

Report to: Cabinet



Date of Meeting 5 June 2024

Document classification: Part A Public Document

Exemption applied: None

Review date for release N/A

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## Live and Move Sport England Place Partner 2025 - 2028

### Report summary:

This report seeks endorsement for a joint bid with Exeter City Council to extend the role of Cranbrook and Exeter 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).

### Is the proposed decision in accordance with:

Budget Yes  No

Policy Framework Yes  No

### Recommendation:

It is recommended that Cabinet endorses the joint bid with Exeter City Council as set out at Appendix C of this report, to become a Sport England Place Partner for the period 2025-2028.

### Reason for recommendation:

To ensure that residents of Cranbrook can continue to benefit from support to promote more active lifestyles and to help realise good health and wellbeing outcomes.

Officer: Thea Billeter, Cranbrook New Community Manager, [tbilleter@eastdevon.gov.uk](mailto:tbilleter@eastdevon.gov.uk) Andy Wood, Assistant Director – Growth, Development and Prosperity, [adwood@eastdevon.gov.uk](mailto:adwood@eastdevon.gov.uk);

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### Portfolio(s) (check which apply):

- Climate Action and Emergency Response
- Coast, Country and Environment
- Council and Corporate Co-ordination
- Communications and Democracy
- Economy
- Finance and Assets
- Strategic Planning
- Sustainable Homes and Communities
- Culture, Leisure, Sport and Tourism

**Equalities impact** High Impact

[Equality Impact Assessment](#)

**Climate change** Medium Impact

**Risk:** Medium Risk; There is a risk that the bid for Place Partner status will not be successful. This would leave the Wellbeing Cranbrook programme with no revenue funding for its continuation for 2025/26 onwards, once the current Council committed funding comes to an end. It would also

place risks upon the operation of the EX5 Alive community hub, although the Council does not presently financially contribute toward this facility.

A successful bid also comes with an amount of risk as it being made jointly with Exeter City Council, who have hosted the Live and Move programme to date. The Council will need to ensure that it is adequately represented and has clear corporate backing to ensure that benefits for Cranbrook, its residents and wider Council strategies are realised.

**Links to background information** [Agenda for Strategic Planning Committee on Tuesday, 13th February, 2024, 10.00 am - East Devon](#) – item 10, Cranbrook Town Centre Masterplan

[Agenda for Cabinet on Wednesday, 27th March, 2024, 5.00 pm - East Devon](#) – item 9, Delivering our leisure and playing pitches requirements

[Place partnerships | Sport England](#)

[Live and Move](#)

[EX5-Alive Annual Impact report- Appendix A](#)

[CTC Consultation report – Appendix B](#)

[Sport England Place Partnership submission – Appendix C](#)

**Link to [Council Plan](#)**

Priorities (check which apply)

- Better homes and communities for all
- A greener East Devon
- A resilient economy

