
REPORT TO:	HOUSING AND COMMUNITY SERVICES COMMITTEE	AGENDA ITEM: 7
DATE OF MEETING:	12th MARCH 2015	CATEGORY:
REPORT FROM:	DIRECTOR OF COMMUNITY AND PLANNING	OPEN:
MEMBERS' CONTACT POINT:	VICKY SMYTH 01283 595776 vicky.smyth@south-derbys.gov.uk	DOC:
SUBJECT:	PHYSICAL INACTIVITY FUND	REF:
WARD(S) AFFECTED:	ALL	TERMS OF REFERENCE: HCS07

1.0 Recommendations

- 2.1 Members to support the implementation of the South Derbyshire physical inactivity action plan.

2.0 Purpose of Report

- 2.2 Inform members about the Derbyshire Inactivity Fund and for members to support implementation of the recommendations in the action plan
- 2.3 To approve the development of physical activity opportunities across the district

3.0 Detail

- 3.1 Lifestyle choices such as inactivity are key factors to major diseases and preventable mortality locally. Inactivity is responsible for 17% of premature deaths in England.
- 3.2 Inactivity is defined as doing fewer than 30 minutes of physical activity per week. The rate for South Derbyshire in 2012 was 27.5% which equates to an estimated 20,958 inactive adults.
- 3.3 An estimated direct cost to the NHS of physical inactivity across the UK is £1.06 billion. For Derbyshire the projected cost in 2010 was £191.3 million.
- 3.4 Derbyshire County Council Public Health wish to commission redeveloped services to combat high inactivity levels across the County.
- 3.5 As part of its integrated Wellbeing Service, Derbyshire Public Health has set up a fund to support and reward success at a local level to reduce sedentary behaviour and inactivity in adults aged 16+.
- 3.6 The allocation for South Derbyshire is £30,048 per annum (until 2017) and funds will be released on submission of a locally agreed action plan.
- 3.7 The South Derbyshire target is to engage a minimum of 419 people per year (2% of the inactive population)

- 3.8 The fund has been developed to support delivery of the Active Derbyshire Plan 2013 – 2016.
- 3.9 This new inactivity funding will complement and match fund a range of other Public Health funded programmes in South Derbyshire. These include GP Health Referral, Walking For Health and Five/60 (child nutrition and physical activity programme) and the South Derbyshire Health and Wellbeing Locality Plan. A financial overview of these services and details of how they interact is below.

Derbyshire Integrated Wellbeing South Derbyshire Approach



- 3.10 A robust evidence base has been captured to inform prioritisation of inactivity fund spend. Key headline evidence for South Derbyshire includes:-

Levels of adult excess weight is worse than the England average (South Derbyshire Health Profile, 2014)
Rate of people killed and seriously injured on our roads is worse than average (South Derbyshire Health Profile, 2014)
Life expectancy is 9.9 years lower for men and 5.8 years lower for women in the most deprived areas than in the least deprived areas (JSNA, 2013)
Some smaller communities within the urban areas around Swadlincote fall within the 10 – 20% most deprived areas nationally
Above Derbyshire rate for acute hospital admissions due to a fall or falls injuries for over 65s (South Derbyshire Locality Plan, 2014)
Within the district the 50+ population is the fastest growing age group (SD 50+ needs survey)
Frail older people's services/Oaklands Village is a priority (South Derbyshire Clinical Commissioning Group)
There are currently 307 adults with learning disabilities known to GP surgeries in SD (Southern Derbyshire CCG, 2013)
Over 80% of adults with learning disabilities engage in levels of physical activity below the minimum recommended by the Department of Health, a much lower level

than the general population (Hatton et al)
People with learning disabilities have greater health needs than the general population, but face greater barriers in order to address those needs ('Don't be a couch potato' report, DFHT*, 2009)
SD Locality Plan 2014/2015 recommends 3 priority areas:- <ul style="list-style-type: none"> • Reducing health inequalities within families and young people in the urban core • Supporting the health of older people • Supporting individuals and families living in rural areas experiencing health inequality

