



A STRATEGY

FOR PHYSICAL ACTIVITY,
SPORT AND RECREATION
IN SOUTH DERBYSHIRE

2017-2022



Active South
Derbyshire

GETTING SOUTH DERBYSHIRE ACTIVE

FOREWORD



COUNCILLOR PETER SMITH CHAIR OF ACTIVE SOUTH DERBYSHIRE

On behalf of Active South Derbyshire, I am delighted to bring you the new Physical Activity, Sport and Recreation Strategy for the residents of South Derbyshire. This strategy will span the period from 2017-2022 and build upon the success of the previous Sport and Health Strategy (2011-2016).

This strategy brings together a wide range of partners and organisations who have committed collectively to address our key priorities for South Derbyshire and also contribute to both county and national agendas. It will enable us to demonstrate how our collective work can cut across and support the work of many agendas from improving mental and physical health, developing

community and social cohesion; to supporting the economic development of the District via hosting events that support spending in South Derbyshire such as the National Forest Walking Festival.

We will have a targeted approach to our work where required, aiming to get those who are ready to change from physically inactive to active. At the heart of the strategy, we will develop and support the physical activity and sporting infrastructure and sustainability of our dedicated clubs and organisations; without which its delivery would be impossible.

COUNCILLOR BOB WHEELER CHAIR OF SOUTH DERBYSHIRE PARTNERSHIP

On behalf of the South Derbyshire Partnership, I would like to thank all of the partners who have contributed to the delivery of the previous Sport and Health Strategy (2011-2016).

This strategy sets out the ambitions of Getting South Derbyshire Active and increasing our physical activity levels that we know will bring a range of health benefits along with improving individuals' physical health and wellbeing. Supporting and developing our local communities, clubs and organisations and valuing the

contribution to the vibrant economy that we have in South Derbyshire is also essential.

It has never been so important for cross agency working to maximise resources and opportunities across a range of sectors, given the challenging environment we find ourselves in. However, I am confident that with the partnership approach we have become used to in South Derbyshire, we can truly make a difference collectively for all South Derbyshire residents.

**33% of men and 45% of women
in England are not active
enough for good health**



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INTRODUCTION

This strategy will provide the strategic framework for all partners, community groups and organisations, sports clubs and volunteers who deliver the Physical Activity, Sport, Health and Recreation agenda on behalf of South Derbyshire.

This strategy will demonstrate how it can deliver against three key areas: Physical and Mental Wellbeing, Individual Development and Social, Community and Economic Development and will aim to achieve sustainable communities through the successful implementation of this and other strategies.

The Government, national and county partners have set out a challenge for us to provide a collective and robust approach to deliver against the aforementioned areas in a joined up and partnership approach; something that South Derbyshire is well placed to do given its strength and depth of partnership working.

It is part of our response to the Government's *'Sporting Future: A New Strategy for an Active Nation'*, (DCMS, 2016-2021) published in December 2015. It is also our response to Sport England's

'Towards an Active Nation' (2016-2021), and Derbyshire Sport Partnership's *'Towards an Active Derbyshire 2016-2021'* (DS, 2016-2021).

South Derbyshire is the fastest growing district in Derbyshire (and the 13th fastest in England). Between 2012 and 2028, it is predicted that the population of South Derbyshire will increase by an estimated 36.4% (35,014) to 130,973 through natural growth and substantial new planned residential developments. The population is not only growing, it is also ageing, with a predicted increase of 13,823 residents aged 56+ by 2028 – a 52.4% increase, (Local Plan 2016).

33% of men and 45% of women in England are not active enough for good health. In South Derbyshire, 41% of adults do not meet the physical activity guidelines to achieve optimum health benefits. This inactivity costs the NHS an estimated £7.4bn each year nationally, and is estimated to cost £1.4m each year in South Derbyshire. Increasing activity levels is both a national and a local priority.

This document will set out the vision and strategic direction for South Derbyshire and it will also support the delivery of the *'South Derbyshire Partnership - A Sustainable Community Strategy for South Derbyshire'* (SDP, 2009-29) and the *'South Derbyshire District Council Corporate Plan'* (SDDC, 2016-2021) and the *'Open Space, Sport and Community Facilities Strategy'* (2016-2028).

Inactivity costs the NHS an estimated £1.4m each year in South Derbyshire

VISION

“ PARTNERS OF ACTIVE SOUTH DERBYSHIRE WILL WORK TOGETHER TO IMPROVE OPPORTUNITIES WITHIN SPORT, RECREATIONAL, PHYSICAL AND HEALTH ACTIVITY ACROSS THE DISTRICT OF SOUTH DERBYSHIRE. ”



KEY ACHIEVEMENTS OF THE SPORT AND HEALTH STRATEGY 2011-2016



812 Young Leaders trained



2,020 Early Riders and 4,800 Bikeability trained individuals



265 School Sport Partnership competitions and festivals



51 Sportivate projects delivered



School Sport Partnership evolved and delivering against national and county targets



45,852 Play Scheme participations



75 weekly adult activities promoted through targeted promotion



136 Walk Leaders trained



Approximately 950 health referral completers



56 Coach Education courses with 864 participants



Olympic and Commonwealth training host



Successful Igniting The Legacy Project delivered through Sport England's Community Sport Activation Fund



Approximately £7 million of facility investment



Quest accreditation for Etwell & Green Bank Leisure Centres



Green Flag accreditation for Maurice Lea Park and Eureka Park



Open Space, Sport and Community Facility Strategy developed and is now being implemented.



