



EXETER LIVE BETTER & MOVE MORE

Foreword

There is overwhelming evidence that regular physical activity is good for us, for our society and our environment. Yet the world we live in doesn't necessarily make being physically active simple - it is increasingly easy for us to move less rather than to move more as we go about our day.

The good news for Exeter is that we already have a population that is, on average, more physically active than most other places in the country. This reflects the fantastic environment we have in our city and its surroundings, and that we have a relatively large young and affluent population who tend to be more active. However innovative data analysis shows us that this is not the whole story for our city. Areas in Exeter are amongst the most deprived in the country and in these places physical activity levels are low and the ill health associated with inactive lives is high. This is why it is our ambition for **everyone** in Exeter to benefit from an active life, and why this strategy is so important.

The feedback on our draft proposals has been overwhelmingly positive with 94% of respondents supporting the overall vision, approach and priorities proposed. I thank each and every one who took the time and effort to take part in our extensive listening and consultation exercises, which has helped by challenging our assumptions, our thinking, and building consensus on a common set of priorities and principles.

I believe we have a once-in-a-generation opportunity with the Sport England Local Delivery Pilot to make a positive and sustained difference to lives in Exeter. I am looking forward to working with partners across the city and most importantly learning more about the hard work, passion and commitment of all those who volunteer in groups and clubs, doing amazing work, helping others to build the skills and confidence to make physical activity part of their life each day.



Cllr Ollie Pearson

Portfolio Holder Leisure & Physical Activity

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1. The purpose of this strategy

This strategy provides the overall direction for increasing physical activity in Exeter and securing and aligning commitment from stakeholders. It sets out our ambition for increasing levels of physical activity. Our vision is for Exeter to become the most physically active city in England, and to encourage those most at risk of inactivity to become active in everyday life.

The 2018-2021 corporate plan ([Exeter Corporate Plan 2018-2021](#)) describes the key priorities for the City Council focussing on three strategic programmes:



**Tackling
congestion &
accessibility**



**Promoting
active & healthy
lifestyles**



**Building great
neighbourhoods**

This strategy describes current physical activity levels and proposes priorities and principals for encouraging active lifestyles. It includes strategic partnership work with Sport England through the Exeter and Cranbrook Local Delivery Pilot and with Devon County Council (local transport authority) to improve mobility across the city through walking and cycling networks, integrated public transport and travel networks.

We will promote the benefits of active environments as a way to encourage physical activity in everyday life, through 'Liveable Exeter' our transformational housing vision. We will apply active design principles within our own developments and will encourage others to do so.



2. Why physical activity matters

There is overwhelming evidence that regular physical activity is good for you, for society, the environment and economy.

Physical activity is proven to:

- Improve and maintain physical and mental health and well-being
- Prevent long term conditions such as heart and lung diseases, diabetes, cancers and obesity
- Speed up recovery if we do become ill.

Physical activity is also proven to have wider societal benefits:¹

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

A physically active society will result in reductions in:

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

“If a medication existed which had a similar effect to physical activity, it would be regarded as a 'wonder drug' or a “miracle cure”

– Sir Liam Donaldson, the former Chief Medical Officer of England, 2009

Physical activity is important across all ages. Active play and recreation is important for early childhood as well as for healthy growth and development in young people.

Quality physical education and supportive school environments can provide physical and health literacy for long-lasting healthy, active lifestyles.

It is also important that adults are physically active and less sedentary at work. Whether working or not, older adults, in particular, can benefit from regular physical activity to maintain physical, mental and social health and enable healthy ageing.

Health and social care providers can help individuals of all ages become more active and prevent diseases while also using physical activity as a means to increase rates of rehabilitation and recovery.

¹Bailey, Hillman, Arent & Petitpas (2013) Physical activity an underestimated investment in human capital? (Journal of Physical Activity and Health)

What do we mean by physical activity?

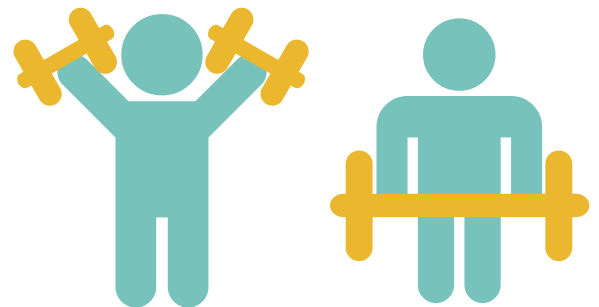
Physical activity can be undertaken in many different ways: walking, cycling, sports and active forms of recreation (for example, gardening, dance, yoga, tai chi).

Physical activity can also be undertaken at work and around the home. All forms of physical activity can provide health benefits if undertaken regularly and of sufficient duration and intensity.

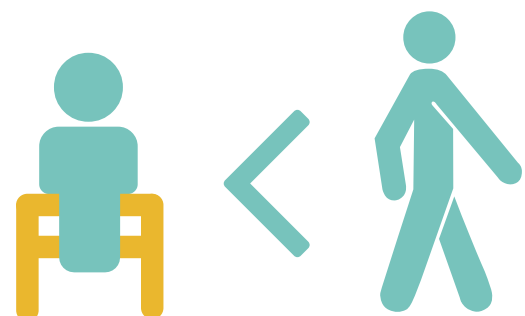
How much physical activity should you do?

