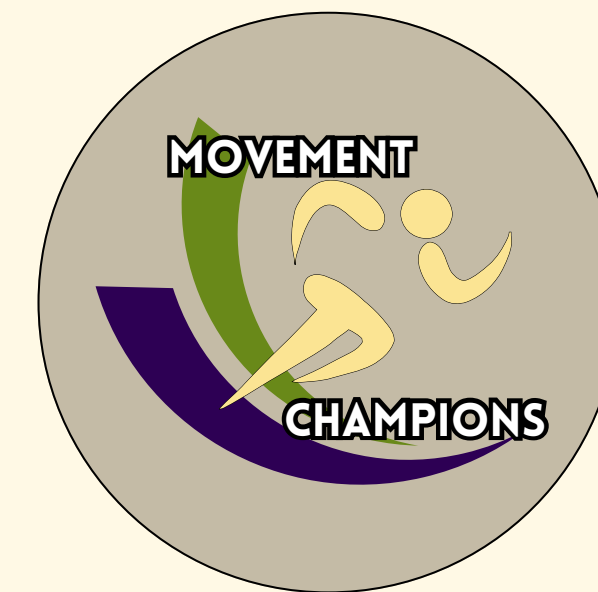


WALK DERBYSHIRE PILOT PROJECT

MOVEMENT CHAMPIONS



GOALS AND AIMS OF THE PROJECT

Source **Movement Champions** from the **community** who have recently **changed their lifestyle** and want to **encourage others**.



Empower Movement Champions to **connect** with their **existing community groups** and **beyond**.



Encourage **meaningful conversations** within the **community** about physical activity.



Ensure **community co-design** and **co-production** remain **central** to the project and **support** the **Movement Champion's ideas**.



WALK DERBYSHIRE PILOT PROJECT

MOVEMENT CHAMPIONS



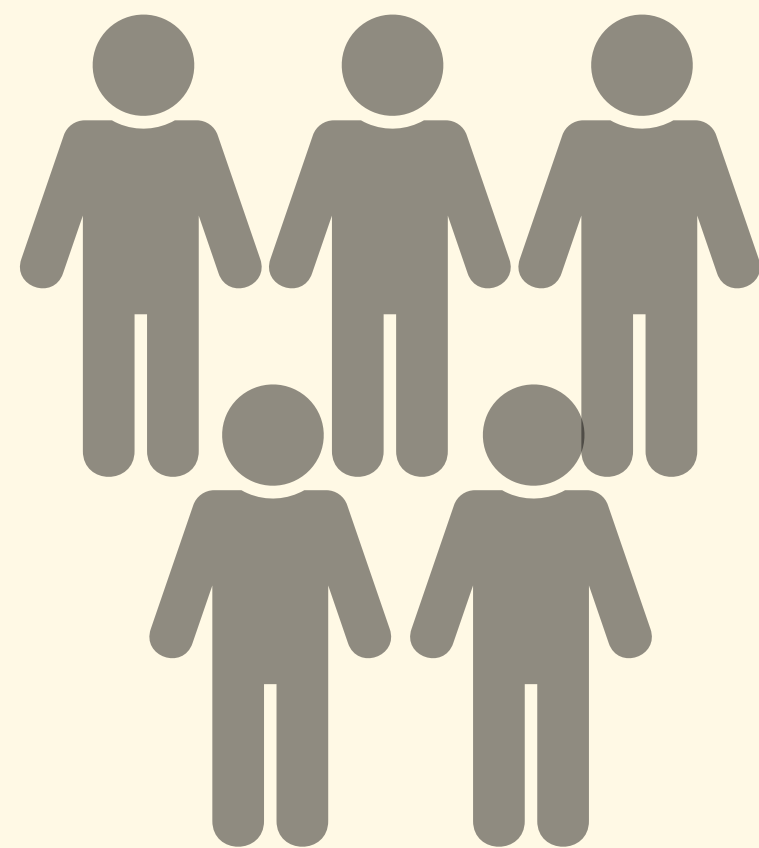
Put out call for volunteers - people who had recently changed their lifestyle, became active & want to encourage others.

First meeting between Tor and volunteers on Friday 17th October.

Walk Leader training for our champions on Sunday 9th November

5 volunteers came forward at the end of June.

Second meeting between Tor and volunteers on Friday 17th October.



WALK DERBYSHIRE PILOT PROJECT

MOVEMENT CHAMPIONS



OUR VOLUNTEERS...

- Have had a **variety** of **experiences** in their journeys to getting active
- Have a wide **range** of local communities and groups they have **existing links** with
- Are open to undergoing **training** to enhance their abilities e.g. becoming **Walk Leaders**
- Are keen to work with **families, new parents** and **SEND** individuals
- Want to expand the range of walking routes including **longer circular routes** in the National Forest
- Are enthusiastic about their role in **distributing information** to the community

QUOTES FROM OUR CHAMPIONS:



- “Being active outdoors is about more than just getting fit.”
- “It's easier as a group. We all started from somewhere on our journey to where we are today.”
- “With a little support, you'd be surprised at what you can achieve.”
- “Want to get fitter, but don't know where to start?”
- “Escape reality and take some time for yourself.”
- “Being active has helped me mentally and physically, as well as finding me a super group of new friends.”
- “If the gym seems too daunting and costly, why not join a friendly running group?”
- “Getting fitter doesn't have to be costly. Enjoy the National Forest from your doorstep and meet new people by joining a local running or walking group.”

