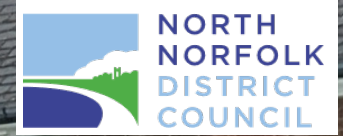


Getting North Norfolk Active

Our locality approach to physical activity in 2024–2027



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 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 delivery of a localised action plan that our locality development officer will work towards.

The action plan will be delivered over three years with the locality officer producing a yearly review. The next page highlights a selection of projects which were achieved in 2023.

Highlights page

For North Norfolk Locality Development

Bacton Community Hub

The aim of the Community Hire Hub was to create a provision that offered children and families in rural areas the opportunity to engage in more physical activity outside of school hours. Working closely with David Hopkins at Bacton Primary School, we identified them as an ideal location to trial the project.

The hub gives children and families the opportunity to hire equipment for a set period of time, enabling them to enjoy various physical activities together. Consultations with students and parents informed the school on the type of equipment that was wanted. We did ensure that there was a mixture of individual and team based activities as we wanted to encourage families to participate together. To further support engagement, we worked with a physical activity provider to organise after school sessions linked to the equipment. These sessions aimed to familiarise families with the equipment, introduce them to different games and activities, and ultimately instil confidence in them to continue using the equipment independently. The response has been fantastic, with the school having to purchase additional equipment to meet the growing demand. David regularly receives photos from parents showcasing families engaging in activities together at local parks on weekends.



Seated Exercise Cromer Library

Worked with Forever Fitness to establish a seated exercise class at Cromer Library. The sessions have been a great success, consistently reaching full capacity most weeks, which has led Steve to create additional sessions in North Norfolk



Wonky Wheels

The Wonky Wheels project brought together Wonky Wheels, NNDC, and Active Norfolk to provide bicycles to Ukrainians residing in North Norfolk. The initiative supplied twenty-five individuals with a bike, helmet, lights, pump, water bottle, and lock, along with guidance on riding safely in England. The bikes were distributed across the district to a mix of children and adults, with the aim of increasing physical activity and giving families the opportunity to explore North Norfolk.



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.



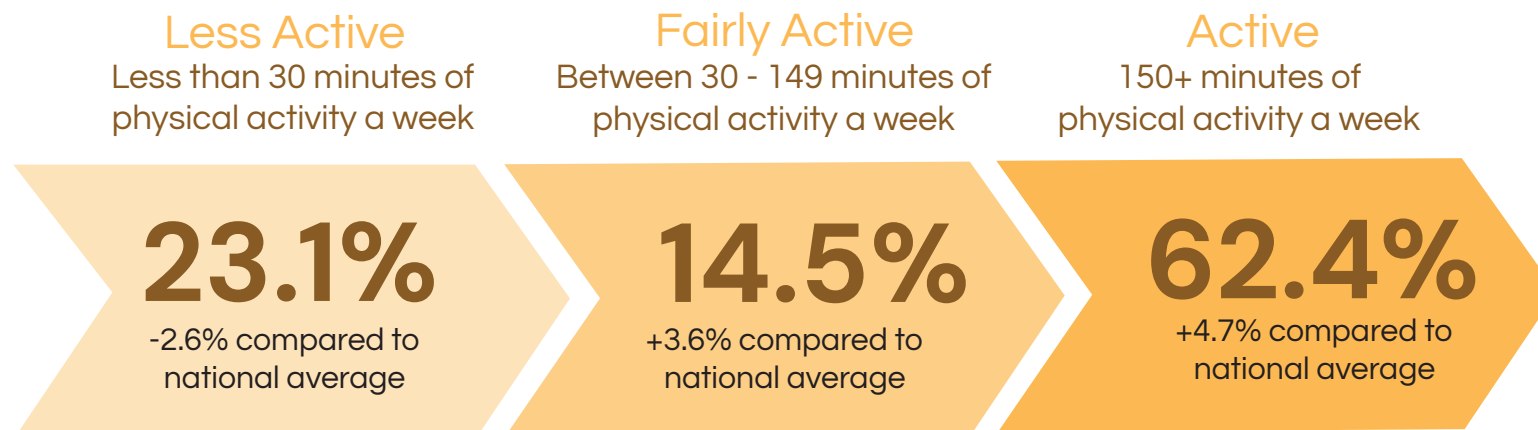
Persuading inactive people to become more active could prevent **1 in 10** cases of stroke and heart disease in the UK.



