

Getting West Norfolk Active

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



ACTIVE WEST NORFOLK: FRAMEWORK FOR ACTION



Introduction

Background and Vision

The Active Norfolk: Getting Norfolk Moving strategy 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.

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 West Norfolk: Framework for Action

In the King’s Lynn and West Norfolk (KLWN) Borough, this work has been collated into Active West Norfolk: Framework for Action.

This document outlines the main challenges we face in West 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, relevant partners within the Borough and Active Norfolk colleagues will work towards together.



Timeline of events

For King's Lynn and West Norfolk Locality Development

May 2022:

Creation of West Norfolk
Locality Development
Officer role

May – August 2022:

Stakeholder mapping to identify
organisations with a shared interest in outcomes
and build understanding of strategic synergy

February 2023 onwards:

Implementation of the Active
West Norfolk: Framework for
Action

May – August 2022:

Developing a granular
understanding of the local place
to identify the key priorities in the
Borough

September 2022 – January 2023:

Development of a Framework for Action for
West Norfolk reflecting the potential for
partnership working, and the specific
priority outcomes identified for the Borough

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.



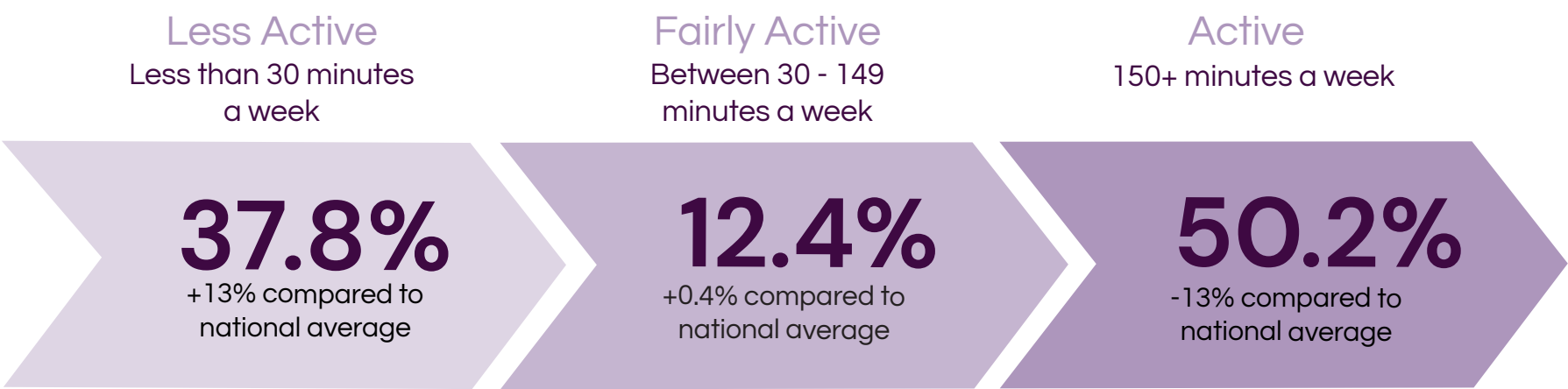
Persuading inactive people to become more active could prevent **1 in 10** cases of stroke and heart disease in the UK.



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 West Norfolk

The World Health Organisation defines physical activity as any bodily movement produced by skeletal muscle that uses energy. This encompasses sport, exercise and other activities includes playing, walking, and gardening. Physical activity has a multitude of physiological, psychosocial, environmental, and economic benefits.



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

and where we know we can have the greatest impact.

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.

Within the 4 priority areas, we have identified our main objectives and the 4 themes our actions align with; 1) Insight & Evaluation, 2) Communities & Workforce, 3) Provision & Engagement, 4) Marketing & Promotion

Priorities

Enabling Children and Young People to be active

Raising aspirations; reducing unemployment and anti-social behaviour

Reducing isolation and loneliness

Improving the lives of those with long term health conditions (LTHC) & disabled people

The objectives

Increase physical activity provision in areas of greatest deprivation

Promote the benefits of physical activity on reducing anti-social behaviour

Embed physical activity into strategy and services that support those at risk of social isolation

Integrate physical activity into the prevention of and treatment of LTHC

Tackle the high prevalence of childhood obesity

Improve understanding of the role physical activity plays in raising aspirations and preventing offending

Advocate for the importance of physical activity aiding the integration of ethnic minority groups

Advocate for increased provision for disabled people

Headline Data

What is the evidence for need in King's Lynn and West Norfolk?

