



GET MOVING

SOUTH DERBYSHIRE

An Active
Wellbeing Strategy
for South Derbyshire

Shortened version

YOUR COMMUNITY | YOUR WELLBEING | YOUR MOVE

2026 - 2036



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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.



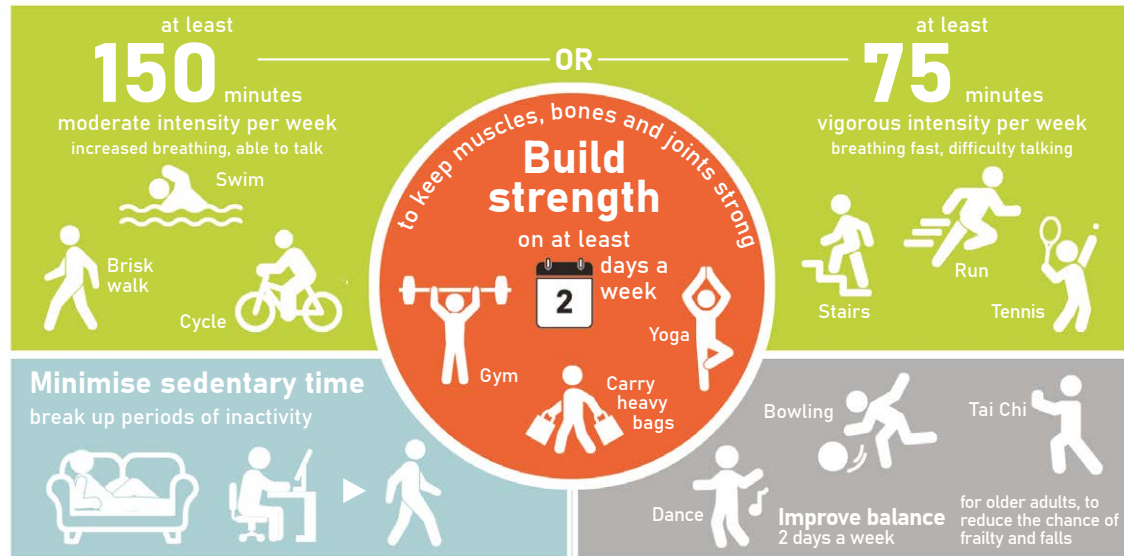


An adult should do 150 minutes of moderate to vigorous physical activity per week

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

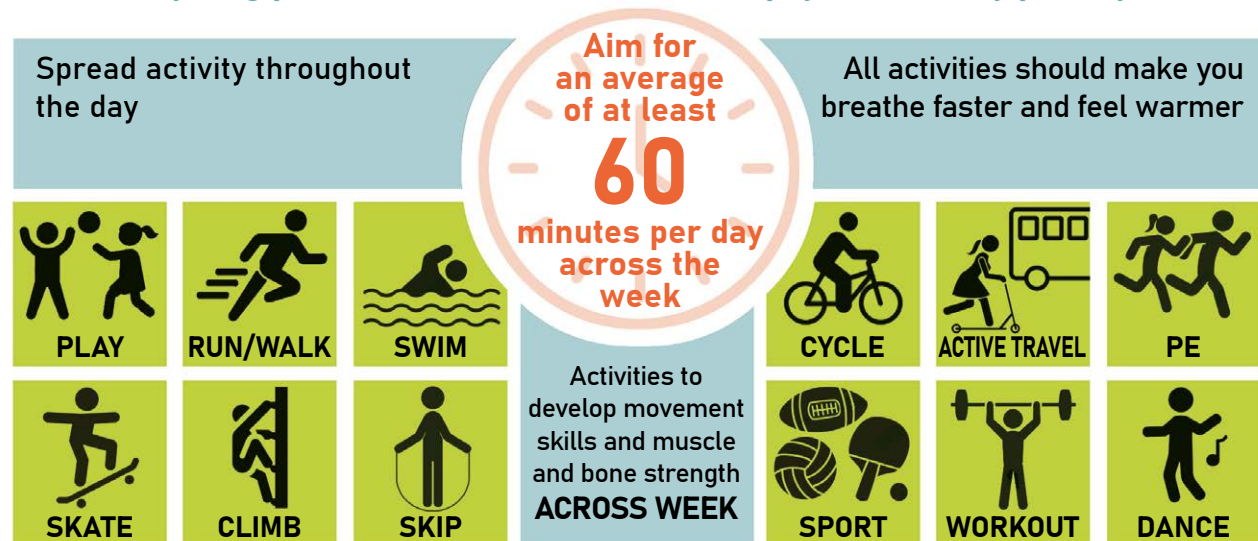
Sport England shared that community sport and physical activity generated an estimated £122.9 billion in social value across England in 2023/24.⁸ This is made up of a range of benefits, from fewer sick days, illness prevention, tax revenue, social return on investment and Gross Value Added (GVA) to the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