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 adult report results for North Norfolk

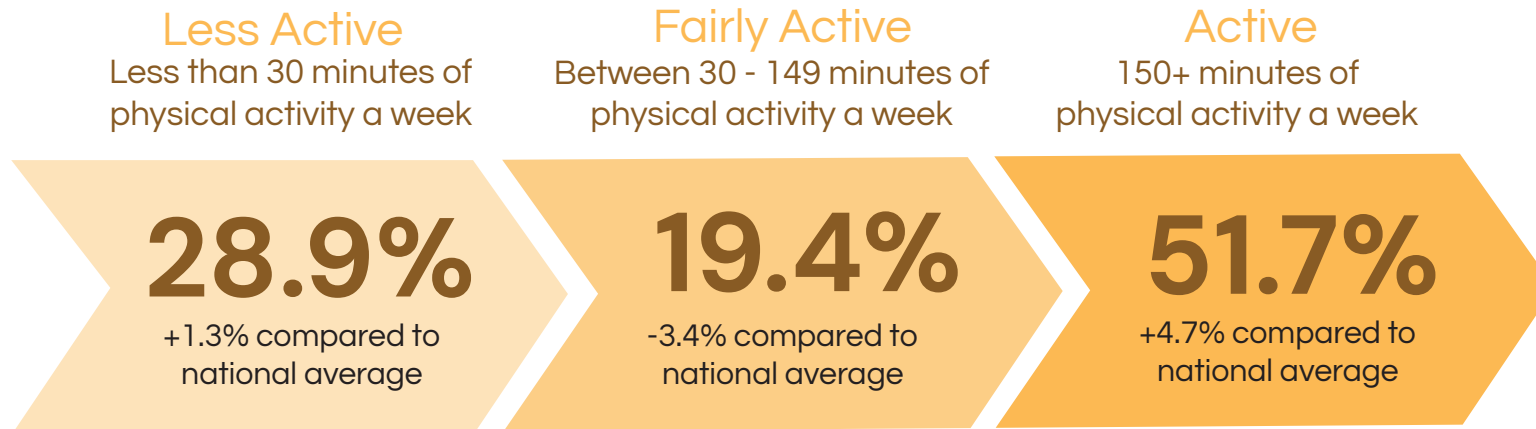
The Active Lives surveys measure the physical activity levels of adults and children and young people across England. North Norfolk currently has 26,468 adults and 5429 children who are classed as inactive. We know that physical activity can make the biggest difference to those who are least active, even if it's just creating small changes to an individual's daily lifestyle.



Children's Active Lives Survey report results for North Norfolk

The Active Lives Children and Young People survey provides a world-leading approach to gathering data on how children engage with sport and physical activity. It gives anyone working with children aged 5-16 key data to help understand children's attitudes and behaviours around sport and activity.

Active Norfolk have been working hard to increase engagement with schools in North Norfolk which has seen a 159 response increase from last year.



Opening Schools Facilities Fund

One of the reasons for the increase in responses to the Children's Active Lives Survey is the collaboration with schools through the Opening Schools' Facilities fund. This 3-year funding programme supports the goals outlined in the Government's School Sport and Activity Action Plan. The aim is to help schools make their existing sports facilities accessible to a broader range of young people, and to benefit the wider community by partnering with sporting organisations that can deliver activities.

North Norfolk Impact:



*This figure consisted of 1 SEND school, 4 primary schools, 4 secondary schools and 1 throughput school.

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

Targeting
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?

Statistics correct as of date provided

Children and Young People

- 28.9% of children in North Norfolk average less than 30 minutes of physical activity per day
- 32% of youngsters are unhealthily overweight when they finish primary school
- 26% of North Norfolk children are eligible for free school meals
- Child poverty has increased by 2.6% since 2015
- 3863 children live in poverty in North Norfolk

Mental Health and Social Isolation

- Suicide deaths 12 per 100,000 which is higher than Norfolk average
- Suicide is the biggest killer of people under the age of 35 and the biggest killer of men under the age of 50
- Areas of North Norfolk have extremely high levels of hospital stays for self-harm
- People who are inactive have three times the rate of moderate to severe depression of active people
- Social isolation was associated with a 50% increased risk of dementia later in life.
- Dementia cases in North Norfolk expected to increase by 26.4% in 2030

Elderly Population

- Highest proportion of residents aged 85 and over in England
- 33.4% of residents are age 65+ which is projected to increase to over 40% by 2043
- North Norfolk's 65 and over population has risen 10% in 40 years
- North Norfolk has the highest average age (54) of any local authority area in England which is 14 years higher than the national average
- 65.5% of North Norfolk adults are classified as overweight which is higher than the Norfolk average

Action Plan

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

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

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.

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.

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.

We will continue to monitor key themes and evolve the action plan if needed.

