

**“GETTING SOUTH DERBYSHIRE ACTIVE”**

**A Strategy for Physical Activity,  
Sport and Recreation in South  
Derbyshire**

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**Appendices**

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## Appendix 1-Strategy Document Review

### Strategy Document Review

Reference	Theme / Guidance	Relevance	Level
DCMS -Sporting Future	Sporting Future: A New Strategy for an Active Nation, December 2015	At the heart of this Strategy is a simple framework which sets out how success will be judged by impact on the set of outcomes that define why Government invests in sport: 1) Physical wellbeing 2) Mental wellbeing 3) Individual development 4) Social and community development 5) Economic development. All new Government funding for sport and physical activity will go to organisations which can best demonstrate that they will deliver some, or all, of the five outcomes in this Strategy.	National
Sport England - Towards an Active Nation	Towards an Active Nation May 2016	Developed from the Government guidance, Sport England will be focusing on 7 key areas and investment streams. 1) Tackling inactivity 2) Children and young people 3) Volunteering, a dual benefit 4) Taking sport and activity into the mass market 5) Supporting sports core market 6) Local delivery 7) Facilities	National
Sport England - Mapping Disability	Mapping Disability - the facts and accompanying notes.	Explores the demographics of disability. Understanding disability.	National
Sport England & Outdoor Industries Association - Getting Active Outdoors	A Study of Demography, Motivation, Participation and Provision in Outdoor Sport and Recreation in England, commissioned by Sport England, issued on 9 June 2015. Available via: <a href="http://www.sportengland.org/research/encouraging-take-up/key-influences/getting-active-outdoors/">http://www.sportengland.org/research/encouraging-take-up/key-influences/getting-active-outdoors/</a>	Examines the demand and supply of outdoor provision, and takes an in-depth look at the profile of the outdoor consumer.	National
PHE Everyone Active Every Day	Public Health England Framework for Physical Activity, 2014 / 2016	Key areas for action to shift the dial on physical activity: <ul style="list-style-type: none"> <li>• Active society: creating a social movement</li> <li>• Moving professionals: activating networks of expertise</li> <li>• Active environments: creating the right spaces</li> <li>• Moving at scale: interventions that make us active.</li> </ul>	National

Physical Activity Guidelines	<a href="http://www.gov.uk/government/publications/uk-physical-activity-guidelines">www.gov.uk/government/publications/uk-physical-activity-guidelines</a> 2012	Adults should be doing 150 minutes of moderate physical activity per week (or 75 minutes of vigorous activity), in bursts of 10 minutes or more. Guidelines are different for older people and children. However, these Guidelines are not currently well known or understood by some within the medical profession, let alone the population at large. Need to raise awareness.	National
Public Health Outcomes Framework	The Public Health Outcomes Framework ' <i>Healthy lives, healthy people: Improving outcomes and supporting transparency</i> ' sets out a vision for public health, desired outcomes and the indicators that will help us understand how well public health is being improved and protected. See more at: <a href="http://www.phoutcomes.info/">http://www.phoutcomes.info/</a>	Overarching indicators: <ul style="list-style-type: none"> <li>• Improving the wider determinants of health</li> <li>• Health improvement</li> <li>• Health protection</li> <li>• Healthcare, public health and preventing premature mortality.</li> </ul>	National
Value of Sport Monitor	The Value of Sport Monitor (a joint Sport England and UK Sport initiative, working with the University of Stirling) keeps a critical eye on all the latest sports research. available via: <a href="http://www.sportengland.org/research/benefits-of-sport/the-value-of-sport-monitor/">http://www.sportengland.org/research/benefits-of-sport/the-value-of-sport-monitor/</a>	The aim is to bring together the latest evidence in an easy-to-use resource. This can aid policymakers in making sound decisions, and help practitioners deliver what works best.	National
Value of Sports Volunteers	Hidden Diamonds: Uncovering the true value of sports volunteers, Join In, January 2015	Value of volunteering and need for more volunteers. Accountancy model that assesses the full value of volunteering, which has cross-Government support, and can be applied on a local basis.	National
Natural Environment	Natural England (2014) Monitor of engagement with the natural environment: The national survey of people and the natural environment – annual report from the 2013-14 survey. Available via: <a href="http://publications.naturalengland.org.uk/publication/6579788732956672">http://publications.naturalengland.org.uk/publication/6579788732956672</a>	People also continue to get active outdoors to improve their health. There has been an overall upward trend in visits to the natural environment for health or exercise, with this motivation cited for around two-fifths of visits taken in 2013/14. Those aged 55 and over were most likely to be motivated to visit the great outdoors for this reason.	National

Five Step Plan for a More Active Population	Sport and Recreation Alliance (2015) Ministers' To Do List. Available via: <a href="http://www.sportandrecreation.org.uk/policy/research/ministers-do-list">http://www.sportandrecreation.org.uk/policy/research/ministers-do-list</a>	<ul style="list-style-type: none"> <li>• Support sport and recreation from grassroots up. Increased investment in teacher training, PE and school sport</li> <li>• Local authorities to produce a strategy for physical activity opportunities for communities</li> <li>• Keep the UK the home of world class sport and sporting events</li> <li>• Create a Minister for the Outdoors, to maximise the full potential of the natural environment.</li> </ul>	National
English Federation of Disability Sport	'Talk to Me' principles, available via: <a href="http://www.efds.co.uk/assets/0001/0539/Talk_to_me_FINAL.pdf">http://www.efds.co.uk/assets/0001/0539/Talk_to_me_FINAL.pdf</a>	Outlines 10 clear steps that providers can follow to make their activities more appealing to disabled people.	National
Sport England	Investment Guide for National Governing Bodies	This document sets out a 4-stage process for funding for NGB's moving forward as part of Sport England's 'Core Market' funding stream. However the core market will not just be limited to NGB's.	National
Youth Sport Trust	Health and Wellbeing of Young People	This document support primary schools to consider how they can improve pupils' health and wellbeing through physical education (PE), sport and recreational activity and so improve pupils' educational outcomes.	National
Sport England/ YST	School Games Review August 2016	A review of the School Games programme led by Sport England and the Youth Sport Trust proving a range of recommendations for evolving the programme moving forward.	National
UK Active	Blueprint for an Active Nation	<i>Active Britain</i> calls for a single-minded focusing of resources, energy and policy to turn the tide of physical inactivity.	National
Mental Health Charter	Mental Health Charter for Sport and Recreation was launched, led by the Sport and Recreation Alliance, the Professional Players' Federation, and MIND in March 2015 - See more at: <a href="http://www.sportandrecreation.org.uk/mental-health-charter#sthash.WlgTLBN1.dpuf">http://www.sportandrecreation.org.uk/mental-health-charter#sthash.WlgTLBN1.dpuf</a>	Every year, one in four of us will experience a mental health problem. The Mental Health Charter for Sport and Recreation sets out how sport can use its collective power to tackle mental ill health, and the stigma that surrounds it.	National

Reconomics – the value of outdoor recreation	Sport and Recreation Alliance (2014) Reconomics - evidence document: <a href="https://www.sportandrecreation.org.uk/policy/research/reconomics">https://www.sportandrecreation.org.uk/policy/research/reconomics</a>	Sets out the economic value of outdoor recreation. It found that outdoor recreation: <ul style="list-style-type: none"> <li>• Is the UK's favourite pastime: three in four adults in England regularly get active outdoors</li> <li>• Drives the visitor economy: people spending their day enjoying outdoor recreation spent £21 billion in 2012/13 - and when you factor in overnight visits this comes to £27 billion</li> <li>• Creates jobs and skills: walking tourism alone supports up to 245,500 full-time equivalent jobs</li> <li>• Promotes a healthy nation: outdoor recreation can make a significant contribution to tackling the £10 billion cost of physical inactivity.</li> </ul>	National
HM Government	Childhood Obesity Strategy - A Plan for Action Aug 2016	This strategy looks at a range of agendas from sugar levels in soft drinks and food through to supporting young people becoming more active. A doubling of the PE and School Sport Premium A voluntary Health Schools Rating System Health options available in the Public sector - including leisure centre offer including vending machines.	National
Sport England and UK sport	A code for sports governance.	This sets out the parameters and requirements for any body looking to apply for funding in the sport sector - covering 5 principles: Structure People Communication Standards and Conduct Policies and Processes	National
NHS England, Nesta and Health Foundation	Realising the Value November 2016	Person and community centres care. Putting people, families and communities at the centre of health and wellbeing.	National
Sport England	Volunteering in an Active Nation	From 2017 to 2021 Sport England will work together with community organisations, sports clubs, local authorities and volunteer groups amongst others, to: Invest in improving the volunteer experience to make it more enjoyable and meaningful Inspire and recruit people from more diverse backgrounds Work with existing and new partners to reach a more diverse audience.	National

NHS England / The Health Foundation & Nesta	Realising the Value November 2016	A document that advocates the partnership working and collaborative approach between individuals, their local communities and professionals	National
Sport England – Active Lives	Active Lives Survey - Headline Results January 2017	A new lifestyle survey conducted by Sport England giving headline activity levels down to district level and age, economic group and disability at a national level.	National
Derbyshire Sport	Young, Active, Health September 2016	This strategy covers 0-25 year olds with a focus on 5-19 year olds. Covering the following areas: Active Schools Active sixth forms, further and higher education Active Communities Active Travel Active Workforce	County
Derbyshire Health and Wellbeing Strategy	Derbyshire Health and Wellbeing Strategy – 2012-15, produced by Derbyshire Partnership Forum, has a vision to reduce health inequalities and improve health and wellbeing across all stages of life by working in partnership with our communities. Its priorities include: best start in early years; promotion of healthy lifestyles; improvement of mental health; independent living for people with long-term conditions and improved health and wellbeing of older people.	Under review – evolving plan that needs to feed into, and be influenced by this Strategy.	County
Derbyshire Cycling Plan	Derbyshire Cycling Plan, adopted in January 2016. Its ambition is that by 2025, Derbyshire will be the most connected and integrated county for cycling in England and recognised as a premier cycling destination for visitors. More Derbyshire people of all ages and abilities will be cycling regularly for leisure, active travel and sport.	New Plan that needs to feed into, and be influenced by this Strategy.	County