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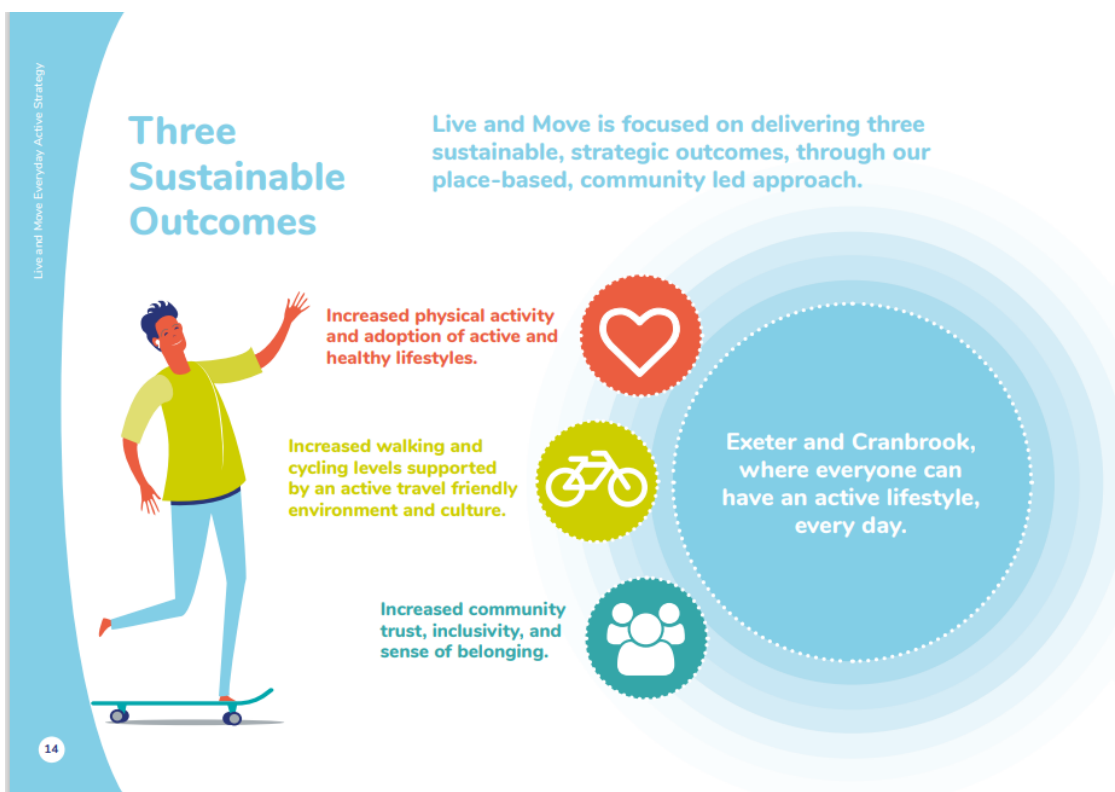
## Background and Context

1. The Live and Move Programme (Exeter and Cranbrook) is one of the twelve original Sport England Local Delivery Pilots. This designation has been in place since 2017 and is intended to help promote physical activity through engaging with communities to build trust and address barriers to being active. In turn this is intended to help reduce stubborn health inequalities. Due to the demographic structure of the town, for Cranbrook the focus has been upon families. The Live and Move Programme has been hosted by Exeter City Council with East Devon District Council represented on the Live and Move Sounding Board alongside a local Cranbrook Steering Group comprised of key partners.
2. Contrary to many previous Sport England funding programmes, the pilot has not been focussed on capital expenditure or upon the delivery of built sports facilities and has largely comprised of revenue funding for projects to help deliver systemic change. There has been a modest capital expenditure for the Cranbrook element of the pilot, but this is very much the exception.
3. 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. This report seeks approval to extend the 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).

## Impact to date

4. 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.

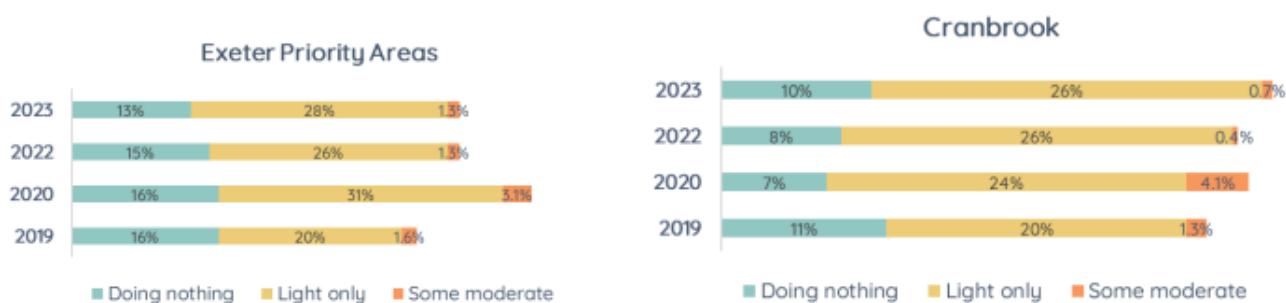
5. The Live and Move Everyday Strategy 2022, uses a Whole System Place-Based Approach to tackle health inequalities in 12 priority places across Exeter and Cranbrook, which data has shown to be the least active. The strategy focusses on three sustainable outcomes and three long term impacts as shown below:



Source: Live and Move Everyday Strategy 2022

6. 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 and is also critical to measuring impact.

