



DE23 ACTIVE ANNUAL EVALUATION

SEPTEMBER 24 – AUGUST 25



TABLE OF CONTENTS

01 - Introduction

02 - Women's Group Sessions

03 - Men's Group Sessions

04 - Golden Generation Group Sessions

05 - Case Studies

06 - Key Highlights

07 - Key Learnings

07 - Facts & Figures



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 - 60 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 SESSIONS

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

SOCCERCISE



Soccercise is a high-intensity workout and a fun introduction to football. It combines a variety of fitness exercises with a football. Soccercise is offered at our Active Women Warm Welcome Hub.

YOGA



Yoga is one of our most popular classes, held at both the Pakistan Community Centre and Normanton Park Community Centre. The sessions provide a light workout and social space for women. A chair-based option is available for those with mobility issues.

ZUMBA



Zumba sessions, delivered by Everyone Active at the Pakistan Community Centre, provide an energetic and enjoyable way for women to stay active and connect with others in a supportive environment.

PILATES



Pilates is a full-body workout that improves muscle tone, flexibility and strength and is one of our Women's Group's favourite sessions. We offer pilates at the Pakistan Community Centre. A chair-based alternative is available for those with mobility issues.

SWIMMING



Swimming is a popular way to keep fit and socialise. Our women-only sessions, held in an enclosed pool with female lifeguards, help remove cultural barriers and enable Muslim women to take part.

MEN'S GROUP SESSIONS

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

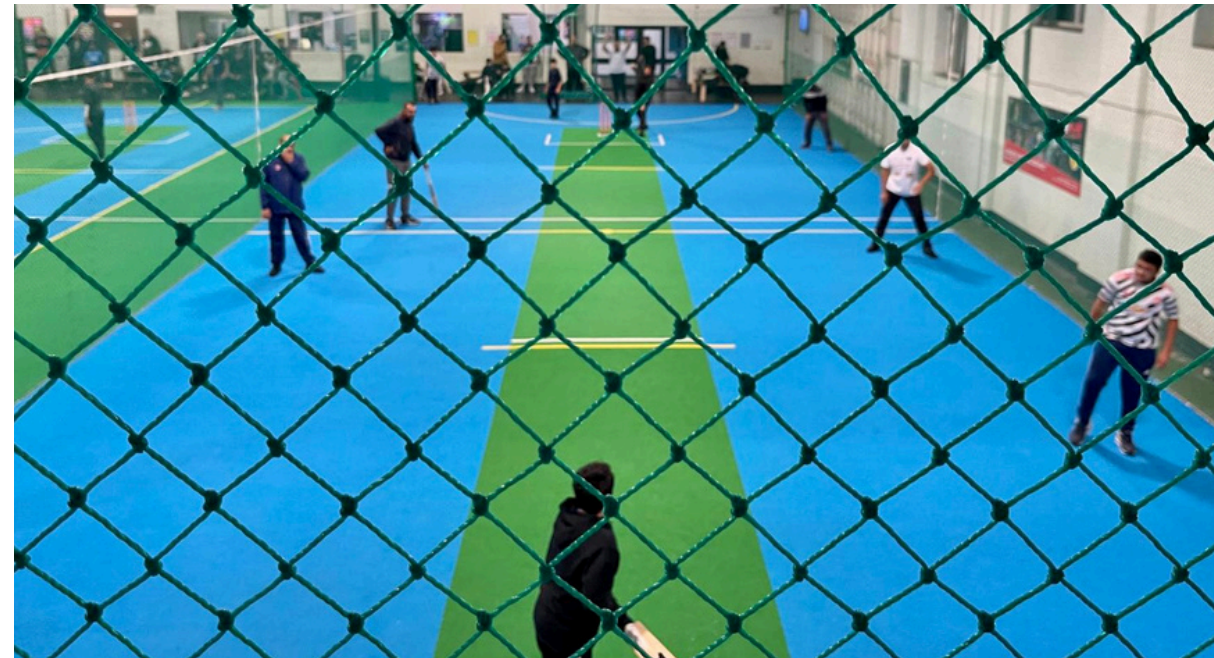
Competi-Ball Football

The aim of Competi-Ball is to create a competitive football session where the main focus is on making the activity fun and engaging for everyone. These sessions are held in Arboretum Park.



