

Report on the progress in developing a Sport, Facilities and Physical Activity Strategy for Derby.

RECOMMENDATION

- 1 To inform and seek the views of the Commission on the emerging Sport, Facilities and Physical Activity Strategy being developed for Derby.

SUPPORTING INFORMATION

Background

- 2.1 On 9 November 2004 Council Cabinet referred the Best Value Review of the Sport and Leisure Service to the Cultural and Prosperity Commission. The Commission considered a report on this on 16 November 2004.
- 2.2 The Best Value Review of the Council's Sport and Leisure Service resulted in the production of a comprehensive Improvement Plan that included two fundamental outcomes to shape the future development of the service in the city. These were:
 - To review and revise the current Sports Strategy and Sports Facility Strategy to encompass a Physical Activity Strategy for Derby
 - To develop a clear vision for the Sport and Leisure Service.
- 2.3 This report, along with a presentation by Strategic Leisure at the Cultural and Prosperity Commission meeting on 20 December 2004, aims to inform and seek the views of the Commission on the emerging Sport, Facilities and Physical Activity Strategy being developed for Derby.

Current Position

- 2.4 The Physical Activity Strategy will aim to change the way physical activity is perceived and delivered in the city. It will challenge current practice, ensuring that partners work together to make physical activity more accessible to everyone in the community. The new strategy will identify gaps in activities and identify key issues. The Strategy will set the vision for how we get people more active in Derby.
- 2.5 The review and revision of the Sport and Facilities Strategy will be based on Planning Policy Guidance 17. This will involve carrying out an assessment of local needs and opportunities for Indoor Sport and Recreational Facilities. The assessment will estimate the level of demand and potential for indoor sport and recreation provision within Derby based on the five area panels. The Facility strategy will be linked to the local planning process through PPG17 and will identify the appropriate scale and optimum location for new facilities.
- 2.6 The outcomes from the PPG 17 Assessments of Local Needs and Opportunities for Indoor Sport and Recreational Facilities will include:
- a clear vision for the future, and a direction for the allocation of existing indoor sport and recreation resources
 - a set of recommendations and a 15-year action plan for delivery, including:
 - clear recommendations that will assist future planning policy and if necessary can be incorporated into the revised Local Plan or Local Development Framework
 - key improvement plans for existing provision
 - identification of sites that are no longer fit for purpose or in need of adapting to suit the needs of the local community
 - draft Supplementary Planning Policy

- 2.7 Derby City Council Sport and Leisure Service has been working closely with Central and Greater Derby Primary Care Trusts to raise the profile of partnership working around health and physical activity. The PCTs are co-funding the work to develop a Physical Activity Strategy in conjunction with Sport and Leisure. The Leisure Consultancy, Strategic Leisure was commissioned by the PCT and Sport and Leisure to develop the new strategy and integrate it within the revised Sport and Facilities Strategy. The main findings to date, are detailed in an interim reports at Appendices 2 and 3.
- 2.8 Derby's strategy will be the first strategy to be produced using a multi-agency approach, following the publication of the Government's white paper on public health 'Choosing Health' in November 2004.
- 2.9 Between October 2004 and January 2005 Strategic Leisure will have lead and co-ordinated a comprehensive consultation process in partnership with the PCT and the City Council. Details of the consultation and the research developed to underpin both strategies are outlined in the attached reports.

Consultation has included:

- Face-to-face interviews with over 60 key stakeholders
- A sports club questionnaire
- Consultation with an Older Peoples Focus Group
- Consultation with Young People
- A questionnaire distributed to community organisations
- Focus Groups with Members
- Presentation and discussion with the Overview and Scrutiny Cultural Commission
- Discussion Groups with Sports Facility Managers and Sports Development Officers
- Discussion Group with Directors of Sport and Partnership Development Managers
- Four Physical Activity Summits
- Discussion Group with Health Managers
- Discussion Group with Health Action Groups
- A survey of Activity Scheme co-ordinators
- A Free phone consultation (0800 1695549) and email service (derbyphysicalactivity@strategicleisure.co.uk) inviting comments on current opportunities and reasons for non-participation from local residents and local interest groups.

Outcomes

Strategy Objectives

- 3.1 In meeting the aim of the Strategy, a number of objectives will be established, along with recommendations as to how they can be met.

Monitoring and Evaluation

- 4.1 An action plan will be produced that will contain a number of targets, which form the basis of monitoring and evaluation. There is discussion that the Sports, Facilities and Physical Activity Strategy will be monitored and developed through the formation of a Sport and Physical Activity Forums within Derby City Partnership with sub groups championing the individual challenges.
- 4.2 The progress of the strategy should be monitored on an annual basis and should include revisions to existing targets and the setting of new performance indicators and targets as baseline data becomes more available.
- 4.3 The strategy will represent the framework for increasing levels of physical activity and sports participation. A partnership approach, together with links to service plans of key partners needs to be established to ensure delivery of the strategy.
- 4.4 The PPG 17 Assessments of Local Needs and Opportunities for Indoor Sport and Recreational Facilities will also be the subject of consultation. Some of this has been integrated in the consultation on the Physical Activity Strategy for instance Sports Club questionnaires.
- 4.5 In addition Sport and Leisure Services have undertaken facility surveys and recent non-user surveys and these will be reviewed. In addition customer consultation will be undertaken to test previous survey results.
- 4.6 Sport and Leisure Services are also undertaking facility condition surveys which will assist in underpinning this strategy.
- 4.7 The current Facility Strategy will be reviewed and the audit of facilities tested and updated.

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Background papers:	None
List of appendices:	Appendix 1 – Implications

IMPLICATIONS

Financial

- 1 The Sport, Facilities and Physical Activity Strategy has been funded from the £98,000 agreed by Council Cabinet from the Sport and Leisure budget to support the costs of implementing the Best Value Review of Sport and Leisure. The PCTs have welcomed the development of the Physical Activity Strategy and have contributed equally to the associated costs.

Legal

- 2 None arising from this report.

Personnel

- 3 None arising from this report.

Equalities impact

- 4 The strategy is intended to tackle some of the issues relating to health inequalities by encouraging the development of area based activities which promote physically active lifestyles. In particular, the Strategy will aim to develop initiatives to encourage people who often face barriers to becoming more active, because of cultural factors, accessibility or cost.

Corporate objectives and priorities for change

- 5.1 This report links to the following of the Councils corporate objectives and priorities for change:

Corporate Objectives:	Strong and positive neighbourhoods
	Education
	Protecting and supporting People
	A healthy environment
	Shops, commercial and leisure activities
	Integrated, cost effective services.
	Job opportunities

- 5.2 The strategy will be adopted as a key objective within the 2004 – 2010 Public Health Strategy for Derby.

PPG 17 Assessment of Local Needs and Opportunities for Indoor Sport and Recreational Facilities

An Interim Report Strategic Leisure Limited

December 2004

Contents

	Page
SECTION I - INTRODUCTION	01
SECTION II - OUR APPROACH	06
SECTION III - OUTCOMES	11

SECTION I - INTRODUCTION

Introduction

- 1.1 Strategic Leisure Limited (SLL) are revising the Sports and Facilities Strategy to incorporate an assessment of indoor sport and recreation facilities which is Planning Policy Guidance Note 17 (PPG17) compliant to identify local needs for provision, and opportunities for enhancement, development or replacement of indoor sports and leisure facilities in Derby.

