

A Sport and Health Strategy

for South Derbyshire 2011-2016



Foreword

Chair South Derbyshire Sport,
Cllr John Lemmon

“On behalf of South Derbyshire Sport I am delighted to introduce a new sport and health activity strategy for South Derbyshire. The strategy brings together all of the key partners within South Derbyshire who work tirelessly to maximise opportunities for people to participate in sport, recreation and physical activity within the District. The strategy introduces the collective targets of some of the key partner agencies including the School Sports Partnership, District Council and Youth Service and outlines how a partnership approach to delivery will result in achievable outcomes.

The strategy outlines many ways in which sport and health activity contribute to the wider Sustainable Communities Strategy for South Derbyshire, (2009-2029) alongside the Plan for Sport and Active Recreation in Derbyshire (2010-2015). It also provides evidence to promote the importance of sport by recognising its contribution to wider social, economic and cultural needs.

The strategy provides us with the opportunity to showcase and celebrate the experiences and successes to date, all of which we hope to build upon in the future.

With the London 2012 Olympic/Paralympic Games at the forefront of our minds, we have the opportunity to ensure that South Derbyshire can contribute to and benefit from the legacy which will be created.

The strategy would not have been developed and cannot be delivered without the effort, dedication and expertise of our sporting volunteers. This strategy proposes many actions to support, sustain and celebrate their work to ensure our experiences of sport and health activity are enriched.

I am confident that although we will experience changing times over the next five years, the outcomes from the strategy will be delivered to ensure enhancement of the opportunities provided within South Derbyshire.”

Vice Chair of LSP and Chair of Vibrant
Communities LSP Group, Jo Smith

“I would like to thank the many organisations and individuals for their efforts in the delivery of the previous South Derbyshire Sport Strategy, (2007-2010). The case studies highlighted in this document show the wonderful achievements which have taken place and the significant progress that has been made.

This Strategy sets out the vision for sport and health activity in South Derbyshire with ambitious targets which I am confident can be achieved through the ongoing coordination of the key agencies who contribute to sport and health development. Whilst we face a politically and financially challenging time ahead the enthusiasm, drive and commitment we have from the partner and voluntary groups who deliver sport and health activity will ensure that we continue to offer a high quality service and support the needs of all members of the South Derbyshire community.”

Contents

- 2** Foreword
- 3** Introduction
- 4** Our Vision and Aim
- 5** South Derbyshire’s Commitment to Sport and Health Activity
- 6-7** Supporting Sustainable Communities
- 8** Targets for Sports and Health Activity in South Derbyshire
- 9** The Local Context
- 10-11** Cross Cutting Agenda’s
- 12-13** Key Steps to Success – What Will Success Look Like?
- 14-16** Case Studies
- 17** Implementing the Strategy and Measuring its Impact
- 18** The Next Steps/Conclusion
- 19** Appendices

Introduction

This strategy intends to provide the strategic framework for sports and health activity within South Derbyshire by bringing together the aims, objectives and targets of all key partners who form South Derbyshire Sport. It is set out to build upon the strengths and successes of the previous three years and address the challenges ahead. It has been designed to provide the framework by which partners can develop individual detailed action plans to ensure the targets are delivered.

The strategy aims to engage and coordinate the numerous agencies within South Derbyshire who all have a role to play in the delivery of sport, health activity or recreation. This includes both professional agencies and voluntary groups who are each vital to ensure we achieve success.

For the strategy to succeed it will also need to be endorsed at County level by Derbyshire Sport and by many local, county and regional agencies that will be required to commit resources and play a part in its delivery.

South Derbyshire is the fastest growing district in Derbyshire with a current population of around 92,800 and an estimated population growth to 111,000 by 2026. The population is ageing with the number of over 65’s expected to rise by 64% in the same period and South Derbyshire is also likely to have a slightly higher than average population of young people. This not only puts added demand upon services and facilities but changes the requirement of need. It does, however, provide new opportunities to market activities and services to a more diverse range of people. South Derbyshire is also likely to have both an ageing population and a higher than average population of young people alongside a substantial rural population in the coming years, all of which will provide challenges to the services provided.

With London 2012 providing a major opportunity for residents within South Derbyshire to learn and benefit from the systems and structures which will be established in relation to volunteering, sporting legacy and performance structure this is an exciting time for South Derbyshire Sport.

Abbreviations used in the strategy

ASB	Anti-social behaviour
CASC	Community Amateur Sports Club
CYPS	Children and Young People’s Service
DS	Derbyshire Sport
FNP	Friday Night Project
GAIF	Get Active in the Forest
GSC	Granville Sports College
HQPES	High Quality Physical Education and School Sport
JNSC	John Nike Ski Centre, Swadlincote
NF	National Forest
NGB’s	National Governing Bodies of Sport
PESYP	PE, School Sport and Young People
RFC	Rosliston Forestry Centre
SDDC	South Derbyshire District Council
SDSSP	South Derbyshire School Sport Partnership
VCD	Volunteer Centres Derbyshire
VG	Village Games
WFH	Walking for Health
YOH	Youth of Hatton

Our Vision and Aim

The partners of South Derbyshire Sport operate within the direction of the following vision:

“To work together to improve opportunities within sport and health activity across the district of South Derbyshire”

The aim is to support the delivery of a number of national and local objectives set by partners in relation to four key areas which will form the basis of an excellent community activity infrastructure and provide the direction for the delivery of this Strategy. These are:

1. Young people participation and volunteering

- Supporting the delivering of local national targets in relation to participation.
- Engaging hard to reach groups and establishing sustainable delivery.
- Identifying appropriate deployment opportunities to engage young leaders in the community network.

