

Published February 2025

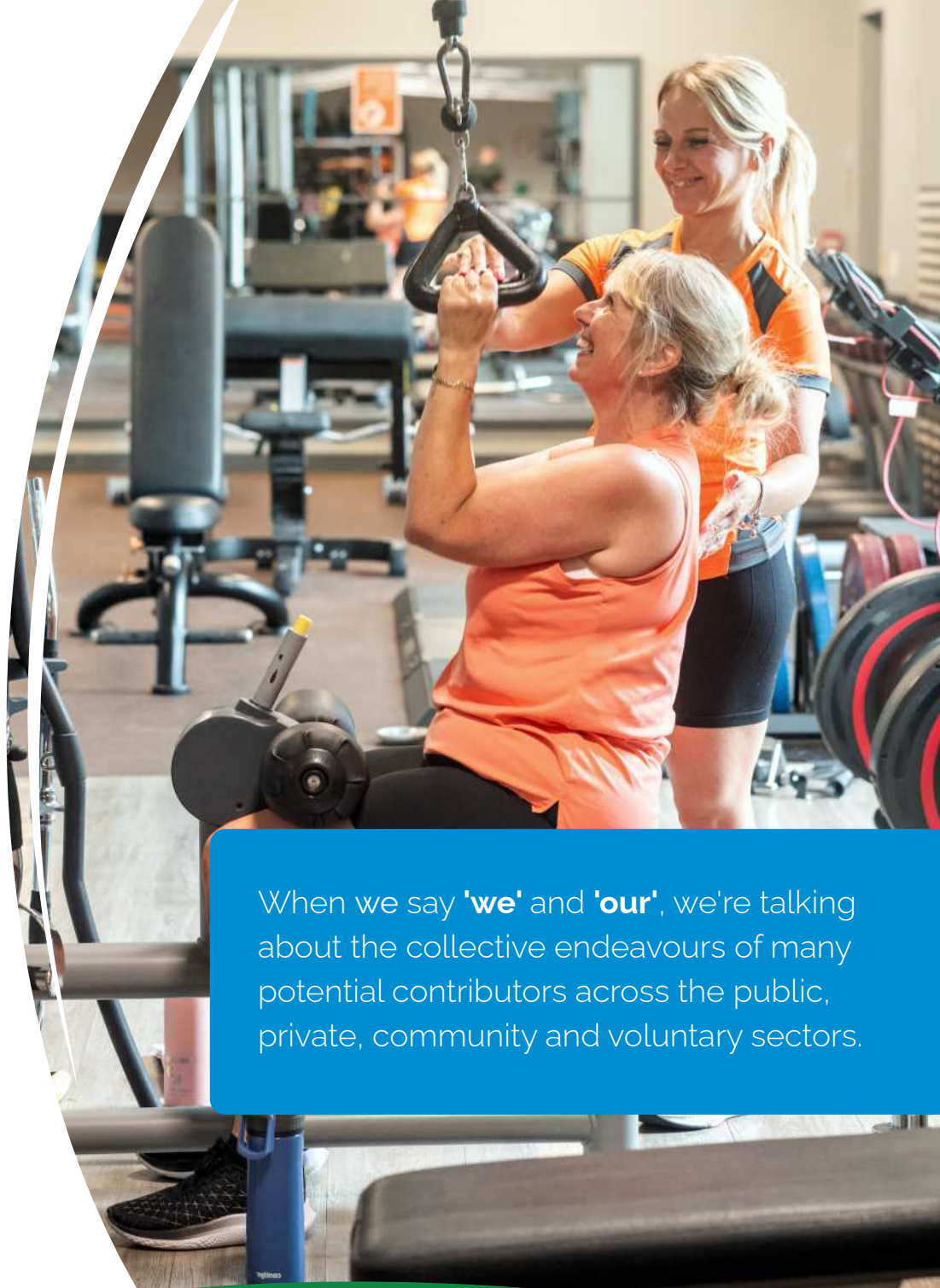


MOVE MORE *Amber Valley*

A movement and
wellbeing strategy
for Amber Valley

Our Vision

Our vision for Amber Valley is simple: we want everyone to be able to move more every day, no matter their age, background or where they live. We're aiming for a place where healthy habits start young and last a lifetime – and moving more is a normal part of daily life.