Derbyshire Public Health	Sustainable Transformation Plan / Place Based Approach	Joined Up Care Derbyshire - highlighting what services are offered already in health and social care, identifying where gaps may be and what changes should be considered to offer everyone the best care.	County and District
Sport England	Partnering Local Government in South Derbyshire	This document showcases some key information relating to South Derbyshire including: How healthy our community is How active our community is The economic value of sport How involved our community is	District level data
Sport England	Local Sport Profile -South Derbyshire	A Sport England modelling tool that provides data on a range of topics including: Demographics Health Participation Economy Neighbours	District level data
South Derbyshire District Council	South Derbyshire Corporate Plan	This strategy concentrates on 3 key areas combining to create; People Places Progress	District
Sustainable Community Strategy	The Sustainable Community Strategy for South Derbyshire 2009-2029 It aims to improve the economic, social and environmental wellbeing of South Derbyshire by tackling those issues that are important to the local community and service providers.	This strategy has three key theme groups which collectively deliver against the Local Strategic Partnership overall strategy. These are;-  Health and Wellbeing Group Safer South Derbyshire Partnership Sustainable Development Group  These groups all have their own individual action plans and the contribution this strategy can make towards this agenda is highlighted in the 'What success will look like' section.	District
South Derbyshire	Open Space, Sport and Community Facility Strategy 2016	A new strategy launched in 2016 that will support the Local Plan in terms of facility infrastructure and development of Open Space, Sport and Community Facilities through to 2028.	District
South Derbyshire	Local Plan Part 1 2016.	South Derbyshire Local Plan Part 1 – will utilise the Open Space, Sport and Community Facility Strategy 2016 as a reference for prioritising capital build and infrastructure for sport, physical activity and recreational facilities.	District
South Derbyshire	Cycle Plan 2016	An overarching document that links back to the County strategy but shows the District's commitment to cycling from training through to cycle paths and infrastructure	District
SDDC Volunteering	SDDC Volunteering Policy-Draft format	This document is at draft stage but will help to inform this strategy's work with volunteers.	District

Policy			
South Derbyshire	Housing Strategy 2016 - 2021	Three key strategic priorities for our Housing Strategy 2016 -2021  Improving access to and supply of housing; well-maintained, safer, greener homes and enabling people to live independently.	District
South Derbyshire Area Profiles	South Derbyshire Area Profiles developed by the Derbyshire Observatory	Covering 8 areas including:- Aston Etwall and Repton Hilton Linton Melbourne Swadlincote Central Swadlincote North Swadlincote South	District

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## Appendix 2 – Insight Review

### Insight

Organisation	Insight	Relevance	Level
Sport England	Active People	Current statistics available for the District and County run since 2006	National / County/ District
Sport England	Active Lives	Active Lives will replace the Active People survey and first results are anticipated in Autumn 2016. It has taken place alongside Active People for a year.	National / County/ District
Sport England	Youth Insight Report / Under the Skin / This Girl Can	In-depth research conducted by Sport England for us to learn about how and why young people engage in sport and physical activity. Knowledge can then be applied locally.	National
Sport England Market Segmentation	South Derbyshire Market Segmentation analysis – Sport England website	Information from the profile of all segments will be used to inform this strategy. For 16+ age group.	National / County / District
Health Profile	South Derbyshire Health Profile published by Public Health England 2 June 2015	Highlights the statistic that life expectancy is 5.2 years lower for men and 8.5 years lower for women in the most deprived areas, compared to the least deprived in the District. Excess weight in adults; smoking, and GCSE achievements are coded as 'Red', and performing significantly below the national average.	District
National Forest	National Forest Activity Partnership	Outdoor Activity Consultation taking place on behalf of the National Forest Activity Partnership - Woodville	District
South Derbyshire	Older People Survey	Consultation with 50+ age group	District
South Derbyshire	Young People Survey	Consultation with 5-25 year olds	District
Open Space and Audit	South Derbyshire Open Space Audit – 2014/15	Information from the audit used to inform this Strategy.	District
Playing Pitch Strategy	South Derbyshire Playing Pitch Strategy comprehensive audit and review undertaken 2011, and refreshed in 2013.	Information from the plan used to inform this Strategy, together with a re-run of the analysis based on updated facility provision and population projections.	District
Derbyshire Sport / SDSSP	School Sport Surveys	PE and School Sport Surveys conducted in every school in the District (and County)	County / District
Youth Sport Trust	School Games Mark	Identifies opportunities and current activity levels for pupils in schools through a national accreditation scheme - School Games Mark	District

DCC	Thriving Communities	Thriving Communities Ethnographies and insight x 12	District
DCC	School Cluster Profiles 2016	Schools cluster information for John Port School Granville School William Allitt School Pingle School	District
National / DCC	NCMP DCC-Public Health	National Childhood Measurement Programme Data	District

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**Appendix 3 -Area Profiles**

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## THE SUB-AREA

Wards: **Church Gresley; Midway; Newhall & Stanton; Swadlincote; Woodville**

Population of **41,527** in 2012 (43.3% of District)  
 Projected population of **47,971** in 2028 (36.6% of total District - an increase of 15.5% from 2014)



## Settlement Hierarchy

**Urban Areas:** Swadlincote Urban Core (including Midway; Newhall; Church Gresley & Woodville)

**Local Service Village:** Hartshorne

## Deprivation and Health Inequalities

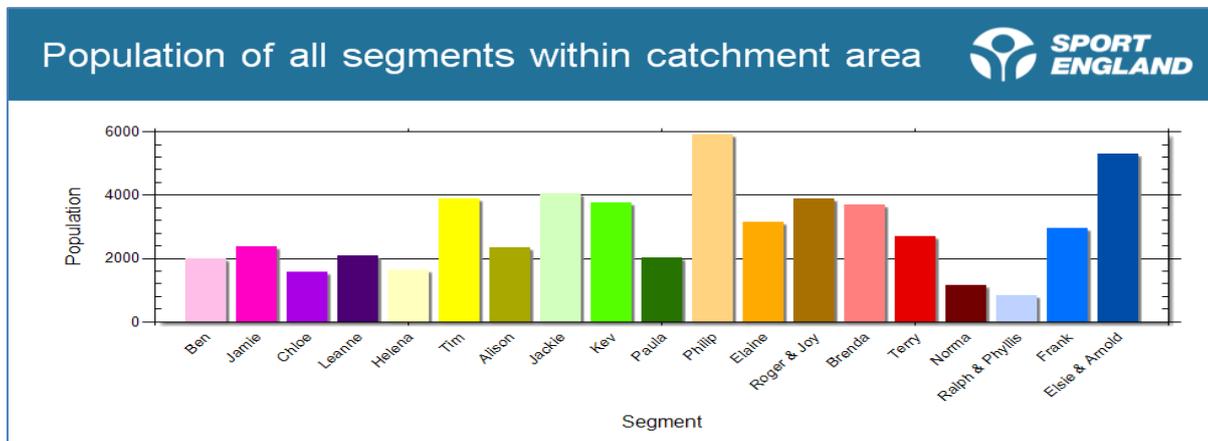
The Central has the highest levels of deprivation of all of the Sub Areas with concentrations around Newhall, Goseley, Midway, Swadlincote and Old Church Gresley. These areas have the highest health inequalities and lowest levels of participation making them a priority for the District. Particular focus will be given to targeting older people, vulnerable populations (e.g. adults with learning difficulties, and those with mental health issues) and providing a range of free, or low cost, physical activity opportunities, utilising South Derbyshire’s green space and community accessible venues.

**Dominant Market Segments**

- Phillip (Mid-life Males)** – 5,919 people (10.7%)  
Active and sporty professionals aged 46-55 years
- Elsie & Arnold (Retirement Home Singles)** 5,297 people (9.6%) Retired singles or widowers, predominantly female, living in sheltered accommodation aged 66 years +
- Jackie (Middle England Mums)** – 4,051 people (7.3%)  
Mums juggling family; work and finance aged 36-45 years
- Tim (Settling down Males)** - 3,870 people (7.0%)  
Active and sporty professionals aged 26-45 years

## RESIDENTS

Sport England’s Market Segmentation Tool captures the profile of the adult population within a 5km radius from the centre the Sub-Area (Postcode DE11 0PU).



It is important to note that the 56+ year old Segments (i.e. from Roger & Joy onwards) currently represent 37.1% of all adults in the Sub-Area. Based on Office of National Statistics Population Projections, this is likely to rise to 38.6% by 2028.

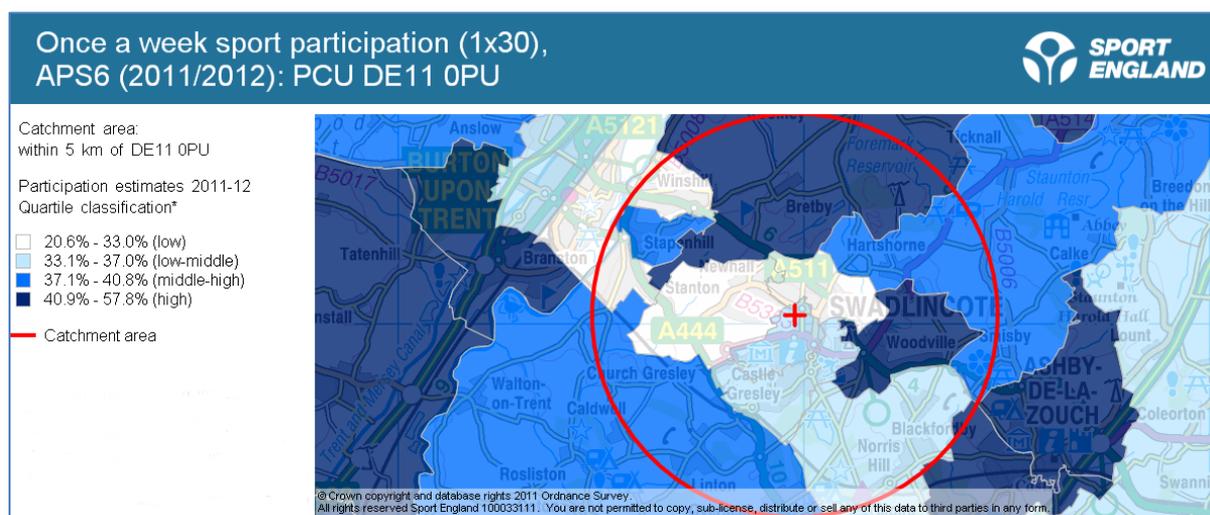
These top 4 segments in the Sub-Area, totalling 34.6% of the adult population, represent the whole range of socio-economic groups: Tim & Phillip (ABC1); Jackie (C1C2D) and Elsie and Arnold (DE). Tim and Phillip are relatively active for their age groups; Jackie is above average, but Elsie and Arnold are the least active segment. Compared to the national and District averages, Tim and Phillip are more likely to: be Club members; have volunteered in the last month, and interested in doing more sport. Jackie would like to do more sport, but her family and work give her little free time. All of these segments are motivated by enjoyment in the activity, and keeping fit. Elsie and Arnold are motivated to participate by the socialising element of activity, but many have health issues that prevent them participating, or a perceived barrier to exercise- e.g. not currently fit enough to participate (OPS 2015).

