

Culture Theme Board

29th September 2010

10.00 – 12.00

Green Room - Shipley Country Park Visitor Centre

AGENDA

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|----|--|-------|
| 1 | Introduction and welcome | 10:00 |
| 2 | Presentation on Shipley Country Park | 10:05 |
| 3 | Minutes of the previous meeting (attached) | 10:15 |
| 4 | Matters arising from the minutes | 10:20 |
| 5 | Arts, Health and Wellbeing Evaluation Development
(case study and report attached)
Ann Wright and Jane Hudson-Oldroyd) | 10:25 |
| 6 | Feedback on torch relay bid | 10:55 |
| 7 | Peak District National Park Authority
(Richard Campen, Peak District National Park Authority) | 11:00 |
| 8 | Understanding variations in sport participation
(case study and report attached)
(Russell Turner, Sport England) | 11:20 |
| 9 | Cultural Strategy | 11:50 |
| 10 | Dates and venues of forthcoming meetings: | 12:00 |

Friday 17th December, 10 – 12, West Park Leisure Centre, Long Eaton
Weds 26th January TBC

***Please note a buffet lunch will be served at 12 Noon**

MINUTES of the **CULTURE THEME BOARD** held at the University of Derby, Devonshire Campus, Buxton, on 21 July 2010.

PRESENT

Councillor Andrew Lewer (In the Chair)

Brian Ashley, Museums, Libraries and Archives Council, Stuart Batchelor, South Derbyshire District Council, Pauline Beswick, Peak District National Park Authority, Dave Brooks, Derbyshire Dales District Council, Mike Hayden, Chesterfield Borough Council, Councillor Jim Hewlett, South Derbyshire District Council, David Joy, Derbyshire Sport, Councillor Barry Lewis, DCC, Steve Pintus, Derbyshire County PCT, Councillor Chris Short, Amber Valley Borough Council, Councillor Geoff Stevens, Derbyshire Dales District Council, Councillor Emily Thrane, East Midlands Arts Council and Lorna Wallace, 3D.

In attendance: Jaci Brumwell, DCC, Cultural and Community Services, Sally Curley, High Peak Borough Council, Wesley Downes, DCC, Chief Executives Office, Robert Gent, DCC, Cultural and Community Services, Allison Thomas DCC, Environmental Services, Ros Westwood, DCC Museums and Ann Wright, DCC, Arts.

Apologies for absence were submitted on behalf of Mark Alflat, South Derbyshire District Council, Richard Campen, Peak District National Park Authority, Carla Capstick, DCC, Children and Younger Adults, David James, Peak District and Derbyshire, Martin Molloy, DCC, Cultural and Community Services, Jan Overfield-Shaw, DCC, Arts, Councillor Ann Syrett, Bolsover District Council, Julian Townsend, Amber Valley Borough Council, and Councillor Jean Wharmby, High Peak Borough Council.

25/10 **MINUTES** The minutes of the meeting of the Culture Theme Board held on 25 May 2010 were received.

26/10 **MATTERS ARISING** (a) 2012 Torch relay (minute 21/10 refers) Members were informed that news of the bid was now expected at the end of 2010 with full details early in the new year.

(b) Derby and Derbyshire City of Culture 2017 (minute 22/10 refers) Members were informed that the Minister of Arts had recently announced that Derry would be the City of Culture for 2013.

Derby City Council had now allocated funding in order to employ the services of a design company to develop an identity/brand for the bid, and Helen Osler had written to partners requesting nominations for the Stakeholder Group.

It was also noted that the University of Derby was to carry out research on audience and demographics.

27/10 **PARTNERS IN LITERACY** Sarah Burkinshaw, Director, Read on Right Away (ROWA) attended the meeting and gave a presentation to Members on Partners in Literacy.

Members were informed that the Partners in Literacy Project was a national pilot led by the National Literacy Trust and trialled in 9 Local Authorities between 2009 and 2011. In Derbyshire the pilot was led by Read on Right Away (ROWA) and a multi agency Advisory Group chaired by Martin Molloy, Strategic Director Cultural and Community Services who was the pilot's 'Champion'. The aim of the pilot was to test the premise that the Authority could tackle under achievement in disadvantaged children by raising awareness of the importance of reading culture, or literacy need in families and elevating this as a strategic approach within local area agreement partnerships. Whilst it was known that skills and enthusiasm for communication and reading began in the home and that home and culture influenced attainment, it was now critical to engage parental interest in reading with their children.

