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| REPORT TO: | HOUSING & COMMUNITY SERVICES COMMITTEE | AGENDA ITEM: 15 |
| DATE OF MEETING: | 24 th APRIL, 2008 | CATEGORY: DELEGATED |
| REPORT FROM: | DIRECTOR OF COMMUNITY SERVICES | OPEN |
| MEMBERS' CONTACT POINT: | STUART BATCHELOR (Ext. 5820) | DOC: s:\leisure\committee reports\derbyshire sport\jog derbyshire - 24 april 08.doc |
| SUBJECT: | JOG DERBYSHIRE | REF SB/SAC |
| WARD(S) AFFECTED: | ALL | TERMS OF REFERENCE: HCS07 |

1.0 Recommendations

- 1.1 To approve the Councils involvement in the Jog Derbyshire Project.

2.0 Purpose of Report

- 2.1 To inform Members of the proposed Jog Derbyshire Project and gain their approval for the Council's involvement.

3.0 Detail

- 3.1 The Active People results published late in 2006 illustrated that within Derbyshire only 20.9% of the over 16 population are regularly involved in moderate intensity sport for at least 3 times of 30 minutes a week. Over 50% of the adult population have no involvement in physical activity.
- 3.2 Female participation rates are generally lower than male participation rates in all age bands except the 45-54 age group. There is a need to encourage more adults to become more active in the county, especially females and the Jog Scotland experience has been very successful in encouraging participation of adult females in particular.
- 3.3 A proposal has been developed between Derbyshire Sport, Derbyshire Primary Care Trust, England Athletics, Sport England and the Derbyshire Local Authorities to establish a project called Jog Derbyshire.
- 3.4 The programme will lead to the establishment of a countywide network of jogging groups along the lines of the successful Jog Scotland model. England Athletics are currently developing a Jog England programme along the lines of Jog Scotland and have 'adopted' Jog Derbyshire as a pilot.

- 3.5 The purpose of the project is to encourage and provide easily accessible, locally based, social opportunity for over 16's to take regular exercise through jogging and thereby developing a habit of exercise bring social and physical benefits to people and helping to achieve participation targets of Derbyshire Sport. The target group is people who wish to become more active. This is not an initiative for committed runners.
- 3.6 Targets within this programme include:
- To raise the profile of physical activity in the county through strong PR associated with Jog Derbyshire as part of the wider Active Derbyshire campaign.
 - To contribute toward the 1% p.a. participation target of each Community Sport Network (CSN's) in the county.
 - Within 3 years to achieve membership in jogging groups of 3500 adults, who are not currently active sufficiently to gain a health benefit.
 - To establish a minimum of 250 jogging groups after 3 years with groups in all 8 local authority districts.
 - To promote high profile participation events, leading to an increase in participation numbers in events such as the Derbyshire Building Society/Sporting Futures 10K, Race for Life, Sport Relief Miles.
- 3.7 The project will be managed by Derbyshire Sport with two Development Officers recruited who will operate across the County working with local districts. This is a situation that works well with School Sports Competition Managers already.
- 3.8 The role of these officers will include: recruiting and training jog leaders who will lead jogging groups, marketing the programme to help recruit participants to the groups, linking the programme within the plans of CSN's and other appropriate organisations and promoting participation jogging/running events.
- 3.9 Jogging groups can be established from within leisure centres, work places, village halls, local pubs, local schools, community centres, places of worship, sports clubs. They can cater for members of existing social groups or be set up to attract new members to a jogging group.
- 3.10 In the first year of the project the majority of groups that will be set up will be beginner level groups but as participants become healthier, intermediate and advanced groups will be established.
- 3.11 In terms of the district, the local Community Sports Network, South Derbyshire Sport, will work with local partners including existing running clubs, GP Surgeries, Parish Councils etc to develop local groups.

4.0 Financial Implications

- 4.1 Sport England has now approved a Community Investment Fund Grant of £200,000 and along with a contribution of at least £67,800 from Derbyshire PCT then the project will progress.
- 4.2 The contribution from this Council will be provision of a 'drop in desk' within the Leisure and Community Development service. This will be part of in kind contribution

which will total £5,000 a year in Years 2 and 3 and be further made up of administrative, marketing and development support. This will not affect revenue budgets.

- 4.3 In return the Council will receive £5,000 in Year 1 to support the cost of setting up the initial groups, plus up to 2 days per week of Developmental Officer support in the District.

5.0 Corporate Implications

- 5.1 The project contributes towards the corporate aim of a Safe and Healthier Community by providing physical exercise opportunities across the district.

6.0 Community Implications

- 6.1 This project provides an excellent opportunity for local people to engage in physical activity in community locations.

7.0 Conclusions

- 7.1 Jog Derbyshire is another sports based project developed in Partnership which will provide innovative and cost effective services for the local community.