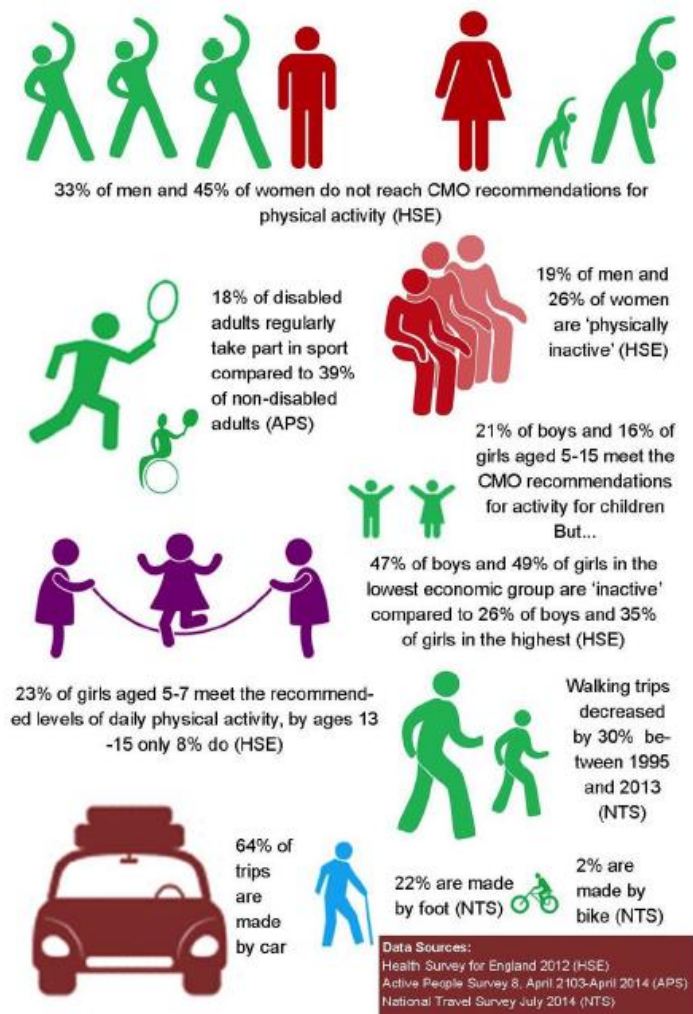


South Derbyshire Physical Inactivity Plan

2015





5

*Taken from 'Everybody Active, Every Day. An evidence-based approach to physical activity (PHE, 2014)

Inactivity - a national epidemic

Even if people meet the CMO recommendations

What do people do the for other 23.5 hours per day??



Inactivity Fund

- Locally consulted partnership action plan has been developed by South Derbyshire Sport (SDS)

SDS Partners include:-

- SDDC Sports Dev
- Facilities (Active Nation/Swad Ski Centre)
- Village Games
- Parks and Open Spaces
- Public Health
- SD CVS
- Local Volunteers
- SSP
- National Forest
- Derbyshire Sport
- NGO rep
- Sporting Futures
- Safer Communities
- Local elected members

It has been agreed that SDDC will act as the accountable body for the funding on behalf of SDS.

Public Health funding 2014-2017

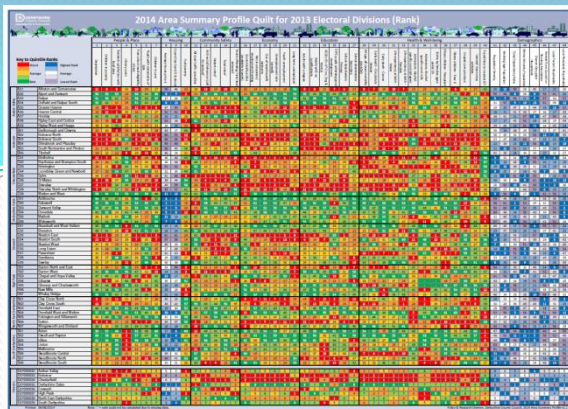
This new inactivity funding with compliment and match fund range of other PH funded projects in South Derbyshire

