

# Our Impact

Active Norfolk  
Impact Report 2021



active  
norfolk



# Contents

3	→	Director's Introduction
6	→	Holiday Activity and Food
10	→	Health Team Strategic Work
12	→	Active Workplaces
14	→	All To Play For
19	→	Physical Activity Training
21	→	On The Move Outdoors
25	→	Tackling Inequalities Fund
27	→	Opening Schools Facilities
28	→	P.A.R.Ts
32	→	Localities Team
40	→	Active Environments

# Director's Introduction

Sometimes it's only when we look back that we see how far we have come.

When I reflect on my time with Active Norfolk which started in the summer of 2006, I am able to see key moments where things changed significantly. Some of these changes have occurred as a consequence of the wishes of a new Government Minister, others due to a major local policy shift or re-organisation of the key parts of local government and/or health and social care. When these major shifts take place, the ripples can be felt across organisations big and small, and it can take time for things to settle and for everyone to work out how to get the best out of the new landscape.

The launch of the latest Active Norfolk strategy in 2021 feels very much like one of these moments.

It came in the context of other significant changes nationally and locally, with the launch of Sport England's Uniting the Movement Strategy and a major change in health and social care structures. Things never stay the same for very long, the only consistent theme emerging has been a growing recognition of how all the organisations who have an interest in making people's lives better rely on each other and need to work together if we're able to help those who need it most.

The new strategy required us to do different things, and to do those things in different ways. To make this possible, the strategy launch was accompanied by a complete restructure, to give us the skills and capacity in the right places in order to give us the best chance of delivering our ambitious plans.

Now we have some clear daylight since the launch of our strategy we're able to turn our attention to answering the question of 'so what?'. We're clear on what we're doing and how we're going about it, so this impact report gives us the first chance to share with you what the consequences of our work have been. It's really important to say that this isn't about taking credit. In fact, our ways of working rely completely on our ability to work with other groups and organisations across the county, in order to make a difference to those people who would benefit the most from moving more. So, our achievements and successes are shared with local authorities, health and social care, and voluntary and community organisations from all across Norfolk.

We're extremely proud of what we're beginning to achieve and the following pages give you a brief glimpse into what we can achieve when we work together, united by a shared ambition.

Ben Jones  
Director  
Active Norfolk



# Our Vision

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.**

# Our Mission

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.

# Holiday Activity and Food

## Project Overview

Holiday Activity and Food (HAF) is a UK government funded initiative to provide school-age pupils who are in receipt of free school meals with physical activity programmes, nutritional education and a balanced meal throughout the school holidays.



School holidays can be a pressure point for some families because of increased costs (such as food and childcare) and reduced incomes. For some children that can lead to a holiday experience gap, with children from disadvantaged families less likely to access organised out-of-school activities, and more likely to experience:

- Unhealthy holidays in terms of nutrition and physical health
- Social isolation

Evidence suggests that free holiday clubs have a positive impact on children and young people and that they work best when they are consistent, accessible and enriching activities that aspire to cover more than just breakfast or lunch by involving children (and parents) in food preparation.

Active Norfolk, on behalf of Children Services, ensures free holiday club provision is available for all children eligible for, and in receipt of, free school meals. In Norfolk, there are currently 23,000 children in receipt of a free school meal. This number is likely to steadily increase until the end of 2021 and thereafter 2022 as the furlough scheme comes to an end. There is also a further 15% funding allocation to provide places for children who are considered vulnerable or in need of this provision, the local authority is responsible for determining this cohort.

The aim of the programme is to encourage those children who receive benefits-related free school meals to be more active, eat more healthily, develop soft skills and understand the role physical activity and nutrition has on health. To fulfil this, the local authority promotes the holiday programme for providers to register interest, providers are then rigorously assessed and funded to deliver accessible and enriching activities across the county.

## 2021 Project Details

- Over the 6 weeks, 83 providers were assessed and approved, which created over 50,000 spaces.
- The programme contained providers from all backgrounds; including childcare providers, outdoor education, science and film making workshops, and multisport activities.
- The knowledge hub was created and used as a repository of downloadable content and training offers for providers to use. It also hosted the partnership database where providers could diversify their offer by inviting another activity provider into their programme.
- A comprehensive training offer was developed, focusing on elements that providers might need to be upskilled in to participate in the programme.
- A catalogue of opportunities was made available online and communicated to families via schools, support services and various media channels.
- A process for registering for the programme and then booking with the provider directly was established.
- 2,429 children accessed the programme with 12% from secondary age and 14% SEND specific.
- There were 22,057 day sign-ups, 17,455 days were attended with an attendance rate of 79%.
- Of the 83 providers, food distribution was arranged for 30 providers.



**Two thirds of participants reported doing more physical activity.**



**43% of participants reported they had been inspired to try healthier foods.**



## Participant Feedback

“

Thank you for organising these activities, they were fantastic for my children and gave me some time to catch my breath during a six week holiday with 3 children at home on my own and on a low income. It also gave me the opportunity to earn a little money so I could do activities with the children when they were not doing the activities through you. You helped us to have a fabulous summer despite the weather!

”

“

It was run really well, big thanks to the provider who understood our child's tricky behaviours and worked so hard with him to keep him included in the activities.

”

“

The young people made friends with everyone who attended and there was a great atmosphere amongst them. They asked lots of questions about how they could do more when they had left the workshops. They could see how learning the team working skills would help them in other situations that they come across.

