



GET MOVING

SOUTH DERBYSHIRE

An Active
Wellbeing Strategy
for South Derbyshire

YOUR COMMUNITY | YOUR WELLBEING | YOUR MOVE

2026 - 2036



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FOREWORD

I'm delighted to introduce **Get Moving South Derbyshire**, our Active Wellbeing Strategy 2026-2036.

This document reinforces our commitment as a Council to creating a healthier, happier, and more connected South Derbyshire.

At the heart of this strategy is a shared ambition to make 'active living' a part of everyday life for all our residents. Research tells us that inactivity is one of the biggest challenges to health and wellbeing. It affects physical health, mental resilience and quality of life. By tackling this issue head-on, we can help prevent long-term health conditions, reduce social isolation, and improve overall wellbeing for our residents.

As a District Council, we can't achieve this alone. This strategy outlines how we will work with partners, schools, health services and community groups to provide inclusive opportunities for movement; whether through walking, cycling, sport, or simply just getting out and about and enjoying our green spaces.

Together, we will create environments that inspire activity and remove barriers to an active lifestyle, so that everyone, regardless of age or ability, can benefit.

Please take the time to read more about how we propose to achieve our objectives and build a stronger, healthier South Derbyshire, today and for generations to come.

Robert Pearson

Robert Pearson

Leader of South Derbyshire District Council & Chair of South Derbyshire Partnership

As a district councillor, I've seen how easily our wellbeing can slip behind the pressures of everyday life.

Everyone in South Derbyshire deserves that same opportunity, regardless of age, ability, or circumstance. Our Active Wellbeing Strategy **Get Moving South Derbyshire** is about removing barriers, creating long-lasting community change, and supporting people to take their own first step towards a healthier, more active life.

I'm proud that this strategy is shaped by the real experiences of local people, including my own. Together, we can build a community where moving more every day feels possible for everyone.

Your Community. Your Wellbeing.
Your Move.

Alan Haynes

Cllr Alan Haynes

Chair of Active South Derbyshire & District Councillor for the Church Gresley ward





EXECUTIVE SUMMARY

Get Moving South Derbyshire sets out a bold, collaborative and long-term ambition to create a healthier, happier and more active district where everyone, regardless of age, background, health or circumstance, has the opportunity, support and motivation to move more and feel better. Over the next ten years, we will work with partners, communities and the wider system to reduce physical inactivity, tackle inequalities and build the conditions that enable active, connected and thriving lives.

Physical inactivity remains one of the greatest challenges to health and wellbeing; in South Derbyshire, **25.7% of adults are inactive**, and children are less active than the national average.¹ **Physical inactivity leads to 1 in 6 deaths in the UK**, and inactivity is closely linked to poorer physical and mental health, social isolation, lower confidence and reduced quality of life.² The impact is most acute among people with long-term health conditions, older

adults, residents with a disability, families experiencing disadvantage, and those living in areas with limited access to green space, transport or community provision. Alongside these inequalities, our district is one of the fastest growing areas in the country, and ensuring healthy, active ageing across a changing population is vital.

Our strategy responds to this by embracing a **place-based, partnership-led approach** aligned with the national direction from Sport England's *Uniting the Movement* strategy.³ This means working differently, listening deeply to communities, acting on lived experience, targeting support where it is needed most and embedding long-term collaboration across the system. We will focus on the places and people who stand to benefit most, particularly Church Gresley, Newhall & Stanton, Woodville and the Derby fringe, while ensuring all residents have opportunities to be active.

At the heart of the strategy is our shared vision:

Together with our communities, we want to create a place where moving more is accessible, inclusive and part of everyday life.

Your Community, Your Wellbeing, Your Move.

To bring this vision to life, we will work across four Strategic Themes:

- **Active Health & Wellbeing** – making everyday movement easy and meaningful, and reducing health inequalities through targeted, preventative approaches.
- **Active Communities** – strengthening social connection, belonging and resilience through community-led opportunities to move more.
- **Active Workforce** – supporting the volunteers, leaders and professionals who create and deliver opportunities for activity, ensuring they have the skills, confidence and capacity to lead change.
- **Active Environment** – ensuring the places we live, work, learn and play make it easy, safe and enjoyable to be active, including accessible green and blue spaces, active travel routes and well-designed residential developments.

[1] Sport England, 'Active Lives Adult Survey November 2023-24 Report', *Sport England*, April 2025. [2] Office for Health Improvement and Disparities, *Physical activity: applying All Our Health* (March 2022).

[3] Sport England, 'Uniting the Movement: A 10-year vision to transform lives and communities through sport and physical activity', *Sport England*, 2021.



Our focus audiences reflect where the greatest inequalities lie: **children, young people and their families; disabled people or those with long-term health conditions; older adults; socially isolated individuals.** These groups will benefit most from long-term, community-led action that supports confidence, connection and wellbeing.

To deliver change, we will develop biennial Action Plans that set out shared priorities, measurable targets and coordinated activity across the system.

Our success will be assessed through a combination of data, insight, lived experience, system maturity and ongoing learning - recognising that meaningful change is complex, non-linear, and created through people and partnerships as much as programmes or facilities.

This strategy represents a collective commitment: from the Council, partners, communities and the wider system. Together, we will unlock the social, economic and wellbeing benefits of an active district - reducing inactivity, improving mental wellbeing, strengthening social connection and creating supportive environments that help people live longer, healthier and more fulfilling lives.

Get Moving South Derbyshire is more than a strategy. It is a movement for a fairer, stronger, more active future - shaped by our communities and built to last.

INFORMING THE STRATEGY:

Consultation began back in 2024 when we held our first collaborative workshop which kick-started the shaping of this strategy. Since then, we engaged leisure specialist consultants who carried out a full community consultation on physical activity in the district and connected with over 75 stakeholders from across the public, private, community, voluntary and social enterprise sectors. As part of the consultation, a community survey was conducted, collecting views from 319 adults and 192 children. This has provided extremely rich insight and data which has identified common goals, explored challenges and shaped **Get Moving South Derbyshire.**





WHY ACTIVE WELLBEING MATTERS

Active Wellbeing focuses on improving physical and mental health through accessible, enjoyable activities that build confidence and connection.

When we say Active Wellbeing, we mean the benefits that an individual experiences when they are physically active (as shown in the illustration).

The NHS states that regular physical activity can boost self-esteem, mood, sleep quality and energy levels, while also reducing your risk of stress.⁴

Active Wellbeing is about more than just physical activity: it is the foundation for a healthier, happier life. When we consulted 319 adult residents, 97% recognised the benefits of physical activity, and 89% wanted to be more active, including 59% currently classed as inactive.⁵ By moving more, we improve our physical health, boost mental resilience, and strengthen social connections.



We would like to thank Bury Council for permission to use and adapt the above model, also used in The Greater Manchester Moving strategy.

Regular movement helps prevent chronic conditions, reduces stress and enhances overall quality of life. Moving more connects us with our bodies, our environment and helps us to feel good about ourselves.

Get Moving South Derbyshire is our call to action: let's make movement part of everyday life. Whether that's through walking, playing, gardening, hitting the gym, or enjoying sports together.



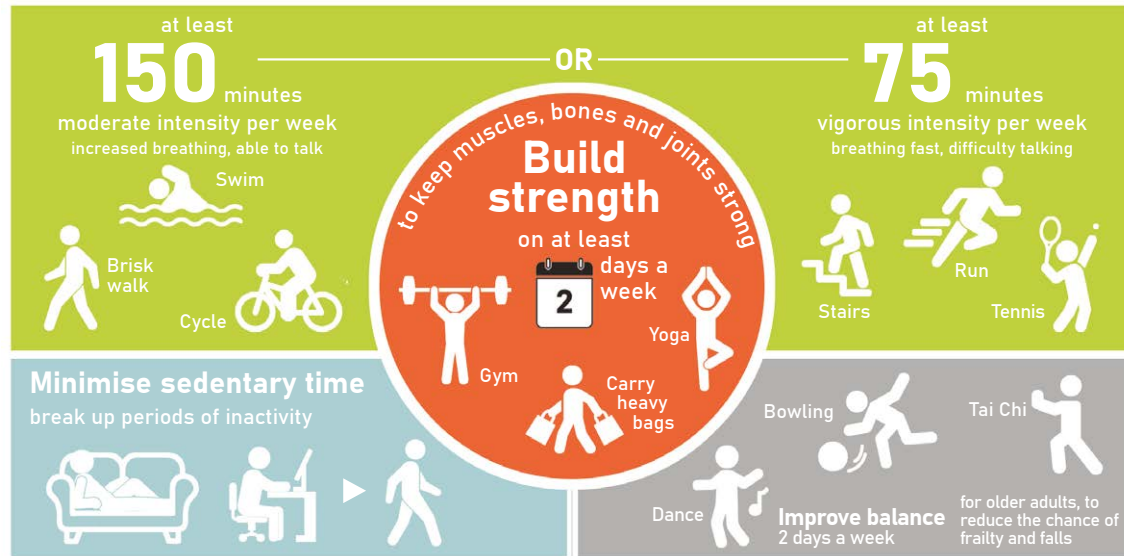


An adult should do 150 minutes of moderate to vigorous physical activity per week