The Value of Indoor Sport and Recreation Provision

- 1.2 A strategic approach to indoor sport and recreation provision is increasingly being recognised as an essential way forward in ensuring indoor sport and recreation space meets the needs and aspirations of the people who use and live near them.
- 1.3 The importance of this approach has been recognised by Central Government through such guidance as that recently issued by the office of the Deputy Prime Minister in Planning Policy Guidance Note 17 (PPG 17).

'Local Authorities are recommended to undertake a robust assessment of the need, use, accessibility, number and quality of existing provision. This will guide and support Local Authorities in their planning policy and decision making with regards to future provision, development and disposal of land.'

- 1.4 Local needs vary considerably not only from area to area, but within local authorities. The methodology we employ recognises this and gives a comprehensive overview that will generally focus on improving and enhancing the accessibility and quality of existing provision, as well as considering the need for new provision. Where additional provision is required, we ensure it is to enhance the existing network of facilities rather than detract from it
- 1.5 Sport and recreation underpin people's quality of life. In order to deliver the council's broader objectives, through well designed and implemented planning policy, Derby City Council requires a robust assessment of local need for sport and recreation provision, covering issues of location, quality, management and accessibility.

SECTION I - INTRODUCTION

- 1.6 The assessment will be integral to the development of future policies for sport and recreation. The assessment will also predict needs to 2020.

Study Background

- 1.7 The study is key in establishing a strategic framework and effective forward strategy for the delivery of accessible, high quality sport and recreation facilities to meet the needs of local residents and visitors to the City. It is a recommendation from the Sport and Leisure Best Value Review to complete the Sports Facility Strategy and ensure that the strategy is compliant with Planning Policy Guidance Note 17.
- 1.8 This study will provide useful background to inform the Local Development framework, plus Supplementary Planning Guidance relating to developer contributions, which could benefit local provision of sport and recreation facilities.
- 1.9 The brief identifies a wide range of future work and practices, Council departments and service delivery areas to which the study is expected to have an impact. These include:
- Supplementary Planning Guidance
 - Local Development Framework
 - Section 106 agreements
 - Access to internal and external capital funding
 - Sports Development
 - Improvement and enhancement of existing facilities
 - Identification of priorities for development of new facilities in areas of deficiency and need
 - Strategic support for external funding bids
 - Responding to local community requests for facilities
 - Sport and recreation led community regeneration programmes
 - Delivery of “best value” services and Community Plan priorities and targets

SECTION I - INTRODUCTION

Study Objectives and Focus

1.10 The study must:

- Undertake an assessment on sport and recreation facilities in the City which is Planning Policy Guidance Note 17 compliant
- Review and assess the effectiveness of existing Local Plan policies on a area basis using the five council panel areas
- Identify priorities for Derby City Council and community led projects to deliver new and improved sport and recreation facilities
- Develop recommended standards for local provision with regard to quantity, quality and accessibility for inclusion within the Local Development Framework
- Develop recommendations for developer contributions
- Provide an assessment of potential external funding sources to deliver priorities
- Provide a prioritised fifteen-year action plan to guide future implementation of priorities
- Include user interviews in respect of existing facilities and a range of consultation exercises.
- Consider all facilities including provision by the local authority (including education), private and voluntary sectors
- Include a review of the 2002 Sports Facility Strategy, and incorporate the findings into this study

SECTION I - INTRODUCTION

Scope of the Study

1.11 **Facility Types**: The type of facilities to be assessed are as follows:

- Sports Halls
- Community Halls where there is use of recreation activities
- Squash Courts
- Multi-Use Sports Clubs
- Indoor Swimming Pools
- Fitness Facilities
- Athletics

1.12 **Facilities Included**: The facilities included are those which:

- Comply with the minimum requirements and definitions approved by the governing bodies of the respective sports or recreation activities
- Are generally available to the public (or community use), including facilities where membership of a club or organisation is a pre-requisite for access, provided that the membership criteria are unrestrictive and the membership fees are not exhaustive

1.13 **Facilities Excluded**: The facilities excluded from the assessment are:

- Facilities on education sites that are used exclusively for curricular and extra-curricular purposes, with no use by 'external' community clubs
- Facilities on other 'private' sites such as armed forces bases, with no use by 'external' community clubs

SECTION I - INTRODUCTION

- 1.14 We have assumed that indoor facilities will also include community centres/village halls, primary and secondary schools, and other educational institutions within the Derby City Council area, irrespective of ownership and the extent of public access in line with Planning Policy Guidance Note 17.
- 1.15 For the assessment, the Companion Guide to Planning Policy Guidance Note 17 identifies five key steps to undertaking an assessment of the playing pitches, and indoor facilities. These are broadly:
- Step 1 – Identifying Local Needs
 - Step 2 – Auditing Local Provision
 - Step 3 – Setting Provision Standards
 - Step 4 – Applying Provision Standards
 - Step 5 – Policy Options
- 1.16 The desirable outcomes from undertaking a Planning Policy Guidance Note 17 Assessment are to provide local people with networks of accessible, high quality sports and recreation facilities in both rural and urban areas, which will meet the needs of **LOCAL** people and visitors. Planning Policy Guidance Note 17 strives to provide a balance between enhancing existing provision and new provision.
- 1.17 The recommended methodologies Planning Policy Guidance Note 17 are concerned with Quantity, Quality and Accessibility and are very much community focussed in terms of identifying needs and aspirations through extensive and comprehensive consultation. It is also important to look at the “value” of facilities.

SECTION I - INTRODUCTION

1.18 Following the audit and assessment, the following will be undertaken;

- **Developing Local Standards of Provision:**
 - Determine the quantitative component (how much new provision is needed)
 - Determine the qualitative component (against which to measure the need for enhancement of existing facilities)
 - Determine the accessibility component (including distance thresholds and consideration of the cost of using the facilities)
 - Determine the minimum acceptable size component
 - Determine the site area multiplier component
 - Determine the cost components
 - Determine design components
- **Application of the local standards within Derby City Council:**
 - Identification of deficiencies in accessibility
 - Identification of deficiencies in quality
 - Identification of areas of quantitative deficiency or surplus
 - Identification of the spatial distribution of unmet demand
 - Forecast of future needs
- **Development of policy options:**
 - Existing provision to be protected
 - Existing provision to be enhanced
 - Existing provision to be relocated in order to meet local needs more effectively or make better overall use of land
 - Proposal for new position
 - Land or facilities which are surplus to requirements and therefore no longer needed
 - Evaluation of strategic options
 - Provide advice and support for drafting of planning policies that provide a clear framework for the council to negotiate developers contributions
 - Consultation with relevant stakeholders
- **Preparation of strategy and action plan**

Key Issues

1.19 There are a number of key issues related to the development of the Assessment of Needs and Production of Policies and Strategies for Sport and Recreation. These will need to be addressed through the strategy process, and include:

SECTION I - INTRODUCTION

- The need for co-ordination and planning across the authority
- The need to develop a strategic approach to future provision of facilities against historic provision
- External /Internal Funding
- The different levels of current provision and resources across the City,
- The opportunity to 'tap into' existing research across the City.
- Proposed and planned development of facilities, management approaches, for example, Derby College.
- The need to link into development plans of National Governing Bodies, and existing sports development programmes
- The need for comprehensive consultation throughout the strategy process, to ensure the strategic framework is developed in partnership
- The opportunity to work in partnership, for example, Local Clubs, Community Groups
- Facility Planning Model (FPM) assessment and information
- Ensuring links to the existing policies and plans and other key strategies and their priorities/recommendations
- The need to integrate Sport and Leisure needs into the Planning Policy framework
- Existing proposals for facility development in the City, for example, New Opportunity Fund PE and Sport and Building Schools for the Future
- The level and extent to which local communities in Derby have already been consulted
- The need to develop a set of local standards, on the basis of the study findings which may conflict with current standards of provision outlined in the Council's existing Local Plan
- The need to assess facilities outside of the Derby City Council boundaries
- The need to balance local communities' aspirations and needs with local community based provision
- The need to address the specific issues for the Council as a result of the overall assessment of current provision and future need

SECTION II – OUR APPROACH

Our Approach

- 2.1 Our methodology for this study is based on three key principles;
- Comprehensive desk research and context review
 - Extensive site and facility assessment (site inspections)
 - Extensive Consultation
- 2.2 Whilst Planning Policy Guidance Note 17 Identifies five stages, from our experience a number of the elements required can be combined and we propose a four-staged approach to this study. Our approach is set out below.
- 2.3 Our approach to assisting with the Assessment of Needs and Opportunities for Sport and Recreational Facilities and the production of a robust Strategy will ensure that all key issues and local factors are reviewed and addressed. We believe this is fundamental to ensure that the final assessment reflects national policies and strategically addresses local priorities. Our methodology has been developed to reflect, and comply with the requirements of Planning Policy Guidance Note 17.

Review of Current Provision (Assessment of Supply and Demand)

Review of Existing Information

- 2.4 We are currently reviewing existing information relating to the quantity and quality of Indoor Sport and Recreation facilities:
- This has included consultation meetings with customers of facilities
 - Sports Club questionnaire.
 - Consultation will be tested against previous consultation and existing data.

Review of Strategic Context

- 2.5 We will review undertake a review of the strategic context on two levels. This will broadly comprise of a review of the National Context and Local Strategic context. This will include the existing Sports Facility Strategy This review will include the current priorities and objectives of the Council in order to understand the current and potential contribution that Indoor Sports Facilities can make. The review of the strategic context will enable us to make initial judgements on possible links with other strategic plans, for example the emerging 'Physical Activity and Sport Strategy' to ensure that service delivery reflects local priorities. This review is important in ensuring that there is a co-

SECTION II – OUR APPROACH

ordinated, and comprehensive “corporate” plan for indoor sport and recreation facilities.

- 2.6 A review of demographic information will also be undertaken to provide information about the composition of the City and particular issues relating to access and type of facilities provided. This review will identify any specific issues with key demographic characteristics, including the impact of age, gender and ethnicity on propensity to participate in certain sports and recreational activities.
- 2.7 An analysis of the background to existing provision will also be undertaken; this will include any proposed or imminent developments within the City. The strategic context review will include a review of existing sport and recreation policies contained within the existing Local Plan.

Stakeholder Consultation

- 2.8 It will be necessary for us to extensively review existing consultation in order to assess the methodology and results obtained. Further consultation is currently under way. We are holding face-to-face meetings with a range of identified stakeholders. These include:
- Key Clubs and leagues
 - Schools
 - County and Regional bodies
 - Sport England Regional Office
 - Local authority council officers including leisure, planning, parks, regeneration, and community development staff
 - Education Department
 - Sports Colleges
 - School Sports Co-Ordinators and Partnership Development Managers
 - Regional Sport Specific Development Officers including County FA, Cricket Board, Rugby Football league /Union, Hockey Association.
 - Adjoining Local Authorities to explore cross boundary issues/opportunities
 - Relevant private providers.
 - Derby Community Partnership
 - Facility Managers
 - Elected Members
 - Derby Council – Women, Older People and People with Disability consultation groups.

SECTION II – OUR APPROACH

- 2.9 We will review the non –user consultation carried out as part of the Best Value Review of Sport and Leisure to be compliant with Planning Policy Guidance 17.

Site Surveys

- 2.10 We have undertaken site visits, and visual assessments of provision in relation to:
- Quality
 - Catchment areas
 - Usage
 - Access
 - Programming
 - Condition
 - Facility Mix
- 2.11 As part of the above process, we will also include key facilities in neighbouring authorities in the audit.
- 2.12 The location of existing, proposed, planned and neighbouring provision (public, private and voluntary) will be mapped using Graphic Information Services.
- 2.13 In addition, as part of the audit, we will undertake the following:
- Reviewing existing information concerning sport club provision and use of facilities
 - Reviewing information contained within Sport England’s Active Places facilities register
 - Reviewing Sport England’s Facility Planning Model
 - Working in conjunction with the Education Department to determine the extent of any current or prospective use of school sports facilities, including consideration of their plans concerning Building Schools for the Future and Extended Schools
 - Identifying opportunities for Primary Schools to contribute to community provision
 - Reviewing information contained within the Community Centre audit
 - Review and consider the building and plant condition surveys currently being undertaken by the Sport and Leisure Service as part of the emerging Facility Strategy for Indoor Sport facilities.

SECTION II – OUR APPROACH

Analysis of Supply and Demand

Key Issues

- 2.14 From the audit and consultation, we will identify the key issues relating to provision of sport and recreation in the City, currently and in the future. We will also use our knowledge gained through the audit and consultation, to provide a clear picture of the issues, and options for the future.

Mapping and Audit Work

- 2.15 We will ‘map’ all existing provision, and using the information gathered, interpret the supply and demand data, against the following:
- Value versus Quality assessment
 - Advice on mapping issues, for example, severance effects (major roads, waterways, railway lines) and distance thresholds
 - Interpretation of mapping and auditing results
 - Multi-functionality of some sites.
 - Site value as a community resource
 - Potential sites for disposal
 - Classification of sites to create a Local Typology
- 2.16 We will consider the outcomes of the assessment of the current supply against the identified demand, to see where ‘gaps’ in current provision exist. This will be further supported by the mapping analysis above. We will also assess the impact on this situation of new provision planned for the area, and the impact of demographic changes.

Development of Local Standards

- 2.17 We will work with the Council to develop and test in theory local provision standards, with consideration to the proposed hierarchy and a focus on:
- Quantity
 - Quality
 - Accessibility.
 - Hierarchy of Provision linked to a Typology of Provision within Derby City Council – Regional, City Wide, and Local Community Facilities.

SECTION II – OUR APPROACH

- 2.18 We will undertake an analysis of the existing provision (qualitative and quantitative), to assess current standards of local provision. This will be undertaken using demographic data, and where applicable, Sport England national data, for example, for swimming pools and sportshalls.
- 2.19 We will then apply these standards to Derby City to determine:
- ‘Gaps’/deficiencies in provision
 - The location of such deficiency
 - The nature (qualitative and quantitative) of deficiencies
 - A hierarchy/framework for provision in the City, based on typology
- 2.20 The application of standards will be taken down a more local basis, to develop both a City wide standard and standards for the five Area Panel communities. This approach is valuable to reflect the differences across a City in relation to type and distribution of provision.
- 2.21 Having assessed and mapped the provision at this level, we will then be in a position to identify for indoor sport and recreation facilities:-
- Areas where there is sufficient facility provision, but where, due to location of the facility, or its ownership, access is an issue, for example major road to cross, no public transport, opening hours, restricted membership
 - Areas where there is insufficient Derby City Council facility provision, but the local population is able to access alternative facilities, for example, neighbouring authorities, voluntary sector or private facilities.
- 2.22 We will work with the Council to develop a statement of issues relating to provision in the City. These will either be site specific or generic observations that are robust and can withstand cross - examination by developers.

