

Getting North Norfolk Active

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



ACTIVE NORTH NORFOLK: 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 North Norfolk: Framework for Action

In North Norfolk this work has been collated into Active North Norfolk: Framework for Action.

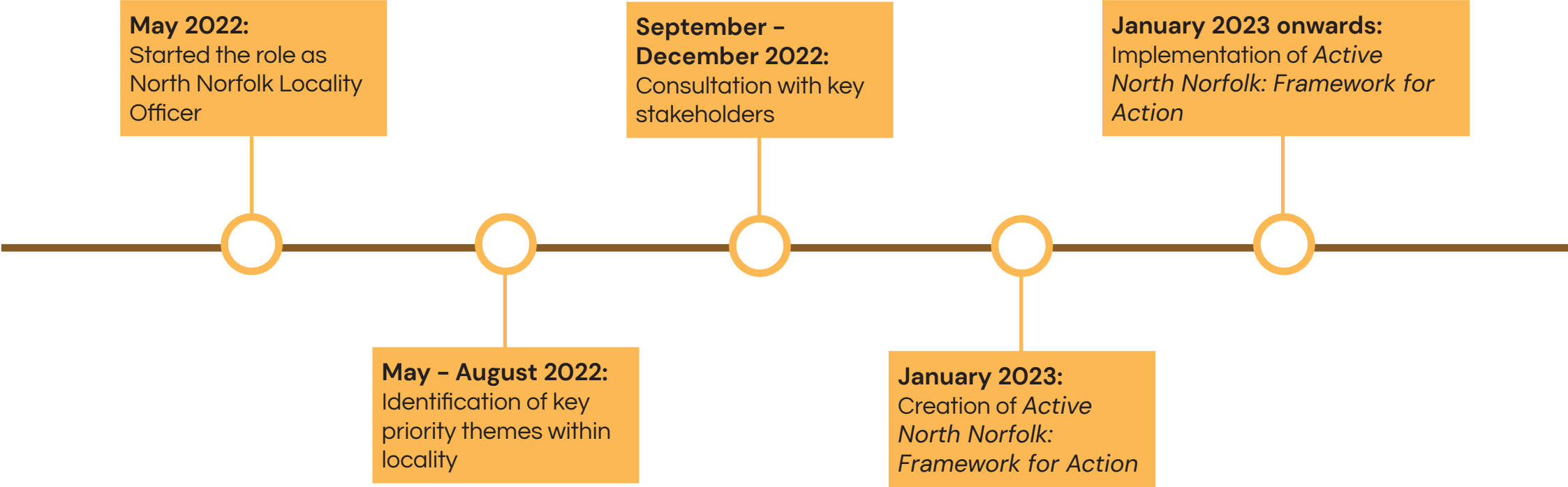
This document outlines the main challenges we face in North Norfolk, how physical activity can make a difference and the desired outcomes of our work.

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 North Norfolk Locality Development



Why is physical activity so important?

Key facts and figures surrounding physical activity across the UK



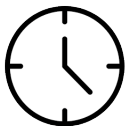
Physical inactivity is associated with **1 in 6** deaths in the UK. It is estimated to cost the UK £7.4 billion annually.



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



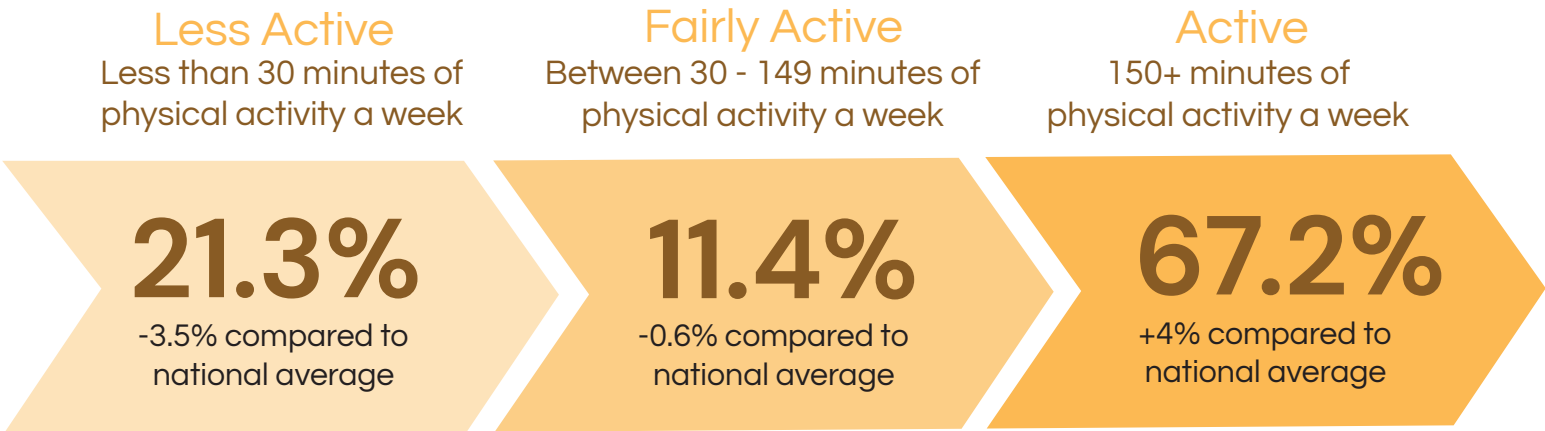
Persuading inactive people to become more active could prevent **1 in 10** cases of stroke and heart disease in the UK.