7. The table below shows the contrast between the trend in the Exeter priority areas, with a downward trend in terms of the proportion of people 'doing nothing', and Cranbrook which has experienced an increase between 2020 and 2023.



8. The reasons behind this, including the potential impact of the pandemic, need to be carefully understood. The 2024 Local Active Lives Survey is taking place during May and will give more up-to-date data, hopefully across a larger population sample. There is a recurring challenge to ensure that new facilities to enable Cranbrook residents to be more active are provided in step with the growing population. The local delivery pilot programme has played a role in helping to accelerate the delivery of new facilities such as the recently opened pump track. To date there has been £348,341 of direct investment into Cranbrook. This is set out below;

Move More Cranbrook Grants £60k, of which **£29,676** awarded in grants to support 13 grass-roots projects in Cranbrook with 2 more awards in the pipeline totalling £5,000

EX5 Alive Community Hub **£57,029**

Town Centre Community Engagement **£20,000**

Pump Track **£20,000**

Move More Cranbrook Events & Delivery Budget **£14,000**

BuddyBoost Campaigns **£6,500**

Routes for Roots Project **£5,000**

Cranbrook Town Council - Community Development **£20,269**

Cranbrook Education Campus Trampolining and Fitness **£15,280**

Programme Management **£66,476**

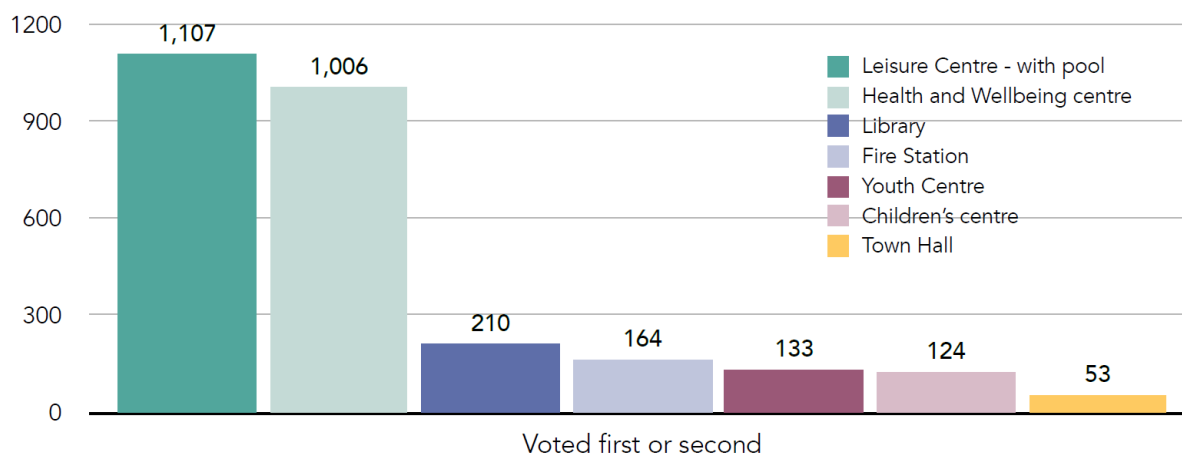
Wellbeing Cranbrook Community Builder and Community Connector **£79,603**

Opening Schools Facilities (Cranbrook Education Campus) **Year 1 £14,508** with a further £20,932 awarded for Year 2

