



How people move...

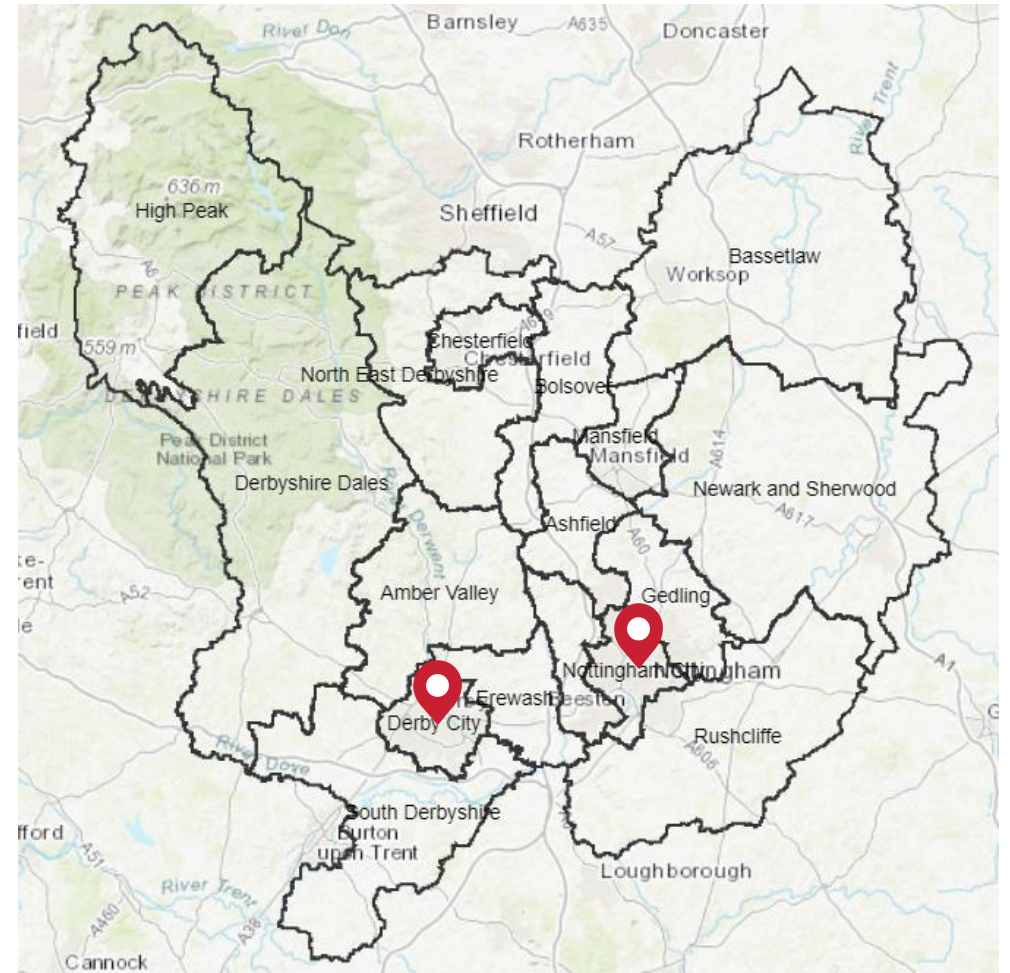


Two counties of great contrast and diversity

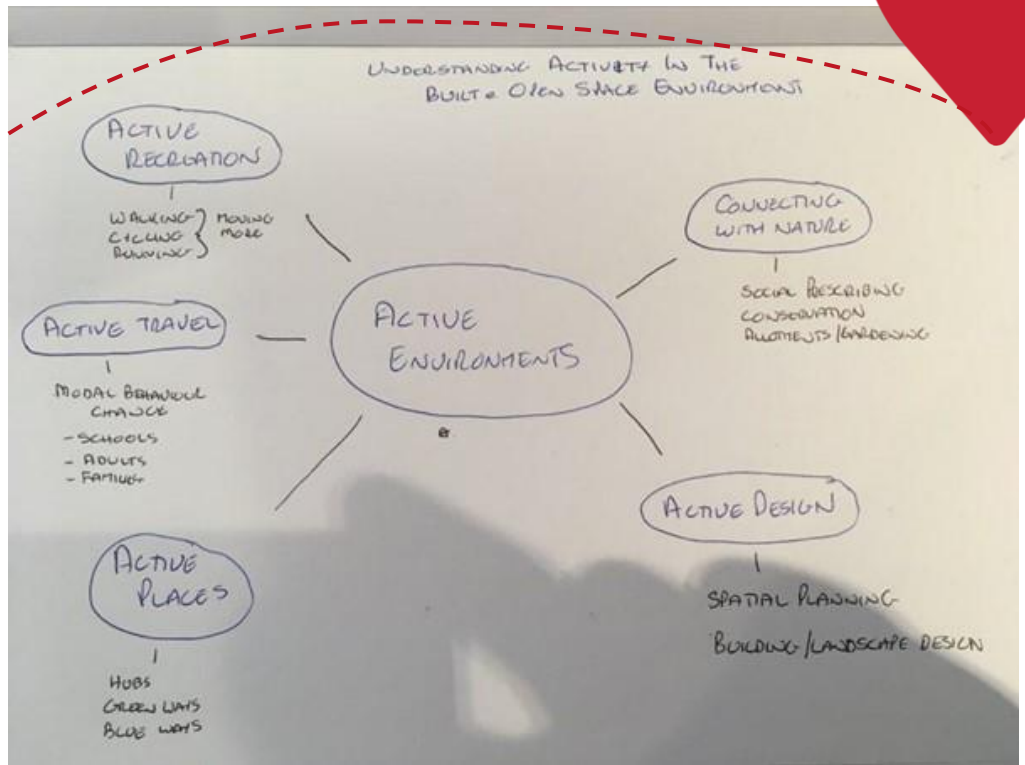
The environment of Derbyshire and Nottinghamshire, our two counties, provides great contrast and diversity, including areas of natural beauty and woodland, those recovering from the legacies of an industrial past, a range of market towns as well as the cities of Derby and Nottingham. 📍

