



Become an Investor

Be part of the future of Exeter's wellbeing



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Our Vision

Wellbeing Exeter is embedded across the city and in the local Cranbrook community, developing individual and community resilience by connecting people, communities and opportunities; supporting people to bring about their own vision for a life of wellbeing.

Our Mission

Wellbeing Exeter better connects people to community life, supports more thriving and active communities, and improves individual wellbeing and health outcomes for people in Exeter.

To do this, Wellbeing Exeter works alongside the people of Exeter, including residents, organisations and partners, to create greater wellbeing in communities.

VISION FOR EXETER 2040

“... a city that is
inclusive, healthy
and sustainable -

a city where the
opportunities and
benefits of
prosperity are
shared and

all citizens are able
to participate fully
in the city’s
economic, social,
cultural and
civic life”.

Be part of a flourishing Exeter with wellbeing at its heart

*Wellbeing Exeter connects people
to community life and improves individual
health and wellbeing outcomes
for people in Exeter and Cranbrook.*

Wellbeing Exeter has supported more than 8,000 individuals and hundreds of community groups in Exeter and Cranbrook, helping them to move towards greater long-term health and wellbeing.

We are ready to continue this work using everything we have learned over the last ten years.

But we need your help

This document has been prepared to inspire stakeholders, commissioners, funders, philanthropists and organisations who share our vision, and who are interested in becoming partners.

In doing so, you could shape a flourishing future for Exeter, and help to share our learning with other places looking to tackle entrenched health inequalities.

*“I don’t know how I would have coped
with my isolation without a Wellbeing Exeter
connector supporting me.”*

Wellbeing Exeter Connectee

The Wellbeing Exeter Model

The benefit of the Wellbeing Exeter model is that it is tried and tested, built on ten years of reflection and learning. It proves that collective ownership is efficient and effective.

It is built to be scalable and replicable in other places around the nation.

Wellbeing Exeter and its partners have highlighted 12 priority areas across Exeter and Cranbrook, where residents stand to benefit most from our support:



Independent evaluation that compares Exeter to the rest of England, shows that previously inactive adults living in our priority areas have started to become active. Research (Sport England Active Lives Survey, 2023) shows a trend with fewer inactive people compared to both 2019 and 2022. Further independent research undertaken by the University of Exeter shows that people also report significant increases in wellbeing, the development of relationships and community engagement following support by Wellbeing Exeter.

This is significant evidence that the Wellbeing Exeter approach works and is having a long term, and positive impact on people with the most to gain by adopting healthier lifestyles, but also on the City as a whole. Encouraging inactive people to start to move more is the hardest change to effect at population level and the one that is most likely to have lasting improvements in population health gain and reducing inequalities.