Physical inactivity negatively impacts on both physical and mental health and is one of the top 10 causes of ill health nationally.⁶ An increase in physical activity can also positively influence health, social and economic outcomes, meaning higher levels of physical activity may correlate with reduced structural inequalities and improved overall life chances.⁷

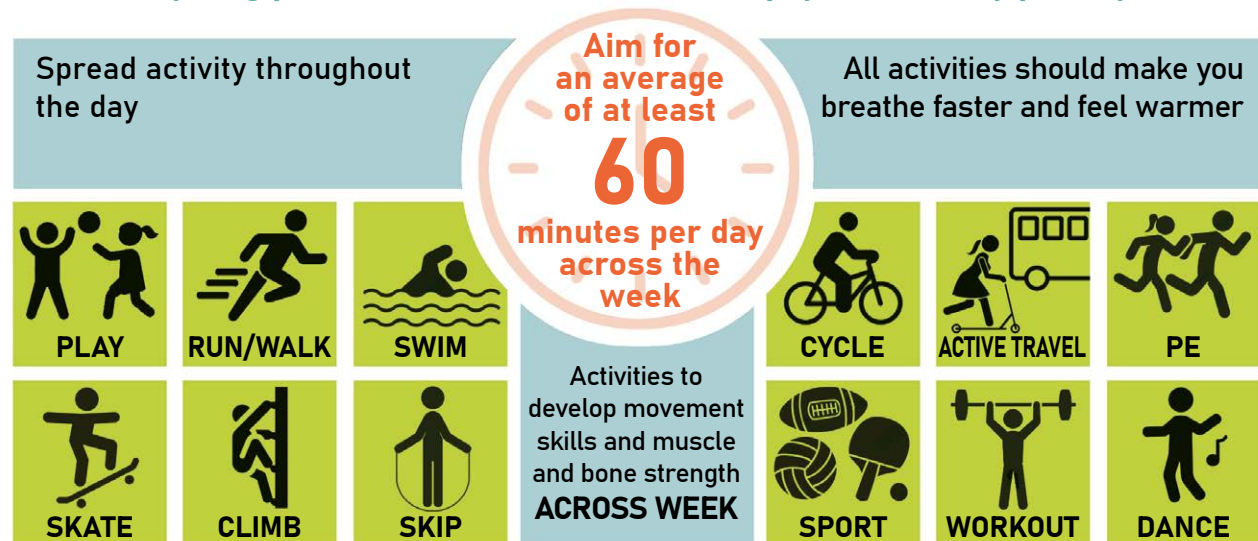
Sport England shared that community sport and physical activity generated an estimated £122.9 billion in social value across England in 2023/24.⁸ This is made up of a range of benefits, from fewer sick days, illness prevention, tax revenue, social return on investment and Gross Value Added (GVA) to the economy.⁹

However, despite the benefits listed above, the research highlights a stark inequality, with the potential for £20bn more social value to be unlocked if the least active groups in society matched the activity levels of the most active.¹⁰



Physical activity guidelines for adults¹¹

A child or young person should do 60 minutes of physical activity per day



Physical activity guidelines for children and young people (5-18 years)¹²

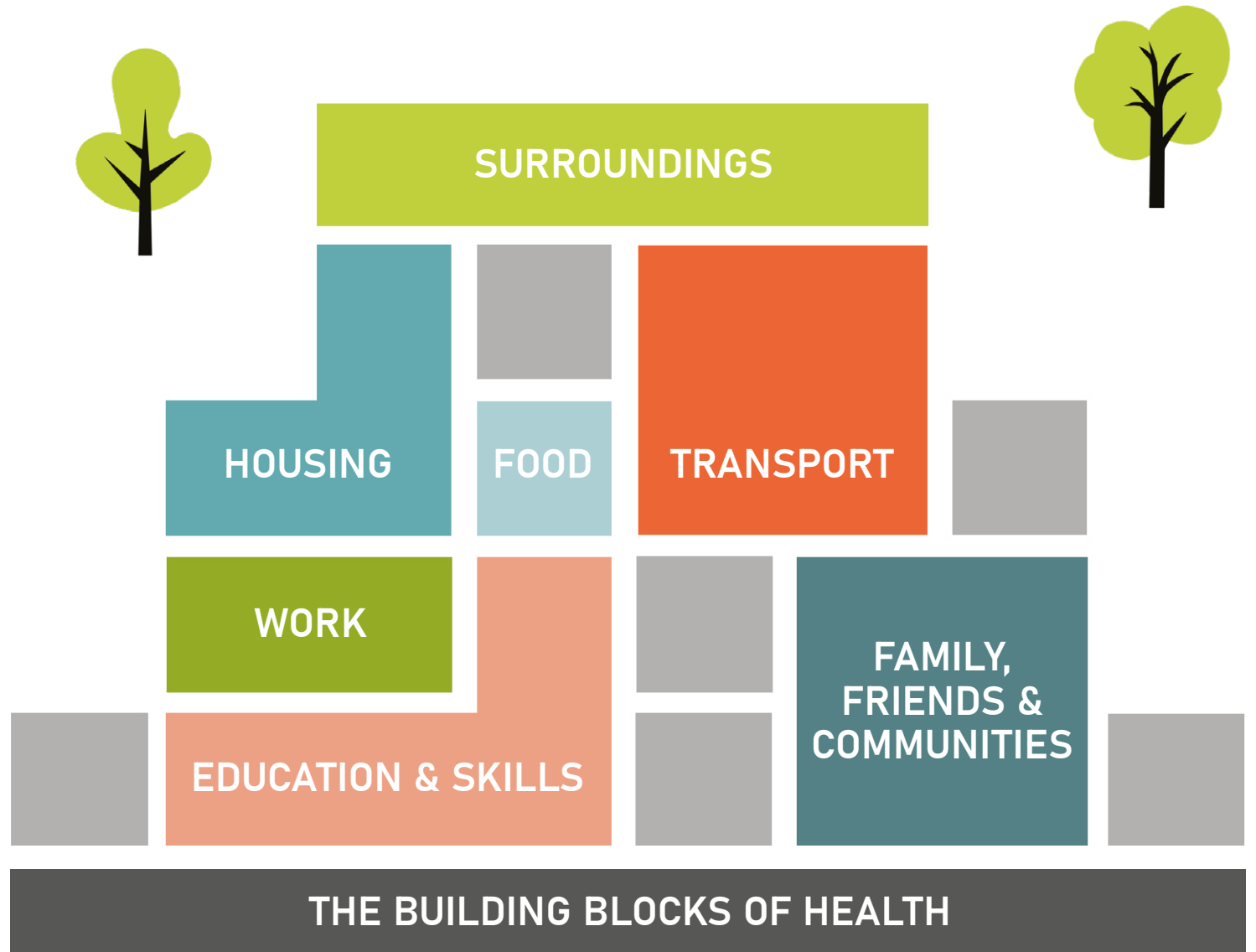
[6] Sport England, 'Health, wealth and happiness – the £123bn value of activity', *Sport England News and inspiration*, 18 November 2025. [7] Ramchandani, G. & Davies, L., 'The return on investment of sport and physical activity in England in 2024', *Sport England*, November 2025. [8] Sport England, 'What's the social value of sport in your area?'. [9] Sport England, 'What's the social value of sport in your area?', *Sport England News and inspiration*, 30 January 2025. [10] Sport England, 'Health, wealth and happiness'. [11] Department of Health and Social Care, 'UK Chief Medical Officers' Physical Activity Guidelines'. [12] Department of Health and Social Care, 'UK Chief Medical Officers' Physical Activity Guidelines' 7 September 2019.



Our health is significantly shaped by the places we live, work, learn and play. To create thriving communities, we need the right **building blocks of health** in place - things like good local jobs, quality homes, access to green space and community connection.