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.

Active Lives Survey report results for North Norfolk

Whilst North Norfolk performs better than the average in most of the areas, currently over 21% (21,939 residents) of the population are classed as inactive. We know that physical activity can make the biggest difference to those who are least active, even if it's just creating small changes to an individual's daily lifestyle.





Priorities & Evidence

Key Objectives

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

Three themes of focus

A robust analysis of local data sets, along with stakeholder consultation, has led to the identification of local priorities where physical activity can be used as a tool to improve outcomes.

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

Elderly
Population

Mental Health
and Wellbeing

The six objectives

Tackling
Childhood
Obesity

Engage
Children in
Deprivation
and Increase
Aspirations

Reducing
Health
Inequalities

Tackling
Conditions
related to
Physical
Inactivity

Improving
Mental
Health

Reducing
Social
Isolation and
Loneliness

Headline Data

What is the evidence for need in North Norfolk?

Children and Young People

- 34.1% of children in North Norfolk average less than 30 minutes of physical activity per day
- Over 20% of reception children are overweight or obese
- GCSE attainment levels are lower in North Norfolk compared to the country average
- Child poverty has increased by 2.6% since 2015
- 2990 children in North Norfolk are entitled to free school meals
- 27.5% of residents aged 16+ have no qualifications
- 1750 children aged 0-18 live in households claiming benefits

Mental Health and Social Isolation

- Suicide deaths 12 per 100,000 which is higher than Norfolk
- Dementia cases in North Norfolk expected to increase by 26.4% in 2030
- Social isolation was associated with a 50% increased risk of dementia later in life
- People who are inactive have three times the rate of moderate to severe depression of active people
- Male suicides occur in areas of higher deprivation in Norfolk with 30% in the most deprived areas and just 14% in the least deprived
- Areas of North Norfolk have extremely high levels of hospital stays for self-harm

Elderly Population

- Physical activity declines with age to the extent that by the age of 75 years only one in ten men and one in 20 women are active enough for good health
- Highest proportion of residents aged 65+ in the country- making up 33.4% of the population and projected to increase to over 40% by 2043
- Joint highest proportion of residents aged 85 and over in England
- North Norfolk has the highest average age of any local authority area in England
- Falls are the most frequent and serious type of accident in people aged 65 and over and are the leading cause of death amongst people aged 75+, costing the NHS £2bn and over 4 million bed days per year



Action Plan

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

In order to achieve our objectives, the North Norfolk Locality Development Officer's action plan will focus on the three themes from our key priorities.

The action plan has broken down these objectives into their own sections in order to show the focus of our work moving forwards, and showcase the impact each project will have on the communities in North Norfolk.

An additional work topic has also been included in the action plan due to opportunities that sit outside of the priority areas.

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

Key acronyms

The following acronyms are used throughout the action plan, and refer to various partners and organisations who are key to our work.