”

“

The children who attended mixed well with each other and made new friends. There was often support given by the older children to assist the younger children. The end performance really captured all the effort the children had put in during the week, all were very proud to show off their talents.

”

# Integrated Care System (ICS)

## Health Strategy Overview

NHS England has brought in a policy of Integrated Care Systems across the UK, whereby health and social care organisations work together to deliver a joined up service to patients across the board. In Norfolk, Active Norfolk has played a key role in the facilitation of this in partnership with the newly formed Norfolk and Waveney Clinical Commissioning group. We have therefore been able to embed physical activity across the healthcare system in Norfolk.

## Background

- In 2018/19 Active Norfolk and Norwich Clinical Commissioning Group (CCG) collaborated on a strategic review to understand the opportunities to embed physical activity into the health system.
- Key principles and recommendations were identified around commissioning processes, pathway development, workforce development and the utilisation of whole system approaches.
- In 2020 the 5 Norfolk & Waveney (N&W) CCGs merged, endorsing and adopting the recommendations to be implemented across the system.
- These principles were embedded into the co-development of the Active Norfolk strategy, aligning with national and local strategic drivers.
- At the end of 2020 a paper was taken to N&W CCG senior leadership to commit capacity and resource to a whole system approach to physical activity to improve health, reduce long-term conditions prevalence and take action against inequalities. This paper was approved and this case study details the work undertaken since.

## Our Approach

- Relationship development has been key to our approach – this process began with building trust and understanding between partners.
- Through a series of co-development workshops & online meetings a model/ pathway for physical activity is being developed.
- This targeted model is being developed to support inactive populations, those with identified long term conditions and those that experience the greatest inequalities – it will work alongside the universal offers in the system.
- This model has 3 core components – a strategic development work programme, a single point of access to physical activity for the system and local Place based physical activity.
- Strategic development work will commit the system to a number of key actions that will seek to embed physical activity in the system – these include clinical champion training, pathway reviews, embedding into elective care wait and discharge processes, Active Practice/Hospital programmes, commissioning process reviews, embedding into primary care network (PCN) and directed enhanced service (DES) delivery, VCSE integration, quality standard development, physical activity promotion, resource identification and alignment and appropriate governance

## Outcomes

- Develop a consistent approach to embedding physical activity into the health system across Norfolk & Waveney.
- Reduce inactivity rates, particularly within underrepresented groups.
- Improve health and wellbeing of Norfolk & Waveney residents through increased physical activity.
- Reduced prevalence and impact of long-term conditions.
- Reduced reliance on clinical models of care, prescribing wider health and social care services.
- Increased understanding across the system of the role that physical activity plays in supporting health and health outcomes.
- Increased recommendation and referral to physical activity by frontline health and social care workforces.
- Support implementation of system strategic priorities i.e. reduce COVID impact, support those waiting elective care, support prehab, discharge and rehabilitation.
- Optimisation of outcomes for patients undergoing elective care/long-term condition treatment.
- Reduced primary footfall and secondary care admissions.
- Build and develop replicable ICS ways of working.

# Active Workplaces

## Work Area Overview

Our Active Workplaces work has seen Active Norfolk create a comprehensive active workplaces guide and digital toolkit which have been circulated widely around the county to ensure that employees across various sectors in different locations are able to be as active as possible whilst at work.

When employees suffer from poor physical and mental health, they are not the only ones that feel the impact. The implications for employers of poor employee health can be substantial with significant financial costs incurred through sickness absence, presenteeism (working when unwell), and poor productivity.

By supporting their staff to be active, organisations can see many benefits including the improved mental and physical health of their employees, reduced sickness absence, increased productivity, an improvement in team morale and workplace relationships as well as the opportunity to enhance their reputation and profile as an employer who values staff health and wellbeing.



This includes organisations that have staff based in traditional office settings as well as those who have some or all their staff working remotely. The arrival of the pandemic, and increase in home-based working, has led many employees to have a more sedentary working life making it a key time to raise awareness of the importance of moving more.

Through our Active Workplaces programme, we want to help change the culture in Norfolk organisations so that being an active workplace becomes the norm, supporting both the health of Norfolk residents and the success of our county's employers.

To help achieve this aim, Active Norfolk has developed a package of support for organisations, of all sizes, across the county.

Our Active Workplaces Guide, which launched in summer 2021, has been designed to provide organisations with the information, guidance and tools to help them create their own workplace physical activity and active travel programmes.

To complement the guide, we have created an online toolkit which is our one stop shop for organisations who are looking to access information and resources to develop their workplace offer, as well as a regular newsletter to enable workplaces to keep up to date with the latest initiatives and research around workplace physical activity.

Throughout 2021, our Workplace Health Officer has been meeting and working with private, public and voluntary sector organisations to highlight the importance of being an active workplace and helping to embed good practise within organisations and systems. This has ranged from offering bespoke advice to individual organisations looking to develop their workplace physical activity programmes to working alongside colleagues in Norfolk and Waveney's STP Health and Wellbeing Group to help support the physical, mental and emotional resilience of health and social care staff.

As part of some work to support our ageing workforce in Norfolk, we were also involved in delivering a presentation to local employers as part of the New Anglia Local Enterprise Partnership's 50+ Choices (Fuller Working Lives) programme in March. This session included information on the business case behind supporting their employees to be, or remain, active as they enter mid-life as well as examples of good practise they could implement moving forward.