Activities	Tim	Jackie	Phillip	Elsie & Arnold
Cycling	✓ ↑	✓ ↑	✓ ↑	↑
Keep fit / gym	✓ ↑	✓ ↑	✓ ↑	✓ ↑
Swimming	✓ ↑	✓ ↑	✓ ↑	✓ ↑
Football	✓		✓	
Running / Athletics	✓	✓ ↑	✓	
Golf			✓ ↑	✓
Bowls				✓
Tennis				↑
Club member	33%	20%	30%	15%
Volunteer	11%	8%	11%	2%
Want to do more	66%	67%	58%	25%

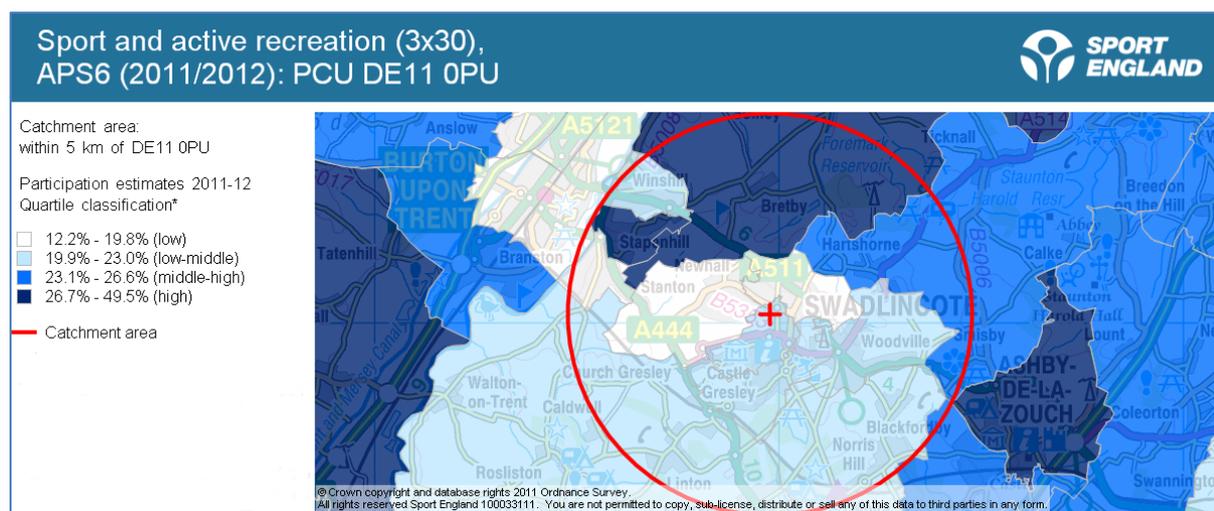
✓ Top sport likely to participate in    ✓ ↑ Top sport likely to participate in, and interested in doing more

### PARTICIPATION LEVELS

Adult participation levels for the Sub-Area have been obtained by using Sport England’s interactive Small Area Estimates Tool for a 5km radius from a selected Postcode (DE11 0PU), and indicate relatively low levels of participation in large parts of the Sub-Area - i.e. **within the lowest two quartiles for participation nationally**, for both the once a week participation in sport (20.6% - 37.0% of the population) and the three times a week participation in sport and active recreation (12.2% - 23.0% of the population). Estimates in Newhall and Stanton are particularly low.



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### Area Summary Profile Key Points (DCC Area Summary profiles- Swadlincote South, North and Central 2016) (Health Profile information-Ward and Parish where available)

- Some smaller communities within the urban areas around Swadlincote fall within the 10-20% most deprived areas nationally. Newhall and Stanton wards include a lower super output area (LSOA) within this category.
- Obesity figures in Year 6 are significantly worse in the Swadlincote South area compared to the Derbyshire and National average. (Electoral divisions)
- Obesity figures in Reception Year are worse than the County and National average but not significantly so. (Electoral divisions)
- There are a higher proportion of people in bad health by age in this area. (Electoral divisions)
- There are a higher proportion of people with a long term health problem or disability by age in this area.
- The Key stage 2 levels in reading, writing and maths are below the County and National average. (Electoral divisions)
- Social mobility is the worst in the Country for this area as highlighted by the Sutton Trust report- 2015/6.(HP to confirm dates)
- The number of pupils with statements of Special Educational Needs or Educational Care and Health Plans are worse than the County average. (Electoral divisions)
- Levels of fear of crime are worse than the County average in Swadlincote North. (Electoral divisions)
- The number of benefit claimants is worse than the County average. (Electoral divisions)
- Life expectancy for males in Swadlincote South is worse than the County and National Average and below, but not significantly different to the County average in Swadlincote North and Central. (Electoral divisions)
- Life expectancy in females is just below / about average for the County and Nationally.
- The all age, all-cause mortality in Swadlincote South is significantly worse than the Derbyshire and National average, and not significantly different in Swadlincote Central and North. (Electoral divisions)
- Those receiving home care figures are worse than the County average. (Electoral divisions)
- This area has a growing population which could cause extra pressure on services.
- This area has a high density of population and covers a large proportion of the urban core of the district.
- The percentage of people with a long term health problem or disability between the ages of 16-64 years is higher than the South Derbyshire and Derbyshire average in the Church Gresley, Swadlincote, Newhall and Stanton and Woodville wards.
- The percentage of the total population in bad health between the ages of 16-64 years is worse than the district and county in the Newhall and Stanton, Midway and Woodville wards. It is also worse in the Newhall and Stanton ward for those aged 65+.

## Potential Venues

This strategy will prioritise the utilisation of non-traditional venues and use locally based facilities such as parks and open space, community halls and venues and those identified by local communities which are suitable for the delivery of a range of opportunities. Potential venues for this area include but not exclusively:

Urban Parks - Newhall, Eureka, Maurice Lea; Midway Community Centre; Schools - Granville, Pingle, William Allitt; local clubs - e.g. Hartshorne CC; Goseley recreation ground and multi-use games area; Gresley Old Hall; The Old Post Centre and the CVS. School sites which are accessible for community use.

## Area Action Plan- Central (Swadlincote, North, Central and South)

Principle area	Issue	Potential Resolution
Physical and Mental Wellbeing	Low to middle levels of physical activity in the District.	Prioritise targeted interventions into this area.
	Obesity levels in reception and year 6. Growing population	Support schools to take up the Active Schools Network Offer. Promote opportunities for families to lead active lifestyles in and around their community.
	Life expectancy lower than other areas of the District	Promotion of opportunities in the right way to the right people.
	Ageing and growing population	Offer opportunities on a local basis to ensure easy access to participation. Minimum level of activity offer for the area offered. Promote active travel for all.
Individual Development	Low academic achievement	Support the delivery of Raising Aspirations project.
	Low social mobility	Support the delivery of the Thriving Communities project.  Offer a range of opportunities for individuals to develop their skill set.  Engage local people into volunteering in their local community through skill development and confidence building.
	Those receiving home care. Ageing population	Enable people to live independently through a range of opportunities / interventions.
	Growing population Improved feeling of safety	Support schools to take up the Active Schools Network Offer. Promotion of opportunities in the right way to the right people. Prioritise targeted interventions into this area.

Social, Economic and Community Development	Low to middle levels of physical activity.	Prioritise targeted interventions into this area. Promotion of how people can become physically activity in their local communities.
	Low social mobility	Support the delivery of Raising Aspirations project.  Promotion of activities to engage local people into opportunities and events in their local and surrounding area.  Develop social capital of local people and communities to support local opportunities.
	High levels of those with a disability or long term health condition.	Prioritise targeted interventions into this area.
	Ageing population Growing population	Promotion of local facilities and how you can utilise them, from green space to build facilities and community venues.  Develop social capital of local people and communities to support local opportunities.
	Growth of Housing	Advocate for greenways and safe transportation links to enable all to undertake active travel.  Incorporate active design within new housing development to encourage physical activity.

### Area Priorities:-

The following criteria have been adopted for identifying priorities for investment and other resources:

1. Targeted intervention is prioritised to our least active communities and with those who have the highest level of physical inactivity.
2. Given the high population of this area, the offer will be prioritised to engage young people and their families to live active and healthy lifestyles.
3. This area presents an opportunity to engage those who are least active, which will result in the biggest benefits being gained for the individual.
4. Delivering interventions in this area will support the priority of reducing health inequality in the District.
5. Developing a range of marketing and promotional material to engage the right people in the right way is essential to engage the inactive.
6. Having a range of opportunities for skill and volunteer development to build social capital of local people and communities will help bring sustainability on a local / place based approach.

## THE SUB-AREA

Wards: **Repton; Stenson, and Willington & Findern**

Population of **14,301** in 2012 (14.9% of District)  
 Projected population of **24,043** in 2028 (18.4% of total District - an increase of 68.1% from 2014)

The main areas of housing development by 2028 (Local Plan Part 1) are likely to be in:

- Stenson Fields, where 2,179 units are expected to be built across various sites
- Findern, where 1,200 units are expected to be built on the Highfields Farm site.
- Willington, where 233 units are expected to be built
- Repton, where 120 units are projected.



## Settlement Hierarchy

**Urban Areas:** Stenson Fields; *Highfields Farm*;

**Key Service Villages:** Repton; Willington

**Local Service Villages:** Findern; Newton Solney; Ticknall

**Rural Villages:** Bretby; Foremark; Ingleby; Milton; Twyford, Smisby

### Dominant Market Segments

**Tim (Settling down Males)** – 1,872 people (11.7%)  
 Active and sporty professionals aged 26-45 years

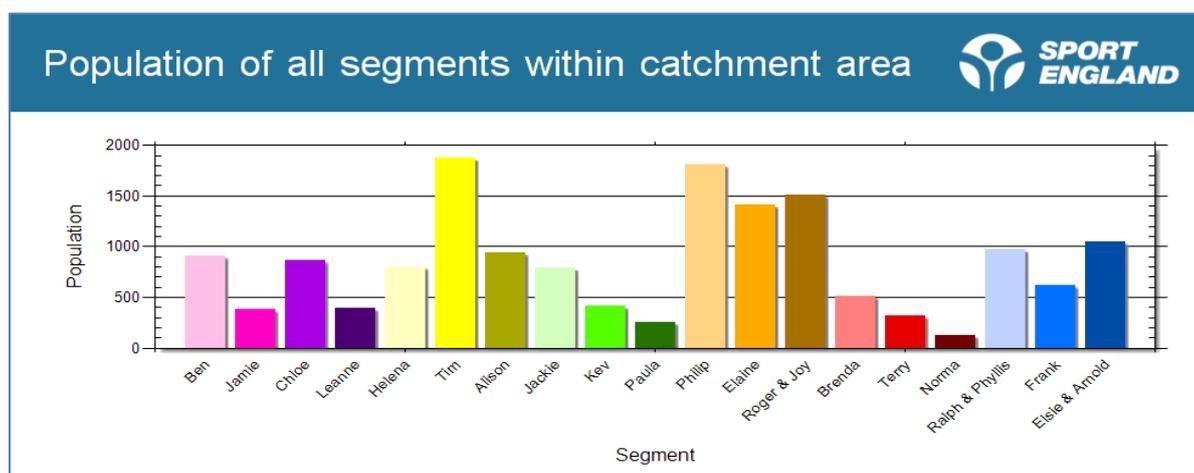
**Phillip (Mid-life Males)** – 1,811 people (11.4%)  
 Active and sporty professionals aged 46-55 years

**Roger & Joy (Early retirement couple)** 1,509 people (9.5%)  
 Free-time couples fairly active for their age group of 56-65 years

**Elaine (Empty Nest Career Ladies)** – 1,416 people (8.9%) –  
 Averagely active professions aged 46-55 years

## RESIDENTS

Sport England’s Market Segmentation Tool captures the profile of the adult population within a 5km radius from the centre the Sub-Area (Postcode DE65 6EF).



