



Derby City Council

HEALTH AND WELLBEING BOARD
22 February 2018

Report of the Service Director for Leisure,
Culture & Tourism

ITEM 11

Move More Derby – a Physical Activity and Sport Strategy 2018 - 2023

SUMMARY

- 1.1 This report seeks endorsement for Move More Derby – a Physical Activity and Sport Strategy for Derby.
- 1.2 The strategy frames the City's priorities for Physical Activity and Sport for the period up to 2023 within a framework for delivery with a simple overall aim which is 'An active Derby for everyone, improving our health, wellbeing and quality of life by supporting people to move more in Derby'.
- 1.3 It highlights current priorities, actions and measures through which successful delivery of the strategy can be measured. It also identifies additional work being undertaken to further refine requirements for enabling physical activity and sport in the City.

RECOMMENDATION

- 2.1 To approve 'Move More Derby – Derby's Physical Activity and Sport Strategy 2018 – 2023' as set out in appendix 2 of this report.

REASONS FOR RECOMMENDATION

- 3.1 Move More Derby outlines how we will work smarter to understand our communities and influence people's attitudes and behaviours towards physical activity and sport; how we will maximise the power of collaboration; how we will embed physical activity and sport into local policy; how we will develop a mixed economy market of opportunities and ensure a high quality experience for all participating; and how we will be ambitious in our approach in focussing on all areas of where substantial gains can be made, for example those related to workplace or active travel.
- 3.2 The evidence is compelling that increasing participation in physical activity and sport can make a real difference to people's lives.
- 3.3 It is proposed the Culture and Leisure Board will, in terms of governance, provide strategic direction and oversight of the strategy
- 3.4 Operational oversight of the strategy will sit with a newly developed Move More Derby

partnership.

- a) Move More Derby will be accountable to and will report directly to the Culture and Leisure Board and other leadership boards as appropriate including the Health and Wellbeing Board.

The strategy will have underpinning action plans.

SUPPORTING INFORMATION

- 4.1 Following the “Derby, a City on the Move” programme, in light of the work which has been undertaken, it was considered timely to develop a city-wide strategy for physical activity and sport. Further, Move More Derby aligns to national and county strategies for physical activity and sport including; Sporting Future: A New Strategy for an Active Nation, Sport England: Towards an Active Nation (2016 – 2021) and Derbyshire Sport: Towards an Active Derbyshire (2016 – 2021).
- 4.2 The strategy provides a framework to increase participation in physical activity and sport and act as a lever for change to improving health, wellbeing and quality of life by supporting people to move more in Derby.
- 4.3 The strategy has been developed as a result of the growing evidence around the effects of inactivity and we know that if physical activity and sport participation is increased there are a number of significant health, social and economic benefits associated with this.
- 4.4 The strategy has adopted 3 main aims:
- Improve physical and mental health and wellbeing.
 - Create cohesive communities, with support for maintaining independence.
 - Improve aspirations and strengthening communities.
- 4.5 The strategy has been designed to address the growing levels of inactivity across Derby. The primary aim of the strategy is to get people to move more supporting those who are defined as inactive (doing less than 30 minutes of activity per week) to become active and those who are already considered active, doing more.
- 4.6 The evidence has been reviewed and through the insight, intelligence and learning gathered by FMG Consultancy, the strategy sets out a clear delivery framework in terms of turning the tide and creating environments whereby being active is considered the norm.
- 4.7 In the development of the strategy a number of organisations were consulted with which helped shape the focus. Sectors such as education, health, regeneration, business, community, planning and design have contributed towards the development of this document throughout the stages.

- 4.8 The strategy considers the whole population through a life-course approach as well as adopting a “whole systems approach”. A whole systems approach seeks to link many of the influencing factors on physical activity and sport and requires co-ordinated action across multiple sectors, for example, including health, social care, education, planning, housing, transport and business, to bring about increases in participation in physical activity and sport.
- 4.9 The content of the strategy is made up of 6 sections including proposed ambitions for how the strategy will be delivered.
- Section 1: A vision for physical activity and sport in Derby;
 - Section 2: Why physical activity and sport is important in Derby;
 - Section 3: The current landscape for physical activity and sport in Derby;
 - Section 4: Strategy Framework;
 - Section 5: Our Priorities;
 - Section 6: How we deliver our ambitions.
- 4.10 The medium and long-term effects of inactivity will be an increase in the number of people in Derby who live with poor health; this in turn will increase pressure and demand on a range of public services, such as health and social care services. Becoming physically active can lead to a range of physical and mental health benefits, as well as improvements in wellbeing.
- 4.11 The strategy challenges stakeholders across Derby to support people to make physical activity a part of their everyday life, where taking part in activities such as walking and cycling is considered the norm. We also need to encourage people to maintain changes once made, to develop physical activity habits that then store up health benefits for their future.
- 4.12 No single organisation or individual can effectively change physical activity behaviour of the population alone. Move More Derby is intended to be inclusive and integral to the plans of others that influence the physical activity of the population of Derby.
- 4.13 Partnership working is key to the success of the strategy. Low partnership involvement would have a direct impact on supporting the wider population to take part in physical activity and sport in Derby.
- 4.14 Given these factors, it is important that Derby City Council and partners have a clear vision of its physical activity and sport priorities and how these can be achieved.