When we say '**we**' and '**our**', we're talking about the collective endeavours of many potential contributors across the public, private, community and voluntary sectors.

Movement is good for more than just individual people. It also helps communities, society, the economy and the environment. Our approach will proportionately focus resources on those most in need, as

When we move:

We become healthier, happier, and feel more satisfied with life.

Communities become more equal, connected, and safer.

Society becomes fairer, with more understanding and resources going where they're needed most.

Opportunities are created to reduce inequalities, boost the local economy and build a more prosperous society.

Our surroundings are welcoming, valued and less polluted.

Move More Amber Valley is our plan to help everyone move more every day, whether it's walking, playing, gardening, going to the gym, or playing sports.



Context setting

We are committed to enabling movement into daily life and **Move More Amber Valley** sets out why this is important, what needs to be done and how we will do it. It also serves as an invitation for the people of Amber Valley to get involved and, together, make a difference.

This strategy is a local response to **Uniting the Movement**, the national physical activity strategy (2021-2031*) and **Making our Move**, the physical activity plan for Derbyshire. It is also an evolution of **Towards an Active Amber Valley** (2019) and draws on our experiences and learning from the intervening years.

* We will review the Move More Amber Valley strategy every three years throughout this period.

Our bodies are designed to move and the benefits of doing so far outweigh the risks. Engaging in regular physical movement contributes to positive health outcomes and enhances our wellbeing, mental health and quality of life. Conversely, when we don't move enough there is an increased risk of ill health and a decline in physical and mental wellbeing.

Many factors affect how much we move, such as age, health, beliefs, family, culture and our environment. To help people move more in Amber Valley, we must consider how these factors interact.

For good health, we need quality education, affordable and decent housing, access to good-quality jobs, a sense of community and accessible surroundings. Inclusive blue, green and grey spaces* contribute to the physical and mental wellbeing of residents by providing opportunities for exercise, relaxation, and social engagement.

Blue spaces

are dominated by open and running water, such as lakes, rivers, canals, and reservoirs.

Green spaces

are dominated by natural elements, such as trees, parks, woodlands and hedges.

Grey spaces

are dominated by hard, impermeable surfaces, such as streets, car parks, and civic squares.

* Blue, green and grey spaces are types of spaces that are defined by the natural elements they contain, or the materials they are made from.

Many people enjoy access to nature and healthy living opportunities. However, in Amber Valley some face unfair challenges affecting their health, wealth and access to services.

The root causes of these inequalities are interrelated and often feed each other. This is why Move More Amber Valley is as much a wellbeing strategy for reducing health, economic and environmental inequalities as it is for reducing physical inactivity.

Emerging learning can help us understand how to address these inequalities. Evidence from Sport England's funded place-based and whole system approaches to improving physical activity outcomes has identified common approaches across different locations in England. Three interconnected areas of action have emerged (*Diagram 1*).

EASE OF IMPLEMENTATION

Integrating physical activity across sectors

Strengthening community & individual capacities

Tackling structural inequalities

LIKELIHOOD OF SUSTAINABLE IMPACT

These shared practices provide valuable insights into effective strategies for improving physical activity outcomes and serve as a guide for this strategy.

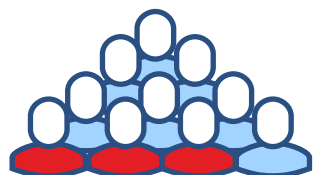


Our challenge is to continue to build the capacities and capabilities around this way of working to help create the conditions for everyone to move more for a healthy life.

