Baroness Sue Campbell, Youth Sport Trust

We are delighted to support Norfolk in their aspiration to ensure all young people experience high quality physical education and school sport, as this will provide the opportunity to unlock their full potential in life.

The Youth Sport Trust is a charity which believes every child has a right to be physically active through high quality PE and school sport. We believe PE and sport has the power to fulfil young people’s potential, helping them to be healthy, happy, succeed in life and contribute to society.

This is an exciting time for PE and School Sport. We look forward to working in partnership with organisations in Norfolk to make a significant difference to the lives of young people across the county. We are delighted to be on this journey with Norfolk.

Darren Campbell MBE, Youth Sport Trust Ambassador

As a Youth Sport Trust Ambassador, I know that high quality physical education and sport is vital to the development of young people, not just those that go on to compete at elite level, but also in ensuring a healthy lifestyle for everyone from a young age. It is great to see a clearly defined strategy in Norfolk with such positive and ambitious aspirations.

Mike Diaper OBE, Executive Director Community Sport, Sport England

We know that when children have a positive experience of PE and sport it can have a lasting impact on participation in older years. A partnership approach to the development of PE and sport is a crucial component in ensuring all children are engaged, have the highest quality experiences and are effectively signposted to future opportunities.

PE and sport plays an important role in building the foundations of a sporting habit for life.

Sheila Locke, Director Children’s Services

We want Norfolk to be a great place for a child growing up; where outcomes achieved in and out of school are good and outstanding; a place of opportunity where young people are able to live happy lives and make a positive contribution. High quality Sport, P.E, physical activity and physical development can play a key role in achieving these aims with a wide range of benefits including promoting healthy growth, improving educational attendance and attainment and reducing risk of poor health outcomes. The multi-agency approach to this strategy demonstrates a positive commitment to achieving these ambitions and we at Children’s Services are fully supportive of this.

Lucy MacLeod, Interim Director of Public Health

Our understanding of the importance of physical activity grows every year. From improved mental health and improved school attainment to maintaining a healthy weight, the development of motor skills and the prevention of musculo-skeletal problems. The foundations for healthy adulthood are laid down in childhood so it is essential for the wellbeing and development of Norfolk’s children and economy that we establish sustainable physical activity habits. I commend this Strategy as a really significant move in this direction.
Representatives from the following sectors have been involved in the development of this strategy:

- Early Years (NCC Children’s Services)
- Primary Schools (Mundesley Junior School)
- Secondary Schools (Cliff Park Ormiston Academy)
- Further Education (Easton College and College of West Anglia)
- Higher Education (UEA Sportspark)
- Public Health (NCC Public Health)
- Norfolk Integrated Education Advisory Service
- Active Norfolk
- School Sports Partnerships (Norwich and West Norwich and Dereham SSPs)
- Local Authorities (Great Yarmouth Borough Council)
- Norwich City Community Sports Foundation

Sue Wilkinson AfPE Chief Executive
AfPE is delighted that Norfolk has taken a proactive approach to ensure that all young people will have access to high quality physical education, increased sporting and physical activity opportunities that will have a positive impact on young people. A strategy that identifies clear actions in order to achieve aspirations will be far more effective in impacting on young peoples’ health and emotional wellbeing. We endorse Norfolk’s multi agency collaborative approach to delivering the PE, Physical Activity and Development Strategy for Young People. AfPE believes that working in partnership is the best way to achieve Norfolk’s shared vision for all young people.

Karen Rothery, BUCS Chief Executive Officer
BUCS, as the governing body for university sport across the UK is a huge supporter of the Norfolk Sport strategy for young people. We understand the power of sport to change young people’s aspirations, both in terms of their personal health and well-being, but also in developing real advantages in the employment market. We know that playing, managing and volunteering in sport, both in the university itself and the community brings real benefits to everyone involved. This strategy launch will build upon the great work already being done in Norfolk’s universities.