2. Adult participation and volunteering

- Identification of activities which provide the maximum impact in terms of meeting local and national targets.
- Addressing gaps in provision assessed against the demands of the population.
- Widening opportunities and access to volunteering.

3. Facilities

- Assessment of the current position and requirements to support the changes in the South Derbyshire landscape.
- Improving facility infrastructure to better meet current and future needs.
- Working in partnership to improve facility development, management and promotion.

4. Reaching Communities – Addressing Local Need

- Improving the quality of experience to all members of the community.
- Marketing and promoting the opportunities available.

Consultation has identified that people within South Derbyshire want:

- Improved information in relation to available opportunities including the use of social media.
- To build on successful projects and utilise examples which have been proactive within other service areas.
- To make the most of the local environment in relation to parks and open spaces, water and cycle trails.
- To maximise interest through the London 2012 games but ensure its relevance to South Derbyshire.

The targets and actions outlined in the detail of the Strategy aim to address these requirements.

Our Strategy takes account of other document and strategies that are important. These include but are no means exclusively to:

- Our Sustainable Community Strategy for South Derbyshire 2009-2029.
- South Derbyshire District Council Corporate Plan 2010-2015
- South Derbyshire School Sports Partnership, Partnership Plan.
- Safer South Derbyshire Partnership Plan.
- South Derbyshire and Dales Children and Young People's Plan.
- South Derbyshire CVS Strategic Plan.
- Derbyshire Sport – Active Derbyshire Plan 2009-2013.
- Derbyshire Sport – Plan for Sport and Active Recreation in Derbyshire 2010-15.
- Derbyshire Plan for 2012 Games.
- The National Forest Strategy 2004-2014.
- Be Active Be Healthy – A plan for getting the nation moving, Department for Health 2009.
- Choosing Health: Making healthy choices easier, Department for Health 2004.
- Sport England Strategy – Grow, Sustain and Excel 2008-2011.
- East Midlands Regional Strategies.

South Derbyshire's Commitment to Sport and Health Activity

Physical activity has the capability to improve health, wellbeing and quality of life. Everyone should have the opportunity to participate in an active lifestyle, have a quality experience in their chosen activity and be helped to fulfil their potential.

South Derbyshire is an active member of Derbyshire Sport, working collectively across Derbyshire to ensure that the needs of the local community are foremost in the collective planning that takes place. As part of Derbyshire Sport, South Derbyshire Sport have committed to the ambitions, action points and ways of working as outlined in 2012 and Beyond, A Plan for Sport and Active Recreation in Derbyshire 2010-2015. This includes subscribing to the vision *to make Derbyshire one of the most active and successful sporting counties by 2020.*

South Derbyshire Sports will identify how the partnership can support the Derby City and Derbyshire City of Culture 2017 bid.

Using the Strategy, South Derbyshire Sport will:

- Promote the value, importance and priority of sport and health activity.
- Secure the commitment of partners to work across cross cutting agendas including education, health, crime and disorder, independent living and sustainable communities.
- Clarify the roles and responsibilities of all partners to help meet the outcomes of the Strategy.
- Support voluntary and community groups in the delivery of sport and health activity to meet high quality standards of delivery.
- Maximise the benefits for South Derbyshire from the London 2012 Olympic and Paralympic Games and other major sporting and cultural events.
- Work with partners to ensure that sport and health is adequately represented in the Total Place agenda.



Supporting Sustainable Communities

The following outlines the areas where this Strategy can significantly contribute to the outcomes of the South Derbyshire Partnership, **Our Sustainable Community Strategy for South Derbyshire 2009-2029.**

	What we want to achieve	How will we get there	Key priorities and measure
Healthier Communities	<ul style="list-style-type: none"> • An increased life expectancy across all communities. • Reducing health inequalities. • Reduced levels of obesity. • Increased levels of participation in physical activity across communities. • Improved access to services for all and particularly older communities. • Improved mental well-being. 	<ul style="list-style-type: none"> • Continue to expand activities based around walking, jogging, cycling, and swimming, (e.g. WFH, Walking festivals, Jog Derbyshire, Bikeability, GAIF etc). • Provide access to leisure centres and community facilities for New to Exercise referral and health activity schemes. • Deliver a targeted activity programme through the Over 50 Forum. • Offer Body MOT and health checks throughout South Derbyshire. • Continue to work with NHS Derbyshire County on appropriate jointly funded health and activity programmes. 	<ul style="list-style-type: none"> • National and local indicators in relation to participation identified. • Over 50's baseline data. • Number of formal activities delivered on parks and open spaces.
Safer Communities	<ul style="list-style-type: none"> • Reduced occurrence of antisocial behaviour and criminal damage. • The integration of all individuals and groups into the wider community. 	<ul style="list-style-type: none"> • Expansion of positive activities for young people programmes. • Roll out of successful community programmes as a model into other villages, (e.g. YOH, FNP). • Delivery of Village Games. • Close partnership with Safer South Derbyshire Partnership. • Establishment of informal activity programme at times of peak offences, (e.g. late night leagues, weekend activities etc). • Working with Youth Offending teams to use the power of leisure to mentor high risk offenders & provide additional support. 	<ul style="list-style-type: none"> • Calls to service in relation to ASB. • Number of community sessions established. • Delivery of Village Games. • Understanding of local concerns about anti-social behaviour and crime by the local council and police. • Positive activities for young people.