Our natural open spaces provide excellent opportunities for outdoor exercise. We have a vast range of public rights of way, green, blue and grey spaces and many urban parks. Spending time in nature is good for our physical and mental wellbeing and is often free.

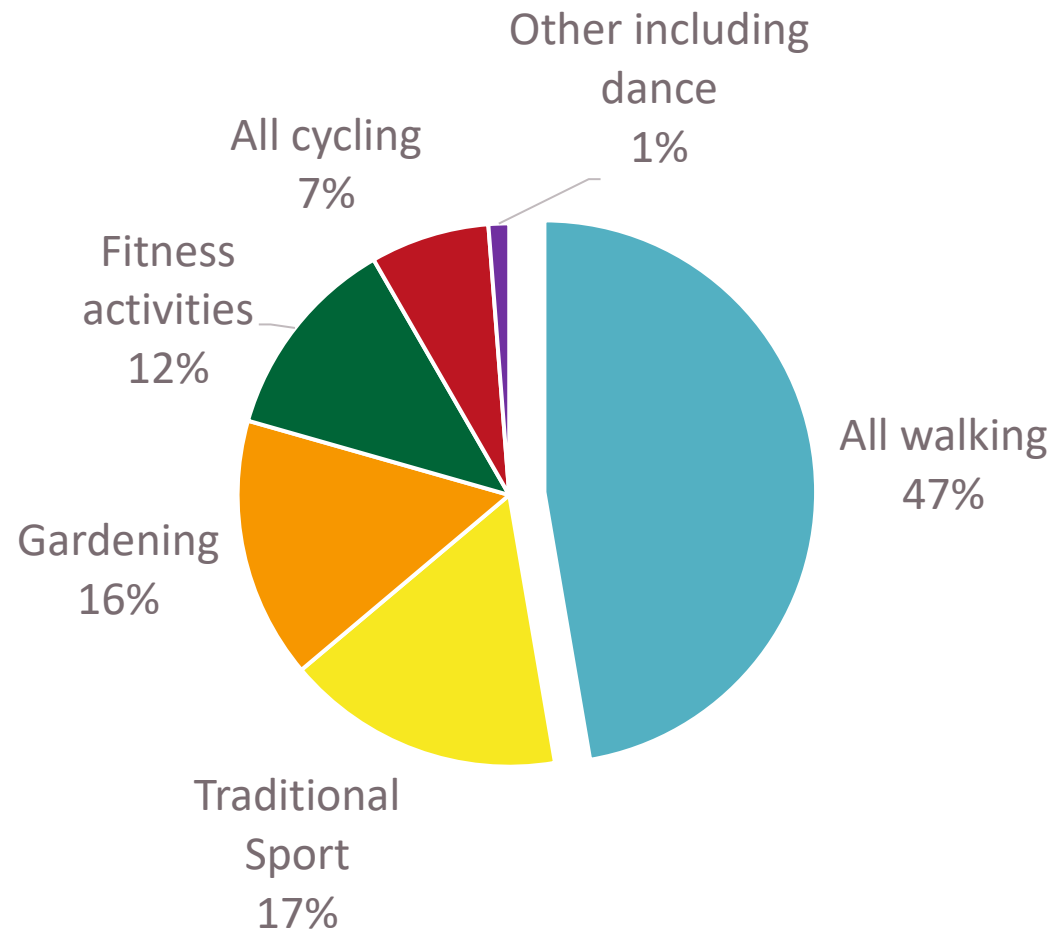
But just because these assets are there it doesn't mean we are all able to access them easily, equally, or even feel they are for us.



