



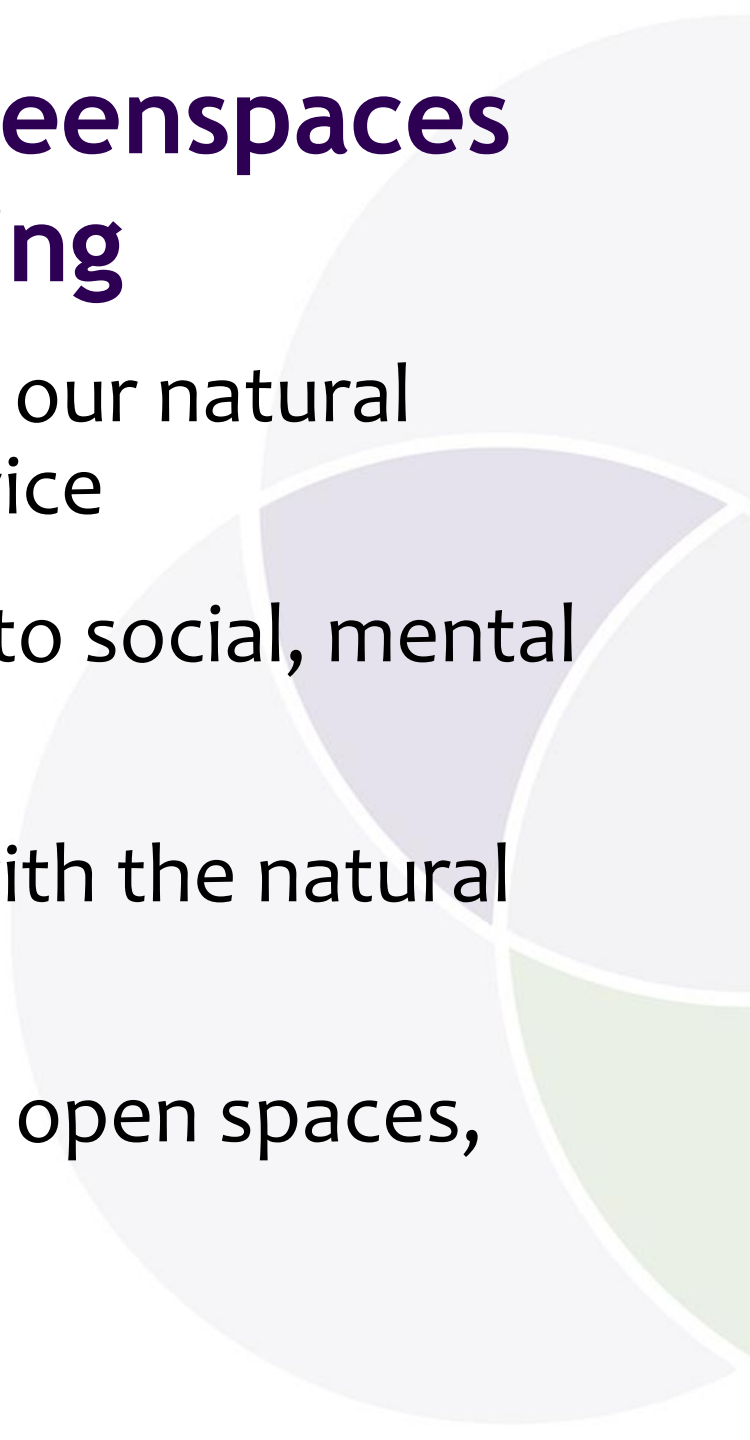
Using nature's assets to improve Health & Wellbeing: creating an offer to promote active lifestyles

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Agenda

- The importance of greenspaces to health and wellbeing
 - South Derbyshire
 - Challenges
 - Aims
- Maintaining communication and community involvement
 - How do we do this? Parklife – a case study
 - Actions
 - Activities
 - Outcomes
 - What makes success?
 - What next?