CYP: Children and Young People

DECAN: District Early Childhood Advice Networks

DRAGONS: Disability Real Action Group of Norfolk

LCWIP: Local Cycling and Walking Infrastructure Plans

SEND: Special educational needs and disability

SGO: School Games Organisers

Priority 1: Children and Young People

ACTION PLAN Priority 1

| Area of Focus | Partners | Action | Impact |
|-----------------------------------|---|---|--|
| Opening Schools Facilities Fund | Active Norfolk CYP team, SGO, Educational settings | Use insight to identify schools within North Norfolk who have a high percentage of pupils eligible for free school meals, from low affluent families, culturally diverse groups, and pupils with SEND. Support applications to allow the opening of facilities outside of school hours. | The project will create additional physical activity opportunities for community users as well as providing £20,000 financial support to schools within North Norfolk. |
| Big Norfolk Holiday Fun Programme | Active Norfolk CYP team, SGO, Educational settings, Local providers | <p>Use insight to identify areas that have a high prevalence of childhood obesity, inactivity, deprivation, and free school meal eligibility. Engage with local providers to create opportunities in areas of North Norfolk that require it most.</p> <p>Support current providers to increase participation levels and undertake checks to ensure sessions are enjoyable and safe.</p> | <p>Provide greater support to children who require it most. Supporting current provision to ensure their offer is reaching the required children will increase uptake on sessions.</p> <p>Providing feedback to providers to ensure that the provision in North Norfolk meets the required standards.</p> |
| Early years provision 0-5 years | DECAN, OSF, Educational settings, Active Norfolk CYP Team | Work with early years settings to promote the Chief Medical Officer recommendations for physical activity, opportunities to be active and active travel to families | <p>Developing physical activity habits at a young age will increase the likelihood of it being sustained into adulthood.</p> <p>Providing support to early years settings address the number of children who are classed as overweight in reception years. Continue to attend DECAN meetings in North Norfolk.</p> |

Priority 1: Children and Young People

ACTION PLAN Priority 1

| Area of Focus | Partners | Action | Impact |
|-------------------------------|---|---|---|
| Raising aspirations | Active Norfolk CYP team, Educational settings | Work with schools and the School Games Organiser to ensure PE and School Sport Premium is targeted towards young people that need it most. | Engaging children in physical activity can increase levels of happiness and self-worth. Students who are physically active tend to have better grades, school attendance, cognitive performance and classroom behaviour. This will help children to gain greater qualifications and increase aspirations. |
| Rural provision and isolation | NNDC, Parish Councils, Local providers | Work with stakeholders in rural and isolated areas of North Norfolk to develop tailored and targeted physical activity provision to address specific needs within the chosen communities. | By identifying rural areas of North Norfolk where child poverty prevalence is high, we can tailor physical activity opportunities which will reduce the effects of social isolation and decrease health problems such as obesity, depression, and anxiety. |
| Provision | Local providers, Educational settings, Food banks | Support existing community provision to promote and increase physical activity opportunities in North Norfolk. | Supporting provision within North Norfolk will ensure that children continue to have physical activity opportunities available. Link the CYP team at Active Norfolk to any possible collaboration work in North Norfolk. |

Priority 2: Mental Health and Wellbeing

ACTION PLAN Priority 2

| Area of Focus | Partners | Action | Impact |
|---|--|--|---|
| All to Play For (a weekly socially inclusive football programme for men struggling with poor mental health) | Active Norfolk Mental Health and Wellbeing Officer, NNDC, KVR Leisure, Local Providers, Local Services | <p>Use insight to identify a location based on the needs of North Norfolk to start an All to Play For session.</p> <p>Develop links with services and stakeholders to ensure that participants receive the required support.</p> | <p>The project will support men suffering with mental health issues as they have lower levels of engagement with support services compared to women. Three quarters of deaths from suicide in Norfolk in the last ten years were male.</p> <p>Participants from sessions across the county have reported multiple benefits since the sessions. This can look to address the fact North Norfolk has a higher suicide rate.</p> |
| Men's Norfolk Mental Health Project | KVR leisure, NNDC, Everyone Active, Local providers, Active Norfolk Health Team | Work with key and relevant strategic partners to support the development and rollout of the project in North Norfolk. | Assist and support the roll out of the physical activity elements of the project to further tackle the issue of men's health in North Norfolk. Attend meetings to help shape any future work. |
| Dementia support | Local providers, Active Norfolk Health Team, Local Providers | Identify organisations to promote physical activity opportunities to support people diagnosed with dementia in North Norfolk. | Dementia cases are predicted to increase in North Norfolk which will cause additional strain on services. Supporting dementia care providers to increase physical activity opportunities will support the rising cases and their health and wellbeing. |
| Provision | Local providers, Active Norfolk Health Team | Work with partners to build physical activity provision into services that support people with poor mental health. | Support organisations to gain funding to help continue their current work or expand on their current provision. |

