

## What we set out to do - and what we have achieved

Co-produce, with system partners, a new plan for work in both counties, using Uniting the Movement as a framework

**MAKING OUR MOVE** – Our shared vision for Uniting the Movement in Notts and Derbyshire



Work started in early 2021 to form a local response to Sport England's Uniting the Movement, analysing insight and data from the last four years to understand where inequalities existed locally.

[View the full plan here](#)

We connected with over 700 people and organisations during the year – reflecting on this insight; shaping a shared vision and discussing and agreeing future priorities and opportunities.

[View the summary here](#)

[view the video here](#)

These conversations were all pulled together and presented in Making our Move: Uniting the Movement in Notts and Derbyshire, a 10-year plan to address inequality and empower everyone to be active in a way that works for them.

*The plan is still unfolding as we work out the parts we can all play and how we can work together.*

## Priority places – an asset-based approach producing insight and learning

### Moving on with Covid and Place based work in Derbyshire

All eight district and borough Councils in Derbyshire are in the process of developing or delivering on locally agreed priorities arising from the impact of Covid-19. Funded by **Derbyshire County Council Public Health**, £15k has been allocated to each of the eight areas. The priorities include work around active travel, activity in the outdoors, children and young people and people with long term health conditions. The intention of the funding was to provide support to communities following Covid-19 but to do this by promoting new ways of working: collaboration between local partners, partners to listen to the voice of the community, to allow a shared purpose to be developed. The work to date has seen this approach being followed.

**New Mills Volunteer Centre** and other community groups are working together and pooling resources, to fund a new role to focus on community engagement and well-being, embedding the role of physical activity in this.

In Derby, the place-based work of **Move More Derby** has been reviewed and following a successful Active Through Football (AtF) bid, has resulted in the restructure and alignment of team members from **Derby City Council, Community Action Derby and Active Derbyshire**. This is to provide community coordinators across all priority wards in the city focusing on young people, ethnically diverse groups, older people and people with a disability and or long-term condition.



## Get Out, Get Active (GOGA) - Amber Valley

Work started in 2020 to support disabled and non-disabled people to be active together in Heanor (Amber Valley). This work, funded and supported by Activity Alliance, looked to create systemic change within policy and practice at a place-based level. Covid-19 created some challenges, including a delay in appointing the Community Engagement Officer but partners adapted. They started to build relationships and make connections in a more virtual world. GOGA is on-going. The changes we have seen so far include:

More partners in Amber Valley are aware of the GOGA work, principles and are actively looking at what changes they can make. For example, Places Leisure, who manage three leisure centres in the district, including the one in Heanor, are reviewing how their facilities can be more inclusive, setting up inclusion awareness training and bespoke work with Derbyshire Autism Society. The Amber Valley Health Partnership have embedded inclusion discussions and practice into their ways of working.

Collaborative working is happening between Amber Valley CVS, Social Prescribers and the GOGA Community Engagement Officer on a 12-month test and learn programme 'Couch to 5X'. The Community Engagement Officer is providing bespoke support to around 40 residents, with long term health conditions, to set goals and find ways to start moving more. The residents are keeping diaries. The stories the officer is hearing are being captured and relayed back to members of the steering group. This learning is being fed back into the development of county wide Exercise by Referral and Live Life Better Derbyshire work.



## Get Out Get Active Amber Valley

# WE ARE UNDEFEATABLE

## We are Undeatable - Bolsover

In November 2019, partners across Bolsover were awarded £75k to support the localisation of We are Undeatable campaign over, initially, a 12-month period. The plan was to bring everyone who worked with and supported people living with a long-term health condition, to work together on the shared aim of supporting these local people to be more active.

In Bolsover, the group wanted to better understand and embed the voice of this community within everyone's work. During 2020, the Covid-19 lockdowns impacted significantly on activity and spend of the £75k grant funding, hence the pilot was extended and ended in March 2022. A year 2 interim learning report was produced September 2021 and a final learning report was published March 2022.

To see just some of the work which has happened, view this [video](#) about supporting people to be advocates for moving more at work, and this [video](#) which looks to better understand and embed views from local people living with health conditions.

## Tackling Inequalities Funding (TIF)

A successful application to Sport England resulted in an award of £86,951 across Derbyshire for the third phase of the Tackling Inequalities funding. 100% of this funding was allocated to community-based groups to support them and their users to continue or start to be active following Covid-19 lockdowns and restrictions. 20 groups supporting people who were inactive, received funding.

