

# Exercise by Referral in Derbyshire

Active Derbyshire commissioned Move Consulting to review the Exercise by Referral service in Derbyshire to understand potential for reducing complexity, identifying opportunities to improve and make services more accessible.

Data Collection  
and Analysis  
Considerations

February 2025

Based on the report undertaken by Move Consulting, key areas were highlighted for improving data collection, monitoring and analysis to enhance the effectiveness and sustainability of the Exercise by Referral service. This is a summary of the report findings and considerations regarding data collection and analysis:

## **1.0 Data Collection & Monitoring Improvements**

- Address missing data to ensure completeness.
- Standardise data collection across all districts to ensure consistency.
- Improve training for staff on data entry and collection.

## **2.0 Key Data Metrics to Collect**

### **Demographic & Referral Data**

- Age/DOB, postcode, ethnicity, gender.
- Referrer details (e.g., GP, social prescriber).
- Primary and secondary reasons for referral.
- Activity history and preferences to tailor interventions.

### **Engagement & Participation Metrics**

- Attendance rates (e.g., % attending first consultation, % completing 12 weeks).
- Drop-off points (where participants disengage from the program).
- Type and frequency of activities attended.

### **Health & Wellbeing Outcomes**

- Physical activity levels (International Physical Activity Questionnaire – IPAQ).
- Wellbeing scores (Warwick-Edinburgh Mental Wellbeing Scale – WEMWBS).
- Condition-specific measures (e.g., blood pressure, mobility, fall risk assessments).
- Changes in medication use (to track potential NHS cost savings).
- GP visits before and after the program (for ROI evaluation).

### **Behaviour Change & Long-Term Impact**

- Goal-setting progress and adherence.
- Self-reported confidence in maintaining physical activity.
- Exit pathways and continued engagement with physical activity.

## **3.0 Data Analysis & Reporting Recommendations**

- Implement automated data capture systems (e.g., participant-led digital reporting).
- Introduce shorter follow-up intervals (e.g., 6 months instead of 12 months).
- Conduct district-level comparisons to identify variations and best practices.
- Provide biannual reports for stakeholders with insights into program performance.
- Expand qualitative data collection (e.g., participant testimonials).
- Improve feedback loops by sharing analysed data with stakeholders.