



FOR PUBLICATION

DERBYSHIRE COUNTY COUNCIL

HEALTH AND WELLBEING BOARD

10 February 2022

Report of the Assistant Director of Public Health

**Developing a whole system approach to physical activity and movement
in Derbyshire**

1. Purpose

- 1.1 To request the Health and Wellbeing Board support the development of a whole system approach to physical activity and movement in the county and to engage them in the process of developing Walk Derbyshire.

2. Information and Analysis

- 2.1 Regular physical activity is important for health and wellbeing, reducing the risk of cardiovascular disease, certain cancers, type 2 diabetes, falls and mental ill health. It has wide benefits for people of all ages, ranging from helping children to maintain a healthy weight to reducing conditions such as hip fractures in older people. Physical activity can also improve the health outcomes and quality of life of people who already have long-term conditions, for example, it can lead to reduced weight and improved insulin sensitivity in people with type 2 diabetes.
- 2.2 Derbyshire County Council has a long tradition of investing in physical activity and has worked with a range of partners including Active Derbyshire, Shift and the district and borough councils to deliver a range of interventions aimed at reducing inactivity levels.
- 2.3 The current physical activity system includes a successful Jog Derbyshire programme delivered by Shift, an exercise by referral

scheme that is delivered through district and borough councils and Walk Derbyshire led groups programme. These programmes are funded through Derbyshire County Council Public Health Grant and a link to the latest annual report can be found in the background papers section of this report.

- 2.4 The Covid-19 pandemic has made it more challenging for people to be active and there are now one in four people inactive in Derbyshire. There are also widening inequalities, driven by Covid-19, which means that the number of inactive people is rising.
- 2.5 Physical activity behaviour changed in the pandemic, for example:
- A quarter of all 'active minutes' now come from gardening and over a third comes from walking for leisure.
 - 78% of all minutes, up from 70%, have been provided by walking, cycling, and gardening during the pandemic.
 - Traditional sport and fitness activities have reduced from providing 30% of all 'active minutes' to 22% during the pandemic.
- 2.6 Derbyshire's work on physical activity and movement dovetails with national and regional work. In January, Sport England launched 'Uniting the Movement', which provides a 10-year vision to transform lives and communities through sport and physical activity, with a mission to tackle deep-rooted inequalities and unlock the advantage of being active for everyone.
- 2.7 Derbyshire's new physical activity strategy, 'Making our Move', was launched in October 2021, and aims to address inequalities and empower everyone to be active in a way that works for them. The strategy sets out an approach that will help focus the efforts and resources to empower communities and unlock their potential.

There are two relevant priorities outlined within the strategy and they are:

- To create accessible, safe, and inclusive places and environments for physical activity.
- To maximise the potential of walking.

The strategy outlines that most physical activity takes place outdoor, within 20 minutes of people's homes, and that all population groups walk more than they do any other type of activity whether to keep fit, for leisure or for travel.

2.8 There is an opportunity to further integrate the physical activity provision across the county and a new commissioning model is in development which will form part of the whole system approach to physical activity. This will ensure that commissioned services contribute to strategic objectives, namely increasing rates of physical activity and reducing rates of inactivity.

2.9 Why is walking so important?

According to Sport England Active Lives Survey (8), walking is by far the greatest activity undertaken in England with 18.6 million people doing at least two sessions of walking a week for leisure and 14.5 million people doing at least two sessions of walking for transport. If we increased walking by 10% this would lead to an additional 6.6 million sessions of activity. Increasing walking participation is one of the most cost-effective interventions to increase physical activity levels.

Walking can have the biggest impact on population activity:

“Brisk walking has the greatest potential for increasing the overall activity levels of a sedentary population and is most likely to be adopted by a range of ages, socioeconomic and ethnic groups.”

Hillsdon and Thorogood (1996)

The UK Chief Medical Officers’ highlighted walking as one of:

“the easiest and most acceptable forms of physical activity...that can be incorporated into everyday life”.

2.10 Current insight has shown that walking can have a significant impact on people’s physical and mental wellbeing and is accessible to all. A range of new partners and organisations are promoting walking, would like to be involved in promoting walking and/or able to use walking as a way of engaging with the communities. For example, there has been an emergence of Voluntary and Community Sector led buddy schemes and ‘walk and talk’ sessions aiming to reduce social isolation and improve people’s mental health. There has also been an increase in the number of young people walking and in more family-based activity.

