This strategy document outlines Norfolk’s ambitious vision to inspire young people to realise the significant and varied benefits of an active lifestyle. Bringing together the work of key stakeholders in the field, it outlines a collective vision for Norfolk’s children and young people and provides information and resources to help you contribute to this important outcome.
Why is it important for me?

1. The prime aim of physical development is to ensure that children build on active and interactive opportunities in order to develop holistically.
2. Promoting the uniqueness of all children helps to ensure that each child can find out what their body can do and fulfil their potential.
3. Understanding movement of the body and the connection between physical development and active learning can improve outcomes for children.
4. Through physical play children can become joyful and confident learners which in turn can motivate them to lead healthy lifestyles.
5. Physical movement promotes optimal growth, development of essential motor skills as well as promoting bone, muscle and heart development.
7. Improving physical development is proven to enhance and promote self-esteem and emotional wellbeing.

What can I do to contribute?

1. Develop a clear understanding, and recognise the importance of movement within playful learning.
2. Become confident to role model and be active in the setting to encourage children to increase the levels of activity they engage in.
3. Give consideration to the welfare requirements of the Early Years Foundation Stage (EYFS, 2017) to provide indoor and outdoor environments, referencing the Characteristics of Effective Learning to promote physical activity throughout the day.
4. Ensure a key person approach is used to create interactive physical experiences which will engage the home learning environment in partnership with parents.
5. Explore national and local resources for physical development and access when developmentally appropriate.
6. Help children learn about the importance of physical exercise linked to healthy choices and good health.

To achieve this we must...

1. Place an emphasis on engaging those who are most likely to be inactive and those who will benefit most from physical activity.
2. Provide appropriate spaces for young people to be physically active.
3. Create & develop diverse opportunities to be physically active every day that are appealing, safe & meet the needs of young people and families.
4. Raise awareness of the breadth of benefits of physical activity to those who can influence young people's behaviour.
5. Prepare young people for adult life by teaching & increasing confidence in life skills such as swimming, cycling & leadership.
6. Develop the physical competence of young people to help ensure confidence and enjoyment.
7. Strive to understand, continue to learn and commit to share what works and what doesn't work in engaging children and young people in physical activity.

What support is available to help me achieve this?

- ‘Get Active!’ Training
  - This 1 day training offer practitioners the opportunity to understand more about the importance of physical activity in the early years and take away practical ideas of how you can implement it back at your setting.
  - Norfolk County Council through its Early Years and Childcare Team offers a range of advice, training and support for early years and childcare settings.
  - Contact: earlyyearsandchildcare@norfolk.gov.uk
  - Tel: 01603 222900

- Early Years Improvement Team
  - Norfolk County Council through its Early Years and Childcare Team offers a range of advice, training and support for early years and childcare settings.
  - Early Years Telephone Helpline
  - Contact: earlyyearsandchildcare@norfolk.gov.uk
  - Tel: 01603 222300

The vision

To inspire all young people in Norfolk to realise the benefits of an active lifestyle.

The outcome

Happier, healthier and more successful young people and communities.
the vision
To inspire all young people in Norfolk to realise the benefits of an active lifestyle.

The outcome
Happier, healthier and more successful young people and communities.

ACTIVE FUTURES FOR... PRIMARY SCHOOLS

What can I do to contribute?

Schools can:
1. Promote the Chief Medical Officer’s physical activity guidelines of 60 mins per day to young people and families as part of a healthy lifestyle, also emphasising the importance of reducing time spent sedentary.
2. Support pupils to undertake 30 minutes of this 60 minutes at school.
3. Ensure that staff delivering PE are suitably qualified.
4. Educate young people on the benefits of a healthy and active lifestyle.
5. Ensure all Year 6 pupils are able to swim 25m.
6. Promote active travel to and from school.
7. Signpost pupils to local community sport and physical activity offers.
8. Offer a broad range of extra curricular sport & physical activity to meet the needs of ALL pupils.

Why is it important for me?