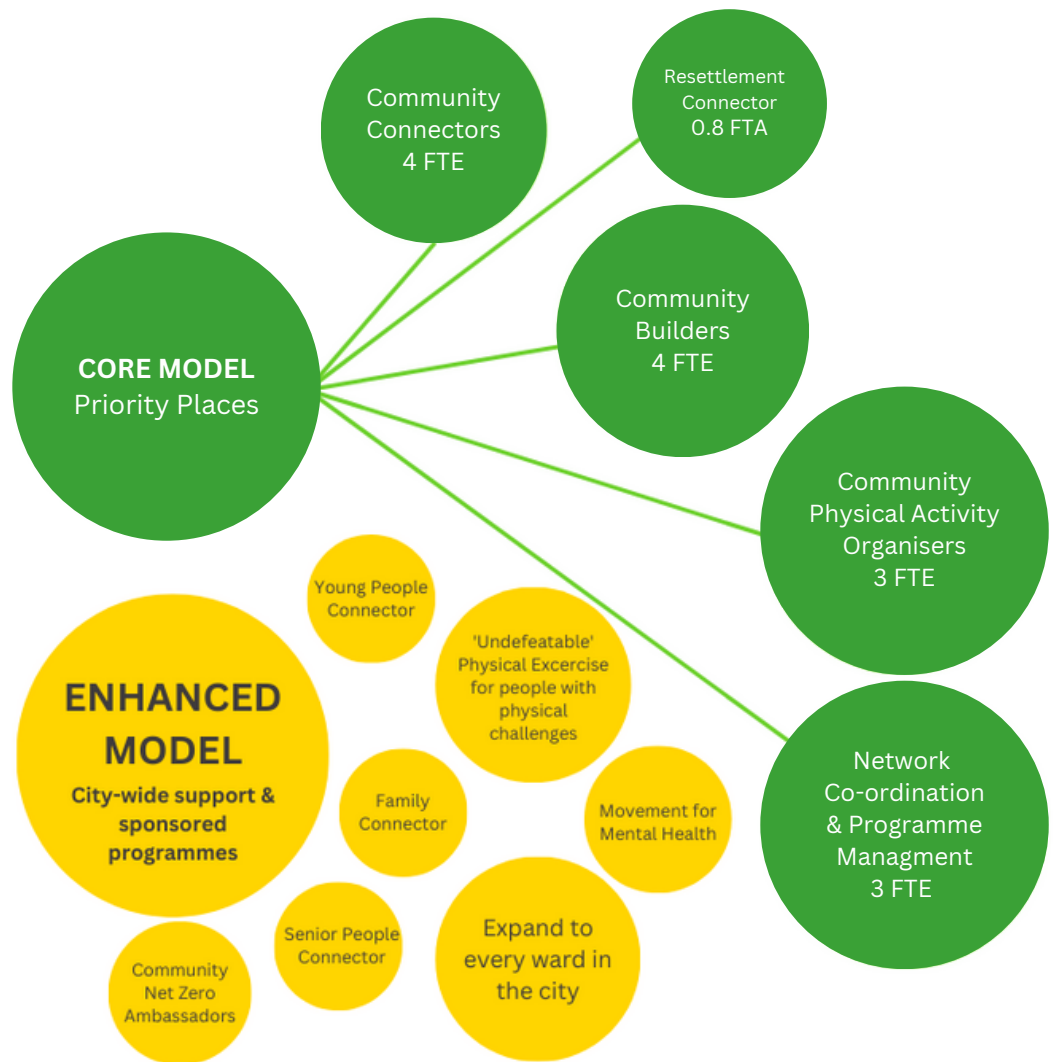
The Wellbeing Exeter Model



Core funders commit to funding a portion of the Core Model to assure continued support for Wellbeing Exeter in 20 LSOA Priority Places



Sponsored Programme funders collaborate on a service or role they would like to fund.
A percentage of the agreed funds supports the Core Model.



