

# South Norfolk and Broadland: Locality Action Plan

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Our **locality approach** to  
physical activity from  
2023 – 2025



Getting South Norfolk and  
Broadland Active

# 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.

### South Norfolk & Broadland: Locality Action Plan

In South Norfolk and Broadland, this work has been collated into *South Norfolk & Broadland: Locality Action Plan*.

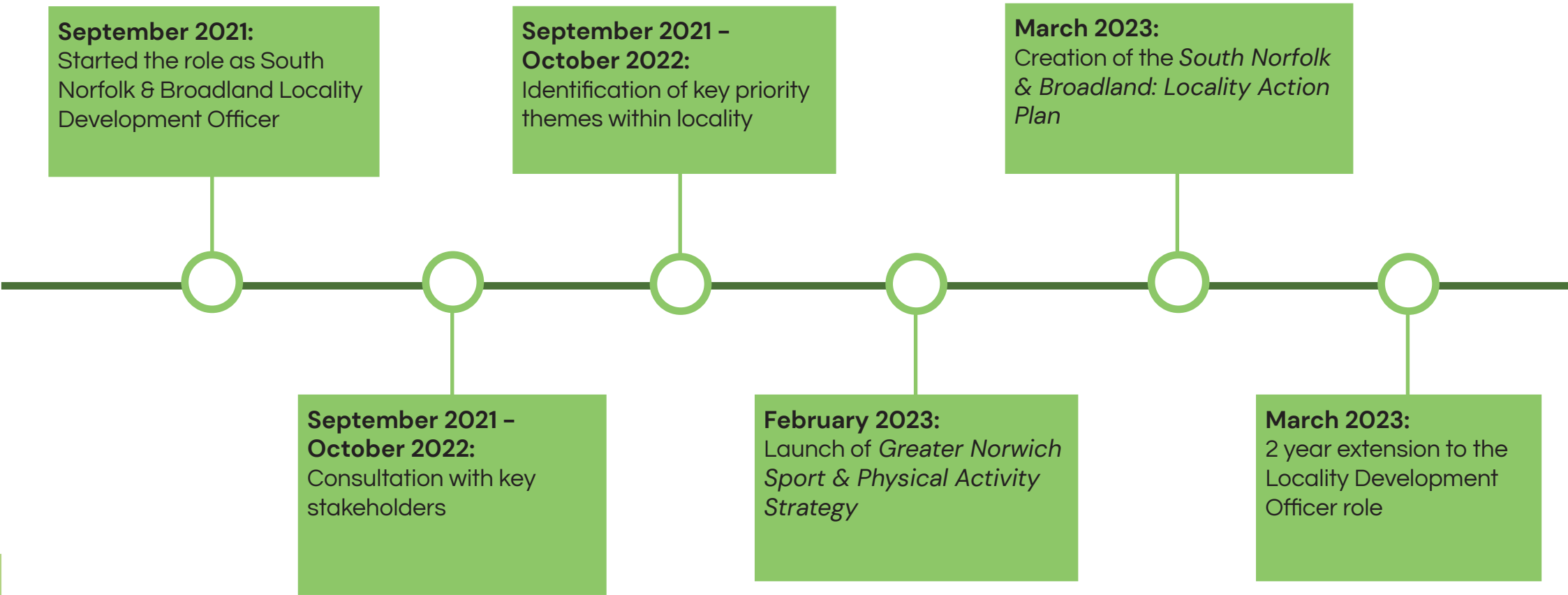
This document outlines the main challenges we face in South Norfolk and

Broadland, 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 South Norfolk and Broadland Locality Development



# Why is physical activity so important?

## Key facts and figures surrounding physical activity across the UK



Physical inactivity is associated with **1 in 6** deaths in the UK. It is estimated to cost the UK £7.4 billion annually.



Physical inactivity is the **fourth largest cause** of disease and disability in the UK.



Persuading inactive people to become more active could prevent **1 in 10** cases of stroke and heart disease in the UK.



Physical activity declines with age to the extent that by the age of 75 years only **1 in 10 men** and **1 in 20 women** are active enough for good health.