Policy Options

- 2.23 Using the information collated from the above, and in particular the outcomes of applying the Local Standards across the City, we will develop a series of policy options for future provision.
- 2.24 These policies will cover:
- Protection
 - Enhancement
 - Relocation
- } Of existing

SECTION II – OUR APPROACH

- The need for new provision
- Surplus provision
- Developer contributions

2.25 It will be based on the optimum means of addressing future identified needs within the available resources. We suggest that in developing these policies, we will consider and evaluate options of:

- Partnership
- Rationalisation
- Opening up education facilities
- Integration of existing provision

2.26 The recommendations for the planning policies will need to be discussed with key stakeholders as the draft strategy is being produced, to ensure their 'buy-in' to the proposed way forward.

SECTION II – OUR APPROACH

Outcomes

- 3.1 The outcome of the study for Derby City Council will be a clear vision for the future, and a direction for the allocation of existing indoor sport and recreation resources.
- 3.2 We will produce a set of recommendations and a 15-year action plan for delivery, including:
 - Clear recommendations that will assist future planning policy and if necessary can be incorporated into the revised Local Plan or Local Development Framework
 - Key improvement plans for existing provision
 - Identification of sites that are no longer fit for purpose or in need of adapting to suit the needs of the local community
 - Draft Supplementary Planning Policy
- 3.3 We are working with Council officers to develop and share a vision for indoor sport and recreation in Derby that is in keeping with the developing Corporate Agendas. Outputs and Outcomes for the Indoor Sports and Leisure Service are currently being discussed.

SECTION II – OUR APPROACH

APPENDIX 2

DERBY CITY COUNCIL A STRATEGY FOR PHYSICAL ACTIVITY & SPORT IN DERBY

An

Interim

Draft Report

Strategic Leisure Limited

December 2004

SECTION II – OUR APPROACH

Contents

	Page
SECTION I - INTRODUCTION	01
SECTION II - HOW THE STRATEGY IS BEING DEVELOPED	09
SECTION III - BARRIERS TO PARTICIPATION AND KEY CHALLENGES IDENTIFIED	13
SECTION IV - STRATEGIC OUTCOMES	19

SECTION I - INTRODUCTION

Introduction

Context for Development of a Physical Activity Strategy

‘Good health is the bedrock on which we build strong families, strong communities and a strong country....Nothing is more precious to us than our health’ (Our Healthier Nation, 1999)

1.1 ‘Physical Activity in the East Midlands’, a Regional Briefing sets out some stark facts:

- An inactive lifestyle has a substantial negative impact on both individual and public health. Disease and disability caused by physical inactivity cause serious and unnecessary human suffering and impaired quality of life
- Physical inactivity is a primary contributor to a broad range of chronic diseases such as coronary heart disease, stroke, diabetes and some cancers
- The high level of individual suffering caused by these diseases, together with the substantial associated financial costs, make this a major public health issue.
- The estimated costs of physical inactivity in England are £8.2 billion annually, which does not include the contribution of inactivity to obesity, which in itself has been estimated at £2.5 billion annually.
- The public health importance of physical activity is clear, as adults who are physically active have 20-30% reduced risk of premature death, and up to 50% reduced risk of developing the major chronic diseases such as coronary heart disease.
- About one-third of boys and one-third to a half of girls report activity levels that may compromise their health. Reductions in activity levels among children during the course of normal daily living are likely to have reduced the amount of energy expended and to have contributed to the epidemic of obesity referred to in the Annual Report of the Chief Medical Officer 2002.

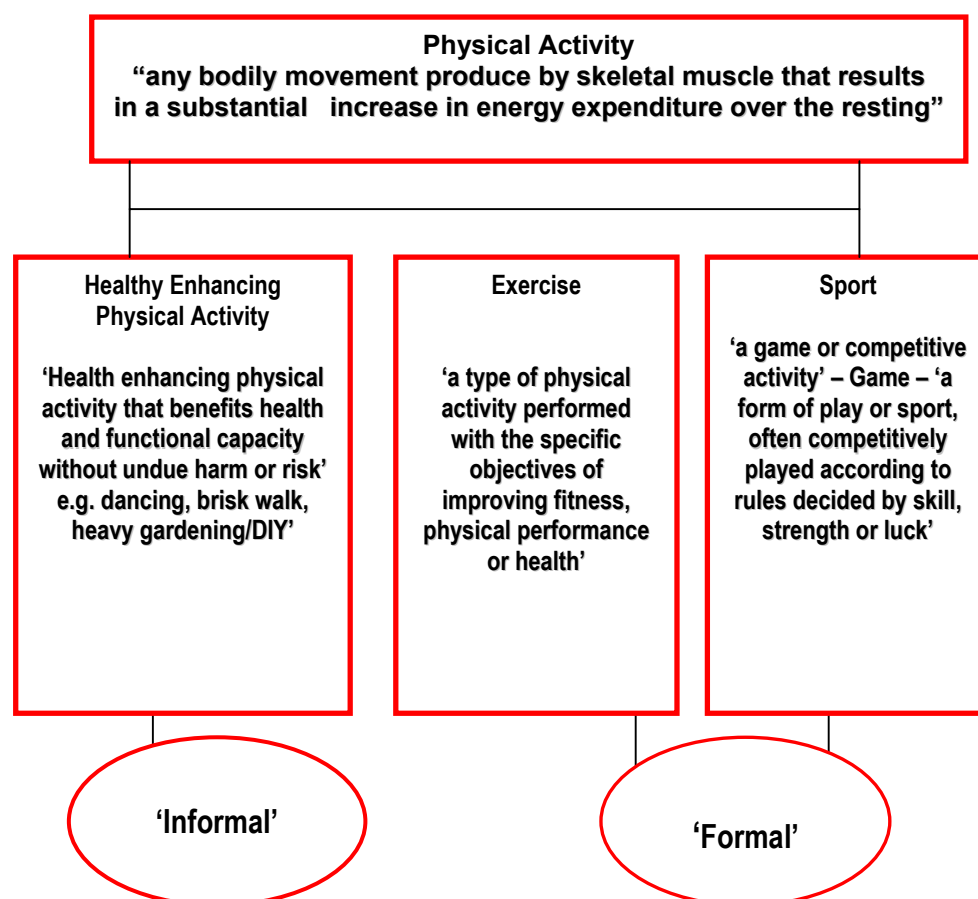
SECTION I - INTRODUCTION

What do we mean by Physical Activity?

- 1.2 Physical activity describes a number of activity types, both formal and informal. There are many definitions, interpretations and perceptions of what is meant by the term “physical activity”. For the purposes of this strategy, the following diagram illustrates what is meant by physical activity, exercise and sport.

Figure 1 – What is Physical Activity?

Figure 1 – What is Physical Activity?



- 1.3 As with the term “physical activity”, sport is also defined and perceived in many different ways. For the purpose of this strategy, sport, as defined in Figure 1 is one type of physical activity.

SECTION I - INTRODUCTION

How Active Should We Be?

- 1.4 The Chief Medical Officer's recommendations for active living throughout the lifecourse are:
- Children and young people should achieve a total of at least 60 minutes of moderate intensity physical activity each day. At least twice a week, this should include activities to improve bone health (activities that produce high physical stresses on the bones), muscle strength and flexibility.
- 1.3 As with the term "physical activity", sport is also defined and perceived in many different ways. For the purposes of this strategy, sport, as defined in Figure 1 is one type of physical activity.