Get Active In The Forest has a strong partnership link with SDS - sharing both resources and staff - this increases our capacity to deliver our targets whilst reducing overheads. Specific areas of joint working include events such as Forest Frenzy and Extreme Sports Day and community sessions such as Nordic Walking and New to Exercise.

Debbie Chesterman, Development Manager, Get Active in the Forest.



	What we want to achieve	How will we get there	Key priorities and measure
Vibrant Communities	<ul style="list-style-type: none"> • Increased participation in community and voluntary action. • Improvements in the management of open spaces and local sites to benefit their value to people and wildlife. • An increased number of people taking part in cultural activities. • Services that meet the needs of a changing diverse population. 	<ul style="list-style-type: none"> • Leadership academy and volunteer development. Establishment of community activity groups, (YOH model). Involvement of volunteers in site based projects, e.g. Rosliston, parks etc). • Number of people attending GAIF, Village Games. • District wide high quality dance provision. 	<ul style="list-style-type: none"> • Number of facilities achieving recognised Quality Standard e.g. Quest/Green Flag. • Number of people visiting facilities. • Number of people attending sports development session. • Number of young people taking high quality leadership and volunteering roles.
Sustainable Development	<ul style="list-style-type: none"> • Sustainable employment and support for people to access the skills require. • High quality development that minimises the impact on the environment. 	<ul style="list-style-type: none"> • Provision of support to individuals who are not in employment, education or training. • Provision of coach and volunteer education programmes. Employment of young leaders to support activity programmes. • Establishment of active travel scheme within South Derbyshire. 	<ul style="list-style-type: none"> • Volunteering targets identified. • Number of young people taking high quality leadership and volunteering roles.
Children and Young People	<ul style="list-style-type: none"> • A healthy population of children and young people. • An enjoyable environment for children and young people in which they are able to achieve their potential. • An environment where children and young people can make a positive contribution. 	<ul style="list-style-type: none"> • Support the SDSSP in the delivery of the SSP plan. • Continue to provide a series of outreach activities and support to community groups to enable the provision of community led activity programmes. • Ensure young people are actively encouraged to be involved in the decision making process through engagement of Youth Forum, leadership academy, young people survey, district sports forum, parish planning process etc. 	<ul style="list-style-type: none"> • Participation numbers. • Achievement of SDSSP targets. • Sports passes and awards. • Youth Needs survey. • Positive activities for young people. • Obesity levels among primary school in yr 6. • Engagement in the arts. • Services for disabled young people.

Targets for Sports and Health Activity in South Derbyshire

In pursuit of the vision and in order to deliver on South Derbyshire Sports commitment to Government agendas a series of targets have been set. These targets take into account progress made during the previous strategy and the changing context in which sport is being developed.

These can be identified within the following themes:

Participation and Volunteering		Facilities	Reaching Communities and Performance
Young People	Adults		
<ul style="list-style-type: none"> To deliver the targets outlined in the school sports partnership development plan on a year on year basis. By 2016 to increase the number of opportunities for young disabled people to participate in sport and recreational activities through the creation of a network of accessible clubs and activities. By 2016, create sustainable outreach clubs within at least five village locations. By 2016 have a 40% reduction in calls to service related to anti-social behaviour in all locations where outreach activities are provided to address behavioural concerns. Increase participation of young people aged 13-19 in positive activities from 25.11% in March 2009 to 30% in March 2014. Reducing the number of 16-18 year olds who are not in education, training or employment from 9.9% in March 2009 to 8% in March 2014. 	<ul style="list-style-type: none"> Show a 1% year on year increase in NI8 participation rates from the 2005 baseline of 21.25%. By 2016 achieve a 1% point increase in adult participation of 3 x 30 minutes, (from 2005 baseline of 20.9%). By 2016 see a 5% increase in participation rates of 50+ through the delivery of formal exercise and recreational activity programmes. By 2016 achieve an annual 10% point increase in the number of people volunteering (from 2005 baseline of 4.7%). To achieve a 1% point annual increase in the number of people being a member of a sports club, (2005 baseline 25.9%). By 2016 increase the number of 50+ participants gaining club memberships by 10% (from 2009 baseline of 11.7%). To achieve a 1% point annual increase in the number of people participating in competitive sport (from 2005 baseline of 17.9%). To achieve a 1% point annual increase in the number of people receiving sports tuition (from 2005 baseline of 18.4%). To maintain participation numbers through GAIF programmes and where additional funding allows introduce new or extra provision. By 2015 have calculated and maintained baseline date in relation to participation rates within identified currently unknown sports in South Derbyshire. 	<ul style="list-style-type: none"> By 2011 have facilities strategy in place outlining priorities for the next 10 years in terms of facility infrastructure development and management. By 2016 have agreed, costed and where applicable implemented the facilities strategy in relation to new and upgrading of facilities. By 2016 see a year on year 1% increase in formalised activities taking place on open spaces (from 2010 baseline). By 2016 to jointly promote all sport and leisure facilities throughout district in a complimentary manner. By 2011 have revised leisure contract in place for the management of all District Council facilities. By 2016 have a fully functioning Facilities Management group which provides a collective strategic direction for the community use of all facilities. By 2016 have recorded an increase in the informal use of parks and open spaces. 	<ul style="list-style-type: none"> By 2016 provide reward and recognition for a minimum of 250 residents and sports volunteers within South Derbyshire as part of annual Sports Awards process. By 2016 to have delivered 300 sports passes to talented athletes and coaches. By 2016 to have delivered accredited Coachmark programme within all identified focus clubs. To maintain an annual 1% point increase in satisfaction levels in local sporting provision, (2005 baseline 70.2%). To have maintained and achieved Green flag status on three sites by 2016. By 2016 to have achieved and maintained commended standard (minimum 64%) Quest award within Green Bank and Etwell Leisure Centres and any other facilities as appropriate. By 2016 to have achieved and maintained Highly Commended Quest for Sports Development.