Parklife Project created and being delivered to increase usage of urban core parks



73 ICON and DIS Athletes awardees



217 Sports Passes & 202 Sports Grants given



171,480 Healthier South Derbyshire website unique visitors



37 Village Games opportunities sustained



OVERVIEW

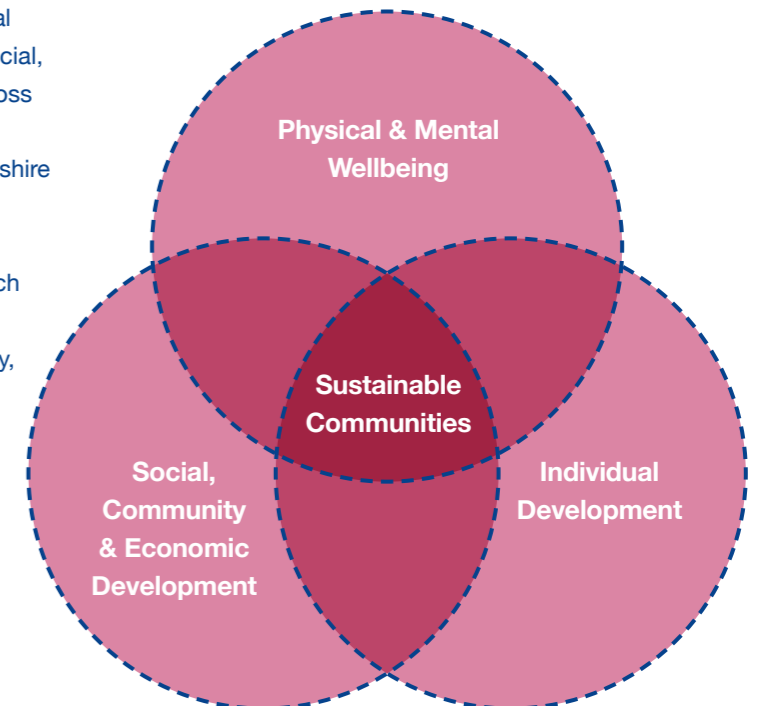
This strategy sets the scene and priority areas for physical activity, sport and recreation across South Derbyshire for the next five years.

It brings together a comprehensive document review and has utilised a range of research and insight into the current state of this agenda nationally and at a county and local level. This strategy will provide the direction of travel for all partners who contribute to this wide ranging agenda and gains their commitment to improving the state of the health and wellbeing of the District's residents.

Having assessed a range of evidence, partners have identified three key strategic principle areas of Physical and Mental Wellbeing, Individual Development and Social, Community and Economic Development with three cross cutting principles. All partners are committed towards creating sustainable communities across South Derbyshire on this agenda.

The headline key areas have a range of principles which partners will embrace as relevant to themselves in order to contribute towards the delivery of this strategy, and enable South Derbyshire residents to engage in and lead active and healthy lifestyles.

The key themes of the strategy are shown in the diagram.



EVIDENCE BASE

A range of evidence has been assessed in order to identify the current state of South Derbyshire's health, activity levels and the economic value that physical activity, sport and recreation can bring to the District. This information, along with various statistics and information from partners, has then been used to generate four key priority target groups where resources need to be prioritised: **Young People and Families, Older People, Under-represented Groups** and reducing the number of those living in Health Inequality.

Supporting this main document there are five sub-area profiles which highlight some key facts about each area and also identify work which could support the three key strategic themes of this strategy.



*We will be more **outcomes driven** and aim to have a **long term impact** for South Derbyshire*

HOW HEALTHY IS SOUTH DERBYSHIRE?

The overall picture of health in South Derbyshire is mixed, with some localities having some statistics significantly lower than the Derbyshire and national average, as highlighted below.

- Male life expectancy is 79.7 compared to a national average of 79.4. However life expectancy is 5.2yrs lower for men in the most deprived areas of the District compared to the least deprived areas (HWG, 2016-7).
- Female life expectancy is 82.7 compared to the national average of 83.1. However life expectancy is 8.5yrs lower for women in the most deprived areas than in the least deprived areas of the District (HWG, 2016-7).
- Some smaller communities within the urban areas around Swadlincote fall within the top 10-20% most deprived areas nationally.
- 17.5% of the population have a long term health problem

or disability. Disabled people are less likely to participate in sport and physical activity than non-disabled people.

- 40 premature deaths are estimated to be prevented per year if 75% of the population aged 40-79 were engaged in the recommended levels of physical activity.
- 24.1% of adults (16+) are inactive in the District compared to the national average of 27.7%
- £1.4m is the estimated cost of inactivity to the District's population.
- 69.3% of adults are classed as having excess weight. (PHOF, 2013-16).

It is well publicised that physical activity reduces your risk of ill health and improves physical and mental wellbeing as depicted in the following graphic, which shows how regular physical activity can reduce the risk of numerous health conditions.

WHAT ARE THE HEALTH BENEFITS OF PHYSICAL ACTIVITY? REGULAR PHYSICAL ACTIVITY REDUCES YOUR RISK OF:



Dementia
by up to
30%



Cardiovascular
disease by up to
35%



Hip fractures
by up to
68%



Colon cancer
by
30%



Breast cancer
by
20%



Type 2 diabetes
by up to
40%



Depression
by up to
30%



All-cause
mortality by
30%

* Figure 1 Public Health England Getting Every Adult Active Every Day July 2016

HOW ACTIVE IS SOUTH DERBYSHIRE?

- 59.7% of adults (16+) report doing 150 minutes of moderate intensity physical activity per week compared to the national average of 57%.
- 32.1% of adults (14+) take part in sport at least once a week compared to the national average of 36.1% and split by gender is shown as 40.7% of men and 31.7% of women who take part in sport once per week.
- 21.6% of adults (16+) take part in sport and active recreation three times a week compared to the national average of 23.7%. Nationally, this is 26.8% of men and 20.8% of women. In South Derbyshire, it is 26.9% of men and 16.5% of women.

- 46.7% of adults, who are inactive, want to take part in sport, demonstrating there is an opportunity to increase participation in this latent demand.
- 57.8% of South Derbyshire residents take part in no sport at all.