To understand the impact of this funding, we had learning conversations with 20 different funded organisations (from phase 1, 2 or 3). These learning conversations, with each group, identified enablers, barriers and takeaways which we will share with Sport England and with other funders, partner organisations and directly with other community organisations.

One of the messages that came was the flexibility of the TIF funding, and the pragmatic approach of APT, was helpful to the community organisations at a time of crisis. APT has been awarded an additional £261,374 to distribute during 2022/23 across Derbyshire and Nottinghamshire.

Uniting the Movement in Derbyshire



System change – developing relationships with organisations and key influencers within various systems and working with them to produce system change.

## Walk Derbyshire

The potential of walking is recognised in Making our Move as a theme that cuts through all the five aims. **Derbyshire County Council** and **Active Derbyshire** committed to invest £940,000 from January 2022 to April 2025 to support a whole system approach to walking in the county. During 2021/22, time was spent co-designing this approach with **Derbyshire Public Health** and other key county partners, based on the insight from the consultants appointed in 20/21 and Active Lives data. There is now a shared understanding and commitment between the key partners in the county, on the ways to bring about this system change in the next three years. Walk Derbyshire branding has been produced, accredited training developed, a staffing structure agreed and new posts appointed to start March 2022. The first wider system stakeholder event took place March 2022, attended by over 70 people.



The focus will change away from setting up and supporting walking groups to how partners work together to make walking part of how we live our everyday lives.

## Health and Wellbeing Boards and strategies

By regularly sharing our tangible examples of work in all districts and boroughs with the locality health partnerships, we are advocating for and influencing thinking about place-based working and asset-based approaches. We believe it is also helping move towards a truer sense of working collaboratively and our work is often referenced and at the forefront of it. This work is also at the forefront of advocating and moving towards more collaborative commissioning approaches, moving from silo, grant type funding towards recognising complexity and the need to think this way. Thinking more holistically about place, communities and neighbourhoods, key themes such as mental and physical wellbeing, digital inclusion, financial inclusion and social isolation, the role of grant funding and the need for capacity and infrastructure, particularly within the voluntary and community sector, is slowly materialising and there is evidence of a change in some practice. Examples of this include:

- **Mental Health and Wellbeing Partnership projects** – funding identified for Derbyshire Mind and Arts Derbyshire – the report recognises Active Derbyshire and the value of being active in improving mental wellbeing.
- **Localities Programme 2022/23 to 2024/25** – funding request for localities/health partnerships. Physical activity is a priority in five out of eight local authority areas in Derbyshire and healthy lifestyles/choices is a priority in the other three areas. The value of place-based working is recognised and there are indirect references to our work.
- **High Peak Health Partnership** has allocated £35k towards **Move More High Peak** to fund a Community Builder Officer to work with young people to improve their physical activity and mental wellbeing. As well as this being new money, it is also the result of a new approach. The work has been collaborative from the outset and the officer will be positioned within the VCSE to increase capacity. The appointment will be made early summer 2022.
- **Erewash Health and Wellbeing Partnership** has embedded the aim to reduce inequalities in physical activity behaviour into its strategic priorities. It is proactively gaining more insight and a stakeholder engagement event is due to take place in April 2022.



Explore your Park



Uniting the Movement in Derbyshire

## Supporting the VCSE and traditional sport sectors – including the delivery of our SE Club Matters funded project

Phase 1 and 2 of the Sport England funded Club Matters Local work are completed. **The Club Matters leadership group**, which included the programme lead, Sport England, APT and VCS infrastructure agencies from across Derbyshire and Nottinghamshire, summarised the learning from Phase 1 and 2 in a 4-piece jigsaw model – Facilities and resources, Leadership, Participants, Coordination and connections. Our learning was presented to the **Sport England Club Matters working group** in October 2021 to be considered as the next stages of the national programme is shaped.

We also tested the learning with a broader VCSE audience, from both counties, at an online event held January 2022. From the feedback and conversations at this, we are developing the next steps for the final phase of the pilot. Meanwhile, as part of the testing, the jigsaw model provided the frame for the 20 deep dive conversations with organisations that received Tackling Inequalities Funding. It is proving to be a useful model.

The model and the learning from this work can be found [here](#)

## Workforce development, including system leadership training – for leaders in the organisations, sectors and locations we are working with

### Move More Derby Ambassadors – growth of a network

Move More Derby Ambassadors are passionate people championing physical activity for all. They are people who live and work in our communities and want to support others to be active.