Details were given of how Derbyshire had developed a strategic partnership approach supporting literacy, which had meant working with family support agencies across the partnership to find ways to share the literacy offer and create a shared sustainable strategic vision for supporting families' reading. Following intensive research into parents' attitudes and ideas about language in the home, a detailed report of the outcomes was prepared and could be accessed through the ROWA website.

In conclusion, these could be summarised into three categories being access, shape and purpose.

Access – to work with parents and professionals to find what was on offer locally and what parents wanted to access.

Shape – to work with parents and professionals to redefine literacy support so that it was not just about going on a course or reading a book, it was about fitting into people's lives and inspiring them to be the agents of change.

Purpose – to support professionals to help parents understand the role they play in children's learning and through understanding what is required of them.

Sarah gave details of a number of pilots that would be taking place in year 2, including volunteer parent buddies in Bolsover; a literacy café in South Derbyshire and using nurseries and childminders to inform parents.

By the end of 2010, it was hoped that the pilot would be in a position to outline approaches to support a family reading culture, especially with those families whose children were at risk of being caught in the achievement gap. These new partnership approaches would be linked to existing, or remodelled, support systems. Recommendations would be made to the Derbyshire Partnership Forum for a more effective cross sector approach to supporting literacy. It was hoped to bring a further report to the Culture Theme Board in early 2011 to outline a proposal for the cross sector approaches to supporting literacy in Derbyshire.

Members of the board raised a number of issues and ideas for further partnership working that would enhance and improve the pilot, in order to help it achieve its aims, which were noted and taken on board.

The Chair thanked Sarah for a most interesting and informative presentation.

28/10 OUTCOMES FROM CULTURAL SERVICES – FEEDBACK FROM PARTNERS Following the request made at the previous meeting for members of the board to provide examples of projects from organisations that had delivered outcomes, Robert Gent summarised some of the outcomes that had been received.

There had been a good response from partners with good examples received under the headings of reducing crime and the fear of crime; tackling antisocial behaviour; helping children and young people to enjoy and achieve; increasing independent living and improved quality of life; promoting health and well being and reducing health inequalities; increasing participation in arts, sports, cultural and leisure opportunities; and support of a thriving local economy and sustainable communities.

A number of excellent projects with very clear outcomes were identified and outlined to members. Details were also given of some very good projects that were being undertaken but the outcomes were not being captured in the manner required in order to show what difference it had made to peoples' lives.

Members were informed of the culture and sports outcomes framework which was detailed in the report submitted which showed three

layers of outcomes with seven themes common to local area agreements. It was noted that there was no specific theme for culture.

In terms of what happened next, it was explained that the Derbyshire Partnership Forum Annual Report would be available in Autumn 2010 and some of the examples given would be used in that report. Some of the case studies would also be detailed on the DCC website. It was also agreed that a future Culture Theme Board session would take place on evaluating outcomes, which it was felt would benefit all Members. Work was also being undertaken with Sheffield University and MLA on identifying the intrinsic benefits of culture.

One of the lessons had been that outcomes and the methodology for evaluating them needed to be identified at the start of any project or initiative.

The Chairman thanked partners for their contribution in supplying examples of projects which had captured outcomes, and Robert for his update on the current situation.

29/10 NATIONAL INDICATORS AND SECONDARY INDICATORS: QUARTER 4 REPORTS

NI 7 – Lorna Wallace,3D gave a presentation to Members on progress in relation to National Indicator 7.

In relation to the baseline research being carried out by BMG Research in order to gain an accurate picture of third sector activity within Derbyshire, it was noted that the raw data had now been received although the full report was still awaited. Discussions had taken place, and it had been agreed by the action group that in the interim period until the final report was produced, additional research would be undertaken locally in order to build a local picture. Once all research had been received this could be analysed to find out where the gaps existed and look to make progress towards filling these gaps.