- These include:-
 - Health referral (reduced contract value)
 - Walking For Health Expansion (increased contract value)
 - Five/60 programme (same contract value)
- In addition the 2014/2015 H&W Locality Plan funded the following physical activity interventions
 - Outdoor Gym development Newhall (£5k)
 - PA with identified vulnerable communities, GAIF (£5k)
 - Junior parkrun, Swadlincote (£3k)
 - Capital investment support Oakland Gym (£2.5K)

Inactivity fund detail



- Supports delivery of the Active Derbyshire Plan 2013 – 2016
- Will have a positive impact on:-
 - Primary indicator - % of adults (16+) who do less than 30 mins of moderate intensity pa per week. **(SD rate, 27.5% = 20,958 people)**
 - Secondary Indicator – the % of adults (16+) achieving at least 150 minutes of moderate intensity PA per week in bouts of 10 mins or more **(SD rate – 58.8%)**
- South Derbyshire target is to engage a minimum of **419 people per year** (2% of the inactive population)
- In year 3 there will be a split between core funding 85% and 15% reward payment based on a 1% decrease in inactivity rate (PHOF)



Evidence base

A robust evidence base has been captured to help the partnership prioritise inactivity fund spend.

Evidence includes a mixture of statistical data and local consultation

Key documents:-

- Health Profile for South Derbyshire, 2014

<http://www.apho.org.uk/resource/item.aspx?RID=142180>

- 2014 Area Summary Profile Quilt data

<http://observatory.derbyshire.gov.uk/IAS/custom/pages/areasummaryprofiles2014.aspx>

- Sport England Market Segmentation

<http://segments.sportengland.org/index.aspx#segment=dominant&focusType=CSP&focusNa>

- Active People data

http://www.noo.org.uk/data_sources/physical_activity/activepeople

- SDS inactivity planning consultation (Appendix 1), 2014

- Everybody Active, Every Day (PHE), 2014

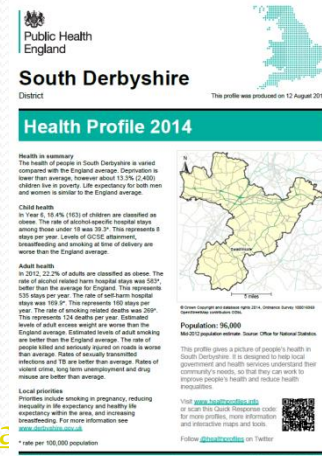
<https://www.gov.uk/government/consultations/everybody-active-every-day>

- South Derbyshire JSNA, 2013

- South Derbyshire Health and Wellbeing Locality plan, 2014/2015

- SD 50+ Needs Survey

http://www.south-derbys.gov.uk/Images/50Summary_tcm21-95024.pdf



South Derbyshire Age 50+ Needs Survey results summary



South Derbyshire has the seventh highest population growth of local authorities in England, with the fastest growing age group, a survey was undertaken from January to March 2014 to find out information on the physical activity, needs and fear of crime issues relating to the 50+ population of South Derbyshire.

The survey was conducted in partnership with South Derbyshire District Council, South Derbyshire Partnership, the South Derbyshire Council for Voluntary Services, the South Derbyshire Local Strategic Partnership and the South Derbyshire Local Strategic Partnership and the South Derbyshire Partnership.

Questionnaires were distributed across the district during market days at Sandiacre, through GP surgeries, at local leisure centres, via a mail shot to various activity groups and at some local supermarkets. Several interviews from the QIP forum assisted with the distribution of questionnaires at various events across the district. All those who have part in the survey were given the opportunity to be entered into a prize draw with the chance to win one of ten £100 shopping vouchers, prizes were awarded at the Sandiacre and District 50+ Forum in June.

In total 800 surveys were returned which provided a rich source of quantitative and qualitative data. Three focus groups were also held with a walking group, a sheltered housing group and a residential care home group to gain a better insight into the physical activity needs and fear of crime issues.