Where we started – where do people get their minutes from?



The majority of our active time is spent outdoors



79% of **all sport** and physical activity takes place outdoors

We **walk** significantly more than we do any other form of exercise – on average, **nearly half our active time is spent walking**

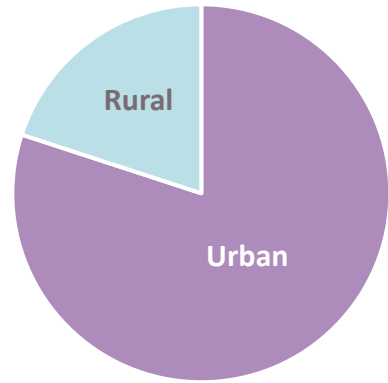
As single activities, **walking**, **gardening** and **cycling** overshadow all other forms of exercise

With the exception of **fitness activities**, the vast majority of active time takes place outdoors






Walking and gardening time counts. Three quarters of our time spent doing these activities is at the intensity we need to benefit our health

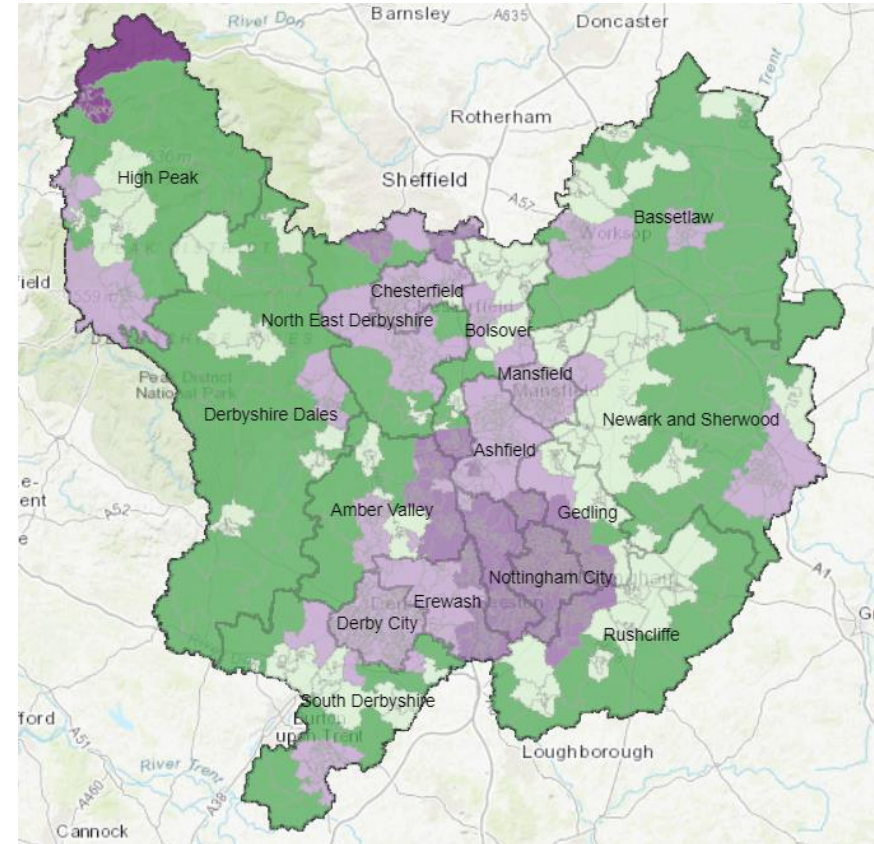
Where we live matters – urban and local are key


