

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 residents 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, becoming 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 forecast 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?

- Adults at highest risk of inactivity, specifically
 - Working age adults on low incomes
 - Pre-frail and moderately frail adults
- Families on low incomes.
- People who commute to work and school every day by car.

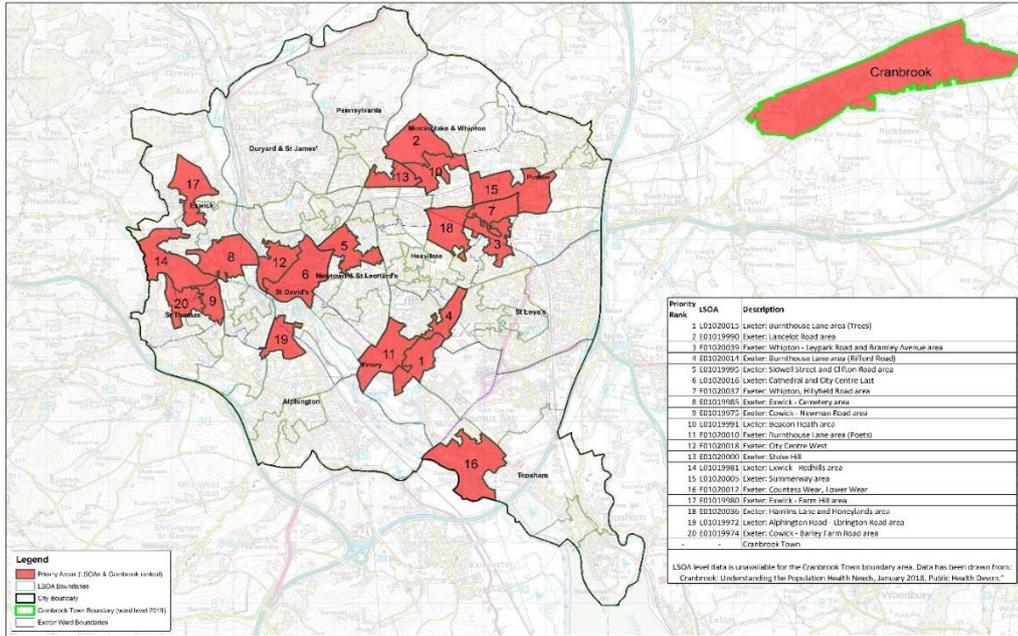
Progress in the Pilot (September 2018 – January 2019)

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

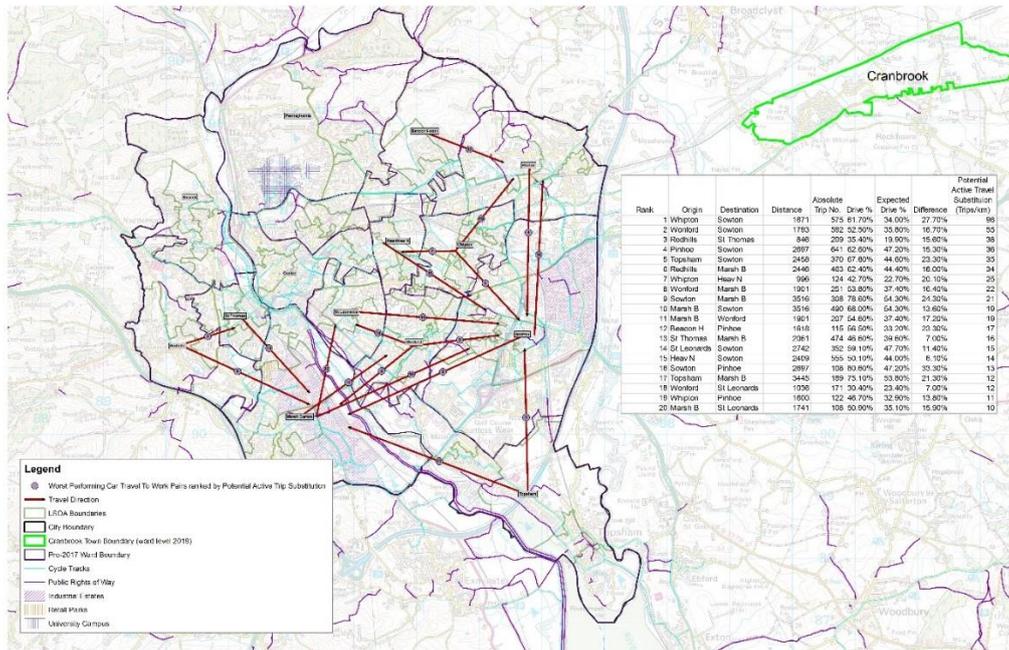
In the first 12 months the Exeter & Cranbrook Local Delivery Pilot has developed the leadership and emerging strategy to achieve system change. Underpinned by accessing a development award in May 2018, progress to date includes:

- Recruiting and establishing a core team including a Programme Lead; Data, Insight & Evaluation Manager and Theme Leads for each of the core pilot themes
- Building in sustainability, distributed leadership and shared learning by recruiting the team in partnership with key local stakeholders
- Strengthening relationships with Sport England and unlocking national expertise to help with specific programme themes and audiences e.g. Active Travel, Children Young People and Families, Insight & Behaviour Change
- Taking an intelligent data led approach to clearly defining target places and communities of interest, focussing on our highest risk populations. See maps below highlighting our key populations of ‘adults at highest risk of inactivity’ and ‘people who commute to work and school every day by car’.