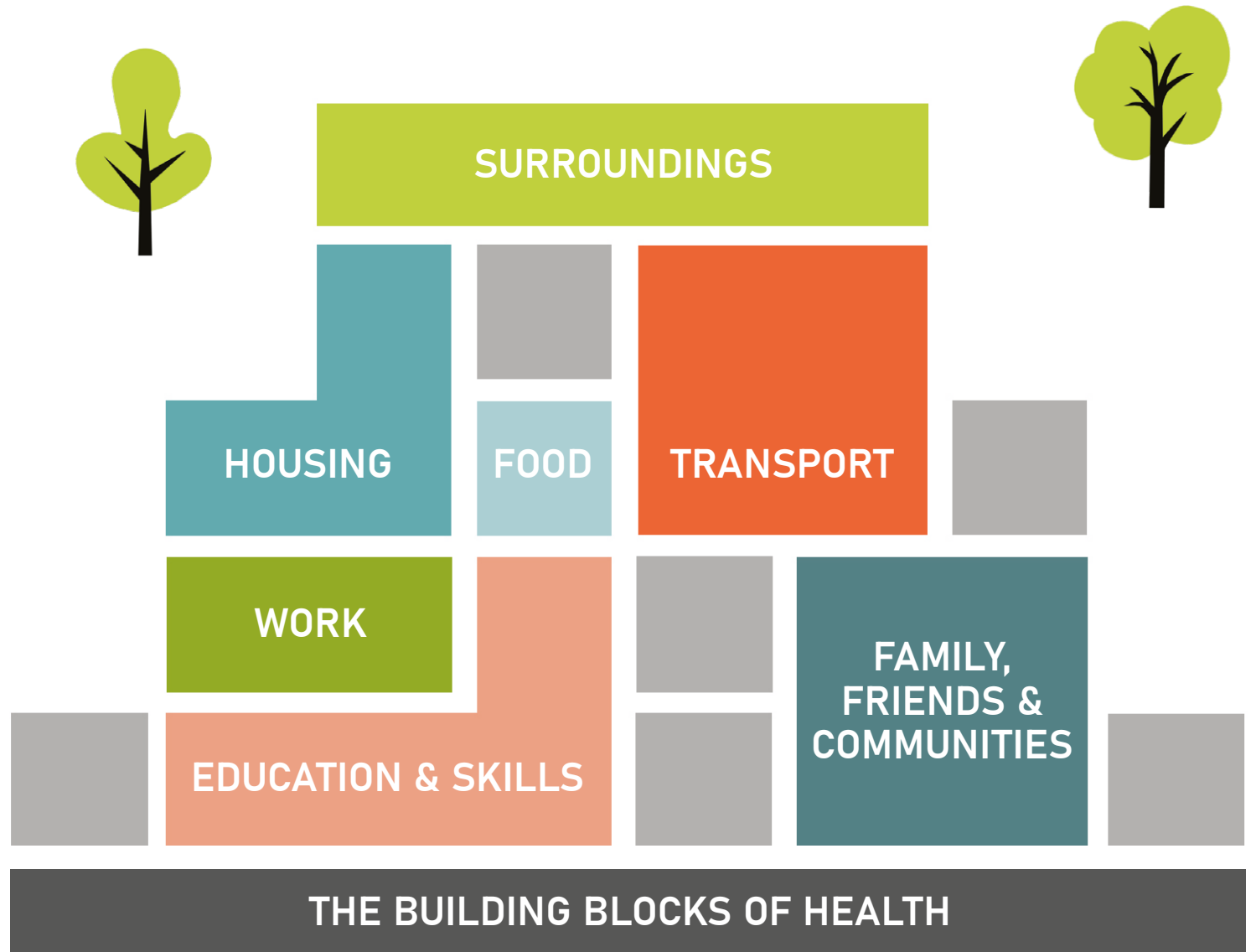
[6] Sport England, 'Health, wealth and happiness - the £123bn value of activity', *Sport England News and inspiration*, 18 November 2025. [7] Ramchandani, G. & Davies, L., 'The return on investment of sport and physical activity in England in 2024', *Sport England*, November 2025. [8] Sport England, '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.