It is important to note that the 56+ year old segments (i.e. from Roger & Joy onwards) currently represent 31.9% of all adults in the Sub-Area. Based on Office of National Statistics Population Projections, this is likely to rise to 38.6% by 2028.

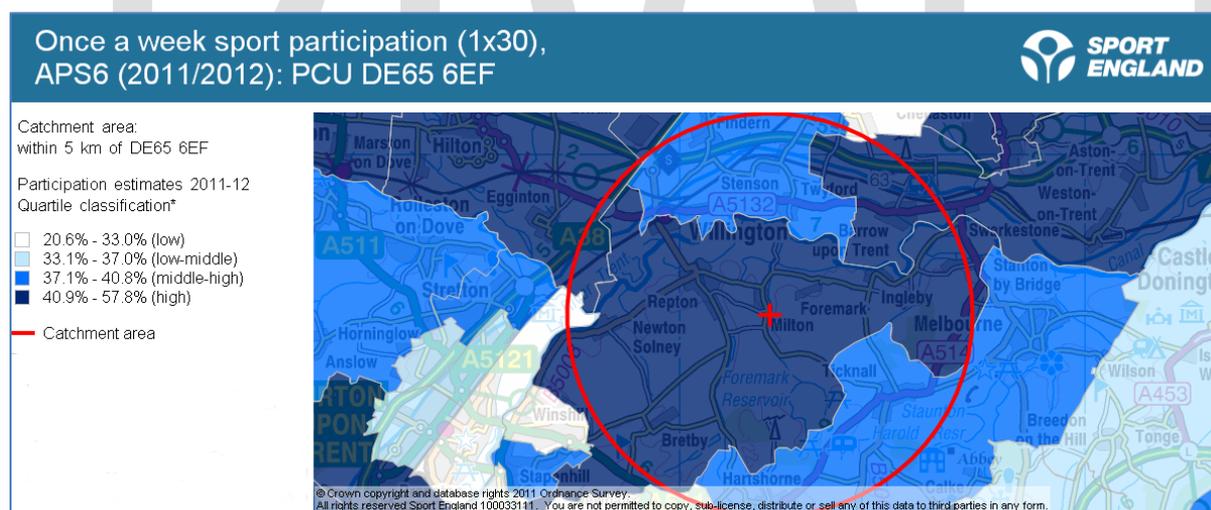
These top 4 segments in the Sub-Area, totalling 41.5% of the adult population, are all from socio-economic groups ABC1, and are all relatively active for their age groups. Compared to the national and District averages, these Market Segments are more likely to: be club members; have volunteered in the last month, and interested in doing more sport – albeit there is a drop off in interest with age. All of these Segments are motivated by enjoyment in the activity, and keeping fit.

Activities	Tim	Phillip	Elaine	Roger & Joy
Cycling	✓ ↑	✓ ↑	✓ ↑	✓ ↑
Keep fit / gym	✓ ↑	✓ ↑	✓ ↑	✓ ↑
Swimming	✓ ↑	✓ ↑	✓ ↑	✓ ↑
Football	✓	✓		
Running / Athletics	✓	✓	✓	
Golf		✓ ↑		✓ ↑
Club member	33%	30%	23%	15%
Volunteer	11%	11%	6%	7%
Want to do more	66%	58%	55%	44%

✓ Top sport likely to participate in    ✓ ↑ Top sport likely to participate in, and interested in doing more

## PARTICIPATION LEVELS

Adult participation levels for the Sub-Area have been obtained by using Sport England's interactive Small Area Estimates Tool for a 5km radius from a selected Postcode (DE65 6EF), and indicate relatively high levels of participation across the Sub-Area - i.e. **within the highest two quartiles for participation nationally**, for both the once a week participation in sport (37.1% - 57.8% of the population) and the three times a week participation in sport and active recreation (23.1% - 49.5% of the population).



The map for the 3 x 30 participation in sport and active recreation shows exactly the same pattern of participation as the above, so has not been replicated.

## Area Summary Profile Key Points (DCC Area Summary profiles- Etwall and Repton Division 2016, and Ward and Parish Health Data 2011)

- Travel time to GP's is classed as significantly worse than the Derbyshire and national average, ranked third in worst in Derbyshire. (Electoral division)
- In the Etwall and Repton division all road traffic casualties are ranked as the 5<sup>th</sup> worst in the County. (Electoral division)
- Library user numbers are significantly worse in this area than the Derbyshire and national average being the third worst in the County. (Electoral division)
- Physical activity levels at 1 x 30mins and 3 x 30mins are in the middle to high and highest quartile for participation nationally.
- This area has seen significant housing growth in this area as some of it is on the boundary of Derby City; with further growth identified which could put pressure on service provision and availability.
- The percentage of the total population of people with a long-term health problem or disability by age 65+ is higher than the South Derbyshire and Derbyshire average in the Repton and Willington and Findern wards. This is replicated on the parish health data for Findern, Newton Solney, Repton, Ticknall and Bretby.
- The percentage of people with a long-term health problem or disability by age 16-64 years is higher than the South Derbyshire and Derbyshire average in the Stenson ward. This is also reflected in the parish data for Foremark, Twyford and Stenson and Stenson Fields.
- In the Repton and Willington wards the percentage of the population who provide unpaid career hours of 1-19 hours per week is higher than the district and county averages. This is also shown in the parish health profile data for Newton Solney, Findern, Willington, Ticknall and Bretby.

### Potential Venues

This strategy will prioritise the utilisation of non- traditional venues and use locally based facilities such as parks and open space, community halls and venues and those identified by local communities which are suitable for the delivery of a range of opportunities. Potential venues for this area include but not exclusively:

Willington Twyford Road Recreation Ground and Power Station Social Club; Repton Village Hall, Scout Hut and Mitre Fields; Ticknall Cricket Club and Village Hall; Stenson Fields Fox Close Recreation Ground; Newton Solney Recreation Ground and potential new community building in Stenson, School sites which are accessible for community use.

### Area Action Plan- North

Principle area	Issue	Potential Resolution
Physical and Mental Wellbeing	Maintaining levels of participation with increasing population projections.	Promotion of opportunities in the right way to the right people.  Promotion of general offer to keep those engaged in physical activity maintaining or increasing their level of engagement.
	Obesity levels in reception. Growing population	Support schools to take up the Active Schools Network Offer. Activity opportunities and promotion to young people and their families.
	Ageing and growing population	Offer opportunities on a local basis to ensure easy access to participation. Promote active travel for all.

Individual Development	Ageing population	Enabling people to live independently through a range of opportunities / interventions.  Promotion of activities to engage local people into opportunities and events in their local and surrounding area.
	Growing population	Support schools to take up the Active Schools Network Offer. Promotion of opportunities in the right way to the right people.
Social, Economic and Community Development	Ageing population Growing population	Promotion of local facilities and how you can utilise them: from green space to facility infrastructure.  Developing the social capital of local people and communities to support local opportunities.
	Growth of Housing	Advocate for greenways and safe transportation links to enable all to undertake active travel.  Incorporate active design within new housing development to encourage levels of physical activity.

### Area Priorities:-

The following criteria have been adopted for identifying priorities for investment and other resources:

7. Developing a range of marketing and promotional material to engage the right people in the right way is essential to engage the inactive and motivate those already engaged to remain so.
8. Supporting the development of activities on a local level, to ensure ease of access into a variety of provision to enable people to remain active, will reduce the barriers that those living in rural areas can face.
9. Engaging young people and their families to live active and healthy lifestyles from an early age, supporting them to develop a positive association and potential lifelong engagement by leading a healthy lifestyle.
10. Having a range of opportunities for skill and volunteer development to build the social capital of local people and communities will help bring sustainability on a local / place based approach.
11. Providing physical activity provision and opportunities for those with a long-term health problem or disability may help them to reduce the impact that their condition (s) have on their lives.

## THE SUB-AREA

Wards: **Etwall; Hatton and Hilton**

Population of **17,870** in 2012 (18.6% of District)  
Projected population of **25,658** in 2028 (19.6% of total District - an increase of 43.6% from 2014)

The main areas of housing development by 2028 (Local Plan Part 1) are likely to be in:

- Mickleover – permission recently granted for up to 300 units to be built on the Newhouse Farm site, with the potential for 1,650 in total
- Hilton, where 499 units are expected to be built
- Hatton, where 430 units are projected
- Radbourne, where 290 units are projected on the Hackwood Farm development
- Etwall, where 119 units are expected to be built on various sites



## Settlement Hierarchy

**Urban Areas:** Mickleover; *Newhouse Farm*; *Hackwood Farm*

**Key Service Villages:** Etwall; Hatton; Hilton

**Rural Villages:**

- Burnaston; Dalbury Lees; Radbourne (all clustered with Etwall)
- Church Broughton; Egginton; Scropton
- Foston (clustered with Scropton)
- Long Lane (looks towards Derbyshire Dales)
- Marston on Dove (clustered with Hilton)
- Sutton on the Hill (clustered with Hatton)

### Dominant Market Segments

**Tim (Settling down Males)** - 3,254 people (14.0%)  
Active and sporty professionals aged 26-45 years

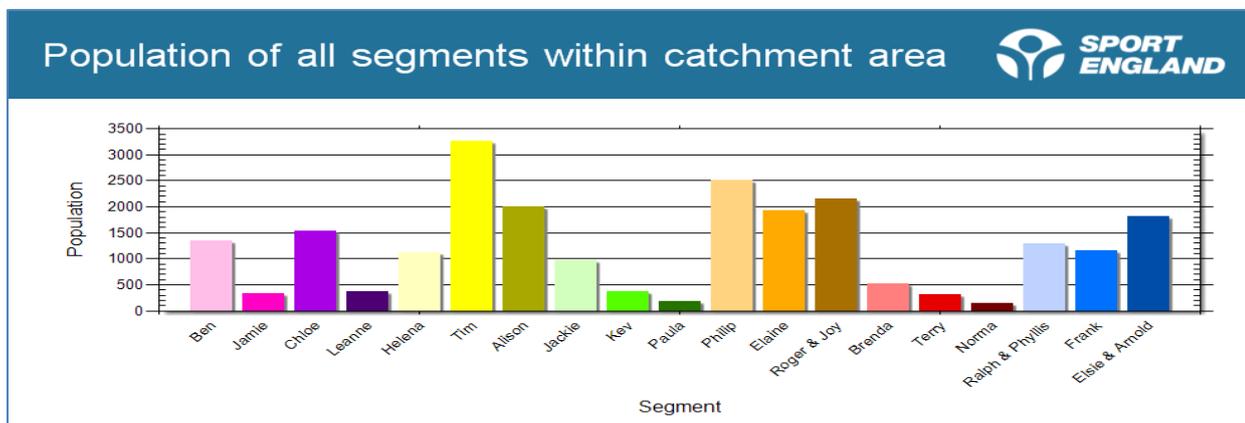
**Phillip (Mid-life Males)** – 2,506 people (10.8%)  
Active and sporty professionals aged 46-55 years

**Roger & Joy (Early retirement couple)** 2,153 people (9.2%)  
Free-time couples fairly active for their age group of 56-65 years

**Alison (Stay at Home Mums)** - 2,004 people (8.6%)  
Fairly active mum with a busy lifestyle aged 36-45 years

## RESIDENTS

Sport England’s Market Segmentation Tool captures the profile of the adult population within a 6km radius from the centre the Sub-Area (Postcode DE65 5FE).