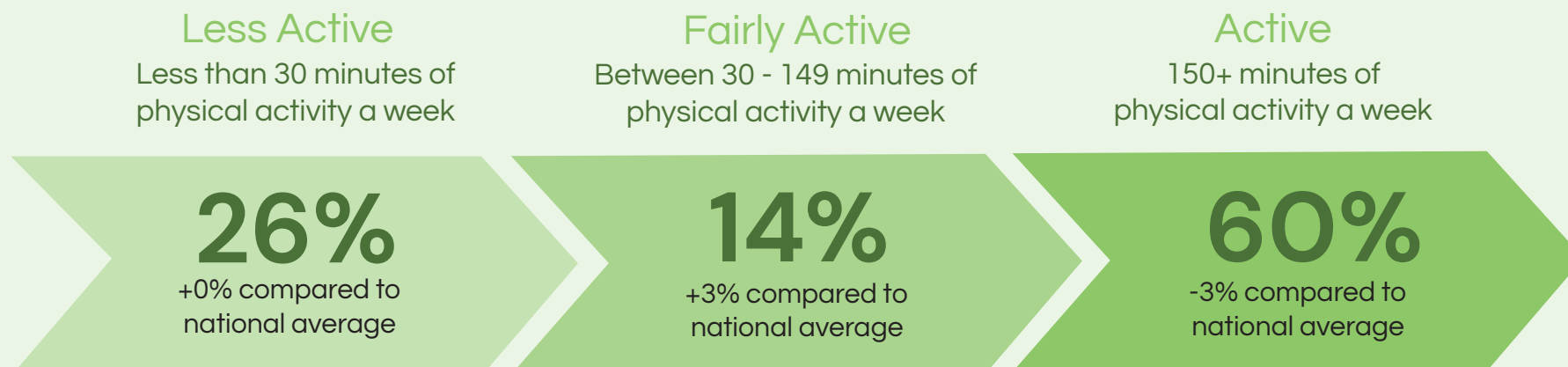
## The role of physical activity in adults

Adults should achieve a total of at least 150 minutes per week of moderate intensity physical activity for good health. This should be maintained throughout adulthood to reduce the risk of chronic disease and continued into old age for as long as capabilities allow to counteract the age-related losses in muscle and bone, deterioration of the cardiovascular system and decrease the risk of osteoporotic fractures.

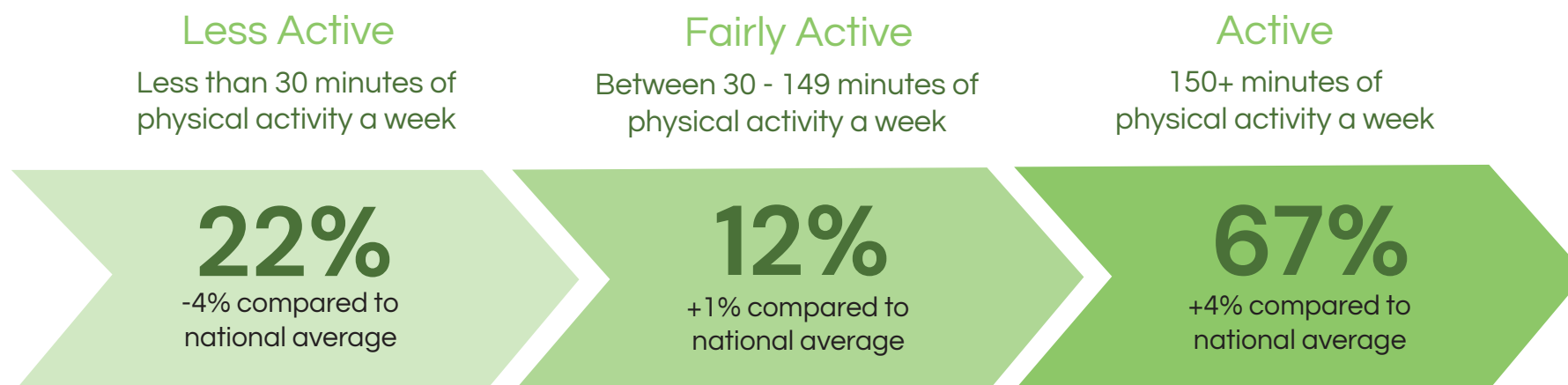
## Physical activity in children and young people

Children should aim for 60 minutes of moderate or vigorous intensity physical activity a day across the week. In doing so they improve strength, cardiorespiratory fitness, and body composition and therefore decreases cardiovascular risk factors. Exercise also improves bone health, psychological well-being, cognition, and school performance. Exercise habits established in childhood often continue into adulthood.

## Active Lives Survey report results for Broadland



## Active Lives Survey report results for South Norfolk



Whilst South Norfolk and Broadland residents are more active than the national average, there are 50,000 residents who are classed as less active.



# Action Plan

## Physical Activity & Sport Strategy (PASS)

The Action plan sets out the role of the Locality Development Officer and contributes towards the mission statements of the Physical Activity and Sport Strategy (PASS), the South Norfolk Leisure Service Strategic Delivery Plan and Active Norfolk's Strategy.

*'To work with a range of partners to address reasons for inactivity, by supporting the development of facilities and encouraging active lifestyle behaviours for all.'* - PASS

*'To inspire and empower our communities to be happy, healthy and active.'* – South Norfolk Council Leisure Service Strategic Delivery Plan

*'Making physical activity the norm for Norfolk.'* - Active Norfolk Strategy

Whilst there are many outcomes that physical activity can contribute to, it is important to recognise that resources are finite, and we need to ensure that we are directing them where the need is greatest and where we know we can have the most impact.