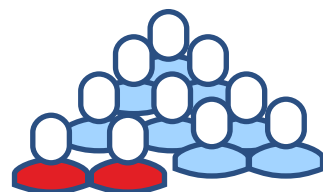
Identifying the need

The greatest need in terms of reducing inactivity in Amber Valley is shown in these groups:

- ✓ People living with a long-term condition and/or disability
- ✓ People out of work or at risk of worklessness
- ✓ People and families living on a limited income
- ✓ Young people
- ✓ Older people



Nearly 3 in 10¹ adults are inactive (27%) across Amber Valley, which means doing less than **30 minutes** of physical activity a week.



Nearly 2 in 10 adults are doing no physical activity at all in each week (18%).
That's 19,000 people.

This level of inactivity **hides distinct inequalities** within different population groups^{2 3}

Long-term condition and/or disability



Of those living with a long-term condition and/or disability more than four in ten are inactive (43%); **twice as high** as those without a long-term condition and/or disability.

Outside of the workforce



If we are outside of the workforce, then nearly four in ten of us are inactive (36%), **one and half times higher** than those in work.

Limited incomes



If we live on a limited income, then nearly four in ten of us are inactive (37%). That's **more than twice as high** as those on a higher income.

¹ Sport England's Active Lives Survey (Adults) 2020/21

² Sport England's Active Lives Survey (Adults) 2015-22 combined years

³ Illustrates data from the Sport England Active Lives Survey. Where the survey uses the language 'Limiting illness', 'lower income' and 'not in the workforce', we have used 'long-term condition or disability', 'limited income' and 'outside of the workforce'

Young people



Less than half our children and young people move enough to benefit their health and development⁴. *This is approximately 8,500 children and young people.* Within this, our greatest concern is for children from limited income families.

Older people



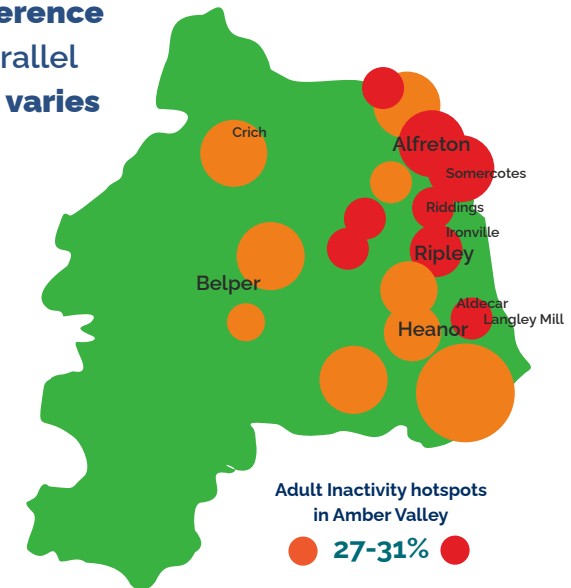
As we age, we move less, an important factor for Amber Valley given our increasingly ageing population. From 70 years old, on average three in ten of us are inactive (32%). This number rises to six in ten (66%) by 80 years old.

There are high levels of crossover between those who are ageing and those who are living with a long-term condition and/or disability. 75% of people living with a long-term condition and/or disability are aged over 50 years (*Census 2021*). And where the three characteristics of ageing, low socio-economic status, long-term condition and/or disability come together, inactivity is highest.



Where we live makes a difference too. Physical inactivity, in parallel with wider health outcomes, **varies greatly between neighbourhoods across Amber Valley.**

Inactivity is greatest in areas such as **Aldercar, Alfreton, Heanor, Ironville, Langley Mill, Riddings, Ripley** and **Somercotes**, where disadvantage leads to health inequalities.



There is an **11-year gap for females** and a **13-year gap for males in healthy life expectancy** between our richest and poorest areas.

Gender patterns in physical activity have also varied recently. Unlike similar areas, we currently see **higher inactivity among males**, meaning our approach needs to effectively engage both men and women.

⁴ Due to low sample sizes of Amber Valley children and young people data, we have combined four years of data (ALCYP 2017-2022) to identify groups in the greatest need.