Current Chief Medical Officer guidelines recommend that:

- Children and young people should aim for at least 60 minutes of physical activity a day
- Adults should aim for at least 150 minutes a week of moderately intense activity (moderate breathing/able to talk) or 75 minutes a week of vigorous activity (breathing fast/difficulty talking) or a combination of both
- Adults should undertake muscle strengthening activities at least twice a week
- Everyone should sit less and move more: take breaks from sitting down
- Regular 10 minute bursts of activity can make a big difference



**10 minutes can
make a difference**



**move more
sit less**



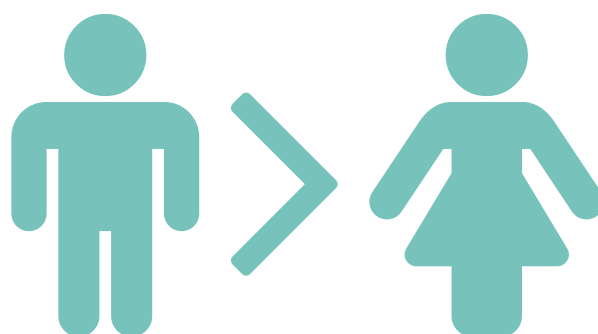


3. How physically active are we?

Physical activity is influenced by a wide range of factors, from the advice or encouragement of friends, family and carers at home, through programmes at school, work or in local communities, the built environment, to the influence of general socio-economic conditions.



1 in 4 women and 1 in 5 men in England are classed as physically inactive: doing less than 30 minutes of moderate physical activity a week.



Men/boys are more likely than women/girls to average 6 or more hours of (sedentary) sitting time on both weekdays and weekends.



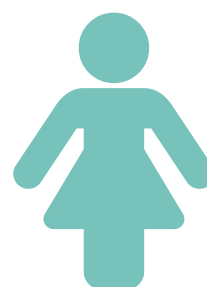
Children are averaging over 3 hours a day of (sedentary) sitting time during the week increasing to over 4 hours a day at weekends.

The proportion of children who spend 6 or more hours of (sedentary) sitting time rises steadily with age as does the average time per day spent watching TV/screen time.

1 in 3



1 in 4



Only 1 in 3 men and 1 in 4 women undertake muscle strengthening activities at least twice a week.

People may be encouraged to exercise by a health or social care professional or a friend, but may find that childcare or work responsibilities get in the way, or they cannot find anywhere nearby to be active.

How physically active are we in Exeter?

People in the South West, on average, have slightly higher levels of physical activity compared to the national average, but according to Public Health Devon over 21,000 adults in Exeter (25% of women and 14% of men) do less than 30 minutes of physical activity per week.

Since 2015, Sport England have undertaken an annual survey asking people over 16 how physically active they are using the following benchmarks:

- **Active:**
People who meet the Chief Medical Officer's guidelines and do at least 150 minutes of moderate intensity activity each week – gaining health benefits including a reduced risk of dementia, depression, diabetes, and improved mental wellbeing
- **Fairly Active:**
People who do some physical activity but do not meet the Chief Medical Officer's guidelines
- **Inactive:**
People who do less than 30 minutes of physical activity a week.

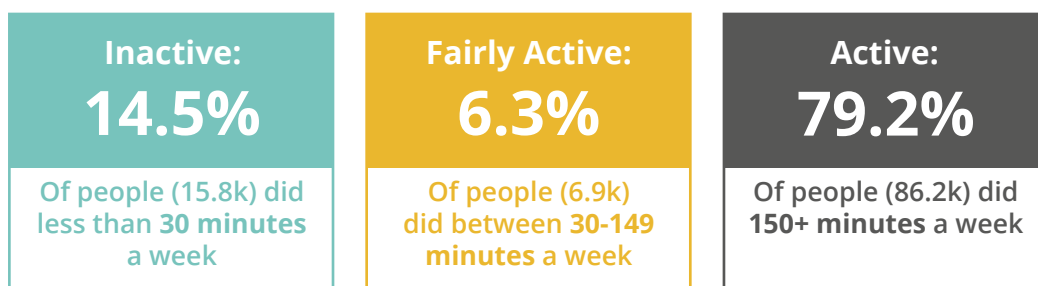
The 2018 "Active Lives" survey reports Exeter as the most "active" Local Authority in England with nearly 4 in 5 (79%) adults in Exeter saying they undertake more than 150 minutes activity each week. This compares to just over 3 in 5 (62%) for England as a whole. Year on year this represents a 2.8% point improvement.

According to Active Lives, Exeter also has the second lowest level of 'inactive' adults (less than 30 mins per week) in the country at 14.5% (narrowly beaten by Islington with 14%). This is a 2.8% fall, year on year, putting our achievement this year in greater context as we made improvements at both ends of the activity spectrum – the percentage of Fairly Active Adults (30-149 mins per week) remained unchanged.

Physical Activity (England)



Physical Activity (Exeter)



Source: Sport England – Active Lives Survey 2018 (Accurate at time of going to press).