OTHER OPTIONS CONSIDERED

- 5.1 There is no statutory requirement to have a Physical Activity and Sport Strategy for Derby, but having a strategy which identifies local priorities and which is informed by a robust evidence base is considered best practice by Sport England. More importantly, the strategy will support people to live more active lives and has the potential to positively impact on the health and wellbeing of thousands of people in Derby. Without it, the Council would be open to challenge regarding its priorities and any opportunities for joint investment with potential local physical activity and sports partners may be more limited.

This report has been approved by the following officers:

Legal officer Financial officer Human Resources officer Estates/Property officer Service Director Head of Audit Partnership Senior Health & Safety Advisor Lead on Equality and Diversity	Amanda Fletcher, Head of Finance Jayne Sowerby-Warrington, Head of Strategic Asset Management and Estates Claire Davenport Richard Boneham Chris Newbold Ann Webster
For more information contact: Background papers: List of appendices:	Owen Swift 01332 641266 owen.swift@derby.gov.uk None Appendix 1 – Implications Appendix 2 – Move More Derby; Derby's Physical Activity & Sport Strategy 2018 – 2023 Appendix 3 – Equalities Impact Assessment

IMPLICATIONS

Financial and Value for Money

- 1.1 No new additional resources are identified to deliver the strategy but a realigning and maximising of current resources across partners is proposed.

Move More Derby is about co-ordinating and funnelling investment into physical activity and sport to deliver against broader outcomes of the city.

Derby City Council has a leadership and facilitation role and it will help to ensure that the strategy connects across the Council as part of the solution to achieving wider priorities.

Making adaptations to the 'system' to create a legacy to continue to build a physical activity culture into the long term future, decreasing costs to both social care and the NHS in the long term due to reduced places needed for acute care due to physical inactivity.

Legal

- 2.1 There is no statutory requirement to have this strategy.

Personnel

- 3.1 Support from some officers from within Derby City Council to provide leadership and facilitation of the strategy will be needed

IT

- 4.1 None

Equalities Impact

- 5.1 Overall the effect on equality is positive as the strategy is aiming to increase participation in physical activity and sport across the whole population to improve health, wellbeing and quality of life. There are specific benefits in respect protected characteristics as targeted actions will be implemented to address the lower than average participation levels found within these groups.
- 5.2 The strategy will focus on both the inactive and the active in a bid to increase participation which will contribute to preventing and improving many chronic conditions and diseases.
- 5.3 As the strategy is implemented opportunities will be identified to improve

accessibility for groups with low levels of participation and to develop good relations between different protected characteristics.

- 5.4 An Equality Impact Assessment has been done on the Strategy and is attached to this report.

Health and Safety

- 6.1 All interventions and activity will be assessed in line with health and safety statutory requirements and Council policies, in order to minimise the risk of accidents but maximise the effects of taking part.

Environmental Sustainability

- 7.1 Part of Move More Derby will focus on 'Active Environments' including quality green and open space and active travel infrastructure, healthy urban planning and the benefits of active travel. This can therefore only seek to increase our population's health through use of green spaces and aim to increase active travel and other means of utilising the natural and built environment.

Property and Asset Management

- 8.1 None

Risk Management and Safeguarding

- 9.1 None

Corporate objectives and priorities for change

- 10.1 Move More Derby contributes towards the Derby 2030 Plan vision for a safe, strong and ambitious city. Further it contributes to the delivery of the Council Plan, Health and Wellbeing Strategy 2014-19, Economic Strategy 2011-16 and Children and Young People Plan 2015–18.

Move More Derby also provides assurance over the role of physical activity in supporting current and future plans and partner work to reduce levels of physical inactivity particularly in target groups.