Evidence – General health needs in SD

- Inactive adult popn. SD = 27.5% or 20,958 people (APS 6)
- 22.2 % of adults are classified as obese (HP,2014*)
- Levels of adult excess weight are worse than the England average (HP ,2014*)
- Rate of people killed and seriously injured on our roads is worse than average (HP, 2014*)
- Life expectancy is 9.8yrs lower for men and 5.8yrs 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 (Newhall and Stanton)

* Health Profile for South Derbyshire 2014

Evidence - Locality priorities

- Above Derbyshire rate for acute hospital admissions due to a fall or falls injuries for over 65s (SD 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 is a priority (SD CCG, 2013/2014)
- Increased poor levels of mental wellbeing in the urban core (JSNA, 2013)
- SD Locality Plan 2014/2015 recommends 3 priority areas:-
 - Reducing health inequalities within families and YP in the urban core
 - Supporting the health of older people
 - Supporting individuals and families living in rural areas experiencing health inequality

Evidence - Learning disabilities

- 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)
- Most Public Health initiatives fail to reach people with Learning Disabilities. ('Don't be a couch potato' report, 2009)

Evidence - Market segmentation

Looking at Sport England market segmentation data (whole SD) the following groups have a higher than England average representation:-

- Early retirement couples
- Twilight year gents
- Comfortable mid-life males
- Stay at home mums
- Middle England mums
- Settling down males

However if you look in more detail at our most deprived community (Newhall) the demographics change:-

- Retirement home singles*
- Pub league team mates*
- Middle England mums
- Local 'old boys'*
- Comfortable mid-life males
- Older working women*
- Stretched single mums

- Thus for Newhall LSOA Sport England data recommends targeting these segments

Identified priority areas

The evidence therefore directed us towards the following priority areas:-

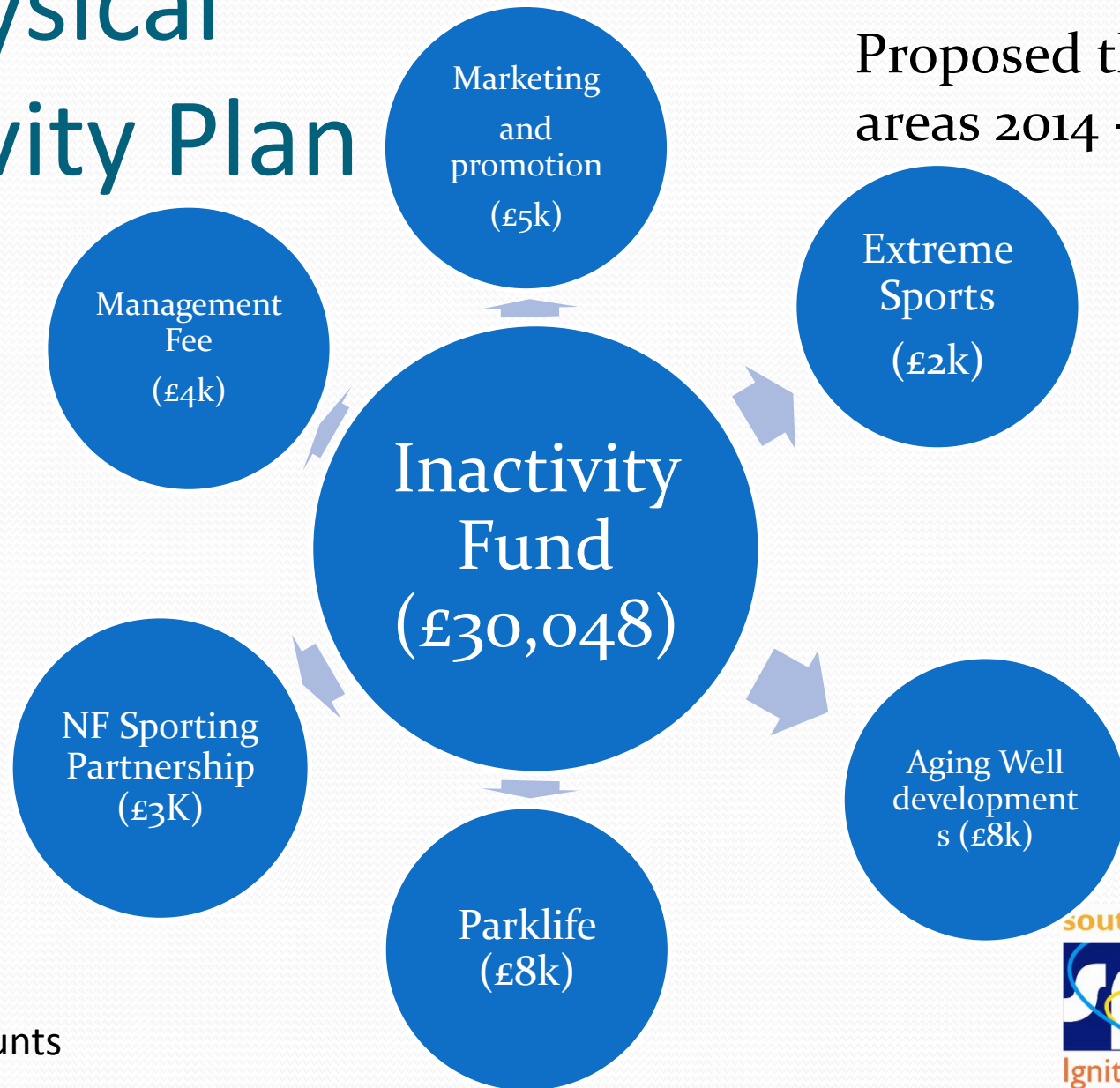
- The urban core where health need is concentrated
- Supporting older people to get more physically active
- Providing targeted activities for vulnerable populations who are more inactive e.g adults with learning difficulties, those with mental health issues
- Providing a range of free or low cost physical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