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

DRAGONS: Disability Real Action Group of Norfolk

FHPG: Family Hub Partnership Group

ICB: Integrated Care Board

MMHP: Men's Mental Health Project

NNHA: North Norfolk Healthy Ageing

SEND: Special educational needs and disability

SGO: School Games Organisers

Priority 1: Children and Young People

Area of Focus	Partners	Action	Impact	Timeframe
Opening Schools Facilities Fund	Active Norfolk CYP team, SGO, Educational settings	Support schools in the final year of the Opening School Facilities project. Collaborate with the AN OSF working group to develop an impact report showcasing the benefits of the project.	The project will create additional physical activity opportunities for students and community users, while also providing over £40,000 in financial support to schools within North Norfolk.	June 2025
Big Norfolk Holiday Fun Programme	Active Norfolk CYP team, SGO, Educational settings, Local providers	Continue to support current providers to increase participation levels and undertake checks to ensure sessions are enjoyable and safe. Work with the AN BNHF team to develop an impact report to showcase the benefits from the project.	Provide greater support to children who require it most. Support providers to ensure children and families in North Norfolk who are most in need are accessing the provision. Providing feedback to providers to ensure that the provision in North Norfolk meets the required standards.	March 2025
Early years provision 0-5 years	FHPG, 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. Support the CYP team to increase the uptake of schools participating in the Sport England Children's Lives survey.	Developing physical activity habits at a young age will increase the likelihood of it being sustained into adulthood. Providing support to early years settings to address the number of children who are classed as overweight in reception years. Continue to attend Family Hub Partnership meetings in North Norfolk.	Ongoing - Reviewed Annually

Priority 1: Children and Young People

Area of Focus	Partners	Action	Impact	Timeframe
Raising aspirations	Active Norfolk CYP team, Educational settings	Work with schools to ensure physical activity is embedded into the culture and it's supporting young people that need it the 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.	Ongoing - Reviewed Annually
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.	Ongoing - Reviewed Annually
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.	Ongoing - Reviewed Annually

Priority 2: Mental Health and Wellbeing

Area of Focus	Partners	Action	Impact	Timeframe
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, MMHP Local Providers, Local Services	<p>Grow the number of participants attending the session.</p> <p>Continue to develop links with services and stakeholders to ensure that participants receive the required support.</p>	The project will support men suffering with mental health issues as they have lower levels of engagement with support services compared to women.	Ongoing - Reviewed Annually
Men's Norfolk Mental Health Project	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.	Ongoing - Reviewed Annually
Dementia support	Local providers, Active Norfolk Health Team, Local Providers, MMHP	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.	Ongoing - Reviewed Annually
Provision	Local providers, Active Norfolk Health Team, MMHP	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.	Ongoing - Reviewed Annually

Priority 2: Mental Health and Wellbeing

Area of Focus	Partners	Action	Impact	Timeframe
Outdoor	Local providers, Active Norfolk Health Team, Active Norfolk Active Environments Lead, MMHP	<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.</p>	Ongoing - Reviewed Annually

Priority 3: Elderly Population

Area of Focus	Partners	Action	Impact	Timeframe
Active NoW	Active Norfolk, Local Providers, ICB, NNHA	Lead on the Active NoW provision by identifying and engaging with partners who can support the project and chosen priorities.	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.	Ongoing - Reviewed Annually
Day Care support	Local Providers, Active Norfolk Health team, NNHA	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. This will support healthy aging within North Norfolk.	Ongoing - Reviewed Annually
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.	Ongoing - Reviewed Annually
Isolation	Local Providers, Active Norfolk Health Team, Community Connectors, NNHA	Target physical activity provision in areas of North Norfolk where elderly isolation is prevalent.	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. 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.	Ongoing - Reviewed Annually

Priority 3: Elderly Population

Area of Focus	Partners	Action	Impact	Timeframe
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Carers

Local providers, Active Norfolk Health team, NNHA

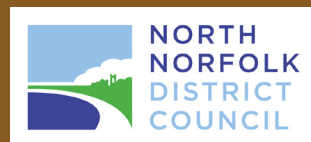
North Norfolk has a high rate of unpaid carers due to the increased demand of helping older people with long-term health conditions.

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 which will impact on those they care for.

Ongoing - Reviewed Annually

Area of Focus	Partners	Action	Impact	Timeframe
Health and Wellbeing Partnership	NNDC, Local providers, Educational settings, Active Norfolk	Help to deliver on the NNHWP strategy.	Help North Norfolk deliver against the HWP strategy and support any physical activity opportunities that come from it.	Ongoing - Reviewed Annually
Underrepresented groups	DRAGONS, Active Norfolk Health Team, Active Norfolk CYP Team	Support the growth of physical activity providers that are equipped to work with underrepresented groups	Improve the quality of provision and services for underrepresented groups in North Norfolk.	Ongoing - Reviewed Annually
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.	Ongoing - Reviewed Annually
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.	Ongoing - Reviewed Annually
Funding streams	Active Norfolk, NNDC, Local Providers	Explore opportunities and support organisations to bring in additional funding to support physical activity opportunities.	Maintain or increase the physical activity opportunities to North Norfolk residents.	Ongoing - Reviewed Annually

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



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