The Local Context

The partners within South Derbyshire Sport have worked hard to achieve success through the implementation of the previous strategy, covering the period from 2007-2010.

Some of the highlights which have been seen are as follows:

Raising the profile

- 100 Sports Passes Awarded.
- 19 Derbyshire Sport Talent Bursary awards to South Derbyshire athletes.
- Get Active in the Forest win the National Lottery Best Sports Project in 2008.
- 101,000 hits on the Healthier South Derbyshire Website.
- 5000 club directories produced and distributed in South Derbyshire.
- Junior Sports Club posters produced and displayed in every school in the district.
- Events:**
 - 2 Healthier South Derbyshire events bringing together health practitioners, community groups and clubs, to showcase what they can offer to South Derbyshire residents.
 - Sport Relief events held in March 2008 and 2010, involving more than 420 people.
 - Family engagement sessions including, Lads and Dads days at Rosliston Forestry Centre, Five for a Fiver Events.
 - National campaign events including No Smoking Day, Play Day and Fruity Friday's held.
 - Minister for Sport visits South Derbyshire in January 2010, visiting Scropton Riding School for the Disabled and Etwell Leisure Centre.

Community Sports Development

- 17,166 play participations over 583 sessions.
- 20,642 sports participations over 724 sessions.
- 36,039 Get Active In The Forest participations.
- Sport specific programmes taking place in badminton, rugby, dance and basketball camps.

Sport in Education

- 88% of young people receiving 2 hours high quality physical education.
- 108 young leaders through the leadership academy and volunteering opportunities totalling over 15,000 hours.
- 30 school club links developed.
- 45% of young people achieving the 3 hour offer.
- 12 coaches completed the Derbyshire Coachmark scheme.
- Over 50 young people identified and attending gifted and talented programmes.

- 65 School Sports Partnership competitions and festivals run.
- Coaches employed and delivering programmes in rugby, football, cricket, tennis, basketball, netball, badminton, swimming, gymnastics and multiskills

Club Sport Development

- 502 attendances on coach education courses and support to host National Governing Body coach education courses in the area.
- New Badminton club established in Etwell, delivering after school activities, a junior performance club, adult play and pay sessions and county squad training.
- 85 South Derbyshire coaches gaining coach bursary awards through Derbyshire Sport.
- New club directory and junior club posters produced and distributed across the district.

Physical Activity

- 68 walking for health walks per month.
- Nordic Walking opportunities, and training for South Derbyshire people instigated.
- 5 jogging groups with 108 different participants established.
- Free Swimming in place since April 09. 26,352 Under 17 participations and 15,740 Over 60 swims within the first 12 months.
- 210 people have completed the New To Exercise scheme.
- 370 different people attended a Body MOT receiving health checks and advice.
- 50+ activities at Green Bank, Etwell, and Granville Sports College.

Facility Development

- £7 million Etwell Leisure Centre opened in July 2009.
- 4 new Multi use games areas developed leading to 10 in place throughout the whole district.
- 3 new play areas built.
- Capital bid submitted for Green Bank pool refurbishment.
- Green flag awards for Maurice Lea Park and Rosliston Forestry Centre.
- Quest awarded to Green Bank Leisure Centre.
- School site developments taken place at William Allitt, Granville, Overseal Primary, Woodville Juniors and Pingle School.

Cross Cutting Agenda's

South Derbyshire Sport contributes to areas of County, District and Strategic Partnership work. The following information identifies how the work of the partners can assist in the delivery outcomes of various National Indicators. A key outcome for South Derbyshire Sport is to continue to provide a supporting role in the delivery of cross cutting agendas.

NI 8 Adult participation in Sport

NI8 is the national indicator for local governments in relation to adult participation and active recreation and is measured through Sport England's Active People Survey. The measure is the amount of adults doing 30 minutes x 3 times a week of moderate intensity sport, recreation and physical activity. For the over 65's it also relates to low intensity activities such as archery, yoga, pilates, indoor and outdoor bowls. Examples of activities throughout South Derbyshire which contribute to this indicator include archery, tai chi, walking for health walks, the National Forest Walking Festival, exercises classes at the leisure centres, 50+ forum activities, bowls on park and village greens and indoor opportunities at the national standard bowls facility in Castle Gresley.

NI 110 Positive activities for young people, (PAYP)

Engaging with hard to reach groups is the key outcome of the PAYP programme and has resulted in a variety of opportunities being established which link to the sports agenda. This has included basketball, street soccer, skiing and dance, alongside arts and cultural activities. PAYP has also supported the development of community programmes including the Friday Night Project and the Youth of Hatton.

NI 56 Obesity among primary school in Year 6

In conjunction with SDDC and the SDSSP, NHS Derbyshire County have funded "FIVE60 and pace". This is a 12 week programme which not only encourages physical activity, but also shares the health message of eating five portions of fruit and vegetables a day. This will be offered to every Year 5 pupil in the district over the next 2 years, with the hope of improving knowledge, and the body mass index (in relation to height and weight) measurements of young people when they reach Year 6.