Cross cutting priority :-

- Market and promote our activities more successfully

Physical inactivity Plan

Proposed theme
areas 2014 - 2017



Proposed amounts
Year 1

Marketing and promotion

- How well do we promote activities?

Funding required to support local partners to effectively promote services. This was identified as a large weakness in the Sport and Health Strategy gap analysis.

- Emphasis on reaching most vulnerable and inactive
- Specialist support provided by SDDC
- Review existing brands and rationalise messages
- Develop partnership marketing plan
- Increase traffic to Healthier South Derbyshire and Active Derbyshire website
- Propose a £5k per annum investment

Marketing and promotion – Key actions

Priority area	Outcomes	Actions	Who
Market and promote more successfully	% decrease in adults who do less than 30 mins/ week (PHOF) (APS)	Review brands across the partnership	SDDC
	% increase in adults achieving 150 mins of PA/week (APS)	Establish partnership marketing plan	All partners
	20% increase in hits on the Healthier South Derbyshire Website	Target promotion to key audiences e.g workplaces, areas of promotion, LD	SDDC, Partners
	20% increase in hits on the South Derbyshire pages of Active Derbyshire website	Link with Integrated Wellbeing Workers, Care Co-ordinators and vSPA staff.	SDDC, Derbyshire Sport, Partners
		Establish Social Media strategy and implement	SDDC, Partners
		Use market segmentation data to target promotion effectively	

Ageing Well

Support development of older peoples lifestyle activities

- Updated consultation with older people to identify appropriate programme
 - Revenue investment to activate development of range of activities
-
- Propose £8k investment Year 1
 - Followed by £5k year 2 and 3

Ageing Well – Key actions

Priority area	Outcomes	Actions	Who
Supporting older people to get more physically active	% decrease in adults who do less than 30 mins/ week (PHOF) (APS)	Refresh and expand the 50+ needs survey	SDDC
	% increase in adults achieving 150 mins of PA/week (APS)	Establish baseline figure of 50+ activity (audit)	SDDC
	Decrease in rate of acute hospital admissions due to falls in the over 65s (HP)	Activate a range of new activities in line with 50+ needs survey results (min of 3 new regular sessions established, attracting 15 participants per session)	SDDC, Active Nation, Get Active in The Forest, Trident Reach, VCS, NGBs and other partners