The Voice Project had worked with local front line groups to develop case studies illustrating contribution to LAA priorities. To help build mutual understanding between public and voluntary sectors, the Voice project was putting together a briefing pack which would be distributed to partners in the voluntary and public sector.

Progress was now being made on recruiting an IT specialist in order to centralise all data on local community and voluntary organisations, which would be accessible by all partners and which it was hoped would

avoid duplication. It was envisaged that this would be available by the end of March 2011.

It was noted that the inaugural meeting of the Funders Forum had taken place on 6 July in Ripley with an excellent attendance. A number of issues were under discussion including the consistency of funding; the quality of application not meeting the criteria set by funders; and the perceived trend towards funding only being made available for registered charities.

In relation to capturing outcomes from evaluations, it was proving to be very difficult in the voluntary sector to establish this type of information, although efforts were being made to educate people.

Discussions was currently being undertaken by the forum about the need to establish whether funding was available for new projects or whether funding should be provided to sustain good quality services that already existed.

It was noted that the NI7 recall event was due to take place on 2 November 2010.

NI 8 – David Joy, Derbyshire Sport, gave Members a progress report in relation to National Indicator 8, which referred to the number of over 16's in the population who were carrying out moderate intensity sporting activity up to three times a week. The Board had already approved a basket of 25 sub-indicators and agreement had been reached across local authorities in Derbyshire to create a system that collected data at local authority level; this is then fed through into the Corvu system to provide an overall picture across the county.

There were now three broad headings of quality, participation, and volunteering data. It was noted that partners hadn't reported during this quarter and that the next report to the board would be of far greater significance and give a much clearer picture. Members of the board had been provided with a list of secondary indicators with base line and target data included which would support the Derbyshire LAA selected key indicators. There was still concern over inequalities of participation particularly amongst females and disabled people and work would be undertaken to improve these areas. The framework now in place allowed performance to be challenged at a local level in order to achieve the required outcomes.

NI 9 – Jaci Brumwell gave Members a progress report in relation to National Indicator 9, which referred to the use of public libraries.

The fourth quarter figures showed that good progress was being made. The register of library membership was holding steady and although new registrations had declined in the last year, active borrowers were showing an increase in line with the establishment of Gold Card as the principal means of registering the 60+ age group as library Members. Visits and issues had increased despite a number of temporary library closures. On-line take up had dramatically increased in the past 12 months and on-line resources were seen as a very important measure of remote access, as well as enabling efficiency savings. Usage of public access computers had declined in libraries, although this may be down to more people having access to computers at home and the availability of wi-fi in libraries, which meant that more people were using their own laptops. The Book Start Scheme, which was delivered in three stages, had achieved a 100% success in the delivery of Stage 2 and Stage 3 packs, although the delivery of Stage 1 packs was slightly down, but this was in part due to a restructuring of the Health Visitor Service in one district.

A new indicator had now been introduced in relation to the number of attendances at events for adults, organised or supported by libraries during the last year, although at the moment no data was available. In relation to the satisfaction with the library service, users had given an 80% satisfaction rate with non-users giving a 40% satisfaction rate.

30/10 **SINGLE IMPROVEMENT TOOL – UPDATE** Members were informed that a service accreditation consultancy was being undertaken by Brian King. A draft improvement tool workshop had taken place at the end of May which had started off the process with each district now having a set timescale.

The Cultural Improvement Partnership for the East Midlands had recently run two training days although attendance had been somewhat disappointing. The training had been excellent and had focused on giving participants the skills to conduct peer challenge. There was encouragement for all Authorities to go forward with the self assessment route.

31/10 **DATE AND VENUE OF NEXT MEETING** The next meeting of the Board would take place on Wednesday 29 September 2010, commencing at 10am at Shipley Country Park.

The Chairman informed Members that he intended to continue with meetings of the board on their current pattern, until spring 2011, at which point many of the national indicators came to an end. In the meantime it would be helpful to reflect upon the most appropriate form of partnership to ensure continued joint commitment to broad cultural priorities prior to an agenda item to discuss it in a more formal manner in late 2010 or early 2011.