High Quality PE, sport and physical activity is proven to improve and promote:
1. In-class cognitive functions that can impact attainment including concentration, memory and perception ¹
2. Classroom behaviours ²
3. Emotional wellbeing, having a positive impact on self esteem, anxiety, depression and mood ³
4. Attendance, school connectedness and satisfaction ⁴
5. Positive social behaviours including leadership, morality, social integration and responsibility ⁵
6. You need to evidence impact to Ofsted for your PE and sport premium
7. A healthy lifestyle and can reduce the risk of obesity, diabetes and other health conditions ⁶

What support is available to help me achieve this?

Active Norfolk
Active Norfolk are the strategic lead for sport and physical activity in Norfolk. They have a comprehensive knowledge of the sport and physical activity landscape and can offer support and advice on how to broaden and improve your current provision especially around delivering an impact with your PE and sport premium.

School Sports Partnerships (SSPs)
SSPs are able to provide and signpost to a variety of local opportunities to help schools fulfill identified areas of need including staff CPD, competitive sports and help develop leadership skills.

Educator Solutions
Educator Solutions is a traded service who can help facilitate development of curriculum, support improvement and enhance leadership through training, networks and conferences.

⁴ Welk G. Cardiovascular Fitness and Body Mass Index are Associated with Academic Achievement in Schools. Dallas, Texas: Cooper Institute. 2009.
⁷ UK Active. Turning the Tide of Inactivity. 2014.
To inspire all young people in Norfolk to realise the benefits of an active lifestyle.

To achieve this we must...

- Place an emphasis on engaging those who are most likely to be inactive and those who will benefit most from physical activity.
- Provide appropriate spaces for young people to be physically active.
- Create & develop diverse opportunities to be physically active every day that are appealing, safe & meet the needs of young people and families.
- Support young people who want to progress to reach their potential through sport and physical activity.
- Raise awareness of the breadth of benefits of physical activity to those who can influence young people’s behaviour.
- Prepare young people for adult life by teaching & increasing confidence in life skills such as swimming, cycling & leadership.
- Develop the physical competence of young people to help ensure confidence and enjoyment.
- Strive to understand, continue to learn and commit to share what works and what doesn’t work in engaging children and young people in physical activity.

The vision

Happier, healthier and more successful young people and communities.

Active Futures for... Secondary Schools

What can I do to contribute?

1. Promote the Chief Medical Officer’s physical activity guidelines of 60 mins per day to young people and families as part of a healthy lifestyle, also emphasising the importance of reducing time spent sedentary.
2. Support pupils to undertake 30 minutes of this 60 minutes at school.
3. Educate young people on the benefits of a healthy and active lifestyle.
4. Promote active travel to and from school.
5. Signpost pupils to local community sport and physical activity offers.
6. Offer a broad range of extra curricular sport & physical activity to meet the needs of ALL pupils with an emphasis on those who are currently inactive.
7. Read and Implement Sport England’s ‘Youth Insight’ to ensure an appealing and relevant physical activity offer for all young people.
8. Deliver a diverse and broad PE offer that will maximise engagement of all pupils.
9. Offer all appropriately aged young people the opportunity to be the leaders, coaches and officials of the future.
10. Open your facilities to the community.

Why is it important for me?

High Quality PE, sport and physical activity is proven to improve and promote:

1. In-class cognitive functions that can impact attainment including concentration, memory and perception
2. Classroom behaviours
3. Emotional wellbeing, having a positive impact on self esteem, anxiety, depression and mood
4. Attendance, school connectedness and satisfaction
5. Positive social behaviours including leadership, morality, social integration and responsibility
6. A healthy lifestyle and can reduce the risk of obesity, diabetes and other health conditions

What support is available to help me achieve this?

| Active Norfolk | Active Norfolk are the strategic lead for sport and physical activity in Norfolk. They have a comprehensive knowledge of the sport and physical activity landscape and can offer support and advice on how to broaden and improve your current provision especially around delivering an impact with your PE and sport premium. | info@activenorfolk.org |
| School Sports Partnerships (SSPs) | SSPs are able to provide and signpost to a variety of local opportunities to help schools fulfil identified areas of need including staff CPD, competitive sports and help develop leadership skills. | www.norfolkssp.co.uk |
| Educator Solutions | Educator Solutions is a traded service who can help facilitate development of curriculum, support improvement and enhance leadership through training, networks and conferences. | Kevin Holland – kevin.holland@activenorfolk.org |
| Sport England Youth Insight | Sport England’s research into how young people engage with sport and physical activity can help you to design opportunities that are appealing and engaging to young people who may not always access sport and physical activity. | www.sportengland.org/ research/understanding-audiences |