Enabling Children and Young people to be active

- High number of children in poverty (KWLN 15.9%; 7 wards are above 20%)
- High prevalence of childhood obesity (26.3% reception, 34.1% Year 6)
- Physically active children and young people (36.3%)
- Number of free school meal eligible (24%)

Reducing isolation and loneliness

- High numbers of Over 65s living alone (26.8%)
- High number of older people in poverty (12.4%)
- High number of population not able to speak English well or at all (Linguistic isolation – 1.2%) But in most deprived areas of the Borough (6.2%) compared to 1.7 nationally
- Adults who feel lonely often/always or some of the time (21.1%)

Raising aspirations; reducing unemployment, and anti-social behaviour

- High levels of unemployment within the deprived wards; KLWN 2%. Specific ward: St Margaret's (4.6%), North Lynn (4.1%), Gaywood Clock (3.5%), South & West Lynn (3.5%), Downham Old Town (3.3%), Fairstead (3.1%)
- Gap in the employment rate between those with a long term health condition and the overall employment rate (15.2%)
- Young people not in education, employment, or training (4% in KLWN compared to 3.8% in Norfolk)
- High crime rates compared to Norfolk – on 2/14 categories that are lower than Norfolk crime levels (burglary, and vehicle crime) as of 2023 the crime rate in King's Lynn is 49% higher than the East of England

Supporting and improving the lives of those with long-term health conditions or disability

- Poor mental health; mortality rate from suicide or injury of undetermined intent (14.3%)
- LTHC or disability (21.3%)
- Disability limits significantly on daily physical activity; males & females reported (8.7%)
- Very high emergency hospital admissions for; Coronary Heart Disease, Heart Attack, COPD and Self-Harm



Action Plan

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

In order to achieve our objectives, the West Norfolk Locality Development Officer's action plan will focus on the themes from across the 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 West Norfolk

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

Acronym	Job role
AEL	Active Norfolk Active Environments Lead
AWN	Alive West Norfolk
DECAN	District and Early Childhood Advice Network
CoWA	College of West Anglia
DIDO	Active Norfolk Disability and Inclusion Development Officer
EDO	Active Norfolk Education Development Officer
HAFCO	Active Norfolk Holiday Activity and Food Coordinator
HALG	Healthy and Active Lifestyles Group
IEO	Active Norfolk Insight and Evaluation Officer
KLWNBC	King's Lynn West Norfolk Borough Council
LDO	Locality Development Officer
MHDO	Active Norfolk Mental Health Development Officer
PPM	Active Norfolk Partnerships and Programme Manager
SGO	School Games Organiser
SSP	School Sports Partnership
WHO	Active Norfolk Workforce Health Officer