When these **building blocks of health** are missing or crumbling, it can make it harder to be physically active. For example, when we don't have any access to safe outdoor space nearby, it can make it harder to exercise. Or when people are experiencing chronic stress from struggling financially, it can make it harder to find the time and energy to be active.

Locally, physical activity in South Derbyshire has a social value of £176.8m and over the life of this strategy we want to support our communities, particularly those who would benefit most from moving more, to get active and experience the benefits this has to offer.¹³



[13] Sport England, 'What's the social value of sport in your area?'



OUR VISION AND STRATEGIC THEMES

Get Moving South Derbyshire sets out our shared vision and priorities for the future.



Our Vision is:

Together with our communities, we want to create a place where moving more is accessible, inclusive and part of everyday life.

STRATEGIC THEMES

- **Active Health and Wellbeing:** Promoting everyday movement
- **Active Communities:** Creating thriving communities, where people are enabled to move more every day
- **Active Workforce:** Supporting and developing people who can lead and influence others to move more
- **Active Environment:** Creating safe, accessible and sustainable spaces that make everyday movement easy and enjoyable

By 'we' and 'our', we mean the combined efforts of partners and communities across public, private, community and voluntary sectors.





ACTIVE HEALTH AND WELLBEING: Promoting everyday movement

Reducing physical inactivity is known to be the best approach to make our communities more active overall. We want to make it easier for our communities to move more in everyday life.

We want to support more people to unlock the health and wellbeing benefits that Active Wellbeing has to offer. Everyday movement helps prevent chronic conditions, supports mental wellbeing and enhances quality of life. By focusing on health partnerships and targeted interventions, we can reach those who face the greatest barriers, such as disabled people or those with long-term health conditions and older adults; ensuring that movement becomes a natural and accessible part of daily life. This theme reflects our commitment to tackling health inequalities and promoting preventative approaches that are aligned to the needs of our communities.

Why this matters: According to the Office for Health Improvement and Disparities, physical inactivity is linked to **1 in 6 deaths in the UK**, and in South Derbyshire **25.7% of adults are inactive**, moving less than 30 minutes per week.^{14 15} Among children, **34.9% are inactive**, significantly worse than the national average of **29.5%**.¹⁶ Inactivity is even higher among **disabled people (40.3%)** and **older adults (35.8%)**.¹⁷ For older adults, emergency hospital admissions due to falls in the 65+ age group stand at **2,510 per 100,000**, the worst in the East Midlands, compared to the **England average of 1,904**.¹⁸

These figures highlight the urgent need for interventions that integrate movement into daily life to prevent illness, reduce falls and improve wellbeing.



How we will work:

- Developing new partnerships and fostering collaborations across the health sector to reduce health inequalities and deliver targeted interventions.
- Increasing awareness of the benefits that movement has on physical and mental wellbeing.
- Reducing physical inactivity with our communities in a way that matters to them.
- Offering opportunities for those with long-term health conditions, disabled people and those at greater risk of experiencing falls to integrate everyday movement into their lives.



Get Active in the Forest is an example of how we have encouraged Active Wellbeing by providing accessible, regular opportunities for people to be physically active throughout the district.

CASE STUDY: GET ACTIVE IN THE FOREST

Get Active in the Forest is a community project which has been providing physical activity opportunities for South Derbyshire residents for over 20 years. It aims to help people get active, improve their mental and physical health, and enjoy friendly company in the beautiful countryside and woodlands of South Derbyshire and the National Forest.

The project includes led activities such as walks, Nordic Walking and cycling. All walks are led by trained volunteer walk leaders with walks to suit everyone: from those who haven't walked much before or are returning to exercise after injury or illness, all the way through to those looking for more challenging walks of up to 5 miles. Walks are free to attend and open to everyone. Activities take place on a weekly basis throughout the year. Sessions are not just a chance to move more but are an opportunity to connect. There is a strong focus on the social side of sessions with nearly all walks and activities ending in a stop at a local café for refreshments.

KEY OUTCOMES (2024/25)

585

walks and activity
sessions delivered

7,957

participations

“ These walks have become something many of us look forward to, not just for the physical benefits, but for our mental wellbeing too. It's such a refreshing break from the usual routine and a great chance to connect with others in a relaxed and friendly environment. ”
Get Active Participant





ACTIVE COMMUNITIES:

Creating thriving communities, where people are enabled to move more every day



We will engage with our communities and support them with what matters most. We want our communities to be resilient, connected and active.

Communities are the foundation of active living. We selected this theme because strong, connected communities create the conditions for people to move more and feel better. Physical activity is not just about exercise; it's about inclusion, resilience and social connection.

By listening to lived experiences and co-designing solutions, we can empower communities to shape opportunities that work for them, from childhood through to adulthood. This theme prioritises place-based approaches, ensuring that those in areas of greatest need have access to safe, affordable and enjoyable ways to be active.

Why this matters: Inactivity is concentrated in priority areas such as **Swadlincote, Newhall & Stanton, and Woodville**, where deprivation and health inequalities are highest. Community consultation revealed that **89% of residents want to be more active**, but barriers include cost, lack of time and limited local opportunities.¹⁹ Social isolation is also a concern, with **21% of residents reporting loneliness some of the time**.²⁰

Creating thriving communities through Active Wellbeing can reduce isolation, improve mental health and build resilience - especially in rural areas where transport and access challenges persist.²¹

How we will work:

- Listening and working closely with our priority places and communities experiencing the greatest need to understand their lived experiences.
- Using this insight to inform and influence the co-design of solutions to support those communities in a targeted approach.
- Supporting children, young people and their families to have positive experiences of physical activity throughout their childhood.
- Strengthening connections between people and communities through Active Wellbeing, movement and physical activity.





Beat the Street is just one example of how we have delivered intergenerational engagement with our communities and demonstrates how we will support our Active Communities theme going forward.

CASE STUDY:

BEAT THE STREET SOUTH DERBYSHIRE 2024

In 2024, Beat The Street expanded across South Derbyshire, building on the success of the Swadlincote pilot. Delivered by Intelligent Health and commissioned by South Derbyshire District Council, the programme aimed to increase physical activity, improve mental wellbeing and foster community connection through a district-wide interactive game.²²

“ I enjoyed getting out and about with my daughter and sharing her excitement. ”
BTS Participant, 40s



COMMUNITY ENGAGEMENT

Strong collaboration with local partners including schools, libraries, leisure centres and community groups

Events like the **National Forest Walking Festival** and **Festival of Leisure** boosted participation

Digital reach: 82,134 impressions, 44,427 website visits and 2,504 newsletter subscribers

HEALTH & WELLBEING IMPACT

Adult inactivity reduced by 6%, and by **8%** among those with long-term health conditions or disabled people

Walking increased by 25% for adults with long-term health conditions

Mental wellbeing improved: life satisfaction rose by **0.6 points** for adults lifted out of inactivity

Disabled children showed a **12% increase** in activity levels

Beat The Street South Derbyshire 2024 successfully tackled inactivity, boosted wellbeing and strengthened community ties. Its inclusive, gamified approach proved especially impactful for underrepresented groups, demonstrating the power of playful public health initiatives to drive lasting change.

[22] Intelligent Health, *Beat the Street: A health creation tool for partners to improve public health and place at scale.*

KEY OUTCOMES (2024)

8,706
participants
(8% of the population)

64,238
miles travelled actively

42 schools and **60** community groups engaged

310
trees earned and planted by teams

£300
economic benefit per adult participant (via WELLBY metric)

“ Beat the Street came at the perfect time to aid my recovery and motivate me to get moving again. ”
BTS Participant, 30s recovering from injury



ACTIVE WORKFORCE: Supporting and developing people who can lead and influence others to move more



When we speak about workforce, we mean volunteers, coaches and professionals that deliver, create and influence movement. We want to support this workforce to recognise that we all have a role to play in leading change and reducing physical activity.

A skilled, confident and diverse workforce ensures that opportunities are inclusive and sustainable. This theme focuses on building capacity and capability across the system, recognising that leadership is not about job titles but about creating change and tackling inequalities. By investing in training, collaboration and systems leadership, we can empower those who influence everyday movement to make each contact count.

