

<b>REPORT TO:</b>	<b>HOUSING AND COMMUNITY SERVICES</b>	<b>AGENDA ITEM: 9</b>
<b>DATE OF MEETING:</b>	<b>14<sup>TH</sup> JUNE 2017</b>	<b>CATEGORY: DELEGATED/</b>
<b>REPORT FROM:</b>	<b>DIRECTOR OF COMMUNITY AND PLANNING</b>	<b>OPEN:</b>
<b>MEMBERS' CONTACT POINT:</b>	<b>HANNAH PEATE SPORT &amp; HEALTH PARTNERSHIP MANAGER EXT: 5753</b>	<b>DOC:</b>
<b>SUBJECT:</b>	<b>PHYSICAL ACTIVITY, SPORT AND RECREATION STRATEGY ADOPTION</b>	<b>REF:</b>
<b>WARD(S) AFFECTED:</b>	<b>ALL</b>	<b>TERMS OF REFERENCE: HCS07</b>

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## **1.0 Recommendations**

1.1 To seek approval for the adoption of the South Derbyshire Physical Activity, Sport and Recreation Strategy.

## **2.0 Purpose of Report**

2.1 To present the Physical Activity, Sport and Recreation Strategy and for Members to approve its adoption and implementation. The Strategy is provided as Annexe A with supporting Appendices in Annexe B.

## **3.0 Detail**

3.1 The strategy process has concluded following consultation with various partnership groups and a public consultation, followed by a final request for strategy feedback from all members, relevant partners, community groups, clubs and parish councils.

3.2 There has been a high level of support for the strategy and the strategic priorities across the consultees and partners.

3.3 The Strategy sets out the ambition of a collective approach to making South Derbyshire a healthy and active place to live.

3.4 The Strategy focuses on three strategic objectives to drive forward its delivery:

- Physical and Mental Wellbeing
- Individual Development
- Social, Economic and Community Development.

Strategic principles have been identified for each of the three strands of the Strategy:

## ***Physical and Mental Wellbeing***

What are we going to do-our key strategic principles:

- To target development work at the physically inactive, including those in underrepresented groups to become more active.
- To support the development and promotion of physical activity offers for older people that promotes and supports independent living.
- To develop, promote and support events which encourage family participation
- To support the development of mass participation activities and events including walking, running, cycling and dance.
- The activity offer will reflect 'insight' gained from national, county and local research and surveys.
- Utilising sport, health, physical and recreational activity as a tool to promote and support positive mental wellbeing.
- Utilising sport, health, physical and recreational activity as a health improvement tool.
- Utilising sport, health, physical and recreational activity as a tool to support workforce health and wellbeing

## ***Individual Development***

What are we going to do-our key strategic principles:

- Engage- people of all ages to engage in physical activity, sport and recreation offers in the way in which they want to do so.
- Inclusivity-More people from every background regardless of circumstance or situation regularly and meaningfully taking part in sport, physical and recreational activity.
- Training -To support the recruitment, training, accreditation and on-going development of community volunteers / activators.
- Achievement-Support individuals to maximise their potential in the way they wish to engage in physical and recreational activity and sport. Including recreational engagement and grass roots through to talented international athletes.

## ***Social, Community and Economic Development***

What are we going to do-our key strategic principles:

- To develop, promote and support events which encourage participation
- To promote the use of the natural environment including parks, woodlands public open space and

rights of way.

