

# Getting Breckland Active

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Our **locality approach** to physical  
activity in 2023



ACTIVE BRECKLAND: FRAMEWORK FOR ACTION



# Introduction



## Background and Vision

The **Active Norfolk: Getting Norfolk Moving** strategy released in 2021 sets out to inspire and enable communities in Norfolk to build physical activity into their lives.

The strategy understands the unique local challenges and opportunities across Norfolk, and has implemented a “**locality approach**” to account for the unique characteristics of each district and meet the specific requirements.

Through this approach, each of the seven localities across Norfolk will have

their own designated locality officer. This approach has enabled collaborative working with Active Norfolk, local government, health and social care and key local stakeholders to help identify local physical activity priorities.

### Active Breckland: Framework for Action

In Breckland, this work has been collated into *Active Breckland: Framework for Action*.

This document outlines the main challenges we face in Breckland, how physical activity can make a difference and the desired outcomes of our work.

This document will be used as a key reference point for the development of a localised action plan that our locality development officer will work towards.



# Timeline of events

## For Breckland Locality Development

**May 2022:**

Creation of Breckland  
Locality Development  
Officer role (0.6 FTE)

**May – August 2022:**

Identification of key  
priority themes within  
locality

**September –**

**December 2022:**  
Consultation with key  
stakeholders

**January 2023:**

Creation of *Active  
Breckland: Framework  
for Action*

**January 2023 onwards:**

Implementation of *Active  
Breckland: Framework for  
Action*

# Why is physical activity so important?

Regular physical activity can reduce your risk of the following conditions:



Reduces  
Dementia risk  
by up to  
30%



Reduces Type 2  
Diabetes risk  
by up to  
40%



Reduces  
Cardiovascular  
disease risk by up to  
35%



Reduces risk  
of depression  
by up to  
30%



Reduces risk of  
hip fractures  
by up to  
68%



Reduces all-cause  
mortality risks  
by up to  
30%

## Active Lives Survey report results for Breckland

### Less Active

Less than 30 minutes of  
physical activity a week

**28%**

+3.2% compared to  
national average

### Fairly Active

Between 30 - 149 minutes of  
physical activity a week

**14.1%**

+2.1% compared to  
national average

### Active

150+ minutes of  
physical activity a week

**57.9%**

-5.3% compared to  
national average





# Priorities & Evidence

## Key Objectives

The development of *Active Breckland: Framework for Action* has been aligned with several relevant local and national strategies.

### Three themes of focus

To achieve our objective, we identified three areas of focus from the data that also align with the perceptions of key stakeholders in the community.

### Six objectives

Within the 3 thematic areas, we have identified 6 objectives we want to achieve. They aim to address the main challenges we have identified within in the community.

## Our three themes

Children and  
Young People

Mental Health and  
Social Isolation

Long-Term Conditions  
and Health Inequalities

## The six objectives

Tackling  
Childhood  
Obesity

Engage  
Children in  
Deprivation

Improving  
Mental  
Health

Reducing  
Social  
Isolation and  
Loneliness

Reducing  
Health  
Inequalities

Tackling  
Conditions  
related to  
Physical  
Inactivity

# Headline Data

## What is the evidence for need in Breckland?

### Children and Young People

- 37% of children in Breckland leave primary school overweight or obese.
- Less than 1 in 3 Children and Young People are meeting the physical activity guidelines.
- 13% of Children in Breckland are living in poverty. Swaffham (24%), Thetford (23%) & Dereham (18%) have the highest prevalence.
- 24% of Breckland children are eligible for free school meals.

### Mental Health and Social Isolation

- In Norfolk, 1 in 7 people live with depression or anxiety.
- 152 suicides were registered in Breckland between 2011 and 2021. 14% of suicides in Norfolk in 2021 were in Breckland.
- 75% of individuals who die by suicide are men.
- In Breckland, 27% of those aged over 65 live alone, this is the greatest in Attleborough and Dereham (35%).