How the last strategy has helped us move forward

Over the last five years, system partners across Amber Valley have been working with communities to move more – in a way that works for them. Towards an Active Amber Valley provided the framework to shape this work. *Here are some key moments that helped to progress work whilst providing learning and insight.*



2019

Towards an Active Amber Valley is launched

Physical inactivity recognised as a priority by the Amber Valley Health Partnership

Start of Get Out Get Active (GOGA) discussions with Activity Alliance

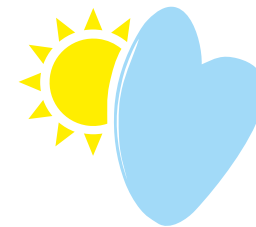
2020

GOGA investment for Amber Valley confirmed

Place-based working in Heanor starts with a focus on people living with a long-term health condition and/or disability

Pandemic increases walking demand from the community

2021



2022

Walking Officer recruited as covid lockdown restrictions are reduced and walking groups re-established

MAKING OUR MOVE

Making our Move - physical activity plan for Derbyshire published in response to Sport England's **Uniting the Movement** strategy

Couch to 5X initiative developed, offering person-centred support to people living with long-term conditions

Couch to 5X

Roll out of new Walk Derbyshire training to support volunteers to facilitate walking groups locally

Additional funding pots and opportunities for physical activity in Amber Valley successfully secured

GOGA report demonstrating impact

Get Out Get Active
Amber Valley

2023

Reset of the Active Amber Valley network to ensure a collaborative approach to physical activity across the borough

Walk Derbyshire engagement pilot in Somercotes to understand the barriers and enablers to walking for people living with a long-term condition and/or disability



UK Shared Prosperity funding approved to focus on the development of a community model of health referral

Charles Hill Community and Sports hub opened in Loscoe

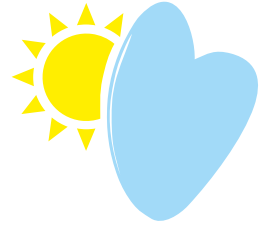
2024

GOGA investment in Amber Valley extended for 12 months

Get Out Get Active
Amber Valley

A co-designed and co-produced walking group 'Amber Valley Ambles' begins for people living with a long-term condition and/or disability

Towards an Active Amber Valley
enhanced collaboration across
sectors and many partners have
actively contributed to
Move More Amber Valley.



It has elevated the importance of movement within the healthcare arena and the local authority, and it is now a priority in achieving broader outcomes.

Progress has been made but there is still much to learn and accomplish to create the conditions for everyone to be able to move more every day.





The way we want to act

our shared principles

Move More Amber Valley is built around a collaborative approach. We are united around a shared vision and work towards the same priorities. At the heart of this united approach are our five shared principles for how we intend to act:

- ✓ Informed by data, led by insight
- ✓ Focused on where the need is greatest
- ✓ Working together across organisations and services
- ✓ Empowering communities to drive change
- ✓ Continually learning and adapting

Informed by data, led by insight

Understanding the people and communities most affected by inactivity and health inequalities is crucial for creating change. While statistics and data provide some knowledge about the challenges, they only paint a partial picture.

To gain a deeper insight, we will listen to and work with people who have first-hand experience of inactivity, or with those working in communities or services that support those facing inequalities. This approach will help us better understand our communities and the conditions needed to make a difference.

Focused on where the need is greatest

Many residents of Amber Valley find ways to move daily for their health, but it's apparent that not everyone has this opportunity. We acknowledge the persistent inequalities in our communities, with certain groups encountering more obstacles to living healthy lives – barriers that they may not have the power to change on their own.

To create meaningful change, we will proportionately focus resources on those most in need to tackle the structural inequalities that exist.

Working together across organisations and services

It's clear that the challenges we face are too big for any one person, service, or organisation to solve alone. We need to work together across different areas, pool our resources, and take risks together. We will need to spend time to build shared purpose and trusted relationships across the services and organisations and between public, private, voluntary, community and social enterprise sectors.

We want to make sure everyone understands the vision and how they can support people to move more. To achieve this, we'll develop joint action plans that will focus on sustainable, long-term solutions rather than quick fixes, ensuring our efforts create lasting change.