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.





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.





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.

[24] South Derbyshire District Council, 'Green Space Strategy' (2025). [25] Office for National Statistics (ONS), 'Census 2021: data and analysis', *Office for National Statistics*, 2022. [26] ONS, 'Census 2021: data and analysis'. [27] Sport England, 'Active Lives Adult Survey'. [28] Sport England, 'Active Lives Adult Survey'.



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'.



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.





Where we will focus

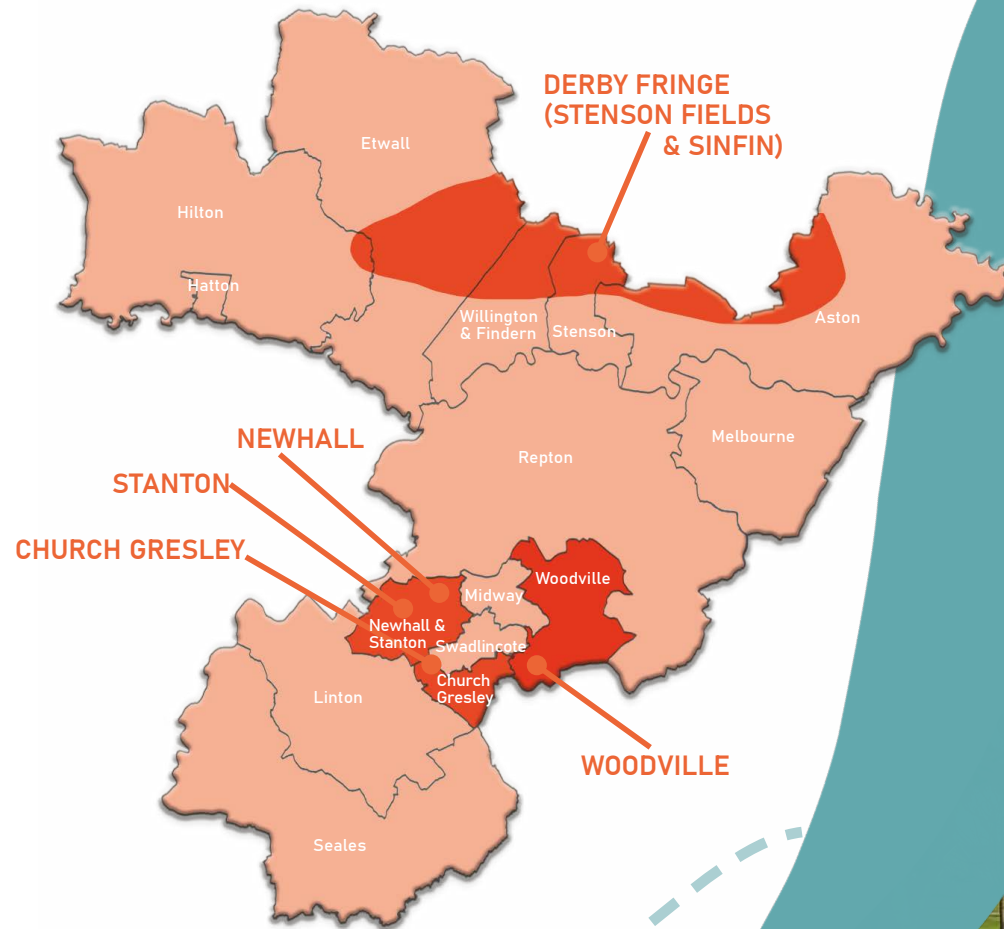
We want to support all residents, no matter where they live, to move more.

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

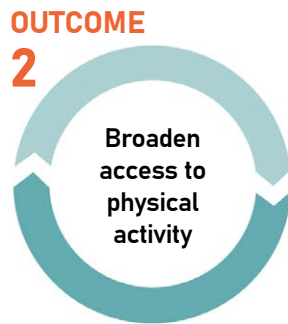
We want to achieve success through true partnership working.

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

