

# Getting Norfolk Moving

Active Norfolk's  
2021-2026 Strategy



active  
norfolk



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# Introduction

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In a period of significant challenge, in the wake of COVID-19 and with widening inequalities within and across communities, this strategy details the initial steps Active Norfolk will be undertaking over the next 5 years alongside partners as part of an exciting, long-term effort to support Norfolk to become a place where being physically active is a normal part of everyday life for all.



# Our Vision

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Imagine a Norfolk where people walk and cycle more than they drive, where people of all ages have access to facilities and open spaces that enable a way of life where being physically active is the norm.

Imagine a place where living with a disability or long-term condition is no barrier to exercise, and where your financial circumstances have no bearing on what's available to you. Where opportunities are designed around individual and community needs, and promoted so effectively that everyone knows about them and why they should be involved.

**This is the county we are building.**

A Norfolk where being physically active is just 'what people do' in their daily life. Where financial circumstances, health and ability aren't a barrier to exercise. Where opportunities are designed around individual and community needs and promoted so effectively that everyone knows about them and why they should be involved.





# Our Mission

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We know that physical activity allows people to live happier, healthier and more sustainable lives. Helping people be more active doesn't just improve the physical and mental health of individuals, it also has long-term benefits for communities and society. But we know that, here in Norfolk and across the country, health inequalities are widening.

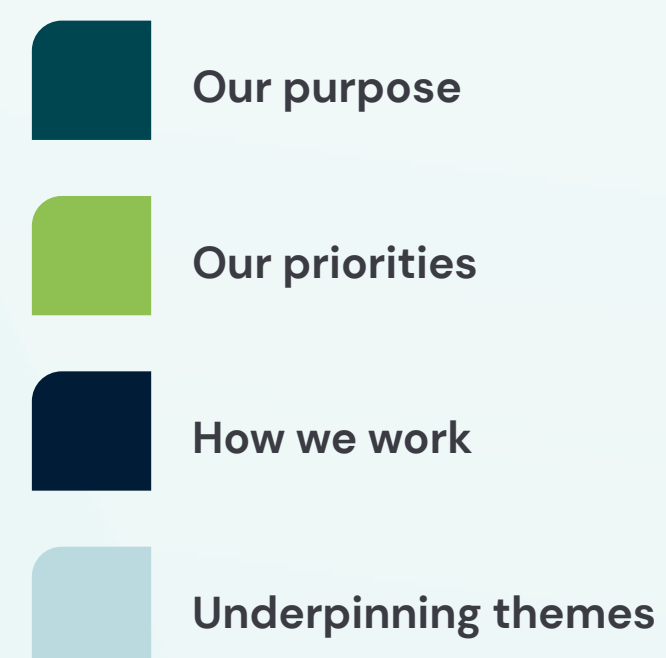
Physical activity is a key part of the overall solution. We work with a system of partners across local government, health and social care, education, and the voluntary and community sectors to find shared objectives and build solutions to help those who can benefit the most from being more physically active.

We help our partners to understand how their goals can be met through the power of physical activity. We provide the strategic advice, knowledge sharing and connections to help them deliver outcomes. We work with our partners to promote physical activity and highlight the remarkable impact exercise opportunities can have on lives.

We drive collaborative and innovative approaches that inspire and enable communities across Norfolk to build physical activity into their lives. Our work today lays the foundations for a more sustainable, healthy and active Norfolk of the future.



# Our Approach





# Insight into Norfolk

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**Inactive** – over a quarter (28%) of adults do less than 30 mins of activity a week

60% of Norfolk's 65+ population live in a **rural area**

4,150 emergency hospital admissions in 2019–2020 were due to falls

Currently more than **140,000 people** in Norfolk live in areas categorised as most deprived 20% in England

**1 in 10 children** aged 5–16 have a clinically diagnosable mental health condition

**24% of adults** have high anxiety and 1 in 10 are diagnosed with depression

**Almost 3,000 deaths** between 2017–2019 were from preventable causes

**Overweight** – almost 2/3 of Norfolk adults are overweight



## Our Priorities

# Physical health and mental well-being

The global pandemic has highlighted the importance of a preventative approach to healthcare that creates resilience in individuals and communities.

Physical activity should be a key part of our collective efforts to shift our focus away from the treatment of ill health to the creation of good physical and mental health.

### Through this strategy we will focus on:

- Building and strengthening connections between health and social care partners to embed physical activity into health system culture
- Using insight to support population health management approaches
- Improving health and care professionals' understanding and use of physical activity to support patient outcomes

[Click here to read more about our approach](#) >



## Our Priorities

# Active Environments

The design of our streets, our neighbourhoods, and the opportunity to access good quality play areas, parks and open spaces all contribute to how active we are in our daily lives.

Where we work, live and play matters.

### Through this strategy we will focus on:

- Advocating for walking and cycling to be the first choice for short journeys
- Improving and increasing the use of green and blue spaces and infrastructure for all
- Increasing physical activity's prominence in local policy – promoting good design decisions that help people to move more
- Promoting physical activity's contribution to carbon reduction targets

[Click here to read more about our approach](#) >



## Our Priorities

# Strengthening Communities

Sport and physical activity can play a significant role in building stronger, more resilient, and better-connected communities. They create opportunities for people to come together, increasing social interaction and enabling relationships to form.

### Through this strategy we will focus on:

- Working more closely with communities to develop accessible and appropriate opportunities to be active
- Improving communities' awareness and understanding of the opportunities available to them locally
- Identifying and using national and local funding to create more relevant activity opportunities

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## Our Priorities

# Children and Young People

We must do what we can to support active lives for children and young people, and their families.

It positively influences their physical development, helps build resilience, improves mental and physical health, and enhances education outcomes.

### Through this strategy we will focus on:

- Improving awareness and understanding of the role that physical activity plays in improving outcomes for young people
- Ensuring physical activity is a normal part of the day for education settings
- Making physical activity accessible to all young people and families regardless of their circumstances
- Integrating physical activity into health, education and community strategies and services

[Click here to read more about our approach](#) >



# How We'll Work

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Accepting that no single organisation is responsible for the problems communities face – nor do they have the entire solution – we will work in partnership with a range of organisations from across the county and in different sectors, based on our shared ambitions.

We will support decision-makers to make sure physical activity is included in any policies and plans which influence how people live their lives.

**We will provide expertise to support physical activity to be integrated and embedded into the work of our partners.**



# Getting Local

We'll work hard to better understand the uniqueness of each place in the county, ensuring that our response to the challenges and opportunities in each area are founded on what's important to those communities. We will drive resources to the right place, building on assets already in communities and with a focus on sustainability and long-term change.



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# Measuring Success

We'll continue to develop a range of appropriate measures to understand the impact of our work, combining data with feedback from partners and communities in order to understand what will support change at scale across our communities.

## These measures may include:



Money invested into physical activity in places across Norfolk



Physical activity levels



Proxy health measures



Strength and diversity of relationships



Physical activity included in broader strategies