Priority 1: Enabling Children & Young People to be active

ACTION PLAN Priority 1

Action	Who	Theme	Outcome	Measurables
1.1 Ensure equitable, inclusive HAF PA provision across West Norfolk. Identify the need for free school meals in each ward and create attendance targets for each area - focus on areas of greatest mismatch (provision target vs actual provision).	LDO/ HAFCO/IEO	Insight & Evaluation	Increased offer of, and engagement in, activities in areas of greatest deprivation/ childhood obesity	Increase number of providers by 25%, focusing on access for rural areas. Improved attendance by 50% for poorer performing providers
1.2 Identify poorest attended and worst performance providers for HAF, work closely to support the offer and increase offer and attendance.	LDO/ HAFCO/IEO	Insight & Evaluation	Increased attendance at provision identified as poor	West Norfolk HAF provision to be 60% fully booked
1.3 Provide schools with insight and support for the groups that will require the most help and opportunity to expand provision (e.g., use of sport premium or HAF).	LDO/ HAFCO/IEO	Insight & Evaluation	More schools engaged with promoting HAF opportunities during holidays. Increased number of schools using EDO for advice/guidance	Target engagement with:10 schools across the Borough
1.4 DECAN – use this network to identify the schools/areas in the Borough that need the most support.	LDO	Communities & Workforce	Relationships created with the key attendees at this meeting to use for making contacts	Create relationship with at least 4 new organisations to do this to help promote HAF and physical activity opportunities
1.5 Work closely with SSP/SGO to support the provision of the School Games offer, and address children and young people inactivity in the Borough	LDO/SGO/ SSP	Communities & Workforce	Stronger links created between community groups and schools – pupils engaging in extra curricular physical activity opportunities	Coordinate/provide support towards 1 event alongside SGO/SSP to target inactive pupils from a range of schools

Priority 1: Enabling Children & Young People to be active

ACTION PLAN Priority 1

Action	Who	Theme	Outcome	Measurables
1.6 Work with schools and sport and physical activity providers to raise the standards of external delivery in schools.	LDO/SSP/SGO/EDO/AWN	Communities & Workforce	Improved use of school sport premium to address the aims of this fund. External delivery links to providers who deliver on HAF and therefore relationships built between extra-curricular and holiday periods	Work with 3 schools to review/reconsider effective use of Sports Premium
1.7 Support organisations to secure funding for physical activity projects and programmes.	LDO	Provision & Engagement	An organisation funded for a project that relates to this priority	At least 1 project funded
1.8 Work with providers to develop a programme of holiday based activities that utilise existing assets in the Borough, with a greater focus on teenagers.	LDO/HAFCO/PPM	Provision & Engagement	Greater attendance of teenagers on programmes	Increase of 12-16 year old attendance by 25% across providers
1.9 Assist with OSF to enable school facilities in the West to be opened to the community - identifying the schools who need support to have provision for the target audiences of the fund.	LDO/EDO	Provision & Engagement	3 successful bids for selected schools in West Norfolk; targeting LSEG, girls and SEND pupils. Smaller successful bids approved for Open Pot	3 target schools engaged. Up to £45,000 accessed by these schools by end of Year 2 (March 2024)

Priority 1: Enabling Children & Young People to be active

ACTION PLAN

Priority 1

Action	Who	Theme	Outcome	Measurables
1.10 Collaborate with children's services to promote physical activity across a wide range of settings and target the whole family; through child minders, children's centres, nurseries etc.	ALL - KLWNBC, AWN, DECAN, SSPs, Community groups, Community Focus Officer	Marketing & Promotion	Improved engagement with HAF, OSF projects consider family access to their School for physical activity, development of activities within the Borough that enable the whole family to participate	2 OSF funded projects to focus on family/community element. Use DECAN to promote family focused physical activity provision – increased attendance
1.11 Utilise existing well-respected communication methods to promote to school staff including education improvement providers.	LDO/EDO/SGO/ SSPs	Marketing & Promotion	Improved use of the communication channels available to use for promotion	Target 4 primary and 4 secondary schools to improve communication

