

About the Active NoW model

The Active NoW model aims to support inactive populations, those with identified long term conditions (LTC), and those that experience the greatest inequalities, to more effectively access appropriate physical activity opportunities to improve their health and wellbeing, in line with the NHS England Physical Activity Position Statement.

The programme

Active NoW adopts an asset based model. It doesn't parachute in new resources but enhances and develops existing assets and expertise in local place-based delivery. The programme has three key elements:



ONE POINT OF ACCESS

Single point of access triage service, for both health and social care professionals to directly refer to physical activity. This service provides support around behaviour change, through a team of level 3 exercise referral qualified call handlers.



PLACE-BASED ACTIVITY

Place based modelling on appropriate physical activity provision growth, inclusive of the Active NoW grant programme.



STRATEGIC DEVELOPMENT

Strategic programme development, management and growth planning.

Results and key objectives

The programme is led by a Partnership including colleagues from local government, Norfolk and Waveney ICB and Active Partnerships, and has leadership support from the ICS Physical Activity Strategic Leadership Group. Active NoW has received over 14,000 referrals, since its launch in January 2023. Of these referrals 69% have gone on to access physical activity, with 66% of these still taking up activity 6 months later. This referral data can then be broken down further:

- 21% of all referrals are from Core 20 populations, with a
- Core 20 referral rate increasing to between 23% - 50% in district areas with more deprived MSOA's (Great Yarmouth, East Suffolk, Breckland and West Norfolk).
- 508 referrals have COPD
- 2758 referrals have Hypertension
- 449 referrals have Chronic Heart Disease
- 1803 referrals have Diabetes
- 1978 referrals have mental health concerns
- 502 referrals have Severe Mental Illness
- 277 referrals have Cancer
- 25% of referrals have a disability
- 60% of referrals are female
- 15% aged 45-54, 21% 55-64, 21% 65-74, 20% 75+

Active NoW also collects a 6 month follow up, which reports self determined improvements. We currently have data from 900 responses, which have shown the following insights:



58%

said managing their health condition had somewhat improved, whilst a further

21%

said it had greatly improved



65%

said their general health had somewhat improved, whilst a further

21%

said it had greatly improved



54%

said their mental wellbeing had somewhat improved, whilst a further

24%

said it had greatly improved



70%

stated that their physical fitness had somewhat improved, whilst a further

22%

said it had greatly improved



54%

said they felt somewhat better about themselves, whilst a further

22%

said it had greatly improved

Active NoW has also demonstrated a social return on investment of **£22.45 for every £1 spent** in primary wellbeing value, and **£1.55 for every £1 spent** in secondary system value.

This was through Sport England's process, which is endorsed by the treasury.