



Action Plan

To achieve our key objectives, we've developed an action plan for Great Yarmouth

In order to achieve our objectives, the Great Yarmouth Locality Development Officer's action plan will focus on the themes from across their key priorities.

The action plan has broken down these objectives into actions in order to show the focus of our work moving forwards, and showcase the impact each project will have on the communities in Great Yarmouth.

The action plan also needs to be flexible and allow for any future developments that will benefit Great Yarmouth and Active Norfolk.

For more information on anything included in this Action Plan, or to discuss your own projects with us, get in touch.

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Embedding physical activity into GYBC & partner strategies to use it as a tool to make physical activity the norm for Great Yarmouth

Action	Commitment	Outcome	Output
Develop workplace physical activity competition with the Marina Centre	Work with local employers to embed physical activity into workplace policy and practice	<p>Local organisations to sign up to play competitive sport against other organisations</p> <p>Build Marina membership while breaking down barriers to participation</p> <p>Embed physical activity into local organisations workforce policies</p>	4 leisure centre-based competitions
Receive the backing of GYBC for an annual Business Games event in 2024	Work with local employers to embed physical activity into workplace policy and practice	<p>Receive support from GYBC ELT & Council Members to pursue the concept of an annual Business Games event hosted at The Marina Centre</p> <p>Stand up a working group to facilitate</p>	1 GYB Councillor to Sponsor event
Enable workforce access to active travel support	Work with local employers to embed physical activity into workplace policy and practice	Promote active travel into workplace policy and practice by hosting a funded active travel event to support walking & cycling into organisations place of work for County & Local Authority workforces	<p>Host 1 event at NCC building</p> <p>Host 1 event at GYBC building</p>

Embedding physical activity into GYBC & partner strategies to use it as a tool to make physical activity the norm for Great Yarmouth

Action	Commitment	Outcome	Output
<p>Follow up on opportunities linked to:</p> <ul style="list-style-type: none">• Discharge bed commissioning• Active NoW Yr2 service• GYB Locality action plan	<p>Embed physical activity into the strategies, commissioning processes and service/ pathway design in relation to health and social care services</p>	<p>Discharge bed pilot in GYB for 22/23 will be expanded into 23/24</p> <p>Active NoW Yr2 funding to be allocated, providing opportunity for target health conditions</p> <p>Physical activity used to support Locality Plan outcomes</p>	<p>Maintain 7 discharge beds for GYB</p> <p>Allocate £10k to support exercise referral</p> <p>Attend Locality working group linked to physical wellbeing</p>

Influencing local design & infrastructure to support physical activity

Action	Commitment	Outcome	Output
Create Summer Parks events across the Borough to promote local green space use	Develop & support the use of green space in Great Yarmouth Borough	Under used greenspace will be promoted & connected as health & wellbeing opportunities for residents Opportunity to survey residents	3-4 event dates planned across summer holidays
Support Open Space improvement plan	Develop & support the use of green space in Great Yarmouth Borough	Funding linked to target areas for development will incorporate physical activity elements to support health & wellbeing	5 project applications under Section 106
Support development of the Wintergardens consultation to incorporate physical activity	Embed physical activity into plans for new developments, Future High Streets fund & the development of new infrastructure	The Wintergarden redevelopment will provide a place for residents & tourists to take part in physical activity within the building or as a starting point	Consultation & development contributions
Progress the local cycling & walking infrastructure plan (LCWIP)	Embed physical activity into plans for new developments, Future High Streets fund & the development of new infrastructure	Individual project progression from the plan	Progress updates

Promoting physical activity in conjunction with the ICB & to understand local need in relation to long term conditions

Action	Commitment	Outcome	Output
Design 23/24 Active NoW spec & plan	Develop & support the use of green space in Great Yarmouth Borough	GYB locality-based referral partner(s) & offer created	Targeted pathway created
Monitor impact of Active NoW delivery 23/24	Develop & support the use of green space in Great Yarmouth Borough	Case records for the 50 referred participant showing health & wellbeing improvements as a result of exercise referral	50 Freedom participants 50+ new referral participants in Yr2
Support BCF falls program into Active NoW offer	Develop & support the use of green space in Great Yarmouth Borough	Reduction in injurious falls; avoidable admissions; deconditioning & residential care admissions amongst older people	Percentage reduction-based year on year
Promote uptake of Exi licences	Develop & support the use of green space in Great Yarmouth Borough	Exi based licences will be share to patients unable to attend live classes or who are ineligible for some provision	100 Exi licences

Promoting physical activity in conjunction with the ICB & to understand local need in relation to long term conditions