Why this matters: South Derbyshire's ability to deliver inclusive, high-quality activity depends on its workforce. **Volunteers and community leaders are critical touchpoints** for engaging inactive groups. Sport England's *Uniting the Movement* strategy highlights that workforce development is essential to tackling inequalities in sport and physical activity.²³ It stresses that **"every interaction matters"**, from health professionals giving advice, to community champions inspiring confidence. Unlocking social value depends on the people who deliver and influence activity. A well-trained workforce amplifies this impact by ensuring **quality, safety and inclusivity**. Building leadership capacity across sectors creates a joined-up approach that embeds physical activity into

How we will work:

- Growing a diverse and locally representative workforce.
- Developing a systems leadership approach to enable greater collaboration.
- Ensuring our workforce have the right skills, capacity and capability needed to deliver impact.
- Ensuring Active Wellbeing provision is sustainable and supports a growing population.

everyday life. This is vital for South Derbyshire, where local champions and outreach workers face rurality and transport challenges. This theme ensures that the people who influence movement, whether formally or informally, are supported to lead change.





The Biggest Ever Football Session provided opportunities to young leaders to steer the way, which exemplifies the value of an Active Workforce.

CASE STUDY: BIGGEST EVER FOOTBALL SESSION

South Derbyshire Active Schools Partnership delivers the Biggest Ever Football Session (BEFS) as part of The Football Association (FA) Girls' Scheme, in partnership with The FA and Barclays. BEFS is designed to do more than run a one-off festival: it purposefully develops the local volunteers, leaders and players needed to create sustainable girls' football opportunities in South Derbyshire.

BEFS provides an inclusive, high-profile experience at St George's Park, aligned with International Women's Day themes of inspiration and empowerment. In previous years, around 200 girls from 20+ schools have taken part in festival-style activities and matches, helping more girls to play in a positive environment and strengthening school engagement in girls' football.

A key driver of impact is workforce development through young leadership. Typically, 70–80 young

leaders from South Derbyshire secondary schools take on meaningful delivery roles on the day: coaching activities, refereeing games, organising teams/rotations and supporting participants' confidence and enjoyment.

To build capability and quality, the South Derbyshire Active Schools Partnership provided bespoke leadership training to schools in the build-up to the event. Training focused on the basics of being an effective leader: communication, organisation, inclusive delivery, and how to lead safe, simple football activities and games. BEFS acts as a supported "real-world" deployment opportunity where leaders apply their learning and develop confidence through practice.

“ I really enjoyed the girls football festival. Playing with so many other girls and seeing where the Lionesses train was inspiring and made me think of football differently. ”
BEFS Participant, 11 years



KEY OUTCOMES (2025)

An annual girls' football festival on International Women's Day

£6,400

annual FA Girl's funding

200 girls

Over **20** schools

Up to **80** young leaders



ACTIVE ENVIRONMENT:

Creating safe, accessible and sustainable spaces that make everyday movement easy and enjoyable



We want to ensure that when you leave your front door, the environment is supportive of everyday movement. We want to support active travel, our blue, green and grey spaces, and our community assets to enable people to get active in a way that works for them.

The places where we live, work and play shape our ability to be active. We selected this theme because supportive environments, developments, green spaces, walking routes, cycleways and community facilities make movement easier and more appealing.

South Derbyshire has a growing population, with significant development planned over the life of this strategy. We want to advocate for movement to be considered within

the design of these developments. By improving accessibility and safety, and integrating active design into new developments, we can ensure that leaving your front door means moving into an environment that supports health and wellbeing.

Why this matters: South Derbyshire currently provides **4.07 hectares of accessible green space per 1,000 residents**, compared to a national average of ~3.0 hectares.^[24] However, this is projected to decline to **3.44 hectares per 1,000 by 2036** as the population **grows to nearly 139,000**.^[25] Despite being situated in the National Forest, access to green space is inconsistent. Even within our rural areas, accessing the green space that surrounds you isn't guaranteed, with barriers such as private land ownership, lack of accessible

footpaths and the quality of this green space. We want to support more people to experience the benefits that nature has to offer.

Active travel has many health benefits. With **88.9% of households owning a car**, walking and cycling for everyday journeys is limited.^[26] Active Lives data shows only **41.9% of adults walk for travel** and **10.9% cycle**, both below national averages.^[27] For children, just **7.2% cycle to school**, compared to **10.8%** nationally.^[28] We

want to advocate and support environments that make active travel easier.

Without safe, accessible and sustainable spaces, everyday movement remains a challenge - especially in rural areas and growing urban fringes. This theme ensures that active travel and recreation are embedded into local planning, making physical activity an easy, attractive and environmentally responsible choice.

How we will work:

- Supporting and connecting active travel routes, making movement easy and attractive for residents - with local developments designed to support people to move more.
- Developing new partnerships and fostering collaborations across the sector to maximise shared strategic opportunities that enable everyday movement.
- Creating geographically accessible and inclusive spaces and places where people feel safe and welcomed to be active.
- Enhancing the accessibility and quality of local spaces to encourage active travel and everyday movement, while contributing to nature's recovery and environmental sustainability.



Cadley Park epitomises how spaces can have everyday movement built into their design to encourage Active Environments.

CASE STUDY: CADLEY PARK

Cadley Park, opened in April 2023, is a prime example of how investment in green infrastructure can transform everyday movement into an enjoyable experience. This **Green Flag awarded urban park** spans over six acres and offers woodland, meadow grassland, wetland, a pump track, a Learn to Ride area, cycleways, walkways, seating and informal recreation spaces.

The £1.2 million transformation was funded through Section 106 contributions and South Derbyshire District Council, with additional support from **Sport England's Places to Ride grant** and **British Cycling** for the cycling facilities. The park's name reflects the heritage of its former use as a colliery site, blending history with modern community needs.

Adjoining Cadley Park is **Coronation Park**, a 50-acre country park featuring footpaths, cycleways, a picnic area, a community orchard and new wildlife habitats. Together with **Swadlincote Golf Centre** and the improved **Oversetts Recreation Ground** (which now boasts changing rooms, a multi-

use games area, an outdoor gym and upgraded access) these spaces create a significant footprint for active travel and recreation.

These developments benefit not only the 700+ new homes nearby but also existing communities, ensuring **safe, accessible and sustainable spaces** that encourage physical activity for all.

▮▮ **Cadley Park is an outstanding Active Environment, featuring accessible footpaths, green and blue spaces and strong links to the National Cycle Network. It blends local neighbourhoods with formal facilities such as a driving range, 8-hole golf course, Learn to Ride area and pump track, all set within a natural landscape. This vibrant, connected space makes being active easy and enjoyable for everyone.** ▮▮

Sean McBurney, Head of Cultural and Community Services at South Derbyshire District Council





The development at Cadley Park demonstrates how investing in active infrastructure enhances opportunities for movement.

CASE STUDY: THE FUTURE OF CADLEY PARK

South Derbyshire District Council is bringing forward plans for a new, state-of-the-art leisure centre and offices at Cadley Park. This once-in-a-generation project will replace outdated facilities with a modern, sustainable hub for services, wellbeing and community growth. The new facility has been designed based on detailed research and modelling to ensure that the future facility meets the health and wellbeing needs of the growing population in the district.

This site combines green and blue infrastructure with modern built facilities to create a model of excellence for Active Wellbeing.

Together with its existing provision, the development will become an attractive destination for visitors as well as serving local residents.

By embedding the four strategic themes throughout the project, the centre now stands as a model for how places can inspire people to move more, feel better and live healthier lives.





This development embodies and showcases our approach to our four strategic themes:



ACTIVE HEALTH AND WELLBEING:
Promoting everyday movement



ACTIVE COMMUNITIES:
Creating thriving communities, where people are enabled to move more every day



ACTIVE WORKFORCE:
Supporting and developing people who can lead and influence others to move more



ACTIVE ENVIRONMENT:
Creating safe, accessible and sustainable spaces that make everyday movement easy and enjoyable



Notably, this site provides the opportunity to enhance the active environment around Cadley and Coronation Park, integrating active travel networks and natural spaces with quality indoor provision, office spaces and the surrounding community.

By investing in our active infrastructure, more people will be enabled to access and enjoy physical activity. This showcases how thoughtful design, partnership working and community involvement can create a facility that provides high-quality sport and leisure opportunities.





UNDERSTANDING SOUTH DERBYSHIRE

South Derbyshire is a rural district in the county of Derbyshire in central England, **covering an area of 112 square miles and home to 117,500 people.**²⁹ It adjoins and is heavily influenced by the city of Derby to the north, Burton upon Trent to the west and Ashby-de-la-Zouch to the east. The town of Swadlincote, in the south of the District, is the **main urban centre with a population of around 41,800.** This population spread results in a low-density settlement pattern.

