



# Derbyshire Dialogue -

Improving Lives Through Inclusive  
Opportunities To Move

# Being active

## Why it's important and what get in the way

Being active helps more than just individuals. It benefits communities and wider society, and has a knock-on effect on the environment. Through physical activity:

**People** become healthier, happier and more fulfilled

**Communities** feel safer, inclusive and connected

**Society** is more equal, with money invested and saved in the right places

**Environments** are less polluted, and better appreciated by communities

## Regular physical activity reduces your risk of\*



All-cause mortality by **30%**



Cardiovascular disease by up to **35%**



Dementia by up to **30%**



Type 2 diabetes by up to **40%**



Colon cancer by **30%**



Breast cancer by **20%**



Depression by up to **30%**



Hip fractures by up to **68%**

Sport & physical activity contributes **£39 billion** to the UK's economy & a significant portion of this comes from grassroots sport: the millions of people who buy trainers, bikes, gym membership or pay match fees\*\*



\* [www.gov.uk/government/publications/physical-activity-applying-all-our-health/physical-activity-applying-all-our-health](http://www.gov.uk/government/publications/physical-activity-applying-all-our-health/physical-activity-applying-all-our-health)

\*\* [www.sportengland.org/why-were-here/economic-development](http://www.sportengland.org/why-were-here/economic-development)

# How much physical activity should adults be doing?

The Chief Medical Officer's (CMO) guidelines recommend adults (aged 16+) engage in at least 150 minutes of moderate intensity activity each week (or 75 minutes of vigorous intensity)

Activity levels in this pack are presented as:

## Active

Those that are doing 150+ minutes of physical activity a week

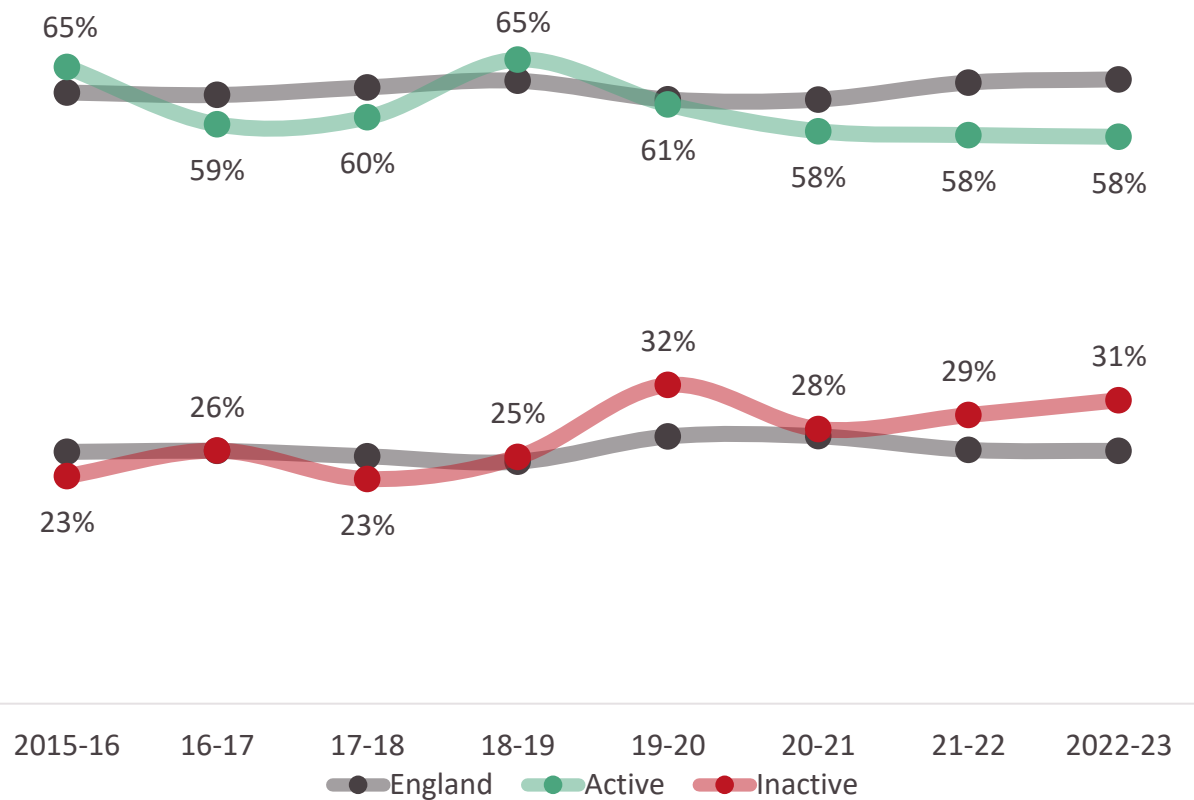
## Inactive

Those that are doing less than 30 minutes of physical activity a week

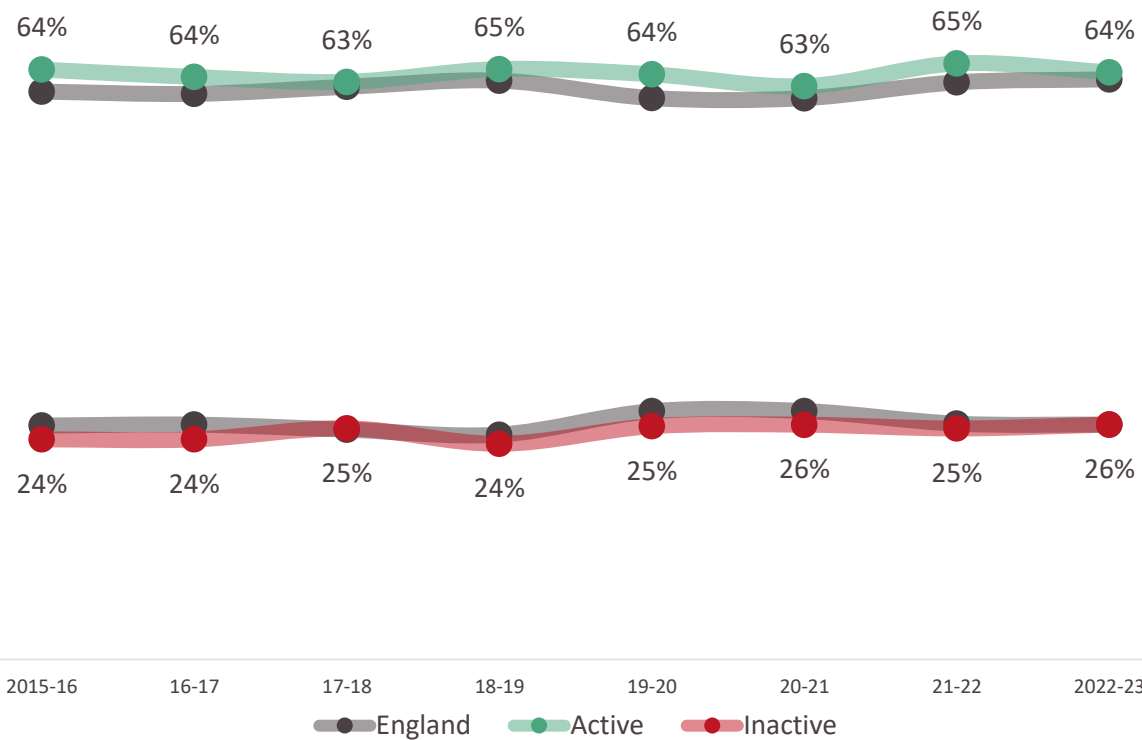


**Please note:** The majority of the data in this data pack will focus on the 'inactive' levels unless otherwise stated

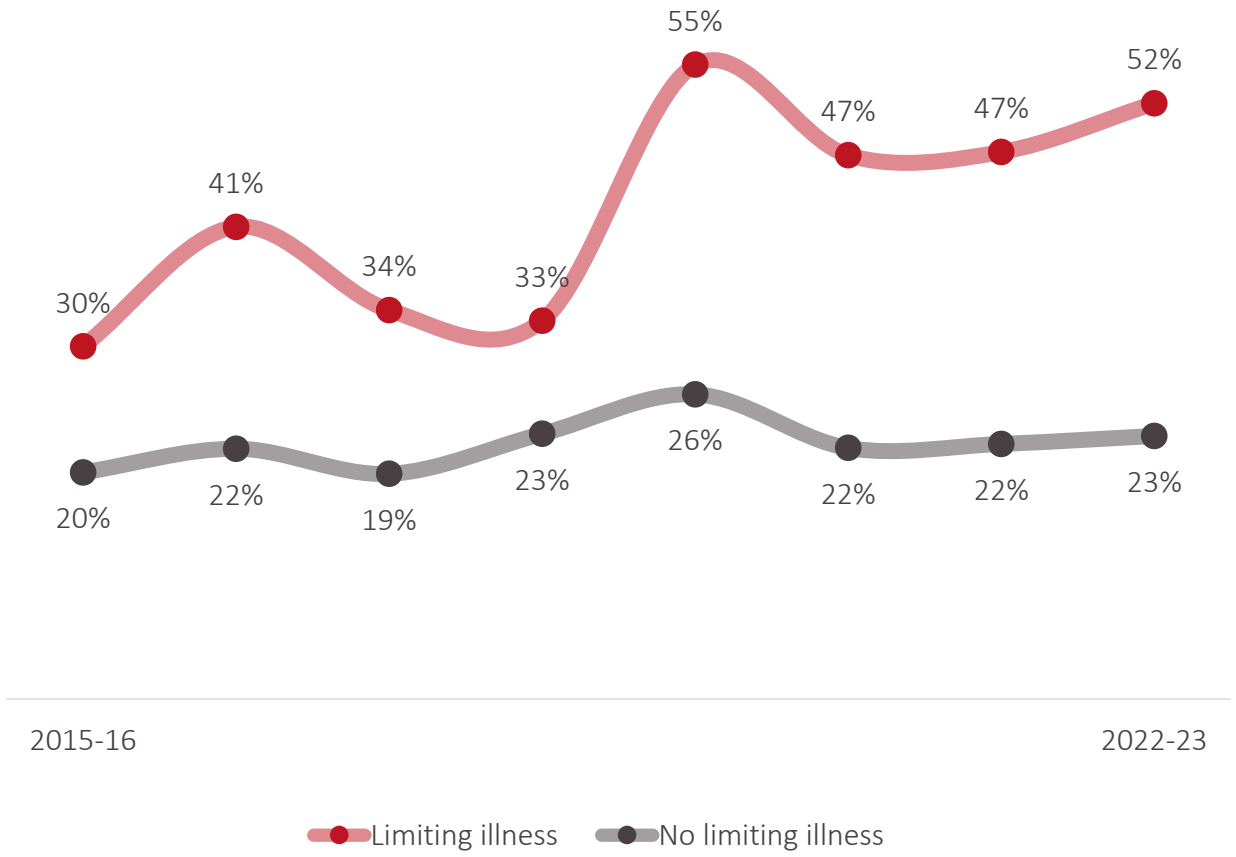
Derby's **inactivity levels** have risen since 2015–16, with **nearly a third of adults now inactive**



