



JOG  
DERBYSHIRE



# What is Jog Derbyshire?

- ✧ An established network of locally based, community focussed, easily accessible jogging groups enabling
- ✧ An initiative which encourages participation in regular physical activity and making healthier lifestyle choices.
- ✧ A springboard to other activities
- ✧ A signpost to other services
- ✧ Supported by local and national partners
- ✧ Social and enjoyable



# Background

- ✧ Based on Jog Scotland model
- ✧ Initially part of Jog England concept
- ✧ Delivered by Derbyshire Sport
- ✧ Part of Active Derbyshire



# Who is it aimed at?

- ✚ Adult population (16yr +) but with specific KPI for O45 participation
- ✚ Those who are 'new to exercise'
- ✚ Those with health risks
- ✚ All fitness and ability levels
- ✚ Both community and work-based groups

# Funding

- ✚ Derbyshire Sport CIF bid
- ✚ Sport England
- ✚ Derbyshire County Primary Care Trust
- ✚ England Athletics



# Aims of the project

- ✚ 3000 joggers in 3 years
- ✚ Over 300 qualified Jog Leaders
- ✚ Over 200 groups established county wide
- ✚ Reduce health inequalities
- ✚ Encourage healthier lifestyle choices
- ✚ Increase physical activity levels in our adult population
  - ✚ Hard to reach groups
  - ✚ Lower Super Output Areas



# Our First Year Targets

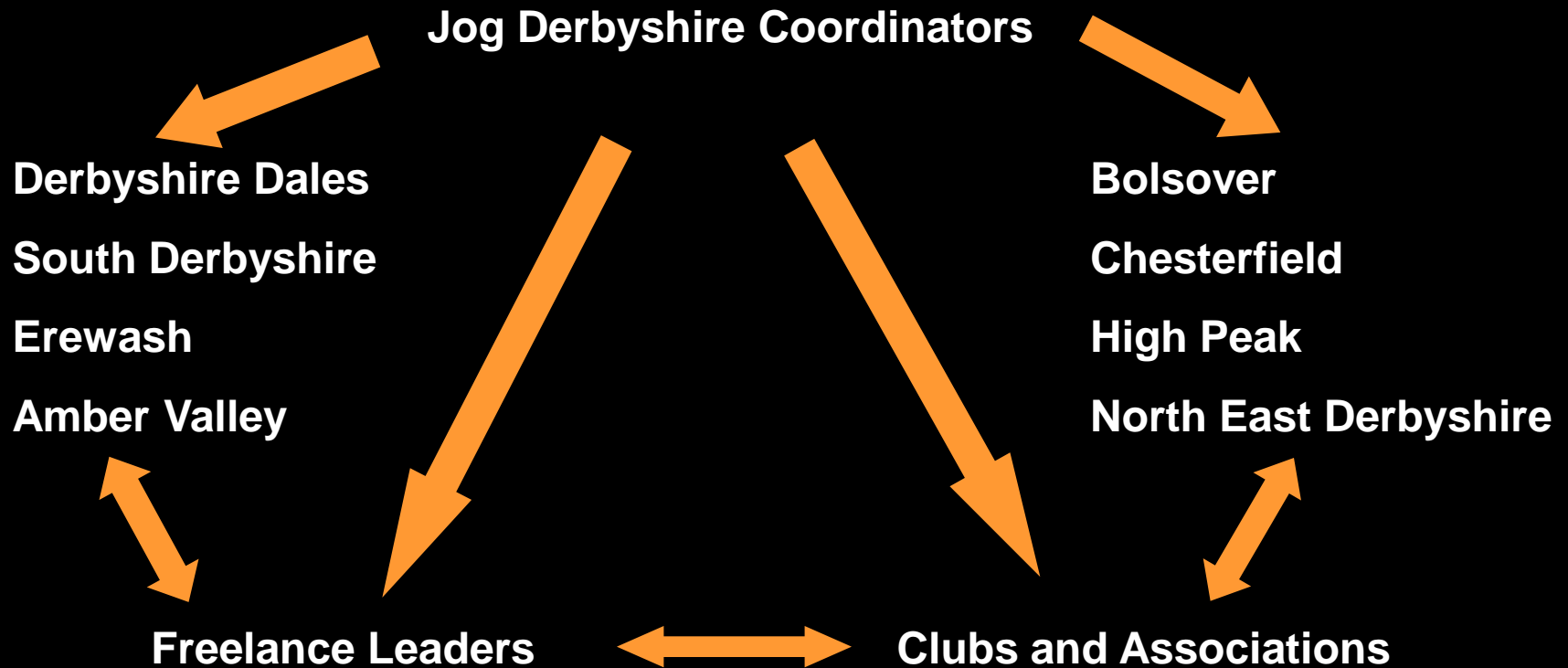
- ✚ 800 new joggers
  - ✚ 100 per Local Authority District
  - ✚ 70% of participants “new to exercise”
  - ✚ 40% Over 45
- ✚ 56 jogging groups established across the county
  - ✚ Including 8 work-based groups
- ✚ 80 qualified Jog Leaders



# Monitoring and Evaluation



# Structure



# Types of Groups

- 👤 Ladies only
- 👤 Dads and Lads
- 👤 Run with your mum
- 👤 Jog with your dog
- 👤 Fund raiser
- 👤 Build up to event or fun run
- 👤 Link with local club
- 👤 PTA

# Group delivery

- ✚ Jog Leader qualification
- ✚ UK Athletics licence
- ✚ Members of local community
- ✚ Local authority staff
- ✚ Running club members
- ✚ Health Trainers
- ✚ Work place groups

# Next Steps

- 👤 Leader support network
- 👤 Further training
- 👤 Continued Funding
- 👤 Corporate Sponsorship
- 👤 Franchise

# The Jog Derbyshire team

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