Empowering communities to drive change

We believe that lasting change occurs when we build upon the strengths already present in our communities and work together to co-create the necessary changes. By building on strengths and incorporating the enthusiasm of our communities, we can foster a place where people can move more as a normal part of daily life.

This approach ensures that resident voices inform the future developments and initiatives to promote moving more. By embedding this collaborative, community-led approach, we aim to create change that is rooted in the needs and aspirations of our local population.

Continually learning and adapting

Achieving our vision will require continual learning and adapting to understand what is and isn't working. That's why we are dedicated to being informed by insight and learning as we go.

We want to adopt a mindset and approach that focuses on making the most of the evidence available to us and learning from every situation and action we take. By doing so, we can better understand whether we are creating the right conditions for change, ultimately leading to better outcomes for all residents of Amber Valley.



What we want to do

our shared priorities

Our shared priorities focus on addressing inequalities and helping people to move more every day. These priorities are interconnected, reflecting the many challenges we face.

They serve as a practical way to bring our principles to life, embodying our collaborative approach through place-based work that tailors our efforts to the unique needs and characteristics of different areas within our community.

They build on the progress we've made in recent years and push us to go further. We know our aspirations may take some time, but through our collective effort, these priorities will help us to learn and make the biggest impact possible.

We've set out three shared priorities:



MOVE MORE For Better Health

Creating the right
conditions for
everyone to move
more for a
healthy life

Building a healthy society is like constructing a sturdy building. To succeed, we need all the **building blocks of health⁸ in place.**

In too many of our communities, these building blocks are missing or crumbling. When we don't have what we need to heat our homes or buy healthy food, for example, and are constantly worrying about making ends meet, it can lead to chronic stress, poor health and lives being cut short.

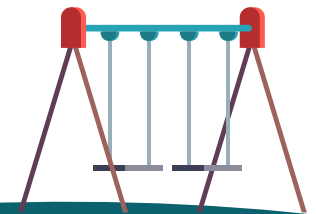
But change is possible. By improving things like access to good-quality jobs, developing affordable homes, reducing poverty and making healthy food more accessible, we can build better health for all our communities.

A wealth of resources, advice, guidance, and initiatives are available to support our move more for health efforts. These include national resources: ***We Are Undefeatable⁵***, ***Moving Medicine⁶***, and ***Millions More Moving⁷***. We will draw on these valuable resources to inform and shape our local plans.

Moving in childhood

Our focus is on nurturing a love for movement in all our children and young people, recognising that half are currently not moving enough to benefit their health and development. We know that childhood habits often shape lifelong behaviours and insufficient movement in childhood can lead to health challenges in adulthood. We're aware that children from limited income families face extra barriers to moving more.

Our long-term vision is to create a culture where every child, regardless of their background or household income, discovers the joy of movement. We aim to equip all our children with healthy habits and a passion for movement that will enrich their lives in adulthood, promoting a healthier future for our entire community.



⁸ Building Blocks of Health: www.healthequals.org.uk/building-blocks/

⁵ We Are Undefeatable <https://weareundefeatable.co.uk>

⁶ Moving Medicine <https://movingmedicine.ac.uk>

⁷ The Richmond Group of Charities: Millions more moving - www.richmondgroupofcharities.org.uk/wp-content/uploads/2024/07/Millions-more-moving.pdf

Moving as we age

Our focus is to ensure everyone can live well as they age and enable older people to stay as mobile and independent as possible. We know older people are often encouraged to slow down and be cautious. Instead, we want to encourage continued movement as a natural part of ageing, especially for those experiencing the greatest inequalities.

Our long-term vision is to redesign accessible services and age-friendly communities, making it easier and safer for older people to move more. This involves enhancing policies, infrastructure and services to facilitate movement and active participation in community life for all older people.

Moving with long-term conditions and/or disability

Our focus is on the long-term conditions most prevalent in Amber Valley and developing targeted work to understand how to engage people living with long-term conditions more effectively. We know that more people are living with long-term conditions and are more than twice as likely to be inactive.