9. 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 the Cranbrook Steering Group. A particular aspect to the support relates to the work of the EX5 Alive hub which is located as part of the Cranbrook Education Campus as a meanwhile use of space at the school that isn't yet required as classrooms. The co-location with the school is particularly important given the very young demographic in Cranbrook and the Hub also provides a home for the Community Builder and Community Connector roles.
10. An impact report on the work of the Hub for the period September 2022 to February 2024 has recently been published and is contained at Appendix A to this report. This helps to demonstrate the critical work of the Hub in providing a space for those services and

interactions with the community that are so important for health and wellbeing. The report highlights that 423 people have been supported to engage in physical activity through attending the Hub, with the Community Builder supporting a total of 54 groups at Cranbrook. The Hub team estimate that the facility has resulted in a potential £1,000,000 worth of community led engagement of services, savings and preventions in their first 18 months of operation.

11. The programme has recently provided funding to help undertake public consultation and engagement in relation to the development of a masterplan for the town centre. The consultation comprised of surveys hosted on Commonplace, drop-in sessions for the public, interviews with key stakeholders, focus groups and workshop sessions. To publicise the consultation, a leaflet was delivered to all properties and social media was used to engage with people.
12. Testament to the strong community desire to see the town have extra services and facilities, engagement in the consultation was exceptionally good with residents demonstrating their enthusiasm to help shape the proposals. Three surveys were available for completion, the first short survey saw 1,397 responses, with 292 to the more detailed survey and 50 responses to a business survey. A copy of the final report from Ash Futures is included as Appendix B.
13. Within the first survey, residents were asked to rank the importance of the delivery of a number of public sector facilities. The chart below shows the number of respondents who ranked each facility either first or second. As can be seen, a leisure centre with pool came out as the top priority, followed closely by a health and wellbeing centre. In discussions at the face-to-face consultation events, most people understood that a swimming pool will be expensive to deliver but a leisure centre was considered a must have.



14. Of particular relevance to a leisure centre is the relationship with the delivery of a health and wellbeing centre as co-location could bring about tangible health benefits for residents as well as capital construction cost savings. Co-location also brings about challenges particularly with timing of delivery as neither facility is yet fully funded and also with governance and management once operational as there will be multiple users. It may be better to look at a campus approach, where the two are sited close to one another, in order to realise as many benefits as possible. This is currently being explored with stakeholders through the masterplan production.
15. Bringing forward the development of a leisure centre will drive increased footfall in the town centre and create the potential for linked trips. As such it is likely to act as a catalyst to accelerate the delivery of further facilities in the town centre. This aligns with the objectives of

the Enterprise Zone designation. More widely this also speaks to the wider challenges identified by the Active Lives survey, namely very high car dependency including single car occupancy within the town, which is thought to influence activity levels. Ensuring that new employment opportunities come forward alongside the new homes and that development is supported by additional community infrastructure including opportunities to promote and enable active travel is all part of a system level approach to ensuring more active lifestyles and ultimately, better health and wellbeing outcomes. The Cranbrook Plan includes the delivery of employment opportunities across the expansion of the town as well as within the town centre and provides the basis for this system level approach.

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

16. Sport England have announced a major expansion of investment into local communities, which builds on the data and insights drawn from the existing 12 Local Delivery Pilots and which evolves their approach to systemic place-based working. 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 pilot areas;
- 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.

17. Becoming a Place Partner would also open up opportunities for a capital funding bid toward the proposed leisure centre at a later date.

18. Cabinet approved funding support for the Community Builder and Community Connector roles for the current financial year at the 27<sup>th</sup> March meeting. To have a chance of continuing the programme and to build on the impact of Live and Move beyond this period, the Council alongside Exeter City 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

19. To align with the City Council a bid has developed to the first round 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.

20. 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.