2.11 In the context of increased interest in walking across the county, Derbyshire County Council Public Health are working with Active Derbyshire to develop, ‘Walk Derbyshire. A Whole System Approach’ to walking across the County. The whole systems approach will build on existing exemplary work that districts and boroughs have led through

delivering Walking for Health and will build on the opportunity provided through COVID-19 to better promote and develop everyday walking and help to increase levels of physical activity particularly in disadvantaged communities. Walking is the most accessible physical activity and addresses many of the reported barriers to being more active, such as time, money, poor health, and physical limitations. It is also accessible to people from groups who could most benefit from being active such as older people and those on low incomes thus helping to reduce health inequalities.

2.12 Walk Derbyshire's aim is to make every-day walking the norm for all residents of Derbyshire, with a specific focus on those who are inactive. Creating a culture of walking, as part of everyday life, will help improve both physical and mental wellbeing. Walk Derbyshire will be a social movement in which Derbyshire becomes a Walking County and where people can easily find accessible, walking routes right from their doorstep.

2.13 Specifically, Walk Derbyshire aims to:

- Bring together key partners in an alliance to coordinate and project manage the development of Walk Derbyshire.
- Develop and manage a County forum for walking.
- Create and manage a marketing and communications plan including, developing a Walk Derbyshire website which will be populated with information about local walks, maps, campaigns, toolkits, family activities, walk and talk ideas, films, and festival information etc.
- Develop toolkits to encourage walking for individuals, families, workplaces, groups, and services providers.
- Develop and facilitate a network of walk champions in local communities.
- Develop and facilitate a suite of walk training packages for voluntary sector and communities across Derbyshire which will be flexible and more wider reaching than current options.
- Develop and deliver four Active Neighbourhoods Pilots, which will create better linked up and signed neighbourhoods to make it easier to walk for enjoyment or travel. The Active Neighbourhood Pilots will link a range of partners including Derbyshire County Council (Public Health and Planning), District/Borough (Planning, Leisure, Parks) and VCS (Community and Voluntary Sector Infrastructure Group) to engage the community and develop a network of signed and safe walking routes identified by the

community and supported and activated by the planners and local authority and VCS partners.

- 2.14 The Walk Derbyshire programme will be managed by Active Partners Trust (Active Derbyshire) and Public Health but will be delivered as part of a multiagency approach.

3 Implications

- 3.1 Appendix 1 sets out the relevant implications considered in the preparation of the report.

4 Consultation

- 4.1 A consultation was conducted in the initial phase of the work and there has been a number of stakeholder events that led to the initial funding application. Further stakeholder discussions have led to more partners and organisations being ready to implement and be part of the project
- 4.2 The key findings were outlined above and have led to the development of the Walk Derbyshire project.

5 Background Papers

- 5.1 Physical Activity Cabinet Paper - Investment in population nutrition and physical activity programmes 09 July 2020
- 5.2 Walk Derbyshire Public Health Investment Funding – Cabinet Paper July 2021
- 5.3 Physical Activity Cabinet Paper - Investment in Physical Activity programmes – 10 December 2021
- 5.4 [Jog Derbyshire Annual Report 2020 - 2021](#)

6 Appendices

- 6.1 Appendix 1 – Implications.

7 Recommendation(s)

- 7.1 The Health and Wellbeing Board is asked to:
- a) Engage in the work of developing a whole system approach to physical activity

b) Support the Walk Derbyshire programme and its implementation

8 Reasons for Recommendation(s)

8.1 To engage the Board and its members in the development of a whole system approach to physical activity and Walk Derbyshire

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Appendix 1

Implications

Financial

1.1 No financial implications have been identified. If any financial implications are identified at a later stage, finance colleagues will be asked for advice, and any actions will be taken in line with Derbyshire County Council's policies and procedures.

All the funding will come from the Public Health Budget 2021/22 to fund Walk Derbyshire which has previously been agreed at Cabinet.

Legal

2.1 No legal implications have been identified. If any legal implications are identified at a later stage, legal colleagues will be asked for advice, and any actions taken in line with Derbyshire County Council's policies and procedures.

Human Resources

3.1 No Human Resources (HR) implications have been identified. If any HR implications are identified at a later stage, HR colleagues will be asked for advice, and any actions taken in line with Derbyshire County Council's policies and procedures.

Information Technology

4.1 No Information Technology implications have been identified.

Equalities Impact

- 5.1 In preparing this report the relevance of the following factors has been considered: equality of opportunity, health, environmental, transport, property and crime and disorder considerations