

## Agenda item 7

**DERBYSHIRE HEALTH AND WELLBEING BOARD****Report of the Director of Public Health****PHYSICAL ACTIVITY – TOWARDS AN ACTIVE DERBYSHIRE UPDATE****1. Purpose of the Report**

To provide an update of the work being undertaken to increase levels of physical activity across the population of Derbyshire.

**2. Supporting Information**

The Health and Wellbeing Board (HWB) held on 5 January 2017 received a presentation outlining 'Towards an Active Derbyshire, the Physical Activity and Sport Strategy for Derbyshire'. This report is to update the HWB on progress made in advancing the physical activity agenda across Derbyshire and Derby City.

Derbyshire Sport, the Community Sports Trust (CST) and the Director of Public Health (DPH) have jointly led the various elements of the approach outlined within this update, with support from; Derby City Council, district and borough councils, Derbyshire Community Health Services (DCHS), Chesterfield Royal Hospital (CRH) and Derby County Football Club.

*Memorandum of Understanding*

Initial work has been taken forward with the Derbyshire Chief Executives Group which is comprised of representatives from County and City councils, district and borough councils, the Fire Authority and the Police to investigate the desire for a system-wide rather than organisational approach to increasing physical activity participation, including applying for external funding opportunities. There was also support from the HWB in January to support the development of an Memorandum of Understanding (MOU).

Following the HWB session in January a workshop was held with partners to further develop the idea, principles and actions that might flow out of an MOU to support the delivery of 'Towards an Active Derbyshire'. This was a lively session, with some good debate and ideas. Following this, a 'Commitment to Change' agreement was drafted and shared with the Derbyshire Chief Executives Group in March. There is broad support for the document, however the overriding concern is that the document will be signed but will

result in little or no action or change. To try and maximise the potential of having such a Derbyshire wide commitment Derbyshire Sport will be commissioning a piece of work for an independent representative to interview organisational leaders across Derbyshire to explore the potential of having such an MOU in place and how positive change can be achieved within Derbyshire.

*Sport England Local Delivery Pilot, Expression of Interest to be one of ten pilot 'places.'*

Representatives from Derbyshire, including Derby City, attended a Sport England workshop to register interest in applying to become one of the local delivery pilot areas. It was clear at the workshop that the thinking and approach in Derbyshire is very well aligned to what Sport England are looking for. An expression of interest form was submitted, with the CST being allocated as the lead organisation for the application. There is a high degree of confidence that the Derbyshire system is ready for this opportunity if it aligns with Sport England's needs, and they find the right balance of places to enable them to go on the learning journey that they are seeking. If successful it will give pace, investment and a strong collaborative relationship to the delivery of Towards an Active Derbyshire through community capacity building and leadership and strategic cross sector work.

#### *Young, Active, Healthy Framework*

The Young, Active, Healthy Framework was launched on 8 March. Creating and establishing the framework was a collaborative process. The framework flows from the approach outlined in 'Towards an Active Derbyshire' and sets out a clear approach, priorities and evaluation aimed specifically at children and young people.

#### *Physical Activity in the Workplace*

The Public Health Team, CRH, Adult Care and CST are going to be trialling two different approaches to increasing levels of physical activity in employee's who identify themselves as being 'inactive'. These projects will be used to support the prevention approach within the Derbyshire Sustainability and Transformation Partnership (STP). It is incredibly important that robust and pragmatic approaches to increase physical activity in sedentary or inactive groups are tested and if successful expanded and/or replicated.

#### *Public Health Physical Activity Review*

A review of Public Health investment into physical activity interventions in Derbyshire has been completed and a number of task and finish groups created to look at the review findings and explore in detail how Public Health

investment in Derbyshire can be used to maximum effect to increase physical activity at the population level, rather than being focused on individual service offers.

### *Future Direction of Derbyshire Sport*

Since launching the strategy 'Towards an Active Derbyshire', the work of Derbyshire Sport has shifted in focus to help and encourage those who are currently inactive to become active. A restructure of the staff team and a rebrand is now needed to reflect this change in focus and what will be a very different way of working going forward. In line with the new strategy, we are actively working and gathering detailed local insight to understand our people and communities better – their fears, barriers and motivations to becoming active. We are putting the foundations in place to support the whole system in Derbyshire with both traditional and new partners to embrace a customer, rather than provider, led approach - facilitating, empowering and enabling behaviour change amongst key priority groups and those who are inactive. In addition, a number of new funding streams are now available from Sport England to support this way of working and we are facilitating new and relevant partnerships to ensure Derbyshire benefits from these opportunities.

## **RECOMMENDATIONS**

The Health and Wellbeing Board is asked to:

- Note and support the work undertaken within Derbyshire to progress the physical activity agenda.
- Agree to receive further updates on progress in relation to physical activity and health.
- Support the approach and sign-up to be involved in the process of establishing a Derbyshire Physical Activity Commitment to Change Memorandum of Understanding.

**Dean Wallace**  
**Director of Public Health**  
**Derbyshire County Council**