# All To Play For

## Project Overview

All To Play For is a pioneering men's mental health football group which combines giving men suffering with poor mental health the chance to get active and meet other people in similar positions as well as giving them access to specialist mental health support and employment services simultaneously.

All To Play For is a weekly socially inclusive drop-in football programme for men struggling with poor mental health, which has made a significant and positive impact on the lives of participants.

It is open for anyone to join, and completely free.

At each session, mental health professionals and local support services are present to offer assistance and guidance for those who want to access it.



## Project Officer, Sam Watts

Over 240 men living with a mental health need in Norwich and Great Yarmouth are experiencing improved health and wellbeing after attending this men's mental health football programme. Working in partnership with Norfolk and Suffolk NHS Foundation Trust (NSFT), we administer the programme which uses football to engage men and encourage them to access the support services that can help improve their mental health. The programme has been recognised by Norfolk & Waveney CCG for its positive impact in tackling health inequalities and improving the lives of people most at risk in priority areas, including improved mental health, reduction in social isolation, and increased accessibility and engagement with support services.

The project continues to highlight how powerful physical activity and peer support can be in engaging with men that are not currently seeking help for their problems. The CCG has continued to fund All to Play For, making it a great example of a non-clinical intervention that's been commissioned to target men.

Covid-19 has shone the spotlight on the need for these types of interventions to reduce social isolation and improve the resilience of our vulnerable communities. Since relaunching the sessions in March 2021, 77% of participants reported that their mental health is worse as a result of covid-19 and enforced isolation. 80% of participants reported experiencing improved mood as a result of attending, and participants also reported accessing additional services such as stress management and employment support as a result of attending All to Play For. This year has seen a further increase in participants accessing employment support off the back of attending the project, with 72% reporting that they had more information and support to find employment.



## Kelvin C. Wellbeing Service Representative

Although the project is highly valued at system level as a preventative intervention for men's mental health, it is also responding to the challenges presenting us here and now and the pathways with acute settings have been made stronger, supporting the treatment of men's mental health in Norfolk. All To Play For will be expanding to Kings Lynn in January 2022 and delivering in area of focus for West Norfolk CCG and working with Alive and the Wellbeing service to make the project a success there. Male engagement is harder and finding innovative ways to engage men is key. This is where ATPF really comes into its own for that sector, it has given our male clients a huge step on their own recovery programme by meeting like-minded people in a safe, friendly environment. A holistic approach allows the project as a service to speak with more men and also engage with other voluntary sector services and by bringing this varied support to the guys that need it, it is invaluable. We're thrilled to have some sessions starting in Kings Lynn.

In addition to improving the mental health of men in Norfolk and increasing their accessibility to holistic support, All to Play For is also facilitating connectivity internally within NHS services and supporting better integration of our voluntary sector and the role it can play in helping the strain on our NHS. The model enables local mental health services to become better aware and engage more with other voluntary and statutory sector partners.

### Employment Case Study Stephen Brown, Great Yarmouth

"I now have more energy to get up and go. I now have more confidence; I had the confidence to get a job and really believe I could do it. Also, to be made aware of the different support services in Great Yarmouth like Wellbeing and Job Centre support.

"I now have friends from the group, the confidence to pursue what I want and I have something to generally look forward to every week. Most of all the confidence I gained and through the support I got made me confident to get a job and I managed to land one locally! Sam at Active Norfolk was also my personal reference through the recruitment process."



## Daniel King and Jason Harris (Support workers)

### Central Norfolk Early Intervention Psychosis Team Norfolk & Suffolk NHS Foundation Trust

"We have been involved with the project since it commenced, our team recognise how valuable the group continues to be for many of our service users, we have seen first-hand how it helps with building confidence, reducing isolation, enabling social integration, and challenging mental health stigma. The group achieves this by having a real sense of togetherness, there is a feeling of warmth and care where people are encouraged and supported.

"The sessions also provide a great opportunity for people to gain all benefits that physical exercise provides which is something our service strongly promotes.

"Over the year the group has also given us the opportunity to meet with people from other services which has helped to broaden our knowledge of what else is available to help our service users as well as share and promote what our team provides. The project has been the catalyst to improve our connectivity with other departments within the trust and other sector services where there is support crossover. We now regularly engage with other services that we didn't previously have engagement with and can support patients to access help that's wider than direct mental health support were we don't have capacity or expertise.

"Personally I would like to say what a fantastic project this continues to be."



# Physical Activity Training

## Project Overview

Our physical activity training is a vital component of our system work whereby we work to upskill different areas of the system in the delivery of effective and inclusive physical activity sessions and programmes to empower their own audiences. This has enabled us to be effective in diverse areas.

195 people have received Active Norfolk's Physical Activity training since January 2020, the training moved online from April 2020 as a result of the pandemic. The training, which is aimed at Healthcare Care Professionals and VCSE Frontline staff, is adapted to fits the needs of the people attending the training but can cover:

- Understand how physical activity can be used to prevent and treat of disease
- The current recommendations regarding physical activity
- Benefits of physical activity on health
- Risk management of promoting physical activity
- Resources to help people to become more active
- Information on local physical activity opportunities, including resources to be active at home
- Information on useful resources to help with conversations about physical activity and long-term conditions

Feedback from attendees has included:

- The training was very useful for raising awareness and confidence for front line VCSE volunteers and staff working with service users around talking to clients/ service users about physical activity
- The training was very useful in regards to finding out about physical activity guidelines and local opportunities which I can talk to my patients about

Active Norfolk decided to provide training for Healthcare Professionals due to research showing one in four people would be more active if advised by a GP or nurse, yet almost three quarters of GPs don't speak about the benefits of physical activity to their patients because of a lack of knowledge, skills or confidence, and 80% reported being unfamiliar with the national physical activity guidelines. This can be linked to a lack of training and support, with less than half confident in the area and more than half having not received specific training.