Additionally the activities that SDDC/SSP offer in the community on parks and leisure venues offer many opportunities for young people to be physically active, learn new skills, and make new friends. The 0-11 children services through Children's Centres offer a variety of activities and work in partnership with holiday provision for the young age groups across the district.

NI 27 Understanding of local concerns about antisocial behaviour and crime by the local council and police

The Youth of Hatton project provides a high quality example of where sport and physical activity can support the aims of the Safer South Derbyshire Partnership in relation to reducing anti-social behaviour. A 60% reduction in calls to service has been seen since the start of the project.

NI 54 Services for disabled children

There are a number of opportunities for young disabled children to get involved in physical activity. Two football clubs in the district, Midway FC and Hilton Harriers FC both now offer sessions for young disabled people. The In Club and Badger's Den in Woodville also offer a supported learning environment for young disabled people and their carers.

Additionally one local resident, Matthew Dally took part in the Special Olympics in 2009, winning a bronze medal for dressage and fifth place in the Prix Caprilli. Matthew has also come 3rd in the Riding for the Disabled National Championships in Dressage and first in the Regional competition. He has been supported by South Derbyshire Sport through the Sports Awards, winning the South Derbyshire Sport Awards Disabled young person of the year award for the last 2 years and gaining a Derbyshire Sport Talent Bursary award through Derbyshire Sport. Matthew attends the Scropton Riding School for the disabled that saw a Minister for Sport Visit in January 2010.

NI 11 Engagement in Arts

A number of projects operate in the District in relation to arts. SDSSP, NHS Derbyshire County and SDDC have funded dance programmes for young people and training for local teachers and coaches. In addition to this the arts officer has organised with the 50+ forum an adults dance session, in addition to numerous ones that already run in the district. People Express have delivered arts projects including working on a community arts project with the Youth of Hatton group. SDSSP has also invested and gained investment from the NHS for cyber coach systems which has everything from dance classes and sessions, to a dance mat system enabling up to 20 young people to participate at a time, having fun but also being physically active at the same time.



We have enjoyed a successful relationship with South Derbyshire Sport over the years, notably achieving significant investment in our rural sports facilities. By working in partnership we have been able to attract both capital and revenue funding to create much-needed facilities and deliver a sustainable programme of activities for children and young people across the District.

Zoe Sewter, Open Space and Facilities Development Manager



Key Steps to Success

What Will Success Look Like?

The following table outlines a number of activities that will be used to ensure that the outcomes of the strategy can be achieved. It has also been identified that in a number of areas there is a requirement to carry out planning and research in a number of areas in particular; Extreme sports, fishing, dance, fitness and gymnastics.

	Participation and Volunteering		Facilities	Reaching Communities and Performance
	Young People	Adults		
Opportunities	<ul style="list-style-type: none"> Promotion of SDSSP outcomes within all schools. Maintain the current level of resources within SDDC and SDSSP delivery and identify any appropriate funding streams to increase resources where capacity dictates. Continue to provide positive activities to engage with hard to reach groups. Enhance the GAIF scheme to meet annual needs and requirements. Deliver an bi-annual young peoples' survey to influence future programming. Continue to support the establishment of school club links and support focus clubs in their development planning process. Deliver a comprehensive schools competition programme as part of the SDSSP strategy Investigate how externally funded programmes, (e.g. Flip / FIVE60), which address identified health targets can continue to be delivered post funding. Work with RFC, JNSC and other providers to deliver an extreme sports programme. 	<ul style="list-style-type: none"> Use results obtained from the participation survey to direct programming and opportunities Promote sport and physical activity as a health improvement tool. Deliver health related activities to target groups including: Walking for health, Jog Derbyshire, Nordic Walking, Body Mot's. Use existing networks to provide themed sessions of activities linked to the popular "in thing". Use local media to promote and help coordinate delivery of provision. Deliver the rural village games concept, ensuring sustainability at the end of the funded programme. Deliver themed walks and events linked to local heritage sites and cultural events. Investigate the potential of developing active sustainable travel programmes for local businesses. Use parks and open spaces to offer a series of annual family leisure and community events Establish a series of mass participation events, linked to national campaigns and the requirements of the community, (e.g. District 10k / half marathon, skyride concept, sport relief etc). 	<ul style="list-style-type: none"> Revise and review leisure facility programming according to research and local need. Use baseline statistics and market segmentation statistics to aid the programming of activities. Leisure contract specification to be reviewed and realigned to district priorities. Target existing facilities which are underutilised and support with programming, staffing and management, (e.g. parks, schools, community facilities, open spaces etc). Investigate potential to map outdoor parks and open spaces to provide activity routes and trails for formal and informal activities, (e.g. orienteering routes, urban cycle routes, structured walks, outdoor fitness gyms and equipment). Revise the timetabling of activities to engage with hard to reach groups and people new or establishing back to exercise routines, (e.g. evening cycling sessions, weekend walks). Engage within school building programmes and work collaboratively to maintain a good level of sport facility provision on school sites (existing and potential new ones). 	<ul style="list-style-type: none"> Promote Quest for Sports Development & facilities. Promote and demonstrate the benefits of facilities having been awarded Green flag status. Offer a support programme for Gifted and Talented athletes and coaches in relation to activity provision, access to facilities and financial incentives, (e.g. Sports Passes). Review the communication methods to the targeted user groups including the expansion of social media methods. South Derbyshire to provide a comprehensive programme to support local and national sporting, cultural and recreational events, e.g. Maurice Lea 80th birthday, London 2012 Olympics and Paralympics, National Bike Week, Race for Life etc. Delivery of incentive schemes to promote health activity and exercise, e.g. concessionary rates, points rewards etc. Establish the remit and criteria for user groups to ensure a coordination of the objectives are achieved. Establish a 2012 strategy group to drive the requirements of South Derbyshire forward. Deliver an annual reward and recognition programme for clubs, individuals and volunteers.