For many years the District has been the fastest growing in Derbyshire and is currently **one of the fastest growing areas in England**, with the population predicted to reach 138,985 by 2036.³⁰ It means, however, that people are increasingly likely to commute from South Derbyshire to other areas to work. This growth isn't expected to slow down throughout the strategy period. This reflects the fact that the **area offers a high quality of life** and is a place people want to live. This is shown by the Health Index score being higher in South Derbyshire than Derbyshire as a whole and even England.



Health Index score 111.6

England National Average is 100, Derbyshire Average is 108.7. The Health Index uses a broad definition of health, including:

- Health outcomes
- Health-related behaviours and personal circumstances
- Wider drivers of health that relate to the places where people live



South Derbyshire has significant green space and proudly sits within the National Forest.



Blue, green and grey spaces are types of spaces that are defined by the natural elements they contain, or the materials they are made from.



BLUE SPACES

are dominated by open and running water, such as lakes, rivers, canals and reservoirs.



GREEN SPACES

are dominated by natural elements, such as trees, parks, woodlands and hedges.



GREY SPACES

are dominated by hard, impermeable surfaces, such as streets, car parks and civic squares.

Creating healthier communities means more than promoting movement; it requires supportive environments. Blue, green and grey spaces provide opportunities for exercise, relaxation and social connection, strengthening both physical and mental health.

In communities, promoting Active Wellbeing creates opportunities for inclusion, empowerment and long-term health benefits, making it a vital part of building stronger, more resilient societies. To do this we need to work together as a system. We all have a role to play in unlocking the social value that Active Wellbeing has to offer.

The rural character of South Derbyshire offers significant green space. Sitting within the National Forest, rurality is part of the District's make up which **provides many opportunities to connect with nature.**

But access to green space is uneven, with shortfalls in areas such as Stenson Fields, Woodville, Midway, Repton, Melbourne and Etwall. Despite some of these locations being rural, this doesn't always mean access to green space. Limited parks, footpaths and access opportunities also exacerbates the shortfall.

The population is dispersed with limited transport options, including only two local railway stations in the north of the District, with the main town not being served. Infrequent bus services also make delivering local services and enabling active travel challenging.

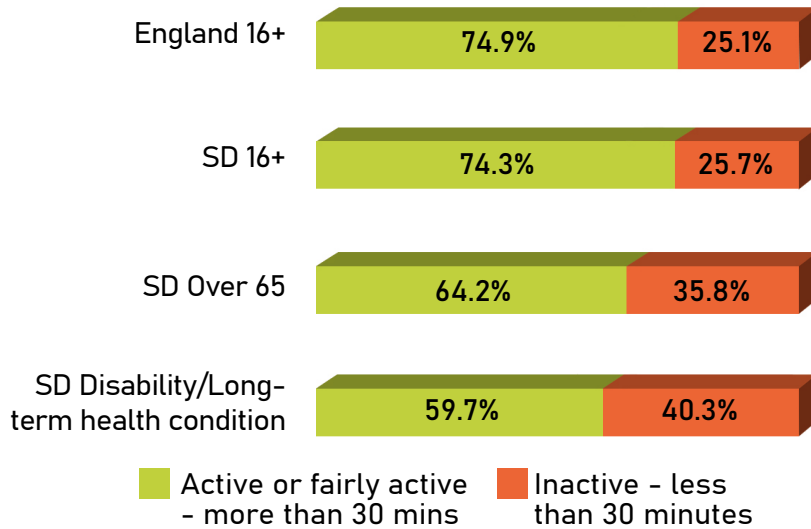
This strategy sits alongside the Green Space Strategy that outlines our commitment to create and protect a resilient, connected network of green spaces that enhance health and wellbeing.³¹

[31] South Derbyshire District Council, 'Green Space Strategy'.



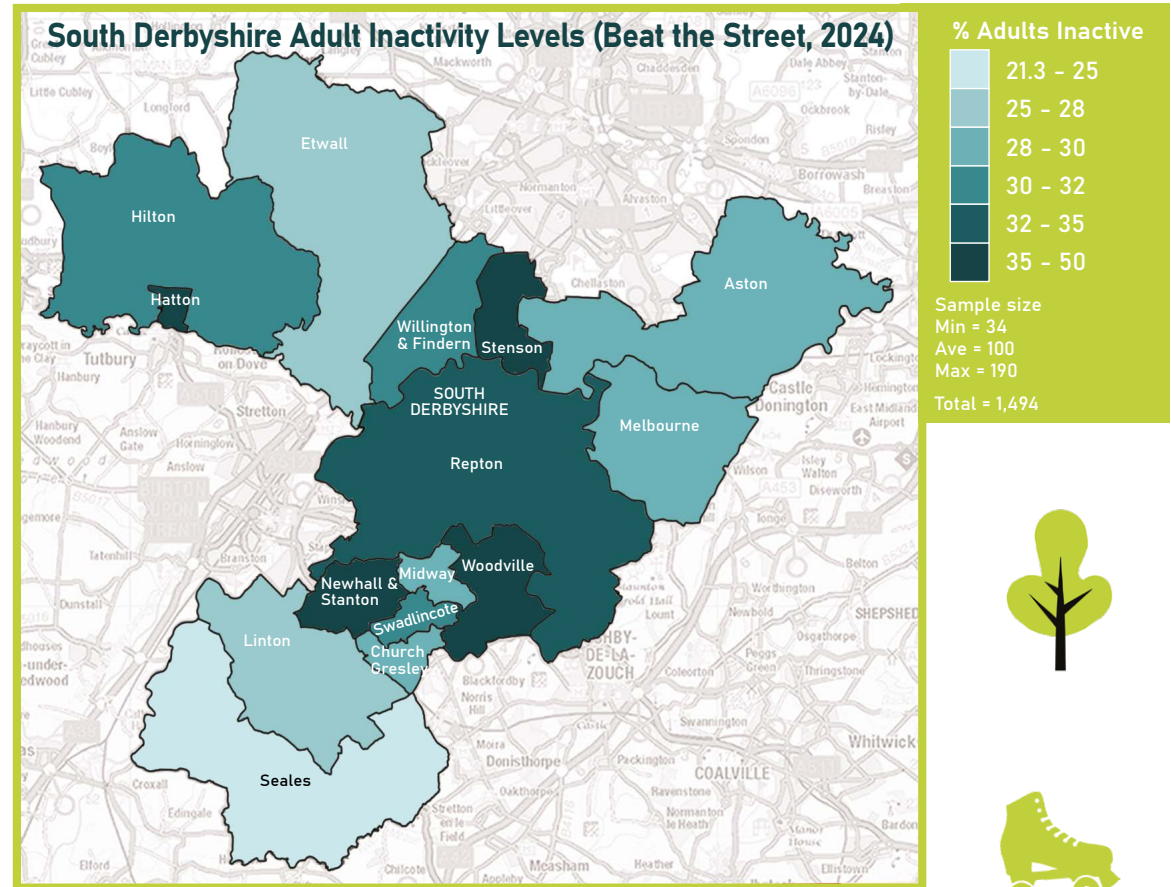
South Derbyshire Adult Activity Levels

Active Lives Survey 2023-4



While 62.5% of adults in South Derbyshire are achieving the recommended 150 minutes of activity per week, 25.7% are considered physically inactive (less than 30 minutes of activity per week).³³

This compares to 63.7% of adults achieving 150 minutes in England, with 25.1% considered physically inactive (less than 30 minutes per week).³⁴



Beat the Street provided fantastic insight into our local physical inactivity. These maps utilise the data to highlight clear differences in inactivity levels among adults and children across South Derbyshire. For adults, inactivity ranges from 21% to nearly 39%, with several

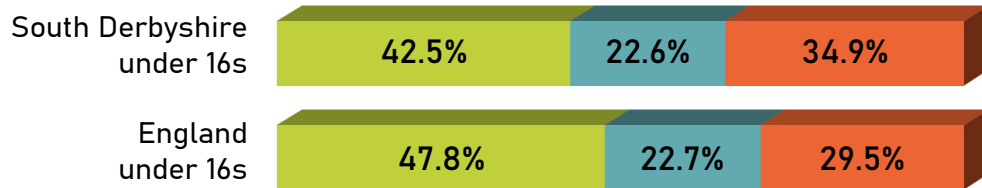
areas showing rates above 33%, indicating that more than one in three adults are not meeting recommended activity levels.³² These higher inactivity zones are concentrated in both rural and semi-urban areas, suggesting that barriers such as transport, cost and access to facilities may play a role.