Dads & Lads

Our weekly Dads & Lads sessions are exciting, family-friendly events, alternating between cricket and football. These sessions are held at Willows Sports Centre.



Football Fit

Our Football Fit sessions are for individuals aged 16-25 and consist of a number of drills, building towards an in-game situation. These sessions are held in Arboretum Park.



Cricket

Cricket is a game of skill and strategy played between two teams of 11 players. Our cricket sessions are held at the Derby Cricket Centre.



GOLDEN GENERATION GROUP SESSIONS

A brief overview of the sessions we ran for our Golden Generation Group in our third year.

ACTIVE MEN



As part of our Active Men Warm Welcome Hub at the Pakistan Community Centre, we offer two physical activity sessions: badminton, our low-intensity workout session, and walking football, our high-intensity workout session. A fitness circuit was also delivered by Everyone Active.

BEENI-FIT (ASIAN ARM WRESTLING)



Asian Arm Wrestling, commonly known as Beeni, is popular in Southern Asia, particularly Pakistan. The sport involves two competitors, with one holding the other's hand in a special grip whilst their opponent attempts to break free. These sessions are held every Wednesday and Sunday at the Pakistan Community Centre.

WALK & TALK



Our Walk & Talk sessions for women from the Golden Generation offer participants a low-impact exercise and the opportunity to socialise. Overall, these sessions aim to improve participants' health and mental wellbeing.

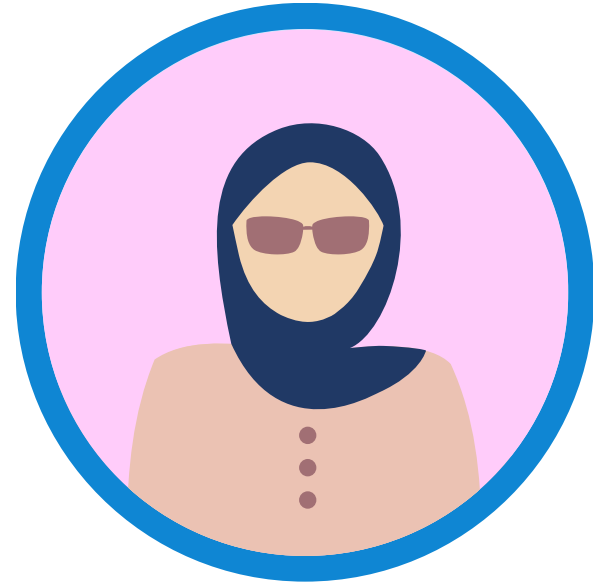
CHAIR-BASED PILATES



We run a dedicated Chair-Based Pilates session for women from the Golden Generation every Thursday at the Pakistan Community Centre. This session is designed to support older women, or those with limited mobility, focusing on gentle, low-impact exercises that improve strength, flexibility, and overall wellbeing.

CASE STUDIES

Our case studies show how the DE23 Active programme has made a real difference in the lives of participants across our Women's, Men's, and Golden Generation groups, helping to boost wellbeing, confidence and a sense of community.



SHIRAZA | WOMEN'S GROUP

Shiraza began as a participant when DE23 Active launched and soon started helping at the first Community Hub. Passionate about empowering women, she completed Stepping Over the Sidelines training and became the driving force behind introducing football to women in the community. She has progressed from participant to volunteer to paid coach, now leading high-intensity workouts and running Walking Football and Soccercise sessions that have engaged women who were previously reluctant to take part in sport.



ACTIVE MEN | GOLDEN GENERATION GROUP

In January, 18 Golden Generation men from our Active Men sessions enjoyed a fun day at We Are Padel – Derby. Many of the men arrived dressed smartly, treating it like a special occasion rather than a sports session; for most, it truly was a big day out. Older men in the South Asian Muslim community often become less active after retirement, spending more time at home, which can lead to isolation. This outing was about more than being active; it helped the men reconnect, build confidence and feel part of something again. Our Active Men sessions continue to show how important social connection and gentle activity are for wellbeing.



DADS & LADS | MEN'S GROUP

Shabir joined the Dads & Lads sessions to spend more quality time with his teenage son, Sohail. With work taking up most of his week, the weekly cricket and football sessions gave them a consistent way to connect, and soon became a routine they both enjoyed. The sessions strengthened their relationship and encouraged them to be more active at home, setting small fitness goals together. The informal health discussions, especially around vaccinations, also gave Shabir clear information in a setting where he felt comfortable asking questions. After seeing the positive impact on her family, Shabir's wife later joined our Women's Group, showing how one person's involvement can influence family wellbeing.