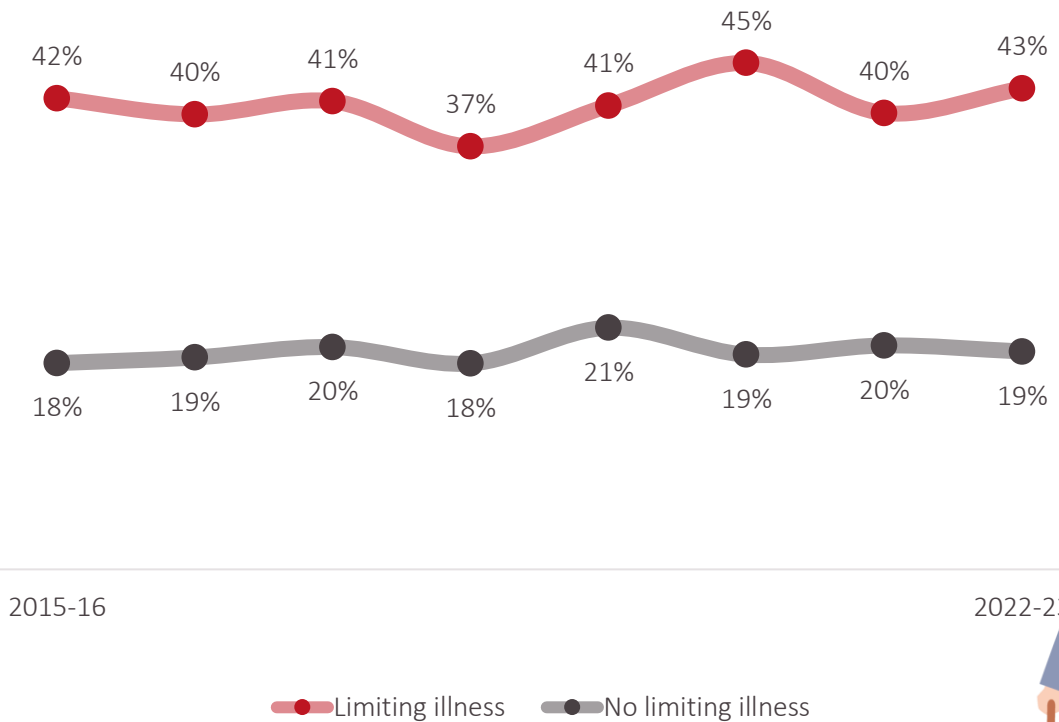
In Derbyshire a quarter of our community are inactive



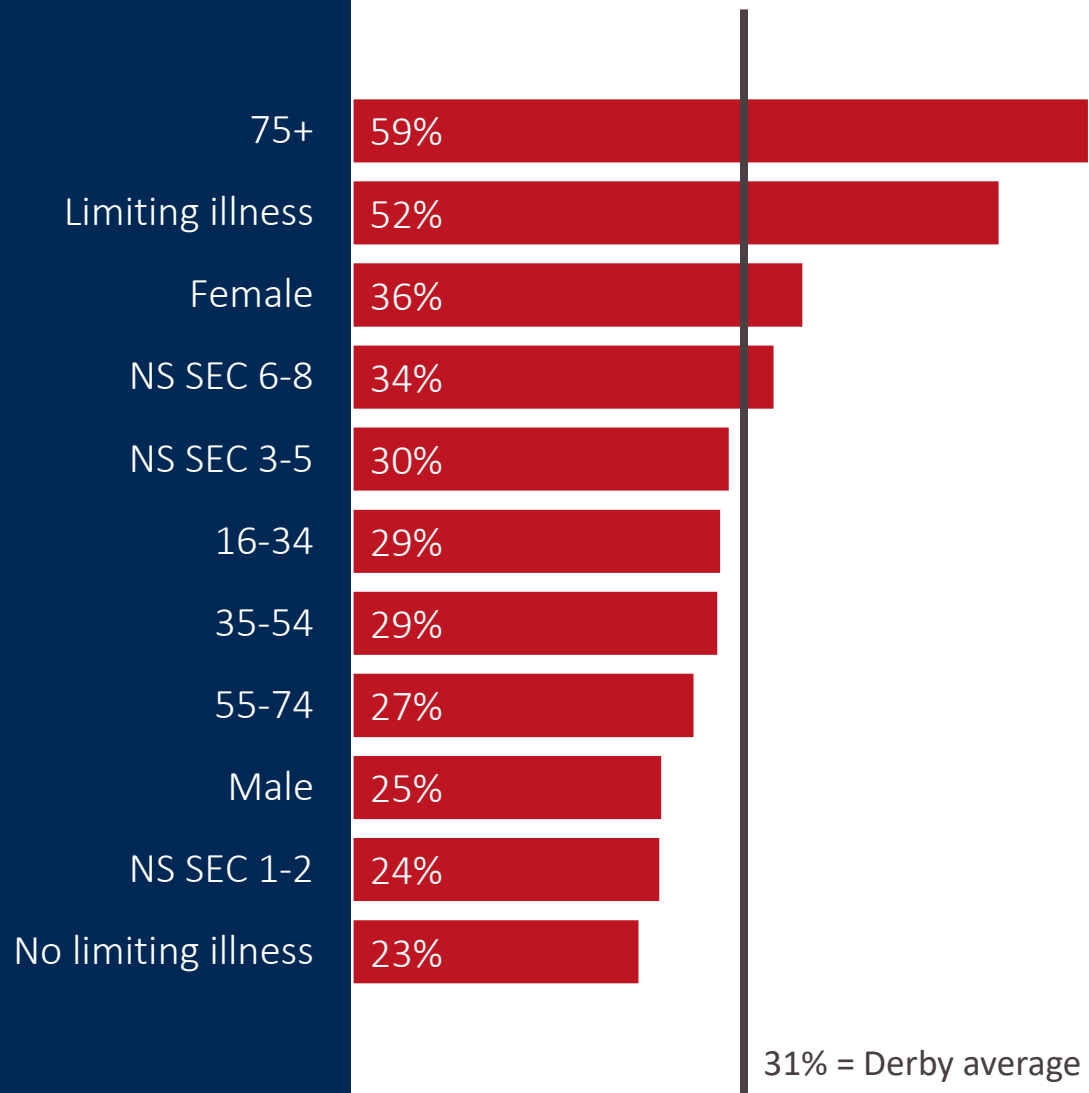
The inequality gap between those with and without a limiting illness has widened over time