South Derbyshire Children's Activity Levels

Active Lives Survey 2024-5



60+ minutes per day 30-59 minutes per day less than 30 minutes per day



42.5% of children in South Derbyshire are achieving the recommended average of at least 60 minutes of activity per day.³⁶

This compares to 47.8% of children in England, which means children in South Derbyshire are less likely to be reaching recommended activity levels.³⁷

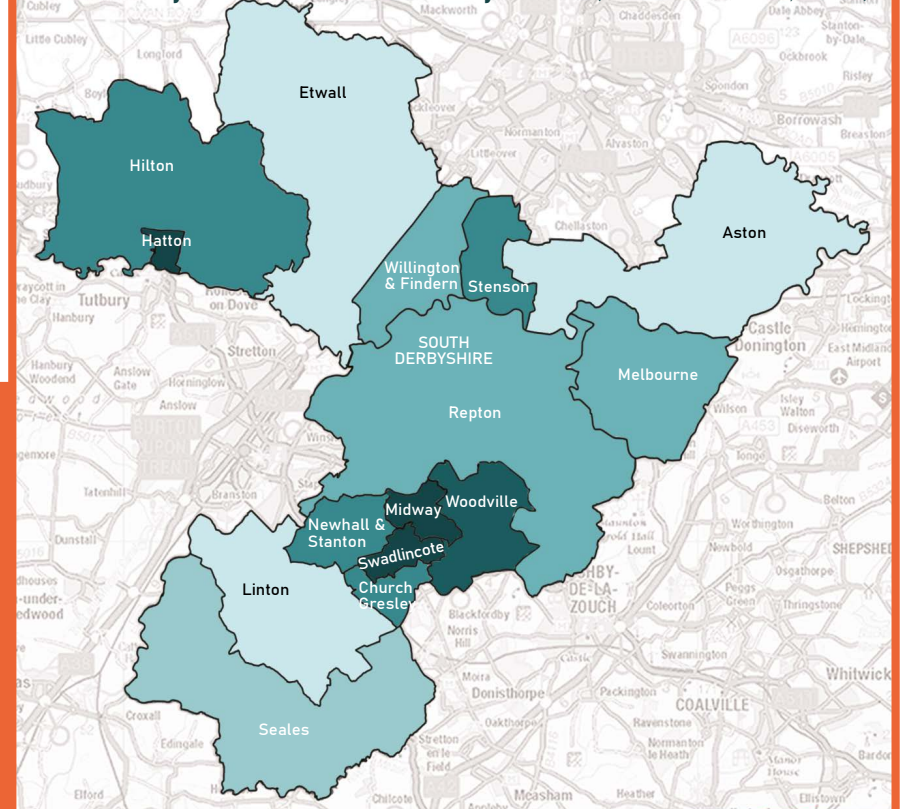
For children, the picture is equally concerning. Inactivity levels are even higher, with some areas reaching 40-50%, meaning nearly half of children are not active enough for good health.³⁵ This trend is particularly pronounced in the central and northwestern parts of the district, where opportunities for structured physical activity may be limited, and reliance on local green space or school provision is greater.

The overlap between areas of high adult and child inactivity suggests a cycle of low activity within families and communities.



This reinforces the need for place-based interventions that address shared barriers (such as affordability, transport and safe spaces) while creating opportunities for social, family-friendly activities that encourage participation across generations.

South Derbyshire Children's Inactivity Levels (Beat the Street, 2024)





OUR FOCUS

WHO WE WANT TO TARGET

We want to support everyone, no matter who you are, to move more and experience the benefits of being more active. But we want to focus our attention on those experiencing the greatest inequalities.

Our focus groups are:

- Children, young people and their families
- Disabled people or those with long-term health conditions
- Older adults
- Socially isolated individuals

We are focusing on villages, neighbourhoods and communities where help is needed most.

• Working in partnership with whole system collaboration.

We know that we can have more impact by working collaboratively with our partners to ensure we are not duplicating effort or leaving gaps in provision. We will work together so that we can achieve more than each of us could do on our own.

• Taking a place-based approach that is informed by data.

This means tailoring solutions to the unique needs of each place. By grounding our actions in the data and intelligence resources available to us, we can ensure resources are targeted effectively and deliver meaningful, long-term change for those communities that need our support the most.

• Listening to our communities and enabling them to lead and co-produce change.

This means starting with people's lived experiences and shaping solutions around what matters most to them. By supporting local voices to guide decisions, we will aim to create long-term, locally rooted change that tackles barriers to being active.

• Focusing on where the need is the greatest and tackling inequalities.

This means directing our energy and resources to communities that face the greatest barriers to being active. This will address long-standing inequalities by working with local partners to create fairer, more supportive conditions for people who are least active.

• Creating proactive, community-based prevention for healthier lives.

We will work with local people to spot issues early and create supportive environments that help them stay active and well. By focusing on prevention rather than reacting to problems, we can improve people's health outcomes and make it easier for everyone to lead healthier, more active lives, with better links to the community they live in.





WHAT WE WANT TO DO

Our approach is shaped by the national movement led by Sport England, which sets a clear ambition: everyone should have the opportunity to live an active, healthy life, regardless of background, income, or where they live. National insight shows that this is not yet a reality. Communities experiencing challenges such as poverty, ill health, low confidence or social isolation often face additional barriers to being active. These inequalities are not issues that can be solved through short-term interventions, they require long-term, place-based change that is rooted in how communities live, connect and access support.

Sport England's national strategy emphasises **working differently in the places that need the most support**. This direction aligns strongly with our own ambition. This means building

sustained partnerships with local organisations, councils, health systems, voluntary groups and community leaders. It also means shifting from delivering programmes to communities, to working with them - listening to residents, understanding lived experience, and empowering local leaders who know their place best.

We are committed to creating the conditions that make it easier for people to move more and feel better in their everyday lives. We recognise that meaningful change comes from strengthening relationships, building trust, and supporting partners across the system to collaborate in new ways. When local stakeholders unite around shared priorities, we see deeper, more sustainable impact: improved wellbeing, reduced isolation, and more active, confident and connected communities.

By directing resources towards **communities experiencing the greatest inequality**, we aim not only to remove barriers to participation but also to **champion local strengths**, build community-led solutions, and contribute to more equal, vibrant and active places.

In aligning with this national direction, we are part of a wider movement that is changing the way activity, health and community wellbeing are understood and supported across England. Together, locally and nationally, we are working to ensure that everyone has the opportunity to thrive.





Children, young people and their families

Our focus is those aged 0-18 and their families and carers. Children and young people in South Derbyshire face high levels of inactivity, with **34.9% doing less than the recommended amount** of physical activity, significantly worse than the **national average (29.5%)**.³⁸ For children aged 5-18 to be considered active, they should have an hour of physical activity per day across the week.³⁹ This can include playing, climbing, walking, active travel, dancing or more formal activity such as swimming, sport and PE.

The National Child Measurement Programme identifies that **32.6% of Year 6's (aged 10-11) are overweight or obese** and by **2040 we can expect this to increase by 6.5%**.⁴⁰ Rising obesity rates and forecasts of further increases highlight the urgent need for action. Young people tell us they want to be more active but face **barriers such as lack of time, cost and limited access** to suitable opportunities. Families play a crucial role in shaping attitudes and routines, yet they too struggle with affordability

and availability. Supporting children to move more is essential for their physical health, mental wellbeing and future life chances, helping prevent long-term health conditions, boost academic performance, build confidence, and develop skills that open pathways into volunteering and employment.

Through Beat the Street we know that when engaging with young people, an intergenerational approach works. If activities are designed so that the whole family can take part together, they become easier to attend, more enjoyable and more inclusive.

Young and disabled people are particularly disadvantaged, with **only 3% being considered active and 43% are considered inactive** moving for less than 30 minutes a day.⁴¹ Most young disabled people do not feel included, or see people like them taking part in movement or physical activity, and **only 1 in 4 are always able to join PE or school sports**.⁴²

Only half say that they feel confident doing sport, and many feel it is “not for them”, however what they have reported enjoying is quiet activities, activities just for fun, activities with others or outdoor activities.

