



DE23 ACTIVE

ANNUAL EVALUATION

September 2022 -
August 2023



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INTRODUCTION

What is DE23 Active?

DE23 Active (formally known as Active Through Football Derby) is a five-year project funded by the National Lottery and supported by the Football Foundation and Sport England to help get the local community of Normanton and Arboretum physically active.

DE23 Active started life as a proposal in late 2020 and through the continued hard work and dedication of its consortium member organisations and the community itself, Derby was awarded a grant of £525,000 to run the project in April 2022.

We focus on three main groups:

- Men's group - 16 years & above
- Women's Group - 16 years & above
- Golden Generation - 50 years & above

Our Consortium Partners:

- Community Action Derby
- Metropolitan Thames Valley Housing
- Derbyshire FA
- Derby County Community Trust
- Active Derbyshire
- Community One
- Press Red
- Derby City Council



Women's Group

A brief overview of some of the sessions we ran for our Women's Group in our first year.



Boxercise

The Boxercise sessions were a 6-week taster, aimed at young adults who work or study full-time.



Rounders

The rounders sessions were a 6-week taster, aimed at young adults who work or study full-time.



Yoga Sessions

One of our most popular classes, the yoga sessions, which were held at Rose Hill Infant School and in the Pakistan Community Centre, were designed for women who want to meet new friends while working out lightly.



Walk & Talk

Walk & Talk sessions provided women in the community with a healthy way to stay in shape and make new friends.



Swimming

Swimming sessions offered women in the community a fun way to keep fit, stay healthy and make friends. As a result of its popularity, we are bringing it back again in year two!



Chill & Chai

A fun engagement activity, designed to build trust with the community, in which participants knitted, enjoyed tea and coffee and chatted with other women.

Men's Group

A brief overview of some of the sessions we ran for our Men's Group in our first year.

Competi-Ball Football

The aim of Competi-Ball is to create a competitive football session for 30 - 40 year olds, but the main focus is to make the activity fun and engaging for everyone.



Dads & Lads

We hosted Dads & Lads sessions at Willows Sports Centre every Friday. This was an exciting, family-friendly event alternating between cricket and football each week.



Tuesday Tekkers

Football sessions held in Arboretum Park for individuals aged 17-25. This session consisted of a number of drills, built towards an in-game situation.



Monday Night Football

A competitive football game for men aged 28 to 40 who enjoy being active in a recreational setting.



Golden Generation **Group**

A brief overview of some of the sessions we ran for our Golden Generation group in our first year.



Yoga (women only)

The yoga instructor adapted a chair-based yoga routine for women of the Golden Generation to enjoy at our yoga sessions.



Walk & Talk (women only)

Our Walk & Talk sessions offered participants a low-impact exercise and the opportunity to socialise with other women. Overall, our sessions aimed to improve participants' health and mental wellbeing.

Chair-Based Exercise



Physical activity such as chair-based exercise was integrated into both the Pakistan Community Centre's Warm Welcome Hubs (one for men and one for women), where most of the Golden Generation gathered.



Ramadan 30 Day Challenge

What was the Ramadan 30 Day Challenge?

The majority of our regular sessions paused temporarily during Ramadan due to many of our participants following the Islamic faith, so we created the Ramadan 30 Day Challenge.

The Ramadan 30 Day Challenge was a free WhatsApp service, tailored specifically for the Muslim community.

The service offered daily support and guidance in three critical areas of wellness:

- Motivation
- Personalised workouts
- Nutrition.

Every day during Ramadan, our participants received:

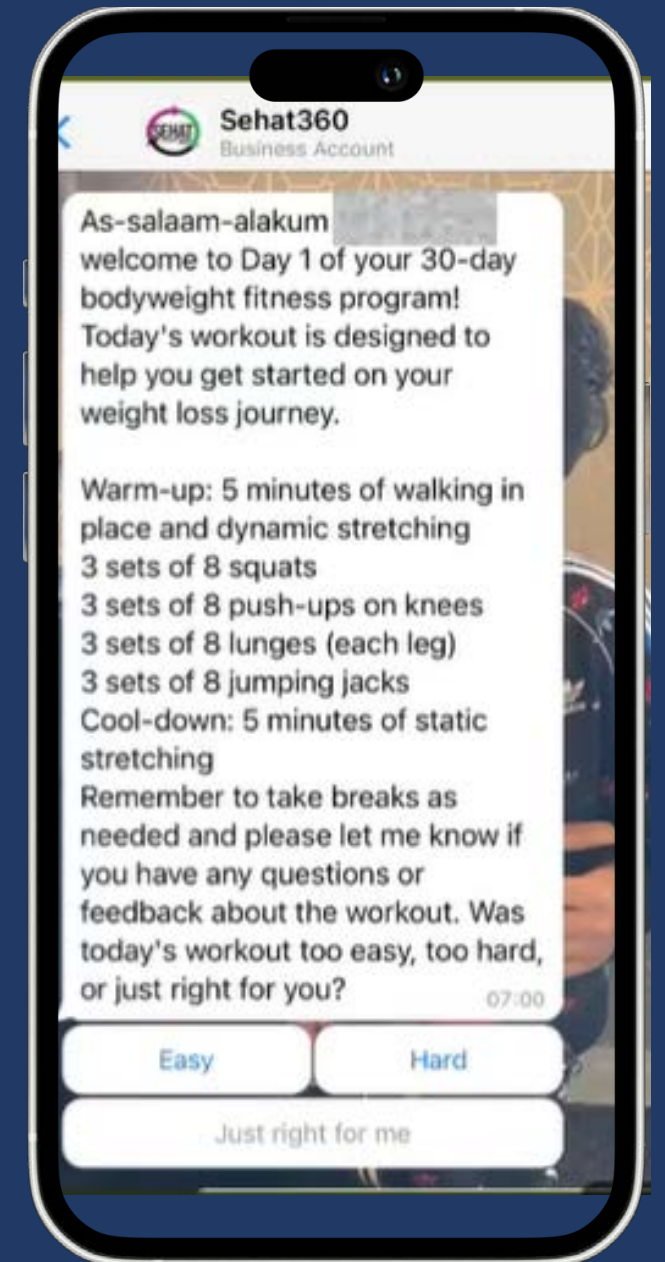
- A daily motivational message
- A low-impact personalised workout tailored to fit the participant's fitness level and lifestyle
- Nutritional support.

One of the daily personalised workouts that all of our participants received

Collaborators:

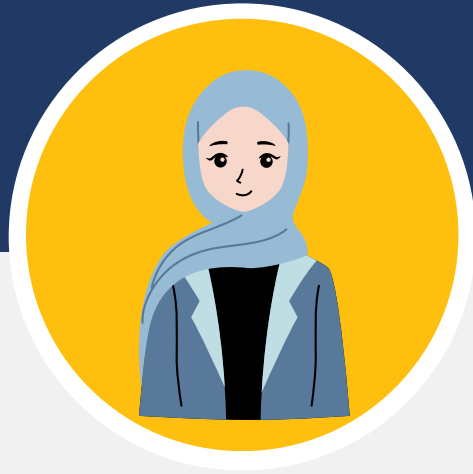
This service was in partnership with:

- DE23 Active
- Community One
- Pakistan Community Centre
- Sehat 30
- Derby Jamia Masjid



Case Studies

Our case studies highlight how the DE23 Active project empowers participants in our women's, men's and Golden Generation groups in Normanton and Arboretum.



Shameem | Women's Group

Shameem regularly attends our yoga sessions with her sisters on Mondays. She and her husband run a women's-only cricket session in Chaddesden. Seeing the work that we do and learning more about DE23 Active inspired Shameem to want to start her own cricket session for the women in Normanton and Arboretum. Thanks to Shameem, DE23 Active will now introduce women-only cricket sessions for women in Normanton and Arboretum.



Jabina | Golden Generation

Jabina previously experienced loneliness. Being a part of the DE23 Active project has allowed her to socialise and make friends with other women who share the same interests as her. Jabina loves yoga and has struggled in the past to find women-only yoga classes in her local area. Our weekly yoga sessions have become the solution to her problems and has allowed her to participate in yoga in a safe environment. Jabina attends nearly all of our yoga sessions.



