

**DERBYSHIRE HEALTH AND WELLBEING BOARD****Report of the Director of Public Health and Director of Active Derbyshire****PHYSICAL ACTIVITY - Progress towards an active Derbyshire****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.

To ask partners to consider how they can contribute towards delivering the 'Towards an active Derbyshire Strategy' in their own organisations

**2. Information and Analysis**

In January 2017 the Board received a report outlining the work that had been undertaken to strategically position physical activity in Derbyshire and it looked forward to how collectively we would move this work on. This report provides an update on that progress, focussing on a number of key areas. Firstly it is important to provide a reminder of the strategy:

The Strategy outlined priorities and the way of working to be followed:

**Recap -what the strategy says...****Priorities:**

- Supporting the inactive to become active
- Addressing inequalities:
  - Women and girls
  - Children and young people - Young, Active, healthy
  - People from lower socio-economic groups
- Keeping people active

Describes a *way of working*  
Serves as a *Call to Action*



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**50,000  
MORE  
ACTIVE  
LIVES BY 2021**

**Towards an  
Active Derbyshire**  
2016 – 2021

[activederbyshire.org.uk](http://activederbyshire.org.uk)

The Strategy outlined a way of working and this has been developed as a process illustrated below:



In terms of this approach the work has been progressed as follows:

### Place Based Approach

At the point of the previous presentation to the Board, work was progressing around a joint Derbyshire/Derby bid to the Sport England Local Delivery Pilot fund. Whilst the bid got through to the final stage it was ultimately unsuccessful. However the 'Placed Based' approach has continued and Sport England and Public Health funding has been secured to continue with work in a number of places:

Petersham (Erewash), New Bolsover/Carr Vale (Bolsover), Fairfield (High Peak),

Plus work has been locally funded in:

Barrow Hill (Chesterfield), Sinfen Moor/Alveston/Derwent (Derby City).

The image below illustrates how this work is being undertaken in those locations. It has focussed around

‘Building trust and relationships; Being creative and reflective; Navigating the layers and complexities across the areas’



The challenge now is to capture the learning from this work and to use this to influence system leaders and organisations so the whole system is adapted to support the individual to be physical activity. Consequently work is progressing on the development of a ‘Community of Learning’ around the Place Based approach.

### **Supporting the System**

Simultaneously, Active Derbyshire and the Public Health Department have established a learning and development network across Derbyshire that enables partners to come together to share learning, best practice and challenges in supporting inactive Derbyshire residents to move more. The Active Derbyshire Network hosted its first event in December and will follow this up with other events, collaborative funding bids and system and stakeholder mapping.

### **Strategic Leadership**

In terms of strategic leadership at locality level eight areas have, or are well progressed, in developing local strategic partnerships around physical activity, led by lead officers from Active Derbyshire, Public Health and the District/Borough Council. Together these active partnerships are developing innovative approaches and widening the partnership structure for physical activity within the locality. This development is based upon a commitment to collaborative leadership which is leading to a shared purpose around the delivery of the Strategy’.

Public Health is supporting this approach by creating a Local Innovation Fund, administered by Active Derbyshire, which will provide additional capacity to embed and work towards the sustainability of emerging local strategic physical activity partnerships. It will enable the seed funding of community-led physical activity projects across Derbyshire, harnessing the experience, skills and imagination of local communities to establish new activity initiatives in an area. The approach for this work is that the funding:

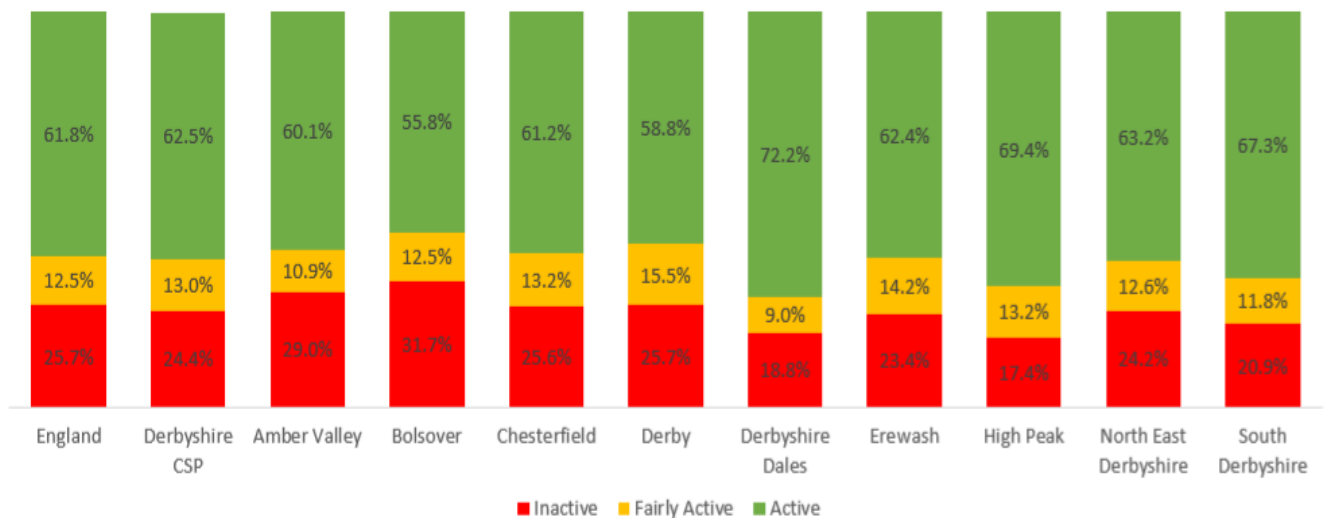
- ☐ Builds on existing community assets
- ☐ Is co-designed with Public Services, the Voluntary and Community Sector and local people
- ☐ Forms part of a coherent plan for physical activity in the local area whilst addressing social and health inequalities
- ☐ Considers how the activity might be sustainable beyond the life of the seed funding
- ☐ Is evaluated and the learning shared across Derbyshire

### Insight Led Approach

As part of our Insight Led approach we have produced County and Local data packs to help us understand physical activity behaviour. The packs allow analysis of physical activity behaviours down to MSOA (medium super output area 5,000-15,000 people) and priority groups to OA (Output Area, 500 people). This is allowing partners to start prioritising areas and people to then undertake further insight into the community and to determine priorities and co design future action. The table below provides one example of data for Derbyshire.

## Physical activity behaviour by locality

### Age 16+ excluding gardening



### Celebration of the Work

The 'Towards an active Derbyshire Awards' have been held which celebrated individuals and organisations whom have contributed to increasing physical activity amongst the inactive.

## **Next Steps**

The last year has seen a step forward in the delivery of the 'Towards an active Derbyshire Strategy' with delivery partners being engaged in the prescribed working of insight and the whole system approach. The next steps will be to demonstrate the system change that is required to make the approach sustainable and expand it to achieve population change. The engagement of the Health and Wellbeing Board is crucial to this and the Board members are requested to think how they can support and contribute towards the Strategy and its work.

## **4. Recommendations**

The Health and Wellbeing Board is asked to:

1. Note the progress on the 'Towards an active Derbyshire' Strategy
2. Consider how partners can contribute further to the work identified in the Strategy and increase physical activity levels across Derbyshire

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

**Stuart Batchelor, Director, Active Derbyshire**