In South Norfolk and Broadland, the PASS offers a clear strategic direction for how physical activity can benefit residents across Greater Norwich.

The strategy was produced in Partnership with Norfolk County Council, Broadland District Council, South Norfolk Council, Norwich City Council and Active Norfolk.

This is a robust analysis of local data sets, along with stakeholder consultation, and provides recommendations to implement an integrated and more inclusive understanding of physical activity and sport, considering its effects on mental as well as physical health whilst also seeking to address barriers to participation.

PASS recognises the importance of informal forms of physical activity such as walking for pleasure or opting to cycle to work instead of using the car.

The recommendations and strategic direction are identified in the PASS document which have been informed by Playing Pitch Strategy and Built Facilities Assessments for Broadland, South Norfolk, and Norwich. This Framework will look to deliver against some of the elements for South Norfolk & Broadland.

# Action Plan

Below are a list of common acronyms used throughout the plan and our work. The action plan will touch on the programmes and work areas listed, and will aim to achieve the PASS objectives as laid out below.

Each point has an impact measurement listed next to it.

The action plan needs to be flexible and allow for any future developments that will benefit South Norfolk and Broadland.

Key	Job role
Active NoW	Active Norfolk & Waveney
BFS	Built Facilities Strategy
CYP	Children and Young People
DECAN	District Early Childhood Advice Networks
DRAGONS	Disability Real Action Group of Norfolk
HWP	Health & Wellbeing Partnerships
LCWIP	Local Cycling and Walking Infrastructure Plans
NCC	Norfolk County Council
PASS	Greater Norwich Physical Activity & Sport Plan
PPS	Playing Pitch Strategy
SGO	School Games Organisers
SNBDC	South Norfolk & Broadland District Council
SNSLDP	South Norfolk Strategic Leisure Delivery Plan
GN SPAWG	Greater Norwich Sport & Physical Activity Working Group
VCSE	Voluntary Community & Social Enterprise

## Programmes & Work Areas

- Active Environments
- Active Systems
- Active Health
- Active Travel
- Active Workplaces
- Active Education
- Workforce Development
- Raising Awareness

## PASS Objectives

- Reducing Inequalities in our communities
- Supporting & encouraging people to live active healthy lives
- Enhancing our residents mental & physical wellbeing
- Reducing our impact on the environment
- Tackling social isolation
- Supporting a strong & sustainable sector
- Support in the recovery from COVID-19

Action	Source	Partners	Impact
Develop and maintain sustainable and strategically targeted physical activity and sport/ leisure provision, through the implementation of the recommendations from the Built Facilities Strategy (BFS) and Playing Pitch Strategy	PASS - 1.1, 1.6  SNSLDP - Principles of future investment and expansion	Active Norfolk Environments Team, SNBDC, Town & Parish Councils	Delivery of the BFS action plan and PPS priorities. Successful allocation of funding (e.g., Community Infrastructure Levy (CIL), neighbourhood CIL, Sport England funding and s106) to strategically important projects
Support internal teams and external organisations to secure funding for physical activity projects/programmes	PASS – 1.7  SNSLDP - Improve Wellbeing	Active Norfolk, Local Community Organisations, VCSE Partners, SNBDC	Landing of Together Fund in place Greater engagement with community organisations. Close working with relevant Council departments
Ensure any existing/new facilities are designed with people with mental and physical disabilities in mind, by using design input from these target groups	PASS – 1.13, 1.14  SNSLDP – Inclusive and accessible facilities	Active Norfolk Health Team, DRAGONS, VCSE organisations, local community organisations	Improved understanding of how facilities in South Norfolk & Broadland can be made accessible for all
Work with South Norfolk Council’s in-house leisure team to consider ways to encourage leisure centre visits from target community groups (i.e., inactive, young people, those living in our most deprived areas, over 50s, those with a disability and ethnic minorities) and support the aim of the leisure centres being community hubs. Consider South Norfolk Leisure Passport scheme and how this can be aligned to this aim	PASS – 1.11  SNSLDP – social value, community cohesion and reduction in social isolation	Local residents, VCSE organisations, local community organisations, Local Providers, SN Leisure Centres	Increased leisure centre usage from the wider community and harder to reach demographics