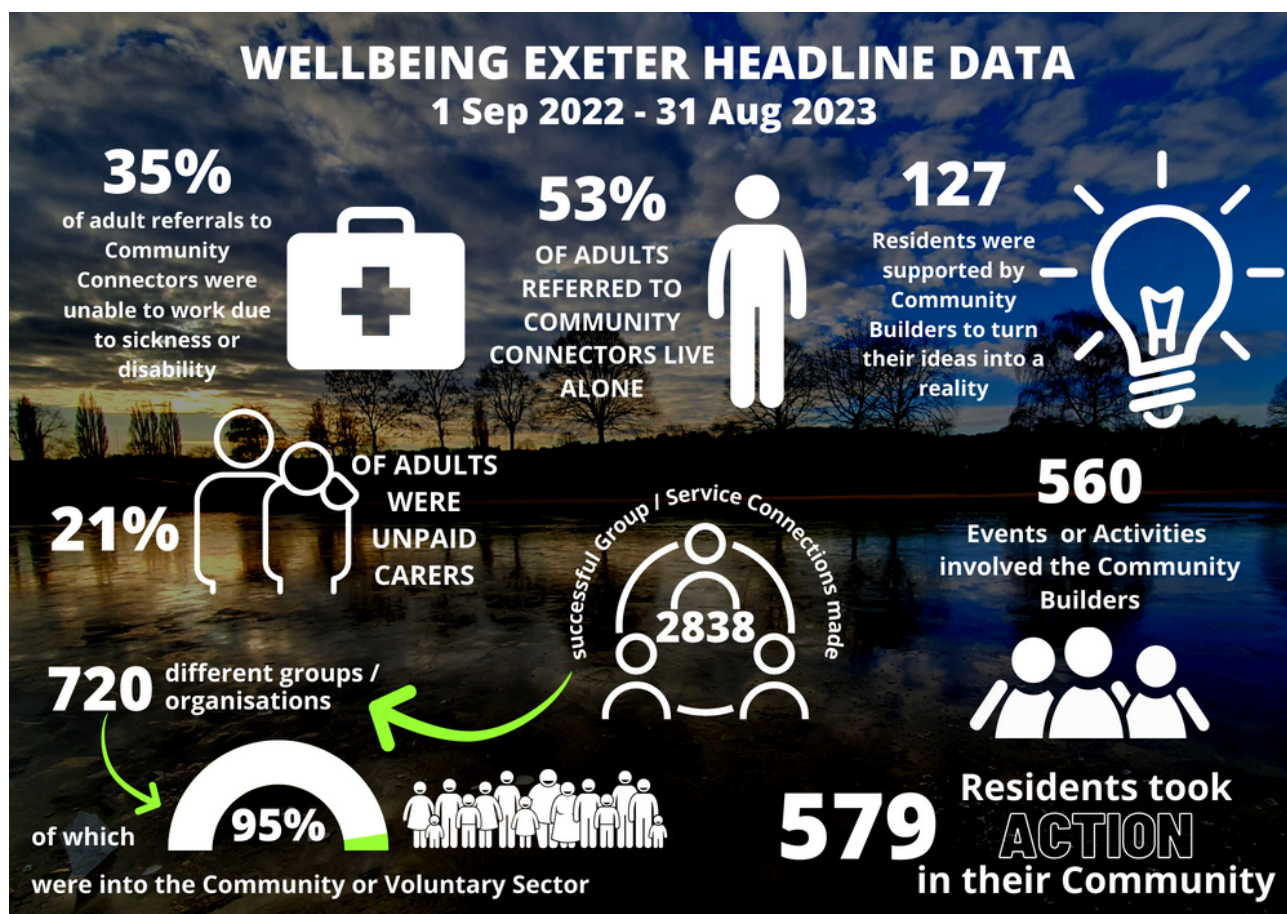
The Wellbeing Exeter Model

CORE MODEL

The core service will focus on our Priority Places and the needs of individuals within those communities.

The Core Model will offer the package needed to continue to make a difference that lasts in the places that can benefit the most. It is the foundation for an Enhanced Model of sponsored programmes.

The Core Model is vital to the continued wellbeing support offered by many organisations across Exeter. It includes the bespoke network co-ordination Wellbeing Exeter has become adept at, as well as teams of Community Builders, Community Connectors and Community Physical Activity Organisers who work with both communities and individuals. A specialist Resettlement Community Connector will continue to support individuals as part of the Core Model.



Enhanced Model

The Core Model uses the joined-up strategies we've developed to tackle long-standing inequalities in our communities. Wellbeing Exeter has been designed to be flexible and adaptable in order to respond to local needs.

We're looking for new partners to support both the Wellbeing Exeter Core Model and develop the Enhanced Model of sponsored programmes, which comprise elements that can be added to the Core Model to expand our offering and create a wider breadth of opportunities for people in Priority Places.

The sponsored programmes are individual projects designed from years of learning from pilots we've already undertaken. These are proven successes that have a strong foundation of people with experience in service delivery. Given these successes, we are open to collaborating on the development of an increasing number of sponsored programmes to grow the Enhanced Model.

FUNDING THE ENHANCED MODEL

There is flexibility within the Core Model for funders to have varying levels of commitments but all funders, both Core and Enhanced, will contribute to the Network Co-ordination function (included in the Core Model).