### Long Term Conditions and Health Inequalities

In Breckland: 20% suffer from a long-term health problem or disability, whilst 10.4% (14,700) in Breckland live in the 20% most deprived quintile in the UK.

Conditions linked to physical inactivity in market towns:

- Heart Disease and Heart Attacks – Swaffham & Thetford
- Strokes – Watton
- COPD – Dereham, Swaffham & Thetford
- Hip Fracture – Attleborough



# Action Plan



## To achieve the six key objectives, we've developed an action plan

In order to achieve our objectives set out, the Breckland Locality Development Officer action plan will focus on four main areas.

Within these four areas, there will be several actions. We've listed where the key priorities fall into these on the action plan.

### Action Plan Focus Areas

**Active Aspirations**

**Active Health**

**Active Communities**

**Active Partnerships**

### Key objectives

A: Tackle childhood obesity

B: Engage children in deprivation

C: Improving mental health

D: Reducing social isolation & loneliness

E: Reducing health inequalities

F: Tackle conditions related to physical activity

# Active Aspirations

## To make physical activity the norm for Children and Young People in Breckland

Action	Key objectives	How will we measure success?	Timeline
1.1. Develop and implement a targeted approach to increase physical activity levels in Children and Young People in Breckland.	A, B	Creation and implementation of a co-produced strategy.  Impact of document in key partner decision making.	April 2023 - March 2024
1.2. Develop and implement a targeted approach to increase engagement in the Big Norfolk Holiday Fun project.	A, B	Creation and implementation of a co-produced strategy.  Improvements in targeted outcomes.	April 2023 - March 2024
1.3. Identify and create inclusive, sustainable pathways to promote physical activity engagement both inside and outside of the school environment.	A, B	Utilisation of funding to create physical activity pathways.	April 2023 - March 2024



# Active Health

## Use physical activity to tackle physical and mental health conditions in Breckland

Action	Key objectives	How will we measure success?	Timeline
2.1. Work in collaboration with the Breckland Health and Wellbeing Partnership to embed and develop the Active NoW Exercise Referral pathway in Breckland.	C, E, F	Continually develop and expand a suitable local physical activity offer for referrals.  Creation and implementation of a co-produced strategy.	April 2023 - March 2024
2.2. Implement and develop the All To Play For project in Breckland.	C - F	Development of project into existing local pathways.	April 2023 - March 2024
2.3. Advocate for the use of physical activity as both a preventative and management strategy to tackle mental health & social isolation in Breckland.	C - F	ATPF engagement and development.  Increased physical activity opportunities in local groups.	April 2023 - March 2024

# Active Communities

To make physical activity the norm for communities in Breckland

Action	Key objectives	How will we measure success?	Timeline
3.1. Increase the awareness of accessible and inclusive physical activity opportunities in Breckland.	A - F	Increased activities and use of Every Move. Identify and address gaps in provision.	April 2023 - March 2024
3.2. Increase the awareness and understanding of the positive benefits of physical activity.	C, D, E	Impact of working practices of key partners.	April 2023 - March 2024
3.3. Advocate for the incorporation of physical activity into the existing provision of community groups and organisations.	A - F	Implementation of physical activity into the plans of community groups.	April 2023 - March 2024



# Active Partnerships

Working in collaboration with partners and stakeholders in Breckland to make the biggest impact

Action	Key objectives	How will we measure success?	Timeline
4.1. Collaborate with strategic partners to incorporate physical activity into existing and future work.	A - F	Case Studies and partnership working.	April 2023 - March 2024
4.2. Advocate for the role physical activity can play in helping to achieve national and local strategic aims of partners and groups in Breckland.	A - F	Adding physical activity into wider health programmes. Impact of Physical Activity Subgroup.	April 2023 - March 2024
4.3. Advocate for the role of physical activity to enhance transferable skills and future employability.	A, B	Engagement in volunteering in physical activity. Pathways to employment All To Play For.	April 2023 - March 2024



[www.activenorfolk.org](http://www.activenorfolk.org)