

Exeter and Cranbrook

Local Delivery Pilot – Organisation Responsible

Exeter City Council

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Brief Background about the place

The pilot comprises the City of Exeter and the developing new 'NHS Healthy Town' of Cranbrook. Exeter, set in the heart of Devon countryside, is the commercial and administrative centre of the county and the gateway to the South West Peninsula, located on the M5 with major transport termini affording onward connection to Devon and Cornwall.

The city has an estimated population of 127,000, with an additional 37,500 travelling into Exeter to work on a regular basis. It is the heart of a travel to work area of over 400,000 for nearby market towns in East Devon, Mid Devon and Teignbridge.

Cranbrook is a new town in rural East Devon within a close 5 mile proximity to the outskirts of Exeter. Subject to ongoing planning and development, Cranbrook will grow to a population of c.20,000 by 2028, a major town within the county of Devon. Today, Cranbrook is already a sizeable settlement with nearing 1500 homes and nearing 3500 residents. The town has been awarded NHS Healthy New Town status, one of 10 selected demonstrator sites across England. Cranbrook has a unique young family demographic significantly different to the general Devon population, with over 4 times the national average of 0-4 year olds.

Exeter and Cranbrook is an area of rapid population growth with 22,000 new homes and 12,000 new jobs by 2026. Despite this growth there are some big strategic challenges, namely traffic congestion with Exeter being the slowest moving city in the country averaging just 4.6mph during rush hour. There is also widening health inequality acutely seen in the 6 wards lying in the most 20% deprived nationally.

The life expectancy at birth for residents in Topsham is over 86 years; more than 12 years difference in the city centre where life expectancy is just 74.5 years. This is close to the maximum life expectancy inequality (16.7 years) between most and least deprived areas in England. In Cranbrook, the first phase of development included 40% social housing and there are twice as many children on free school meals as the national average.

What is the Exeter and Cranbrook Pilot trying to achieve?

Exeter and Cranbrook to be a pioneering place for leading an active lifestyle. Exeter will become the most active city in England and Cranbrook will be a model of best practice in encouraging families to be active together.

The pilot will encourage 10,000 of Exeter & Cranbrook's least active residents to lead regular active lifestyles by:

- Narrowing stubborn health inequality by encouraging those least likely to take part in activity to lead active lifestyles.
- Improved inclusivity and sense of community connectivity and belonging.

- A reduction in congestion and improved air quality influenced by more people walking and cycling.
- An embedded analytical approach, using integrated data to inform decisions and share learning.

Who is the target audience?

- Inactive Adults (Middle Age).
- Inactive Adults (Ageing and Older People).
- Families on low income.
- People who commute to work and school every day by car.

What has been happening in the Exeter and Cranbrook Local Delivery Pilot?

Since being announced as one of the 12 Sport England pilots, Exeter and Cranbrook have been focussing on building the foundations for critical delivery platforms that will enable partners to deliver at pace and scale. This has included the following:

- Securing a development award from Sport England.
- Recruitment of the core Local Delivery Pilot Programme Team.
- Designing the governance structure for the pilot.
- Developing the approach to monitoring, evaluation and learning with local experts.
- Planning the approach to community engagement and collaboration.
- Raising awareness of the outcomes and audience focus with stakeholders.
- Further partner and stakeholder relationship development.

Emerging thoughts and learning so far

- We can only go at the speed of trust: building good personal relationships is really critical to establishing the right conditions in which complex strategic and grass roots partnerships can flourish.
- We think that taking the time now to build secure foundations and engage people in developing the vision will help us to rapidly implement delivery projects as they emerge.
- Building the right core delivery team is critical for us and this has also taken time: finding the right people with the right skills and attitude has taken longer than we anticipated: in part due to the complexities of ensuring key partners have the opportunity to contribute.
- Working with Sport England in a new partnership approach is both exciting and challenging: the uncertainty can be un-nerving but the opportunity to innovate and be flexible is energising!

What is happening over the next 6 months

The pilot will be focusing on:

- Establishing and shaping a Governance model that brings systems leaders together to effect large scale population level behaviour change.
- Designing the delivery platforms which will involve connecting up existing and emerging small scale community projects into whole system platforms.
- Designing and testing new and innovative approaches with target audiences at hyper local level in partnership with key stakeholders, communities and individuals.

- Using Asset Based Community Development principles to reshape and refine existing platforms for social prescribing and community building to connect into grass roots sports and physical activity developments.
- Developing a city wide Active Travel campaign underpinned by public sector bodies designing and adopting active workplace policies.
- Designing and approving a co-ordinated evaluation framework to capture short, medium and long term impacts against the agreed outcomes.

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