‘Shaping our future’ – our message

We really like the focus on **purpose**, **people** and **place** and how these three pillars work together to bring about real change. Our feedback for each of these pillars is:

**Purpose**
- Relentless focus on inequalities
- COVID-19 has extended the inequality gap
- Prioritising community health and wellbeing lays a strong foundation for the future
- Deep community engagement and analysis maintains focus on purpose
- These networks provide the platform for increasing physical activity habits

**People**
- Supporting people and communities to greater physical activity – through continued person to person listening
- Bringing people in the community together through system tools and partnerships
- These relationships provide mutual support for long term behaviour change
- Make every £ count by focusing on building, supporting, and enhancing these relationships

**Place**
- True strength in Asset Based Community Development (ABCD)
- Physical activity has a key role in place-making
- We address this with the Active Environments golden thread in the Liveable Exeter housing plan
- We will continue our partnership approach and share our learning widely throughout the journey
Increasing physical activity is a corporate and city priority and is embedded in our strategic thinking and planning, for this period of recovery and for our city’s future.
How we maintain focus

• Place shaping through a Whole System Approach
• Strong leadership
• Liveable Exeter vision
• Community Wellbeing recovery planning
• Storytelling and messaging
• Leisure services
What are our tools?

- Exeter Community Wellbeing
- Links with neighbourhood networks to hyper local level
- Radical Active Travel policy change for Exeter City Council staff
- LDP Let’s Move - city wide social movement
- Zero Carbon 2030 agenda
- Liveable Exeter Transformational Housing Programme
- Active Travel & Environments as a golden thread
OPPORTUNITIES

• Broad strategic view, wellbeing at the core

• Let’s Move influencing change at system and community levels

• Embedding these values in leisure services and recovery planning

• Sharing learning and scaling best practice

CHALLENGES

• Sensitivity in multi-partner working: LINKED but DISTINCT

• Clear, shared priority of outcomes

• Constant reinforcement of vision for non-siloed working

• Maximising and pooling resources

• Utilising partner skills and resources effectively and managing expectations
Movement makes a difference!
How do we support this?

Through storytelling…
We seek out and share people’s stories through our news channels and a dedicated Exeter Community Wellbeing blog.

• Volunteer deliveries, often by foot or bicycle
• Making the connections that enable community relationships
• Celebrating the role of our outdoor spaces
• People finding new ways to encourage isolated individuals to move more
• Agile and Flexible working – encouraging behaviour change and leading by example: Staff taking time during the day to be active outdoors
Movement makes a difference!
How do we support this?

With action…

• Council emergency response enabled through Wellbeing Exeter partnership

• LDP team repurposed their learning and relationships for Exeter Community Wellbeing, linking physical activity with wider wellbeing efforts

• Creating recovery planning teams with LDP team members included

• Improving facilities like the Exeter Green Circle
In partnership with Sport England, local communities and our partner network we want to get the local message right for maximum impact.

Let’s Move is a social movement and we bring to life local stories to support and inspire people to move more through walking, cycling, fitness, sport and daily activities such as traveling and socialising.