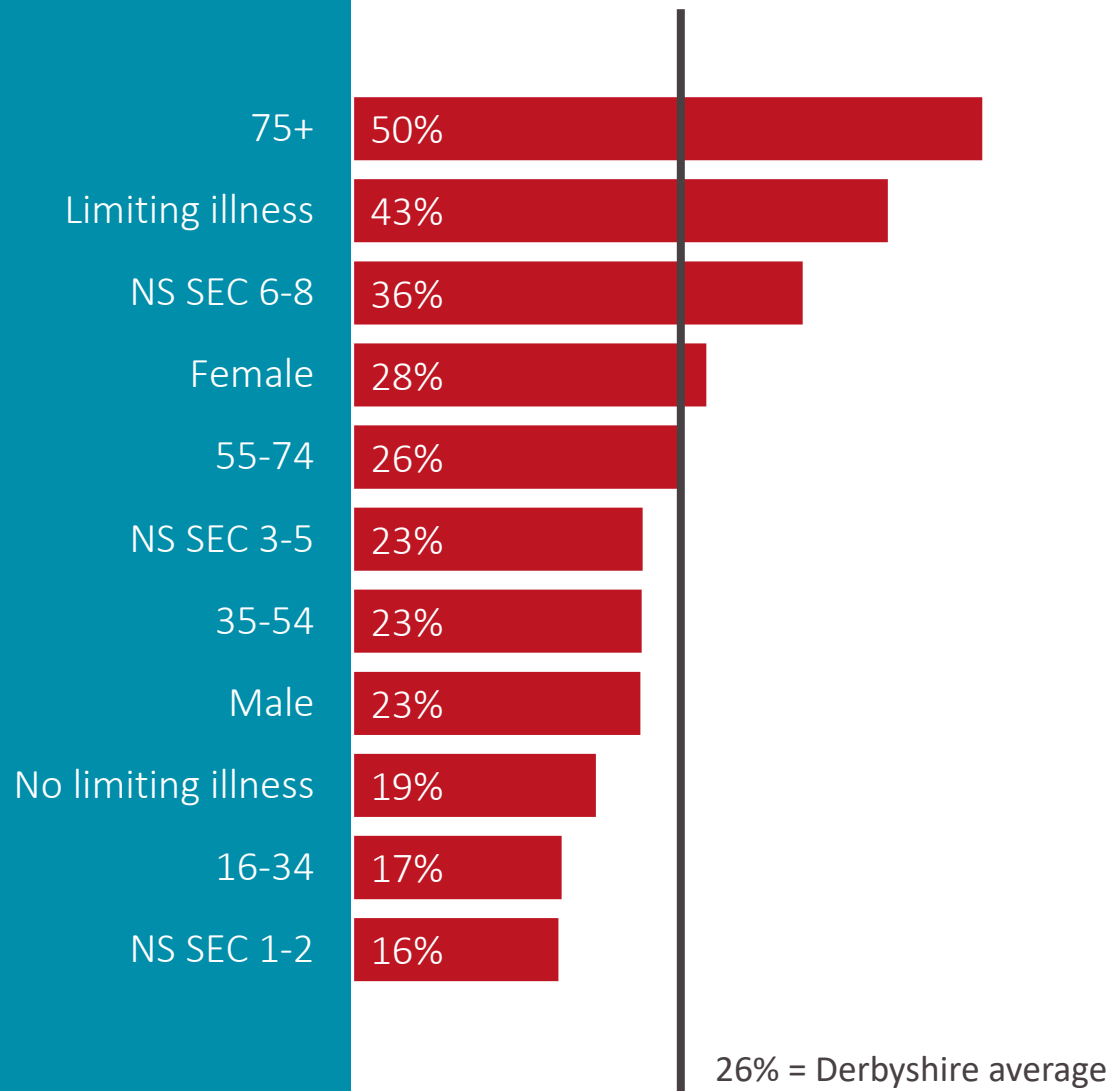
Adults with a **limiting illness or disability** are more than **twice as likely to be inactive** – the inequality persists