KEY HIGHLIGHTS

This section highlights the key achievements and progress made through the DE23 Active programme. From expanding activities to improving access to training and community engagement, the project continues to make a meaningful impact across the area.



Summer Fair

On 14 June 2025, we held our 'Community Party in the Park' summer fair at Arboretum Park, alongside some fantastic local partners. The day was packed with children's performances, food and community stalls, fair rides, games, face painting, and lots more. It was a really successful event; we had the chance to connect with families, chat with parents, and promote DE23 Active to the local community. We were especially pleased that 29 people showed interest in joining our sessions, which is a great outcome.



Waterpark

In June, our Women's Group and their little ones took over Moorways for a Family Fun Day. With exclusive access to the facility and an all-women team of staff and lifeguards, the event offered a safe, welcoming, and empowering space to relax and enjoy. We were happy to welcome 190 women and children on the day. This was a fantastic turnout that made the event even more special and demonstrated the importance of inclusivity in the physical activity sector.



Training

Through DE23 Active, we've supported several of our volunteers in accessing valuable training opportunities. Shaheen and Hasan have successfully completed their Level 1 Chair-Based Exercise training, while Shiraza has completed her Derbyshire FA Level 1 Playmaker course. In addition, eight volunteers have been upskilled in first aid, strengthening our team's capacity to deliver safe and inclusive sessions. At DE23 Active, we're proud to invest in a diverse volunteer team that reflects the community and inspires others to stay active and connected.



BBC Coverage

Over the summer, the BBC filmed our Women's Group sessions for a feature on BBC East Midlands, which explored the barriers Muslim women face in accessing physical activity. This was accompanied by an online news article and a radio segment. The coverage, broadcast on 11 September 2025, provided significant visibility for DE23 Active and highlighted the positive work taking place within the community.

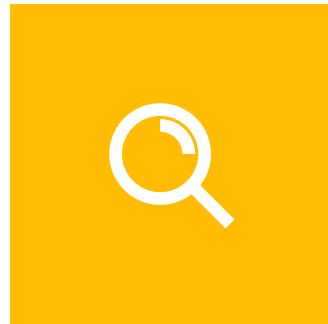
KEY LEARNINGS

What Worked Well



Championing Inclusive Practice

Helen and Aliyah led a workshop on Inclusive and Culturally Sensitive PE at the Active Derbyshire & Active Notts Secondary Conference, sharing ways to make PE more welcoming for all students. In a survey of 50 women and girls aged 15–30, nearly 90% enjoyed PE in primary school, but by secondary, 40% said they didn't enjoy it at all. Confidence, cultural barriers, and a lack of engaging activities were key challenges. The session highlighted the need for more inclusive PE experiences in secondary schools.



Focus on Women & Girls

In July, we hosted a Women's Sports Day at Derby Cricket Club, led by our young volunteers Nour, Sana, and Imani. Their leadership highlighted the growing role of young women in shaping a more inclusive and community-focused workforce. The event brought together 50 women for a day of activity and fun in a supportive environment.



Strong Volunteer Workforce

We have recruited 25 volunteers to date, including 19 from the Women's Group and six from the Men's Group. We are steadily developing a workforce that reflects the community we serve. Our volunteers act as role models and community champions, playing an instrumental role in the success of DE23 Active.

Opportunities for Development



Barriers in Accessing Training

We are now at the stage where we want to upskill our volunteers to build a workforce that reflects the community we serve. Barriers such as language, transport, household responsibilities, & lack of digital access make training harder, and many training providers are unwilling to adapt their delivery to meet these needs. However, we are determined to overcome these challenges & will continue to explore ways to upskill our volunteers in ways that suit their needs.



Gaps in Men's Group Engagement

We currently do not have a male Development Officer in post, which has limited our ability to coordinate and engage effectively with the Men's Group. Addressing this gap and identifying new ways to increase engagement with men will be a key priority for the coming year.



Indoor Venue Closure

Normanton Park Community Centre, home to our women-only yoga sessions, is being converted into a nursery. While a new venue has been found, losing this safe space (and access to the centre's toilet facilities) is a setback for the community, especially given the earlier difficulties in securing suitable indoor venues.

