



## DERBYSHIRE COUNTY COUNCIL

### CABINET

29 JULY 2021

#### Report of the Director - Public Health

#### Walk Derbyshire Public Health Investment Funding Cabinet Member for Health and Communities

#### 1. Divisions Affected

1.1 Countywide.

#### 2. Key Decision

2.1 This is a key decision.

#### 3. Purpose

To seek Cabinet approval for investment to develop a Countywide Approach to increase walking opportunities and develop a 'Walk Derbyshire' programme. This will encourage healthy lifestyles and champion local communities across Derbyshire.

This includes:

- a. Cabinet approval to fund a 'Walk Derbyshire' programme to create new opportunities to walk locally, every day for everyone in Derbyshire, with a specific focus on targeting inactive people in areas of high health inequalities.
- b. Cabinet approval to fund an 'Active Neighbourhoods Pilot Programme' across four targeted communities in Derbyshire

where 'Walk Derbyshire' will work more intensively with partners and communities to create environments more conducive to walking.

#### **4. Information and Analysis**

- 4.1 Derbyshire has traditionally delivered a successful and long-standing Walking for Health scheme of 'led walks' that have been targeted at inactive people and those with long term conditions. This has been part funded by Public Health in conjunction with local district and borough council partners. Live Life Better Derbyshire works closely with the existing walk programme using it as a signpost service and exit strategy. There is significant potential to link the new Walk Derbyshire programme both with Live Life Better Derbyshire and the Healthy Workplaces team to include as part of the wider offer to increase physical activity levels.
- 4.2 The impact of COVID-19 has shown that walking can have a significant impact on people's physical and mental wellbeing and is accessible to all. It has also shown that a wide range of new partners and organisations are currently involved or would like to be involved in promoting walking and to use walking to engage with the wider community. For example, there has been an emergence of Voluntary- and Community Sector-led buddy schemes and 'walk and talk' sessions have emerged to reduce social isolation and improve people's mental health. There has been an increase in young people walking and more family-based activity.
- 4.3 Working with a range of existing as well as new partners, it is proposed to develop a 'Walk Derbyshire Whole System Approach' to walking across the County. The systems approach will build on existing exemplary work that districts and boroughs have previously done through delivering Walking for Health and will also significantly increase 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 Therefore helping to reduce health inequalities.
- 4.4 Walk Derbyshire's aim is to make every day walking the norm for all residents of Derbyshire, with a specific focus on the inactive population.

Creating a culture of walking, as part of everyday life, will help improve both physical and mental wellbeing. The aim is to create a social movement in which Derbyshire becomes a Walking County where people can easily find routes and access walks right from their doorstep. These routes will also appeal to visitors to Derbyshire and could enhance the tourism offer in the area.

- 4.5 As part of developing new and broader-reaching opportunities, DCC Public Health physical activity team has been working with Active Partners Trust (Active Derbyshire), districts and boroughs to develop a model that encourages a social movement around walking across the whole of Derbyshire. This has involved engaging a consultant to lead system mapping.
- 4.6 A stakeholder event took place with over 60 people from a range of different organisations including many new local partners such as the voluntary sector, health colleagues, social prescribers, districts and other partners. Thus, demonstrating the enthusiasm and desire to increase opportunities to walk and to help change the methods of engagement.
- 4.7 Some of the key findings from this work are as follows:
- There is a wide range of voluntary sector partners delivering a range of walk opportunities that would like additional support e.g. training of volunteers.
  - There is a desire to develop more 'walk and talk' type activities to link with loneliness and mental wellbeing projects
  - People want more information about where to walk locally, accessible routes and active travel routes.
  - There is a desire for a 'Walk Derbyshire' website with information in one place.
  - Development of shorter bespoke training for volunteers around more informal walks as well as modules on accessible, inclusive, and condition-specific walks.
  - Development of community volunteers and walk champions
  - Develop a range of marketing materials and resources under one 'Walk Derbyshire' brand.
  - Develop family and young people friendly walks through different means such as promoting relevant apps, 'Explorer' website, 'Beat the Street.'
  - Better signage/routes for active travel
  - People want to walk in 'more attractive places' with things like benches and toilets on route.