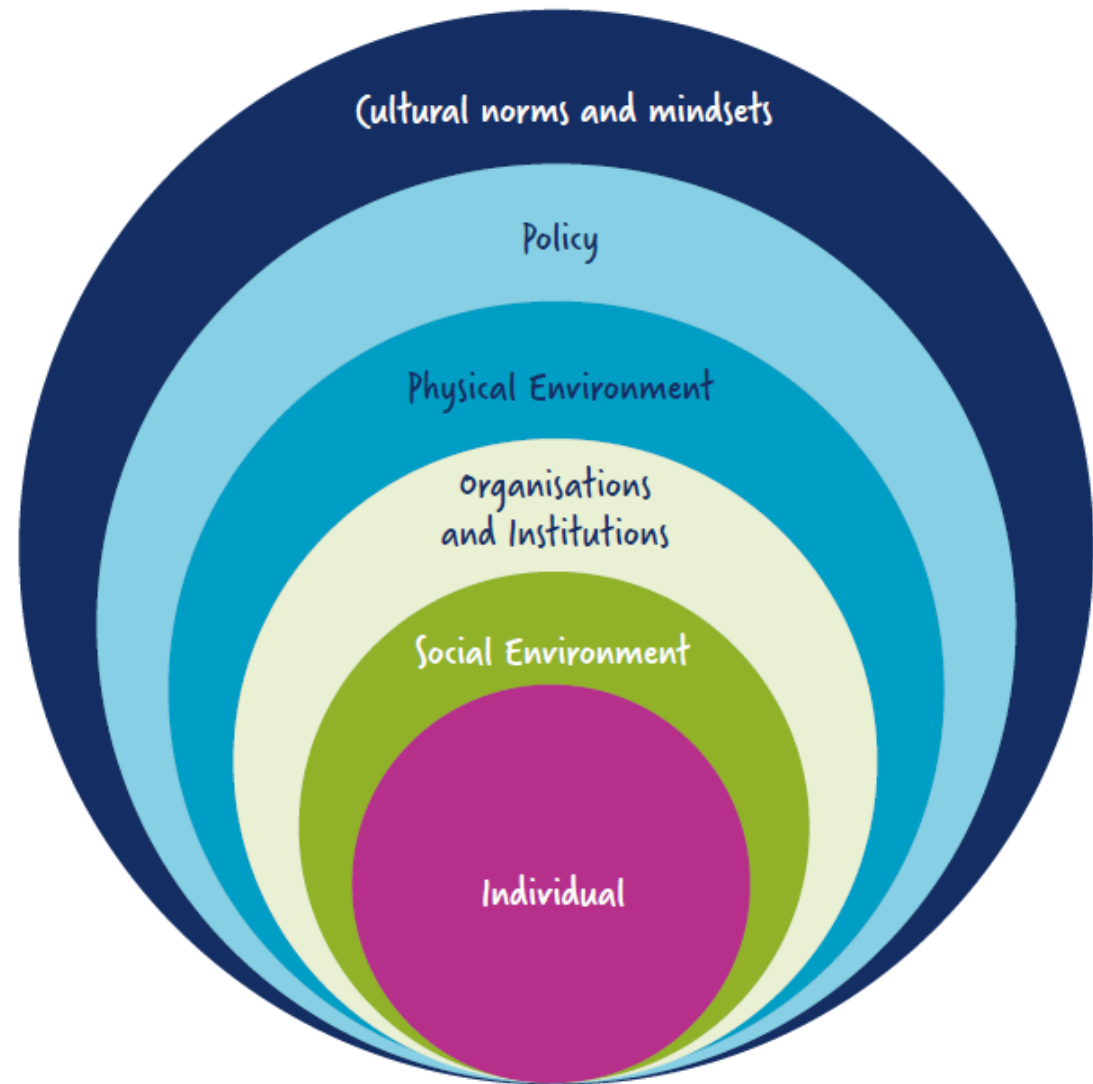
There are some **stark inequalities** in inactivity rates amongst our population



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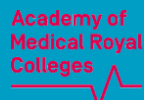


We know that everyone has different experiences that influences behaviour.





Moving Medicine is endorsed by:



# It's safer for people with long-term conditions to be physically active

**1. The benefits outweigh the risks**  
Physical activity is safe, even for people living with symptoms from multiple medical conditions.

**2. The risk of adverse events is very low but that's not how people feel**  
Well informed conversations with healthcare professionals can reassure people who are fearful of their condition worsening, and further reduce this risk.

**3. It's not as easy as just telling someone to move more**  
Be aware of the concerns of individuals and their carers to help build confidence.

**4. Everyone has their own starting point**  
Help people identify their own starting point, begin there and build up gradually.

**5. Stop and seek medical review if...**  
They notice a dramatic increase in breathlessness, new or worsening chest pain and/or increasing GTN requirements, a sudden onset of rapid palpitations or irregular heartbeat, dizziness, a reduction in exercise capacity or sudden change in vision.

To find out more scan the QR code or visit [www.movingmedicine.ac.uk](http://www.movingmedicine.ac.uk)

Consensus statement  
<https://movingmedicine.ac.uk>

“There has previously been some concern that long-term conditions could be made worse by physical activity. However, the evidence is that physical activity has an important role to play in preventing and treating many conditions and that, for most people with long-term conditions, the benefits outweigh the risks. This expert consensus, supported by the Office for Health Improvement and Disparities, will help healthcare professionals to have informed, personal conversations with their patients living with long-term conditions.”  
**Dr Jeanelle de Gruchy, Deputy Chief Medical Officer**

All Move in Erewash

# AMiE

## All Move in Erewash



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in Erewash

## The story so far...

### Why are we here?

To develop a collective understanding of how to make daily movement accessible for residents with a long term condition (LTC) or disability that live independently.

