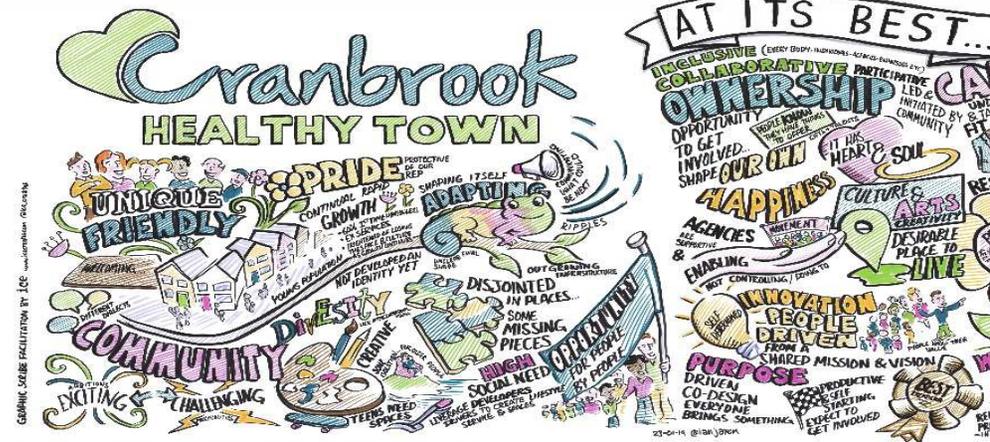
Collaboration

Communication

Resilience

# Community Aspirations

- > People are out and about – safe and happy
- > Community involvement is strong and well supported
- > Services involve all
- > Communication works for everyone
- > Spaces and places are full of community and wellbeing
- > We are proud of Cranbrook's uniqueness
- > Young people are engaged
- > Community life is good



# Cranbrook Steering Group

provide local direction for the aspects of the programme that are being delivered in Cranbrook

co-ordinate the effective delivery of programme objectives and create the right conditions for the achievement of agreed outcomes

ensure that residents, the community and key partners are engaged in the design and delivery of projects

ensure clear two way communication with the Move More Cranbrook network

# Developing Move More Cranbrook



Community Grants 60K

## Outcomes

1. Improve or enhance the Health and Wellbeing of people in Cranbrook
2. Increase a sense of belonging and grow inclusive community connectivity
3. Increase physical activity in the town which could be through everyday walking and cycling right through to joining or starting a sports club

# Journeying towards a Collaborative Cranbrook Community Happy, Healthy and Active Culture

## challenge and opportunities

infrastructure and physical spaces

recruit, support and grow volunteerism in the community

Country Park

variety of community groups emerging

impact of the seasons

Move More Cranbrook and the community grants fund

role of Cranbrook Education Campus and St Martin's Primary School

workstreams Active Schools, Active Travel and Environments, Active Workplaces

systems thinking - strategy/policy and community levels to create the conditions for a happy, healthy and active Cranbrook





# Community Storytellers

We want to involve the community right from the start, giving them a real sense of ownership of the positive changes towards a more active Exeter & Cranbrook. We will seek out and encourage people to become storytellers and inspire others to become more active.

## Groups

Delivery partners and other groups getting involved and sharing their story through the campaign channels or hashtag. Short comments with static images or video clips from the stakeholder/delivery partner network can help the community see what's going on - and that there are people there to connect with. e.g. Active Devon, Schools, etc.

## People

People from the target communities. Individuals or groups identified through stakeholders and delivery partners will become our community storytellers.

## Episodic stories

Move More will follow the progress of selected individuals/groups over time with a 4 story series. Storytellers may agree to 2 or more episodes. These video stories will be created with individuals from the 4 community storytellers groups.

## Individual stories

One-off or ad-hoc success stories from a wide range of community activities, events and demographics.

These will include community storytellers as well as stakeholders and affiliates (such as schools, businesses and delivery partners).

# Identity, Art & Culture – building community together

Physical activity often starts with something else: wanting to meet others, reconnect with your community, “get out the house”, share and learn new skills, relax and have fun, get to know a new local area.



Questions and reflections?

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*THANK YOU*