



FOR PUBLICATION

**DERBYSHIRE COUNTY COUNCIL
HEALTH AND WELLBEING BOARD**

8 July 2021

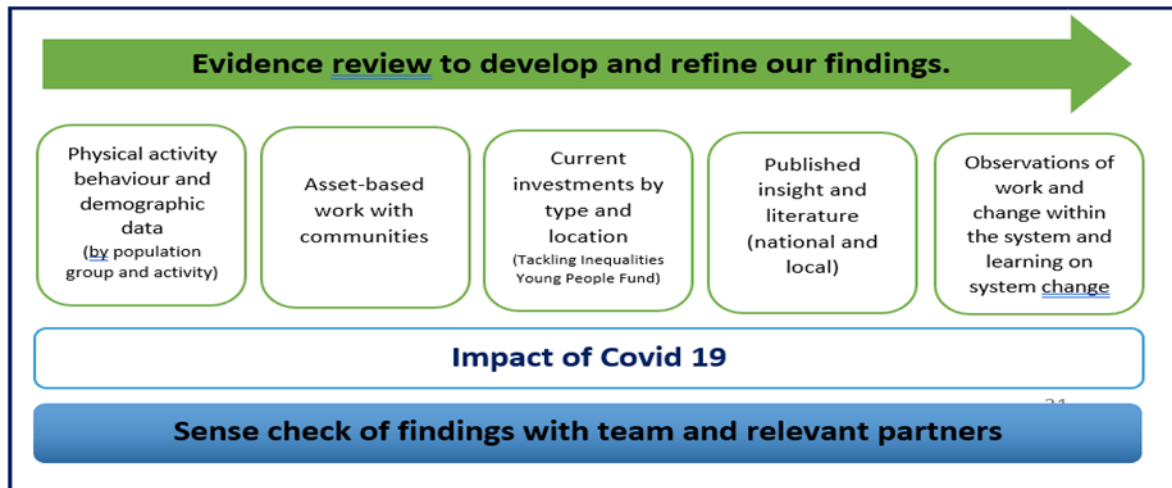
**Report of the Director of Public health
'Uniting the Movement' in Derbyshire**

1. Purpose

- 1.1 To engage the Health and Wellbeing Board in the strategy development process for 'Uniting the Movement' in Derbyshire

2. Information and Analysis

- 2.1 In January, Sport England launched 'Uniting the Movement'. 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.
- 2.2 While the pandemic has made it more important than ever to keep being active, it has made it more difficult. In Derbyshire 1 in 4 people are inactive, and with the widening inequality driven by COVID-19, that number is growing. Our approach is to get behind Sport England's vision and we need to work out, together, how we all play our part and set out a local plan that will create lasting change.
- 2.3 The start of this process has been to consider all the insight and learning from our previous strategy, *Towards An Active Derbyshire*, together with the impact of covid. We have undertaken an evidence review as set out in the table below: '



- 2.4 The data on physical activity behaviour is an important part of the insight but what we now have is the learning gathered from the asset based work across Derbyshire and the experience and observations from system learning and system change.
- 2.5 This insight was sense checked with trusted partners and then presented in the form of virtual 'Insight Spaces' which were attended by people from across the physical activity network in Derbyshire.
- 2.6 The insight was themed as follows:
- People who are less active
 - How people are active
 - How to embed a systems approach
 - Working with less active communities
- 2.7 The emerging priorities identified within each of these themes is outlined below but is also available in more detail through the 'Sum of the Parts' presentation which is shown through this link https://youtu.be/G8Uk_UPzFpA
- 2.8 EMERGING PRIORITIES

People who are less active:

- To redesign systems to make it easy for adults and children and young people (CYP's) from our lower socio-economic groups, particularly those living in our deprived areas, to build physical activity into their daily lives.
- Address the impact that the pandemic has had on all our children and CYP's physical activity behaviour. And at the same time, there is a

need to redress the unequal impact of the pandemic in our less active communities

- Collectively, there's a need to continue to find ways to deepen our understanding of the lived experience of our less active communities, and bring this into all aspects of our work and decision-making.

Children and young people – To develop physical literacy for all

- The earlier these strong attitudes are developed and maintained, the earlier these skills are learnt and the more likely they will become a habit or become part of their lifestyle. We suggest that children in years 3 & 4 (our least active school year groups) are prioritised both inside and outside of school.

How people are active:

Create more 'walkable' communities

- Adopt a systems-based approach to create connected neighbourhoods that support people's daily needs and walkability, public transport, and active travel. The approach needs to focus on the neighbourhood environment and its' residents, and may need exploring and testing of different models and approaches.

Continue to build a deeper understanding of the impact of the local environment on the physical activity behaviour of our more inactive groups

- Gain a better understanding of perspectives on walking and access to green space in local environments, from people who are less active. While we're starting to hear from some of these communities, we need to expand this to ensure we understand the different cultural perspectives at play, and those experiencing health conditions.

Working with less active communities

Explore and identify potential opportunities for continuing to develop system-based approaches that create change around physical activity

- There's both drive and opportunity for continuing to develop this way of working in different parts of the county. This should be explored with partners alongside these findings and other evidence and should take different approaches to the work into account.

Continue to give residents a voice and work with them to get more people active

- At the heart of changing behaviour of individual people and creating system change is understanding the lived experience of our inactive residents. There's a need to continue to build the culture, practice and processes around this to inform decisions and actions

Create more consistent practices and processes to understand the changes we need to make in the way we work, so more people can be active

- Across partners involved in taking a systems-based approach, there's a need to strengthen the way we capture our observations around the work and the change it creates

2.9 These themes and emerging priorities are the basis of the stakeholder engagement phase that was started in June. This has taken the form of 'Join the Conversation' sessions:

Open Space Engagement Sessions – virtual sessions which are for those involved in the physical activity system

Locality Engagement Sessions – a conversation with broad mix of strategic partners in each local authority area

Networks and 1:1 Meetings – bespoke presentations and conversations for targeted audiences

2.10 These will provide the opportunity to share learning about how people, resources and circumstances can all make a difference and to discuss what might be needed for the future – shaping opportunities and ways of working

2.11 We are encouraging as many people as possible to join the conversation.

2.12 Over the Summer period the contributions gained from the engagement sessions will be collated and analysed and form the basis of the strategic direction that will be taken. This will then form the basis of the new Strategy/Plan and prepare the opportunity for 'how' we then deliver the change that is required to embed physical activity in peoples lives.

2.13 It is hoped that the Health and Wellbeing Board will then consider the draft plan and how the work will be implemented with a view to incorporating it within the broader Health and Wellbeing Strategy.

3. Alternative Options Considered

3.1 The existing physical activity strategy is due to reach its end date this year. There is a requirement to prepare a new plan for the county.

4. Implications

4.1 The stakeholder engagement phase of the new plan process has no implications for current consideration.

5. Consultation

5.1 The new plan/strategy is subject to a wide ranging engagement process which will ensure partners from across the physical activity system have the opportunity to have their voice heard.

6. Recommendation(s)

6.1 The Health and Wellbeing Board is asked to:

- a) Engage in the 'Joining the Movement' conversation and encourage their organisations and partners to add their voice.
- b) Receive a future report on the engagement findings and the draft strategy and how this will be delivered.

7. Reasons for Recommendation(s)

7.1 To engage the Board and its members in the development of a strategic plan for physical activity.

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