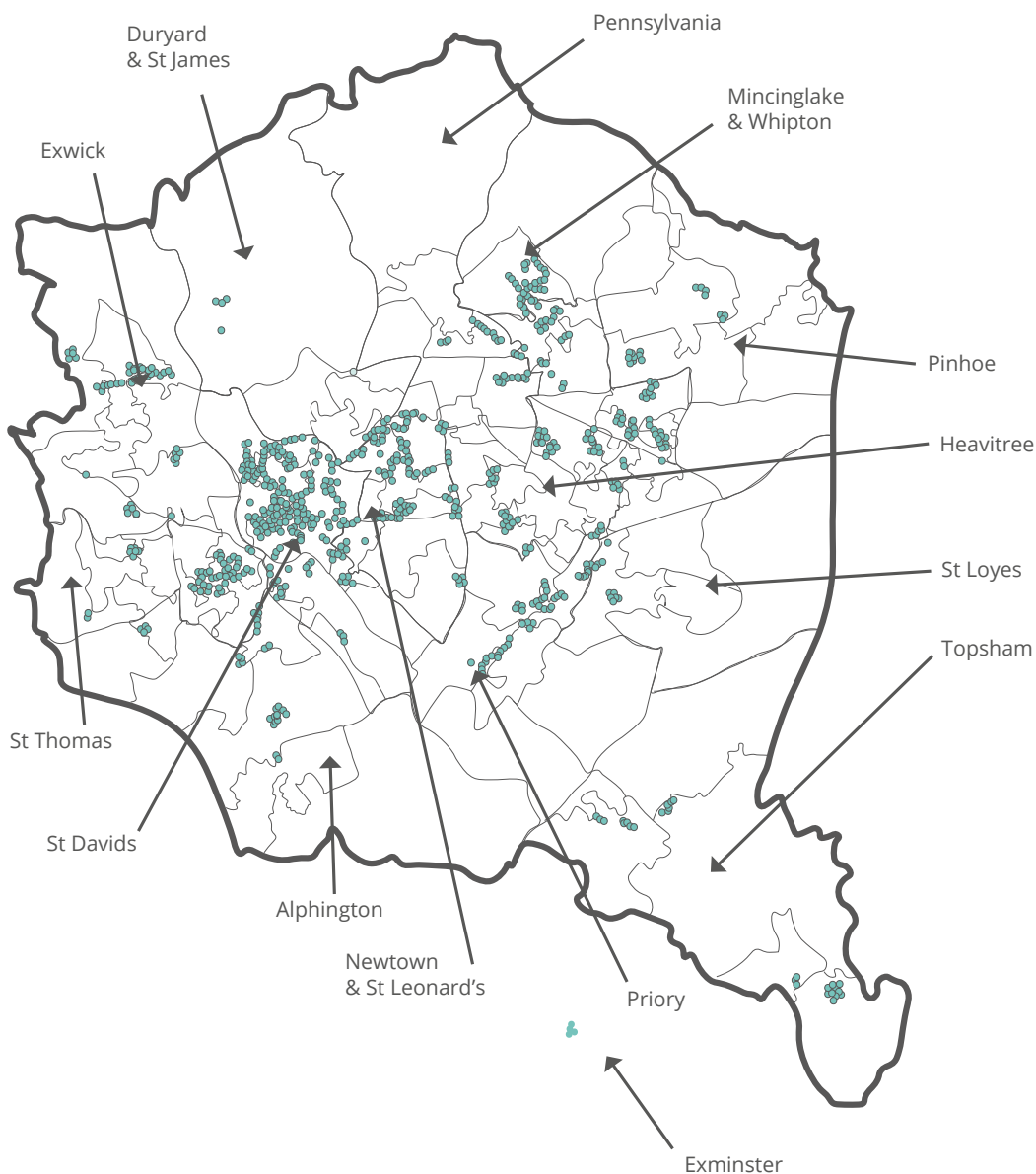
This is great news and reflects the fact that Exeter already has a socio-demographic profile that heavily represents those groups who tend to be the more active i.e. younger, higher social grades, etc. It also reflects the impacts achieved through the Get Active Exeter Programme sponsored by the Exeter Health & Wellbeing

Board, funded by Sport England and managed by Active Devon on behalf of a range of partners in the city.

However some areas in the city are amongst the most deprived in the country and in these areas physical activity levels will be very low.

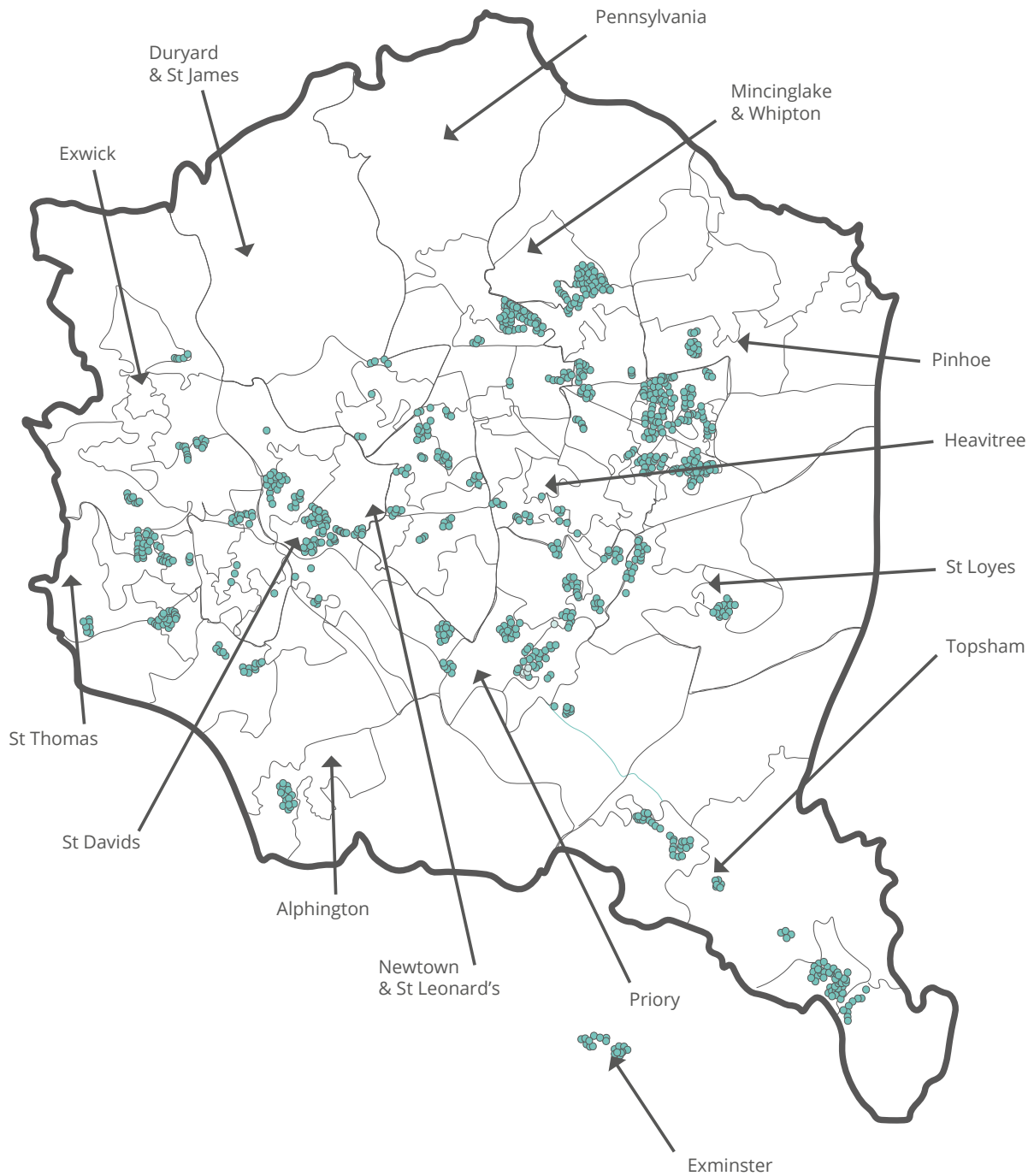
Locations containing high levels of working age adults with no dependant children, deprivations and/or physical inactivity