FACTS & FIGURES

This data is based on the demographics of our participants and on session attendance. It was recorded between September 2022 and September 2025.

Session Attendance & Delivery Figures

1065

Unique attendees

763

Repeat attendees

1,420

Sessions delivered

24.10%

Average attendance

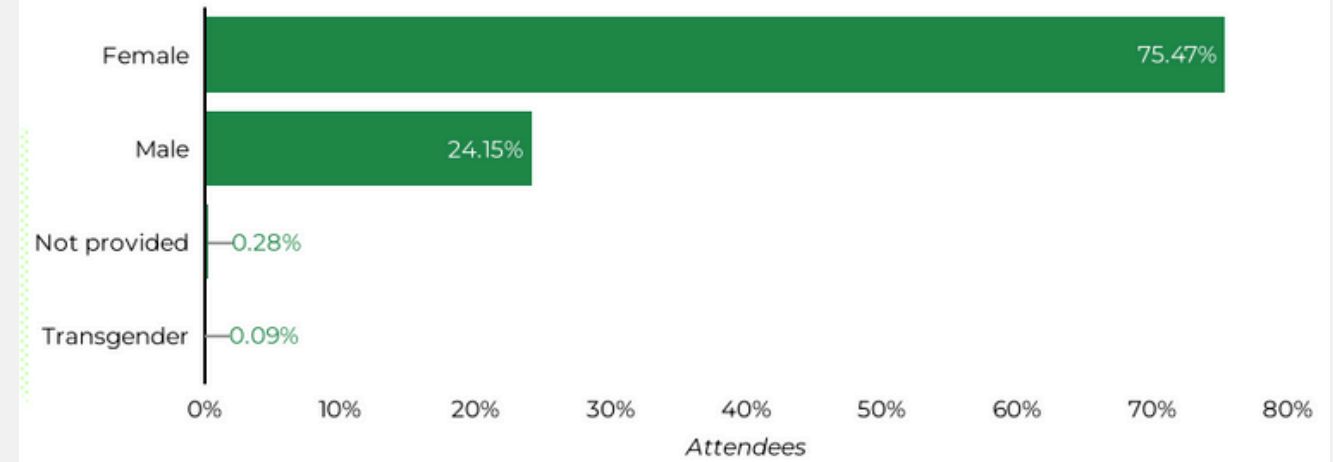
25

Activities on offer

75.47% of our participants are female and 24.15% of our participants are male.

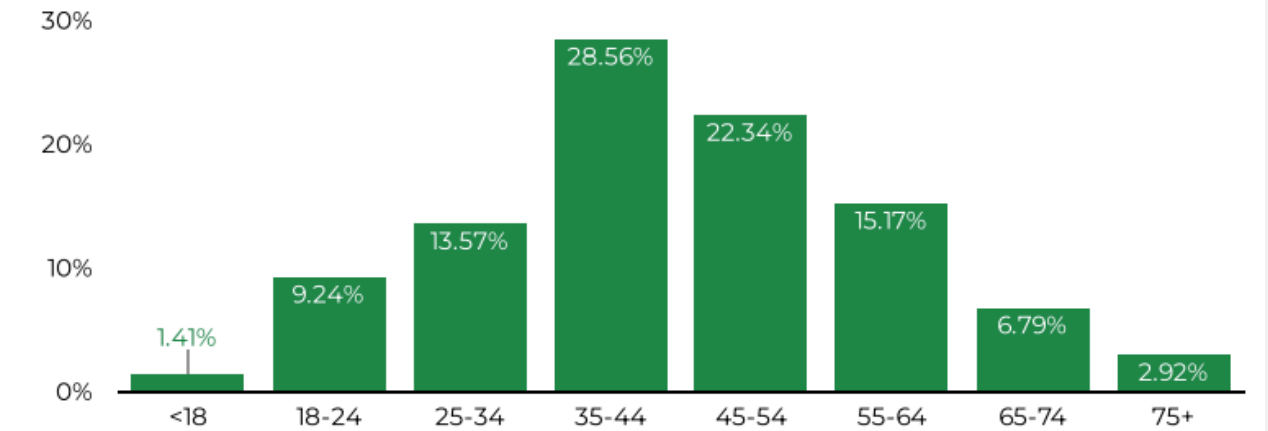
Demographics of Participants

By gender:



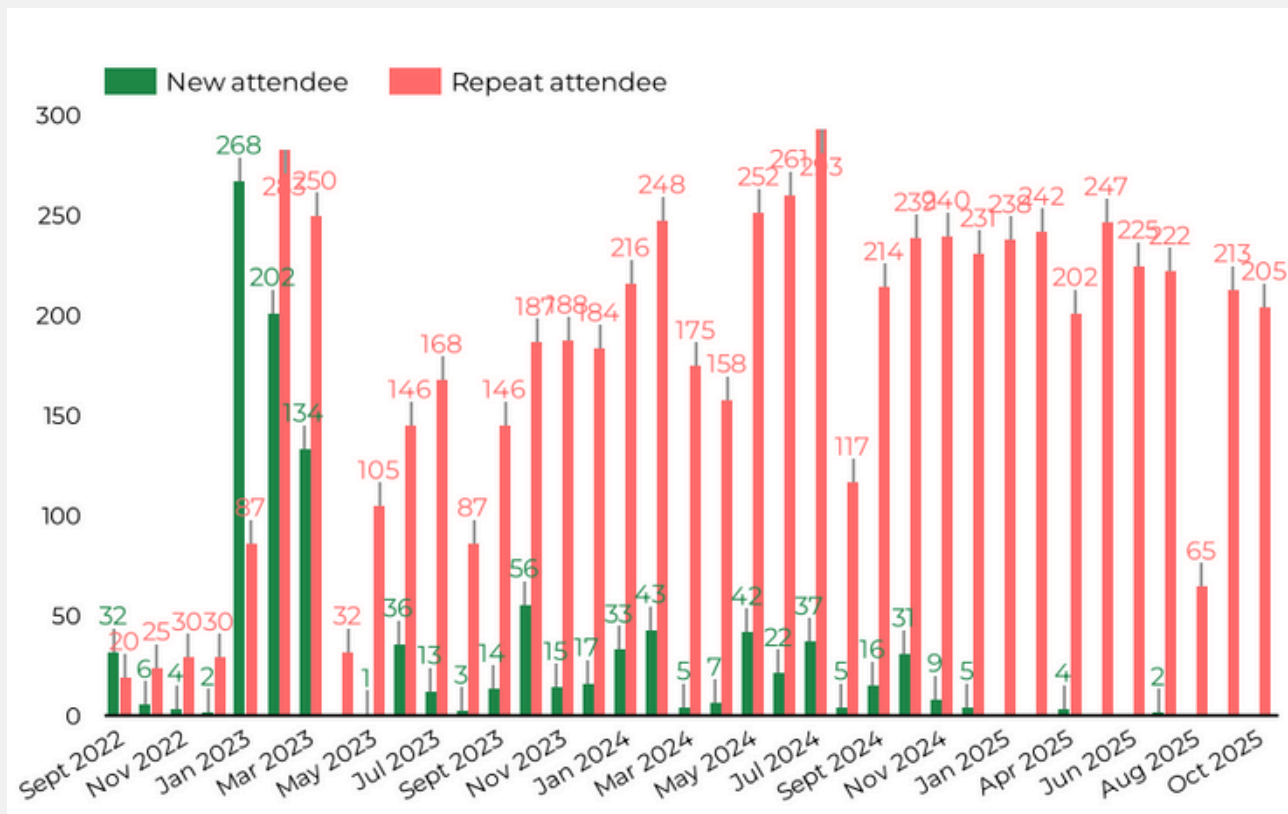
The majority of our participants are between the ages of 35-44 (28.56%) and 45-54 (22.34%) years old.

By age:



82.47% of our participants are from a Pakistani background, 5.37% from an Indian background and 2.54% from a Black African background.

Average Attendance Per Month



Ethnicity	Attendees	Attendees
1. Pakistani	875	82.47%
2. Indian	57	5.37%
3. Other Asian background	43	4.05%
4. Black African	27	2.54%
5. White British	17	1.6%
6. Arab	6	0.57%
Grand total	1,061	100%



THANK YOU!

To find out more about our current sessions, you can visit our website, find us on social media, or drop us an email:



www.de23active.org.uk



de23active@communityactionderby.org.uk



@de23active



@de23active