How Active Should We Be?

- 1.4 The Chief Medical Officer's recommendations for active living throughout the lifecourse are:
- Children and young people should achieve a total of at least 60 minutes of moderate intensity physical activity each day. At least twice a week, this should include activities to improve bone health (activities that produce high physical stresses on the bones), muscle strength and flexibility.
 - For general health benefit, adults should achieve a total of at least 30 minutes a day of moderate intensity physical activity on five or more days of the week.
 - The recommended levels of physical activity can be achieved either by doing all the daily activity in one session, or through several shorter bouts of activity of 10 minutes or more. The activity can be lifestyle activity or structured exercise or sport, or a combination of these.

Why does Derby need a Strategy for Physical Activity and Sport?

- 1.5 In the Regional Briefing Paper 'Physical Activity in the East Midlands' it states...

'The Chief Medical Officer also outlined that effective solutions will need a concerted effort from a range of key partners – Government (at national, regional and local levels), leisure and sports services, schools and colleges, town and regional planners, transport planners and providers, architects, countryside agencies, the NHS and social care, voluntary and consumer groups, employers and the media.'

SECTION I - INTRODUCTION

- 1.6 Nationally regionally and locally there is a clear drive to address physical inactivity. On a local level, there are a number of key reasons, which indicate why a strategy for physical activity is critical to Derby.

Mental Health

- 1.7 There is a wealth of evidence that inactivity has negative implications for an individual's physical and mental health. Improving participation in physical activity is critical in counter acting these problems.

Obesity

- 1.8 Inequalities exist in the prevalence of overweight and obese children with higher rates among Asian groups and lower social classes. There is a significantly high Asian population within Derby City.
- 1.9 Obesity kills up to 30,000 people a year in the UK; it is the reason behind 18 million sick days and costs the NHS more than ½ billion pounds. Obesity levels are increasing.
- 1.20 Compared with the 1980s, four times as many British Children are now clinically obese and almost a third is either overweight or obese.

Diabetes

- 1.21 The overall prevalence of Type 2 diabetes in the population can be reduced by preventing and reducing the prevalence of overweight and obesity in the general population, particularly in those who are at increased risk of developing diabetes, such as minority ethnic communities, by promoting a balanced diet and physical activity.

Coronary Heart Disease

- 1.22 Thirty minutes of moderate exercise – such as walking, gardening or housework – at least five days a week improves cardio-respiratory fitness and decreases the risk of coronary heart disease, it is estimated that 37% of coronary heart disease can be attributed to physical inactivity.

Cancers

- 1.23 Physical activity helps to reduce the risk of some cancers. Estimates vary but suggest that regular physical activity reduces the risk of colon cancer by 40%. It can reduce the risk of hip fractures by 50%.

SECTION I - INTRODUCTION

Older People – Fall's and Accidents

- 1.24 Physical activity reduces the risk of falls and accidents among older people, through developing bone health and maintaining normal muscle strength, joint structure and joint function.

Osteoporosis

- 1.25 Physical activity helps to maintain bone density and hence prevent osteoporosis. Regular physical activity.

Participation Rates in Physical Activity and Sport

- 1.26 For ethnic minority groups, the overall participation rate in sport is 40%, as measured by the General Household Survey. Derby's ethnic population is predominately Pakistani 4%, Indian 3.8% and Black Caribbean 1.4%. These ethnic groups, according to national research have the lowest levels of participation.
- 1.27 Thirty minutes of moderate exercise – such as walking, gardening or housework – at least five days a week is recommended, yet 63% of men and 75% of women in England do not meet these minimum guidelines. Within Derby City activity levels are lower than these national figures. It is estimated that only 1 in 6 residents (20%) meet the National target for participation of 5 or more 30-minute sessions of activity per week.

Best Value and Corporate Performance Assessment

- 1.28 The Derby City Council Best Value Review and CPA Inspection identified “.... *A growing need to address the health needs of residents through physical activity*”. The development of a strategy and establishment of local priorities can help lever in external funds.

SECTION I - INTRODUCTION

Public Service Agreements

- 1.29 The development of a Physical Activity and Sport Strategy will be key in meeting the targets laid down in any new Public Service Agreement on Health and Local Level Agreements.

Economy

- 1.30 There is an opportunity for Sport and Physical Activity to have a positive impact on Derby's economy, through the development of training opportunities to develop skilled employees; better qualified individuals will have better jobs, earning more, which will help to address the issue of finance as a barrier to participation.

Regeneration, Environment and Community Safety

- 1.31 Physical Activity and Sport can also make a positive contribution to the regeneration of areas and communities, and the environment. Sports facilities and locally focussed activity programmes can make an important contribution to communities by providing a social focus for a community and positively affecting residents' perceptions of their neighbourhood. A local strategy is important in ensuring that this potential contribution is realised.
- 1.32 National Research (*Realising the Potential of Cultural Services – the Case for Sport*) identifies that there are strong theoretical arguments for the potentially positive contribution which sport can make to reduce the propensity to commit crime. Consultation with the local Police shows that sports programmes are used as diversionary activities in certain areas of the City but can be limited by available funding.
- 1.33 The promotion of sport and physical activity can have a positive contribution on the community development agenda. For example, volunteering in sport offers possibilities for the development of a sense of self-esteem and social purpose.

Education and Schools

- 1.34 Increasing levels of physical activity and sports participation can have a positive impact on educational attainment., DfES research from 2002 demonstrated that Specialist Sports Colleges improve GCSE results by greater than 5% more than other schools. In 2000 OFSTED reported a reduction in truancy rates in schools with a PE and Sport focus.

SECTION I - INTRODUCTION

Delivering the Strategy in Partnership

- 1.35 Derby City Council Sport and Leisure Service and the Greater Derby Primary Care Trust are working together with other organisations and agencies to develop a Physical Activity Strategy for Derby.
- 1.36 Three Physical Activity Summits held recently and attended by key public, voluntary and private agencies are the starting point for the development of a new multi agency approach to physical activity for the city.
- 1.37 The Physical Activity Strategy will aim to change the way physical activity is perceived and delivered in the city. It will challenge current practice, ensuring that partners work together to make physical activity more accessible to everyone in the community. The new strategy will identify gaps in activities and identify key issues. The Strategy will set the vision for how we get people more active in Derby.
- 1.38 In particular the Strategy will aim to develop initiatives to encourage people who often face barriers to becoming more active, because of cultural factors, accessibility or cost.
- 1.39 The development of a local strategy represents a key opportunity to work with the Local Strategic Partnership - Derby Community Partnership to put physical activity and sport on the local agenda, and to encourage participation and promote its wider social and health benefits. The development of this strategy is also key in providing a framework for a range of partners in their contribution towards increasing levels of physical activity.