Source: Sport England Local Delivery Pilot Stage 2 Submission: Exeter & Cranbrook



Locations containing high levels of frailer individuals, deprivation and/or physical inactivity

Source: Sport England Local Delivery Pilot Stage 2 Submission: Exeter & Cranbrook



What are the challenges people face with physical activity?

The world we live in doesn't make being physically active very easy: in fact it is easier for most of us to move less than it is to move more.

Over the last 30 years as a society we have become increasingly reliant on technology in our daily lives, our working day and our leisure choices. We have effectively managed to engineer physical activity out of our routines; environments and opportunities predominantly promote sitting down.

Sedentary forms of transport are seen as necessary for us to lead our busy lives. As a result the social and physical design of our schools, workplaces and communities has changed to accommodate these preferences.

Instead of being part of how we live, we have effectively confined physical activity to a recreational past-time (exercise) chosen by few and in the process we have created a range of actual and/or perceived barriers to being active (e.g. a perceived lack of time, cost, low confidence, limited opportunity and actual or perceived lack of safety).

Being physically active is too often defined by socioeconomic position with the least active often the least well off. This is a significant but often hidden issue in Exeter. When we look beneath the surface we can see that, whilst overall Exeter is one of the healthiest and most active places to live, there are some areas in the city with measures of deprivation amongst the top 20% of deprived areas in the country.

There is a 7.8 year life expectancy gap for men between the most and the worst well off areas in the city.

The environment around us is one of the most important factors in enabling people to be active in their everyday life. The places we live, work and visit often act as a daily barrier to people taking part in physical activity and sport, whether that be due to safety, accessibility, awareness or the practicalities of using spaces in the built and natural environment. According to Inclusive Design for Getting Outdoors (IDGO)² older people who live in areas where it is easy and enjoyable to go outdoors, are more likely to be physically active and satisfied with life, and twice as likely to achieve recommended levels of healthy walking.

Less user-friendly environments are often perceived by people as posing an increased risk of falling, especially by those with vision, mobility or other impairments. Such environments can heighten fears about crime, nuisance and traffic, and make going outdoors less enticing; reinforcing feelings of loneliness or entrenching the challenges of socioeconomic deprivation.

Physical activity can and should be integrated into the settings in which people live, work and play. Walking and cycling are key means of transportation and enable regular physical activity on a daily basis.

“For most people, the easiest and most acceptable forms of physical activity are those that can be built into everyday life. Examples include walking or cycling instead of travelling by car, and using stairs instead of lifts. ‘Active travel’ (or active transportation or mobility) means walking or cycling for the purpose of making every day journeys.”

– Working together to promote active travel - Public Health England

² http://www.idgo.ac.uk/about_idgo/index.htm

Exeter already has higher than the national average rates of commuters using sustainable travel. Of those commuters that live and work in Exeter over 8% cycle and over 30% walk.

This still leaves over 40% of commuters living and working in Exeter who are making short journeys

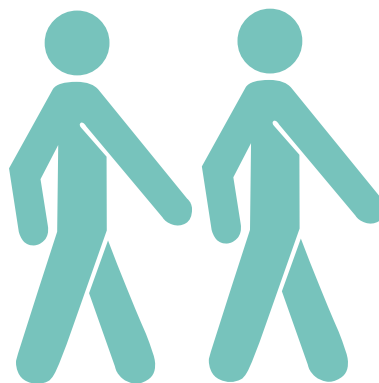
to work every day by car. On top of this over 36,000 commuters travel by car into the city for work every day.

This translates to Exeter as one of the slowest moving cities in the UK, with average road travel speed at rush hour of just 4.6mph.



over 8% cycle

of the commuters that live and work in Exeter



over 30% walk

of the commuters that live and work in Exeter



over 40% drive

of the commuters that live and work in Exeter



over 36,000 drive

into Exeter from outside for work





4. Our approach

The biggest gain and best value for society is achieved by engaging people who are least active in becoming active in daily life.