Clare Howard, Deputy MD, Association of Colleges
All children and young people deserve quality and age-appropriate opportunities in sport and physical activity, and on behalf of AoC Sport I welcome this strategy for Norfolk which examines each age group’s needs in a considered and highly effective manner. The role of colleges is essential in delivering opportunities and sustaining the work of other organisations so that young people can continue (or re-engage in) activity, developing healthy lifestyles and habits for life. The Association of Colleges and AoC Sport are delighted to support colleges and all other partners in Norfolk in implementing this strategy for the benefit of all young people in the county.
“To ensure that all young people in Norfolk experience and enjoy high quality physical education and sport, are inspired and supported to fulfil their potential, and motivated to choose an active and healthy lifestyle”
This strategy sets out the vision for sport, physical activity, physical education and physical development for all young people aged 0-25 in Norfolk. It will ensure a collaborative approach from all agencies contributing towards shared aspirations, ensuring the best possible experience for young people.

This strategy has been written against a backdrop of heightened focus and increased revenue for physical education, sport and physical activity for young people on the back of the London 2012 Olympic and Paralympic Games. Each primary school now receives £8,000 plus £5 per pupil to improve their physical education and sport provision. This money has been committed through to 2016, is ring-fenced and its use Ofsted inspected. The new national curriculum was introduced in September 2014 and aims to ensure all school pupils:

- develop competence to excel in a broad range of physical activities
- are physically active for sustained periods of time
- engage in competitive sports and activities
- lead healthy, active lives

In January 2012 Sport England launched 'Creating a Sporting Habit for Life,' their Youth and Community Sport Strategy, through to 2017. They also invested £400m in National Governing Bodies of Sport, with an emphasis on increasing participation in the 14-25 age group. The introduction of The Health and Social Act 2012 has meant that since 1st April 2013, Norfolk County Council has new responsibilities for key elements of the public’s health, and subsequently the Health & Wellbeing Board and Clinical Commissioning Groups were established in 2013. This has presented the opportunity to identify the needs of the Norfolk population and respond collaboratively to ensure integrated services are provided, and that the health of young people is protected and promoted.

This increased focus makes this an opportune time to assess what we are doing in Norfolk and commit to a collaborative approach to improve the experience for young people in Norfolk. Norfolk has 237,000 young people aged 0-25. Current participation and satisfaction rates are not available for this age range as a whole, but from data that is available it is clear that a concerted effort for improvement is required.

Rates of over-weight and very overweight reception aged children are higher than the national average with 22.3% overweight and 8.6% very overweight. At Year 6, 32.2% of young people are over-weight and 18% very overweight, which whilst marginally below the national average is still too high. 44.7% of 16-25 year olds undertake 30 minutes of moderate intensity exercise at least once a week compared to 53.7% nationally, whilst 26.6% of the same age group take part in 30 minutes of moderate intensity exercise at least 3 times a week compared to 30.8% nationally.

This strategy will help organisations and individuals working with young people to understand how their work contributes to a shared vision. It will be supplemented by info sheets for each stakeholder which will set out what this strategy might mean for you and overarching actions that need to be taken in order to progress towards the vision. The strategy will help ensure that investment is translated into the best possible experience in sport, physical activity, physical education and physical development for the young people of Norfolk.
why is it important?

High quality sport, PE, physical activity and development is proven to...

1. Improve in class cognitive functions that can impact attainment including concentration, memory and perception.
2. Improve attendance, retention, school/college connectedness and satisfaction.
3. Decrease risk of type 2 diabetes.
5. Promote optimal growth, development of essential motor skills as well as promoting bone, muscle and heart development in the under 5s.
6. Improve emotional wellbeing, having a positive impact on self esteem, anxiety, depression and mood.
7. Save money. The cost of physical inactivity to Norfolk’s economy is £18m per year.
8. Improve communication, language, problem solving and social interaction in the under 5s.
9. Promote positive social behaviours including leadership, morality, social integration and responsibility.
10. Reduce risk of cardiovascular disease by 20-35% including coronary heart disease, stroke and improved cholesterol profiles.

overarching principles

This strategy will be delivered with some overarching principles that run through all elements of work:

1. inclusivity
   All aspirations and actions apply to **ALL** young people, including those with a special educational need or disability, those who live in rural areas, BME groups, and those from a low socio-economic background

2. proportionate universalism
   Resources will be distributed fairly. Our offer must be universal but resource should be distributed proportionately to the level of need, ensuring equality