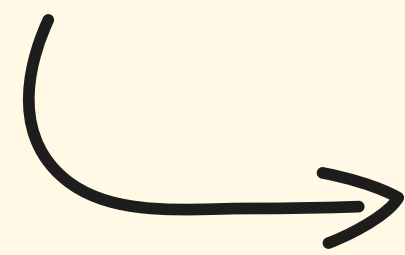
WALK DERBYSHIRE PILOT PROJECT

MOVEMENT CHAMPIONS



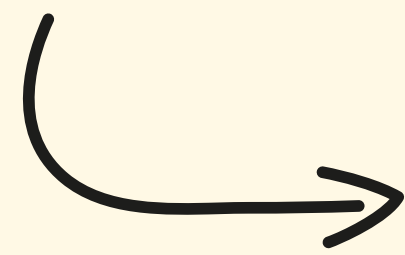
TARGET AUDIENCES

The Champions expressed some specific target audiences they were interested in supporting to get active:



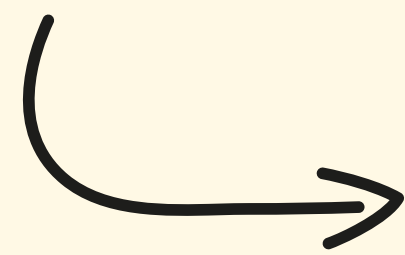
SEND

- Led walks can be challenging for those with SEND
- To make physical activity more engaging: worksheets/targets/technology and the gamification of exercise
- Apps such as Love Parks, Go Jauntly and geo-caching apps can make physical activity fun



NEW PARENTS

- New parents can feel isolated and forget to prioritise their own physical health
- Re-starting a regular Pushchair Walk will provide them with social support whilst boosting their fitness
- Provide printed packs for them with leaflets/advertisements/schedules to help them feel connected and equipped to stay active



FAMILIES

- The Teddy trail needs an update, new routes and new promotion - a way to attract families to local parks, free and engaging walks

WALK DERBYSHIRE PILOT PROJECT

MOVEMENT CHAMPIONS



SEND: WORKSHEETS

- Develop a series of worksheets for individuals/families of SEND children to complete on walks to help them engage with the outdoors at their own pace.
- Movement Champion to head this work/provide recommendations for staff member to produce.

PUSHCHAIR WALK

- Re-launch pushchair walk for new parents to connect with other new parents and get themselves active.
- Call out for Walk Leaders to volunteer for this - Walk Leader training scheduled for Wednesday 26th November.
- Poster for Pushchair walk volunteers to support created and distributed.

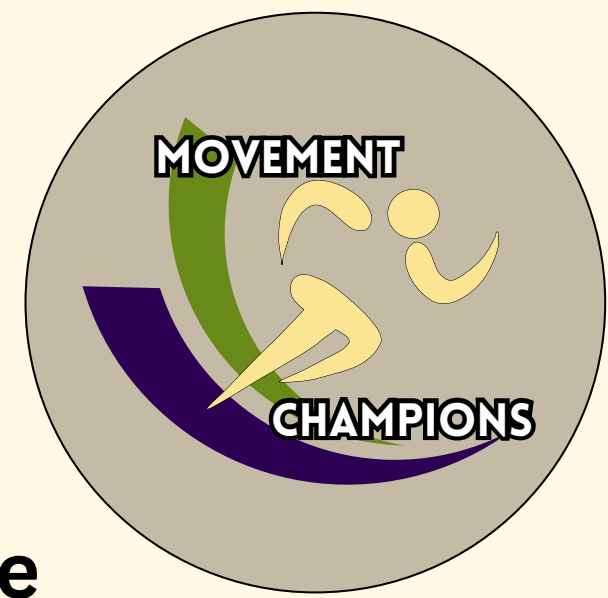
NATIONAL FOREST CIRCULAR ROUTE

- One volunteer expressed interest in getting longer routes set up including a circular route in the National Forest
- Longer routes 6-8 miles: enhance the social aspect of walking, more opportunity for talking and discussions

TEDDY TRAILS

- Teddy trails could be a great interactive tool for families to engage with local greenspaces
- Council website updated accordingly
- Trails need a refresh and update - to be used at Maurice Lea Park in Church Gresley

WALK DERBYSHIRE PILOT PROJECT MOVEMENT CHAMPIONS



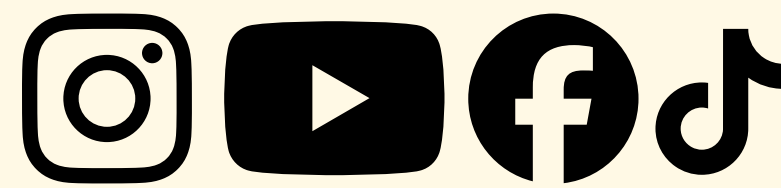
Short form video content for social media -
Champions sharing their stories on their own journeys and what the programme can offer others.

Adult Activity Brochure
needs updating, new version distributed by Champions & programme advertised within



Community locations

- Supermarkets
- Nurseries
- Doctors surgeries
- Pubs
- Facebook groups



PROMOTION IDEAS

Drinks coasters in local cafes and pubs - inspire people to get active and join the programme



Champions distribute **parks maps** to organisations and individuals - start conversations about getting active



Collaborate with **internal/external Comms teams** to develop a range of promotional materials using Champions' stories and experiences