# Health Team

## Our Strategic Approach

### Work Area Overview

Our Health Team have worked across the system to embed physical activity in various settings. The health benefits of physical activity are clear, both to prevent and aid management of long term conditions. The work of our Health Team in establishing key relationships is therefore vital in reducing health inequalities.

Active Norfolk has continued to work with partners across health, social care and the emerging Integrated Care System, where we look to build physical activity as a health improvement tool within primary, secondary and tertiary prevention, some highlights include:

- Working with the Clinical Commissioning Group on a number of Integrated Projects – Exercise Referral/Long Term Conditions pathway, Long Covid response pilot, Place based Health Inequalities, Mental Health Programme/strategy development, Active Great Yarmouth, GNGB Strategy Development.
- Pilot integrated post within Adult Social Care Commissioning team, which has initially led to development work within supporting unpaid carers, LD and Autism, Dementia. Exemplified by our representation on groups such as Enhanced health and wellbeing in care, LD/Autism partnership board .
- Long term conditions – our health and social care digital hub and Your Health section of the Active Norfolk website, building physical activity into response through relevant pathway design groups for specific areas of work e.g. The Cancer Forum.
- Use of Tackling Inequalities Fund to respond against Health and Social Care priorities, and within relevant VCSE organisation to respond to such priorities – e.g. cancer or healthy ageing based projects for example.
- Representation on Norfolk and Waveney Integrated Care System Strategic Systems Leadership programme.
- Working with system partners such as Public Health and the Clinical Commissioning Group to champion and build physical activity into the Integrated Care System governance through a focus on prevention.

# On The Move & On The MoveOutdoors

## Project Overview

Our leading accessibility and inclusion programme has enabled people living with disabilities and long-term conditions to access physical activity. In 2021, as the UK grappled with the pandemic, our offering was forced to adapt to continue to provide accessible ways for people living with various conditions to become active. Therefore we created On The Move Outdoors in collaboration with the Dragons organisation.

On the Move is an accessible programme that helps everyone enjoy the benefits of being active. Have fun, enjoy the outdoors, share a laugh, and try new skills and activities.

Active Norfolk continues to work with a number of physical activity providers to deliver 10-week blocks of activity in day centres.

We work with the centre staff to get trained up on how to deliver the activities, and at the end of the 10 weeks the centre is able to keep the sports equipment. In this way, the centre is able to carry on delivering the sports and activities as part of their regular service.

The On The Move project demanded adaptability during the pandemic and therefore the way in which services were delivered throughout the past two years has of course changed too. Here are details on one case study where the idea of On The Move Outdoors was used to facilitate outdoor activity sessions to ensure those who regularly benefit from the sessions were able to continue to exercise in a safe environment.



## EASTON CIRCULAR WALK, NR9 5AD

ON THE MOVE  
OUTDOORS



OPENING TIMES: 24 hours  
DISTANCE: 1.5 miles  
ENTRY FEE: Free

This walk provides views off the beaten track. After parking on the road beyond the school, you can make your way down the farm track, taking in the countryside air and enjoying the local wildlife.

The walk is mainly on the road, and it can be muddy with potholes to contend with, so may not be the most suitable for wheelchair users. However, a peaceful walk away from the crowds is guaranteed and you can pop into the local farm shop for a treat!

### THE DRAGONS SAY:

"It was a nice walk but muddy."  
"I really liked the café. People were very friendly."



## MOUSEHOLD HEATH, NORWICH, NR1 4NN



OPENING TIMES: 24 hours  
DISTANCE: 1.84 acres (2 mile optional trail)  
ENTRY FEE: Free

This walk is located just north of Norwich city. It's home to a number of points of interest on the heritage trail.

The route is mainly on the road, and the DRAGONS reported that the route meaning it may not be suitable for wheelchair users. However, the walk is enjoyable and can end at Zak's cafe for a bite to eat!

### THE DRAGONS SAY:

"It feels like you are in the countryside, but near the city and the train station."  
"I enjoyed the walk. It was different and I haven't done it before."

## Case Study

### What did you hope to achieve through taking part in the project?

We couldn't deliver the OTM project as we knew it before the pandemic hit. So we look to identify something we could do, whilst keeping everyone as safe from COVID as possible.

On the Move outdoors became the new extension of the OTM project. It enable young people to get together, get out and review walks and green spaces in terms of their accessibility. They would consider things like parking, access, terrain, seating, points of interest and café stops as well.

Young people could meet up in a safe environment. Get outdoors, enjoy nature and have an opportunity to meet their peers. Young people told us that this has helped with their mental health and they felt less isolated. Many hadn't walked as much and have found that this is a great way for them to get fit and see places that they hadn't been to before and to safely meet friends and family.