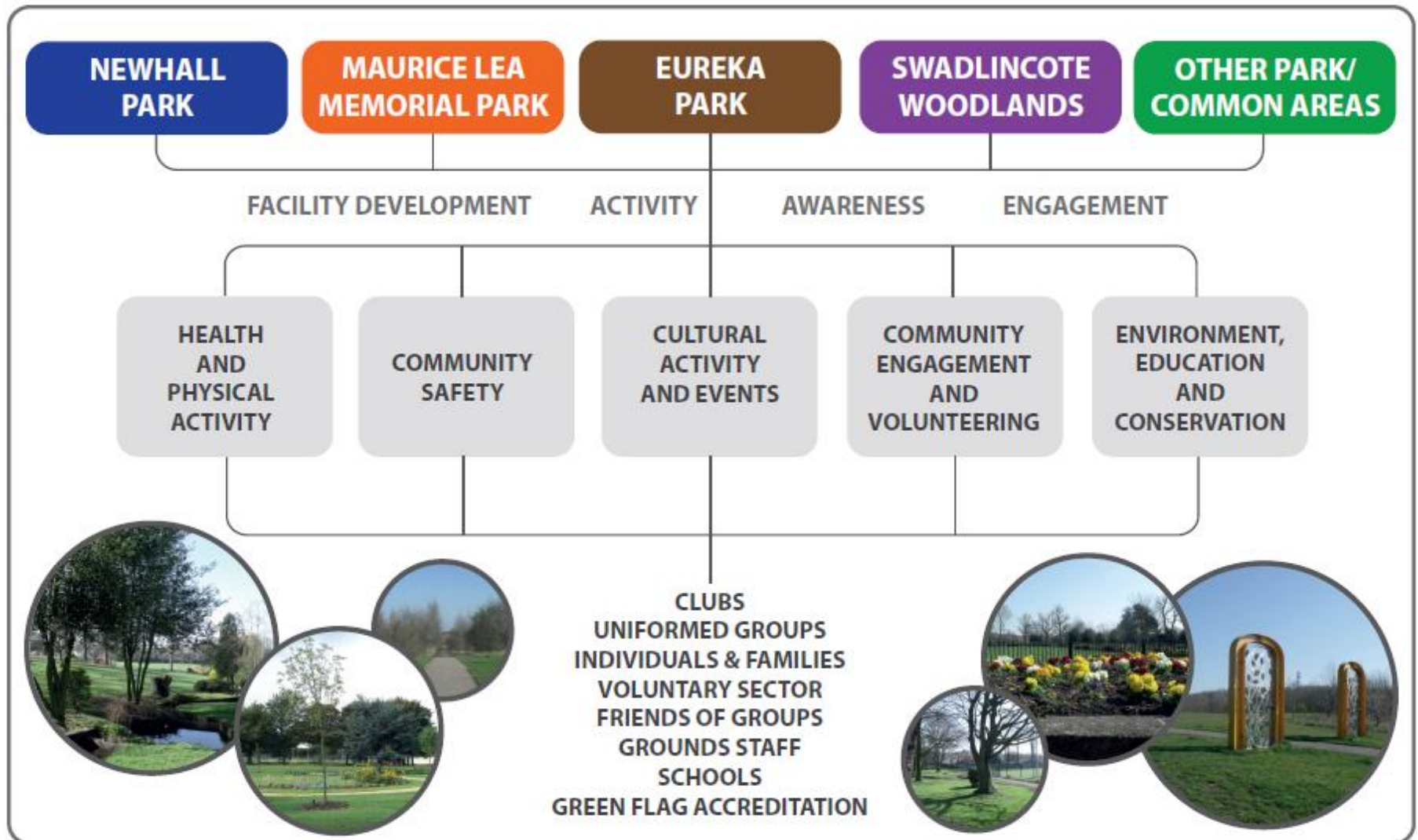
Parklife

- Match fund initiation of cross cutting Parklife project
 - Up skilling of staff and volunteers
 - Equipment purchase
 - Community development and consultation
 - Family based activities and events
 - Regular adult activity (further ideas in appendix 1)

Could include:-

- Racquet development
 - Club development e.g Walking Football
 - Environmental opportunities
 - Slacklining
 - Parkrun
 - 'Back to' type activities
- Propose investment of £8k per annum