Physical Activity Target Population Priority Areas



Underperforming Active Travel Ward Pairs by pre-2017 Ward Boundaries



- Stakeholder and programme theme mapping, building evidence banks related to our focus communities. We are building a portfolio of Community Asset profiles through our Wellbeing Exeter Community Builders
- Working with partners in Cranbrook to ensure a formal legacy of the NHS Healthy New Town programme within the complexities of a rapidly growing new community

- Hosting design workshops with local networks Wellbeing Exeter; Active Exeter & Move More Cranbrook to gather community insight, understanding what works and identify initial test and learn projects
- Commissioning the design of a digital platform to support behaviour change for inactive people
- Developing an Outcomes Framework & Evaluation Strategy, progressing towards formal procurement of a programme evaluation partner

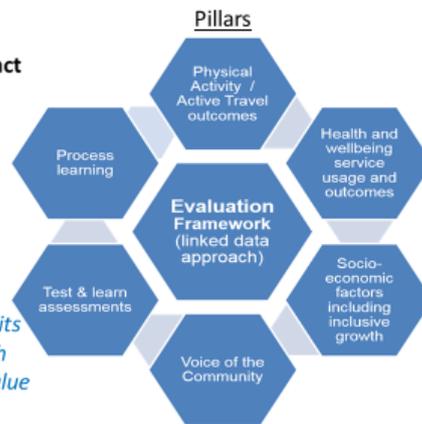
Local Evaluation: Principles, Framework and Pillars

Principles

- 1) Use **& build on pre-existing** data / systems
- 2) Use approaches that **benchmark & track impact**
- 3) Take a **collaborative** approach
- 4) Build in **sustainability** from the start
- 5) **Digital & lean**
- 6) Collect **only essential data**
- 7) Deliver clear **actionable insights**
- 8) **Balance academic rigour with practical tools**

Linked Data Framework:

Our evaluation becomes greater than the sum of its parts the more links that are forged between each supporting pillar – increasing the likely impact, value & sustainability of the insights generated.



- Piloting a crowdfunding platform and community listening exercises to gather local insight and support early test & learn opportunities
- Forming a new governance model and securing high level leadership across a broad range of local stakeholders to drive strategy and system change for the pilot. An inaugural programme workshop and Board meeting was held on 28th January 2019 to formally agree the governance structure and recommended programme delivery and resource plan

- Raising the profile of physical activity across the system through local place-based brands Exeter Live Better and Cranbrook Healthy Town
<http://exeterlivebetter.com/>



- Exploring how Active Design principles can influence future transformational housing plans “Liveable Exeter: a compact global city of linked villages” and help pave the way for building future active environments in new and existing developments.
- The role of the Sport England Local Delivery Pilot was key in influencing the successful application for Exeter as a National Infrastructure Commission Case Study. Through this project, Exeter & Cranbrook will benefit from expert advice to help embed active travel into strategies to improve local transport connections, unlock job opportunities and deliver much-needed new homes.
- Aligning the aspirations of the pilot to the draft Exeter Transport Strategy and Greater Exeter Strategic Plan, there is real synergy and physical activity plays a huge part in the wider local strategic agenda. This has unlocked complementary investment of £1.3million into a strategic cycle and walking route being delivered by Devon County Council through one of our target communities in 2019/20
- The complexities of working in the new town of Cranbrook without the traditional sporting and active infrastructure, volunteer and community base requires different thinking and bold leadership at all levels. The potential and opportunity to try new things and help build community identity is exciting and challenging.
- Taking a new and different look to a broad Physical Activity Strategy that brings together local infrastructure strategies (Built Facilities; Playing Pitches; Play Areas and Open Spaces) with a people focussed Asset Based Community Development approach is attracting new partners, new ideas and unlocking new resources.

What's coming up

The pilot will be focusing on:

- Working with Sport England to agree an investment plan to mobilise the delivery programme

- Establishing robust baseline measurements for physical inactivity in Exeter and Cranbrook and implementing an evaluation programme with an appointed expert partner
- Resourcing Wellbeing Exeter to embed physical activity into a social prescribing and Asset Based Community Development model. Working with local advocate GPs and care staff to develop the pathway for a patient to lead a more active lifestyle.
- Building on the local asset mapping undertaken by Wellbeing Exeter Community Builders to provide a rich source of local insight to help decision makers, communities and residents in every ward in the city.
- Developing and testing new approaches to engaging inactive staff and families through workplaces and school settings
- Exploring Active Design principles and how they can transform communities to improve walking and cycling as an everyday choice for travel. Test and learn from small infrastructure changes in local places that can help people feel safe and happy walking and cycling in their local community.
- Providing guidance and support to ambassadors, community leaders, local groups and clubs that are providing accessible fun opportunities for communities to be active.
- Building greater understanding of families in Cranbrook and supporting the community to take forward their ideas of how to make Cranbrook an active, healthy place to live.
- Developing a digital infrastructure based on community insight that helps people take their first steps to being active everyday through an online platform.

January 2019