Priority 2: Mental Health and Wellbeing

| Area of Focus | Partners | Action | Impact |
|---------------|--|---|--|
| Outdoor | Local providers, Active Norfolk Health Team, LCWIP | <p>Identify organisations to develop physical activity opportunities in green and outdoor spaces to support mental health outcomes.</p> <p>Support any future work that NNDC want to pursue with Active Environments and Active Travel.</p> | <p>Support organisations to deliver physical activity projects in outdoor environments. Spending time in nature has been found to help with mental health problems such as anxiety and depression.</p> <p>Link and support the Active Norfolk Environments team to any meetings or work that their expertise would benefit. Continue to attend North Norfolk LCWIP meetings.</p> |

Priority 3: Elderly Population

ACTION PLAN Priority 3

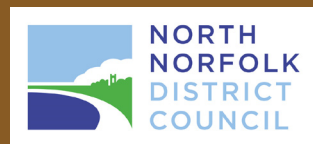
| Area of Focus | Partners | Action | Impact |
|------------------|---|---|--|
| Active NoW | Active Norfolk, Local Providers, ICB | Lead on the Active NoW provision by identifying and engaging with partners who can support the project and chosen priorities. | <p>Active NoW will target the individuals who require the most support with physical activity. It will look to address some of North Norfolk's health problems.</p> <p>The initial round of funding targets hypertension and diabetes. Year two's priorities will be announced later in the year.</p> |
| Day Care support | Local Providers, Active Norfolk Health team | Identify and support day care centres with physical activity provision due to the ageing population of North Norfolk. | Work with local day care providers to support their physical activity provision. |
| Falls Prevention | Local Providers, Active Norfolk Health team | Target physical activity provision in areas of North Norfolk where falls amongst elderly residents is highest. | Support physical activity provision within the areas that have a high rate of fractures due to falls. Falls are the most frequent and serious type of accident in people aged 65 and over. Physical activity can increase muscle strength and balance which has been proven to reduce the risk of falls. |
| Isolation | Local Providers, Active Norfolk Health Team, Community Connectors | Target physical activity provision in areas of North Norfolk where elderly isolation is prevalent. | <p>Loneliness and isolation can impact on physical and mental health including risk of heart disease, strokes, depression, low self-esteem, increased inactivity, and cognitive decline.</p> <p>Working with organisations to increase physical activity opportunities in the chosen areas will reduced the strain on local services as older people living alone are more likely to access emergency care services.</p> |

Priority 3: Elderly Population

| Area of Focus | Partners | Action | Impact |
|---------------|--|--|--|
| Carers | Local providers, Active Norfolk Health team, Everyone Active | North Norfolk has a high rate of unpaid carers due to the increased demand of helping older people with long-term health conditions. | Research shows that carers are more likely to be in poor health when compared to non-carers. By working with local providers to offer physical activity opportunities supporting carers, it will allow them to improve their health and wellbeing. |

| Area of Focus | Partners | Action | Impact |
|---------------------------------|---|---|--|
| Health and Wellbeing Strategy | NNDC, Local providers, Educational settings, Active Norfolk | Contribute to the creation of North Norfolk's Health and Wellbeing strategy. | Help North Norfolk create a Health and Wellbeing Strategy and support any physical activity opportunities that come from it. |
| Facility Audits via the DRAGONS | Active Norfolk, Local providers | Identify organisations within North Norfolk who would benefit from a DRAGONS review. | Improve the quality of service and provision for disability users in North Norfolk. |
| Leisure events | NNDC, Local providers | Provide support with the planning, delivery, and feedback of any leisure events in North Norfolk. | Help support to deliver events and raise awareness of my work to people attending on the day. |
| Every Move | Active Norfolk, Local providers | Promote the benefits of Every Move to organisations and assist them to sign up to the website. | Increase the amount of provision within North Norfolk on Every Move. |
| Opportunities | Active Norfolk, NNDC, Local providers | Respond to any new opportunities that will benefit North Norfolk District Council and Active Norfolk. | Support North Norfolk residents with any new potential projects. |

If you would like further information, or to discuss the possibility of collaborating on work please get in touch with Sean Pasque by emailing **sean.pasque@activenorfolk.org**



**active
norfolk**

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