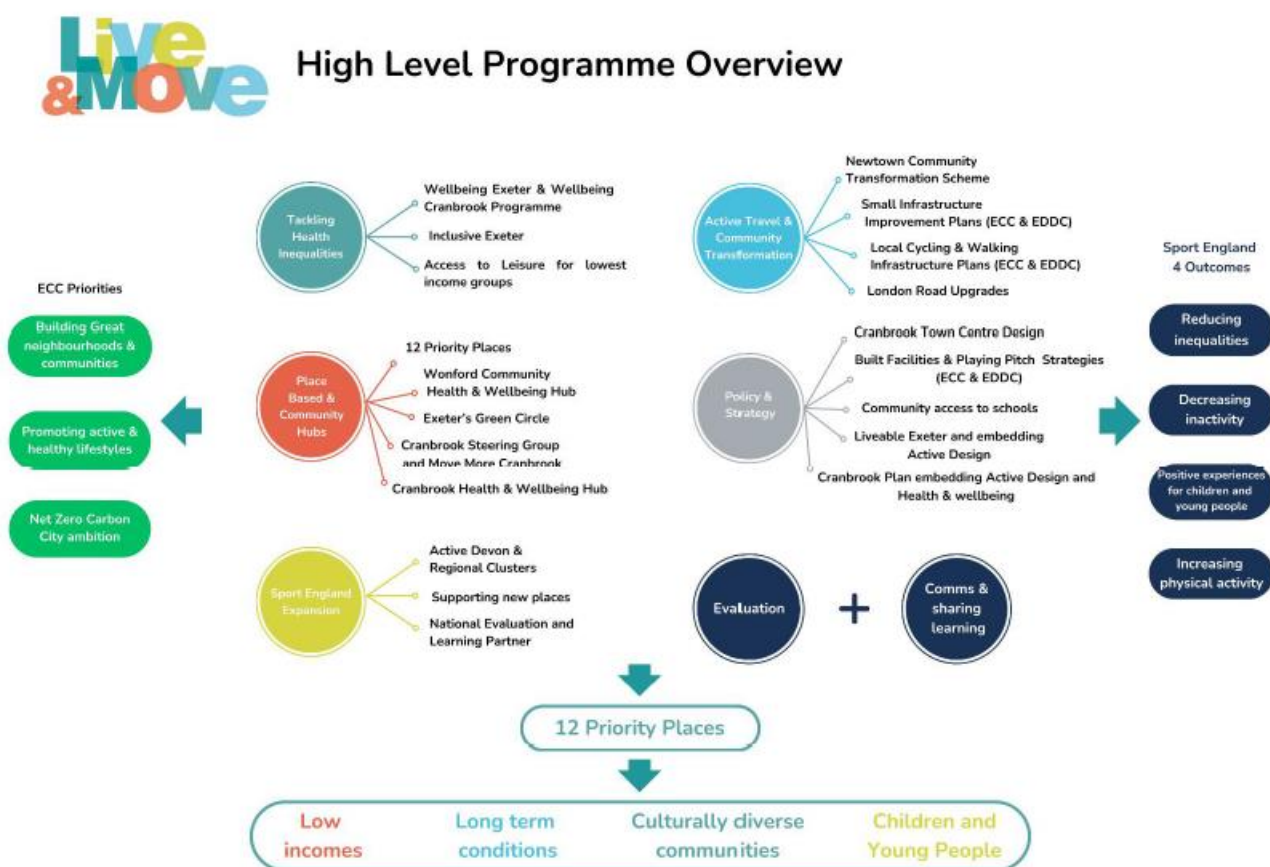
Sport England is focussing investment towards the following 4 outcomes:

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

21. 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.

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

23. 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;



24. Priorities for Cranbrook are seen as follows;

- Cranbrook Leisure Centre for health and wellbeing to support getting to a fully funded and shovel ready project by the end of the Place Partner period (2028).
- Continuation of the Wellbeing Cranbrook programme, including the role that EX5 Alive plays within that, with a view that the Council may wish to consider opportunities and support for expanding the project to other priority areas within the District.
- Active travel at Cranbrook through the implementation of the forthcoming Clyst Valley and New Communities Local Cycling and Walking Infrastructure Plan, and in particular works to upgrade London Road (B3174) so that it prioritises people walking and cycling.

- Embedding active design through the expansion of the town.