THE ACTIVE LIVES HEADLINE STATISTICS FOR SOUTH DERBYSHIRE SHOW THE FOLLOWING FIGURES:-

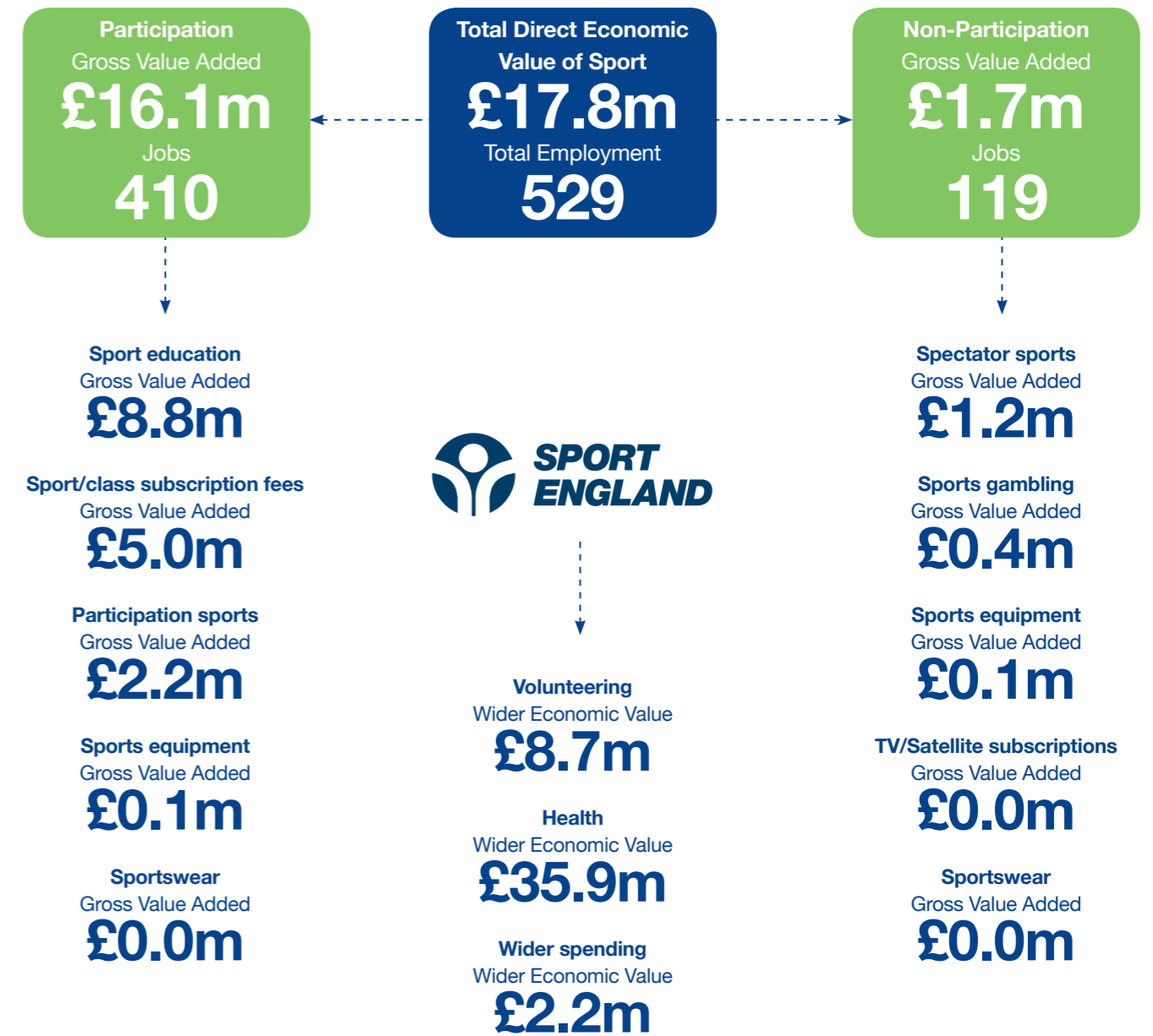
- 16.2% of those surveyed are classed as inactive – doing less than 30 minutes of moderate intensity equivalent per week.
- 15.4% are fairly active, doing 30-149 minutes of moderate intensity exercise per week.
- 68.4% are doing 150+ minutes of moderate intensity exercise per week (SE, Sport England-Active Lives Survey, 2017). This survey includes a variety of physical activity including gardening, dance, fitness and walking or cycling for travel (SE, Partnering Local Government in South Derbyshire, 2016).



ECONOMIC VALUE OF SPORT

- The diagram below shows the overall economic value of sport and people being physically active to South Derbyshire. Some headlines are:-
- £17.8m is the Gross Value added – (wages and operating profit) with 529 jobs in the sector in the District. Nationally £20.3bn was contributed to the English economy in 2010 through sport and sport related activity.
- £16.1m is the Gross Value added from people participating in sport.
- £8.7m is the value that people volunteering brings to South Derbyshire. 24.6% of adult residents have volunteered in sport in the last month compared to the national average of 13.2%.
- £35.9m is the economic value of improved quality and length of life, plus health care costs avoided. £7.4bn is the estimated figure that physical inactivity costs the national economy in healthcare, premature deaths and sickness absence.

Economic Value of Sport for South Derbyshire



PRIORITY TARGET GROUPS

A number of specific groups will be focused upon. This will be based upon national and county priorities along with those identified to support local need. These priority groups have been generated by a range of research and insights from national through to local data and are aligned to priorities for these agendas and that of the South Derbyshire Partnership.

*It is vital that young people get the **best possible start in life** and have the opportunity to engage in physical activity*

YOUNG PEOPLE AND FAMILY ACTIVITY

Reducing health inequalities within families and young people living in the urban core around Swadlincote is a key priority for the Health and Wellbeing theme group of the South Derbyshire Partnership because of the statistics below.

It is vital that young people get the best possible start in life and have the opportunity to engage in physical activity. Under 5's are recommended by the Chief Medical Officer to undertake 180 minutes of active play and movement per day. Adopting a positive approach to leading an active lifestyle from a young age can lead to a lifelong approach to healthy lifestyles.

- South Derbyshire has a higher drop-off rate of breastfeeding from initiation to 6-8 weeks compared to the England rate.
- South Derbyshire has above England rates of smoking in pregnancy.
- The obesity rates in Reception Year are amongst the worst in the County.
- 18% of Year 6 children are obese, similar to the East Midlands region of 18.1% and close to the 19.1% as the England average.
- Fixed term exclusions from school are at a rate of 3.5% of all pupils in the District.
- Education attainment is lower than the national average (5 A* - C grades/GCSE level incl. Maths and English) (2013/14) –rate of 51% (England average 57%).