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4. Welk G. Cardiovascular Fitness and Body Mass Index are Associated with Academic Achievement in Schools. Dallas, Texas: Cooper Institute. 2009.
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8. Strive to understand, continue to learn and commit to share what works and what doesn’t work in engaging children and young people in physical activity.

ACTIVE FUTURES FOR...
FURTHER EDUCATION

What can I do to contribute?

Colleges and 6th Forms can:
1. Promote the Chief Medical Officer’s physical activity guidelines of 60 mins per day to young people and families as part of a healthy lifestyle, also emphasising the importance of reducing time spent sedentary.
2. Read and Implement Sport England’s ‘Youth Insight’ to ensure an appealing and relevant physical activity offer for all young people.
3. Diversify the sport and physical activity enrichment offer to make it appealing to those who are currently inactive.
4. Develop pathways into community activity to aid transition into sustainable, lifelong participation.
5. Imbed messages from this strategy into curriculum delivery to ensure that the future workforce are aware of the importance of physical activity.
6. Develop and promote affordable opportunities for young people to take their first step or continue their development in leadership, coaching and officiating.
7. Open facilities outside of college hours to support the community to be active.

Why is it important for me?

Sport and Physical Activity have been proven to enhance:
1. Cognitive functions that can impact attainment including concentration, memory and perception.¹
2. Emotional wellbeing, having a positive impact on self esteem, anxiety, depression and mood.²
3. Attendance, retention, school/college connectedness and satisfaction. The number of Sport Academy students achieving 95% or above attendance is 4.47% higher than the College average.³
4. Positive social behaviours including leadership, morality, social integration and responsibility.⁴
5. A healthy lifestyle and can significantly reduce the risk of obesity, diabetes and other health conditions.⁵
6. Student recruitment - more than 1 in 5 students state that sport and physical activity provision influenced their college selection.⁶
7. Community engagement - Sport is a highly effective tool in providing opportunities for students to contribute to the local community leading to greater employability and earning potential.⁷

What support is available to help me achieve this?

AOC Sport
AOC Sport is the lead representative organisation for college sport and physical activity. Their aim is to encourage and support every student to participate in sport and physical activity as an integrated part of their college experience. To achieve this, we deliver a vast range of services to members that maximise the impact of sport on both college and student outcomes.

Active Norfolk
Active Norfolk are the strategic lead for sport and physical activity in Norfolk. They have a comprehensive knowledge of the sport and physical activity landscape and can offer support and advice on how to broaden and improve your current provision.

Sport England Youth Insight
Sport England’s research into how young people engage with sport and physical activity. They have a comprehensive knowledge of the sport and physical activity landscape and can offer support and advice on how to broaden and improve your current provision.

Charlotte Jane - Charlotte_Jane@aoc.co.uk
www.aoc.co.uk/term/aoc-sport

info@activenorfolk.org
www.activenorfolk.org

www.sportengland.org/
research/understanding-audiences

⁴ British Heart Foundation, 2013. Making the Case for Physical Activity: Loughborough: British Heart Foundation.
To inspire all young people in Norfolk to realise the benefits of an active lifestyle.

**The Vision**

To achieve this we must...

- Place an emphasis on engaging those who are most likely to be inactive and those who will benefit most from physical activity.
- Support young people who want to progress to reach their potential through sport and physical activity.
- Raise awareness of the breadth of benefits of physical activity to those who can influence young people’s behaviour.
- Provide appropriate spaces for young people to be physically active.
- Create & develop diverse opportunities to be physically active every day that are appealing, safe & meet the needs of young people and families.
- Prepare young people for adult life by teaching & increasing confidence in life skills such as swimming, cycling & leadership.
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**The Outcome**

Happier, healthier and more successful young people and communities.