It is important to note that the 56+ year old segments (i.e. from Roger & Joy onwards) currently represent 31.7% of all adults in the Sub-Area. Based on Office of National Statistics Population Projections, this is likely to rise to 38.6% by 2028.

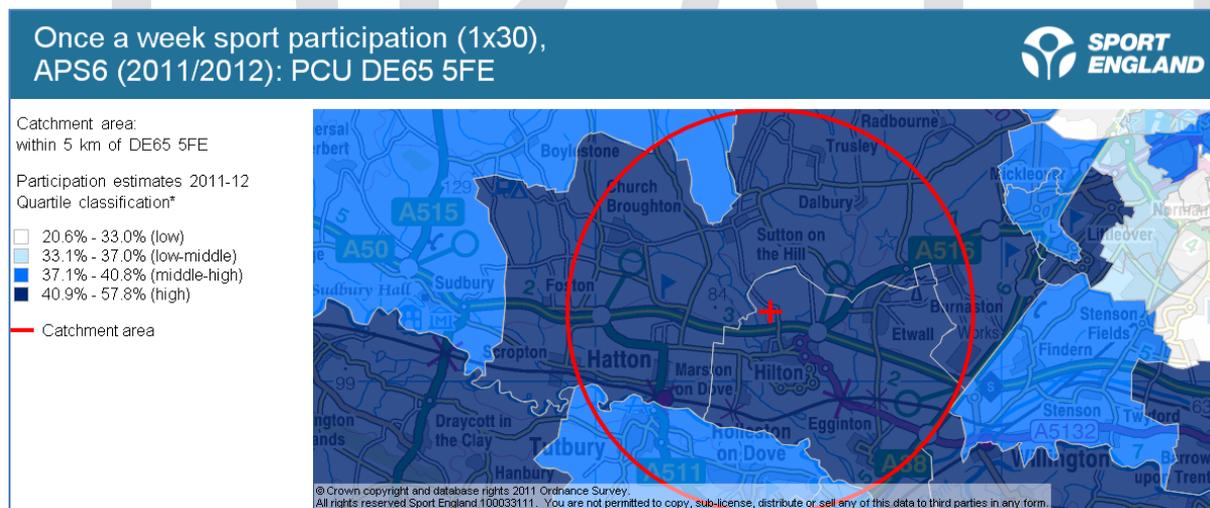
These top 4 segments in the Sub-Area, representing 42.6% of the adult population, are all from socio-economic groups ABC1, and are all relatively active for their age groups. Compared to the national and District average, these Market Segments are more likely to: be club members; have volunteered in the last month, and interested in doing more sport – albeit there is a drop off in interest with age. All of these segments are motivated by enjoyment in the activity, and keeping fit.

Activities	Tim	Alison	Phillip	Roger & Joy
Cycling	✓ ↑	✓ ↑	✓ ↑	✓ ↑
Keep fit / gym	✓ ↑	✓ ↑	✓ ↑	✓ ↑
Swimming	✓ ↑	✓ ↑	✓ ↑	✓ ↑
Football	✓		✓	
Running / Athletics	✓	✓ ↑	✓	
Golf			✓ ↑	✓ ↑
Club member	33%	25%	30%	15%
Volunteer	11%	8%	11%	7%
Want to do more	66%	72%	58%	44%

✓ Top sport likely to participate in    ✓ ↑ Top sport likely to participate in, and interested in doing more

### PARTICIPATION LEVELS

Adult participation levels for the Sub-Area have been obtained by using Sport England’s interactive Small Area Estimates Tool for a 5km radius from a selected Postcode (DE65 5FE), and indicate the majority of the Sub-Area is **within the highest quartile for participation nationally**, for both the once a week participation in sport (40.1% -55.9% of the population) and the three times a week participation in sport and active recreation (26.7-49.5% of the population).



The map for the 3 x 30 participation in sport and active recreation shows exactly the same pattern of participation as the above, so has not been replicated.

## Area Summary Profile Key Points (DCC Area Summary profiles - Hilton 2016, Ward and Parish Health Data 2011)

It should be noted that statistics at electoral division can cover a diverse area. So Ward /Parish level data is also being looked at to inform this information- as highlighted.

- Travel time to GP's is classed as significantly worse than the Derbyshire and national average. (Electoral division)
- Library user numbers are significantly worse in this area than the Derbyshire and national average being the second worst in the County. (Electoral division)
- Physical activity levels at 1 x 30mins and 3 x 30mins are in the middle to highest quartile for participation nationally.
- This area has seen significant housing growth with further growth identified which could pressure on service provision and availability.
- The number of people aged 16-64 who have a long term health problem or disability in the Hilton ward is higher than the district and county figure. This is replicated in the parish data for Hilton, Foston and Scropton and Burnaston.
- Those 65 years and over in the Hatton and Etwall wards have a higher percentage of those with a long term health problem or disability compared to the district and county. This is replicated in parish data for Etwall, Church Broughton, Hatton, Sutton on the Hill and Dalbury Lees.
- In the Etwall ward the percentage of the population who provide unpaid career hours of 1-19 hours per week are higher than the district and county averages. This trend is also true of Parish data for Sutton on the Hill, Etwall, Church Broughton, Dalbury Lees and Burnaston.

### Potential Venues

This strategy will prioritise the utilisation of non- traditional venues and use locally based facilities such as parks and open space, community halls and venues and those identified by local communities which are suitable for the delivery of a range of opportunities.

Hilton Village Hall, Scout Hut and Recreation Ground; The Mease Hilton; Hilton Cricket Club; Etwall Frank Wickham Hall; Hatton -Scropton Road Playing Fields and Multi use games area; Church Broughton Tennis Club / Golf Club, School sites which are accessible for community use.

### Area Action Plan-North West

Principle area	Issue	Potential Resolution
Physical and Mental Wellbeing	Maintaining levels of participation with increasing population projections.	Promotion of opportunities in the right way to the right people. Promotion of general offer to keep those engaged in physical activity maintaining or increasing their level of engagement.
	Growing population	Support schools to take up the Active Schools Network Offer. Activity opportunities and promotion to young people and their families.
	Ageing and growing population	Offer opportunities on a local basis to ensure easy access to participation. Promote active travel for all.

Individual Development	Ageing population	Enabling people to live independently through a range of opportunities / interventions.  Promotion of activities to engage local people into opportunities and events in their local and surrounding area.
	Growing population	Support schools to take up the Active Schools Network Offer. Promotion of opportunities in the right way to the right people.
Social, Economic and Community Development	Ageing population Growing population	Promotion of local facilities and how you can utilise them: from green space to facility infrastructure.  Developing social capital of local people and communities to support local opportunities.
	Growth of Housing	Advocate for greenways and safe transportation links to enable all to undertake active travel.  Incorporate active design within new housing development to encourage levels of physical activity.

### Area Priorities:-

The following criteria have been adopted for identifying priorities for investment and other resources:

12. Developing a range of marketing and promotional material to engage the right people in the right way is essential to engage the inactive and motivate those already engaged to remain so.
13. Supporting the development of activities on a local level, to ensure ease of access into a variety of provision to enable people to remain active, will reduce the barriers that those living in rural areas can face.
14. Engaging young people and their families to live active and healthy lifestyles from an early age, supporting them to develop a positive association and potential lifelong engagement by leading a healthy lifestyle.
15. Having a range of opportunities for skill and volunteer development to build the social capital of local people and communities will help bring sustainability on a local / place based approach.

Providing physical activity provision and opportunities for those with a long term health problem or disability may help to reduce the impact that their condition (s) have on their live

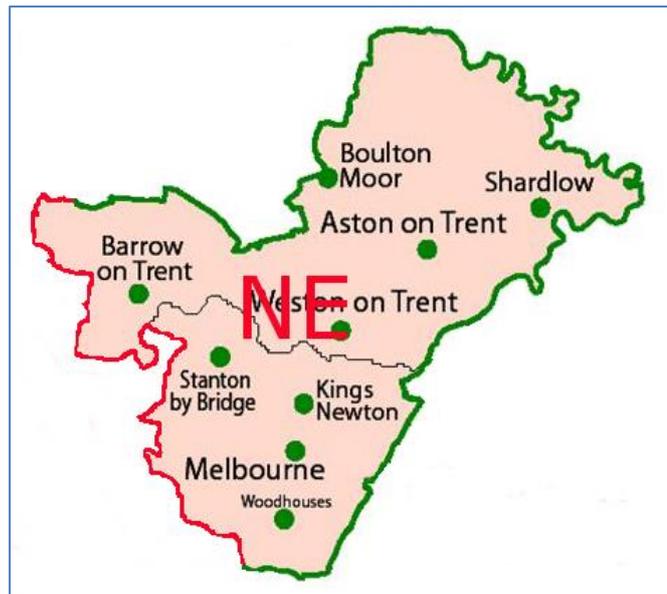
## THE SUB-AREA

Wards: **Aston and Melbourne**

Population of **11,883** in 2014 (12.4% of District)  
 Projected population of **19,151** in 2028 (14.6% of total District - an increase of 61.2% from 2014)

The main areas of housing development by 2028 (Local Plan Part 1) are likely to be in:

- Boulton Moor / Chellaston, where up to 2,516 units are scheduled to be built
- Aston on Trent, where 150 units are expected to be built
- Melbourne, where 98 units are projected on various sites



## Settlement Hierarchy

**Urban Areas:** Boulton Moor / Chellaston

**Key Service Villages:** Aston on Trent; Melbourne; Shardlow

**Local Service Village:** Weston on Trent

**Rural Villages:**

- Ambaston (clustered with Shardlow)
- Barrow on Trent
- Elvaston
- King's Newton and Stanton by Bridge (both clustered with)
- Swarkestone (clustered with Barrow on Trent)
- Thulston (clustered with Derby)

### Dominant Market Segments

**Phillip (Mid-life Males)** – 5,037 people (9.9%)  
 Active and sporty professionals aged 46-55 years

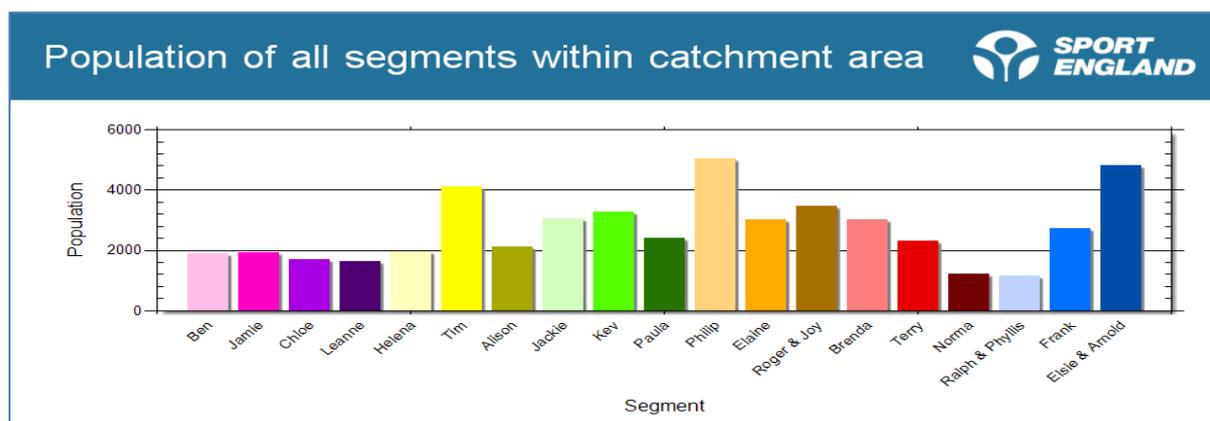
**Elsie & Arnold (Retirement Home Singles)** 4,809 people (9.5%) Retired singles or widowers, predominantly female, living in sheltered accommodation aged 66 years +

**Tim (Settling down Males)** – 4,107 people (8.1%)  
 Active and sporty professionals aged 26-45 years

**Roger & Joy (Early retirement couple)** 3,468 people (6.8%) Free-time couples fairly active for their age group of 56-65 years

## RESIDENTS

Sport England's Market Segmentation Tool captures the profile of the adult population within a 6km radius from the centre the Sub-Area (Postcode DE72 2BU).