80% of adults live in an urban setting 



Rural Urban Classification by LSOA

-  Urban major conurbation
-  Urban minor conurbation
-  Urban city and town
-  Rural town and fringe
-  Rural village and dispersed



 **Urban parks** were visited nearly 3 times more than any other natural environment

*People's engagement with nature
Natural England MENE Survey 2009-19*

Over 2 in 3 nature visits are taken **within 2 miles of home**

*People's engagement with nature
Natural England MENE Survey 2009-19*

Middle aged, white middle class visit the **countryside**. Young people and under-represented groups visit

town/cities 

*Getting Active Outdoors
OIA/Sport England*

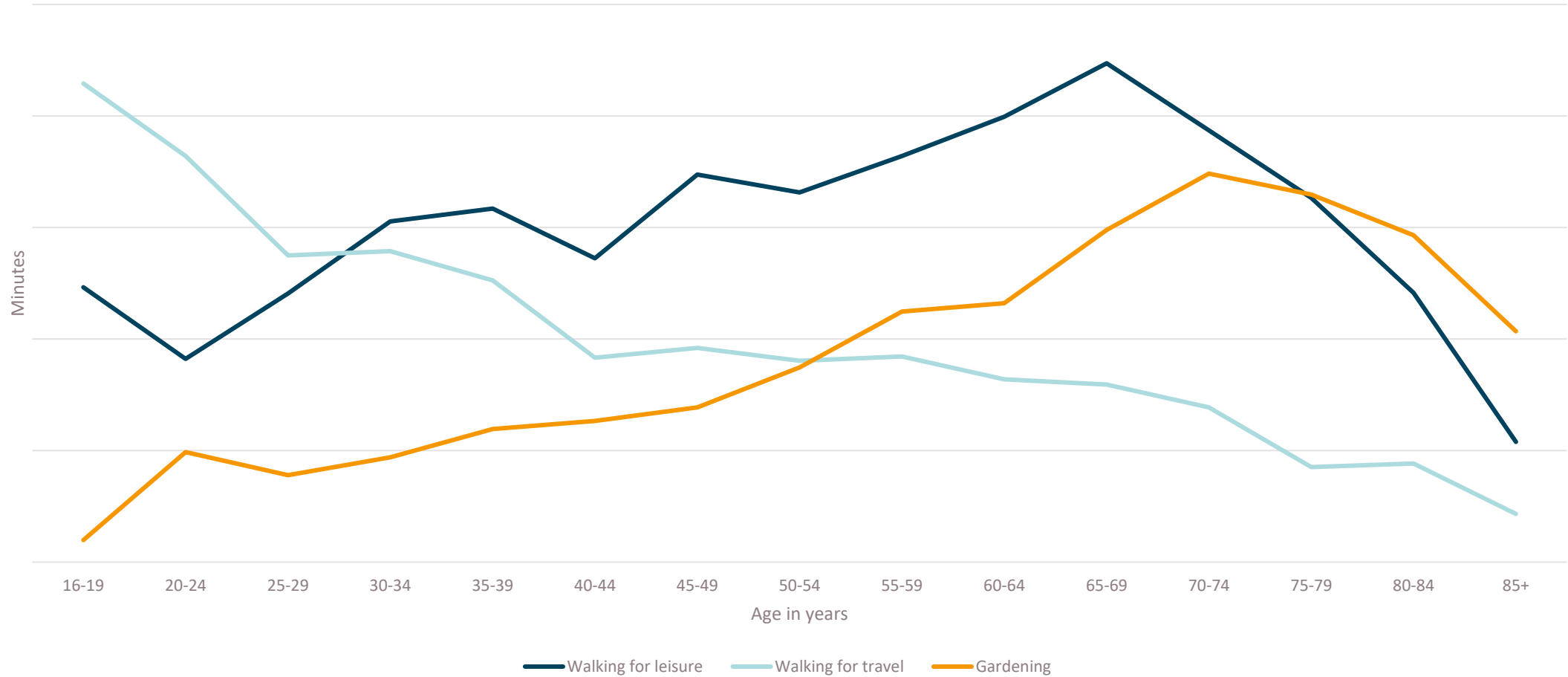
The huge significance of walking

- Across all population groups, we all walk significantly more than we do any other form of exercise
- We don't see the widespread range of inequalities within walking as we do in other activities, but because so much of our active time is spent walking, in absolute terms, even a small difference can lead to an enormous disparity. We see differences in:
 - **Gender** (the average male walks more than the average female)
 - **Ethnicity** (the average White British person walks more than the average person from any other ethnic group)
 - **Disability** (the average person without a disability walks more than the average person with a disability)