Priority 2: Raising aspirations

ACTION PLAN Priority 2

Action	Who	Theme	Outcome	Measurables
2.1 Map opportunities for young people at risk of ASB across the Borough to engage in physical activities and related skills and training.	LDO	Insight & Evaluation	Identification of gaps in provision, or poorly accessed opportunities that can be targeted; map/list which will show these	Mapping document to use for building on or sharing of ideas to other areas
2.2 Develop a greater understanding of the link between physical activity and reducing exclusions, and reducing anti-social behaviour through consultation and evaluation.	LDO/IEO/ KLWNBC	Insight & Evaluation	Case studies from other Boroughs can be used to create effective new provision	Produce a case study (e.g. from Great Yarmouth provision) that has targeted this audience, share with partners
2.3 Consult with relevant communities to understand opportunities to engage with them with positive activities, skills, and training.	LDO/DECAN/ Community Voices (ICB)	Insight & Evaluation	Information that can be used to design suitable programmes for specific communities	Survey sent via DECAN to gather ideas and input on future provision/opportunities
2.4 Engage with community champions which channel challenging behaviours into positive actions that pay back into communities.	LDO/KLWNBC	Communities & Workforce	Links made with community champions that can be used to engage with different communities	Work with 6 community champions across West Norfolk to identify opportunities
2.5 Support schools to have effective pathways into local community activities /that will engage those who display early-risk behaviours, to create positive distractions.	LDO/SGO/ AWN/EDO	Communities & Workforce	Regular engagement from schools to explore the links their physical activity session have with community activities	Target 6 high schools in West Norfolk to consider promoting local community provision; e.g. groups/ activities

Priority 2: Raising aspirations

ACTION PLAN Priority 2

Action	Who	Theme	Outcome	Measurables
2.6 Support organisations to secure funding for physical activity projects and programmes.	LDO	Provision & Engagement	An organisation funded for a project that relates to this priority	At least 1 project funded
2.7 Explore options to work with colleges and sixth forms to prevent antisocial behaviour beyond education using physical activity.	LDO/COWA	Provision & Engagement	Promotion of leadership roles, support into qualifications and provide targeted opportunities and pathways for young people to enter the sport and physical activity industry	Deliver 1 team building event for CoWA students to help engage them in being more physically active. Engage with 2 sixth forms & CoWA to further explore physical activity options beyond education
2.8 Work with schools to guide schools sport premium to be targeted at those young people who need the most support.	LDO/EDO	Provision & Engagement	Schools who have engaged with LDO have where applicable reconsidered ways of using school sport premium after advice from EDO	Target 5 schools within the Borough to offer the help of EDO and explore new ideas
2.9 Raise awareness of the benefits of physical activity and sport in reducing offending to the youth offending, justice sector and local communities.	LDO/KLWNBC/CCSO	Marketing & Promotion	Improved understanding within the Borough of the benefits of using physical activity as a preventative approach to offending/or a potential intervention	Marketing newsletter produced for the Borough with locality specific information

Priority 3: Reducing isolation and loneliness

ACTION PLAN Priority 3

Action	Who	Theme	Outcome	Measurables
3.1 Develop an engagement plan, working across partners to consult with those at risk of isolation to identify need and opportunities to engage.	ALL	Insight & Evaluation	Plan developed using key partners; understanding of future opportunities that need to be created to cater for this priority	1 detailed engagement plan
3.2 Consultation to build insight and understanding of diverse communities and opportunities to use physical activity as a tool to support integration.	ALL	Insight & Evaluation	Data output to use to create tool to engage and provide physical activity for diverse communities	Mapping document of current provision for this specific community
3.3 Identify and audit the potential dementia, disability and older people friendly facilities, walking routes and other infrastructure and promote through appropriate channels.	LDO/DIDO/AEL	Communities & Workforce	Facilities identified and scheduled for auditing, which can be promoted more effectively to raise awareness	Identify 5 facilities and improve awareness and attendance at these for target audience
3.4 Support the growth of physical activity providers that are equipped to work with underrepresented groups.	LDO/WHO	Communities & Workforce	Educated providers of ways to engage with underrepresented groups (e.g., marketing in different languages) – supporting upskilling of workforce for this priority	Target 3 providers/ organisations to develop workforce for underrepresented groups
3.5 Support organisations to secure funding for physical activity projects and programmes	LDO	Provision & Engagement	An organisation funded for a project that relates to this priority	At least 1 project funded