Rationale and Aim for a Physical Activity and Sport Strategy

- 1.40 In summary, a Physical Activity and Sport Strategy is needed in Derby to:
 - **Improve the environment** through increasing opportunities for walking and cycling and ensuring that parks, open spaces and the outdoor environment are attractive for informal recreation (**ENVIRONMENT**)
 - Increase **awareness of the health benefits** derived from physical activity (**EDUCATION**)
 - Encourage and **facilitate participation in physical activity, particularly from those who are currently in-active** (**SOCIAL INCLUSION**)
 - **Improve levels of health** in Derby's communities (**HEALTH**)

SECTION I - INTRODUCTION

- **Ensure barriers to participation are identified and addressed** so that all have the ability to participate (**COMMUNITY COHESION**)
 - **Use physical activity and sport to boost economic growth**, through training opportunities and skill development and through a more productive workforce (**ECONOMIC GROWTH**)
 - **Use sport and physical activity to support regeneration** of local community areas (**REGENERATION**)
 - **To help, encourage and provide opportunities** for people to become active enough, to meet the targets for adults and young people, for example, 30 minutes a day 5 times a week for adults and 60 minutes a day for children and young people.
- 1.41 Although the Derby City Council and the Derby Primary Care Trusts may lead the process of developing this strategy, the strategy aims to be inclusive of all sport and physical activity development within Derby, and is not just reflective of the work of the City Council and Primary Care Trusts.
- 1.42 As indicated earlier by the Chief Medical Officer and recognised by Government, an increase in physical activity and sports participation cannot be achieved in isolation. Partnership working is critical to facilitating an increase and a number of key agencies across sectors have a key role to play. Despite differing agendas and reasons for involvement in promoting or providing services, there will be a need for common shared objectives and a vision and overarching aims for this strategy.
- 1.43 In essence, roles and responsibilities can overlap and it is key that roles and responsibilities for promoting, facilitating and delivering physical activity and sporting opportunities are clarified and developed on a local level through a key Strategic Forum.
- 1.44 Traditionally the Council is a key provider of services, for example, sports facilities, sports development, and coach development through the sport and leisure service and also via Education. Increasingly, sport and leisure is being used to address a range of social inclusion, community development and cohesion objectives. The promotion of physical activity as preventative health care is an increasingly important objective of the Primary Care Trust's and Health Promotion Service, as reflected in a number of City wide and local initiatives. In some cases Primary Care Trusts are increasingly involved on a delivery level. Other public sector agencies are involved at different levels.

SECTION I - INTRODUCTION

The local Police Divisions, for example, use sporting opportunities to address community safety and target potential young offenders for diversionary activities. The voluntary sector is also critical, particularly through local sports clubs and other sporting programmes and other physical active initiatives run by local organisations. Local community support groups can perform a key role, in partnership, in promoting the benefits of physical activity and sport. The private sector also have a key role to play as direct facility providers, and through key clubs such as Derby County FC which can help “sell product” and engage a community’s interest in sport. Indirectly the public, private and voluntary sector also have a role to play through the provision of other services which impact peoples’ ability to be physically active and participate in sporting activity, for example, transport providers.

- 1.45 The development of the Physical Activity and Sport Strategy will be a result of extensive consultation to identify local needs, barriers to participation, and opportunities for future partnerships for delivery. The strategy will offer a vision for future provision of, and access to, physical activity in Derby, based on an integrated approach, which addresses the key challenges identified in relation to participation.
- 1.46 New or improved facilities, additional sports developmental resources, or inter-agency partnerships are important pieces of the physical activity “jigsaw” but will not increase participation on their own. This will only be achieved through changes to other elements of the jigsaw, such as economic growth delivering increased incomes, addressing local transport issues e.g. improved public transport, safe walking and cycling routes, and reducing crime as part of the overall integrated vision for physical activity.

SECTION II –HOW THE STRATEGY IS BEING DEVELOPED

How the Strategy is Being Developed

- 2.1 The strategy, whilst driven by Derby City Council and the Derby Primary Care Trusts, will be a strategy for the overall City, supported by partners, who share in the Vision and overarching aim put forward by the strategy. The Council, whilst taking this 'hub' role, will work with partners to deliver the strategy, with the expressed aim of increasing participation and improving health.
- 2.2 The Physical Activity and Sport Strategy for Derby will be the delivery document for the Derby Public Health Strategy Improving Health Objective 2 – Physical Activity. It will be possible to launch the Physical Activity and Sports Strategy at Derby Community Partnership week in June 2005.
- 2.3 Leisure Management Consultants, Strategic Leisure Limited, has been appointed to work with the Council and the Primary Care Trust through consultation with key partner organisations, to develop a Strategy for Derby.
- 2.4 The development of the Sport & Physical Activity Strategy has and will involve extensive consultation. Consultation ensures that the strategy addresses local needs and issues, whilst reflecting national priorities. The following consultation exercises will be used to inform the strategy development:
 - Face-to-face interviews with over 60 key stakeholders. The key outputs from these interviews will be encompassed within the summary of key challenges.
 - A sports club questionnaire
 - Consultation with an Older Peoples' Focus Group.
 - Consultation with Young People.
 - 125 questionnaires distributed to community organisations.
 - Discussion Groups with Sports Facility Managers and Sports Development Officers
 - Discussion Group with Directors of Sport and Partnership Development Managers
 - Discussion Group with Health Managers
 - Discussion Group with Health Action Groups

SECTION II –HOW THE STRATEGY IS BEING DEVELOPED

- 40 questionnaires to Health Patient Forums
- A **Freephone consultation (0800 1695549) and email service (derbyphysicalactivity@strategicleisure.co.uk)** inviting comments on current opportunities and reasons for non-participation from local residents and local interest groups.

2.5 The consultation is, and will be, focussed on a number of key themes, revolving around:

- What current plans and projects exist in the Derby area with health improvement as an objective? Is there any specific sport and physical activity programmes or interventions in Derby? What partnership working is involved in these projects? What specific objectives and targets do they have?
- Where physical activity and sport is used to serve wider objectives, what are the issues that prevent it being a more effective tool?
- What do you think the key barriers to participation in physical activity and sports are? Consider the wider physical activity environment i.e. what else needs to be in place to ensure that people are able to participate in physical activity and sport
- Key motivators and reasons for participation – why do people participate, and what are the benefits to them?
- Ideas on priorities for the future – what can be done to ensure that more people participate in the future?
- Are new facilities needed for sport and physical activity? How can they be achieved?
- Are sports facilities encouraging sedentary people and people at risk of ill health to use them regularly? Has any thought been given to particular activities that might encourage non-active people to get involved?
- What activities are most suitable? How can they be made interesting, fun and non-threatening? How can different interests, abilities and levels of physical fitness be accommodated? How can time to socialise be built in as part of the activity?

SECTION II –HOW THE STRATEGY IS BEING DEVELOPED

- Is there a role for motivation schemes or buddying within interventions?
- How will successes be promoted? Are decision makers aware of how sport and physical activity can contribute to improving health?

Mapping and Audit of Current Physical Activity Programmes

- 2.6 The consultation is producing an audit of programmes, initiatives and specifically developed services. The audit will identify the variety of agencies and organisations in addition to the Council and the Primary Care Trust that are working on programmes of this nature. These will include Derby wide initiatives through to those delivered on a very local level. The audit will also identify gaps in provision and activities.

How do People Engage in Physical Activity?

- 2.7 It is important to consider how an individual might engage in physical activity in order to ensure recommendations for future action to increase participation levels are successful.
- 2.8 There are a number of ways and “settings” in which the Derby population currently participates in physical activity and sport. These include:
- A visit to a formal **sports facility** (public or private) to access a fitness class or a provided facility
 - Through an **organised activity programme** such as a Holiday Activity Scheme
 - For many young people participation in **physical education** is how they engage in physical activity and sport
 - **Accessing local facilities informally**, such as a walk in a park, or cycling
 - As a member of a **local sports club or community organisation** that promotes, organises and runs physical activities
 - For children and young people, physical activity and sports participation is often within a **school setting**
 - **Home based activities** such as heavy housework, gardening

SECTION II –HOW THE STRATEGY IS BEING DEVELOPED

- Through **daily activity, a lifestyle choice or for completing a function** – such as cycling to work, walking to the shops, allotments

2.9 It is important to acknowledge that there are many factors that affect whether an individual is physically active. Although this strategy will make a number of key recommendations aimed at improving participation rates, there are a number of “external” factors that will affect the success of these in increasing participation.