3.11 Development of the plan also included extensive local consultation with South Derbyshire Sport (SDS) members.

3.12 The combined evidence and consultation therefore directed us towards the following priority areas:-

- The urban core where health need is concentrated
 - Supporting older people to get more physically active
 - Providing targeted activities for vulnerable populations who are more inactive e.g adults with learning difficulties, those with mental health issues
 - Providing a range of free or low cost physical activity opportunities utilizing South Derbyshire's green space.
- Cross cutting priority :-
- Market and promote our activities more successfully

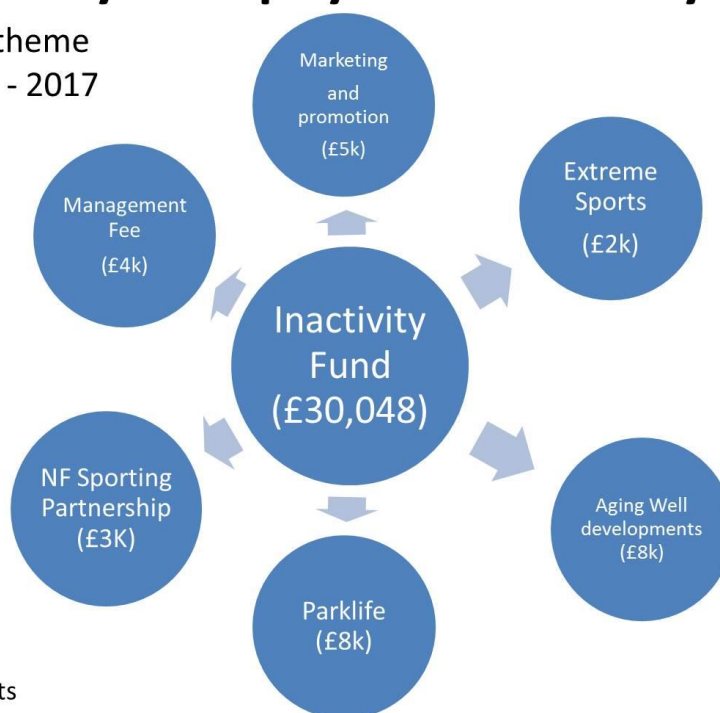
3.13 As a result the following theme areas are proposed:-

Theme area	Investment	Aim
Marketing and promotion	£5k/a	Support local partners to effectively promote services
Ageing Well	£8k/a	Development of older peoples lifestyle activities
Parklife	£8k/a	Match fund initiation of Parklife project
National Forest Sporting Partnership	£3k/a	Mass participation budget
Extreme sports for vulnerable communities	£2k/a	Extreme sports development for vulnerable communities, learning disabilities and mental health service users

3.14 Full details of the key actions for each priority area can be found in appendix 1 – South Derbyshire Physical Inactivity Plan 2015

South Derbyshire physical inactivity plan

Proposed theme
areas 2015 - 2017



Proposed amounts
Year 1

4.0 Financial Implications

4.1 Derbyshire County Council's inactivity funding will be used to support physical activity development across the district. This funding will bring an additional £30,048 per annum (2013 – 2016) into the District to support activity development.

5.0 Corporate Implications

5.1 The services cut across many corporate agendas and these are shown below: -

- Sustainable growth and Opportunity
 - The project supports promotion of The National Forest and opportunities available in it e.g. Walking For Health
 - Sessions are offered free to ensure good access for all
 - Sessions will be delivered in different Hub areas around the district.
- Lifestyle Choices
 - The Project promotes increased participation in physical activity and supports the development of a healthier lifestyle.
- Value for Money
 - Development of employees by up skilling the workforce

6.0 Community Implications

6.1 The service proposals will have a significant impact on improving the health and wellbeing of South Derbyshire residents.

7.0 Conclusions

7.1 This plan will :-

- Develop a strong collaborative approach to tackling inactivity through partnership working
- Drawn down match funding
- Enhance a shared capacity to deliver
- Encourage ongoing take up of physical activity opportunities
- Foster joint ownership of key priorities and outcomes

8.0 Background Papers

Appendix 1 – South Derbyshire Physical Inactivity Plan 2015