- 4% of 16-18 year olds are classed as NEET (Not in Education, Employment or Training).
- Supporting young people to have an active and healthy lifestyle is a priority area for us locally, the County of Derbyshire and Nationally for Sport England.
- 31% of households have dependent children; therefore there could be an opportunity to engage families in activity together.
- It is estimated that young people's activity levels peak at the age of 9 (British Heart Foundation).
- 42% of 15 year olds are being sedentary for more than 10 hours per day on a weekday, rising to 68% on a weekend (Inactivity in Derbyshire).
- Age 14+ participation rates in sport at least once a week, in South Derbyshire, is at a rate of 32.7%. This is lower than both the regional average of 35.5% and 37% for England (SE-AP, 2016).

By giving young people and their families a positive experience in undertaking activity at an early age, there is a greater chance of them maintaining a healthy lifestyle throughout their lifetime. Engaging the whole family means that everyone has the opportunity to be physically active.

OLDER PEOPLE

Within South Derbyshire the population is not only growing through housing development and growth, it is also ageing and this demographic is set to grow significantly by 2028. With the older age group growing in number, but also people living for longer, it is felt that this provides clear justification for older people to be a key priority for the next five years, as is the need to support people living independently in their own homes.

- The population is ageing, with a predicted increase of 13,823 residents aged 56+ by 2028 which will be a 52.4% increase on current levels.
- 68% of adults are classified as overweight - Active People Survey10 (SE-AP, 2016) compared to the Derbyshire rate.
- There is a prevalence of people with diabetes in the district.
- There is an above Derbyshire average rate of emergency re-admissions within 30 days of discharge from hospital and higher rate of admissions for acute conditions that should not usually require hospital admission.
- South Derbyshire is above the Derbyshire average

rate for acute hospital admissions due to a fall or falls injuries for over 65s.

- There is a lower uptake of the NHS health checks in South Derbyshire compared to the uptake rate in Derbyshire as a whole.
- There is a lower uptake of flu vaccination in under 65s, compared to the Derbyshire rate.
- South Derbyshire has the poorest use of libraries within Derbyshire – this could be reflective of access issues and/or use of libraries across county borders.
- South Derbyshire has the greatest travel times to GP surgeries compared to other districts in Derbyshire.
- 10% of households are lone pensioner households which could mean social isolation and/or rural isolation.

Work to increase older people's participation in physical activity would support the delivery of enabling people to live independently and stay in their own homes, which is a priority within the District. It may also positively reduce hospital admissions and be a key way to decrease social isolation.

Enable each individual to reach their own potential and engage in opportunities in their local community

UNDER-REPRESENTED GROUPS

By tackling inactivity particularly in under-represented groups such as women and girls and those with a disability, we aim to increase the overall levels of physical activity in the District and reduce levels of physical inactivity. There are a range of information sources which show why we have selected these two groups in particular.

- Female life expectancy is 82.7 years compared to the national average of 83.1, with life expectancy being 8.5 years lower for women in the most deprived areas in the District, than those in the least deprived areas.
- Just over half of the of the South Derbyshire population is female (50.6%), so it is important that females have equal opportunities to engage in leading physically active lives.
- 17.5% of the population have a long term health problem or disability. Disabled people are a lot less likely to participate in physical activity and sport than non-disabled people; therefore, potentially missing out on the health benefits that being physically active can have.
- 24.1% of the 16+ population are inactive, with 16.2% of people insufficiently active to have health benefits.

- 29% of women who completed the Your Lifestyle, Your Safety survey for the 50+ population reported they didn't do any full 30 minute physical activity sessions each week, compared with 25.9% of men.
- In addition, 50.6% of men reported doing 30 minutes sessions of physical activity on 3 or more days each week, compared with 37.7% of women who responded.
- 46.7% of adults who are inactive want to take part in sport, demonstrating there is an opportunity to increase participation in sport and physical activity across the District.

Developing the offer and supporting those in under-represented groups to build their confidence to engage in physical activity could result in them improving their physical and mental wellbeing, enabling each individual to reach their own potential and engage in opportunities in their local community. Supporting those who are least active in these groups to become physically active will have the greatest return in terms of improving people's overall health and wellbeing.



REDUCING HEALTH INEQUALITY

Reducing the number of those living in deprivation, whether it be rural or economic, is important in order to do our best to reduce the health inequality across the District.

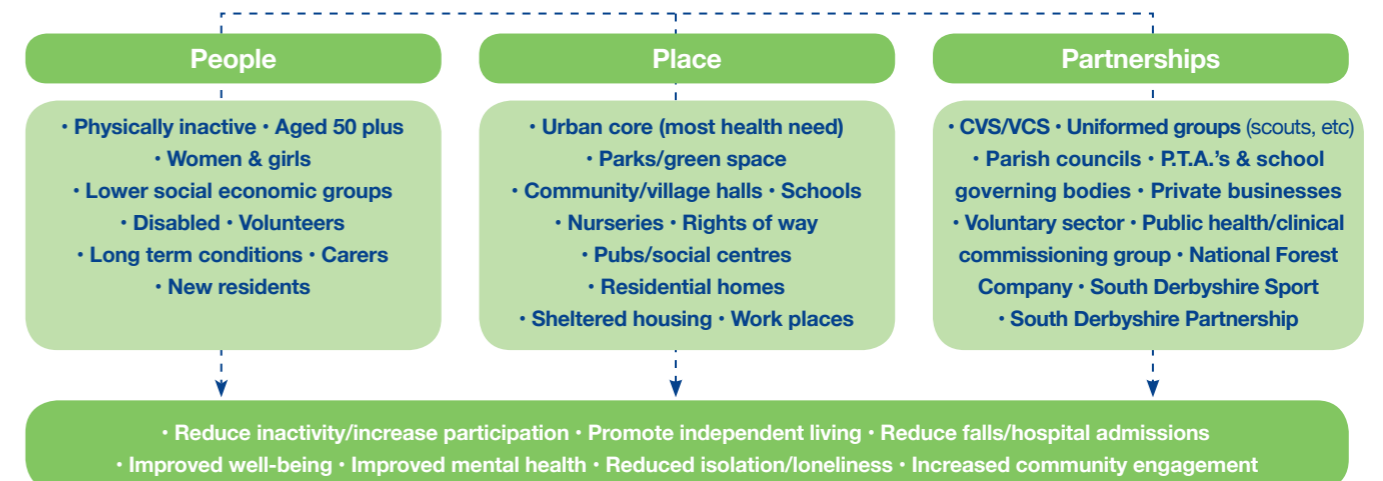
- Significant health inequality exists between rural and urban areas (compared to Derbyshire rates), with most inequality focussed in urban areas around Swadlincote (Source: Department for Communities and Local Government, Indices of Deprivation 2010). This ranking of deprivation has shown a worsening trend since 2007.
- Life expectancy is 5.2yrs lower for men and 8.5yrs lower for women in the most deprived areas than in the least deprived areas in the District.
- Some smaller communities within the urban areas around Swadlincote fall within the 10-20% most deprived areas nationally. Newhall and Stanton wards include a lower super output area (LSOA) within this category.
- South Derbyshire has the second lowest proportion of