25. 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 largescale, long-term investment in regeneration /renewal programmes.

26. 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.

27. It is suggested that current Governance arrangements will continue, ensuring the Council is engaged in key financial and strategic programme decision making that will enable residents of Cranbrook to lead healthy, inclusive, and active lives. Opportunities to strengthen this role, including through more regular reporting to Cabinet and the new Cranbrook Placemaking Group, are currently being considered as it is imperative that the Council's voice is heard and we receive a fair share of available funding; this is an area where there have historically been some concerns.

## **Theory of Change**

28. A workshop was held in Cranbrook with local partners on the 1<sup>st</sup> May to help establish the theory of change which in turn has been used to help shape and inform the overall proposal. A theory of change is a comprehensive description and illustration of how an intervention or set of interventions is expected to lead to a specific change in a particular context; for Cranbrook this theory of change will be developed more fully over the coming months.



29. Participants in the workshop were clear about the challenges and were keen to utilise their assets. There is a strong sense of community and lots of the pieces are already in place, such as the fantastic green space of the country park and the work of EX5 Alive. There is a view that a focus should be placed upon young people and healthy ageing.
30. The workshop highlighted the need to address specific challenges facing residents of Cranbrook:
- Structural** – there is support for healthy lifestyle and physical activity, but facilities are inadequate. Access to employment and transport to the right place is an issue, leading to too many cars and people driving rather than walking or cycling.
- People** – Cranbrook has a young population, dominated by families and children. There are higher than national average levels of inactivity, issues with unemployment and poor childcare options. There is a need for a more strategic and targeted approach to helping hard to reach groups.
- Health** – there are significant health inequalities to address. Mental health and childhood asthma are priority challenges.
31. There was wide support for a new strategy with an action plan starting with quick wins and including long term actions. This would articulate a multi-agency shared vision and joined up approach aiming to strengthen community spirit and involvement and focus on priorities. The strategy would centre the development of facilities and initiatives that promote activity as health protection and community development tools.

## Assessment

32. The Cranbrook Plan makes it clear that good health and wellbeing will be the lead indicator of success in the growth of the town and the policies and proposals of the Plan are geared around delivery of these outcomes. Key objectives of the Plan include to ensure that health and wellbeing is designed and integrated into all parts of the town to reduce the development of long term health conditions and to achieve a balanced, active community which embraces active travel and enjoys the best health and wellbeing outcomes in the UK. It is vital that these policy ambitions are translated into practical delivery.
33. Cranbrook's status alongside Exeter as one of the 12 Sport England Local Delivery Pilots has created an important opportunity to help realise these ambitions and to reduce stubborn health inequalities. The opportunity to bid to become a place partner creates the potential to further strengthen this platform and to work towards the achievement of objectives which are in themselves aligned to the District wide Leisure and Built Facilities Strategy and the Council's Public Health Strategic Plan.
34. Clearly there can be no guarantee that the bid will be successful. There is also the option for Cabinet not to endorse the bid and to effectively withdraw Cranbrook from the programme. This is not the recommended option as this would be considered to be a retrograde step which would fail to build on the impact of the programme to date and to further work towards achieving good health and wellbeing outcomes for the residents of the town. This would also not respond to the challenge for the Council to demonstrate greater ownership of the programme and leadership within it.

## Conclusion

35. The opportunity for Cranbrook to become a Sport England Place Partner alongside Exeter for the period 2025-2028 is very significant. Whilst there is no guarantee of success the potential benefits go to the heart of the ambitions set out in Cranbrook Plan. By embracing the opportunity the Council has the opportunity to help strengthen governance

arrangements and associated place leadership. A copy of the bid documentation is here as [appendix C](#).

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**Financial implications:**

There are no direct financial implications arising from the report recommendation. As described, there is risk that an unsuccessful bid will leave the Wellbeing Cranbrook programme with no revenue funding for its continuation for 2025/26 onwards, once the current Council committed funding comes to an end.

**Legal implications:**

There are no substantive legal issues to be added to this report.