3. measuring impact
   We will commit to measuring our progress towards each aspiration and produce an annual progress report. We will undertake an annual Norfolk Schools PE, Sport and Health Survey to address the current gaps in understanding in this area

4. collaborative working
   In order to be effective agencies must work together to complement each other’s work, support transition between age groups and settings, and avoid duplication of effort
aspirations

1. All pre-school aged young people to achieve the expected level of physical development by the age of 5

2. All young people aged 0-5 to undertake 180 minutes of physical activity throughout each day

3. All school aged young people to receive at least 2 hours of high quality physical education per week

4. All Year 6 pupils to be able to swim 25m centre

5. All young people aged 5-18 to undertake 60 minutes of physical activity every day

6. All young people to have the opportunity to take part in a range of sports and physical activities in appropriate formats

7. All young people to have age appropriate competitive sporting opportunities at their level of ability

8. All young people to have access to a simple and clear pathway from high quality education to high quality community sport

9. All gifted and talented young people to be supported to reach their potential

10. All appropriately aged young people to be offered the opportunity to be the leaders, coaches and officials of the future

These aspirations will be referenced in the action plans against the age groups to which they are relevant.

If you work with young people please refer to the information sheets that supplement this strategy to see how you could help achieve these aspirations.
**age group 0-5**

**Where are we now?**

<table>
<thead>
<tr>
<th>Norfolk</th>
<th>National</th>
</tr>
</thead>
<tbody>
<tr>
<td>72.9% of 5 year olds in Norfolk achieve the expected level of development in Moving and Handling (Foundation Stage Profile Data, 2013)</td>
<td>71% of 5 year olds achieve the expected level of development in Moving and Handling nationally (Foundation Stage Profile Data, 2013)</td>
</tr>
<tr>
<td>76.7% of 5 year olds in Norfolk achieve the expected level of development in Health and Self Care (Foundation Stage Profile Data, 2013)</td>
<td>72% of 5 year olds achieve the expected level of development in Health and Self Care nationally (Foundation Stage Profile Data, 2013)</td>
</tr>
<tr>
<td>22.3% of young people at reception age are overweight and 8.6% very overweight (National Child Measurement Programme, 2014)</td>
<td>22.5% of young people are overweight and 9.5% very overweight (National Child Measurement Programme, 2014)</td>
</tr>
</tbody>
</table>

What are the aspirations relevant to this age group? 1 & 2
Overarching actions to achieve these aspirations

For actions specific to particular settings please refer to the info sheets in the appendices

- Further data analysis to identify schools and early years settings where physical development is below the Norfolk and national average
- Targeted training and support programme for schools and early years settings to support improved outcomes in physical development
- Ensure Healthy Early Years programme includes advice and information regarding physical development and is rolled out to all early years settings
- Improve practitioners’ knowledge of child development

How will success be measured?

- Foundation Stage Profile results every academic year
- Number of schools and early years settings attending training events
- Percentage of very overweight reception age young people measured through the National Child Measurement Programme

How can transition to the next age group be supported?

- Update transition guidance for early years settings and schools, ensuring data is relevant for the receiving primary school
- Good practice guidelines to be shared with all early years settings and schools
## age group 5-11

### Where are we now?

<table>
<thead>
<tr>
<th>Norfolk</th>
<th>National</th>
</tr>
</thead>
<tbody>
<tr>
<td>At Year 6, 32.2% of young people are overweight and 18% very overweight (National Child Measurement Programme, 2014)</td>
<td>At Year 6, 33.5% of young people are overweight and 19.1% very overweight (National Child Measurement Programme, 2014)</td>
</tr>
<tr>
<td>69% of Year 5s currently meet the national guideline of 60 minutes of moderate to intense exercise per day. This drops to 65% when the same young people were surveyed one year on (CEDAR, 2013)</td>
<td></td>
</tr>
<tr>
<td>65% of primary schools have a specialist PE teacher (YST, 2014)</td>
<td>54% of primary schools have a specialist PE teacher (YST, 2014)</td>
</tr>
</tbody>
</table>

### What are the aspirations relevant to this age group? 3, 4, 5, 6, 7, 8, 9, 10
## age group 5-11

### Overarching actions to achieve these aspirations

*For actions specific to particular settings please refer to the info sheets in the appendices*