	Participation and Volunteering		Facilities	Reaching Communities and Performance
	Young People	Adults		
Partners / Organisations integral for delivery SDSSP Workforce	<ul style="list-style-type: none"> SDSSP • SDDC • GSC Schools • GAIF • CYPs RFC • Clubs • NGB's Community groups Sports Ambassadors PAYP group • JNSC Youth forum • DS 	<ul style="list-style-type: none"> Over 50's forum SDDC • CVS • VCD Community groups Leisure facilities NGB's • GAIF • Clubs NHS partnership • DS 	<ul style="list-style-type: none"> SDDC • RFC • NGB's Leisure Contractors Commercial partners Schools • VCD • JNSC Parks and Open spaces Community groups NHS – Health Trainers /Champions 	<ul style="list-style-type: none"> SDDC • Media partners SDSSP • CYPs • NF Leisure Contractors Funding partners Arts Officer • DS
Places	<ul style="list-style-type: none"> Provide a structured leadership academy with deployment opportunities in community and club activities. Deliver comprehensive education and training programme to aid retention of young leaders. Identify and establish succession planning methodology and progression opportunities for young leaders and volunteers. Continue to provide employment opportunities through activity programmes. Communicate and assess criteria for the effective and safe deployment of coaches in education and community settings. 	<ul style="list-style-type: none"> Review and strengthen delivery networks within community and voluntary sector Deliver comprehensive education and training programme to support volunteer leaders and club coaches. Support clubs and community organisations in the recruitment of volunteer coordinators Identify and establish succession planning methodology and progression opportunities for volunteers. Establish a district wide mentoring and support programme aiming to retain volunteers within activities six months after deployment. Encourage club coaches to complete DS Coachmark. 	<ul style="list-style-type: none"> Business programmes. Customer service. Collective approach to the management of facilities. Investigate the employment of a Facilities Manager to support schools and community organisations in maximising the use of their facilities for community access and maximising income generation. 	<ul style="list-style-type: none"> Continue to support coaches in obtaining coach bursaries through DS and other external funders. Identify methods of promoting volunteering roles within South Derbyshire. Identify a number of advocates/champions to promote sport and health activity within South Derbyshire. Identify whether volunteer models used to support London 2012 can be adopted to support South Derbyshire. Promote and reward volunteers within South Derbyshire through the delivery of an annual awards programme.
	<ul style="list-style-type: none"> Identify local community facilities which are appropriate for the needs of young people. Coordinate activity programming between community facility providers and schools. Establish a community / schools lettings policies and procedures which ensure consistency in the approach to delivery. 	<ul style="list-style-type: none"> Support clubs to obtain CASC. Use non traditional sporting venues as base locations for activity sessions, (e.g. pubs, libraries as meeting venues). Work with schools and community providers to ensure maximum and multi use of facilities, particularly in rural locations. Promote the use of volunteer centres and networks to ensure maximum access to opportunity. Provide cross boundary support to enable the community of South Derbyshire to access clubs outside of the District where this meets performance needs, (e.g. athletics) 	<ul style="list-style-type: none"> Establish and deliver a comprehensive facilities Strategy for South Derbyshire. Ensure leisure facilities can provide inclusive fitness opportunities. Promote a coordinated approach between Local Authority facility providers, community groups and commercial providers to ensure wide and open access to all facilities. Provide support and advice to planning department in decisions in relation to sport. Work with all agencies to ensure that parks and open spaces are maintained and appropriate for activities to be developed/delivered. 	<ul style="list-style-type: none"> Establish a schedule of self-review for all local authority and school based facilities used by community groups. Deliver a mystery shopper concept within local facilities to assess customer satisfaction. Investigate and explore all external funding streams which could support the development or refurbishment of local facilities. Offer support and guidance to cross boundary sport and cultural projects, (e.g. National Football Centre, Derby City and Derbyshire 2017 City of Culture bid). Develop a facilities focus group of community and commercial providers to coordinate policies, procedures and assess community requirements. Establish a facility award/ recognition scheme linked to South Derbyshire Sports Awards.

Case Studies

Etwall Dragons Badminton Club

Etwall Leisure Centre includes a national standard badminton centre and through the Community Badminton Network, a whole host of badminton opportunities have taken place including a summer badminton camp and the delivery of the badminton helpers' award to train young leaders. Following on from these sessions the School Sports Partnership established a series of curricular based sessions to raise the profile and quality of the sport in the school which then leads into an after school club. In order to extend provision to the local community Etwall Dragons Badminton Club was formed. The club has been established to provide junior coaching followed by adult play and pay sessions on a Monday evening, catering for all abilities with the emphasis on offering people time to play in a fun environment. Junior performance coaching for the County also takes place alongside the adult club offering the exit route into elite coaching. Such has been the success of the club that further sessions have been added to cater for need and the club has been recognised by Badminton England for the impact it has made on badminton in the local area.