It is important to note that the 56+ year old segments (i.e. from Roger & Joy onwards) currently represent 36.8% of all adults in the Sub-Area. Based on Office of National Statistics Population Projections, this is likely to rise to 38.6% by 2028.

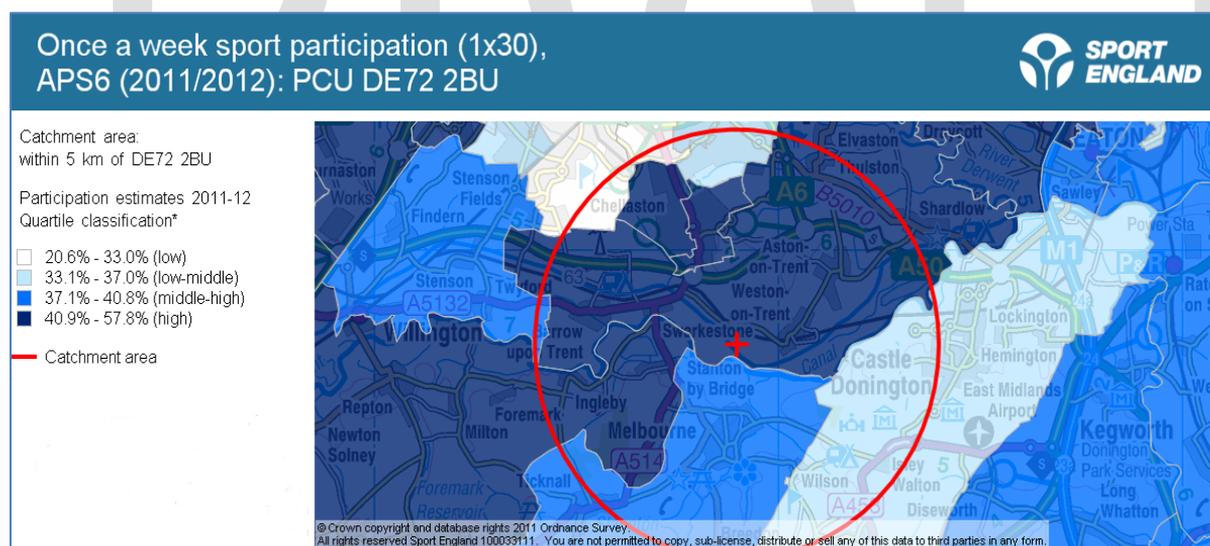
Three of these top 4 segments in the Sub-Area, representing 34.3% of the adult population, are from socio-economic groups ABC1, and are all relatively active for their age groups. Compared to the national and District average, these Market Segments are more likely to: be club members; have volunteered in the last month, and interested in doing more sport – albeit there is a drop off in interest with age. All of these segments are motivated by enjoyment in the activity, and keeping fit. The fourth segment – Elsie & Arnold are drawn from socio-economic groups DE, and are the least active segment. They are also less likely to volunteer, and only 25% want to do more sport.

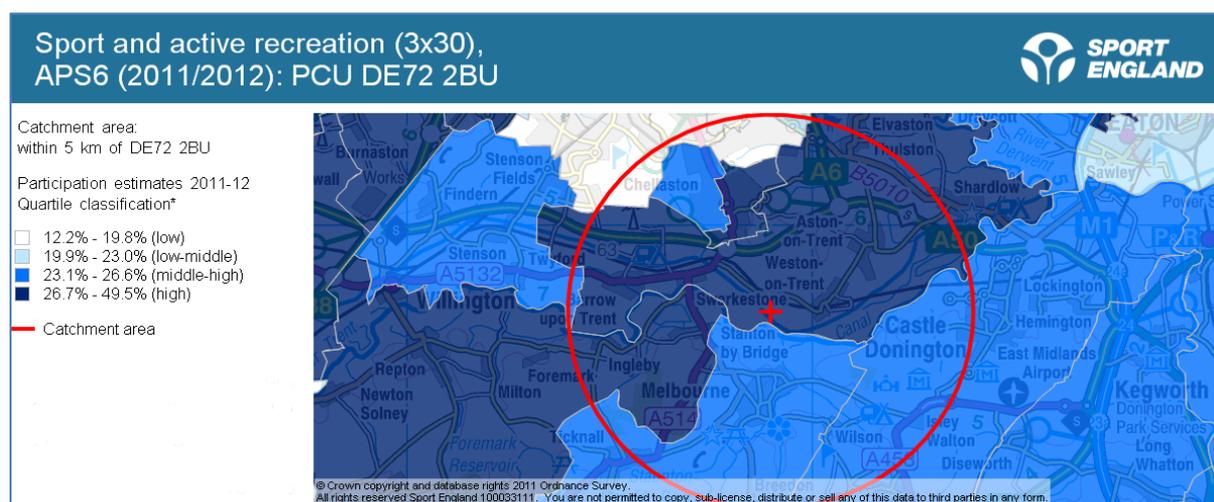
Activities	Tim	Phillip	Roger & Joy	Elsie & Arnold
Cycling	✓ ↑	✓ ↑	✓ ↑	↑
Keep fit / gym	✓ ↑	✓ ↑	✓ ↑	✓ ↑
Swimming	✓ ↑	✓ ↑	✓ ↑	✓ ↑
Football	✓	✓		
Running / Athletics	✓	✓		
Golf		✓ ↑	✓ ↑	✓
Bowls				✓
Tennis				↑
Club member	33%	30%	15%	15%
Volunteer	11%	11%	7%	2%
Want to do more	66%	58%	44%	25%

✓ Top sport likely to participate in    ✓ ↑ Top sport likely to participate in, and interested in doing more

## PARTICIPATION LEVELS

Adult participation levels for the Sub-Area have been obtained by using Sport England's interactive Small Area Estimates Tool for a 5km radius from a selected Postcode (DE72 2BU), and indicate the majority of the Sub-Area is **within the two highest quartiles for participation nationally**, for both the once a week participation in sport (37.1% - 57.8% of the population), and the three times a week participation in sport and active recreation (23.1% - 49.5% of the population).





### Area Summary Profile Key Points (DCC Area Summary profiles- Aston and Melbourne 2016 and Ward and Parish Health Data 2011)

**It should be noted that statistics at electoral division can cover a diverse area. So Ward /Parish level data is also being looked at to inform this information- as highlighted.**

- In the Aston division all road traffic casualties are ranked as the 13<sup>th</sup> worst in the County and in Melbourne just above the Derbyshire average. (Electoral divisions)
- Library user numbers are significantly worse in this area than the Derbyshire and national average, being the worst in the county in Aston division and 11<sup>th</sup> worst in Melbourne division. (Electoral divisions)
- Physical activity levels at 1 x 30mins and 3 x 30mins are in the two highest quartiles for participation nationally; with middle-high and high participation rates.
- This area has had significant housing growth, with further growth identified which could put pressure on service provision and availability.
- Travel time to GP practices is below both the Derbyshire and national average in this area. (Electoral divisions)
- School absenteeism at secondary level for the Melbourne division is worse than the Derbyshire average and ranked as the third worst in the county. (Electoral divisions)
- Fuel poverty in Melbourne is below the Derbyshire and national average. (Electoral divisions)
- Educational achievement in both KS2 and GCSE attainment are below the Derbyshire and national average in the Melbourne division. (Electoral divisions)
- The level of obesity in Year 6 for the Aston division is below county average but not significantly so. (Electoral divisions)
- Life expectancy for females is slightly below the county average in the Melbourne division. (Electoral divisions)
- Those who are economically active – seeking employment, in employment or a full time student, are below the county and national average in the Melbourne division. (Electoral divisions)
- The all age, all-cause mortality rates in Melbourne are worse than the Derbyshire and national average. (Electoral division)
- The percentage of the total population of people with a long term health problem or disability by age 65+ is higher than the South Derbyshire and Derbyshire average in the following Parishes: Aston; Barrow on Trent; Melbourne; Shardlow and Great Wilne; Swarkestone and Weston on Trent. (Parish data). This is also true of the ward data for Aston and Melbourne.
- The percentage of the total population of people with a long term health problem or disability by age 16-64 years is higher than the South Derbyshire and Derbyshire average in the following Parishes: Stanton by Bridge; Elvaston; Osleston and Thurstaston parishes. (Parish data).

## Potential Venues

This strategy will prioritise the utilisation of non- traditional venues and use locally based facilities such as parks and open space, community halls and venues and those identified by local communities which are suitable for the delivery of a range of opportunities. Potential venues for this area include but not exclusively:

Melbourne Sporting Partnership site; Melbourne Assembly Rooms; Aston Pavilion and Recreation Ground; Barrow Playing Fields; Weston Village Hall and Recreation Ground; Shardlow Playing Fields and Village Hall, School sites which are accessible for community use.

## Area Action Plan- North East

Principle area	Issue	Potential Resolution
Physical and Mental Wellbeing	Maintaining levels of participation with increasing population projections.	Promotion of opportunities in the right way to the right people.  Promotion of general offer to keep those engaged in physical activity maintaining or increasing their level of engagement.
	Obesity levels in Year 6. Growing population	Support schools to take up the Active Schools Network Offer.  Activity opportunities and promotion to young people and their families.
	Ageing and growing population	Offer opportunities on a local basis to ensure easy access to participation. Promote active travel for all.
Individual Development	Ageing population	Enabling people to live independently through a range of opportunities / interventions.  Promotion of activities to engage local people into opportunities and events in their local and surrounding area.
	Growing population	Support schools to take up the Active Schools Network Offer. Promotion of opportunities in the right way to the right people.
	Lower academic achievement / high absenteeism	Support schools to take up the Active Schools Network Offer.  Offer a range of opportunities for individuals to develop their skill set.  Engaging local people into volunteering in their local community- through skill development and confidence building.