Our long-term vision is to enable people living with a long-term condition and/or disability to move more and address the inequalities and inactivity that exists, especially in our priority places. Our bodies are designed to move and the benefits of doing so far outweigh the risks. Regular movement, in combination with standard medical care, has an important role in the management and prevention of many long-term conditions.

Embedding movement in healthcare

Our focus is to support and empower healthcare professionals to integrate movement into clinical pathways. We need to understand patients' experiences of movement, including pain and fatigue, to help provide more tailored support. We know that movement plays a crucial role in managing long-term conditions and promoting overall health.

Our long-term vision is to fully integrate movement into healthcare services as a key component of prevention, treatment and rehabilitation. Equipping healthcare professionals with the skills, knowledge, confidence and awareness to help embed movement in the routine care they provide will make a major contribution to shifting the dial on physical inactivity and people living with long-term conditions moving more.

It is not necessary for healthcare professionals to become experts in physical activity, but to be able to have conversations and know where to signpost people as part of holistic, proactive, person-centred care.



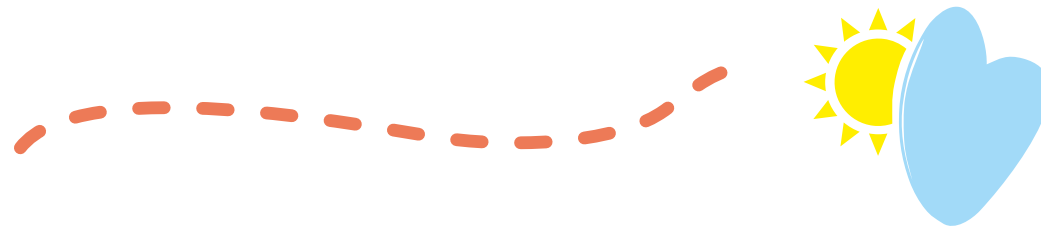
What we want to do

- 1** Promote and embed a move more culture for children and young people to address key issues including healthy weight and mental wellbeing.
- 2** Work together to learn how to adapt our approach to meet the evolving needs and preferences of older people. Making sure our communications are inclusive and activities are personalised while respecting independence and individuality.
- 3** Develop and test a new physical activity triage system, offering diverse options for people living with long-term conditions or disabilities to move more and to self-manage their health.
- 4** Work together to find ways to encourage movement as part of preventative healthcare, helping people stay healthy and improving the overall wellbeing of the community.
- 5** Support healthcare professionals to gain the skills, knowledge, confidence and awareness to help embed movement in the routine care they provide, helping people stay healthy and improving the overall wellbeing of the community.



MOVE MORE Mindsets

Cultivating a culture that encourages movement as part of everyday life



To create a culture that encourages movement as part of everyday life in Amber Valley, we need to shift the way we think and talk about physical activity.

By adopting a 'Move More' mindset and using friendly, inclusive language, we can encourage everyone to recognise movement as an essential part of daily life.

One of our biggest challenges comes from the common but wrong idea that physical activity must be hard to be good for you.

There are many affordable ways to move. We want to create and share messages that build a culture where movement is seen as a natural, essential and fun part of everyday life, not a chore or a risk.

It doesn't have to cost a lot, take a lot of time or happen in special places.



What we want to do

1 Establish Move More Amber Valley as the recognised brand for physical activity opportunities, irrespective of the partner delivering them.

2 Build a dedicated Move More Amber Valley online platform to showcase available activities, facilities and supportive spaces.

3 Produce proportionately targeted messaging aimed at the groups of people with the greatest need, tailoring content to their specific needs and preferences. Test and learn around which approaches work for:

People living with a long-term health condition
and/or disability

People out of work or at risk of worklessness

People and families living on a limited income

Young people

Older people

4 Connect and collaborate with organisations to integrate the Move More Amber Valley message to increase impact and encourage individuals to make small, achievable changes in their daily routines.