## The Process

### Details about the session – what has been provided? What worked well?

Young people would meet at a designated point. Thank fully we had supportive parents who could support travel. The walks would vary depending on who was coming. The more acces-sible the walks the more people could participate. Accessibility is vital for people to gain ac-cess to the outdoors so young people assessed every walk they went on to encourage others to access the countryside.

There were limits at times as to how many people could meet. Whenever we walked we would get a good number of young people attending. All said how much they enjoyed the sessions.

The young people who have walked with the Dragons have taken interest in continuing the walks and asked for the Dragons to review walks near where they live. This also allowed us to go to where people lived as not all could get sup-port to get to some walks. The more local the walks the more they felt people would access them in their local area.

Some of the young people have continued to walk and have done so with their own families. This has been positive for the whole family who may not have walks on their agenda normally.

## Learnings and Impact to Date

Young people have benefited from being outdoors. They have experienced new places and have taken an interest in their environment. All the young people have felt that they have felt better both physically and for their mental health.

The Active Norfolk website will share the Dragons experience and will allow more people to be able to choose a walk that meets their acces-sibility needs. We have since been approached by a number of organisations to review their walks / green spaces.

It also meant we expanded on the original OTM project and offered a whole new set of learnings and some that were really important in the current situation.

## What are the future plans for continuing with the project?

On The Move Outdoors will be a project that will continue. The young people have asked for more walks and for us to cover, as much of Norfolk as possible as they feel strongly that this will benefit all people.

## Participant Feedback

“

'I have really enjoyed the walks. I feel tired but it has been so good to meet friends and other families.'

'I have seen seal pups. They were beautiful and although it was cold we had a lovely day to be on the beach.'

'I want everyone to be able to go for a good accessible walk. We have seen so much of Norfolk and I have been to places I never knew about.'

'We are lucky that we can meet outdoors. I missed my friends and I felt lonely. When we meet to walk I am always so excited to see eve-ryone.'

'Everyone should walk. I didn't before all of this virus thing. Now I walk with my support worker which is new.'

”





# Tackling Inequalities Fund

## Project Overview

The pandemic-driven Tackling Inequalities Fund (TIF) enables community groups to continue to exist and engage with their communities, supporting people to be engaged and active. Active Norfolk managed the grants award process across the county and ensured that the funds were directed to those organisations and individuals which most benefited their communities.

The Tackling Inequalities Fund (TIF) was launched in April 2020 in response to Covid-19, providing £20m of National Lottery funding from Sport England to support community groups across the country.

The purpose of the fund is to help these local groups continue to exist and engage with people throughout the pandemic, and during the early recovery stages, with a view to keeping them active and connected.

The fund has focused on the communities that have been disproportionately impacted by Covid-19, to try and prevent the inequalities gap from widening and to minimise the impact on activity levels.

This includes:

- Culturally diverse communities
- Those on low incomes
- People with long term health conditions
- Disabled people

## The National Story so Far

We worked in different ways to make sure support and funding got to where it was needed most. Sport England reached out to partners because together we could connect with more people and places than any of us could do alone. Every partner involved used the connections that they had to understand what was needed most, to enable people to be active during extraordinary and isolating times. Many new connections were also made, and we are excited to build upon these further in the future.

## The Norfolk Story so Far

# £195,823

invested in Norfolk physical activity providers through the tackling inequalities fund.

# 15 grants

given to support physical activity providers who specifically work with participants suffering with long term health conditions.

# 18 grants

given to support physical activity providers who specifically work with participants who fall under the lower socio-economic group category.

# 11 grants

given to support physical activity providers who specifically work with black and minority ethnic participants or disabled participants, both of which groups are statistically more likely to be inactive.

# Opening Schools Facilities

## Project Overview

The Department for Education in collaboration with Sport England has invested millions into helping find ways for schools to make their sports and activities facilities available to the general public following the Covid-19 pandemic. Active Norfolk was able to direct money locally to give schools access to funding which would support them to make their facilities safe, available and inclusive for their communities.

Sport England and the Department For Education through the Opening School Facilities fund offered 10.1 million nationally to support schools in developing additional opportunities for extra-curricular and community use activities. High demand and interest from across Norfolk led to over 70 Primary and Secondary schools applying for grants between £2000-£10,000 with a total of £195,000 being awarded to those successful in the Summer and Autumn terms in 2021.

Opening schools facilities funding was used in Norfolk to:

- Cover coaching costs to deliver new activities with young people consulted in designing the offer/programme to ensure it meets their immediate and future needs
- Purchase additional sports, activity and storage equipment
- Improve accessibility to facilities especially for pupils and community members with special educational needs and disabilities
- Help schools to meet Covid-19 measures by purchasing additional signage, touch free entry points, perspex screens etc., and additional cleaning equipment
- Help schools with their own on-site swimming pool to safely open these

41 schools received grants with investment prioritised to schools that:

- Have a high percentage of pupils eligible for free school meals
- Have the least active pupils and would be targeted to benefit from this investment
- Could provide more opportunities for pupils with SEND to take part in activities (mainstream or SEND schools)
- Have limited use / access to their school sports facilities outside of the school day
- Previously had an out of school hours/community offer that had since ceased due to Covid restrictions

Schools are still in implementation phase of their delivery plans with support being offered to help them to develop sustainable income generation plans. This will enable them to continue offering access and opportunities for pupils and communities to take part in physical activity after school, at weekends and during holidays, on a regular basis.