Social, Economic and Community Development	Aging population Growing population	Promotion of local facilities and how you can utilise them, from green space to facility infrastructure.  Developing social capital of local people and communities to support local opportunities.
	Growth of Housing	Advocate for greenways and safe transportation links to enable all to undertake active travel.  Incorporate active design within new housing development to encourage levels of physical activity.

### Area Priorities:-

The following criteria have been adopted for identifying priorities for investment and other resources:

16. Developing a range of marketing and promotional material to engage the right people in the right way is essential to engage the inactive and motivate those already engaged to remain so.
17. Supporting the development of activities on a local level, to ensure ease of access into a variety of provision to enable people to remain active, will reduce the barriers that those living in rural areas can face.
18. Engaging young people and their families to live active and healthy lifestyles from an early age, supporting them to develop a positive association and potential lifelong engagement by leading a healthy lifestyle.
19. Having a range of opportunities for skill and volunteer development to build the social capital of local people and communities will help bring sustainability on a local / place based approach.
20. Providing physical activity provision and opportunities for those with a long-term health problem or disability may help to reduce the impact that their condition (s) have on their lives.

## THE SUB-AREA

Wards: **Linton and Seales**

Population of **10,383** in 2012 (10.8% of District)  
Projected population of **14,150** in 2028 (10.8% of total District - an increase of 36.3% from 2014)

The main area of housing development by 2028 (Local Plan Part 1) is likely to be in:

- Drakelow Park, where up to 1,280 units are scheduled to be built

### Settlement Hierarchy

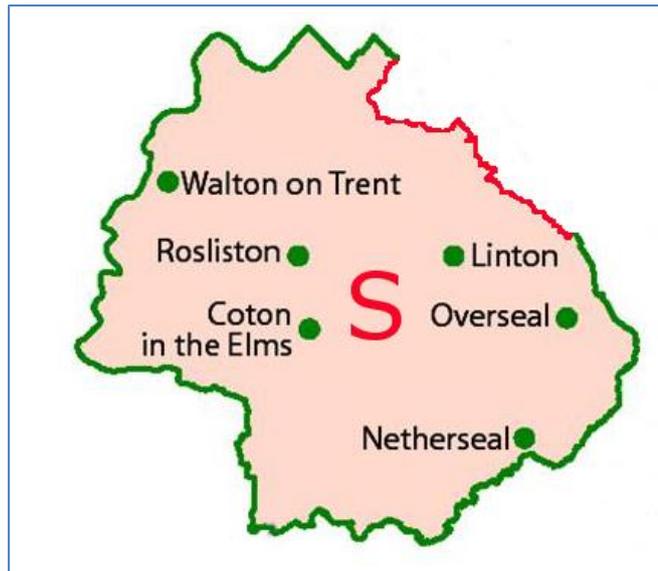
**Urban Area:** Drakelow Park

**Key Service Villages:** Linton; Overseal

**Local Service Villages:** Coton in the Elms; Castle Gresley; Netherseal; Rosliston

**Rural Villages:**

- Cauldwell (clustered with Rosliston)
- Coton Park
- Drakelow village
- Lullington (clustered with Coton in the Elms)
- Walton on Trent



### Dominant Market Segments

**Phillip (Mid-life Males)** – 1,235 people (11.7%)  
Active and sporty professionals aged 46-55 years

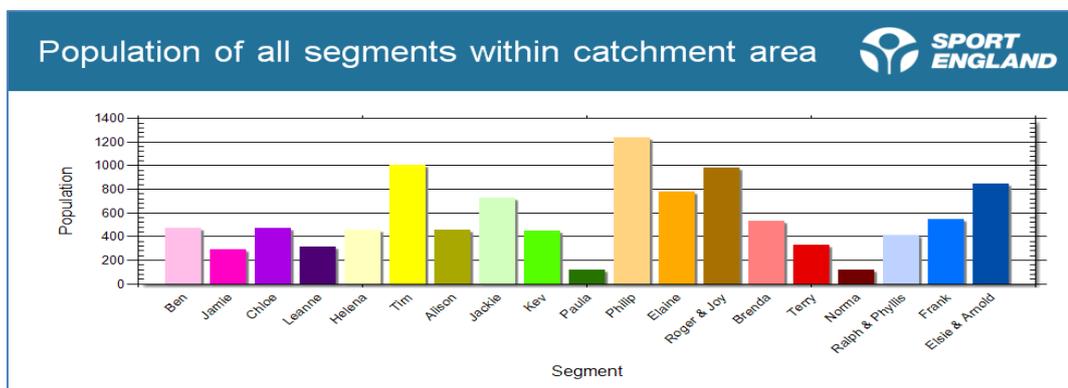
**Tim (Settling down Males)** – 1,007 people (9.6%)  
Active and sporty professionals aged 26-45 years

**Roger & Joy (Early retirement couple)** 978 people (9.3%)  
Free-time couples fairly active for their age group of 56-65 years

**Elsie & Arnold (Retirement Home Singles)** 847 people (8.0%)  
Retired singles or widowers, predominantly female, living in sheltered accommodation aged 66+ years.

## RESIDENTS

Sport England’s Market Segmentation Tool captures the profile of the adult population within a 5km radius from the centre the Sub-Area (Postcode DE12 8EX).



**It is important to note that the 56+ year old Segments (i.e. from Roger & Joy onwards) currently represent 35.7% of all adults in the Sub-Area. Based on Office of National Statistics Population Projections, this is likely to rise to 38.6% by 2028.**

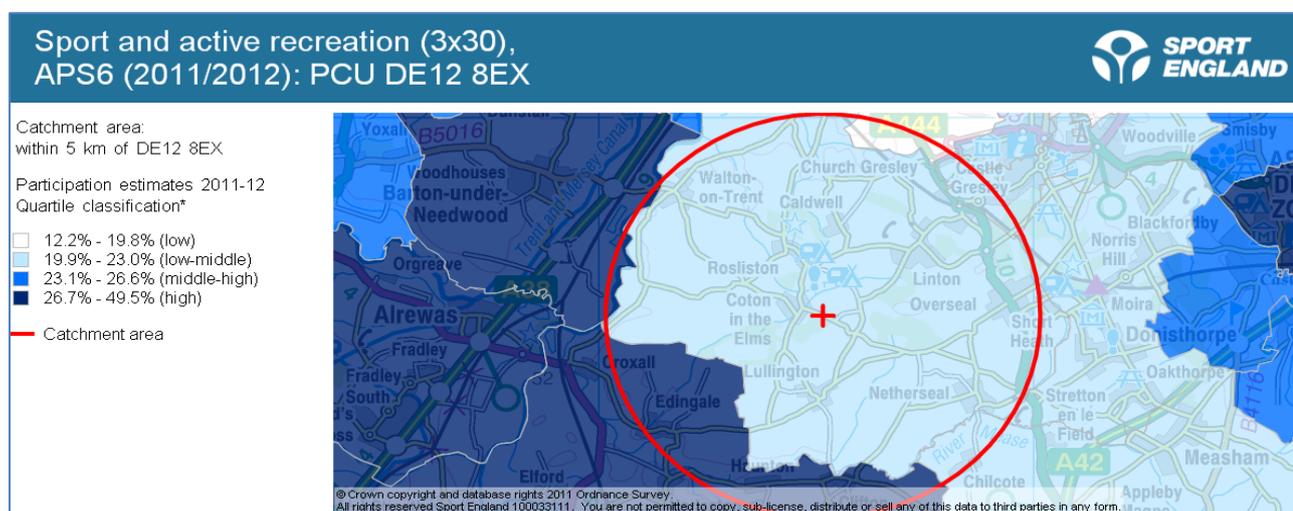
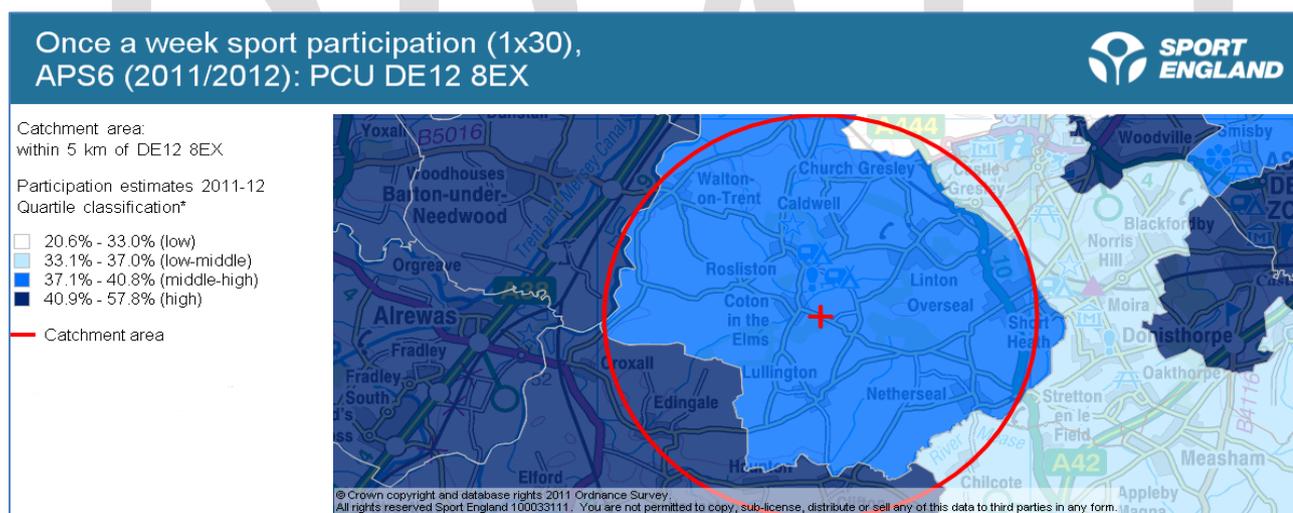
Three of these top 4 segments in the Sub-Area, representing 38.6% of the adult population, are from socio-economic groups ABC1, and are all relatively active for their age groups. Compared to the national and District average, these Market Segments are more likely to: be club members; have volunteered in the last month, and interested in doing more sport – albeit there is a drop off in interest with age. All of these segments are motivated by enjoyment in the activity, and keeping fit. The fourth segment – Elsie & Arnold are drawn from socio-economic groups DE, and are the least active segment. They are also less likely to volunteer, and only 25% want to do more sport. Their motivations are enjoyment; keeping fit and socialising.

Activities	Tim	Phillip	Roger & Joy	Elsie & Arnold
Cycling	✓ ↑	✓ ↑	✓ ↑	↑
Keep fit / gym	✓ ↑	✓ ↑	✓ ↑	✓ ↑
Swimming	✓ ↑	✓ ↑	✓ ↑	✓ ↑
Football	✓	✓		
Running / Athletics	✓	✓		
Golf		✓ ↑	✓ ↑	✓
Bowls				✓
Tennis				↑
Club member	33%	30%	15%	15%
Volunteer	11%	11%	7%	2%
Want to do more	66%	58%	44%	25%

✓ Top sport likely to participate in    ✓ ↑ Top sport likely to participate in, and interested in doing more

## PARTICIPATION LEVELS

Adult participation levels for the Sub-Area have been obtained by using Sport England’s interactive Small Area Estimates Tool for a 5km radius from a selected Postcode (DE12 8EX), and indicate the majority of the Sub-Area is **within the Middle - High quartile for 1 x 30 minutes per week sport participation nationally (37.1% - 40.8%), but in the Low – Middle quartile for 3 x 30 minutes per week participation in sport and active recreation (19.9% - 23.0% of the population).**



### Area Summary Profile Key Points (DCC Area Summary profiles- Linton, the Seales and part of Newhall and Stanton) Ward and Parish Health Data 2011)

It should be noted that statistics at electoral division can cover a diverse area. So Ward /Parish level data is also being looked at to inform this information- as highlighted.