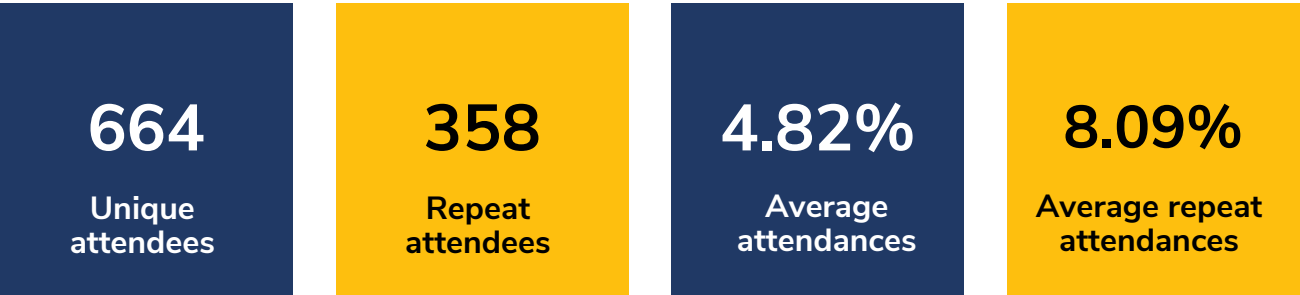
Dads & Lads | Men's Group

A father dropped his son off at one of our Dads & Lads sessions without wanting to participate himself. The organisers explained as it is a Dads & Lads session, he would need to take part too. The father stayed in the room just to observe and watch the session. At the next session, the father attended and participated in the session alongside his son. He did this because it was a fun session filled with beginners like himself, who made him feel comfortable playing football. He now attends our Dads & Lads session on a regular basis.

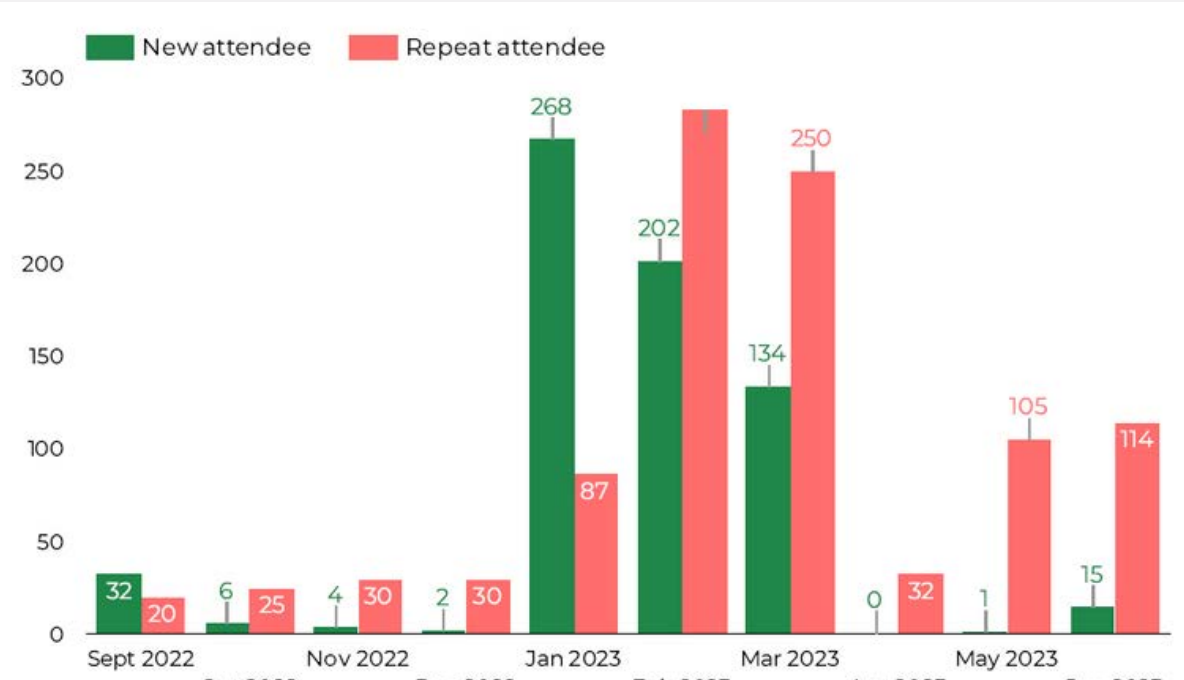
Facts & Figures

This data is based on the demographics of our participants and on session attendance. It was recorded between September 2022 and June 2023.