5 Create a culture where everyone can move more.



MOVE MORE Spaces

Fostering safe,
inclusive and
connected spaces
where people can
move more

Our goal is to work with partners in housing, transport, planning, health and social care, education, community safety and the voluntary sector to find ways to make these neighbourhoods better places to live and move.

We know that where we live plays a crucial role in how much we move, and our environments don't always make it easy to move more. They often lack facilities, access to the right kinds of activity options, are dominated by cars and can feel less safe.

To create change, we know we must strengthen our relationships and establish trust with the organisations and services that can help us influence this kind of change.

We will consider our neighbourhoods, built facilities, parks and open spaces in a place-based way to create spaces that are inviting to people of all ages and abilities, enabling them to move more, engage and connect in a way that works for them.



What we want to do

- 1** Encourage walking, wheeling and cycling to move around our neighbourhoods, emphasising the health and environmental benefits associated with active travel.
- 2** Support our leisure facilities and community providers to explore how to make our built facilities more accessible and inclusive, have greater social impact within communities and work collaboratively under the Move More Amber Valley banner.
- 3** Use a place-based approach to find out what matters to local communities, enabling change through co-design and co-production, recognising that this may take time.
- 4** Utilise investment to create innovative infrastructure that enables communities to move more with a focus on creating engaging, inclusive, safe and accessible blue, green and grey space.
- 5** Create a move more environments plan that brings together strategy and policy to maximise opportunities for moving more.





Measuring progress in enabling people to move more

We understand that there isn't a single way to observe change created by our work together. Instead, we will use a combination of approaches to build a picture of what change the different aspects of the strategy creates.

We will need to combine stories of change, that helps us explain how and why something may have changed, with numbers and statistics to help us see scale and patterns within it.

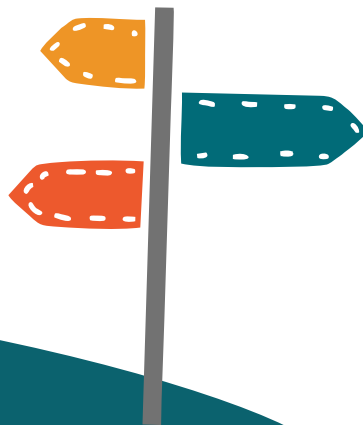
This will help us to continuously learn and evolve our approach.

Developing a Theory of Change

We will look to bring together partners to explore and set out a Theory of Change (ToC) that provides an overarching explanation, including our assumptions, of how we are going to move from our existing situation to conditions that are more likely to enable everyone to move more every day.

Observing the maturity of the system

As part of developing the ToC, we will use emerging national learning⁹ to explore how we can observe the maturity of the system in Amber Valley in enabling all residents to experience moving more. This is likely to include capturing observations to baseline current perspectives on the system's maturity and then taking periodical observations throughout the strategy to create conversations about what may and may not be changing.



⁹ Sheffield Hallam University: Whole systems approaches and how we can evaluate and learn from them

Creating and sharing stories of change

We will seek to supplement this by also looking at how we capture stories of change happening through various parts of our collective work. These will help to build up an explanation and exploration of the factors that may have contributed to the change from different perspectives in the work. By sharing these stories, we aim to bring our work to life and positively influence others to contribute to helping everyone move more.

Using data effectively

We will use a diverse range of population data to explore and understand local needs, particularly for priority groups, places and related health conditions. This will be complemented by local data sources, such as leisure centre programme and intervention data, to inform our understanding of their reach, quality, and the contribution they make to our communities.

To ensure our focus remains on the people and places that need it most, we will use data to observe change over time, identifying patterns and trends that help us understand what is and isn't happening.

Learning together

Learning together and understanding what contributes to change at the system, organisational and community levels will be central to our efforts. We will create spaces for people to share their experiences and reflect on the learning from both the process and the change created, whether positive or negative. By bringing together a range of perspectives, we will ensure that the knowledge and learning reflects what is happening between organisations and in the community.

By using this multi-faceted approach to observing progress, we will create a learning system that allows us to continuously adapt and improve our approaches and tactics for enabling people to move more.





**MOVE
MORE**
Amber Valley