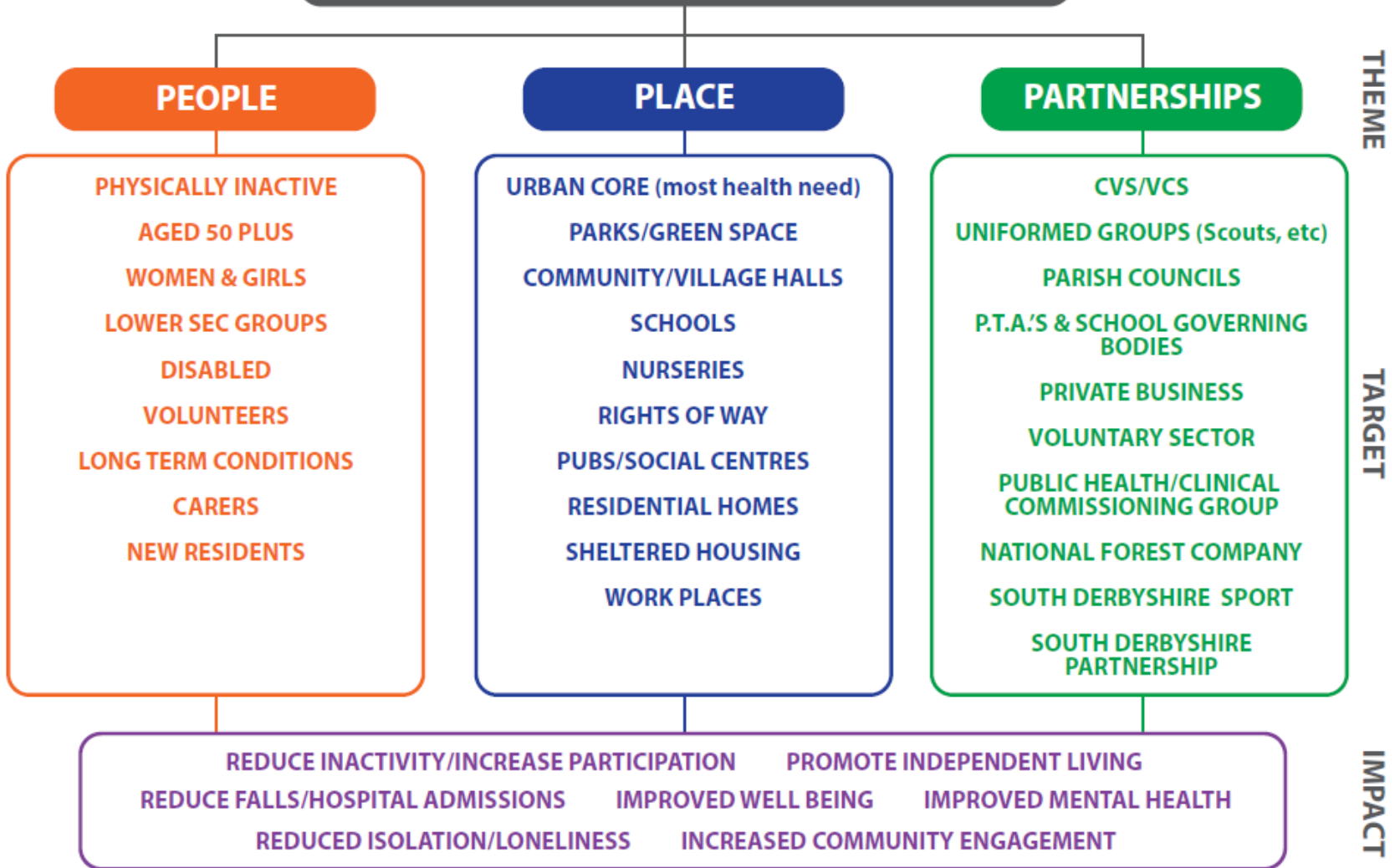
- Enhance partnership working with adjacent local authorities, parish councils, schools and other local organisations.
- To support and work in partnership with voluntary sector managed facilities, clubs and schools to maximise usage and to deliver against community need.
- To support the development of facility infrastructure to meet need and maximise the opportunity for participation.
- More productive, sustainable and responsible sport, recreation and community sector.
- Utilising sport, physical and recreation activity and participation events as a tool for driving inward investment and tourism into the District.
- Supporting the development of social capital within our communities. Social capital is 'the networks of relationships among people who live and work in a particular society, enabling that society to function effectively'. (Oxford dictionaries definition).

3.5 The strategy has also identified some key target audiences that the work delivered will look to engage:-

- Young People and Family Activity
- Older People
- Under represented Groups
- Reducing Health Inequality

3.6 The diagram below shows the key groups of people who will be targeted, the places and partnerships that will support the delivery of this strategy.

# SOUTH DERBYSHIRE'S APPROACH TO PHYSICAL INACTIVITY REDUCTION



- 3.7 Profiles have been produced for each of the five sub areas. Each contains a range of data about each area along with an action plan which relates to local priorities within the locality. This is contained in the Appendices in Annex B
- 3.8 An important next phase of the strategy is to work with a range of partners to apply for relevant funding streams to support the delivery of the ambitions within the strategy over the next five years.

#### **4.0 Financial Implications**

- 4.1 There are no increased financial implications currently arising from this strategy itself, although partners will work collectively to identify match funding in terms of revenue and in kind funding for appropriate funding opportunities. A 'live' strategy is a key requirement of funding bodies.

#### **5.0 Corporate Implications**

- 5.1 The Strategy is a key action within the Corporate Plan and contributes towards all themes within it - People, Place and Progress. The implementation of the Strategy and its area action plans will be important in ensuring the Council's contribution to the health and wellbeing agenda is maintained and delivered for south Derbyshire residents.

#### **6.0 Community Implications**

- 6.1 The ongoing consultation and engagement with local people, community groups, sports clubs and Parish Councils will be essential throughout the delivery of the strategy; and it will identify opportunities for significant opportunities to deliver physical activity, sport and recreation across communities in the District through a partnership approach.

#### **7.0 Conclusions**

- 7.1 South Derbyshire is continuing to plan for and provide its growing community with a quality offer through a range of partners which will promote its residents leading a health and active lifestyles as well as enabling people to achieve their sporting potential.