 - **Age** (the average person from younger and older age groups walks more than the average person who is middle aged or in the older old age group)
- Walking is one activity in which people from lower socio-economic groups are overrepresented
- Walking is an unintimidating entry into physical activity and potentially easier for inactive people to engage in
- However, we all approach walking differently. Some of us are functional walkers and some of us walk for pleasure



How activities change over the life course

Active Nottingham and Active Derbyshire



Different types of walking

Walking for travel

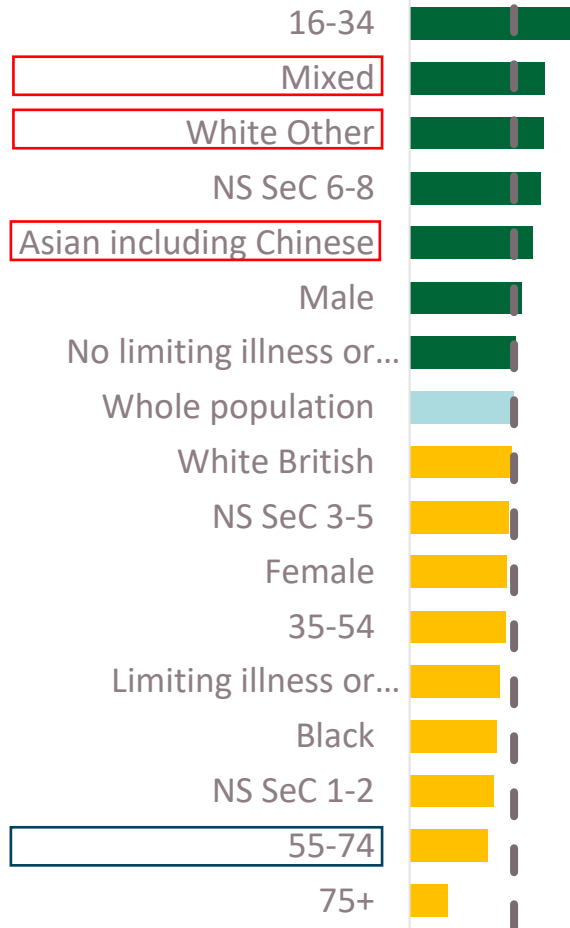
- People in urban settings walk twice as much for travel as people in rural settings
- Walking for travel is more important for:
 - Young adults
 - People from some ethnically diverse communities
 - People from lower socio-economic groups
- Are the common characteristics low income and urban living?

Walking for leisure

- Walking for leisure is important for:
 - Middle to older age groups (35-74 years)
 - Middle and higher socio-economic groups
 - White British ethnic group
 - Males
- Walking for leisure is much less popular among young adults and people from our ethnically diverse communities. It also dramatically reduces after the age of 75 years

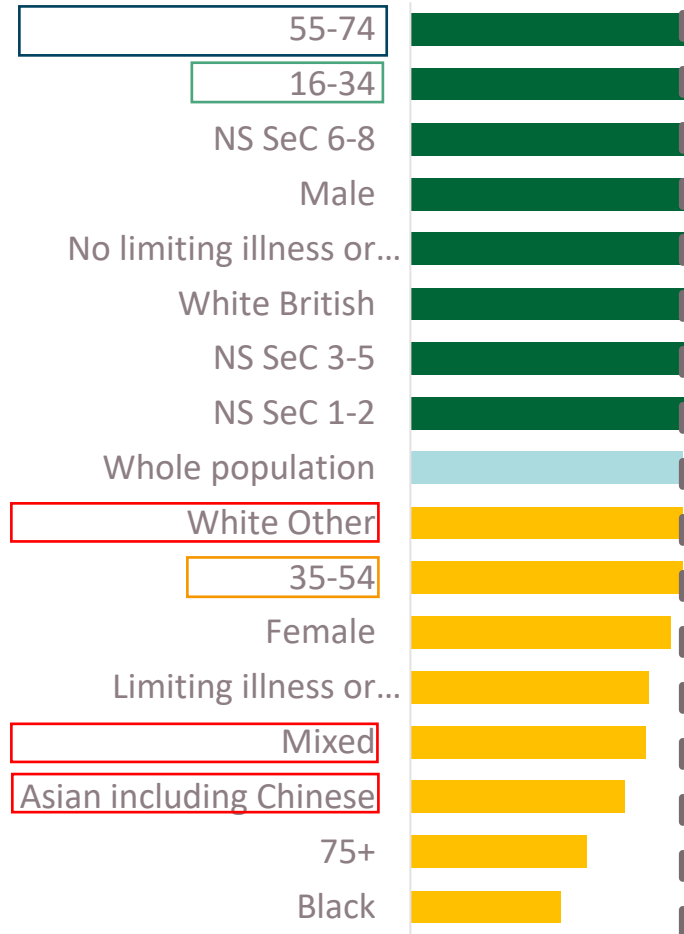
Different types of walking by demographics