We want to get more people undertaking the levels of physical activity that are recommended for good health and well-being but with a determined focus on those who are currently inactive. The strategic aims are to:



Improve population health & wellbeing



Reduce health inequalities



Promote community resourcefulness



Increase active travel

The World Health Organisation (WHO) suggests a whole system approach is needed to increase physical activity on a population level this includes:

- Transport policies and systems that promote walking, cycling and public transport
- Urban design regulations and infrastructure that provide for equitable and safe access for recreational physical activity, and recreational and transport related walking and cycling across the life course
- Public education, including mass media to raise awareness and change social norms on physical activity
- Prevention programmes integrated into primary health care systems

- Community-wide programmes involving multiple settings and sectors and that mobilise and integrate community engagement and resources
- Sports systems and programmes that promote 'sport-for-all' and encourage participation across the lifespan

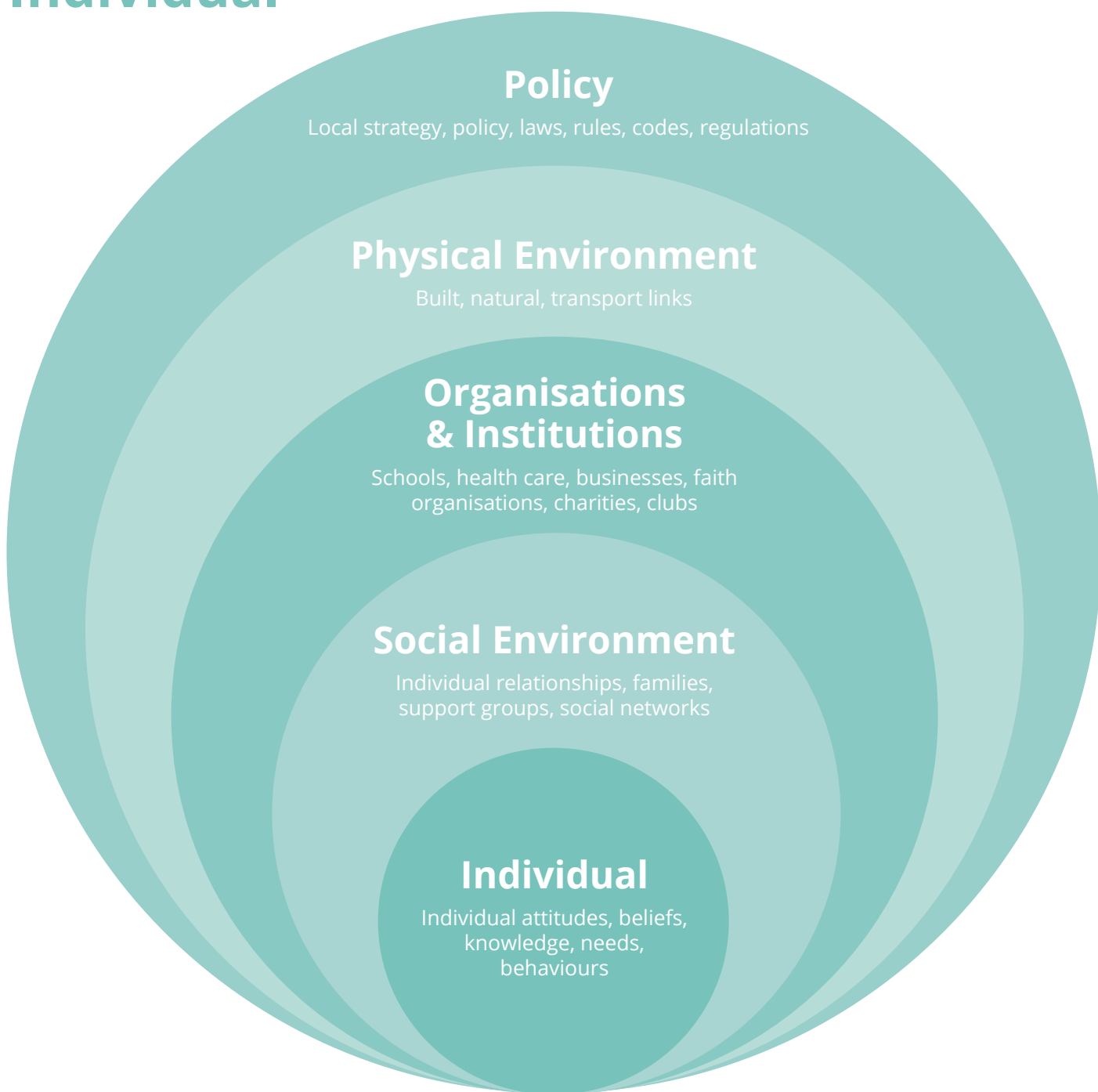
This "Whole System Change" approach is based on the starting point that no one lives in a vacuum. They are connected to a place and its community, each with its own unique structure, relationships and geography.

It recognises that tackling inactivity requires a root and branch approach; it is not simply within the individual's power to change but requires actions across the range of influencers.

Whole Systems Approach

Source: Socio-Ecological Model

Policy
Environmental
Social
Organisational
Individual



Guiding principles for action

Taking an evidenced based approach to achieving population level change we are proposing that all interventions aimed at increasing physical activity in Exeter, including the Sport England Pilot are underpinned by the following evidenced based principles.³

- 1. Build from the bottom up:**
adopt an asset based community development approach
- 2. Reduce inequality in participation:**
focussed approach which recognises that the largest health gain occurs with improvements made by the least active
- 3. Equal and inclusive approach:**
everyone should have accessible, safe convenient and affordable choices for physical activity
- 4. Connect people with physical activity:**
ensure physical activity opportunities are available and promoted for all ages
- 5. Whole systems approach:**
address the policy, environmental, social, organisational and individual factors that influence physical activity
- 6. Create a physical activity habit:**
recognise the importance of habit formation and behaviour change required for least active residents
- 7. Make it fun:**
encourage providers of physical activity to promote fun and enjoyment, helping people to build it into their everyday lives
- 8. Consistent Communications:**
clear messages about the benefits, opportunities and support available for physical activity choices in Exeter
- 9. Make it visible:**
portray physical activity as a normal part of everyday life
- 10. Work together:**
recognise that no single organisation can effectively change the physical activity behaviour of the population alone
- 11. Evidence and evaluation:**
embed an analytical approach to programme design and implement a robust evaluation process

