

# Getting Norwich Active

Promoting a **locality approach** to physical activity in 2023



ACTIVE NORWICH: FRAMEWORK FOR ACTION





# Introduction

## Background and Vision

In 2021, Sport England launched **Uniting the Movement** – a 10-year strategy created with the aim to transform lives and communities through sport and physical activity. Following an initial priority of helping the sector recover from the effects of Covid-19, the strategy now focuses on tackling inequalities and promoting physical activity for all.

In September 2021, the Active Norfolk: Getting Norfolk Moving strategy was released to influence, 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. For all seven localities in Norfolk they have their own designated locality officer.

### Active Norwich: Framework for Action

In partnership with Norwich City Council and directly linked to the Greater Norwich Physical Activity & Sport Strategy (PASS), key priorities have been collated into the Active Norwich: Framework for Action. This document outlines the main challenges faced in Norwich and how physical activity can make a positive difference along with 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 the locality development officer will work towards.



# Timeline of events

## For Norwich Locality Development

**September 2021:**  
Started the role as  
Norwich Locality  
Officer

**September 2021 –  
October 2022:**  
Consultation with key  
stakeholders

**June 2023:**  
Creation of the  
Norwich: Framework  
for Action

**September 2021 –  
October 2022:**  
Identification of key  
priority themes

**February 2023:**  
Launch of Greater Norwich  
Physical Activity & Sport  
Strategy

# 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.



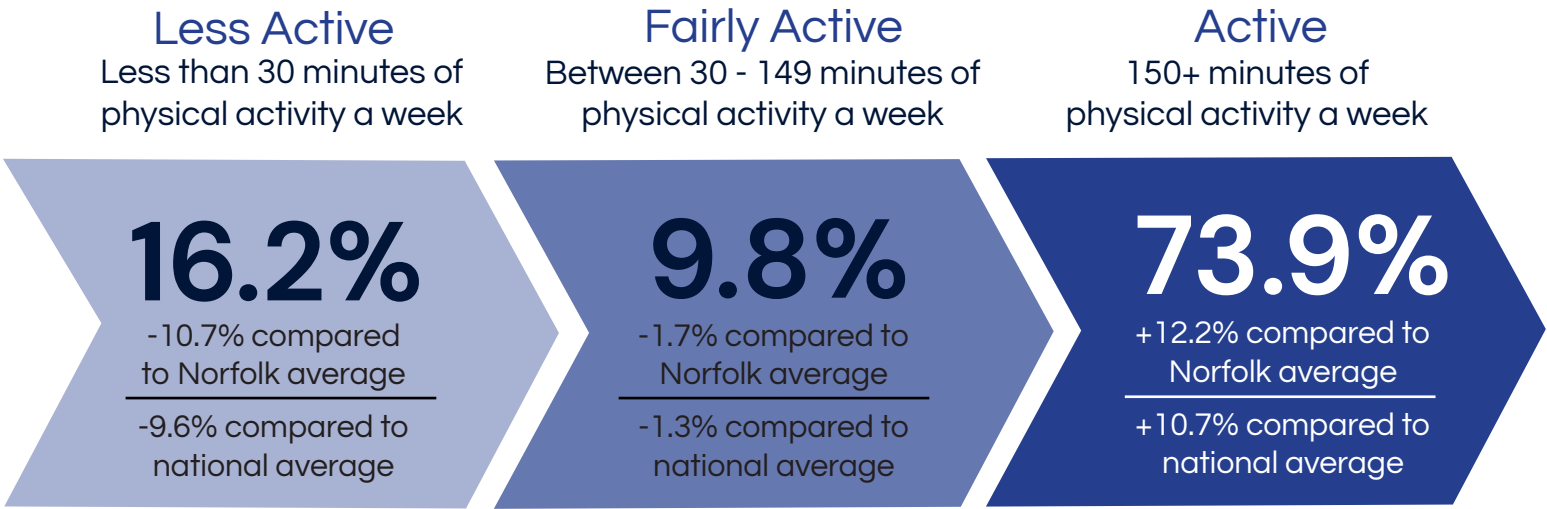
Persuading inactive people to become more active could prevent **1 in 10** cases of stroke and heart disease in the UK.



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.

## Adult Active Lives Survey report results for Norwich

Whilst Norwich performs better than the average in most of the areas, currently just over 19,500 from 120,100 adult residents making up the local authority population are classed as inactive. We know that physical activity can make the biggest difference to those who are least active, even if it is just minor changes like walking, swimming, or playing rounders in the park.







# PASS

## Greater Norwich Physical Activity & Sport Strategy (22-27)

This action plan sets out the role of the Locality Development Officer and contributes towards the mission statements of the PASS, Norwich City Council Corporate Plan 2022-2026, Norwich 2040 City Vision and Active Norfolk Strategy 2021-2026.

*'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

*'Norwich is a sustainable and healthy City.'* – NCC Corporate Plan 22-26

*'A fair city where citizens have better physical and mental health.'* – Norwich 2040 City Vision

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 they are directed where the need is greatest and where we know we can have the most impact. In Norwich, the PASS offers a clear strategic direction for how physical activity can benefit its residents as well as the wider Greater Norwich area.