adults with qualifications in Derbyshire.

- All age, all-cause mortality is the 3rd worst in Derbyshire including some areas such as Swadlincote South.
- The travel times to GP's for those in rural communities are some of the greatest in the County.
- Social isolation can be a real challenge particularly for those living in rural communities.

By targeting opportunities for people to become physically active in our most deprived areas we aim to support the reduction of the health inequality gap that exists within the District. Having very locally based activity on the doorstep that delivers what people want, will support getting more physically active, and help to address the rural deprivation that communities can encounter. The diagram below shows the priority target groups, potential places for delivery along with the partners that will support the strategy delivery.

South Derbyshire's Approach to Physical Inactivity Reduction



OUR KEY STRATEGIC PRINCIPLES

The strategy will focus on three key areas which will support the delivery of national and local objectives through physical, recreational, sport and health activity. We will be more outcomes driven and aim to have a long term impact for South Derbyshire as depicted in the diagrams on page 25/26.

The key areas are **Physical and Mental Well-being**, **Individual Development** and **Social, Community and Economic Development** with three cross cutting principles. The tables show what we are going to do, examples of how we might do it, who will benefit, who's going to help and what success may look like.



Reducing physical inactivity in South Derbyshire will be a key measure of success for this strategy

PHYSICAL AND MENTAL WELLBEING

WHAT WE ARE GOING TO DO - OUR KEY STRATEGIC PRINCIPLES:

- To target development work at the physically inactive, including those in under-represented groups to become more active.
- To support the development and promotion of physical activity offers for older people that promote and support independent living.
- To develop, promote and support events which encourage family participation.
- To support the development of mass participation activities and events including walking, running, cycling and dance.
- The activity offer will reflect 'insight' gained from national, county and local research and surveys.
- To utilise sport, health, physical

- and recreational activity as a tool to promote and support positive mental wellbeing.
- To utilise sport, health, physical and recreational activity as a health improvement tool.
- To utilise sport, health, physical and recreational activity as a tool to support workforce health and wellbeing.

HOW WE ARE GOING TO DO IT - WITH SOME EXAMPLES:

Innovative Return to sport / just play activity, Lets Get Moving events. Utilise technological solutions to encourage participation - activity trackers.

National initiatives Couch 2 5K, This Girl Can, Charity Events, Walking For Health, parkrun.

Partnership projects, initiatives and collaboration Thursday Night Project, National Forest Walking Festival, Play Day, Festival of Leisure, Five60, Sports Mentoring, South Derbyshire Active Schools Network. Utilising partners of the strategy to target and engage the least active. Develop and support those in under-represented groups to access opportunities in the District e.g. Special Olympics Derbyshire.

Commissioned projects Physical Inactivity Fund, GP referral, Five60, Walking For Health

Club and community group development offering regular activity and supporting them to engage inactive members / spectators / guardians and maximise the opportunities to get all members active. Supporting them to develop recreational opportunities alongside competitive pathways to engage more people from a wide background to take part in physical activity and sport.

Local surveys and research to deliver what the local community want.

Promotion and marketing of the offer in a user friendly way, opportunities directory, workplace wellbeing policies and projects.

WHAT SUCCESS WILL LOOK LIKE:

- ✓ Increased physical activity levels achieving or working towards the CMO guidelines of 150 minutes of physical activity per week (Active Lives) (PHOF)
- ✓ Reduced physical inactivity - a reduction in the number of people doing less than 30 minutes of physical activity per week (Active Lives)
- ✓ Increased percentage of adults utilising outdoor space for exercise / health reasons (MENE survey)
- ✓ Increased percentage of young people (11-18) with a positive attitude towards sport and being active (KPI 4, 5 and 6 from Taking Part)
- ✓ Reduced level of obesity in Reception and Year 6 Children (NCMP / Public Health)
- ✓ Reduced hospital admissions for the elderly (Public Health)

WHO IS GOING TO HELP:

- Private, public and third party sector organisations
- Partners of Active South Derbyshire
- Partners of the Health and Wellbeing Group, Safer and Stronger Communities, Sustainable Development
- Community groups, organisations and clubs
- Workplaces including those associated with the Chamber of Commerce
- Parish Councils

WHO IS GOING TO BENEFIT:

- Young people and families
- Older people
- Under-represented groups
- Inactive people
- Those in health inequality, economic and rural deprivation.

INDIVIDUAL DEVELOPMENT

WHAT WE ARE GOING TO DO - OUR KEY STRATEGIC PRINCIPLES:

- **Engage** People of all ages to engage in physical activity, sport and recreation offers in the way in which they want to do so.
- **Inclusivity** More people from

every background regardless of circumstance or situation to regularly and meaningfully take part in sport, physical and recreational activity.

- **Training** To support the recruitment, training, accreditation and on-going development of community

volunteers / activators.