Health inequalities

### What do we know?

People with a disability or LTC are twice as likely to be inactive as those without. In Erewash, 10,000 people living with a long-term condition or disability are inactive.

10,000 conversations

### What don't we know?

What helps and hinders people with a LTC or disability to move more.

Challenging assumptions



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Sep 24 - Now

The story so far...

Connecting with stakeholders

Attending community groups

Speaking to residents

AMiE survey

AMiE focus groups



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# Onion diagram



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# Areas of work

## Involving people with lived experience

We will continue to gather insights through focus groups, 1:1 conversations and co-design sessions.

## Consistent messaging

Many residents are unsure of how they can get started. Developing a shared message will help residents choose movement that suits them.

## Workforce development

Upskilling the workforce to encourage residents to move is key. This will enable professionals to feel more confident when talking to someone with a LTC or disability.

## Collating resources that residents can easily access

Information about groups in Erewash is difficult to find, particularly for residents, who cannot get online.



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# Resident insights

*~“I feel judged by healthcare professionals”*

*~“I was told - it’s all in your head”*

## Workforce development

Upskilling the workforce to encourage residents to move is key. This will enable professionals to feel more confident when talking to someone with a LTC or disability.

*~“Lack of support – I just have to put up with my LTC’*

*~“The NHS is under-resourced”*

*~“Self-management skills instead of being drugged up.”*

*~“I have lost faith in the NHS”*



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# Workforce Development

Healthcare professionals

Increasing knowledge, skills and attitude

## Knowledge

Behaviour change

Understanding  
LTCs

Moving away from  
medical model

Signposting

## Skills

Trust  
Empathy  
Listening  
Empowering

Confidence

Reframing  
conversations

## Attitude

Challenging  
assumptions

Reflecting on own  
active lifestyle

Role modelling PA  
behaviours

PA & sport  
sector staff

VCSE  
organisations

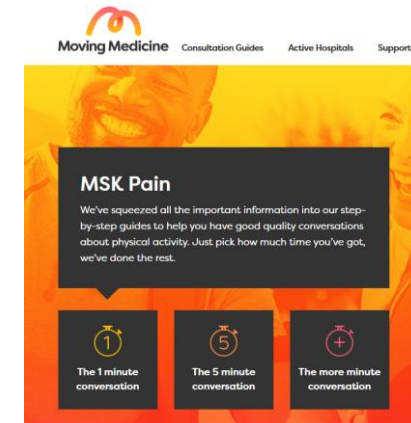


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# Actions taken

## Sharing training resources amongst AMiE network

Quarterly AMiE network meetings reflecting on own actions  
Sharing online training available through Moving medicine,  
JUCD – Quality Conversations, Making Our Move  
Development of Erewash signposting resource



## Motivational Interviewing (MI) Training with staff teams

Providing tools to support people with behaviour change  
Empowering clients to find their own solutions  
A collaborative, non-prescriptive approach to enhance motivation  
If you would like to receive MI training – sign up [here](#)



## Quest event – protected CPD time for staff within the primary care network

Provided Physical Activity Champion Training  
Increased awareness of opportunities within Erewash  
Co-production to understand what further support is needed



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# Next steps

## Active Practice Charter

Working alongside GP practices to sign up  
Reducing sedentary behaviour in staff & patients  
Increasing PA in staff & patients



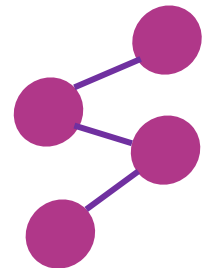
## AMiE Champions

Sharing inspiring stories from people who are active with a LTC  
Role modelling the journey of taking small steps  
Seeing 'others like me' who can do it



## Effective pathways

Linking up services better  
Developing non-medicalised approach to health  
Collating information so it is easy to find



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AMiE

## Get Involved!

If you want to be part of the AMiE network to receive updates, attend quarterly meetings and be part of the journey contact Sarah at [sarah.knapp@erewash.gov.uk](mailto:sarah.knapp@erewash.gov.uk)

Facebook - [@Active Erewash](#)

Website – [All Move in Erewash](#)

Get involved – [Get Involved Form](#)



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**Programme supporting disabled and non-disabled people to be active together**