Derbyshire Partnership Forum Culture Board Making a difference

Please enter organisation:
DAP Steering Group: Derbyshire County Council; Public Health Strategy Manager, NHS Derbyshire County; Wellbeing Team, Adult Care, Derbyshire County Council; Chesterfield Borough Council; Erewash Borough Council; North East Derbyshire District Council; and project partners: the Alzheimer's Society; Derbyshire Libraries; Three Valleys Community Care:

Title of project	The Arts, Health and Wellbeing Evaluation Development
Which outcome(s) does it contribute towards?	Council priorities 3, 4; LAA NIs 11,1, 8, 119, 9.

What was the issue?
<p>Arts work with people has long been recognised as fulfilling many aims of health, social and educational interventions. The evidence base for this work has been and to a great extent still is anecdotal.</p> <p>The Arts, Health and Wellbeing Evaluation Development project aimed to enquire into the efficacy of the existing evaluation systems of arts project within the DAP Arts and Health programme.</p> <p><i>'The benefits of participation in arts in community health are to date only partly substantiated and so are also partly unknown ... however, this should not constrain the value of bringing a spirit of deep and meaningful inquiry to pioneering work'.</i></p> <p style="text-align: center;">White, M. (2008). <i>Arts Development in Community Health: a Social Tonic.</i></p>

What did you do?
<ul style="list-style-type: none"> • When? • Resourcing implications?

<p>Derbyshire Arts Partnership (DAP) has been undertaking a programme of arts and mental health development work with Derbyshire Primary Care Trust (now NHS Derbyshire County) and other partners. The aims of the programme are to:</p> <ul style="list-style-type: none"> • work collaboratively with partners to develop an action plan across Derbyshire that will integrate arts and mental health and jointly access funding; and • increase access to arts in the community for mental health service users or people suffering emotional problems. <p>In October 2009, Derbyshire County Council on behalf of Derbyshire Arts Partnership (DAP) commissioned an independent consultant working with a graduate placement student to:</p>

- support the evaluation of three arts and mental health projects within Derbyshire; and
- to advise on the development of an evaluation framework that could assist the partnership in assessing the impact and effectiveness of commissioned arts and health activity in the longer term¹, helping to establish a consistent evidence base with a particular focus on the mental health improvements achieved by projects. This was intended to complement rather than replace existing, in-depth and qualitative evaluation processes that projects may already be using or wish to develop.

A team was employed to deliver and manage the project directly.

Evaluation team:

- Brian Paget, independent consultant, who was commissioned to provide 8 days consultancy input between October 2009 and March 2010.
- Althea Valentine, Health Psychologist in Training, who was recruited from the University of Nottingham to provide 16 days input to the project between October 2009 and March 2010.
- Emily Penn, Derbyshire Arts Partnership Manager, who co-ordinated the work from October 2009 to early February 2010.

At that stage, the partnership had already introduced a draft framework that was being piloted by the three funded projects:

- The BLISS (Breaking Loneliness and Isolation through Socialisation and Sharing) Memory Box Project - Chesterfield and Eckington
- Arts at the HeART of Wellbeing - Erewash
- Wellbeing Reading Project and Creative Writing Sessions.

The draft evaluation framework incorporated both qualitative and quantitative measures including questionnaires, the Warwick-Edinburgh Mental Wellbeing Scale (WEMWBS) and artists' diaries. The findings from these evaluations and the projects' experience of using the framework helped to inform the development of a revised evaluation framework.

- **The revised evaluation framework 2010;** including:
 - Project planning and evaluation tool
 - Artist's diary template and help sheet
 - Project information sheet template
 - Selecting a survey
 - Short term project participant information sheet and survey
 - Long term project participant start and end information sheets and surveys
 - Optional well-being scales

Example of one of the three participating projects

The BLISS Project

The BLISS (Breaking Loneliness and Isolation through Socialisation and Sharing) Memory Box project, held in Eckington (North East Derbyshire) and Chesterfield, was managed by