- **Awareness.** An awareness and knowledge of the benefits and importance of being physically active as well as an awareness of the opportunities available
- **Perceptions of crime** and the impact of low levels of community safety on an individual’s choice to access local facilities (formal and informal)
- **Affordability.** An individuals’ economic situation, particularly their income and earnings levels which can affect the ability to access services and choices on spending priorities. Linked to this is the **type of employment** that an individual undertakes. Employers differ in their attitudes to physical activity. Income levels also affect the ability to access formal opportunities for sport.
- **Time.** What is the work/life balance? A common reason for non-participation cited is that of time, i.e. I do not have enough time to participate.
- An individual’s **cultural background** - for example, for many Asian Women their cultural beliefs can make it difficult to participate in traditional activities. For many, physical activity is pursued in women-only activities within their own communities. ‘One of the main barriers is lack of cultural and religious understanding. Many activities are organised when children/young people are attending mosque.’
- **Life stage** – for example, a young family, full time work or full time caring can affect an individual’s ability to participate. There is often a reliance on parents to transport children and young people to activities and the impact of longer working hours on this. Many people commute significant distances to work and do not return home in time to transport children to sports activities
- **Health** – individual health status or disability can affect participation through access to transport, suitability of available activities etc

SECTION II –HOW THE STRATEGY IS BEING DEVELOPED

- **Interest** – some people are not interested in being an active participant. This can be due to a number of factors, including those mentioned above.
- 2.10 This strategy will consider these factors as ‘key challenges’, by recognising the critical importance of these factors on individual ability or desire, to participate. This strategy will seek to identify how the appropriate ‘physical activity environment’ can best be created. Responding to the key challenges will address the issues raised in relation to current participation.
- 2.11 The following section provides a summary of the key challenges and issues that have emerged from the research and consultation undertaken to date.

SECTION III –BARRIERS TO PARTICIPATION AND KEY CHALLENGES IDENTIFIED

Barriers to Participation and Key Challenges identified

- 3.1 The issues, challenges and barriers to participation emerging from the consultation undertaken are wide ranging, as expected given the range of stakeholders consulted. However, a number of common challenges **(to date)** have emerged and these are summarised within this section of the report. These common challenges can be summarised as:

- The need to improve marketing, promotion and awareness of opportunity
- Challenges relating to Access, including transport and pricing
- Resources – Facilities for sport and physical activity
- Resources – Human resources
- The need to improve the profile of physical activity and sport, and their impact on the wider agenda
- Limited baseline data

<u>CHALLENGE 1</u> – The need to improve Marketing, Promotion, Information and Awareness of opportunities – Changing the label and the message

- 3.2 The marketing, promotion, information that is deemed to be available and awareness of opportunities was widely perceived to be a major barrier to participation in physical activity and sport across the City. Although physical activity opportunities are not confined to built facilities or organised activity sessions, many consultees felt that there was scope for improvement in information available. There is a common feeling that a fundamental change is needed in the way in which people perceive physical activity both in the way in which we present information and define physical activity. Communication and information systems are increasingly becoming important however it was also stressed that the main hook for increasing and retention within Physical Activity is enjoyment. The following are some comments received to date:

- Need to start somewhere and improve on partner information giving and communication
- Needs to be a bottom up approach in communication and information giving
- Need for people to people communication (word of mouth) utilising community advocates, for example Community Activity Champions.
- Stop promoting own agenda - change and promote common agenda

SECTION III –BARRIERS TO PARTICIPATION AND KEY CHALLENGES IDENTIFIED

- Need to break down barriers within, and amongst, partner organisations.
- Put message across in a popular way. Need to be careful how you package the message – celebrate what people can do, not what they cannot.
- Communicate confidence and self esteem
- Engage people in a positive way – market to parents, friends and use fashion.
- Use existing community networks
- Give the people information that they want to know

CHALLENGE 2 - Access to opportunities

- 3.3 Access has been raised by many stakeholders as a key challenge for the future and an aspect of current services and opportunities that needs to be improved to facilitate future increases in participation. Access issues relate to real and perceived problems, which prevent people from accessing opportunities. Key access issues mentioned are location, transport and price.
- 3.4 Overcoming cultural barriers is increasingly highlighted as an important issue in addition to focusing efforts on priorities around older people, girls, the workplace and ethnic minority groups. Many consultees have highlighted the importance of targeting parents as a key group in influencing other members of the family.
- 3.5 When looking at holistic issues the following has been raised:
- A holistic approach requires wider thinking from the existing and future agencies that are directly or indirectly involved in Physical Activity. It is evident from the existing Physical Activity projects that there is capacity to extend the programme into new areas, however, this was dependent on support and understanding from agencies that may not, at this moment in time, be involved in Physical Activity work.
 - The issue of leadership was identified as a key area in developing a holistic approach. Leadership is required at various different levels, whether it be at a strategic level, ensuring that doors to new opportunities are being opened with key organisations at that level, conversely it is equally important that we have leaders within the field or within the

SECTION III –BARRIERS TO PARTICIPATION AND KEY CHALLENGES IDENTIFIED

community that are making the connections, identifying new ways of working, being prepared to explore new horizons in expanding existing programmes whilst joining up with other health orientated programmes.

- The importance of a referral mechanism has been raised, by which people could access existing Physical Activity projects and programmes. The main prohibitive factor in preventing referral pathways is that many agencies do not have the information, the contact in order to make a referral, in addition to the confidence that an agency would require, in order to pass over the responsibility for an individual to another to benefit their health.
- A consistent theme, which has appeared through the consultation to date is the challenge in changing the culture, attitudes and ethos of many agencies, organisations and communities in understanding the true benefits that a small level of investment in Physical Activity can bring to various organisations, whether that be public, private or voluntary.
- On many occasions stakeholders have referred to joining up policies, programmes and projects across the city. Simply by extending opportunity through the existing investment we currently have in Physical Activity provision, we would be able to make significant progress in increasing access to Physical Activity programmes. Learning or the provision of learning opportunities to support a new revised infrastructure is incredibly important. The provision of learning needs to be considered at various different levels through mentoring programmes involving local community representatives to more formal learning within the Primary Health Care environment, as to the benefits of Physical Activity and ways in which health can utilise Physical Activity as part of their every day function.

CHALLENGE 3 - Resources – Facilities for Physical Activity and Sport

3.6 Although physical activity is not dependent upon a visit to a sports centre or other tangible facility, many people considered that there was not a need for more built facilities. However there was a need to make better use of existing facilities in schools, community centres, children's centres and private health and fitness facilities. Examples of facility related issues raised to date include:

- Traditional facilities are not necessarily the most appropriate for local communities. Facilities need to be more multi-functional. Facilities need to offer choice within their programming to cater for as wide a range of potential user as possible. Offering choice does have resource implications but is a necessary one for increasing participation (particularly

SECTION III –BARRIERS TO PARTICIPATION AND KEY CHALLENGES IDENTIFIED

for hard to reach groups). The cost of offering choice is justifiable when you consider the cost of inactivity.