# PARTs

(Physical Activity in Retirement Transitions)



## Project Overview

The central aim of the pioneering Physical Activity in Retirement Transitions project is to sustainably improve access to opportunities for over 55s who are working or retired to maintain a physical activity habit. Through physical activity training, dedicated marketing and communications programmes and specialist insight, Active Norfolk created a programme to meet this aim.

## Workforce

Through our work focusing on adults who are approaching or have already reached retirement, we have worked with Norfolk's physical activity providers to understand where we can help them to engage and support this audience.

We have developed a virtual workshop in partnership with local training provider Pure Training and Development around 'how to engage and support adults in physical activity as they age' which is being delivered for free to providers to help raise awareness of the considerations of ageing when delivering physical activity.

There have been 53 bookings so far.

We have also worked with leisure providers in each of Norfolk's districts to upskill their workforce by co-funding instructor qualifications linked to health or ageing.

This work will result in over £10,000 worth of training being accessed in the county providing 23 new qualifications to the workforce. The aim is that these qualifications will also help to support exercise referral pathways vital for the health and wellbeing of our ageing population and post covid.

## Website and Activity Finder

Every Move has been developed with 55+ as one of its core markets. The platform is designed to be easy to use and offer a range of flexible or structured opportunities for individuals in Norfolk to be active. Significant user testing and engagement with other community sector organisations such as Age UK have informed its development.

Our own bank of images has been created using local activities, providers and real people from around Norfolk so that images are relevant and relatable to audiences such as over 55s.

Plan to organise focused promotion of Every Move targeting people living with long term conditions and those aged 55+ in 2022.

## Aim: Improve policy and practice or workplaces to support the ageing workforce to remain active

## Toolkit & Campaign

An online toolkit, and training offer has been developed to provide the necessary information, guidance and signposting to workplaces in the county to enable them to support their employees to be active during their working life and in the lead up to retirement.

[www.activenorfolk.org/organisations/active-workplaces](http://www.activenorfolk.org/organisations/active-workplaces)

## Pre-retirement support

By linking with the Human Resources team at Norfolk County Council, we have arranged for a session on physical activity (including the benefits, overcoming barriers and links to local opportunities) to be included in the Pre-Retirement workshops that the Council regularly run for their employees. We plan to engage with other large employers in the county to see if this good practice can be replicated.

# Training for line managers and HR

Training for line managers and HR has been developed to highlight the role of physical activity, local resources and opportunities, and workplaces resources/toolkit.

**Aim: Raising awareness of physical activity's potential as a tool to achieve outcomes in health, social and VCSE sectors**

## Training the Health and Social Care Workforce

Between January and December 2021, 189 people have received physical activity awareness training in Norfolk. The training has been delivered to Social Prescribers, Health Care professionals, Department for Work and Pensions workforce and Voluntary Community and Social Enterprise organisations.

The information provided during the training is tailored to organisation's needs and function, but as standard covers benefits of physical activity, current activity guidelines, active ageing, opportunities for service users to be more active, and links to facilitate signposting to relevant resources.

## Participant Feedback

“

Great training, really accessible with lots of resources and useful tips on how to start conversations. This will be invaluable helping other professionals encourage exercise in patients.

The training was so interesting and informative. It has given me a lot to think about, especially in my new role as Support and Information Officer for the Big C. It was a real eye opener to find out that there was so much information available to everyone on getting active.

”



# Localities Team

## Place Based Approach

### Work Area Overview

The past 12 months has seen the development and implementation of the Active Norfolk Localities Team with a specific localities officer representing each region of our county. This way of working reflects Sport England's Place Based way of working to build communities and reduce health inequalities through physical activity. Below are the initial developments which have shown success through the establishment of the Localities Team.

### Breckland

- Developed closer links to local organisations through the various available funding pots
- Developed a fuller understanding of the locality, including voluntary and community sector organisations
- Linked local opportunities to the wider Active Norfolk team (i.e. The Brecks Fen Edge and Rivers Landscape Partnership Scheme)

### Broadland and South Norfolk

- Embedded the role within the local council. Clear buy-in from senior management
- Developed wide ranging relationships that allow full potential of the role to be realised
- Seeking closer relationship with elected members
- Identified priorities for the local authority through data analysis
- Involved with the development of the Greater Norwich Sport and Physical Activity strategy





## Great Yarmouth

- Collaborative P.A. Framework developed and signed off at GYBC Housing & Neighbourhoods Committee (2020)
- Developed an Action Plan (Active GY) which guides the work of the locality officer
- Successfully proved the concept of locality working and led to the wider development of a dedicated locality team
- Created an Active GY brand that acts as an umbrella for the work
- Successfully received funding to continue the role beyond 2022

## King's Lynn and West Norfolk

- Involved with several health inequalities working groups in the area (tackling inactivity)
- Linked with Alive West Norfolk to offer funding opportunities for Exercise Referral courses
- Working closely with partners to develop up the Locality Officer role
- Supporting the development of Sport and Physical Activity strategy for the local authority

## Norwich

- Developed strong relationship with Norwich City Council communities team
- Contributing to Reducing Inequalities Target Areas (RITA) and PLACE+ work
- Launched a multi-sport project in partnership with detached youth workers at Eaton Park
- Involved with the development of the Greater Norwich Sport and Physical Activity strategy
- Starting to align priorities between Active Norfolk, Norwich City Council and wider partners



## North Norfolk

- Developed links with Clinical Commissioning Group colleagues
- Contributed to Health Inequalities Working Group
- Met with senior leaders to explore future locality work

# Localities Work Example

## Great Yarmouth

Following 12 months of engagement, collaboration and reviewing, the Great Yarmouth Borough Council Physical Activity Framework was agreed upon and signed off in January 2020 by the Great Yarmouth Borough Council Housing and Neighbourhoods Committee. The 6 workstreams this focussed on were: Reducing inactivity, supporting early years, raising aspirations, supporting long term conditions, supporting mental health and reducing isolation.