Chesterfield Borough Council and North East Derbyshire District Council Arts Development Officers with support from the Alzheimer's Society. The BLISS project followed the full evaluation framework: they used the DAP start and end questionnaires; WEMWBS; and compiled weekly artist's diaries, including photographs, presented in a folder at the end of the project. A celebratory event was held at the end of the project where participants' work was displayed. Two artists worked on the project, which ran for six, two-hour sessions in two locations in Derbyshire. Participants, consisting of people with Alzheimer's together with their carer, were recruited through the Alzheimer's Society. All participants who were approached took part, demonstrating the demand for such activities in this group. Although participants did not have diagnosed mental health problems per se, it is known that people in the early stages of dementia are at risk of developing mental health difficulties and would benefit from positive interaction. It is well documented that carers are also at risk of experiencing mental health difficulties.

The artists were able to celebrate participants' achievements through the artist's diaries. The amount of work and effort that the artists had put into the project was very clear through the diaries, photographs and final products produced. It was essential that there were two artists working on both projects, as there was a vast amount of preparatory work to be completed each week, as well as work to be done during the sessions. A number of participants with Alzheimer's required one-to-one support from the artists.

The questionnaires were completed at the start and end of the project in a group setting. Carers provided support, as required, for their partners with Alzheimer's. The artists reported that the questionnaires were a burden for participants and noted that some of the questions were intrusive to be asked by a carer and may result in a socially desirable response. For example, for the item 'I've been feeling loved', it may be difficult for participants to respond that they have felt loved 'none of the time' in front of their partner. Another problem was that the questionnaires themselves, as written documents, were difficult for people with dementia. Participants from this client group may therefore benefit from one-to-one support completing questionnaires. Furthermore, completing the surveys during the first session immediately drew attention to their disability and the problems that they now faced. Therefore, it may be more appropriate for participants to be assisted by a project worker, perhaps in advance of the first session, where more support and signposting to other services can be provided.

Both the DAP questionnaire and WEMWBS elicited data that was useful in the evaluation of the project. This enabled a detailed feedback report to be produced for the BLISS project. A number of issues with the DAP questionnaire were identified from this pilot study, e.g. the lack of information about ethnicity, problems with questions about disability etc. The feedback also highlighted the need for minor changes in the questionnaire structure/format, e.g. the use of tick boxes rather than underlining/circling.

On the draft DAP evaluation scale, there were three initial questions about: i) taking part in the project, ii) trying something new, and iii) working in groups. It appeared that these questions aimed to assess changes in personal development, in particular raising self-esteem and confidence, both of which may be intermediate indicators or steps towards improvement in health and wellbeing. Arguably, it would be more effective to measure these with a scale that is the same on the start and end questionnaires, to enable clear comparisons to be made.

The use of the Warwick-Edinburgh scale with participants with dementia was problematic and the pilot study raised issues about the suitability of the WEMWBS for people with Alzheimer's. In particular, questions relating to optimism about the

future and feeling cheerful may potentially cause distress and were frequently missed out by these participants. As well as raising important questions about the appropriateness of some aspects of the WEMWBS in these circumstances, this also highlighted a more general point about the need to signpost participants to additional sources of support should they become distressed as a result of taking part in evaluation processes.

What difference did it make? How do you know?

The project highlighted a number of gaps and increased the knowledge base from which future projects can be evaluated. Below are notes gathered from the participants, artists and staff involved with the project and a list of recommendations for the way forward.

Example: BLISS

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evaluation processes.

General Feedback

The Evaluation Development process has highlighted the need for project leads, artists and other staff to receive training in undertaking evaluations and using different methodologies. Another strong theme to emerge from our discussions with project representatives concerned the range of demands, including the emotional demands, which might be made of artists working in health and social care contexts.

Within these three projects, artists had significant previous experience of working in health and/or social care settings and/or relevant life experience which helped them to understand and be sensitive to the needs of participants and their carers. The artists also reported that they felt supported by the project leads and were able to gain support for any issues that arose. It is essential that this type of support is in place for all future projects, particularly where artists are working freelance and do not have a direct line-manager. However, further consideration needs to be given to addressing the supervision needs of artists in the longer term in order to ensure that they are appropriately supported. Our discussions also highlighted the important role which project leads have played in recognising the sensitivities of the work, the types of skills which artists are likely to need to work effectively, as well as the support they will require. These factors have all helped to ensure that the projects have been able to operate effectively without major problems.