³ Adapted from *More People Active for a Healthier World 2018/2030 (WHO)* and *Creating a Culture of Physical Activity Sheffield City Council 2015*



5. Delivering this strategy

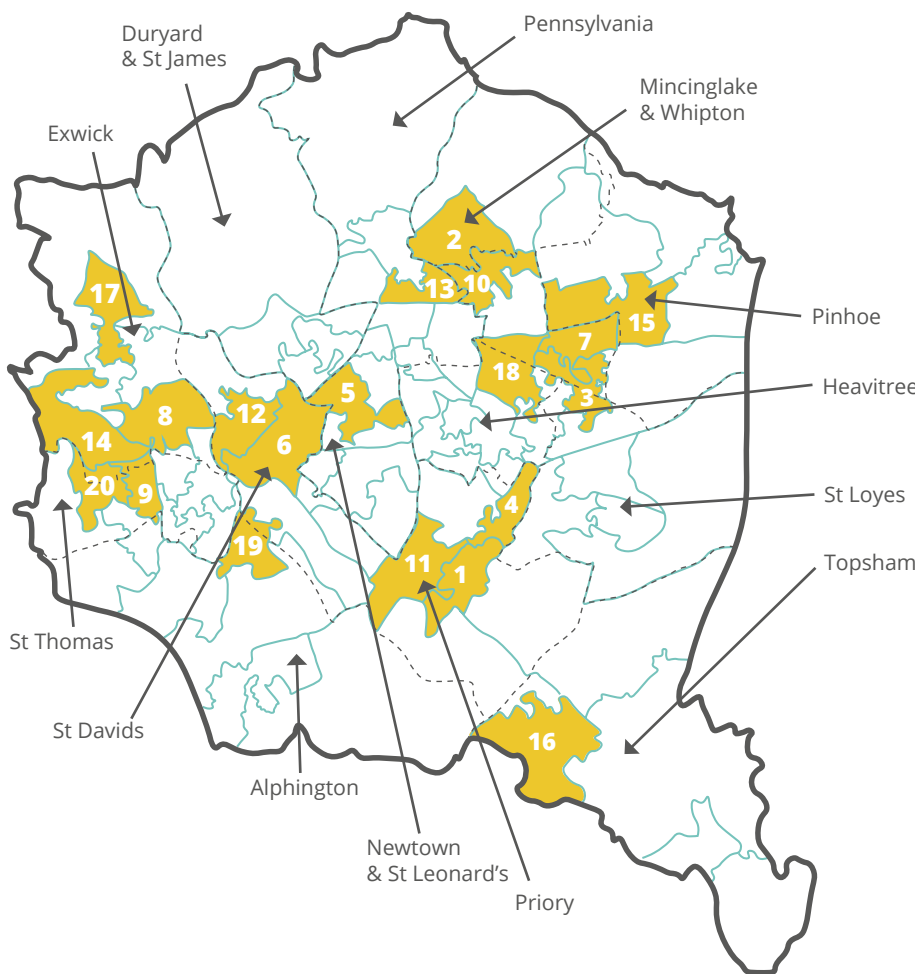
Taking a Whole System Change Approach underpinned by the guiding principles we will focus activity and resources in the areas of greatest need.

Using data from a number of sources we can show that those at most risk of inactivity and poor health outcomes are clustered into pockets that in the main form Exeter's "deprivation crescent".

This map shows these top 20 target areas grouped into population groups called Lower Super Output Areas (LSOAs). These are the areas where we need to focus efforts to increase physical activity levels.

Physical Activity Target Areas

Source: Public Health Devon (October 2018)