This has an annual operating cost of between £175,000 and £200,000 per year, dependent on how many sponsored programmes are being delivered. Enhanced model costs will vary depending on the outcomes that a funder wants to achieve.

For example, if a funder wanted to continue to sponsor the Inclusive Communities Programme (supporting individuals within minority ethnic communities and communities with complex needs), this would cost in the region of £140,000 to £170,000 per year.



Together, we can create truly exciting opportunities that align with our partners' joint values and missions, unlocking the potential of communities and places across Exeter.



The Enhanced Model offers exciting opportunities to benefit Exeter communities.

Sponsored programmes have a lot to offer and the Wellbeing Exeter partnership has already done a great deal of active learning to secure the programmes' future success.

Ian Blackwell, Project Lead for Wellbeing Exeter at Devon Community Foundation

Examples of sponsored programmes for the Enhanced Model

There are a number of sponsored programmes that already exist and need support to continue. There are also opportunities to begin new programmes based on what Wellbeing Exeter has already learned.

Here are a few examples of programmes that you could support to take social responsibility and create a legacy, in Exeter and nationally:

- Inclusive Communities - Supporting individuals within culturally diverse communities
- Communities with complex needs – supporting people with drug, alcohol and street attached lifestyles
- Digital inclusion - ensuring that everyone in the city can benefit from digital technologies in everyday life
- Reducing the pressure on Primary Care Networks
- Young people leaving care
- People leaving prison
- Tackling fuel poverty and climate change
- Supporting Social Care through bespoke social prescribing and community connecting

"The support of Wellbeing Exeter has reminded me of things I used to enjoy and given me encouragement to try them out again"

Wellbeing Exeter connectee

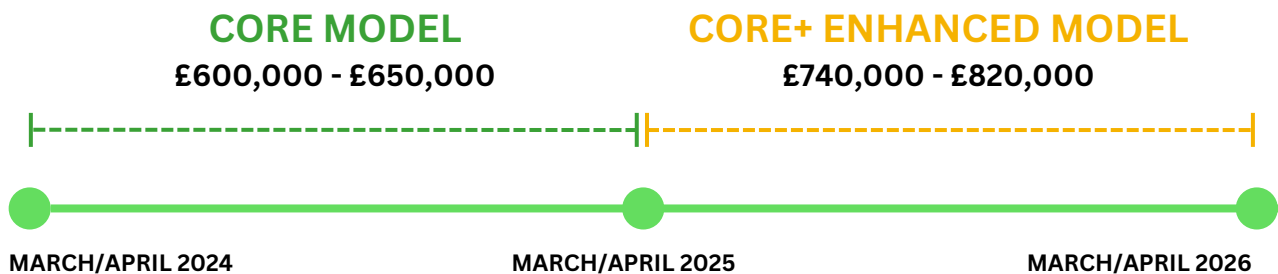
Finances and timelines

The Wellbeing Exeter partnership currently brings together key strategic funders, pooling resources to deliver the programme. The present agreement for Wellbeing Exeter between lead commissioner Exeter City Council and Devon Community Foundation comes to a close on 31 March 2024. We will be transitioning over the course of a year, from April 2024 to April 2025, to establish a new Wellbeing Exeter Alliance.

The Core Model will require an annual operating budget in the region of £600,000 to £650,000 for the financial year 2024/25, this will enable us to continue to deliver our vision in those areas of the city with the greatest need. We anticipate an additional one-off cost in the region of £150,000 in 2024/25 to explore the development of Wellbeing Exeter as a Community Interest Company and secure the longer term finances needed to sustain this work.

Beyond 2025 we are aiming to secure funders on a 3, 5 and 10 year commitment and are aiming for an annual operating budget that allows for the Core and Enhanced Models to be in play. This requires an annual operating budget in the region of £740,000 to £820,000.

NB salary and other costs are at 2022/23 levels.



These figures equate to just £325 per individual supported with the full social prescribing, community building, physical activity and ongoing support offer.