Youth of Hatton (Y.O.H)

Since its formation in August 2008, Y.O.H provides twice weekly sporting and arts activities for young people between the ages of 6-18 years within Hatton and the surrounding villages. Established by a local resident Teresa Croft, due to concerns over young people being at risk from anti-social behaviour, (ASB), Y.O.H provides positive activities to engage young people through the provision of external coaches and activities managed by trained sports leaders developed within the group. Since the establishment of Y.O.H, there has been a 60% reduction in calls to service in relation to ASB and a real perception of improved behaviour and relationships within the community. Such has been the success of the project that the members have plans to improve the sporting facilities in their area and expand their activities to five nights a week.



Friday Night Project (FNP)

Operating out of Granville Community Sports College, the Friday Night Project is a joint venture bringing together the school, youth service, sports agencies and Safer South Derbyshire team. By offering young people the opportunity to participate in activities or meet with their friends in a safe, structured environment, the FNP has improved the behaviour and reduced crime levels in relation to ASB and criminal damage for people living in the Woodville area. It has also provided young people with the chance to develop leadership skills by creating opportunities through a leadership academy for young leaders to support the activities on offer.

“As a result of a close partnership formed over many years between the Volunteer Centre South Derbyshire and the District Council's sports development team, this year's Volunteers' Week Celebration at Rosliston Forestry Centre on Saturday 5th June was enhanced by the loan of play equipment that had been in use for the half-term play projects around the district during the previous week. This enabled us to involve a group of young volunteers who ran these activities and so helped us to engage with a large number of families who were visiting Rosliston on that day to promote volunteering and raise awareness of voluntary activity”

Dave Thomas,
Volunteer Centre South Derbyshire

“Y.O.H also owes a huge debt to those who have supported us, the Safer Neighbourhood team have been great but the biggest support network that is constant is from South Derbyshire Sport who have been faultless in their support and advice and also of any offers that may benefit the group. Very often this has related to the matters/rules etc that apply to running the group that also applies to the Art side of what we are doing. This team is paramount to our success. They also regularly keep in touch just to make sure I am doing ok.

Teresa Croft, Founder Youth of Hatton.



'We are delighted that the partnership approach to all elements of our work through South Derbyshire Sport means that collectively we can deliver a greater range of opportunities than we ever could do, if we were to implement programmes individually. By working together we can pool resources, and direct human, financial and physical resources to the best value outcome for all. Examples of a joint approach is the parks programme, new to exercise scheme and the extensive programmes for all ages run throughout the district which not only improve the activity and health levels of residents but also the social and mental health impact that can be achieved through such activities.'

Hannah Barradell-Smith, Sport and Health Manager



Nordic Walking

Having been bought some walking poles for her 59th birthday in January 2009 Cynthia was delighted to read about the new Nordic Walking Group that was starting at Rosliston Forestry Centre. She had just joined a weight management programme and this seemed the ideal exercise to compliment her healthy eating programme. Cynthia found the group to be friendly and welcoming with excellent instructors and soon became a regular attendee.

In December last year, having attended for almost a year, Cynthia was asked if she would be interested doing her Instructor training – the course would be free in return for helping out with the regular sessions, she jumped at the chance, always keen to undertake a challenge.

The two day course took place in January and Cynthia took part with 3 members of the staff team. Initially phased by the fact that everyone attending the course was much younger than she, Cynthia soon found the other participants to be very helpful and supportive. The weather was horrendous – pouring down with rain and the course was very intensive, however Cynthia really enjoyed the experience and passed with flying colours.

Since training Cynthia has assisted with 3 sessions and led 2 and 'has absolutely loved it', she sees it a real achievement and is delighted to have been given the opportunity and said 'it's the best thing that's happened to me for years!'

From our point of view Cynthia is a huge asset and has enabled our staff to move on and establish new groups.

GAIF

How the Pushchair Walking Group saved me from the loneliness of motherhood.

Having a baby was a dream come true, I thought there'd be nothing to be unhappy about. But when my daughter Sophie was about 3 months old, the visitors stopped coming around and I started to feel so desperately lonely. I'd lost my identity as a working woman and felt alone and isolated from 'real' life. I was new to the neighbourhood, so knew only a few people my own age and they were out at work during the day.

That's when I realised I had unwittingly joined the lonely mum's club. And yes, I did go to classes and met like-minded mums. But these activities were all indoors and involved copious amounts of tea and biscuits! I started to worry about my waist line expanding and quite frankly I just wanted to get outside, improve my fitness and meet new friends at the same time. I decided it was up to me to solve it.

It took just one visit to Rosliston Forestry Centre to realise that it was just what I was looking for. The balance of the fresh clean air, the natural forest and bucket loads of tranquility. And so it started with a hand full of new mums, getting out into the countryside come rain or shine. It was both physically and mentally stimulating and gave me an inner smile to take home, that lasted all week.

This week we celebrated our third birthday, my daughter is now toddling round with me, and new mums are joining us every week. I am even welcoming back friends with their second baby. We have all ditched the lonely mum's club and have walked our way into health, well-being, fun and friendship.

Still walking with wheels and smiling,

Allison Gordon

Implementing the Strategy and Measuring its Impact

Working with the partner organisations South Derbyshire Sport will:

- Support clubs and leisure providers in maximising opportunities to engage both the individual who is already active and those new to exercise in formal and informal sport and health activities.
- Support schools and community organisations to prepare and deliver plans to maximise the availability of their facilities for community use.
- Work with partners to offer new and exciting opportunities to the expanding community including through the ongoing promotion of the National Forest, parks and open spaces.
- Deliver activities and a programme of support that help people feel safer in their local community through the engagement of those at risk of creating ASB.
- Ensure value for money by continuing to offer low cost activities and investigating external funding sources to support the delivery of activities.

