



Talking Space - Recovery and Reinvent in Practice

29 March 2021



Derby City Council

Moorways Sports Village

Significant redevelopment and of existing site due to open Spring '22

- Supports strategic need
- New 50m pool, water park, learner pool, soft play, health and fitness offer - £42m investment
- Adding to the existing facilities inc. athletics stadium and grass pitches.



Place-based approach

- Understand PA system at play
- Understand assets and strengths to build upon
- Understand PA behaviour and how to change it

Football Hub

Proposed redevelopment and enhancement of existing site

- Supports strategic shortfall in AGP's (Current n/ Future)
- Multi ATP site increasing from 1 to 4
- Enhanced facility – community space, café, etc
- Finalising feasibility stage (RIBA 4)



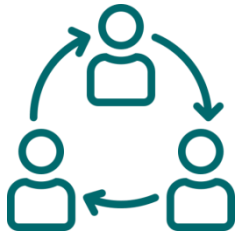
Insight into action

- Asset-based community driven
- PA behaviour differs across localities / neighbourhoods
- Inactive to something is where the greatest impact is



Community Infrastructure – a catalyst for change

- Improving social relations and community wellbeing through better community infrastructure
- Supporting Covid recovery through proactively reducing inequalities



Community hub

Promote social cohesion; increase social capital and build **TRUST**; increase social networks



Place-making

The role of physical activity and sport to help shape the place where people live



Urban Regeneration

A potential catalyst to improve the community and increase satisfaction



AIM

To ensure the swimming pool hub is a physical activity provider for the local community.



INSIGHT

Place based work-

physical activity behaviours starting to be understood in Alvaston and Sinfin

Local stakeholders-

Identified who will support physical activity engagement

Ambassador cohort being deployed

Sport England Swim Pilots-

Leicester/ Coventry City pilot offers strong linkage/comparison



OPPORTUNITY

Programming

- Increased income
- Increased participation
- Inactive people
- Priority groups
- Stakeholder engagement

Workforce

- Paid employees
- Volunteers
- Community Enablers (PCSO's, teachers, hairdressers etc.)
- Ambassadors

Active Travel

- Cycle / Walking infrastructure
- Car to bike transfer



ACTION

Workshop

- Present place based findings
- Leicester/Coventry City pilot findings
- Press Red- Thoughts and overview
- Options for progress

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