Wellbeing Exeter believes this is a modest investment for the social value created, and that the programme can become even more financially efficient as it develops.

Our aim is to secure three core funding partners for the Core Model with an annual contribution from each in the region of £200,000 to £230,000 per annum.

Why should you invest in Wellbeing Exeter?

Wellbeing Exeter's collaborative commissioning and delivery model has evolved over time. Wellbeing Exeter a unique, nationally and internationally recognised effective system of social prescribing, community building and network co-ordination.

We know that Wellbeing Exeter works. There is overwhelming feedback demonstrating the strength of the voluntary sector alliance in Exeter, all focused on improving individual and community wellbeing and resilience.

You can find out more on our website and in a recent, independent Strategic Development Review.

“ Wellbeing Exeter has a grassroots asset based approach with a core principle of building on the positive and an unrelenting focus on 'what is strong – not what is wrong'.

It is a value based system with constituent organisations who share a common goal, which is to enable individuals and communities to build on their strengths and do more to help themselves and each other.

Jo Yelland, Director, Exeter City Council

Becoming an investor

Becoming an investor in Wellbeing Exeter will help enable your organisation to deliver on your Social Responsibility ambitions:

- You will be helping to drive action that makes a meaningful difference to the lives of individuals and communities in which your staff live and serve.
- You will be part of a social movement that is all about taking actions on the things that matter to people, your staff and your customers.
- You will be helping to unlock the mutual social, economic and business value collaboration and partnership brings to communities and individuals.

“ Our research shows a significant mean increases in wellbeing, the development of relationships and community engagement from baseline to post intervention for the Wellbeing Exeter Programme ”

Dr Michelle Tester-Jones, Lecturer in Public Health, University of Exeter

“ I finally feel like things seem more hopeful, like a weight has lifted. I still have moments of anxiety but they don't overwhelm me ”

Wellbeing Exeter connectee

The Wellbeing Exeter commitment

Wellbeing Exeter's Mission is ambitious and it can be achieved with the learning gathered over a decade of work and the dedication and support of our network of partners. Together, we know what is needed and how to deliver.

Wellbeing Exeter's new flexible and scalable model will be managed by one of the long-term partners. It will be formed of an essential Core Model, with additional sponsored programmes making up an Enhanced Model.

The Core Model offers Community Connecting, Community Building and Community Physical Activity Organisers in the places that stand to benefit the most, through a coordinated network of VCSE organisations, and the Enhanced Model focuses on work with specific communities: geographical, cultural or self-defined (examples of projects include support for refugees and a partnership with Inclusive Exeter, who currently host a Community Connector).



Councillor Martin Pearce, Exeter City Council

THEORY OF CHANGE

If Wellbeing Exeter continues to work closely as a strong alliance of trusted partners with people in the places that stand to benefit the most, and collectively grows and invests in more resilient communities, then together we will help reduce inequality, improve health outcomes and foster community cohesion for greater wellbeing, now and into the future.



People's wellbeing and the capacity of communities to support their members will be paramount to preventing further burden on health and social care services and support recovery from the devastating global pandemic, alongside the renewed financial pressures caused by the recession.