Action	Commitment	Outcome	Output
Support continued sign up to the Royal College of General Practitioners' Active Practice Charter (supported by Norfolk Active Practice (N.A.P.))	Support all GP practices to actively promote physical activity opportunities to their patients through appropriate resources	GP practices will be better informed & connected with opportunities to promote physical activity for staff & patients Connection to NHS Regional Clinical Champions training program Localised sign up to the Norfolk Active Practice pilot (NAP)	4 practices sign up

Promoting & developing new & existing physical activity opportunities with services and setting supporting 0-5's

ACTION PLAN
Early Years

Action	Commitment	Outcome	Output
Review insight gathered from 22/23 survey into family promoters & barriers to physical activity	Support the development of parent/carer led activity sessions for 0-5s	Insight report providing a picture of barriers, need & ideas to support the engagement of families with children 0-5	Survey report
Stand up a co-design working group made up of parent respondents	Support the development of parent/carer led activity sessions for 0-5s	Group in place made up of parents to discuss ideas & opportunities for increasing early years physical activity	6 bi-monthly meetings
Explore a co-delivery model based on parent need & experience	Support the development of parent/carer led activity sessions for 0-5s	Creation of a parent led physical activity offer to families with early years children	1 new regular parent led offer
Promote uptake of Every Move for setting to advertise their opportunities for 0-5s to be physically active	Effectively promote early years opportunities	Increase presence of early years opportunities on Every Move website from 3 at present	300% increase

Developing & supporting physical activity to engage & promote opportunities for positive life skill learning

Action	Commitment	Outcome	Output
Support School Games Officer role across GYB schools	Work with education settings to promote physical activity in schools	Engagement with all schools across the Borough Targeting those least engaged	36
Encourage & support the uptake of the Daily Mile	Work with education settings to promote physical activity in schools	Increased uptake of registered 'Daily Mile' schools in GYB	12+
Enable 'Open School Facility' program across primary & secondary schools	Increase use of school facilities to engage in extra-curricular physical activities	Create additional opportunities to be physically active for targeted pupils & communities, using school facilities	3 target schools engaged 23/24 3 open pot schools
Encourage & enable the uptake of DfE project- 'Big Norfolk Holiday Fun' within all GYB schools	Increase use of school facilities to engage in extra-curricular physical activities	Increase the number of schools delivering Big Norfolk Holiday Fun program Increase uptake of Free School Meals	12+ Target 40%+
Drive the role of physical activity benefits in the 'Youth Engagement' phase of the Right to Succeed project	Work with criminal justice partners to include physical activity as an engagement & diversionary means for young people	Physical activity is used to engage young people around challenging discussions Physical activity is used to deviate young people away from challenging behaviour	6 Steering Group meetings per year 3 targeted youth engagement provisions created

Developing & supporting physical activity to engage & promote opportunities for positive life skill learning

Action	Commitment	Outcome	Output
Deliver the Active Communities Program targets in partnership with GYB partners	Utilising the Leisure Centres to meet the need of under-represented groups in physical activity	<p>Target activities completed as outlined in table 2 of the 'Services Specification (schedule 1) of the Leisure Operating Contract'</p> <p>To be developed in agreement with the Authority within 12 months of Commencement Date</p>	12 new outcomes achieved

Supporting the reduction of inactivity

Action	Commitment	Outcome	Output
Support identified use of reoccurring funding	Lever funding to support local communities	Opening Schools Facilities Big Norfolk Holiday Fun Active Norfolk & Waveney Better Care Fund	£40k+ £300k+ £12.5k £82k
Identify new funds & opportunities to fund	Lever funding to support local communities	Opening Schools Facilities Big Norfolk Holiday Fun Active Norfolk & Waveney Better Care Fund	£40k+ £300k+ £12.5k £82k
Propose to GYBC ELT & Council Members the revived concept of an Active GY Awards event	Support annual physical activity campaigns	Receive support from GYBC ELT & Council Members to pursue the concept of an annual Active GY Awards event	1 GYB Councillor to Sponsor event
Identify prominent campaign days, weeks & months for GYBC to support	Support annual physical activity campaigns	Targeted promotion of physical activity to support campaign themes Residents guided towards opportunities, projects & programs	6 target campaigns
Baseline Every Move platform use Monitor & Review 'Moving Communities' survey	Develop local insight across population priority groups	Baseline measure of engagement with the County Activity Finder software for comparison year on year Measurable increase in activity opportunities in the Borough Better understanding of uptake & willingness for active travel amongst Borough population	1 annual report



For more information, contact Andy Oakley at andy.oakley@activenorfolk.org
or visit our website www.activenorfolk.org