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**Active Futures for... Activity Providers**

**What can I do to contribute?**

**Activity Providers can:**

1. Provide a welcoming, non-intimidating, empathic environment to all young people.
2. Offer focused health improvement provision to both communities and individuals based on targeted community needs.
3. Ensure workforce are trained and confident in promoting behaviour change in physical activity.
4. Offer broad programming that encourages and facilitates behaviour change, ensuring equity and inclusivity.
5. Open up facilities and create positive partnerships offering joint schemes which promote physical activity.
6. Utilise new technology to collect and share data to help understand use patterns of individuals and communities.

**Why is it important for me?**

**Regular physical activity:**

1. Empowers individuals. “Almost everyone knows it is good for them...we need to make that an easy, practical, attractive choice...”
2. Improves Health, Around one in two women and a third of men in England are damaging their health through lack of physical activity.
3. Saving money. Growing levels of obesity and diabetes, mental health problems and other conditions associated with inactivity costs the nations £7.4bn each year.
4. Partnerships. Activity providers bring together sport, recreation, leisure and health sectors closer together turning rhetoric to a more encompassing physical activity agenda with supportive and accessible pathways/opportunities.
5. Offers your organisation the opportunity to be central to health improvement and community development.

**What support is available to help me achieve this?**

- **Active Norfolk**
  - Active Norfolk are the strategic lead for sport and physical activity in Norfolk. They can offer advice and guidance on the benefits of physical activity and how to refer or signpost into it.
  - [Info@activenorfolk.org](mailto:Info@activenorfolk.org)
  - [www.sportengland.org](http://www.sportengland.org)
  - [www.ukactive.com](http://www.ukactive.com)

- **Sport England**
  - Sport England’s vision is that everyone in England, regardless of age, background or ability, feels able to take part in sport or activity. They aim to increase the number of people doing sport and activity and reduce the number of inactive people. Guidance and support is available through 7 investment programmes and a comprehensive advice provision through knowledgeable regional staff.
  - [www.sportengland.org](http://www.sportengland.org)

- **ukactive**
  - Not for profit body whose vision is to get more people, more active, more often; promoting active lifestyles facilitating big impact partnerships, championing innovation, providing research and sharing. They provide services and up to date thinking on how to promote active lifestyles.
  - [www.ukactive.com](http://www.ukactive.com)

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4. Sport & Recreation Alliance and ukactive, 2016. Physical Activity & Health: Working Together To Get The Nation Moving
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the outcome
Happier, healthier and more successful young people and communities.

ACTIVE FUTURES FOR...
HEALTH PROFESSIONALS

What can I do to contribute?

Health Professionals can:
1. Promote the Chief Medical Officer’s physical activity guidelines of 60 mins per day to young people and families as part of a healthy lifestyle, also emphasising the importance of reducing time spent sedentary.
2. Understand and advocate the benefits of physical activity in improving health and reducing the risk of disease.
3. Make Every Contact Count – promote the importance and benefits of physical activity at every contact with anyone 0-19.
4. Familiarise yourself with the physical activity interventions available locally.
5. Signpost young people into the available range of condition specific physical activity interventions, using physical activity as both a preventative measure and a treatment.

Why is it important for me?

Sport and Physical Activity have been proven to enhance:
1. Help maintain a healthy body weight, reducing obesity
2. Improve cardiovascular and metabolic health such as a 20-35% lower risk of cardiovascular disease including coronary heart disease, stroke and improved cholesterol profiles
3. Decrease risk of type 2 diabetes as well as improved bone health and stronger muscles
4. Improve emotional wellbeing, having a positive impact on self esteem, anxiety, depression and mood
5. Promote positive social behaviours including leadership, morality, social integration and responsibility
6. Promote growth and development in the under 5s, developing motor skills, promoting healthy weight, enhancing bone and muscular development
7. Save money. The cost of physical inactivity to the UK economy is £900m per year

What support is available to help me achieve this?