- Young people tell us they want to be more active
- Barriers include: time, cost, limited access to activities and family support
- 22% of population are aged 0-18
- 34.9% of children and young people do not meet national activity guidelines
- 32.6% of year 6's are overweight or obese
- 39.1% of year 6's are expected to be overweight or obese by 2040
- 3% of disabled young people are considered active



[38] Sport England, 'Active Lives Children and Young People Survey'. [39] Department of Health and Social Care, 'UK Chief Medical Officers' Physical Activity Guidelines'. [40] NHS, *National Child Measurement Programme*. <https://digital.nhs.uk/services/national-child-measurement-programme/> [41] Activity Alliance, *Activity Alliance Annual Disability and Activity Survey (June 2024)*. [42] Activity Alliance and partners, 'Play, move, belong: Active futures for young disabled people', Activity Alliance, November 2025.



Disabled people or those with long-term health conditions

Disabled people or those with long-term health conditions represent a key focus audience because they face significant inequalities in physical activity and wellbeing.

The Equality Act 2010 states that a disability is a physical or mental impairment that has a substantial and long-term negative effect on your ability to do normal daily activities.

In South Derbyshire, **17.3% of residents have a disability**. Only **48% of disabled residents are active**, compared to those without a disability - **69%**.^[43] **40.3% of disabled residents, around 7,725, are completely inactive**.^[44] Inactivity increases with the number of impairments, reaching nearly **48% for those with three or more**.^[45]

This group also experiences lower levels of wellbeing, reporting substantially lower life satisfaction, happiness and feelings of worthwhileness than

non-disabled people. Community feedback highlights a strong desire to be more active, with **42% wanting to do 'a lot more' movement**, but **cost, accessibility and limited choice are major barriers**.^[46] This research reinforces that low-cost, social and local opportunities are critical motivators.

For disabled people or those living with long-term health conditions, the impact can extend to their families and carers. To encourage physical activity, we want to ensure that carers and

families are also encompassed into the activity that is delivered. Increasing physical activity for this group can deliver wide-ranging benefits - managing symptoms, improving mobility,

reducing anxiety and depression, boosting confidence and reducing isolation - making this a priority for reducing health inequalities and improving quality of life.

- 7,725 disabled residents are completely inactive
- Physical inactivity increases with the number of impairments reported
- Only 48% of those with a disability are active compared with 69% of the general population
- 17.3% of residents have a disability
- 42% want to do a lot more physical activity
- Barriers include cost, accessibility, limited choice
- For individuals with three or more impairments, inactivity rises to 48%





Older adults

Older adults are a priority audience due to declining activity levels, an ageing population and growing health needs. Across the country, activity levels decrease steadily with age, but the sharpest drop happens at **75+**, where **only 43% are active**, compared with **63% of those aged 55–74**.^[47] In South Derbyshire, **35.8% of residents aged 65+ are inactive**, equating to around 7,700 people.^[48] This places older adults among the least active groups locally.

South Derbyshire's population is ageing, with **18.6% aged 65+** and the District experiences the **highest rates of falls in older people in the East Midlands**, highlighting the direct impact of inactivity on health, confidence and independence.^[49]

Maintaining movement as we age is incredibly important, as muscle mass declines from the age of 30, and preventive work is most effective from aged 45 - we need to support ageing well.^[50] Losing muscle mass and

strength can lead to health issues, including increased risk of falls, loss of independence and higher healthcare costs.

This is particularly true for post-menopausal women. Menopause can be a time when women drop out of being active, with **30% reporting they became less active during menopause**.^[51] Physical activity can help women cope more effectively with menopausal symptoms – active women feel more empowered to take control of their life and manage their symptoms and health through being active.^[52]

Community survey responses show that older adults want to be active primarily to maintain or improve their physical health, and many favour outdoor, low-cost and accessible opportunities.^[53] Clean facilities, appropriate class times and gentle options are important motivators. **Only 19% said they want to do 'a lot more' activity,**

meaning engagement approaches must feel achievable, supportive and tailored to confidence levels.^[54]

Physical activity has strong, evidence-based benefits for older people. Improving strength, balance and coordination can reduce fall risk, while regular movement supports mental health,

cognitive function and emotional wellbeing. Being active also helps older adults maintain mobility and remain independent which positively impacts quality of life and social connection. Creating welcoming opportunities that build confidence and routine can support healthy ageing and reduce health inequalities.

- 18.6% residents are aged 65+
- 35.8% of residents aged 65+ are inactive
- 43% of those 75+ are active
- Activity levels drop sharply with age, particularly at 75+
- South Derbyshire has higher-than-national fall rates in older adults
- 30% of women became less active during menopause



[47] Sport England, 'Active Lives Adult Survey'. [48] Sport England, 'Active Lives Adult Survey'. [49] Department of Health and Social Care, Fingertips Public health profiles. [50] Activity Alliance, 'Facts and statistics'. [51] Women in Sport, 'Supporting Women To Get Active During Menopause', *Women in Sport*, 2018. [52] Women in Sport, 'Supporting Women To Get Active During Menopause'. [53] South Derbyshire Community Consultation Survey 2025. [54] South Derbyshire Community Consultation Survey 2025.



Socially isolated individuals

Physical activity can address some of the negative impacts of social isolation, both mentally and physically.

'Social isolation' is the state of having a small network of family and non-family relationships and few or infrequent interactions with others. 'Loneliness' is a painful, subjective feeling which results from a gap between our desired and actual social connections.

Social isolation is a significant issue in South Derbyshire; **21% of residents report feeling lonely some of the time.**⁵⁵ Inactivity is more prevalent among those who live in **rural areas with fewer facilities and limited access to community spaces.** Evidence from Sport England's Active Lives data shows that **people who are physically active experience higher happiness, higher life satisfaction and lower loneliness,** than those who are inactive.⁵⁶ We therefore know that physical activity can support people through the negative impacts of social isolation and loneliness.

The Office for Health Improvement and Disparities highlights that **physical activity is associated with a 30% lower risk of depression,** and that improved wellbeing is closely connected to feeling socially supported.⁵⁷ When people take part in activity with others, they are more likely to maintain healthy routines and feel a sense of belonging. The community survey findings show that **9% of residents would walk more if they had company,** highlighting the importance of social, group-based and accessible opportunities.⁵⁸



Physical activity offers multiple benefits for socially isolated individuals, including **meaningful moments of connection, improved mood, greater confidence and improved physical health.** Group-based walking, outdoor activity, gentle classes and informal social

sessions can provide welcoming, safe spaces that help combat loneliness. Approaches that are **low-cost, local and friendly,** and that place an emphasis on connection over performance, are most likely to engage this audience.

Reducing social isolation through physical activity is not just about movement. It is about strengthening communities, supporting wellbeing, and creating opportunities for people to feel part of something.

- 21% of South Derbyshire residents report feeling lonely some of the time
- Rural communities often face greater inactivity due to fewer facilities
- Active Lives data shows active people report lower loneliness and higher life satisfaction
- Physical activity is linked to 30% reduced risk of depression
- 9% would walk more with company
- Benefits include: social connection, improved mental health, better physical health
- Social, low-cost, local opportunities are most effective for this group

[55] South Derbyshire Community Consultation Survey 2025. [56] Sport England, 'Active Lives Adult Survey'. [57] Office for Health Improvement and Disparities, *Physical activity: applying All Our Health*.

[58] South Derbyshire Community Consultation Survey 2025.