CHALLENGE 4 - Resources - Human

- 3.7 Human resources are crucial to the development of physical activity across Derby. For examples, Sports Development Officers are required to develop sports participation and to plan and put in place effective pathways for progression from informal participation to competitive opportunities. Volunteers are crucial to the delivery of physical activity and sporting opportunities on a local level. Issues related to human resources include training, expertise and funding for additional posts. Many of the initiatives aimed at increasing levels of physical activity are constrained by human and financial resources.

CHALLENGE 5 - The need to improve the profile of physical activity and sport, and their impact on the wider agenda

- 3.8 It is important that the potential impact of physical activity and sport, and the role it can play in the wider (non-sporting) objectives of the Council and other key agencies is realised. An increase in participation in sport and physical activity can have significant impact on increasing health, social inclusion, community safety and lifelong learning and as a result there should be further opportunities for partnership working to realise the benefits. Consultation raised a number of barriers to the delivery of key objectives, amongst them were; financial constraints, the lack of resources (especially people) and the need for shared targets, highlighting the need for partnership working. By working in partnership resources can be maximised and benefits better targeted and communicated effectively. Examples from the consultation undertaken include:

- Increasingly partners feel that it is important that we embed Physical Activity within the Derby City Partnership and the Community Plan in order to influence the importance of Physical Activity.

- 3.9 Consultation to date has raised the following:

- Physical Activity has some profile already, especially through national media focus (e.g. Fat Nation – BBC1), but there is scope for improvement
- Physical Activity is Everybody's agenda – there needs to be a collective responsibility – this means that the profile of Physical Activity needs to

SECTION III –BARRIERS TO PARTICIPATION AND KEY CHALLENGES IDENTIFIED

increase through all services that the Council and other key agencies provide

- Education is a key setting for improving profile, both through existing initiatives, such as the Healthy Schools initiative and through closer working with Heads. The benefits of regular physical activity on academic performance need to be highlighted.
- Funding is crucial to improving the profile
- Facilities & infrastructure – need to be in place. No use improving the profile in order to increase activity levels if the infrastructure is not in place to accommodate an increase. Profile can also be improved through better training, in particular health professionals, agencies and other organisations staff awareness and those dealing with people on a day-to-day basis who could act as “sign posts”
- More regular programmes are required to increase profile – not just stand-alone taster days/weeks and one off initiatives
- More community involvement in planning/delivery could help improve the profile. Need to create self-help / sustainable approach. Acting in a nanny state fashion will not necessarily improve the profile and importance of physical activity on a local level
- Using existing schemes, for example Sure Start as an infrastructure to improve current profile. These schemes already have a captive audience
- Workforce training – a consistent message about physical activity is needed to improve profile and collective understanding. Simple, understandable messages are needed.
- Increased profile can be achieved through linking (or “riding on the back of” with other healthy living initiatives, for example, smoking cessation, diet and nutrition. Physical Activity cannot be looked at in isolation.
- Working with key employers could be an effective way of improving profile – promotion/ profile in the workplace through employer led schemes and initiatives – Rolls Royce, Toyota, DCC and the Health Service are all major employers in the area
- Educate not preach – key in improving profile and understanding

SECTION III –BARRIERS TO PARTICIPATION AND KEY CHALLENGES IDENTIFIED

- Habitual activity still needs to be the focus and needs to be a key message to other service providers, particularly planners and transport providers
- Learn from mistakes...traditional approaches may not work as evidenced by falling participation. There is a need to be innovative
- Wider benefits need to be 'sold' to increase profile. This is particularly important when engaging the wider or peripheral service providers. Links with the point about collective responsibility. Need to look at physical activity and the positive impact on community safety, social inclusion, economic benefits as well as health
- As mentioned previously, there is a need to link and utilise what is already out there. The profile of physical activity could be improved "through the back door" – many walking schemes exist already, positive side effect is physical activity
- Learn from good practice elsewhere – this is a problem facing the whole country, not just Derby. How are other areas looking to improve the profile of physical activity?
- Must take one step at a time. It took 50 years to half the prevalence of smoking and "change" the profile from that of a socially acceptable habit
- How can the profile be increased internally within Derby City Council?
 - Employee conferences
 - Intranet/Email
 - Investors In People
 - Induction Programme
 - Well being representative
 - Elected member training is crucial to improve their understanding and increase profile amongst decision makers
- Driving the strategy forward – The Physical Activity and Sport Strategy will underpin Objective 2 of the Derby Public Health Strategy and will sit within Derby City Partnership. The strategy will be cross agency, cross-departmental and multi-faceted.
- Need data/ evidence to show importance and increase profile by creating a better understanding of the value to all, not just health

SECTION III –BARRIERS TO PARTICIPATION AND KEY CHALLENGES IDENTIFIED

- Marketing – a strategic approach is needed – marketing needs to be wider and more holistic – joint approach with key agencies needed – perhaps common branding?
- Positive profile needs to be created – most campaigns etc... focus on the negatives...we need to focus on the positives
- Even small changes in current policies and procedures can have an impact and raise the profile. The current Committee Reporting structure – a section at the end asks the author to consider any financial, environmental implications etc... Why not an additional consideration relating to physical activity/health or quality of life.

CHALLENGE 6 - Limited Baseline Data

- 3.10 There is currently limited baseline data about current participation in physical activity and sport on a local level, and data to identify the impact on wider agendas. This can impact negatively on the ability to monitor and evaluate the impact of intervention or initiatives developed to increase participation. Baseline information is fundamental to making the case for the impact of the benefits of sport and physical activity, which could assist in attracting further funding.

SECTION III –BARRIERS TO PARTICIPATION AND KEY CHALLENGES IDENTIFIED

Strategic Outcomes

Strategy Objectives

- 4.1 It is the intention to provide a Physical Activity Strategy for Derby, which establishes meaningful direction alongside recognisable priorities, actions and outputs. Identifying wherever possible the role and contribution of key organisations and agencies involved directly and indirectly within sport, recreation, physical education and physical activity.
- 4.2 The strategic outcomes will:
- Ensure that the Physical Activity Strategy links and dovetails with existing and future plans and strategies at County, Regional and Local level, whilst contributing to the government's cross cutting agenda including social inclusion, public health, lifelong learning, regeneration, and sustainability.
 - Deliver a mechanism of coordination amongst agencies that will improve delivery of physical activity and sport at all levels.
 - Raise participation in physical activity and sport across Derby and reduce health inequalities
 - Ensure that the relevance of physical activity to raising and maintaining the quality of life in all age groups is fully recognised
 - Promote physical activity as enjoyable and accessible
 - Provide an action plan and advise on how current services, facilities, programmes and networks can be used to better effect and where further investment should be concentrated.
 - Provide local targets for physical activity

Monitoring and Evaluation

- 4.3 An action plan will be produced that will contain a number of targets, which form the basis of monitoring and evaluation. There is discussion on the basis that the Physical Activity and Sports Strategy be monitored through the formation of a Physical Activity and Sport partnership with sub groups championing the individual challenges. The progress of the strategy should be monitored on an annual basis and should include revisions to existing targets and the setting of new performance indicators and targets as baseline data becomes more available. The strategy will represent the framework for increasing levels of physical activity and sports participation. A partnership approach, together with links to service plans of key partners needs to be established to ensure delivery of the strategy.