PARK LIFE ACTIVATOR



Parklife – Key actions

Priority area	Outcomes	Actions	Who
Urban core physical activity development where there is most need	% decrease in adults who do less than 30 mins/ week (PHOF) (APS)	Conduct mini consultation with current users to develop new sessions	SDDC
Providing a range of free or low cost activities utilising green space	% increase in adults achieving 150 mins of PA/week (APS)	Initiate work across 4 urban parks (Newhall, Maurice Lea, Eureka and Swad Woods)	SDDC, Active Nation, Get Active in The Forest, Trident Reach, SSP, CVS, NGBs and other 3 rd Sector partners
Supporting older people to get more physically active	Increase usage of green space	Establish min of 10 new regular activities on a rolling programme of 2 x supported sessions/week/park (consult, start activity, make sustainable, move on) 10 participants/ session	SDDC, Active Nation, Get Active in The Forest, Trident Reach, SSP, CVS, NGBs and other 3 rd Sector partners
	Improved levels of mental wellbeing in the urban core (JSNA)	Identify and work with a range of target groups most at risk of inactivity	SDDC, Active Nation, Get Active in The Forest, Trident Reach, SSP, VCS, NGBs and other 3 rd Sector partners
		Conduct consultation with external groups to identify barriers and needs	SDDC, CVS
		Support volunteer development on site	SDDC and partners

National Forest Sporting Partnership

Mass participation event budget for National Forest Sporting Partnership

- Key areas of development
 - Cycling
 - Jogging
 - Open water swimming
 - Outdoor and adventurous activities
- Propose investment of £3k Year 1
- Followed by £10k year 2 and 3

National Forest Partnership – Key actions

Priority area	Outcomes	Actions	Who
Providing a range of free or low cost activities utilising green space	% decrease in adults who do less than 30 mins/ week (PHOF) (APS)	Consult and develop partnership plan	SDDC, National Forest, Get Active in The Forest, Village Games, Derbyshire Sport, Active Nation, and others
	% increase in adults achieving 150 mins of PA/week (APS) Rate of people killed and seriously injured on our roads (HP)	Develop AN/GAIF/SDDC Walk/Run/Cycle programme to include:- <ul style="list-style-type: none"> • 5 monthly family cycle events (15 participants at each) • 2 new regular Jog Derbyshire sessions (15 participants/session) • 2 new regular Walking For Health sessions (10 participants/session) 	AN, GAIF, SDDC, Jog Derbyshire, Village Games, Walking For Health, other partners
		Develop 2 x new National Forest mass participation events (TBC) Aim for 100 participants at each	SDDC, National Forest, Active Nation, Village Games, Get Active in The Forest, Trident Reach, SSP, VCS, NGBs and other 3 rd Sector partners
	Improved levels of mental wellbeing in the urban core (JSNA)		

Extreme sports for vulnerable communities

Extreme sports development for vulnerable communities

- Develop activity programmes for adults with mental health issues and/or learning disabilities
 - Climbing
 - Slacklining
 - Outdoor and adventurous
 - Utilisation of extreme sporting facilities in the District
 - Links to confidence building
- Propose £2k per annum investment

Extreme Sports for Vulnerable Communities – Key actions

Priority area	Outcomes	Actions	Who
Targeted activities for vulnerable popns who are more inactive	% decrease in adults who do less than 30 mins/ week (PHOF) (APS)	Establish current participation baseline for selected communities	SDDC
	% increase in adults achieving 150 mins of PA/week (APS)	Develop targeted package of extreme sport taster days for 2 key identified populations:- <ul style="list-style-type: none"> Adults with learning disabilities Adults with mental health issues 	SDDC, Active Nation, Get Active in The Forest, Trident Reach, SSP, VCS, NGBs, Bank House, DCC MH services, Derbyshire Community Healthcare Foundation Trust, and other 3 rd Sector partners
	Increase in participation levels for selected target group	Use consultation completed on taster days to establish regular programme of monthly activity (aim for 10 participants/session)	SDDC, Active Nation, Get Active in The Forest, Trident Reach, SSP, VCS, NGBs and other 3 rd Sector partners
	Improved levels of mental wellbeing in the urban core (JSNA)	Link to Parklife activities and regular use of green space	SDDC, Active Nation, Get Active in The Forest, Trident Reach, SSP, VCS, NGBs and other 3 rd Sector partners

Conclusion

This plan will :-

- Make a positive contribution on the 2 key indicators
- 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

For more information contact

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