- **Achievement** To support individuals to maximise their potential in the way they wish to engage in physical and recreational activity and sport, including recreational engagement and grass roots through to talented international athletes.

HOW WE ARE GOING TO DO IT - WITH SOME EXAMPLES:

Opportunity Provide a range of offers that engage the least active in a way in which they want to participate- determined locally by local people.

National initiatives Utilise national events as an engagement and motivational tool for participants: Couch 2 5K, This Girl Can, Sport Relief Events, Walking For Health, parkrun, Race for Life.

Partnership projects, initiatives and collaboration Target the inactive into activity through the wide range of partners.

Commissioned projects that address targeted provision such as older people, young people and families, women and girls, disabled people, those at risk of anti-social behaviour.

Club and community group development Support clubs and community groups to offer spectators / inactive members / those who engage with their groups the opportunity to become active through recreational opportunities and offer of their activities.

Local surveys and research to deliver what the local community wants.

Promotion and marketing of the offer available in a user friendly way. Opportunity directory to be promoted through new ways such as fire safe and well visits, housing sustainment visits, new homes packs and utilise case studies to share the success stories of those becoming active to inspire others.

Volunteer development Recruit and develop those who know their local communities and will engage the least active; deliver Volunteer Passport and Club Matters training; support the transition of education based volunteers / leaders into community based opportunities and celebrate the success of our volunteers, organisations and individuals who contribute and raise the profile of physical activity, sport and recreation in the District.

WHAT SUCCESS WILL LOOK LIKE:

- ✓ Increased physical activity levels achieving or working towards the CMO guidelines of 150 minutes of physical activity per week (Active Lives) (PHOF)
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- ✓ Increased percentage of adults utilising outdoor space for exercise / health reasons (MENE survey)
- ✓ Increased percentage of young people (11-18) with a positive attitude towards sport and being active (KPI 4, 5 and 6 from Taking Part)
- ✓ Reduced level of obesity in Reception and Year 6 Children (NCMP / Public Health)
- ✓ Reduced hospital admissions for the elderly (Public Health)
- ✓ Number of those receiving sports passes and grants (SDDC)
- ✓ Number of those at risk of or on the acceptable behaviour contracts list engaging in positive activity (SDDC)

WHO IS GOING TO HELP:

- Private, public and third party sector organisations
- Partners of Active South Derbyshire
- Partners of the Health and Wellbeing Group, Safer and Stronger Communities, Sustainable Development
- Community groups, organisations and clubs
- Parish Councils

WHO IS GOING TO BENEFIT:

- **Young people and families**
- **Older people**
- **Under-represented groups**
- **Inactive people**
- **Those in health inequality, economic and rural deprivation.**

SOCIAL, COMMUNITY AND ECONOMIC DEVELOPMENT

WHAT WE ARE GOING TO DO - OUR KEY STRATEGIC PRINCIPLES:

- To develop, promote and support events which encourage participation.
- To promote the use of the natural environment including parks, woodlands public open space and rights of way.
- Enhance partnership working with adjacent local authorities, Parish Councils, schools and other

local organisations.

- To support and work in partnership with voluntary sector managed facilities, clubs and schools to maximise usage and to deliver against community need.
- To support the development of facility infrastructure to meet need and maximise the opportunity for participation.
- More productive, sustainable and responsible sport, recreation and

community sector.

- Utilise sport, physical and recreation activity and participation events as a tool for driving inward investment and tourism into the District.
- Support the development of social capital within our communities. Social capital is 'the networks of relationships among people who live and work in a particular society, enabling that society to function effectively' (Oxford dictionaries definition).

HOW WE ARE GOING TO DO IT - WITH SOME EXAMPLES:

Partnership projects, initiatives and collaboration National Forest Walking Festival, Festival of Leisure, Cycle Events. The National Forest to be promoted as a destination.

Opportunity To promote how you can use outdoor and open space, e.g. wildlife events, wood fuel events.

National initiatives Utilise national events as an engagement and motivational tool for participants, e.g. cycle to work week, blood pressure week, mental health awareness week.

Commissioned projects that address targeted provision, e.g. older people, young people and families, women and girls, disabled people, those at risk of anti-social behaviour.

Community facility maximisation Support groups to open their doors to the least active / act as community hosts for a range of opportunities on the door step. Support clubs and community groups to understand the barriers to participation and engage the least active to overcome these barriers to engage more people in recreational activity.

Local surveys and research to deliver what the local community wants. **Promotion and marketing** of the offer available in a user friendly way. Top 10 hints to using outdoor space, advocacy of the benefits of regular physical activity. Promotion of active travel as a means of getting to school, work, community activity and opportunity.

Facility investment and infrastructure Support the capital investment projects across the District. Support community-based facilities and organisations to be / become sustainable.

WHAT SUCCESS WILL LOOK LIKE:

- ✓ Increased physical activity levels achieving or working towards the CMO guidelines of 150 minutes of physical activity per week (Active Lives) (PHOF)
- ✓ Reduced physical inactivity - a reduction in the number of people doing less than 30 minutes of physical activity per week (Active Lives)
- ✓ Increased percentage of adults utilising outdoor space for exercise/ health reasons (MENE survey)
- ✓ Increased percentage of young people (11-18) with a positive attitude towards sport and being active (KPI 4, 5 and 6 from Taking Part)
- ✓ Reduced level of obesity in Reception and Year 6 Children (NCMP / Public Health)
- ✓ Reduced hospital admissions for the elderly (Public Health)
- ✓ Amount of facility investment (££) into the District

WHO IS GOING TO HELP:

- Private, public and third party sector organisations
- Partners of Active South Derbyshire
- Partners of the Health and Wellbeing Group, Safer and Stronger Communities, Sustainable Development
- Community groups, organisations and clubs
- Parish Councils

WHO IS GOING TO BENEFIT:

- **Young people and families**
- **Older people**
- **Under-represented groups**
- **Inactive people**
- **Those in health inequality, economic and rural deprivation.**

CROSS-CUTTING PRINCIPLES

WHAT WE ARE GOING TO DO - OUR KEY STRATEGIC PRINCIPLES:

- All stakeholders to be committed to creating a culture of active and healthy lifestyles within South Derbyshire.
- Reach the right people in the right way with the right messages.
- The strategy will follow the behaviour change model and work across the board to engage with those most 'ready to change'.