The cost of delivery

The partners within South Derbyshire Sport do not have the capacity to deliver or meet the financial demands of the strategy outcomes independently. A genuine partnership to ensure successful delivery

of this Strategy will be required. By working together it may be possible to release the resources required to meet the targets and achieve the outcomes within this Strategy.

The level of funding currently provided within South Derbyshire, along with the cost of implementing the actions are difficult to quantify, although we value the support from partners to date. There is no dedicated resource identified to deliver the Strategy, however the outcomes are embedded within individual partner agencies funded plans and through this will underpin the delivery. It is also proposed that:

- As a minimum, partners work to maintain existing resources required to deliver activities.
- Partners explore how they may be able to attract additional resources to meet the outcomes of the Strategy.
- New partnerships should be investigated to support work in areas of sport and health, physical activity, crime reduction, regeneration and education and learning.
- Sustainability must be addressed within the early stages of any activities, including the identification of local community groups who will support activities moving forward.



By working with other key agencies we have been able to pool resources to extend and develop programmes to reach more people in more areas. A great example of this has been the coaching programme where we have been able to offer a programme of lunchtime clubs, curricular support, leading into after school clubs. We have also been able to develop new community sports clubs using this approach.

Steve Smith, Partnership Development Manager,
South Derbyshire School Sports Partnership



The Next Steps/Conclusion

The strategy has been developed from a wide consultation process of the key partners who will be crucial to the delivery of the Strategy over the next five years. This Strategy is underpinned by South Derbyshire Sports commitment to sport and health activity and a number of strategic targets against which the Strategy can be assessed. The Strategy aims to identify the responsibilities of partners within each area and brings live examples of the tangible difference which can be made over the next five years. By acknowledging the contribution of the importance of each partner within South Derbyshire Sport, The Strategy will aim to improve physical literacy amongst young people, establish a drive towards lifelong participation in sport and health activity and utilise the natural and physical resources which will create a network of sustainable community provision, enabling access for all.

The Strategy requires significant investment which can only be achieved with political support and an innovative and determined approach by all partners. It poses challenges for every organisation involved in South Derbyshire Sport but an opportunity to establish joined up planning and delivery alongside robust monitoring and evaluation. It is also an opportunity for South Derbyshire Sport to demonstrate the impact an investment in sport and health activity can make to the whole community.

We would also like to thank the numerous individuals and agencies who took time to respond to the consultation process which has helped shape this strategy.



Appendices

Appendix 1 – Partners

connexions
 Derbyshire County Council
 Local Community Groups
 Local Schools
 Local Sports Clubs
 NHS Derbyshire County
 National Forest
 Parish Councils
 Rosliston Forestry Centre
 Safer South Derbyshire Partnership
 South Derbyshire CVS
 South Derbyshire District Council
 South Derbyshire School Sports Partnership
 South Derbyshire Sport
 Sporting Futures

We would also like to thank the numerous individuals and agencies who took time to respond to the consultation process which has helped shape this strategy.

Appendix 2 – Contributors

Castele Consultancy Ltd
 Derbyshire County Council Connexions
 Derbyshire County Council Libraries
 Derbyshire Sport
 Etwall Leisure Centre
 Forestry Commission
 Get Active in the Forest
 Granville Community Sports College
 Green Bank Leisure Centre
 John Port School
 Local Community Groups
 Local Sports Clubs
 NHS Derbyshire County
 Parish Councils
 Rosliston Forestry Centre
 South Derbyshire District Council
 South Derbyshire CVS
 South Derbyshire School Sports Partnership
 The National Forest
 The Pingle School
 Volunteer Centres Derbyshire
 William Allitt School
 Woodville Junior School

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 tamsynport@mac.com





NHS Derbyshire County value the opportunity to work in partnership within the active living and sport agenda. Being more active has huge benefits for physical and mental health. Local partnership working within the South Derbyshire Sport Strategy ensures improved co-ordination of services, effective use of resources and ultimately a pro-active meeting of the needs and interests of children, adults and families. The Walking For Health programme is a prime example of this, where inactive people are supported to walk more, receiving additional health benefits through raised self confidence to access other opportunities e.g. training, other lifestyle support services e.g. Stop Smoking service. We look forward to our continued partnership working across South Derbyshire.

Mary Hague, Senior Public Health Strategy Manager



The Safer South Derbyshire Partnership has and will continue to work closely with its partners including South Derbyshire Sport to develop Sporting and Diversionary activities across South Derbyshire. Many young people state that they cause ASB and Damage, because 'there is nothing to do' or because they are 'bored' and these organised activities help to combat this and provide an alternative to 'hanging around' and drinking. These activities help develop young people's social skills, install discipline and provide the with a new focus. These are key factors in keeping young people occupied and out of trouble as well as keeping them active and healthy.

Chris Smith, Safer Communities Manager



Derbyshire Sport is pleased to be a member of such an effective partnership. For us the South Derbyshire Sports Partnership is a key group to take forward the actions in the 2 county strategic documents '2012 and Beyond – A Plan for Sport and Active Recreation in Derbyshire 2010-2015' and 'Active Derbyshire Plan 2010-2013' and this new sport and health strategy clearly sets out how the partnership will drive forward the county actions which are priorities in the district. We look forward to playing our part in the delivery of this strategy.

David Joy, Director, Derbyshire Sport



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