- All age, all-cause mortality is worse than the Derbyshire and national average and is the 7<sup>th</sup> worst in the County. (Electoral division)
- Life expectancy at birth for males is significantly worse than the Derbyshire and national average in this area, and is the 5<sup>th</sup> worst in the County. (Electoral division)
- Limited day to day activities are significantly worse than the Derbyshire and national average. (Electoral division)
- Travel time to GP's is classed as significantly worse than the Derbyshire and national average. (Electoral division)
- Library user numbers are significantly worse in this area than the Derbyshire and national average being the fourth worst in the County. (Electoral division)
- Fuel poverty is significantly worse than the Derbyshire and national average. (Electoral division)
- Significant growth is projected for this area, particularly with a large development in Drakelow.
- The area is within the middle to high quartile in achieving the 1 x 30 mins participation of week of sport, but in the lower to middle quartile for those achieving 3 x 30 mins participation in sport per week.
- Obesity rates at reception are lower than both the national and county average but not significantly so. (Electoral division)
- Those 65 years and over in the Seales Ward have a higher percentage of those with a long-term health problem or disability compared to the district and county. This is replicated in parish data for Lullington, Netherseal, Walton upon Trent, Rosliston, Overseal and Linton.
- Those aged 16-64 years group with bad health by age are slightly higher than the district and county figures in the Linton ward. This is also shown to be the trend for the following parishes in this area: Linton, Drakelow and Coton in the Elms.
- The percentage of the population who provide unpaid career hours of 1-19 hours per week are higher than the district and county averages for both the Linton and Seales Ward. This trend is also true of parish data for Lullington, Netherseal, Coton in the Elms, Linton and Rosliston.

### Potential Venues

This strategy will prioritise the utilisation of non- traditional venues and use locally based facilities such as parks and open space, community halls and venues and those identified by local communities which are suitable for the delivery of a range of opportunities.

Rosliston Forestry Centre; Strawberry Lane; Walton CC; Overseal Village Hall, all-purpose pavilion and playing fields; Netherseal Sport and Recreation Ground; Linton Village Hall; Coton Recreation Ground and Village Hall; School sites which are accessible for community use.

## Area Action Plan- South Sub Area Profile-(Linton, and the Seales)

Principle area	Issue	Potential Resolution
Physical and Mental Wellbeing	Low to middle levels of physical activity in the district for 3 x 30 mins per week	Promotion of opportunities in the right way to the right people.  Promotion of general offer to keep those engaged in physical activity maintaining or increasing their level of engagement towards the Chief Medical Officer's recommendations of 150 mins per week.
	Obesity levels in reception and year 6. Growing population	Support schools to take up the Active Schools Network Offer. Activity opportunities and promotion to young people and their families.
	Life expectancy is lower than other areas of the District - particularly for males.	Promotion of opportunities in the right way to the right people.  Prioritise appropriate targeted interventions into this area.
	Ageing and growing population	Offer opportunities on a local basis to ensure easy access to participation. Promote active travel for all
Individual Development	Ageing population Limited day to day activities. High levels of those with a disability or long term health condition aged 65+	Enabling people to live independently through a range of opportunities / interventions. Promotion of activities to engage local people into opportunities and events in their local and surrounding area. Prioritise targeted interventions into this area.
	Growing population	Support schools to take up the Active Schools Network Offer. Promotion of opportunities in the right way to the right people.

Social, Economic and Community Development	Low to middle levels of physical activity of 3 x 30mins	Prioritise targeted interventions into this area. Promotion of how people can become physically active and stay active in their local communities.
	Limited day to day activities.  High levels of those with a disability or long term health condition aged 65+	Promotion of activities to engage local people into opportunities and events in their local and surrounding area.
	Ageing population Growing population	Promotion of local facilities and how you can utilise them, from green space to facility infrastructure.  Developing social capital of local people and communities to support local opportunities.
	Growth of Housing	Advocate for greenways and safe transportation links to enable all to undertake active travel.  Incorporate active design within new housing development to encourage levels of physical activity.

### Area Priorities:-

The following criteria have been adopted for identifying priorities for investment and other resources:

21. Developing a range of marketing and promotional material to engage the right people in the right way is essential to engage the inactive and motivate those already engaged to remain so.
22. Supporting the development of activities on a local level, to ensure ease of access into a variety of provision to enable people to remain active, will reduce the barriers that those living in rural areas can face.
23. Engaging young people and their families to live active and healthy lifestyles from an early age, supporting them to develop a positive association and potential lifelong engagement by leading a healthy lifestyle.
24. Having a range of opportunities for skill and volunteer development to build the social capital of local people and communities will help bring sustainability on a local / place based approach.
25. Providing physical activity provision and opportunities for those with a long-term health problem or disability may help to reduce the impact that their condition (s) have on their lives.

## Appendix 4- Consultation Feedback

### Consultation Feedback for Physical Activity, Sport and Recreation Strategy

#### Central

##### Opportunities

- Befriending and buddying opportunities and building physical activity into volunteer roles that are in the outdoors but getting people active – such as gardening, environmental surveys of local parks / woodlands that incorporate physical activity and a task.
- Equipment that attracts older children into becoming physically active.
- Smart phone apps that encourage activity.
- Activity offers reflecting the needs of those who are less mobile - e.g. walking football and netball.
- ‘Come and try it’ events that showcase the offer locally in locations where you don’t normally get them - for example pubs.
- Locally based opportunities in community venues.
- Sessions to show people how to use the gym park equipment.
- Focus on entry level opportunities where no previous experience is required e.g. walking groups like ‘Swad Amblers’.
- Peer to peer support opportunities for individuals.

##### Barriers

- Individuals may lack the confidence to participate in activities and may feel self-conscious about their lack of fitness
- The cost of opportunities puts people off.
- Phraseology is important and avoiding using traditional engagement of ‘sport’.
- Getting to and parking at some venues can be challenging at some open spaces in the urban core.
- Informing people of the progression routes through different levels of activity.
- There can be peaks and troughs in an individual’s engagement - for example continuing engagement from initial motivation i.e. New Year’s resolutions are important. Life changes meaning that people can have transitional relationship with physical activity.
- Shower provision for lunch time activity - is this available at the leisure centres and how can it be promoted?

##### Consultees’ contributions to the delivery of the strategy

- Developing and promoting volunteer roles that involve physical activity - gardening / dog walking etc.
- Small grant opportunities for social activities that have a physical activity element, as well as tackling isolation.
- Support at ‘come and try it’ events.
- Dissemination of promotional material in non-traditional ways - e.g. community first responders.
- Goseley GAP new activities on offer for the local community e.g. dance.
- Schools network supporting the promotion of local opportunities for local people through their engagement with Parent / teacher Associations and their families.

## **Rural**

### Opportunities

- Development of young leader programmes.
- New build near to Elvaston.
- Modernisation of facilities.
- Recreational cricket programmes ‘back to cricket’, ‘family cricket’ and Just Play Cricket’ offer through the Cricket Development Group members.
- Creating a pathway from appropriate school sport opportunities to local clubs / opportunities.
- Maximisation of facilities that are available in rural locations.
- Parish Councils opening their facilities at minimal / no cost for opportunities for local residents to take part in during the day.
- Outdoor and adventurous activities development- Bush Craft / Boot Camps / canoeing.
- Low impact activities such as Walking Football could be utilised to engage inactive or older people to re-engage those who have become inactive. Different locations could be used to attract a wider range of people.
- Innovative opportunities – something different at indoor rural locations - e.g. indoor bowls, new age games type activities.

### Barriers

- Lack of volunteers.
- Lack of facilities and open space.
- Resistance from some parish councils to people using their facilities.
- Lack of facilities / knowledge about what facilities are available.
- Communication to local people about what is available, who collates it and how it is disseminated. Communication was mentioned several times in this group.
- Leases on grounds / venues can be stringent - e.g. prohibition / exclusion of activities other than one stipulated through lease agreements - e.g. cricket at Elvaston.

### Consultees’ contributions to the delivery of the strategy

- Support from consultees to generate ‘Just Play’ type activities at different clubs.
- Local football club community trusts to support the inactive agenda.
- Club to school links to encourage ongoing participation from school into clubs / pathways where appropriate.
- Offer of use of facilities from Parish Councils at no charge or low cost during the day to offer opportunities on a local level for local people.
- Schools network supporting the promotion of local opportunities for local people through their engagement with Parent / Teacher Associations and their families.
- Clubs from the cricket development group welcomed the opportunity to comment and could see the opportunity to attract more people through cricket into recreational opportunities. Working in closer collaboration could be mutually beneficial.

## Overview Group

Are there any target groups / locations / partners to add?

- Need to get the message out to new audience.
- Potential for dance projects to engage young girls.
- National Trust, Forestry Commission, Severn Trent Water.
- Making use of the 'Great Outdoors'.
- New housing estates - opportunities to promote / provide new facilities.
- New swimming facilities needed- County Sports Partnership on border with Derby City.
- Housing developers need to ensure provision is built into new settlements.
- Derby City Council needs to be engaged at all levels especially due to new housing growth in both areas.

## Opportunities

- Jogging tracks.
- Promotion of new and less traditional opportunities to engage in physical activity.
- Embrace technology and social media.
- Groups need to have opportunities to take part during the day.
- Assistance with grant writing and signposting people to those who can help.
- Supporting the development of a disability network and utilising events such as Special Olympics Derbyshire as a way to engage disabled participants into activities.

## Barriers

- Lack of confidence.
- Public transport often poor.
- Older age groups not provided for under social care.
- Peer pressure if you want to challenge the status quo, marking yourself out as different.
- Affordability / lack of finance to participate.
- Adult education / social service age restrictions.
- Funding often time bound.
- Embarrassment and low self-esteem.
- Licenses revoked due to health issues.
- Mental health is the 'hidden' illness which can present a barrier when in certain situations / circumstances.
- Carers need respite or alternative provision.
- Low aspirations.

## Consultees' contributions to the delivery of the strategy

- Use of outdoor gyms with personal trainers using parks and outdoor spaces.
- Talent spotting - identifying new and up and coming talent in clubs.
- Change from within - identify community group champions to help promote change to peers.
- Opportunities for careers or support workers to participate in activities when clients are taking part
- Co-ordination of programmes or projects to target funding opportunities.
- Engaging with local businesses - workplace exercises, corporate gym memberships, promoting and capturing good examples.
- Training for providers, especially for specialist support or needs (e.g. mental health).