The importance of greenspaces to health and wellbeing

- Parks and green spaces are our natural assets - Natural Health Service
 - Well documented benefits to social, mental and physical wellbeing
 - Maintaining people's link with the natural environment
 - Well connected network of open spaces, accessible to all
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South Derbyshire

- Heart of the National Forest
- Reclaimed landscape – from black to green
- Rural district – good access to countryside and large parkland estates
- Well connected public rights of way network including canals & greenways
- Urban Parks and accessible woodlands
- Council embraces a partnership ethos

Challenges

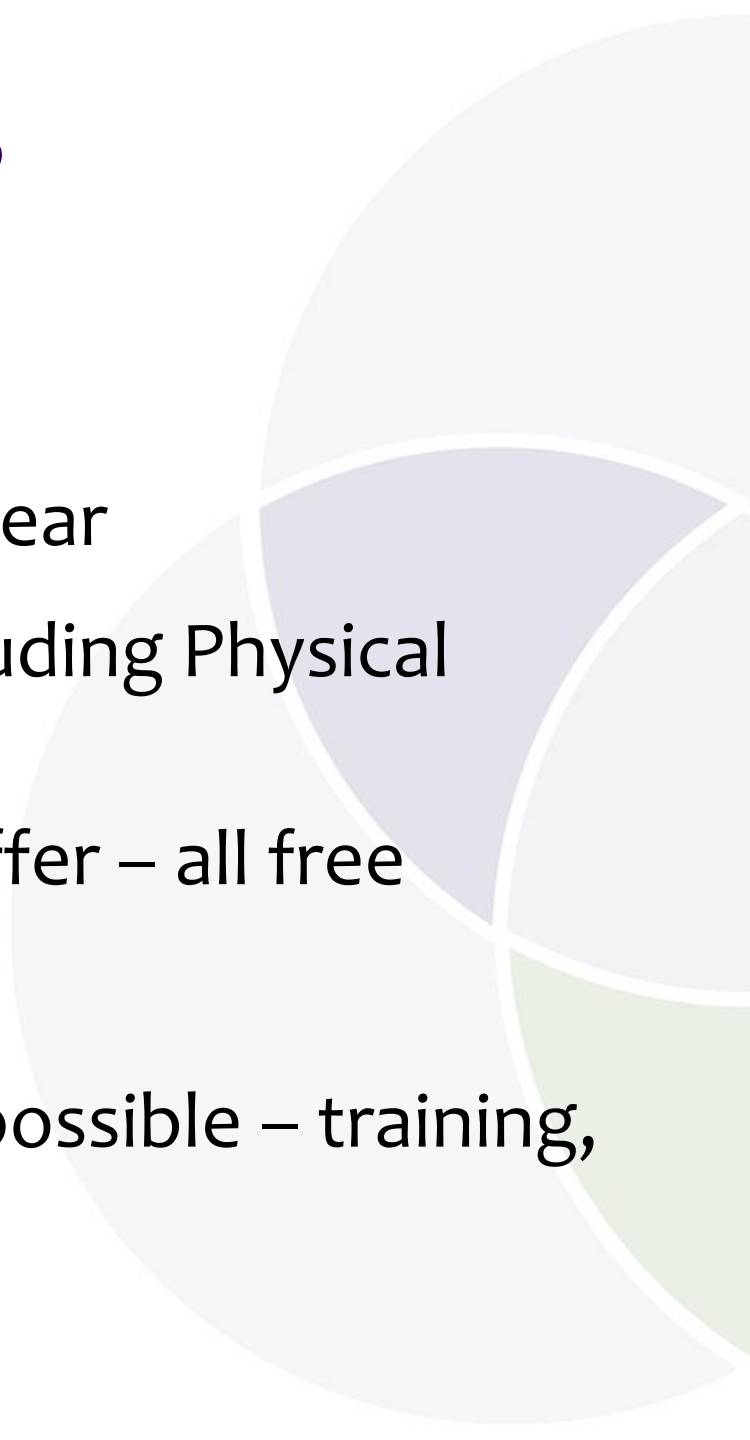
- Derbyshire health stats – high obesity, low participation rates, gaps in life expectancy related to deprivation, ageing population, high growth
- Understand barriers to participation through consultation and engagement
- Managing expectations
- Keeping the costs down
- Sustainability of activity beyond the funding

Maintaining communication and community involvement


- get physically inactive people more active
- increase use of greenspaces and parks
- encourage people of all ages and abilities to take up and enjoy more physical activity, not just sports
- providing a range of free or low-cost activities using green space to increase use of the urban parks
- encourage ownership by involving local people in site management

How do we do this?