The network was created in 2019 and now includes over 120 ambassadors. It is an organic group which makes decisions collaboratively and shares messages and opportunities about being active and moving more in an individual way. The group is supported by the **Move More Derby team** but is very much shaped by those within the network.

The Active Derbyshire team have been supporting the work of Move More Derby by helping to shape some of the principles of the network but also more practically through the marketing and promotion of the network to wider partners.

We have also created messaging for the network to support them to engage with local communities.



Uniting the Movement in Derbyshire

## Girls Active

We have continued to work with the Youth Sport Trust on the Girls Active programme designed to help schools understand what motivates girls to take part in PE, sport and physical activity. We are working with inner city secondary schools in Derby. All the schools have a high number of pupils from Black and Asian ethnicities and high percentage of pupils qualifying for free school meals.

We started with a session for teachers from the schools to introduce them to the programme and to ask them to identify girls to be part of their Leadership and Marketing Squad: not the girls who like and do PE but girls who are not physically active but have influence amongst their peer group. A Girls Active Inspiration Day was held where they took part in workshops to think about barriers, motivations and to develop their skills to influence and motivate their peers. They left the day with an action plan they had developed for their school.

To support and mentor the squads to lead this work in their schools, we recruited and supported four Black and Asian female Ambassadors, with their own lived experience. The Ambassadors are working with the squads to shape a summer 2022 School Games event which aims to be attractive and accessible to female pupils who do not currently do physical activity. Both we and the teachers in the schools are learning from these conversations with the girls on the squads and we will both use this insight to inform future planning.

Building up our insight, drawing out the learning and setting up opportunities (networks, conferences, workshops, one to one meetings) to share insight and learning with key organisations and individuals.

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In addition to the sessions organised to develop 'Making our Move' we held three Talking Space sessions. These are online sessions, over lunch time, on a theme, for partners to log in to.

**TALKING SPACE**  
#MakingourMove

A Talking Space on 'Recovery and Reinvent in Practice' enabled the system to come together to discuss approaches by governing bodies, voluntary sector clubs and leisure centres on how to re-engage with communities.

Details of the Talking Spaces and some of the learning we gathered can be found [here](#)