HOW WE ARE GOING TO DO IT - WITH SOME EXAMPLES:

Promotion and marketing Conduct a marketing review exercise to transform the material used by all partners to engage the right people in the right way; utilise a wide range of promotional material and avenues to engage the physically inactive; utilise inspirational case studies to promote the benefits of physical activity and of leading a healthy lifestyle.

Partnership approach Training and embedding a behaviour change approach across partners. Advocacy and embracing by all partners creating a culture that embeds the importance of active and healthy lifestyles to people's overall wellbeing.

WHAT SUCCESS WILL LOOK LIKE:

- ✓ Increased physical activity levels achieving or working towards the CMO guidelines of 150 minutes of physical activity per week (Active Lives) (PHOF)
- ✓ Reduced physical inactivity - a reduction in the number of people doing less than 30 minutes of physical activity per week (Active Lives)
- ✓ Increased percentage of adults utilising outdoor space for exercise / health reasons (MENE survey)
- ✓ Increased percentage of young people (11-18) with a positive attitude towards sport and being active (KPI 4, 5 and 6 from Taking Part)



We are committed to creating a culture of active and healthy lifestyles within South Derbyshire



SUPPORTING THE SUSTAINABLE COMMUNITY STRATEGY

This strategy will support the delivery of the South Derbyshire Partnership's Sustainable Community Strategy by contributing to the following key priorities:

CHILDREN AND YOUNG PEOPLE

- Young people's aspirations are raised and they are supported to achieve their potential
- Children and young people are protected from harm
- Families who are most vulnerable receive the support they need.

HEALTHIER COMMUNITIES

- Health inequalities between different communities are reduced
- People make choices in their lifestyle that improve their physical and mental well-being
- Older people, people with dementia and other long term conditions and their carers have good quality of life, retain their independence for as long as possible and receive the support they need at the end of their lives.

SAFER AND STRONGER COMMUNITIES

- Young people are more aware and informed about risks to their safety from child sexual exploitation and sexting
- More people feel safe and secure in their home and in the community, particularly those who are most vulnerable
- People and communities benefit from the contribution of volunteers and participation in volunteering
- Increased voluntary and community sector activity within the district.