Priority 3: Reducing loneliness and isolation

Action	Who	Theme	Outcome	Measurables
3.6 Support the development of activities that engage older populations to seek to address social isolation, using existing assets.	ALL	Provision & Engagement	Identification of suitable venues/ projects/programmes that can be promoted to older populations and use partners/ relevant funding to increase availability	Involvement in 3 projects focus on older populations and physical activity; funding, promotion, connecting communities
3.7 Work with local Parish councils in isolated areas of West Norfolk to support with the development of physical activity provision.	LDO/KLWNBC/ Parish Councils	Marketing & Promotion	Engagement with the Parish Councils and buy-in for sharing provision and providing information from residents on desired physical activity provision	Target 15 parish councils
3.8 Promote Every Move and LILY for accessing suitable physical activity opportunities – ensure activities are up to date	LDO/KLWNBC	Marketing & Promotion	Greater awareness within the Borough of both Every Move and LILY for identifying suitable activities	Increased site visits, providers using the platform for HAF bookings and more local providers uploading their activities

Priority 4: Supporting and improving the lives of those with long-term health conditions or disability

Action	Who	Theme	Outcome	Measurables
4.1 DRAGONS project/Carers - assist with locality contacts/ knowledge. Increase number of DRAGONS audited facilities across the district - engage with leisure centres to improve membership offers for carers.	LDO/DIDO/ MHDO	Insight & Evaluation	Leisure centres engaged with DIDO to consider adaptations to memberships/DRAGONS review	DRAGONS process initiated at 1 leisure centre
4.2 Link up behaviour change with community involvement and design of active environments.	LDO/AEL	Insight & Evaluation	Behaviour change theory considered within local active environments design	Recognition of behaviour change model within ACC/ LCWIP work
4.3 Support the health system to develop effective pathways into local community activities.	LDO/Health Team	Communities & Workforce	An increase in the number of practices in the Borough that use the Active Practice Charter/ Engage in the Active Practice toolkit	6 practices within the Borough to have Active Practice Charter/Active Practice Toolkit
4.4 Increase available provision for disability groups in the Borough.	LDO/KLWNBC/ AWN/ Physical activity providers	Communities & Workforce	Greater awareness of suitable provision for groups. Taster sessions offered and engagement with groups to understand options for future sessions/improvements	2 taster events organised; local club & SSP; linked to pathways to community/club provision
4.5 Work with partners to engage with people with poor levels of mental health and develop understanding of barriers and enablers and opportunities to promote physical activity.	LDO/ MHDO/ALL	Communities & Workforce	Input into Mental Health sub-group within the West Norfolk Health Inequalities group; focus on identifying current provision and the gaps that need to be filled	Criteria to use against assessment of future funding being awarded

Priority 4: Supporting and improving the lives of those with long-term health conditions or disability

Action	Who	Theme	Outcome	Measurables
4.6 Active NoW; planning and coordination with Leisure provider/ working group for year 1. Explore and engage with providers for year 2 priorities.	LDO/HALG/ ICB	Provision & Engagement	Delivery of Year 1 programme focusing on diabetes and hypertension and exploring alternate provider options for year 2 priorities	60% of Year 1 Alive referrals to complete the 10 weeks. Year 2 provision identified and rolled out for new priorities
4.7 Support organisations to secure funding for physical activity projects and programmes.	LDO	Provision & Engagement	An organisation funded for a project that relates to this priority	At least 1 project funded
4.8 Engage secondary schools and colleges to secure a commitment to develop physical activity as a tool to support mental health needs in young people.	LDO/EDO/ MHDO/Local mental health charity	Provision & Engagement	Delivery of sessions/campaigns within schools/colleges in the Borough to raise awareness of mental health and physical activity	Arrange 2 mental health and physical activity workshops/ assemblies in local schools
4.9 Work with partners to advocate the benefits of physical activity in relation to mental health outcomes across the life course.	LDO/MHDO/ HALG	Marketing & Promotion	Health Inequalities Working Group identify and implement ways of engaging better with communities to use physical activity to improve mental health	Physical activity provision recognised as a key preventative and treatment option to offer
4.10 Promote benefits of participating in physical activity for mental health.	LDO/MHDO/ ALL	Marketing & Promotion	Awareness and links between activities improved. Regular and sustainable attendance at these activities – shared success stories	Attendance for provision related to improving mental health increased by 25%



www.activenorfolk.org

Borough Council of
King's Lynn &
West Norfolk