Session Attendance



Average Attendance Per Month



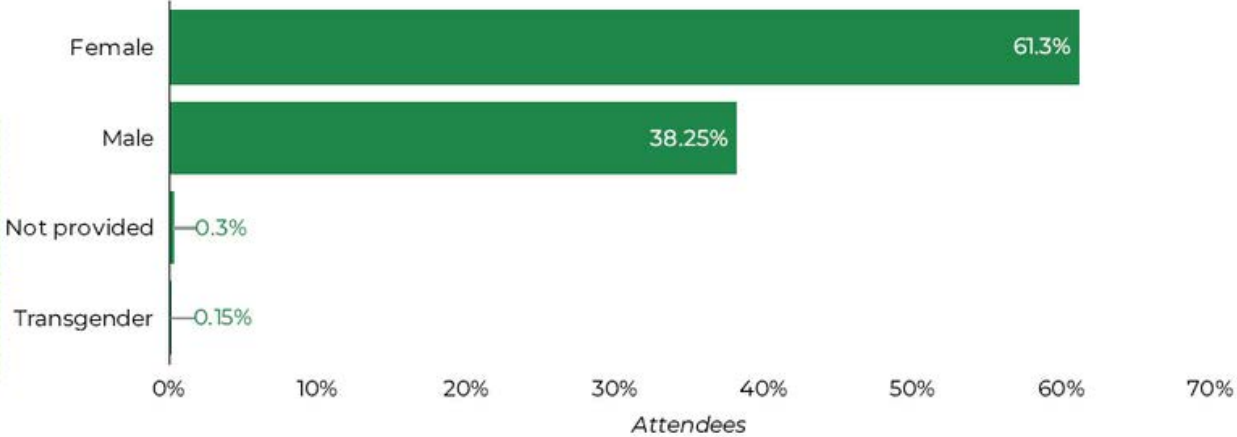
61.8% of our participants are female and 38.24% of our participants are male.

The majority (35.03%) of our participants are between the ages of 35-44 years old.

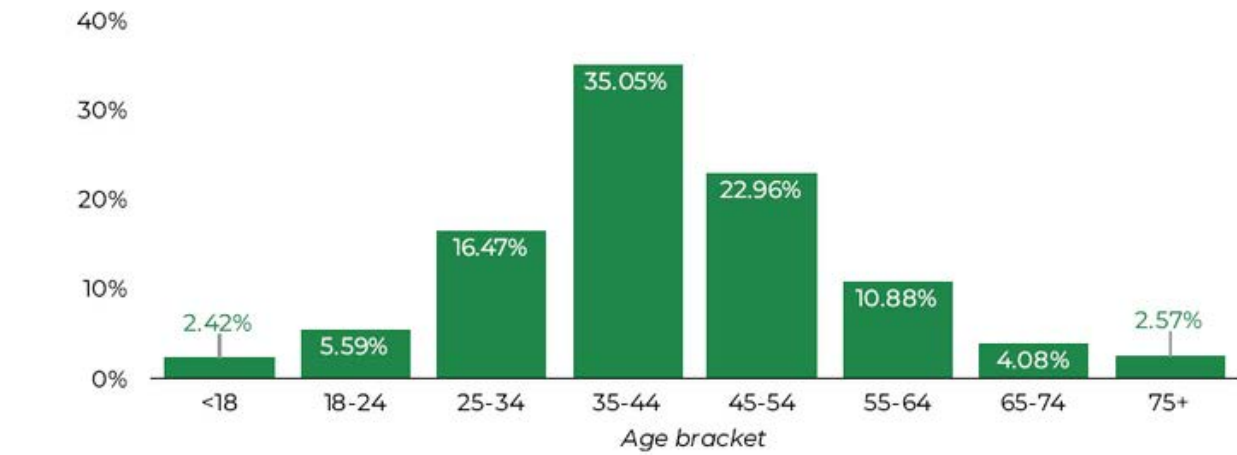
86.4% of our participants are from a Pakistani background, whilst 0.6% are from either an Arab or a White British background.

Demographics of Participants

By gender:



By age:



Ethnicity		Unique Attendees	Attendee ethnicity %
1.	Pakistani	572	86.4%
2.	Indian	33	4.98%
3.	Other Asian background	24	3.63%
4.	Black African	7	1.06%
5.	Arab	4	0.6%
6.	White English	4	0.6%
Grand total		662	100%

**DE23 Active
Thanks You!**