**Started in Amber Valley in 2020**

**Successful in funding till March 2026**



# Get Out Get Active

**Get Out Get Active (GOGA) supports disabled and non-disabled people to enjoy being active together.**

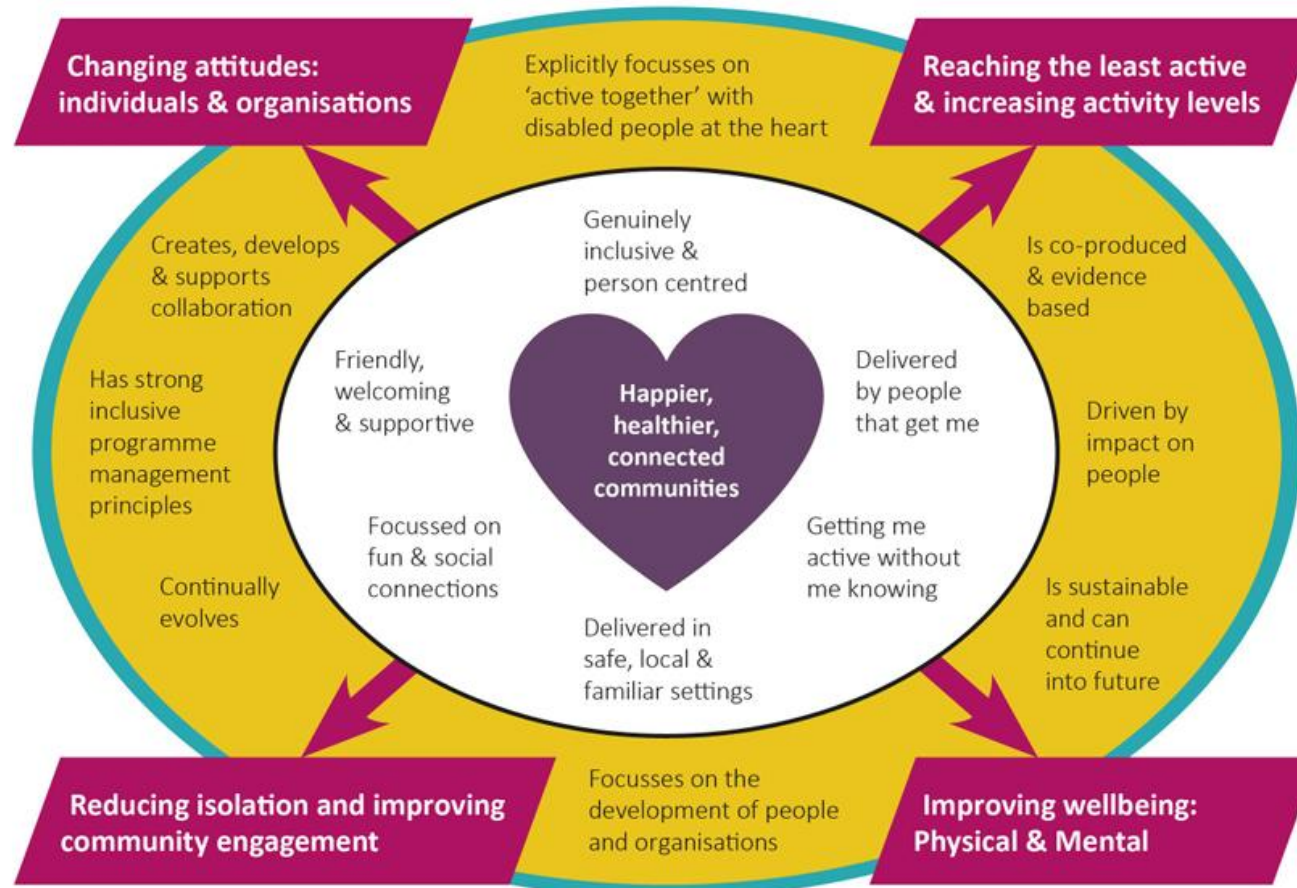
**The programme aims to get some of the least active people moving more through fun and inclusive ways.**

## **The GOGA objectives:**

- Reach the least active people and increase activity levels.
- Improve wellbeing: physical and mental.
- Reduce isolation and improve community engagement.
- Change attitudes of individuals and organisations.
- Develop the right workforce to support truly inclusive delivery.



## Why GOGA works: The GOGA approach



**Large range of activities have been delivered over the last 5 years.**



### **Current Sessions Include**

Mens Yoga

Yoga for Cancer recovery

Chair Based Exercise

Tai Chi

Deaf womens run club

SEN Fitness classes

Community boxing

Wellness walks



**Free Health and Wellbeing drop in**

Join us for a free cuppa at the wellbeing drop in, organised by Arch Primary Care Network.

Local services will be available to chat to you about groups and activities available to support your health and wellbeing and any support you may need.

**Somercotes Parish Hall**  
4.30pm – 6.30pm

Monday 2nd June  
Monday 16<sup>th</sup> June  
Monday 30<sup>th</sup> June  
Monday 14<sup>th</sup> July

Free blood pressure checks will also be available

Live Life BETTER DERBYSHIRE

Places Leisure  
Part of Places for People



Amber Valley Borough Council

Amber Valley Partnership

## Wellbeing Sessions

Sessions involve a number wellbeing organisations for local community to access.

Sessions have been held in Somercotes, Alfretton, Ripley, Crich and Heanor.

GOGA Aims -

To promote all physical activity opportunities in local area to community members & actioning community voice.



## Numerous success stories from Wellbeing Sessions

Chair-based exercise, tai chi and community boxing set up in Somercotes & Ironville from community feedback

Several new members to walking groups

New members to local football club

Numerous referrals made to Social Prescribers who attend sessions.

# Couch To 5X

Created late 2021

A personalised person-centred motivational programme to encourage and support clients to move more.

Based on the popular Couch to 5K programme.

5X = Undertaking an exercise or activity 5 times in a week

## **Over 150 clients supported in four years.**

Examples include -

Gentleman wanting to build stamina to walk from disabled parking bay

Lady wanting the confidence to be able to walk around shops unaided

Gentleman wanting to be able to go out walking after a stroke

Lady wanting the confidence to attend the gym to socialise and get active.

# Examples of C25X in action

Assisting a client map out their week to incorporate exercise



Providing GOGA exercise cards to clients to work through



Providing advice to workout at home - youtube, seated exercise etc.



Walks, exercise classes and gym visits with client

# Referrals

- Predominantly through AV social prescribers - ARCH & Belper
- Technical Instructor physios at Ripley & Babington Hospitals
- Recently started to work with Derbyshire Community Health Service with focus on cared for and housebound - linked to following recent Walk Derbyshire engagement work in Amber Valley.