Walking for travel



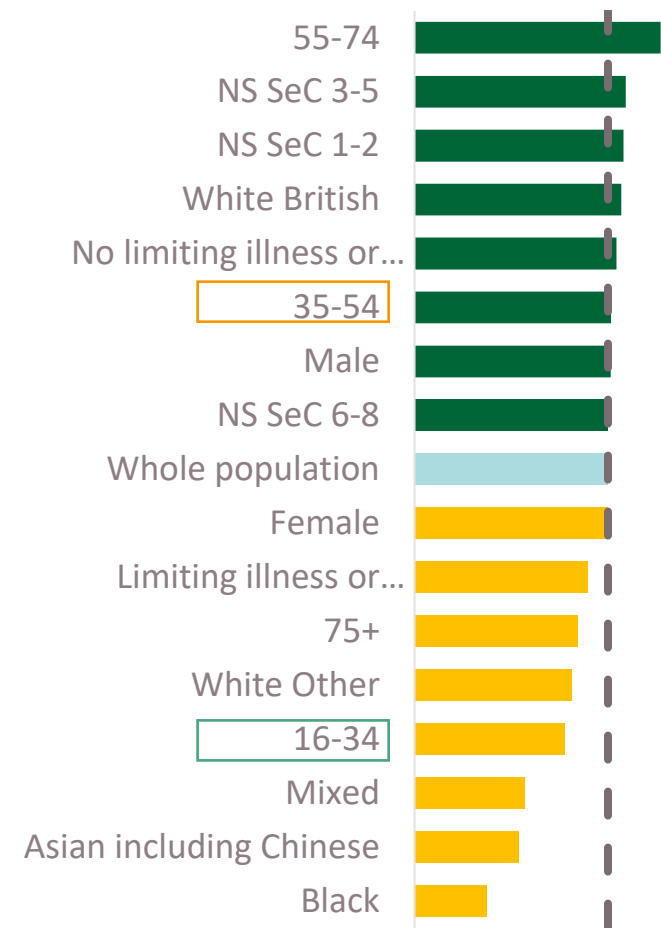
— Linear (Average)

All walking



— Linear (Average)