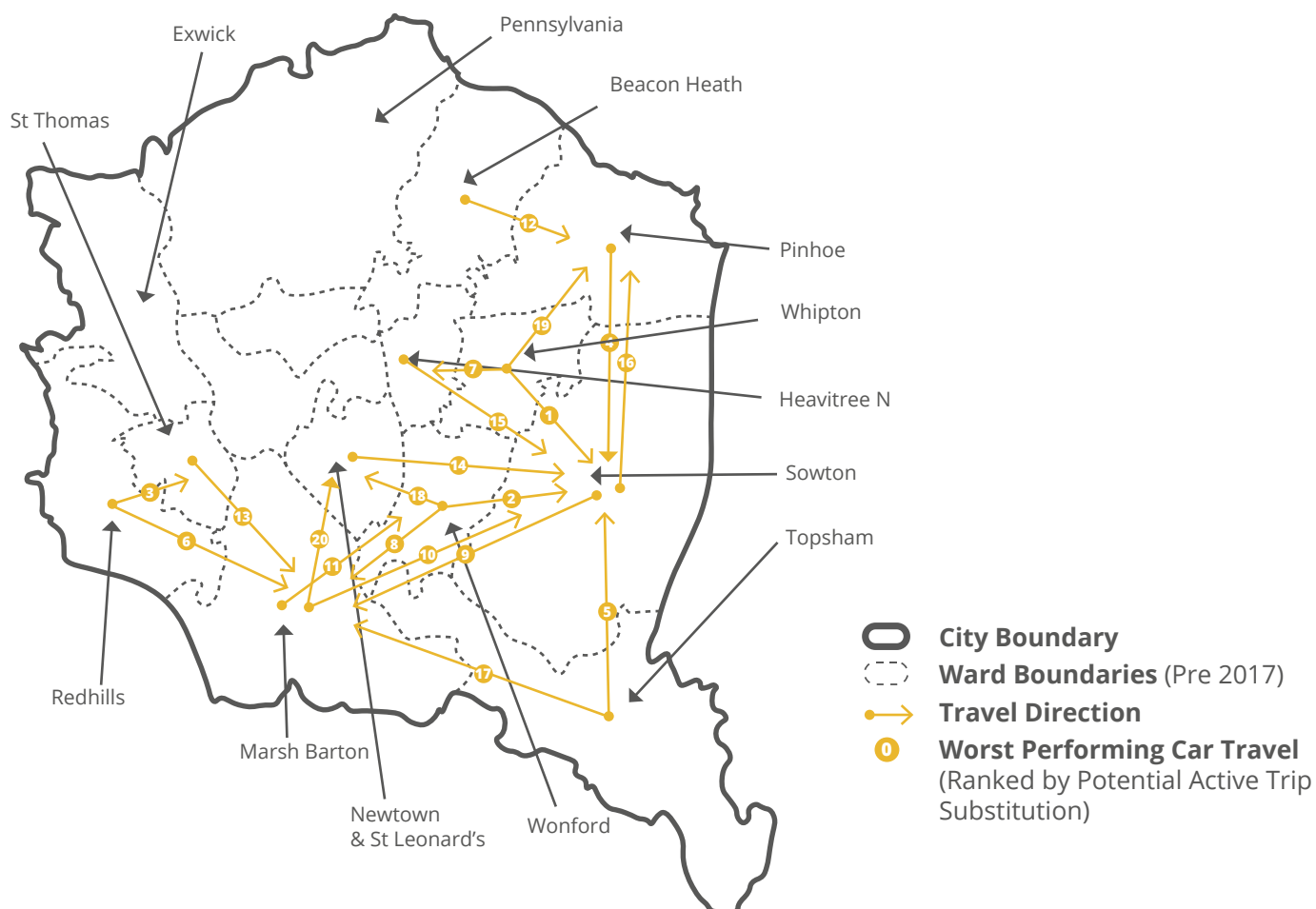
Rank	Discription
1	Burnthouse Lane (Trees)
2	Lancelot Road
3	Whipton (Leypark Road & Bramley Avenue)
4	Burnthouse Lane (Rifford Road)
5	Sidwell Street & Clifton Road
6	Cathedral & City Centre (East)
7	Whipton (Hillyfield Road)
8	Exwick (Cemetery)
9	Cowick (Newman Road)
10	Beacon Heath
11	Burnthouse Lane (Poets)
12	City Centre (West)
13	Stoke Hill
14	Exwick (Redhills)
15	Summerway
16	Countess Wear (Lower)
17	Exwick (Farm Hill)
18	Hamlins Lane & Honeylands
19	Alphington Road (Ebrington Road)
20	Cowick (Barley Farm Road)

- City Boundary
- Priority Areas
- Ward Boundaries
- LSOA Boundary

Active Travel to Work Target Areas

Experian Mosaic used under license to Devon County Council

Rank	Origin	Destination	Distance	Absolute Trip No.	Drive %	Expected Drive %	Difference %	Potential Active Travel Substituion
1	Whipton	Sowton	1671	575	61.70%	34.00%	27.70%	96
2	Wonford	Sowton	1793	592	52.50%	35.80%	16.70%	55
3	Redhills	St Thomas	846	209	35.40%	19.90%	15.60%	38
4	Pinhoe	Sowton	2697	641	62.60%	47.20%	15.30%	36
5	Topsham	Sowton	2458	370	67.80%	44.60%	23.30%	35
6	Redhills	Marsh Barton	2446	463	62.30%	44.40%	18.00	34
7	Whipton	Heavitree N	996	124	42.70%	22.70%	20.10	25
8	Wonford	Marsh Barton	1901	251	53.80%	37.40%	16.40	22
9	Sowton	Marsh Barton	3516	308	78.60%	54.30%	24.30	21
10	Marsh Barton	Sowton	3516	490	68.00%	54.30%	13.60	19
11	Marsh Barton	Wondford	1901	207	54.60%	37.40%	17.20	19
12	Beacon Heath	Pinhoe	1618	115	56.50%	33.20%	23.30	17
13	St Thomas	Marsh Barton	2061	474	46.60%	39.60%	7.00	16
14	St Leonards	Sowton	2742	352	59.10%	47.70%	11.40	15
15	Heavitree N	Sowton	2409	555	50.10%	44.00%	6.10	14
16	Sowton	Pinhoe	2697	108	80.60%	47.20%	33.30%	13
17	Topsham	Marsh Barton	3445	189	75.10%	53.80%	21.30%	12
18	Wonford	St Leonards	1036	171	30.40%	23.40%	7.00%	12
19	Whipton	Pinhoe	1600	122	46.70%	32.90%	13.80%	11
20	Marsh Barton	St Leonards	1741	108	50.90%	35.10%	15.90%	10



We also want to focus on getting more people who live and work in the city to commute by cycling, walking and public transport. This will help us to reduce congestion and promote active environments across the city as well as overall improvements in individual and community health and wellbeing.

According to the 2011 Census, 46% (17,380) Exeter residents drive to work within the city or are car passengers. However local data shows that there is still more that could be achieved with lots of people making short distance trips to work.

Sport England is investing around £100 million across 12 local pilots over 4 years to create innovation solutions making it easier for people to become physically active for life. Having been selected as one of the 12 pilots, along with our neighbour the NHS Healthy New Town of Cranbrook, our aim is to take the opportunity of the Sport England Pilot to deliver on our physical activity strategy.

Working with Sport England we want to understand how local identities and structures can be used to deliver sustainable increases in physical activity levels. As a Pilot we will test whether taking a whole system and behaviour change approach in a place could really unlock something ground breaking for the whole country. Over the 3 years of the Sport England Pilot we intend to achieve population level change by encouraging 10,000 of the least active residents to lead regular active lifestyles. We are aiming for around 5,750 people becoming active

and around 4,250 more commuters choosing active travel for their daily commute.