## Key Findings – Person Centred

A fully inclusive approach empowers the participant to make their own choices  
Participant engagement is higher when goal is set by them

When participant improves confidence more likely to try new exercises, classes or  
groups

Understanding the participants barriers to participation is key

Being able to adapt the programme enables client progression – movement journey  
isn't linear

• *Supporting people living with a visual impairment to move more*



**move  
more  
Derby**



# • *Who are we conversing with so far?*

Derby's Impaired Visual Society (DIVS)

Derbyshire Sight Loss Council

Deaf and Visual Impairment Services (Derby City Council)

Individual residents with a visual impairment who approach us through our Move More Derby inbox

Sight Loss Leisure Group (Derby)

***The physical activity opportunities we are focusing on together***

***(identified through discussions and based on needs)***

Accessible Gym opportunities

Indoor swimming opportunities

Walking (both indoor and outdoor)



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Derby**

# • *What helps people to move more*

Having access to a Sight Buddy and how enabling this is

Having the opportunity to familiarise self with the space / environment before any 'doing' is done

Engaging with spaces and places that are easily accessible for people to travel/get to

Affordable and flexible options (this looks and feels different for different people)

Awareness of existing opportunities and being connected to those who run / lead those opportunities

# • *What hinders people from moving more*

Not knowing what is available to people and how this is communicated

Staff members at venues saying that they don't have a certain offer i.e. an offer for someone with a visual impairment

Lack of sight buddies and knowing how to identify who they could be and how they can be empowered and enabled

## *What we are learning*

That not every venue can meet every individual's physical activity and access needs

Acknowledging that in enabling one person with a visual impairment, it could disable another person with lived experience

Focusing on the environment or space people would like to be in specifically, helps narrow focus rather than preparing as many people as possible in case someone would like to access their offer/activity



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more**  
Derby

# *Key discoveries so far*

Critical to find out what activities people would like to engage in and acknowledging this will shift and change as trust builds

That there are physical activity providers ready to engage; they need connecting to people with lived experience to see if they are interested in engaging or trying out their activity

It is really hard to be truly inclusive and if a space or environment has limitations, it's ok to recognise that it isn't able to meet a need

There is real value on focusing on where there are strengths

In the absence of the ideal, what can we do

There comes a point where people with lived experience have a role to play to drive actions forward

The logo for 'move more Derby' is located in the bottom right corner. It consists of the words 'move', 'more', and 'Derby' stacked vertically in a bold, sans-serif font. The text is white and is contained within a white rounded rectangular shape that has a slight shadow against the orange background.

**move  
more  
Derby**

# • *What we have collaborated on so far*

- Identified a suitable gym location and completed an assessment of this space
- Access adjustments resolved with gym venue, supported by Move More Co-ordinator
- Sight Buddy training – what this uncovered – that people are ready to engage, though what we didn't know is where they are trying to get to
- Scheduling in with Moorways Sports Village the following:
  - a meet the Manager conversation
  - Informal conversation and coffee spaces to bring together potential Sight buddies and people who would like to use Moorways

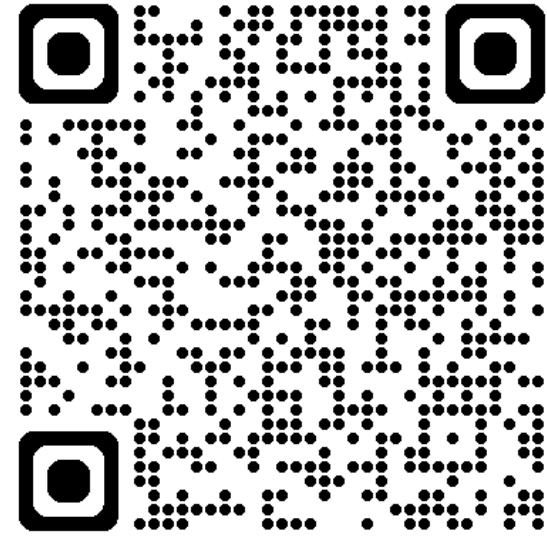
# *How is this all made possible?*

- By taking the time to hold spaces to listen to what people with lived experience have enjoyed previously, are curious to try
- By keeping clear communication channels open at all points and having a feedback loop in place
- Identifying across everyone involved, who is going to do what, including the role that those with lived experience will take
- The passion and desire of everyone involved for things to positively change

Reflections about what you've heard?

- A. What messages resonated with you in the presentations?
- B. What other opportunities are you aware of locally?

Respond on Mentimeter



Link -

[https://www.menti.com/  
algb9xif4qv6](https://www.menti.com/algb9xif4qv6)

Code - **7679 9839**

## We Are Undefeatable

Support and encouragement to find ways to be active that can work for you and your health condition.

<https://weareundefeatable.co.uk/>

**WE ARE  
UNDEFEATABLE**

## Moving Medicines

The ultimate resource to help healthcare professionals integrate physical activity conversations into routine clinical care.

<https://movingmedicine.ac.uk/>



## Signposting Resources

Activity support for people living with a long-term health condition or disability.

<https://makingourmove.org.uk/wp-content/uploads/2024/12/AD-AN-resource-guide-mobile-version-2025.pdf>



# Being part of the future conversations...

Amber Valley : [chrisfrost@avcvs.org](mailto:chrisfrost@avcvs.org)

Derby : [Katy.West@derby.gov.uk](mailto:Katy.West@derby.gov.uk)

Erewash : [Sarah.Knapp@erewash.gov.uk](mailto:Sarah.Knapp@erewash.gov.uk)