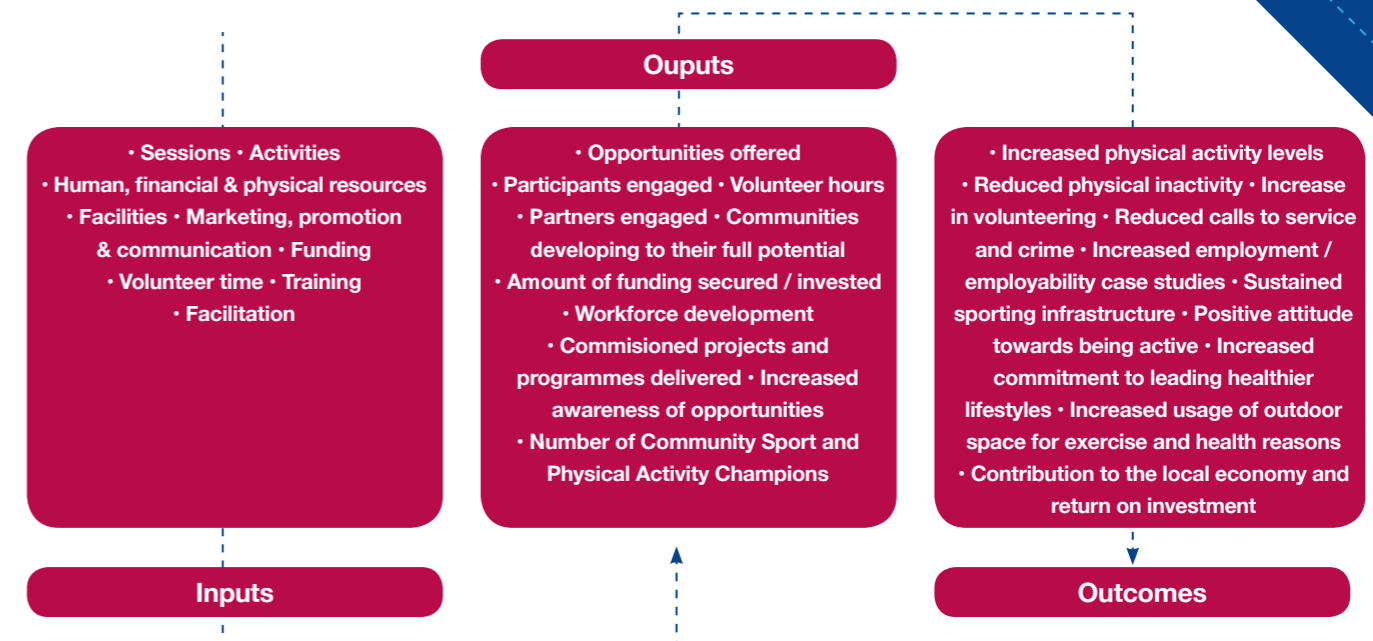
SUSTAINABLE DEVELOPMENT

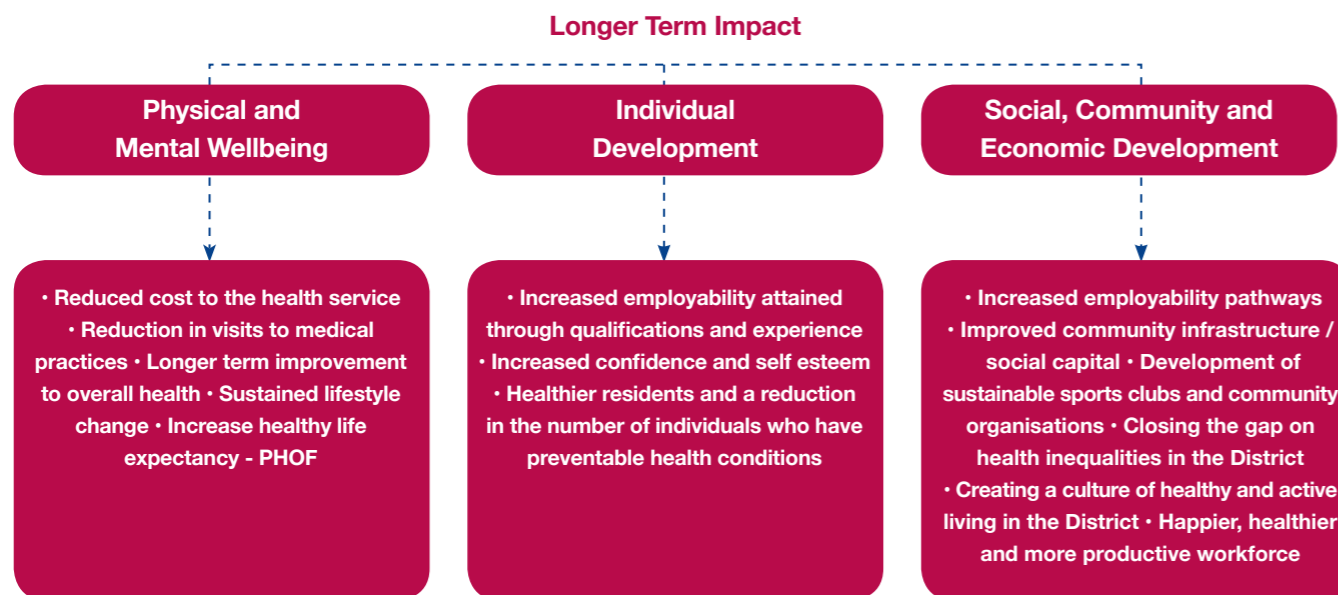
- A more prosperous, better connected, increasingly resilient and competitive South Derbyshire economy
- A better place to live, work and visit at the heart of the National Forest.

KEY OUTCOMES AND MEASURES

The diagram below shows some of the key inputs, outputs and outcomes we aim for this strategy to positively affect. In the longer term we hope this will have the impact as shown on the diagram on the following page.

Inputs, Outputs and Outcomes Logic Model





KEY PERFORMANCE INDICATORS / MEASURES

The key measures will align to both national statistics and will also involve some relevant local measures where data collection is possible. The following measures will be our guide to the successful implementation of the strategy. Partners are committed through the life course of this strategy to develop more robust monitoring and evaluation to demonstrate the impact of our work.

- Increased physical activity levels achieving or working towards the CMO guidelines of 150 minutes of physical activity per week (Active Lives) (PHOF).
- Reduced physical inactivity - a reduction in the number of people doing less than 30 minutes of physical activity per week (Active Lives).
- Increased percentage of adults utilising outdoor space for exercise/ health reasons (MENE survey).
- Increased percentage of young people (11-18) with a positive attitude towards sport and being active (KPI 4, 5 and 6 from Taking Part).
- Reduced level of obesity in Reception and Year 6 Children (NCMP / Public Health).
- Reduced hospital admissions for the elderly (Public Health).
- The amount of investment into facilities for the District.

CONCLUSIONS AND NEXT STEPS

This strategy has been developed collaboratively through consultation with a wide range of partners who will be instrumental in achieving our ambitious aims over the next five years. It clearly sets out South Derbyshire's commitment to giving its residents the best possible opportunity to lead active and healthy lifestyles in the way in which they want to do so. We aim to improve the District's physical and mental health, enable each individual to achieve their potential and as a whole; we will make valuable contributions to the social, economic and community opportunities that make South Derbyshire such a vibrant place to live and work.

The strategy lays out an ambitious vision and a range of principles which will require investment and commitment from all partners, both existing and new, to bring the strategy alive and to fruition. Prioritising resources where appropriate to align to the strategic principles and to work collectively across all levels of the physical activity, sport and recreational offers in the District will result in us achieving our vision.

We would like to thank all 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 five years.

*The strategy will require investment and commitment from all partners, both existing and new, to bring it **alive** and to **fruition***





PARTNERS AND CONTRIBUTORS

A wide range of partners have been involved in the making of this strategy and are fully committed to bringing it to fruition. We envisage that the range of partners will expand as our cross cutting impact of this strategy is implemented.

Active Nation • Derbyshire Economic and Business Partnership • National Governing Bodies
• Sustainable Communities Partnership • Tourist Information Centre • Bank House • Derbyshire Fire and Rescue Service • National Trust • Sports Clubs and Community Groups • Townscape Project
• Burton and South Derbyshire College • Forestry Commission • Occupational Therapy Services
• South Derbyshire District Council • Youth for Christ • Clinical Commissioning Group • Get Active in the Forest • Oakland Village Extra Care Home • South Derbyshire CVS • Strategic Volunteering Partnership • Citizens Advice Bureau • General Practice • Homelessness Charity • Active South Derbyshire • Voluntary groups and organisations • Chair Based Exercise • Housing Associations
• Parish Councils • Sport England • Wildlife Trust • Community Forums • Housing Developers
• Park Life Project • Strictly No Falling • Workplaces • Community Sports Trust • Health and Wellbeing Partnership Group • Private Providers • Sustrans • Homestart • Derbyshire Action Alliance • Job Centres • parkrun • Safer South Derbyshire Partnership • Derbyshire County Council Public Health
• Media and Communications • Raising Aspirations Project • South Derbyshire Partnership
• Derbyshire County Adult Social Care • DCC Multi Agency Team • Rosliston Forestry Centre
• Sporting Futures • Disability Groups and Forums • Melbourne Sport Partnership • Infant, Junior, Primary and Secondary Schools • Active Schools Network • Derbyshire Community Healthcare Foundation Trust • National Forest • Sporting Bodies • Thriving Communities Project • Derbyshire Sport • National Forest Activity Partnership • Safer Communities Partnership