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

It is based on a robust analysis of local data sets alongside stakeholder consultation to provide recommendations for increasing awareness of the benefits as well as developing further opportunities to be physically active in the local area.

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 PASS incorporates both a playing pitch strategy and built facilities assessment for each locality. This framework highlights key elements from the PASS action plan which the locality officer will deliver against.

# 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.

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 and Sport Strategy
PPS	Playing Pitch Strategy
SGO	School Games Organisers
GN SPAWG	Greater Norwich Sport & Physical Activity Working Group
VCSE	Voluntary Community & Social Enterprise

## PASS 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



# Priority 1: Active Environments

Action	Source	Partners	Impact
Support internal teams within Active Norfolk and Norwich City Council along with external organisations to secure funding for sport and physical activity interventions / programmes	PASS – 1.7 NCC CP – Aim 2	Active Norfolk, Local Community organisations, VCSE Partners, Norwich City Council	Landing Together Fund and other funding streams in place  Increase engagement with community organisations and the VCSE sector  Closer collaborative working across Council departments
Ensure any existing / new facilities are designed considering people with mental and physical disabilities, by using design input from these target groups	PASS – 1.13, 1.14 NCC CP – Aims 1 + 2	Active Norfolk Health Team, DRAGONS, VCSE organisations, local community organisations, leisure centres, Norwich City Council	Increased understanding and actions to make facilities and spaces across Norwich accessible for all  Increase in physical activity participation levels for those with disabilities
Work with Norwich City Council 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	PASS – 1.11	Local residents, VCSE organisations, local community groups and providers, leisure centres, Norwich City Council	Increase in leisure centre visits by the wider community and harder to reach demographics.  Support relaunch and promotion of the Go4Less card

## Priority 1: Active Environments

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 e.g. schools, youth centres, care homes, housing estates, community halls, health care settings, workplaces, parks etc.	PASS – 1.17 / 1.7	Active Norfolk, Local Community organisations, VCSE Partners, Norwich City Council	<p>Programme of community-based physical activity sessions for all ages across settings</p> <p>Investment through Opening School Facilities Fund to support additional physical activity opportunities on school sites</p> <p>Grants awarded to support new and sustainable community-based provision</p>
Work with key partners to identify replacements for / sustainable extensions of funded programmes	PASS 1.16 1.17	Active Norfolk, Local Community organisations, VCSE Partners, Norwich City Council	Sustainability of successful pilot programmes such as Big Sister, green space wellbeing walks and Active NoW provision



## Priority 2: Active Systems

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	GN SPAWG	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	Health & Wellbeing Partnerships, Norwich City Council, Public Health	Increase in visibility and prominence of physical activity in Council and wider 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	<p>Increase in place-based commissioning to support physical activity interventions</p> <p>Increased understanding of the latest data and insight that can support decision making</p>
Work with internal colleagues and partner organisations to raise awareness and develop programmes to support and improve access to Active NoW physical activity can play to improve health and wellbeing and strengthen communities	PASS – 3.1	Active NoW team, Active Norfolk Health Team, Norwich City Council, Local Providers, Community Organisations, Norwich Health and wellbeing Partnership	Increased joint working and numbers of people from target areas accessing the scheme

## Priority 3: Active Education

Action	Source	Partners	Impact
<p>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.</p> <p>Work with schools to ensure that their physical activity and sport provision helps to engage inactive children, and those with excess weight</p>	<p>PASS – 1.18, 6.4</p> <p>NCC CP - Aims 2 + 5</p>	<p>Educational Settings, Active Norfolk CYP Team, DECAN, Norwich SGO, Norwich City Council</p>	<p>Increase in young people's physical activity levels</p> <p>Increased use of school sports facilities by the community</p>
<p>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</p>	<p>PASS – 6.9</p> <p>NCC CP - Aim 2</p>	<p>Educational Settings, Active Norfolk CYP Team, DECAN, Norwich SGO, Norwich City Council, Norwich YAB, NCC</p>	<p>Improved opportunities created through programmes such as HAF for young people to be physically active</p>



## Priority 4: 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 NCC CP – Aim 2	HWP, Active Norfolk Health Team, Housing Associations, VCSE partners, Norwich City Council, Social Prescribers, Norfolk & Waveney Wellbeing Service, Local Providers	Develop a range of opportunities for all ages and increase the number / percentage of people taking part in physical activity outside across settings and spaces
Work with key partners to consider a potential programme of rewards for organising and taking part in exercise to be targeted at our least active residents, focussing on those living in our most deprived areas, over 50s, those with a disability and ethnic minorities	PASS – 1.11		Increased registrations and usage of Go4less by communities least active

## Priority 5: Active Workplaces

Action	Source	Partners	Impact
Seek to improve the physical activity levels of the Councils' workforces (and influence other public sector employers to follow with their own workforces)	PASS - 5.1 NCC CP – Aim 2	Active Norfolk Workforce Lead, Norwich City Council, Thriving Workplaces	Raised awareness for employees surrounding the benefits of being physically active  Signposting and full list of opportunities promoted to all staff utilising internal mental health and wellbeing group at City Council

If you would like further information, or to discuss the possibility of collaborating on work please get in touch with George Webster by emailing [george.webster@activenorfolk.org](mailto:george.webster@activenorfolk.org)





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