Parklife – a case study

- 3 year project – now in final year
 - Partnership funded role, including Physical Inactivity grant
 - Wide range of activities on offer – all free
 - Engage all age groups
 - Sustainability built in where possible – training, support, skills development
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Activities

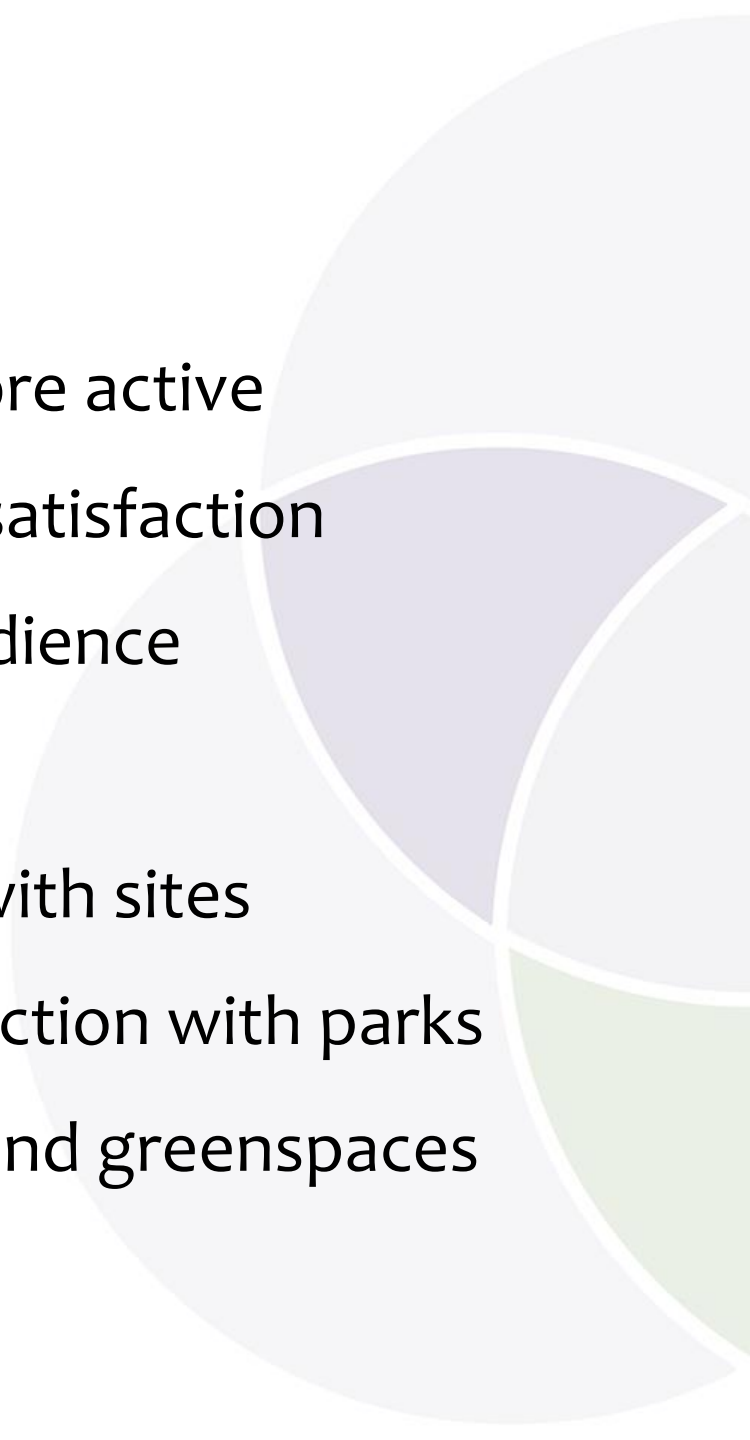
- Capital improvements – e.g. outdoor gyms, skateparks
 - Social senior tennis, table tennis & bowls development projects – intergenerational
 - Community Woodfuel groups & conservation days
 - Walks and trails – teddy, buggy, heritage, wildlife, all ability
 - Wildlife surveys and activities
 - Outdoor learning and environmental activities
 - Supporting externally run events such as boot camps and parkrun
 - Consultation, marketing and promotion
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South Derbyshire
parklife
activities for all in the open air




Outcomes

- Increase in people becoming more active
 - High levels of participation and satisfaction
 - Repeat customers and wider audience
 - Strengthened partnerships
 - More community engagement with sites
 - Increased awareness and satisfaction with parks
 - Raised political profile of parks and greenspaces
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Evaluation

- A dedicated officer to develop, manage and promote
- Branded product – clear message
- Use existing and develop new networks and partnerships to aid delivery – collaborative working
- Respond to demand – a flexible approach
- Not just about “sport” – appeals to all ages & abilities

What next?

- Lessons learnt – successes and failures
 - Sustain activities and groups – support
 - Roll out to wider area
 - Target areas of high population growth – new residents
 - New model for future delivery – link to emerging strategies
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Thankyou for listening!

Any questions?