Action	Source	Partners	Impact
Continue to support the Greater Norwich Growth Board (GNGB) partnership governance structure, through the Sport and Physical Activity Working Group to oversee delivery of the Action Plan	PASS – 2.1	Norwich City City Council, Active Norfolk	Establishment of project board and sub-working groups and attendance at meetings/ delivery of actions
Where appropriate, support the Council to incorporate physical activity into relevant Council policies and strategies and influence new and existing partners, to ensure that strategic plans and policy reflect the positive role that physical activity can play to improve health and wellbeing and strengthen communities	PASS - 2.3	HWP, SNBDC	Increase in visibility and prominence of physical activity in Council and partner strategies
Seek to influence health and social care policy to ensure resources are allocated to place-based commissioning of physical activity-based interventions	PASS - 2.8	Local community Organisations, Active Norfolk Insight & Evaluation officer	Increase in place-based commissioning and physical activity in place-based interventions. Increased understanding of the latest data and insight that can support decision making
Work with the Local Council Communities team, Broadly Active and partner organisations to help develop projects to support and improve access to Active NoW	PASS – 3.1 SNSLDP – improve wellbeing, social value	Active NoW team, Active Norfolk Health Team, SNBDC Communities Team, Local Providers, Local Community Organisations	Increased joint working and increased people within the scheme

Action	Source	Partners	Impact
Consider linking schools with partner sports clubs, to work together on funding bids for equipment and to maximise community use of school sports facilities outside of school hours. Work with schools to ensure that their physical activity and sport provision helps to engage inactive children, and those with excess weight	PASS – 1.18, 6.4  SNSLDP - improve wellbeing, social value	Educational Settings, Active Norfolk CYP Team, DECAN, SGO	Increase in young people's physical activity levels. Increased use of school sports facilities by the community
Work with schools, youth service providers and other partners to create opportunities and partnerships to promote physical activity as a prevention and early help tool to improve the mental wellbeing of young people, improving outcomes for individuals and easing the current strain on the system	PASS – 6.9  SNSLDP - improve wellbeing, social value, active children	Educational Settings, Active Norfolk CYP Team, DECAN, SGO, Local Providers	Increase in young people's activity levels

# Active Travel

Action	Source	Partners	Impact
Work with planning and highways teams and other partners (e.g., Sustrans) to help facilitate the growth of Active Travel, including the provision of safe, connected, and accessible, well signposted and affordable walking and cycling routes to workplaces, schools and community facilities and services (through the delivery of the Local Cycling and Walking Infrastructure Plans, the Transforming Cities Fund and Healthy Streets and similar future initiatives)	PASS – 4.1  SNSLDP – healthy lifestyles	NCC Environments team, Active Norfolk Environments Team	Increased in number of people using Active Travel methods and improved infrastructure to encourage this

# Active Health

Action	Source	Partners	Impact
Work with key partners to identify opportunities to introduce more innovative/ non-traditional approaches, enhancing the provision of places where physical activity can be undertaken. To have a particular focus on areas of deprivation and the highest concentration of inactive people. To provide a taster programme of community-based exercise activities	PASS – 1.7  SNSLDP - social value, community cohesion and reduction in social isolation	HWP, Active Norfolk Health Team, Housing Associations, VCSE partners, SNBDC Leisure Team, SNBDC Communities Team, Social Prescribers, Norfolk & Waveney Wellbeing Service, Local Providers	Roll out of taster sessions and increase in number of people taking part outside traditional leisure centre facilities  Increase in number/percentage of people taking part in physical activity outside of traditional leisure facilities

# Active Health (continued)

## ACTION PLAN Active Health

Action	Source	Partners	Impact
Work with key partners to identify opportunities to introduce more innovative/ non-traditional approaches, enhancing the provision of places where physical activity can be undertaken. To have a particular focus on areas of deprivation and the highest concentration of inactive people. To provide a taster programme of community-based exercise activities	PASS – 1.7  SNSLDP - social value, community cohesion and reduction in social isolation	HWP, Active Norfolk Health Team, Housing Associations, VCSE partners, SNBDC Leisure Team, SNBDC Communities Team, Social Prescribers, Norfolk & Waveney Wellbeing Service, Local Providers	Roll out of taster sessions and increase in number of people taking part outside traditional leisure centre facilities  Increase in number/percentage of people taking part in physical activity outside of traditional leisure facilities
Work with partners to create a programme of free taster activities targeted at our most inactive and rural areas, including pop-up events, guided walks and activities within community centres and village halls	PASS – 1.19  SNSLDP - social value, community cohesion and reduction in social isolation	HWP, Active Norfolk Health Team, Housing Associations, VCSE partners, SNBDC Leisure Team, SBNDCC Communities Team, Social Prescribers, Norfolk & Waveney Wellbeing Service, Local Providers	Programme of pop-up activities delivered
Work with South Norfolk Council's leisure team to explore any opportunities for partnership working with health partners at the leisure centres	PASS – 3.5  SNSLDP - leisure centres as community hubs	HWP, Active Norfolk Health Team, Housing Associations, VCSE partners, SNBDC Leisure Team, SNBDC Communities Team, Social Prescribers, Norfolk & Waveney Wellbeing Service, Local Providers	Increased number of health-related initiatives delivered at leisure centres