Moving into the start of the new financial year of 2020, partner workshops were established to prioritise the 99 commitments making up the Physical Activity Framework, so that they could populate a series of annual action plans that would progress accumulatively across several years, supporting the Great Yarmouth Borough Council Sport, Leisure & Play Strategy. Unfortunately, with the outbreak of Covid-19 many interactions with partners changed, as their organisational priorities shifted to counter the pandemic and this work stalled.

The impact on the development of the Framework's Action Plan was a delay of several months as we all adjusted our working practice to the new ways of working. Other priorities took precedence over the development of the action plan & while maintaining good relationships through 2020 with those partners involved in the creation of the Framework, it was imperative not to overburden them & risk their future disengagement around the topic of physical activity.

In October 2020 after a period of delay, a joint funded Service Level Agreement for a shared role by Active Norfolk & Great Yarmouth Borough Council was agreed, that would focus a Physical Activity Locality Officer for the Borough with responsibilities in progressing the Great Yarmouth Borough Council Physical Activity Framework. Broaching the way forward as a flagship example for further locality development across the County, that would focus dedicated officers responsible for recommending and implementing physical activity plans.

Aligning to the new 2021/22 financial year the following 6 months were used to re-engage partners around the topic of physical activity in the wake of Covid-19's first wave; to re-establish the Active Great Yarmouth (AGY) Steering Group; progress the workshop around prioritisation of commitments; & develop an Action Plan for year 1 (21/22). This was achieved & delivered to the reformed AGY Steering Group along with an independent Chair nominated from the CCG in April 2021. Despite a significant 2nd wave of Covid-19 & lock down measures.

Throughout 2021 the Active GY consortium has progressed many of the actions within the commitments of the Framework through my direct & indirect work within: operational working groups, targeted sub-groups, organisational networking, resource management; aligning shared outcomes; and focussed campaigns.

For Active Great Yarmouth we have developed its own brand identity that will be used moving forward to support activities, campaigns and events. This will be used by the range of Physical Activity Champions that are being volunteered through partner organisations and will form a symbol for residents of the Borough to know that these opportunities we created; for them; with them and by local deliverers.

We have seen record figures of investment brought into the Borough for physical activity through direct funding from the Sport England Together Fund; DfE- Big Norfolk Holiday Fun and Open Schools Facilities grants. While the development of the local cycling and walking infrastructure plans for Great Yarmouth Borough Council outline future developments to better connect the Borough.

New services have been connected to the local area, including a new Man v Fat football league commissioned by Public Health but supported into a facility by my work; & the Make Your Move project with Cotman Housing supported to local links. Both offering opportunities to become physically active to target audiences.

We also have the grand re-opening of the Marina Centre under the new management of Freedom Leisure to look forward to. Which will open some new dynamics to the ways we can engage local people.

Ultimately, we have successfully proved the concept of locality working and led to the wider development of a dedicated locality team across Active Norfolk.

# Case Study: Out There Arts

OutThere Arts (formerly SeaChange Arts) is a Circus and Street Arts organisation based in Nelson Ward, Great Yarmouth that offers classes, performances and events to the local community and surrounding areas.

We supported OutThere Arts to apply for over £8,000 from the Sport England Tackling Inequalities Fund. This national fund supports local groups and community organisations to increase access to physical activity opportunities for those most at risk of poor health and physical inactivity due to Covid-19.

## The Aim

OutThere applied for funding to sustain delivery of its circus skills programme through a period of financial shortfall during the summer and early autumn 2020 due to loss of income from the pandemic, and other funding gaps.

The funding would also enable OutThere Arts to offer free and subsidised places on their range of fitness and skills sessions, making their offer accessible to families experiencing financial hardship.

## The Challenges

The Nelson Ward is a diverse and multicultural community. Providing permission forms in the range of languages spoken within the ward was a key first hurdle to overcome to be able to engage with the children and young people that were playing naturally in the street that were interested in the park sessions taking place.

Once the language barriers were identified, OutThere Arts engaged with local translators to help create the permission slips and flyers about the programme in the numerous languages spoken in the area. With this in place, they were able to raise awareness of the circus arts programme and the subsidies available for lower-income families to be able to attend.

We are so grateful for the assistance from Active Norfolk in securing this funding which has enabled us to increase accessibility of the arts and activities to families who are limited by circumstance. We've seen our participants improve their fitness levels, adopt healthy lifestyles, form and maintain positive relationships and develop skills and improve confidence and aspirations.

OutThere Arts also found older people who were shielding or reluctant to leave their homes were hard to engage. Over the course of the programme, they identified a number of local charities and organisations with direct links to the older residents in the community. They plan to improve outreach to these organisations in future to support engagement and awareness of the programme.

## The Delivery

OutThere Arts used the funding to provide a varied programme of children's and community circus activity sessions which benefitted a wide range of participants across the local community.