The artists' diaries, as well as being a valuable resource for evaluation, provide an important opportunity for artists to reflect on their own work and may therefore prove to be a valuable resource in the context of supervision.

Information and Support for Participants

It is also important that there is appropriate support for participants. For example, individual participants were, on occasion, concerned about activities coming to an end, which highlighted the need for them to be provided with information about where to get further help and support. It would also be helpful to provide clear guidelines for artists about what to do if any participant does raise issues such as feeling distressed after, or during, a session (Recommendation 5).

Similarly, further consideration needs to be given to the type of information which participants and their carers need concerning the evaluation process in order that they can make a meaningful decision about taking part, i.e. so that they are able to give informed consent.

A full report has been produced and further rationale for the revised evaluation framework can be found in that report.

www.artsderbyshire.org.uk.

What are you going to do next?

The recommendation from the report will provide the framework for the forthcoming training of creative freelancers, sole traders and companies wanting to tender for commissions through the Derbyshire NHS and other service providers. The new Creative Derbyshire project will manage the training programme in partnership with DAP and Derbyshire NHS.

Arts, Health and Wellbeing Evaluation Development.

Recommendations.

1. The DAP Steering Group should consider adopting the logic model approach to planning, implementation and evaluation in order to:
 - provide a common approach to planning, implementation and evaluation which can be used at strategic, programme and project/practice levels and which may therefore offer a common language between all three; and
 - help to make clearer distinctions between short and medium term outcomes for participants, which provide a focus for individual projects, and the impacts that the programme and strategic partners are aiming to achieve over the longer term.
2. Derbyshire County Council and NHS Derbyshire should ensure that appropriate governance arrangements are in place for service evaluations which do not meet the criteria for submission to an NHS Research Ethics Committee but which may nevertheless involve children, young people or vulnerable adults as participants.
3. The revised evaluation framework should not be implemented until an appropriate ethical review process has been undertaken.
4. Before evaluating future projects, project leads should consider the most appropriate method and time for participants to complete the evaluation forms. Some participants may need one-to-one support before/after the project begins/ends.
5. Before the start of the project, participants should be provided with more information about the project; this should include signposting to services where additional support may be obtained.
6. Participants in Arts and Health activities and, where relevant, their carers/parents should be given a clear choice about whether they wish to take part in the evaluation of those activities after receiving appropriate information i.e. they and/or their carers should be in a position to give informed consent.
7. The DAP Steering Group should consider how artists and other staff engaged in arts and health activities can be offered:
 - appropriate supervision which acknowledges the significant emotional demands which can arise in the context of arts and health work; and
 - relevant training in project planning and evaluation.

Key Contact Information

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Derby and Derbyshire – variations in participation

Title of case study: Understanding why local authorities in Derbyshire (including Derby City Council) consistently sustain higher participation levels by their communities.

What will be learned from the case study?

- Active People data is now so rich that we can begin to identify why participation rates are as they are and share lessons across local authorities leading to improved use of resources.
- Sporting participation levels in Derby and Derbyshire are higher than quantitative models alone would predict.
- Positive and negative drivers of participation which make an individual more or less likely to achieve 3X30 minutes of moderate activity per week.
- That there is no single 'magic bullet' to success, the drivers to achieve increase participation levels are complex and broad.
- That participation in community life and participation in sport appear to be inter-related.
- That the experience in Derby and Derbyshire suggests that treating sport as a means to an end (linked to increasing physical activity for health benefits), and sport as an end in and of itself both boosts participation levels.
- The importance of the sustained commitment to sport and a joined-up approach across the city and county in sustaining participation.