We will use investment and expertise from the Sport England Pilot to ensure that the “Liveable Exeter” Transformational Housing Delivery Programme for the city is underpinned by the 10 Active Design Environmental Principles advocated by Sport England and Public Health England (Active Design Planning for health and wellbeing through sport and physical activity).

These principles will also be used to influence a new project aimed at tackling our strategic infrastructure issues announced in December 2018 by the National Infrastructure Commission. Exeter is one of the five cities selected to work with the Commission to help us to develop strategies to improve local transport connections, unlock job opportunities and deliver much needed new homes.

The key delivery platforms the Council will use to deliver our contribution to this strategy are:

- Sport England Local Delivery Pilot
- Wellbeing Exeter
- Active Exeter Network
- Swimming Pools, Sports and Leisure Centres
- Playing pitches, playgrounds, parks and open spaces
- Canal, quayside and waterways
- Walking and cycling through the Exeter Transport Strategy



New Approach to Delivering Physical Activity Locally

Source: Sport England

Locations

📍 Rural Places
📍 Coastal Communities

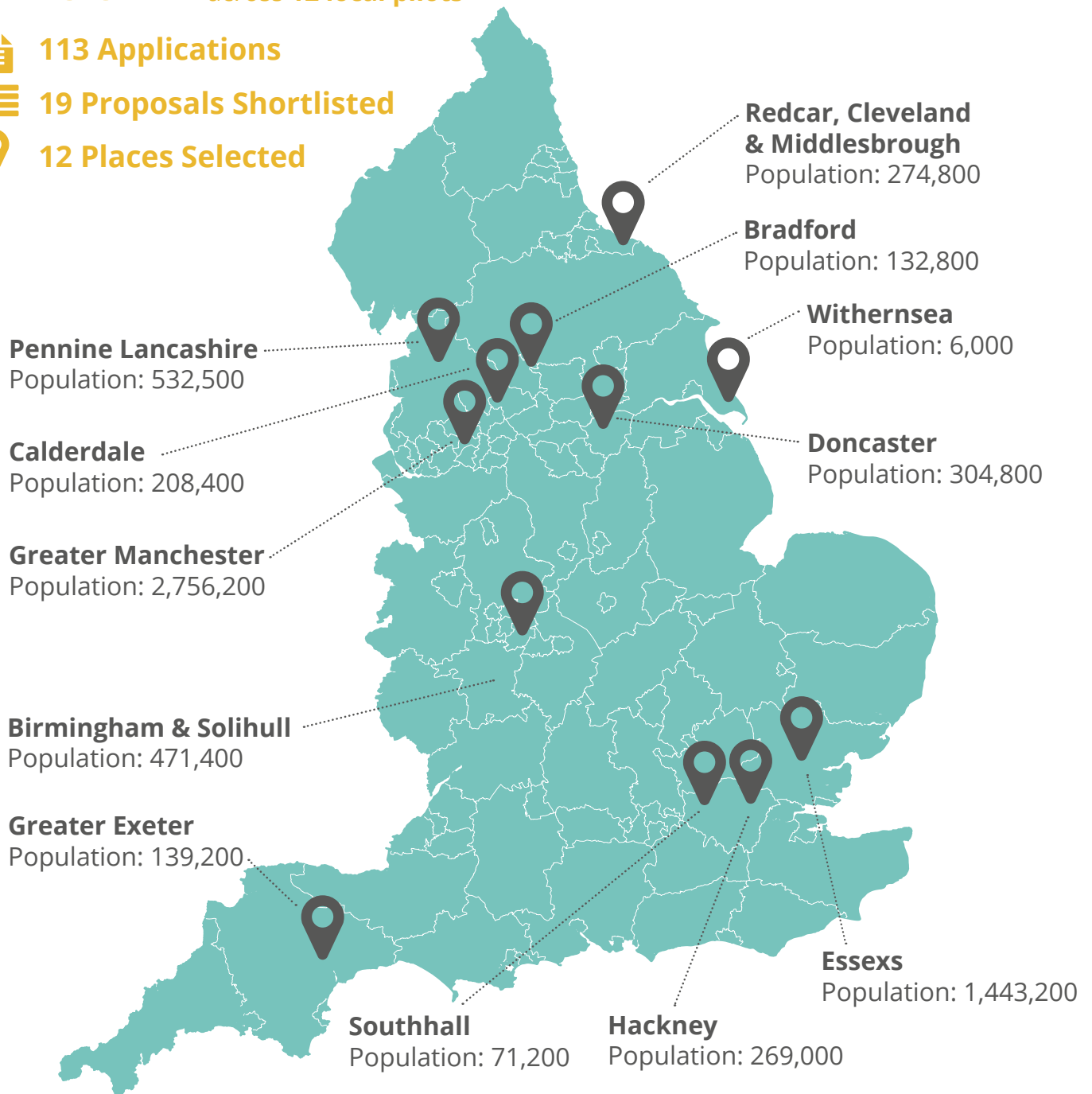
📍 Big Cities
📍 Small Towns

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

📄 **113 Applications**

☰ **19 Proposals Shortlisted**

📍 **12 Places Selected**



Reaching

👥 People from some ethnic minorities

👩 Women

♿ Disabled People

£ People on Lower incomes

👴 Older People

👨‍👩‍👧 Families

For healthier, happier communities and to discover a blueprint for tackling inactivity locally
www.sportengland.org/localpilots





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EXETER LIVE BETTER & MOVE MORE



Exeter Live Better and Move More: Physical Activity Strategy July 2019

PHYSICAL ACTIVITY STRATEGY
JULY 2019

EXETER
LIVE BETTER