Active Norfolk
Active Norfolk are the strategic lead for sport and physical activity in Norfolk. They can offer advice and guidance as well as bespoke training to health professionals on the benefits of physical activity and how to refer or signpost into it.

info@activenorfolk.org

CMO Guidelines
The Chief Medical Officer’s Guidelines for physical activity for all age ranges.

www.gov.uk/government/publications/uk-physical-activity-guidelines

Clinical Champions
Dr Chris Sufford is the East Region physical activity clinical champion, he is a Consultant and Senior Lecturer in Sports and Exercise Medicine and a Physical Activity Champion for Public Health England. He is a part-time GP and East Suffolk CCG member.

physicalactivity@phe.gov.uk

1 British Heart Foundation, 2013. Guiding the Case for Physical Activity. Loughborough: British Heart Foundation
2 British Heart Foundation, 2014. Physical Activity for Children and Young People. Loughborough: British Heart Foundation
What support is available to help me achieve this?

Organisations can:
1. Promote the Chief Medical Officer’s physical activity guidelines of 60 mins per day to young people and families as part of a healthy lifestyle, also emphasizing the importance of reducing time spent sedentary.
2. Understand and advocate the benefits of physical activity in improving both emotional and physical wellbeing.
3. Make Every Contact Count – promote the importance and benefits of physical activity at every contact with anyone 0-19.
4. Familiarise yourself with available physical activity interventions available locally.
5. Embed physical activity into your service where possible and appropriate.

Why is it important for me?

Regular physical activity in childhood has been proven to:
1. Improve emotional wellbeing, having a positive impact on self esteem, anxiety, depression and mood.
3. Promote positive social behaviours including leadership, morality, social integration and responsibility.
4. Improve cardiovascular and metabolic health such as a 20-35% lower risk of cardiovascular disease including coronary heart disease, stroke and improved cholesterol profiles.
5. Decrease risk of type 2 diabetes as well as improved bone health and stronger muscles.
6. Promote growth and development in the under 5s, developing motor skills, promoting healthy weight, enhancing bone and muscular development.
7. Save money. The cost of physical inactivity to the Norfolk economy is £18m per year.

What can I do to contribute?

To achieve this we must...

1. Place an emphasis on engaging those who are most likely to be inactive and those who will benefit most from physical activity.
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3. Create & develop diverse opportunities to be physically active every day that are appealing, safe & meet the needs of young people and families.
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CMO Guidelines
The Chief Medical Officer’s Guidelines for physical activity for all age ranges.

Stephen Hulme – stephen.hulme@activenorfolk.org

www.gov.uk/government/publications/uk-physical-activity-guidelines

1. British Heart Foundation, 2013. Making the Case for Physical Activity: Loughborough: British Heart Foundation
2. British Heart Foundation, 2014. Physical Activity for Children and Young People: Loughborough: British Heart Foundation
Testimonials

Physical activity has an important role to play in developing healthy, happy and prosperous young people and communities. ‘Active Futures’ sets out an ambitious vision that will see physical activity contributing to Norfolk priorities. I encourage you to consider how you could contribute to the outcomes of this strategy and help young people realise the benefits of an active and healthy lifestyle.

Dr Wendy Thompson CBE,  
Managing Director, Norfolk County Council

Physical activity is a key component in improving the health of the population. For children and young people, it contributes to improving mental health, maintaining a healthy weight, development of motor skills, improved school attainment and the prevention of musculoskeletal problems. The Active Futures Strategy is particularly important as it focuses on increasing the number of children and young people exposed to high quality, enjoyable physical activity opportunities. This will in turn not only help improve the health and wellbeing of children and young people but will also help influence the number of adults with lifelong healthy behaviours.

Dr Louise Smith,  
Director of Public Health, Norfolk County Council

Physical activity is vital for young people, not just for health but also wider social development. Many people’s first experience of physical activity may be in a local community setting, whether as part of a sports club, activity group or game. We need to ensure that these activities exist, grow in strength, and provide a positive experience for young people. These early experiences can be the foundation of not only a healthy lifestyle but also patterns of participating in the wider community that last a lifetime and benefit us all. We welcome ‘Active Futures’ in helping us all promote and inspire physical activity together.

Jonathan Clemo,  
Chief Executive, Community Action Norfolk