Where we will focus

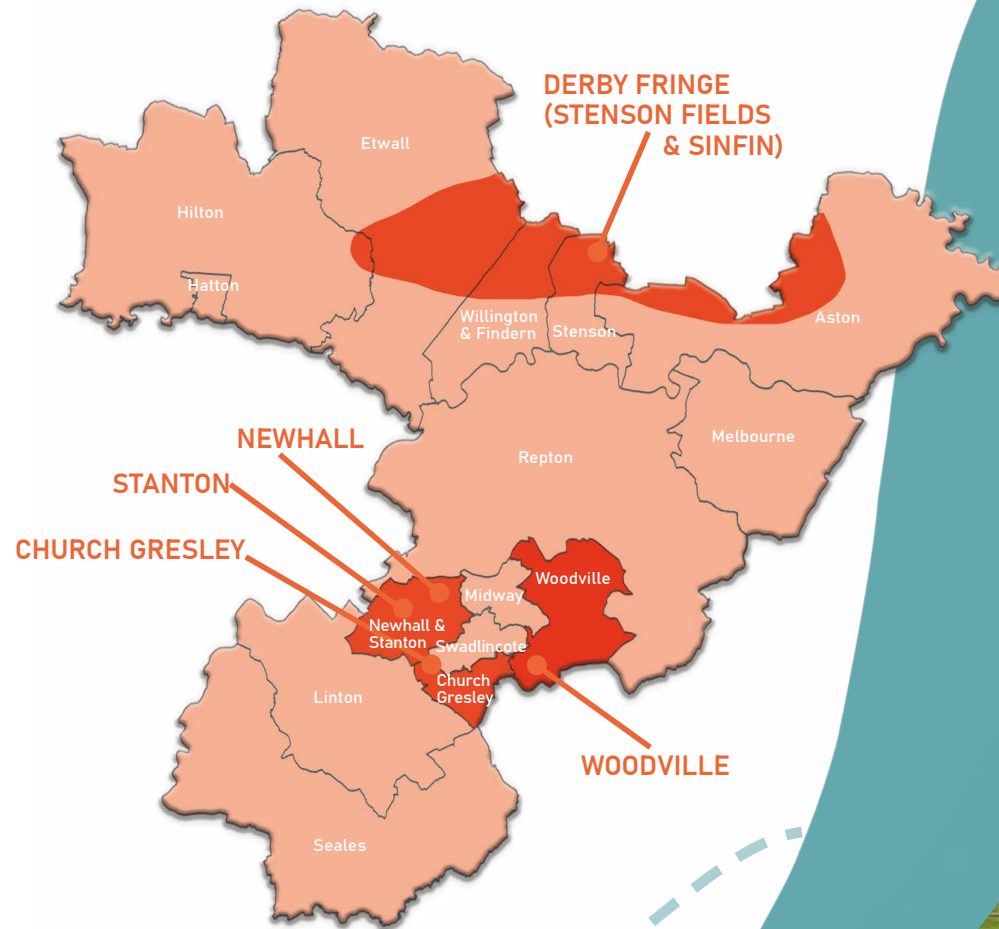
We want to support all residents, no matter where they live, to move more.

Our focus locations have been identified as **areas where community need, health inequalities and barriers to social connection are more pronounced**, and where **targeted intervention has the greatest potential** to improve wellbeing.

These neighbourhoods face a combination of challenges, such as limited access to local amenities, lower levels of community involvement and increased risks of social isolation. However, many neighbourhoods possess valuable community assets such as green spaces and community buildings that are under-utilised. By focusing our efforts in these areas, we aim to collaborate with residents, partners and local organisations to build stronger social connections.

We want to enhance opportunities for physical activity, and create environments where people feel more supported, engaged and able to thrive.

We want to support all residents no matter where they live to move more every day. However, the areas with greatest need are: Church Gresley, Newhall & Stanton, Woodville and the Derby fringe.





HOW WE WANT TO ACT

Our shared principles

Sport England's national, place-based approach focuses on working long-term with local organisations, councils, health partners, charities and community groups to **create the conditions that help people become more active where they live**. This model prioritises **listening to communities, building trust and shaping solutions around local needs** rather than delivering short-term, one-size-fits-all programmes.

By **collaborating across whole systems**, partners can embed lasting change, reduce inequalities and make it easier and more welcoming for people who face the greatest barriers to be active.

In South Derbyshire, we feel that **this approach matters** because inactivity and health inequalities are shaped by complex social, economic and environmental factors that are inextricably linked to the place where you live. Tackling them requires **coordinated local leadership, deeper understanding of people's lived experiences and long-term culture change** - isolated projects can only have a limited impact.

Place-based working brings together the organisations that influence daily life so they can address these issues collectively, making changes that are more meaningful, targeted and sustainable for communities who need support the most.



- **Working in partnership with whole system collaboration.**

We know that we can have more impact by working collaboratively with our partners to ensure we are not duplicating effort or leaving gaps in provision. We will work together so that we can achieve more than each of us could do on our own.

- **Taking a place-based approach that is informed by data.**

This means tailoring solutions to the unique needs of each place. By grounding our actions in the data and intelligence resources available to us, we can ensure resources are targeted effectively and deliver meaningful, long-term change for those communities that need our support the most.

- **Listening to our communities and enabling them to lead and co-produce change.**

This means starting with people's lived experiences and shaping solutions around what matters most to them. By supporting local voices to guide decisions, we will aim to create long-term,

locally rooted change that tackles barriers to being active.

- **Focusing on where the need is the greatest and tackling inequalities.**

This means directing our energy and resources to communities that face the biggest barriers to being active. We will take this approach because we know it will help to break down long-standing differences in health and opportunities by working with local partners to create fairer, more supportive conditions for people who are least active.

- **Creating proactive, community-based prevention for healthier lives.**

We will work with local people to spot issues early and create supportive environments that help them stay active and well. By focusing on prevention rather than reacting to problems later, we can improve people's health outcomes and make it easier for everyone to lead healthier, more active lives, with better links to the community they live in.



WHAT WE WANT TO ACHIEVE

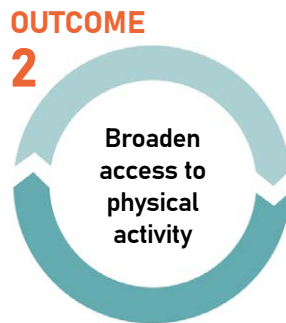
We want to achieve success through true partnership working.

We will work across the system to develop biennial Action Plans that deliver against each of our four strategic themes: **Active Health and Wellbeing**, **Active Communities**,

Active Environments and **Active Workforce**.

These Action Plans will outline our key performance indicators, targets, key deliverables and milestones.

They will serve as supporting documents to help drive the strategy forward with our partners and will help align the whole system and enable lasting change within a realistic timeframe.





MEASURING SUCCESS

Understanding the impact of our work cannot be captured through a single approach, as success can be measured in many different ways. Instead, we will draw on a combination of evidence to create a rich and well-rounded picture of the changes emerging from this strategy. This involves bringing together stories and lived experiences that reveal how change occurs, alongside data and quantitative insights that help us understand its scale, reach and patterns over time.

By combining these different forms of learning, we can deepen our understanding of what is working, why it works, and where we may need to adapt. This ongoing reflection will enable us to continually refine our approach, strengthen our partnerships and ensure our actions remain responsive to the needs of the communities we serve.

To ensure our focus remains on the places and people that need it most, we will use data and insights to observe change over time, identifying patterns and trends that help us to understand what is and is not working.

Action Planning

We will create Action Plans for each strategic priority, setting out the outcomes and outputs that all partners working in that area will commit to delivering. These plans will be reviewed every two years to ensure our goals remain realistic and achievable throughout the 10-year strategy. This approach will help us gather evidence, respond to changes across the system and maintain momentum.

Sharing insight

Not all impact can be seen through numbers and data. Qualitative data is important for us to capture the true essence of the impact we deliver. This will help us understand the factors that may have contributed to the change from different perspectives. By sharing these stories, we aim to bring our work to life and positively influence others to contribute to helping everyone move more.

Observing system maturity

Working together as a system and in partnership is essential for success. Collaboration develops over time, and systems move through different maturity levels. Tracking this maturity provides valuable insight into how effectively partners work together. By capturing observations and reviewing them regularly, we can spark meaningful conversations about what is changing and what is not.

Learning together

Regular partnership engagement will support learning together. Sharing learning helps understand what contributes to change. Change at the system, organisational and community levels will be central to our efforts. We will create spaces for people to share their experiences and reflect on learning from both the process and the change created,

whether positive or negative. By bringing together a range of perspectives, we will ensure that the knowledge and learning reflects what is happening between organisations and in the community.

Using data effectively

Our data sources will allow us to assess our progress and impact across both our Priority Audiences and Strategic Themes. Combining this with local insight and expertise will help us to make informed decisions and shape our Action Plans effectively. Through this approach, we can assess the difference we are making to our communities.



We want everyone to feel a part of this movement and feel empowered to deliver Get Moving South Derbyshire.





We would like to thank all the partners, individuals and agencies who have taken the time to contribute to this strategy and who have pledged their commitment to achieving its aims over the next ten years.





If you would like this document in another language, or if you require the services of an interpreter please contact us. This information is also available in large print, Braille or audio format upon request. Phone: 01283 595795
E-mail: customer.services@southderbyshire.gov.uk

This document is also available on the Council's website at www.southderbyshire.gov.uk.

All information in this document is correct at the time of publication.



SOUTH DERBYSHIRE

It's time to GET MOVING

If you would like to get involved or have any questions or comments,
please contact us at Active.SD@southderbyshire.gov.uk

