



WOMEN'S ADVISORY COMMITTEE 22 NOVEMBER 2005

'Getting Derby Active' – A Physical Activity Strategy for Derby.

Background

- 1.1 The strategy entitled 'Getting Derby Active' has been developed in conjunction with the Central and Greater Derby Primary Care Trusts following a comprehensive consultation process. Both the City Council Cabinet and Central and Greater Derby PCT's have formally adopted the Physical Activity Strategy at recent Cabinet and Executive Board meetings.
- 1.2 The Strategy links directly to the key physical activity objectives outlined within the Public Health Strategy for Derby 2005 – 2010. 'Getting Derby Active' will also underpin how the City is able to respond to the Government's White Paper 'Choosing Health' and the national strategy for Sport and physical activity that sets out a vision for increasing exercise levels from 20% to 70% over the next 15 years.
- 1.3 This Government target equates to encouraging 10,000 more people in Derbyshire each year to become physically active and become healthier as a result by 2020.
- 1.4 A radical approach is required and the strategy aims to change the way physical activity is perceived and delivered in the city. It will challenge current practice, ensuring that partners from transport, leisure, environment, planning, education, regeneration, health and community sectors work together to create joined up policies that will make physical activity more accessible to everyone in the community.
- 1.3 A strategic planning group supported by sub groups will deliver the strategy. The Strategic Planning Group will report to the City of Opportunity. As a Derby City Partnership document the Strategy was launched on the 21 October. Set out below is a summary of the six key aims that underpin the Getting Derby Active and the corresponding action plans.

- To increase the awareness of the value of physical activity and sport and the availability to participate.
- To address and remove the key barriers which prevent people from participating in physical activity and sport.
- To increase and improve the quality of accessible facilities and opportunities to participate in physical activity and sport across Derby.
- To improve the quality and quantity of available human resources across Derby to further develop physical activity and sporting opportunities.
- To promote the value and benefits of physical activity and sport across Derby through partnership working with the Local Authority, Health Agencies, voluntary and commercial sectors.
- To improve and further develop an effective data collection system to inform the decision making process and assist in the setting and measuring of key targets in the strategy.

1.4

The Strategy delivery will be monitored and measured by the Strategic Planning Group however there has been a number of notable achievements at this early stage which are outlined

- £75,000 Active England Lottery Funding
- Physical Activity included within the LPSA2 Derby submission.
- Joint funded posts between the City Council and Primary Care Trust.

Action

2.1

To invite a member of the 'Women's Advisory Group' on to the Strategic Planning Group of Getting Derby Active.