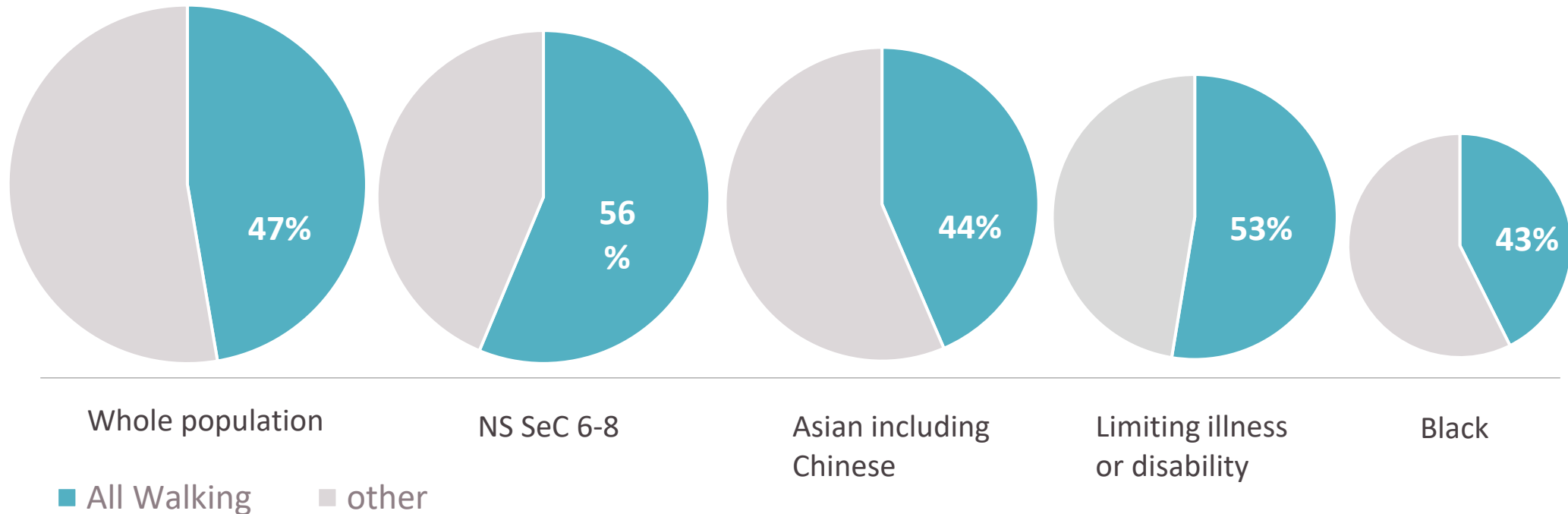
Walking for leisure



— Linear (Average)

Local environments are key to reducing inequalities among our priority groups

Average minutes of physical activity per week by demographic group



Size of bubble represents total walking minutes for each group

Our window into local communities has shown environments that hinder activity

Given the enormous significance that walking, and to a lesser degree cycling, make to our active time, it is vital that our local environments enable and encourage these activities

Our work in local communities, predominantly in areas of higher deprivation, has given us a window into what it is like to be active in these neighbourhoods. Significant findings include:

- **Cars and traffic** often dominate, which makes walking feel **dangerous**
- **Physical barriers** (railway lines, big roads, industrial sites) reduce roaming distance and access to services
- **Neglected areas** (rubbish, dog fouling, drug paraphernalia, poor range of shops) makes it uninviting to venture out
- **Poor street lighting** makes areas feel dangerous after dark
- Certain landscapes (particularly hills), are **barriers** to accessing shops, services and bus stops
- Fear for **personal safety** from intimidation, drug users, gangs of youths etc. means 'no go areas', not letting children play out and not venturing out after dark



We need to make our local urban outdoor environments more conducive to walking and cycling

An analysis of behaviour change (Sustrans' Connect2) concluded that **'physical improvements to the environment itself'** was the key to the effectiveness of the intervention, and seeking to change people's perceptions may be of limited value

Increasing physical activity in a workplace setting Living Streets/PHE

The **aesthetic quality** of a place is the most consistently important factor in relationships between the public realm and recreational walking, health and wellbeing

Making the case for investment in the walking environment Living Streets

Streets and roads make up around three quarters of all public space. Their appearance and the way they function therefore have a significant impact on people's lives. **Well-designed, accessible streets can encourage people to walk or cycle more** as part of their daily routines, leading to a healthier lifestyle. Streets that encourage people to linger and spend time can also provide economic benefits

Working together to promote active travel PHE Briefing for local authorities

Impact of active travel

Reduces:

Traffic congestion
Carbon emissions
Road casualties



Improves:

Local air quality
Social cohesion
Public realm
Quality of life



Source: Revised from NOO, 2013 A Briefing for Local Authority Elected Members



Emerging priorities

Enable more ‘walkable’ communities

- Our first priority is to adopt a systems-based approach to enable connected neighbourhoods that support people’s daily needs and support walkability, public transport and active travel. The approach needs to focus on the neighbourhood environment and its residents and may require exploring and testing the relevance of different models and approaches, some of which have already been identified.

Continue to build a deeper understanding of the impact of the local environment on the physical activity behaviour of our more inactive groups

- Our second priority is to gain a better understanding of our priority groups’ perspectives on walking and access to green space in their local environments. While we are starting to hear from our priority communities, we need to expand this to ensure we understand different cultural perspectives that are at play, and those driven by the complexity of experiencing health conditions.