Wellbeing Exeter strategic review, 2023



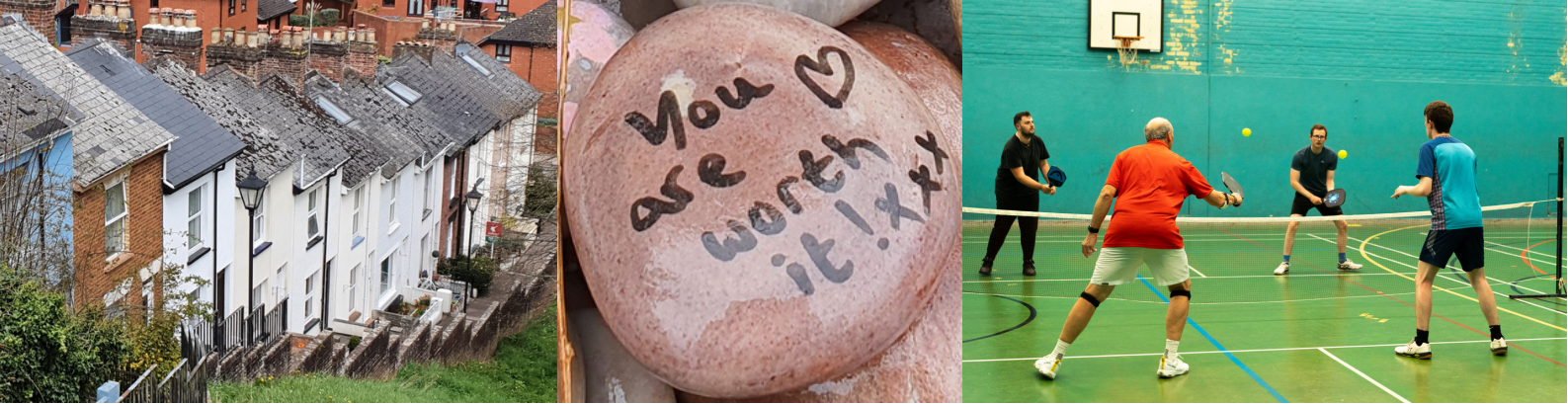
What we will do

The partnership of organisations committed to Wellbeing Exeter's future will:

- Further develop a new, flexible and scalable model for Wellbeing Exeter informed by the innovative work to date and refreshed for the current challenges faced by communities
- Improve health outcomes across age ranges and population demographics
- Support an integrated, localised wellbeing support system that meets the needs of residents in their neighbourhood
- Build on the success of referrals supported already, increasing impact for individuals and communities in Exeter
- Enhance effectiveness as the programme matures
- Stay connected to our Vision and Mission, which are vital to achieving Exeter's and Devon's ambitions for the future

HOW WE WILL DO IT

- Manage and develop the network of partners to offer a flexible Core Model including Community Connectors, Builders and Physical Activity Organisers working in our Priority Places
- Secure support for further services, to improve the rapid change in health and wellbeing outcomes that people deserve.
- Measure impact and continuously review efficacy and efficiency through the new collectively owned and academically robust Evaluation Framework.
- Share what we have learnt with other places supporting resilient communities using Social Prescribing, Community Building, Network Co-ordination and Place Based Approaches



How can you be a part of Wellbeing Exeter?

Wellbeing Exeter is looking for passionate funding partners from across the public and private sectors, including philanthropic individuals, who are willing to support with time, expertise and funding.

- Are you connected to Exeter and the surrounding areas?
- Is the Vision and Mission something that you believe in?
- Do you have an affinity to one of the existing sponsored programmes?
- Are you passionate about making a difference?
- Can you see an opportunity to work with Wellbeing Exeter to develop your vision to benefit communities?
- Could you be one of the Core Partners?
- Could you sponsor a Wellbeing Exeter programme in our Enhanced Model?

“Community is built and sustained at the speed of trust.”

Cormac Russell, Asset-Based Community Development Institute, DePaul University, Chicago

“I have severe social anxiety but the groups with the Connectors were relaxed and unpressured and I felt at ease being myself.”

Wellbeing Exeter connectee

Become an Investor

Be part of the future of Exeter's wellbeing

“It has taken us 10 years to get to this point, we now have evidence to prove what we knew in our hearts would work. We now urgently need new, enthusiastic and committed partners to join us in embedding this working the City. By tackling entrenched health inequalities we will support everyone to have an equal opportunity to benefit from all the opportunities Exeter has to offer and achieve our 2040 vision for a fully inclusive city in which everyone can thrive.”

If your organisation would like to make a meaningful difference to individuals and communities in Exeter, please get in touch with us for a chat about how you can help.



In the first instance, speak to:

Jo Yelland
Director
Exeter City Council

jo.yelland@exeter.gov.uk