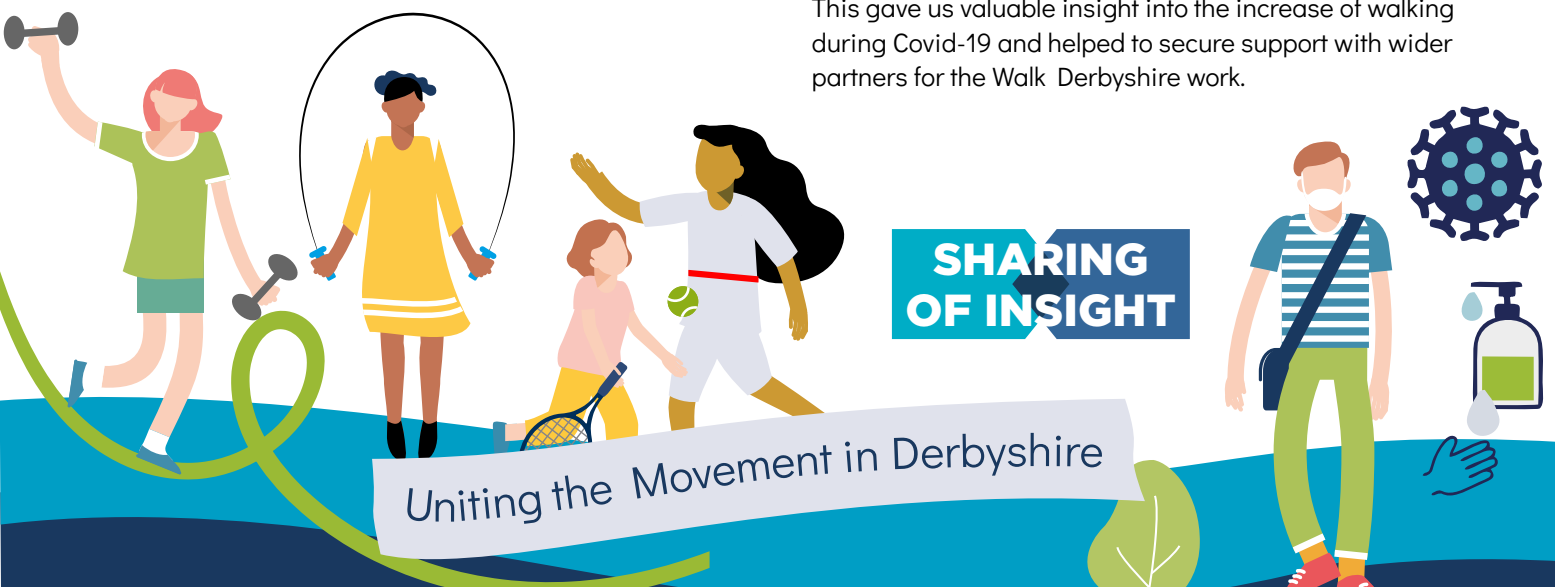
## Covid-19 insight

As with the rest of the country, Derbyshire residents faced huge changes during the Covid-19 pandemic and subsequent restrictions. The opportunities and challenges around physical activity created and continue to create inequalities within our communities. To better understand how these lockdowns affected activity levels, Press Red were commissioned to analysis Sport England and other data to understand trends and behaviour changes.

The resulting Covid-19 insight packs were shared and have been useful in understanding the impact of the pandemic and where we may start to focus resources.

The insight packs can be downloaded [here](#)

This gave us valuable insight into the increase of walking during Covid-19 and helped to secure support with wider partners for the Walk Derbyshire work.





## Netwalking

Members of the team are continually growing our insight and sharing this with partners at one to one meetings, in network meetings (set up by us or other partners) and in workshops. This year we trialled a new way of having conversations with partners – Netwalking.

This developed in response to the restrictions of Covid-19 and the intensity and isolation of working from home. Netwalking provides an opportunity to combine professional networking, based on an agenda, with a walk around a local area. We trialled it in a number of locations and used the learning to produce two county specific leaflets to encourage others to consider organising sessions this way.



## Innovative use of Sport England funding for young people and workforce to meet the physical activity needs identified in our priority places and groups

### School Games

Due to the on-going impact of Covid-19, no school games activities took place in the summer term of 2021. The focus of our work this year has been on gaining insight, particularly from young people, to inform the change to School Games for 2022.

**Sport England** awarded additional funding to create a legacy in each district and county from the **Birmingham Commonwealth Games 2022 (CWG)**: £3k for each SGO and £11.5k for APT.



Insight has told us that Year 3/4 are our least active cohort across both counties and therefore the county CWG events will be focussed on young people in Year 3/4 who have low levels of enjoyment, confidence, knowledge, competence or understanding in relation to physical activity. We have worked closely with the SGOs to help shape their local plans and delivery will be starting from April 2022. Plans include the delivery of CWGs festivals aimed at getting less active/reluctant pupils in Key stage 2 to boost their social skills, confidence, well-being and inspire them to take up physical activity.

Pupil voice and consultation has run as a golden thread throughout the process in both counties to ensure young people are involved in the design and co-creation of the events.



## Supporting young people in places (PEPA)

With the end of the **Sport England Satellite Fund programme**, a decision was made to allocate **Children and Young People (CYP)** funding from Sport England to support new community-based activity for young people in priority places or from priority communities i.e. young people living with inequalities. We called this fund **PEPA (Positive Experiences in Physical Activity)**. Involving young people in the design of the project was a funding requirement. £26,700 has been allocated to 10 projects.

To understand the impact of this funding on the young people involved and to make sure we learn what went well and what did not, we developed a deep dive process to carry out with a sample of funded programmes. These deep dives (up to three visits/conversations) will take place spring and early summer 2022 to capture stories of change. What we learn will be shared and influence future decisions.

## Opening Schools Facilities

An award of £175,000 was received from **Sport England** for phase 2 of this programme which was awarded to 23 schools across Derbyshire, all of which had a high percentage of pupils receiving free school meals. The funding was used to allow the schools to open their facilities, out of school hours, to allow pupils and the local community to do more and/or different activities. Schools worked with their pupils to draw up a plan of the activities they wanted to do and what they needed to do it – equipment, coaching, storage etc. As a result of the improvements to facilities, c.5000 young people are regularly attending new activities in their schools.

A number of detailed case studies on the impact of this funding in individual schools have been produced - the website shows details of these and a [video](#)

We'll be using this next period to capture more stories of change to share and inform future work.