The funding helped them maintain a varied programme of circus and fitness activities including:

- Drillaz Circus School Activity
- Tots and Play sessions for early years
- Family Saturdays & Sundays – free drop in circus sessions / intergenerational activities for the whole family and dedicated sessions for target groups facing particular disadvantage e.g. GY Refugee Orientation Services (GYROS) families, young carers, and looked after children and young people
- Older people's sessions – more gentle, seated exercises to develop upper body strength and motor skills
- Circus based circuit fitness training and acro-yoga classes in the park for adults; Specialist skill tasters for all; Teen Extreme tasters; Juggle Club
- Accessible Circus: SEN sessions– introducing weekly SEN sessions to support families and CYP with SEN's; Accessible circus sessions for adults with learning and/or physical disabilities; and Circus Online



## The Outcomes

Over 2,400 individuals took part in courses during the summer and early autumn, which saw residents of all ages learning key circus skills such as juggling, hula hooping, handstands, unicycling, and yoga.

The programme helped bring physical fitness, a sense of togetherness, and improved health and wellbeing to the local community in a fun and entertaining way. Circus arts and activities have proven to be a great way of engaging with those who may be facing behavioural challenges or exclusion from social groups. Through classes students have been encouraged to be active, social, and committed.

Class tutors have reported widespread improvement in physical attributes such as strength, flexibility, coordination, attention, visual and spatial processing. They also reported improvements in softer skills such as communication, self-esteem, creative thinking, problem solving, and ability to work as a team.

## What's next for Out There Arts?

Following the success of the 2020 outreach programme, OutThere has seen an increase in members and has applied for an extension to the Tackling Inequalities Fund to broaden awareness and fitness opportunities to more families in Nelson Ward and surrounding areas.



# Active Environments

## Work Area Overview

Active Environments has become an increasingly significant part of our work as the entire system gets to grips with the idea that the environment in which people live and work is a huge determinant of an individual's health.

## Our Areas of Focus

### Spatial Planning:

- Working with pioneers, designers and developers to integrate active design principles into policies and working practices.
- Increasing physical activity's prominence in local policy – promoting good design decisions that promote moving more.
- Influencing neighbourhood planning – supporting parish and town councils to incorporate priorities that address the health and inactivity issues present in the local community.

### Use of Green and Blue Space and Infrastructure

- Working with local authorities to improve parks for people, sustainably,
- Advocating for approaches which connect communities actively with Norfolk's natural environment.

### Transport Planning

- Promoting Healthy Streets – influencing the design of streets based on how people use them, rather than prioritising vehicles.
- Advocating for walking and cycling – working together to improve peoples ability and motivation to travel actively.

### Environment

- Promoting the role of physical activity in supporting approaches to positively affect climate change.
- Advocating for physical activity's contribution to carbon reduction, improving air quality and reducing congestion.



# 20 Minute Neighbourhoods

The Chief Exec of the TCPA, Fiona Howe described the challenge well: ‘...while the 20-minute neighbourhood is a conceptually simple idea, it is complex to put into practice. But we hope that this guide and the case studies it sets out will inspire planners and those involved in place-making to think more holistically. And to plan, design, regenerate and create communities that meet people’s everyday needs, help to tackle health inequalities, and enable everyone to thrive.

The following 10 principles for success are based on shared lessons from places with several years’ experience:

- a compelling vision, well communicated;
- strong, inspiring leadership;
- empowered communities;
- research, data, and analysis;
- partnership and advocacy;
- addressing inequalities;
- adopting policy;
- investment;
- ‘hard’ and ‘soft’ measures; and
- evaluation and adaptation.

20 Minute Neighbourhoods in the context of Active Norfolk’s work:

Our aim is to advocate and support adoption of 20 MinN in planning policy such as Local Plans, and to support local authorities to implement the principles practically in new developments across Norfolk.

20 MinN focusses on complete, compact and connected neighbourhoods, with the emphasis on walking, cycling and public transport. This is challenging in Norfolk, as over 90% of the county is classed as rural, with 49% of the population living in rural areas.

## What We Have Done in 2021

- Introduced 20 Minute Neighbourhoods to several Local Planning Authorities and supported the development of a vision and engagement.
- Shared 20 Minute Neighbourhoods principles with developers in the early stages of masterplanning new developments of a suitable scale.
- Connected the principles of 20 Minute Neighbourhoods into other strategies, enabling greater strategic buy-in for future neighbourhoods to be built in a way that enables improved physical activity and mental wellbeing.



## Abbey Estate, Thetford

We work with built environment professionals to raise standards and improve the design of new and growing neighbourhoods. Regeneration plans present an opportunity for places to be reimagined so that being active is part of normal life. With the Abbey Estate in Thetford for example, we are in discussions with the housing association and designers on what we can achieve collectively. The consultation is still in progress, but plans are likely to include making nearby open spaces and the river environment more inviting and playful, and improving access to the wider countryside. The focus of our role here has been to use local insights and learn from, not duplicate, work done previously.

We are part of the project team at Norfolk County Council that is working in partnership with local authorities, to develop a Norfolk-wide plan for walking and cycling. This includes supporting the engagement plan for stakeholders, and providing guidance to the team. The plan will play an important part in the delivery of the transport strategy for Norfolk and support the Government’s ambition for “Cycling and walking to be the natural first choice for many journeys with half of all journeys in towns and cities being cycled or walked by 2030



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