Context/Challenge

- In moving beyond being data poor to data led we now need to be increasingly intelligence led to ensure good value for money with the resources available.
- Sport England identified a small number of local authorities and sports who could demonstrate consistent growth in participation levels to investigate further following the publication of Active People 3 data in December 2009.
- We need to better understand the factors behind a statistically significant increase in participation for NI 8 (APS 1, 2, 3 and the interim data for APS4) and the challenge is to ensure that transferable lessons 'the how' are shared and implemented in other areas.
- Sport England has been working with 6 authorities in Derbyshire who have demonstrated consistent increases to better understand their participation.
- They are: Amber Valley BC, Chesterfield BC, Derby City Council, Derbyshire Dales DC, Erewash Borough Council and North East Derbyshire District Council.

Approach taken

- Sport England commissioned the Futures Company to undertake this work on our behalf between February and August 2010..
- The Futures Company developed a workshop format with all the local authorities identified to discuss the quantitative modelling which had been undertaken at the start of the project and to ask the authorities their reaction to the findings.
- The Future Company then did further work to develop the case study based on examples and practice within the City and District authority areas.
- The research used baseline (2005/06) Active People data as well as combined

Active People 2 and 3 data.

- The quantitative modelling identified positive and negative drivers of participation that are statistically significant and which either mean an individual is either more or less likely to reach NI 8.
- Positive drivers of NI 8 included social club membership, attended cultural events, education level of the individual, income, national lottery grants awarded within 10 km etc.
- Negative drivers included number of children in household, population density in the local area, age, illness and availability of car or van.
- A technical report has been provided which explains the data sitting behind the case study in more detail.
- Individual local authorities have started to use Active People Survey, Active Diagnostic and sport market segmentation to assist them in focusing resources more efficiently and effectively. Helping them to consult and market opportunities more effectively.
- This case study acknowledged that there are intangible factors that also drive greater participation and this case study has given a view as to what these factors might be.
- That there is no single 'magic bullet' to success, the drivers to achieve increase participation levels are complex and broad.
- That participation in community life and participation in sport appear to be inter-related.
- That the experience in Derby and Derbyshire suggests that treating sport as a means to an end (linked to increasing physical activity for health benefits), and sport as an end in and of itself both boosts participation levels.
- The importance of the sustained commitment to sport and a joined-up approach across the city and county in sustaining participation.

Outcomes and impact

- The study was commissioned by Sport England to better understand why participation in Derby and Derbyshire is consistently strong.
- Sport England needs to transfer the learning from local authority to local authority and a number of conclusions from the study continue to provide pointers as to the sort of 'environment for sport' we need to see maintained and sustained across the country in the future.
- Local authority partners have offered the following feedback:
 - please fill in....]
 -
- The study is being reported to the Culture Board which is a Local Strategic Partnership theme group for the County area and which owns the NI 8 target. The study can inform the priorities of the Board and assist the wider positioning of the LAA Delivery Plan and Sustainable Community Strategy for the County Area. A similar approach is being planned with the Culture and Sport theme group of Derby.
- Overall the task for Derby and Derbyshire is to maintain the current trajectory of delivery and increase participation (the accumulation of marginal differences) by targeting resources at specific geographies and communities who participate least .
- The conclusion of the study provides a good level of support for the strategic direction already being co-ordinated by partners within the area. The challenge is how to further improve and this will mean taking a more refined approach utilising data and intelligence

- The comprehensive coverage of Community Sport Networks is strong and the community impact within the study is strong e.g. increasing the number of volunteers, skill development, better use of community assets and improved partnership working.

Learning

- The study demonstrates the important of the relationship between likelihood of achieving NI 8 and participation in community life / civic engagement. This, then, is a key opportunity. Both can feed of one another and both are equally valid – creating opportunity for more targeted sport in an existing or new club or using existing community infrastructure to develop aligned opportunities for being more physically active.
- It is important to understand the positive and negative draws on participation – drivers that either push individuals towards achieving NI 8 or stop their progress. By understanding them we can accelerate the positive ‘push’ drivers and manage the intervention in the context of the ‘stop’ drivers.
- There is no single ‘magic bullet’ to success – the drivers of participation are complex and broad. Local Authority and other partners need to drive the intervention attuned to the needs of the local community, utilising our data rich resources is crucial.
- Finally the value of partners recognising the importance of a sustained and positive strategic environment for sport is equally important.

Contact

Russell Turner (Sport England – Nottingham) russell.turner@sportengland.org