

OUR STRATEGY

2019–2021



THE STORY SO FAR

Community Sports Trust (CIC) now trading as 'Shift' was born in 2009 out of a desire to create local, sociable and sustainable opportunities for people to enjoy being active as part of their everyday lives. Since then, over 50,000 people have taken up sport and exercise across Derbyshire through initiatives such as Village Games and Jog Derbyshire and over 1000 volunteers have been recruited and are now leading regular activities in their communities from aerobics to Zumba and boot camps to walking football.

Based in Derbyshire, we currently employ 16 people who work with a broad range of partners including Sport England, Clinical Commissioning Groups, GP Practices, Public Health, Universities, Local Authorities, Mind, Governing Bodies of Sport and County Sport Partnerships. Using a place-based approach; we are trialling new ways of engaging whole communities in regular exercise as well as testing targeted intervention to address long term conditions such as Type 2 Diabetes and mental illness.

Whilst our team and our ambitions grow, our principles and ways of working remain the same – listening to, learning from and connecting with each other, our partners and local leaders in order to create active, vibrant, healthy communities.

OUR CRAFT

We are enablers of change. By focussing on what's strong, not what's wrong, we build relationships and connect people who share a common purpose through meaningful conversations and intentional action. We motivate others to join in the action, by sharing hope, values, ideas and practice.

Over the next 2 years we will lead and contribute to a Community of Learning and Practice across Derbyshire.

CAPACITY BUILDING

High quality, safe, friendly sessions, groups, clubs and teams remain the backbone of the sport and physical activity system. We will continue to support local leaders to develop opportunities in their settings through education and training, funding, network building and inspiration.

We will also demonstrate the value of this work to influence leaders across the wider system to create a culture of physical activity across health, transport, communities, education and social care.

INCREASING LEVELS OF PHYSICAL ACTIVITY

Engaging inactive people in regular sport and physical activity is our focus and we will work as part of the system in Derbyshire to achieve the joint target of engaging at least 50,000 people by 2021.

Active Communities

Through the Active4Life initiative in Fairfield, New Bolsover and Carr Vale and Petersham and the Generation Games initiative in NED, we will test and learn what it takes to build a culture of physical activity from the inside – out, starting with what's strong in the community and working with system leaders as we go.

Improving Health Outcomes

Through the Fit4Life initiative at Chesterfield Royal Hospital and Adult Social Care we will enable at least 100 people to build active habits, moving from sedentary to active behaviour.

Informal Groups and Networks

There are approx. 60 Jog Derbyshire groups running each week across the county. Over the coming years we will seek further investment to increase capacity across the network to develop more groups and support their ongoing needs. We will also partner with Derbyshire Mind and Derbyshire Healthcare to trial the development of specific groups to support people with mental illness such as anxiety, depression and dementia. We will engage a further 10 GP Practices in the Couch to 5k programme linked to a local Jog Group.

We will celebrate 10 years of Jog Derbyshire with a North to South relay involving at least 10 Jog Groups and we will develop 'Jog Fest' a learning and development event for all the Jogging Groups to come together and share practice.

Demonstrating Value

Through rigorous internal evaluation and reflective practice and partnering with Nottingham Trent University on Fit4Life (and a yet to be confirmed academic partner as part of the Active4Life local pilot), we will use research and evaluation to measure the impact of our work, demonstrate progress and inform future action.

Public Narrative

Stories change the world. We will use stories about the people and communities we are working with to inspire others, to create urgency and motivate action. We will also use stories with purpose to influence decision makers from across the system to commit to a culture of physical activity in all their work.

Innovation

Partnering with Activinsights, we will explore the use of accelerometers in our work to motivate reluctant exercisers and to gather data for use in predictive analysis and modelling.

Partnering with leading Learning and Development practitioners, we will develop and promote a suite of learning opportunities for our sector under the banner of 'Mindshift'.