#### 4.8 Why the additional investment in walking?

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)

#### 4.9 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”.*

‘Brisk’ walking (i.e. at least 3 mph) is an evidence-based choice for promoting physical activity across the inactive population. It is already prevalent, has no skill, facility or equipment requirement and is more accessible and acceptable than other forms of physical activity for most people (Public Health England, 2017)

#### 4.10 The Walking Works (Walking for Health 2014) report highlighted that Walkingw is the most accessible physical activity, and already the most popular. Walking is a free, gentle, convenient, low-impact activity that requires no special training or equipment. Walking is an ideal activity for people who are very unfit, who have long term conditions or certain disabilities and physical limitations, as it is easy to start with very low, gentle levels of physical activity and build up gradually. Well-designed walking initiatives are recognised as excellent value for money. They deliver benefit-to-cost ratios of between 3 to 1 and 20 to 1.35, 36 NICE found that walking interventions had costs per quality-adjusted life year (QALY) of less than £10,000. (NICE, 2017)

#### 4.11 This funding will:

- 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 the 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, Rights of Way Team, Sustainable Transport Team 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.

#### 4.12 How will this be delivered?

- This will be managed by Active Partners Trust (Active Derbyshire) and Public Health and will be delivered as part of a multiagency approach. Active Partners Trust are our key trusted partners and lead locally on physical activity alongside Public Health. They have strong links with community and district and borough physical activity networks locally but also lead on the Sport England priorities which bring both national and local insight along with external funding. As part of this project Active Partners Trust will fund an external evaluation.
- The Four 'Active Neighbourhoods' will be selected based on inactivity levels, health inequalities and readiness of system partners to work together with the community. Funding will support infrastructure, coordination, consultation and engagement.

#### 4.13 Evaluation

- An evaluation of the project will be conducted to inform future funding and investment from a wider range of partner organisations.

This will be funded through additional Active Partners Trust funding up to a value of £0.035K (to be confirmed).

## **5. Consultation**

5.1 A consultation has been conducted in conjunction with Active Partners Trust and consultants Information by Design. A stakeholder event has taken place with a range of different organisations including many new local partners such as voluntary sector, health colleagues, social prescribers, districts, boroughs, and other partners.

5.2 The key findings were outlined above and have led to the development of the project.

## **6. Alternative Options Considered**

6.1 Do nothing

6.2 Fund the initial element of marketing, information and workforce development using this as a test and learn approach to gather more information and insight for future planning.

## **7. Implications**

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

## **8. Background Papers**

8.1 Physical Activity Cabinet Paper - Investment in population nutrition and physical activity programmes 09 July 2020

## **9. Appendices**

9.1 Appendix 1- Implications.

## **10. Recommendation(s)**

That Cabinet:

- a) Approves the grant of funding of £0.640m to Active Partners Trust to manage and deliver the Walk Derbyshire project from September 2021 to August 2023.

- b) Notes that the proposals for the development of Walk Derbyshire will sit alongside and be in line with the proposed new commissioning model for physical activity and population nutrition interventions.

## **11. Reasons for Recommendation(s)**

- 11.1 This is a 'needs' led project that will significantly increase the opportunities for residents of Derbyshire to walk more. This will reduce inactivity levels and improve wellbeing.
- 11.2 The project will provide significant investment across the walking system that will create a sustainable approach to promoting walking. This will continue beyond the life of the project.
- 11.3 The Active Neighbourhood Pilot will inform future direction and priorities for further roll out.

## **12. Is it necessary to waive the call-in period?**

- 12.1 No

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**Implications****Financial**

1.1 The costs associated with the project are summarised in the table below

	<b>2021-22</b> £m	<b>2022-23</b> £m
Coordination and Project Management	0.045	0.045
Marketing and Communications including website	0.060	0.060
Workforce Development	0.015	0.015
Active Neighbourhood Pilots	0.200	0.200
<b>Total Costs</b>	<b>0.320</b>	<b>0.320</b>

1.2 The total cost of £0.640m will be funded from the Public Health Reserve in 2021-22 and 2022-23.

**Legal**

2.1 The award will be through a grant agreement. The Council's standard grant agreement shall be used to set out the terms and conditions for which the grant is made.

**Corporate objectives and priorities for change**

3.1 This project will contribute to a number of corporate objectives and priorities including:

- Prevention and early intervention: promoted by increasing physical activity.
- Empowered and self-sufficient communities - encouraged through provision of safe and attractive infrastructure that offers choice, information and engagement to increase confidence, reduce carbon footprint.
- A prosperous and green infrastructure: Delivering measures to encourage more people to choose sustainable methods of travel, create healthier lifestyles and reduce carbon emissions.
- Improvement to air quality through modal shift to low carbon journeys.
- Increased physical activity improves both physical and mental well-being.
- Increased opportunity for walking.

- Reduction in physical inactivity leads to reduction in demand for health-related costs.
- Promoting healthy lifestyle and lowering risk of clinical disease and ill health.