

Live  
& Move

#ShareYourMoves

# Our Vision



**Exeter and  
Cranbrook,  
where everyone  
can have an  
active lifestyle  
everyday.**

**At Live and Move we  
believe that everyone has  
a right to find their own  
everyday active lifestyle  
and enjoy the health  
benefits this brings.**

**Working  
together in places,  
with people and  
communities, to  
make everyday  
lives better.**

**Live and Move was created  
to seek brilliant alternatives  
to a system that often fails;  
because when it comes  
to health and wellbeing,  
getting around or feeling  
empowered, it is often our  
overlooked communities  
who are the worst off.**

## **Our Mission**



# Who are we?

**Live and Move** are focused on learning how to make it easier for people in Exeter and Cranbrook to be happier and healthier by being more active. You can read our 'Everyday Active' strategy on our website.

Live and Move are a team put together with funding from Sport England. We're their Exeter and Cranbrook 'Local Delivery Pilot' and Exeter City Council are the accountable body for the funding.

We're working with a wide range of partners, from individuals, community groups and local organisations, to policy decision makers and national partners; what we learn here will help Sport England to support other places in creating more opportunities for active lives.





## Places we're working with

- |               |                  |
|---------------|------------------|
| 1 Exwick      | 7 Mincinglake    |
| 2 Redhills    | 8 Beacon Heath   |
| 3 St Thomas   | 9 Whipton        |
| 4 St David's  | 10 Wonford       |
| 5 City Centre | 11 Countess Wear |
| 6 Newtown     | 12 Cranbrook     |

..... The Exeter Green Circle

# Be Active

**Being active is good for us, for society, the environment, and the economy.**

**Those who currently do little activity stand to benefit the most.**

**Any increase in physical activity is positive; the more we do, the more we benefit!**



# Three Sustainable Outcomes

Live and Move is focused on delivering three sustainable, strategic outcomes, through our place-based, community led approach.

Increased physical activity and adoption of active and healthy lifestyles.



Exeter and Cranbrook, where everyone can have an active lifestyle, every day.



Increased walking and cycling levels supported by an active travel friendly environment and culture.



Increased community trust, inclusivity, and sense of belonging.

# Live and Move Programmes

The table illustrates the core programme areas and how each contribute towards achieving our 3 Sustainable Outcomes.

Delivering against our outcomes:			
Place Based Programme/s	✓	✓	✓
Wellbeing Exeter & Wellbeing Cranbrook Programme/s	✓		✓
Cranbrook	✓	✓	✓
Active Travel & Environments		✓	✓
Exeter Green Circle	✓	✓	✓
Community Leisure Partnership	✓		✓



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# Nordic Walking

*“In terms of pain management, I can walk with the poles and enjoy that exercise in a way I wouldn’t if I was just walking, because it gives me that support and propels me forward.”*



Move More Cranbrook Grants programme – see more on our website

# Inclusive Communities

*“Something I particularly like about the Walking Groups is how friendly everyone is. We don’t just get physical exercise, we get the chance to talk and put the world to rights - all very therapeutic and builds you up for the rest of the week.”*



See more on  
our website

# Active Travel & Environments

**Live and Move are focused on increasing walking, cycling and community use of public spaces.**

We work with partners and the local community to develop plans that will prioritise active travel within the road network, promoting walking, cycling and community connection. This is our **Low Traffic Neighbourhoods work**, which is also being delivered through the Exeter Local Plan and Liveable Exeter.

Making changes to the highway and built environment takes time and some of the work we are starting will need to continue after our programme with Sport England. To make sure this vision has longevity, we've built strong relationships with experts in our local authorities through the joint development of policy.

Together we are testing new schemes and ways of working, to make it easier and safer for people to enjoy more active lives, within their communities.



## Exeter Green Circle

The Green Circle is a 12 mile walking route, circumnavigating Exeter. It's made up of five shorter walks: Ludwell Valley, Mincinglake, Redhills, Hoopern Valley, and Alphin Brook, which pass through many of the most beautiful natural green spaces in the City. The Green Circle is an inspirational resource for local communities to use and we want to let everyone know about it.

We've created a Green Circle Working Group to fix the basics make improvements. They are responsible for maintenance and planning, and represent all the landowners: Devon Wildlife Trust, University of Exeter, Devon County Council and Exeter City Council.

Go Jauntly, a free 'walking app for everyday outdoor adventure' have partnered with Live and Move to digitise the Green Circle. **Download the app and search: Exeter Walks and Exeter Green Circle.**



# Move More Cranbrook

In Cranbrook, Live and Move work closely with Move More Cranbrook, a local group of strategic and community partners.

We've supported the group to offer one-off small grants (up to £3000) for projects proposed by the community. The grants not only support through funding, though. Together, we work closely with project leaders to identify ways to make their projects last; be it training, connecting, strategic planning or marketing support, we're there to offer each project the best chance of long term success.

Live and Move get together regularly with local leaders and decision makers, including local authorities, to find ways to make positive changes to the environment that make it easier to lead every day active lives.

If you've got any ideas or want to find out more about what's going on in Cranbrook, get in touch with us at [cranbrook@liveandmove.co.uk](mailto:cranbrook@liveandmove.co.uk)



# Community Leisure Partnership

In 2020, Exeter City Council made the decision to 'in-source' leisure services in the city, and took the golden opportunity to re-focus priorities away from investor profit, and toward affordability.

Live and Move are partnering with Exeter Leisure to work towards a shared goal of opening up leisure services to the widest possible audience, by working to remove barriers, and bringing leisure into the communities.

**EXETER  
LEISURE**



# Wellbeing Exeter Be Active Team

With the help of the Wellbeing Exeter Community Physical Activity Organisers (CPAOs) – the Be Active team – we are reaching out to find ways for all of us to move more and create enjoyable active habits that fit our unique lives.

The Be Active Team are focused on:

- connecting people to their community and opportunities to be more active, in ways that work for them
- working in Exeter's local neighbourhoods with residents, groups and networks to support ideas to get off the ground, grow and keep going.



If you would like to find out more, pop along to one of your local activities. If you have an idea you'd like to discuss or would like to find out more about their work, get in touch with your local CPAO: [liveandmove.co.uk/be-active-team/](https://liveandmove.co.uk/be-active-team/)



# #ShareYourMoves

**#ShareYourMoves** belongs to everyone, a way for us to have a conversation with people in Exeter and Cranbrook and share inspiration and ideas, creating more opportunities for everyday active lifestyle changes.

We welcome anyone and everyone to join in with the **#ShareYourMoves** campaign and have a digital campaign pack, content strategy, pin badges and other supporting material, which we share with working partners, press and media and anyone else who believes in the benefits of an **Every Day Active** life!

Get in touch to find out how you can integrate **#ShareYourMoves** into your work, or to become one of our Community Storytellers and inspire others with your story.





# Join in!

**We're always on the look-out for local people and organisations to be our partners. If you share our vision and are interested in working together to increase opportunities to be more active - for colleagues, friends and your community - get in touch!**

You can see in this pack an overview of the areas we work in; if you take a look at our website you'll find out more about how we are already working in partnership with others, like community groups, local professionals, schools, local authorities and not-for-profits. You might have a great idea for how we could support each other and make a difference to people's wellbeing through physical activity... we want to hear it!

**See the back of this pack for details of how to get in touch.**





#ShareYourMoves

Find out more or get in touch to join in!



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