#### Physical Education
- Promotion of 2 hours of high quality PE as an aspiration
- Continued promotion and delivery of staff CPD to ensure effective PE leadership and quality of teaching and learning
- Advocacy of the importance of Physical Education to head teachers
- Training and support to ensure inclusive PE and school sport so that all pupils receive the same high quality level of education
- Work with leisure providers to improve school access to swimming pools and support schools to make their pools financially viable
- Provide support to swimming teachers through professional development

#### Sport
- Ensure high quality competitive opportunities for all young people
- Develop clear links with community sport
- Promote the use of National Governing Body formats for primary age group
- Advocate minimum standards of coaching in schools
- Offer opportunities for SEND pupils to succeed in sport
- Ongoing communication and direct support to ensure informed use of the primary premium funding
- Offer sport specific NGB teacher training
- Ensure a vibrant and safe club structure for young people to transition into

#### Physical Activity
- Promote and advocate national guideline of 60 minutes a day of physical activity
- Promote active travel as an effective option for increasing physical activity
- Offer an effective exercise referral programme
- Provision of condition specific physical activity interventions including weight management

### How will success be measured?
- Norfolk Schools PE, Sport and Health Survey
- School attendance at CPD
- School Games participation data
- Ofsted reports
- National Child Measurement Programme
- afPE Qualitymark and School Games Mark take up

### What needs to be done to aid transition to the next age group?
- Cluster work with high schools
- Maximise transition into community sport prior to leaving full time education
- Standardised collection of relevant data at Year 6 and shared with high schools
- PE assessment information shared with high school PE department
- Secondary schools and cluster primaries to plan priority sports and activities together, to ensure continuous development
## age group 11-16

### Where are we now?

<table>
<thead>
<tr>
<th>Norfolk</th>
<th>National</th>
</tr>
</thead>
<tbody>
<tr>
<td>At KS3 34% of young people attend extra-curricular sport and physical activity. This figure is 32% at KS4 (YST 2014)</td>
<td>At KS3 40% of young people attend extra-curricular sport and physical activity. This figure is 30% at KS4 (YST, 2014)</td>
</tr>
<tr>
<td>On average a school has 5 links to community sports clubs (YST, 2014)</td>
<td>On average a school has 5 links to community sports clubs (YST, 2014)</td>
</tr>
<tr>
<td>18% of young people undertake volunteering, leadership, officiating or coaching roles regularly (YST, 2014)</td>
<td>16% of young people undertake volunteering, leadership, officiating or coaching roles regularly (YST, 2014)</td>
</tr>
</tbody>
</table>

### What are the aspirations relevant to this age group? 3, 4, 5, 6, 7, 8, 9, 10

Norfolk Sport, PE, Physical Activity and Development Strategy for Young People 2015-2017
**Overarching actions to achieve these aspirations**

For actions specific to particular settings please refer to the info sheets in the appendices

<table>
<thead>
<tr>
<th>Physical Education</th>
<th>Sport</th>
<th>Physical Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>✓ Promotion of 2 hours of high quality PE as an aspiration</td>
<td>✓ Ensure high quality competitive opportunities for all young people</td>
<td>✓ Promote and advocate national guideline of 60 minutes a day of physical activity</td>
</tr>
<tr>
<td>✓ Advocacy of the importance of Physical Education to head teachers</td>
<td>✓ Develop clear links with community sport to ensure transition from school sport in every high school</td>
<td>✓ Promote active travel as an effective option for increasing physical activity</td>
</tr>
<tr>
<td>✓ Continued promotion and delivery of staff CPD to ensure effective PE leadership and quality of teaching and learning</td>
<td>✓ Offer well targeted community based activities to engage those who do not prioritise sport in their own time</td>
<td>✓ Provision of condition specific physical activity interventions including weight management</td>
</tr>
<tr>
<td>✓ Training and support to ensure that SEND pupils receive the same high quality level of education</td>
<td>✓ Advocate minimum standards of coaching in schools</td>
<td>✓</td>
</tr>
<tr>
<td>✓ Encourage cluster working to continue the good work done at primary level</td>
<td>✓ Offer opportunities for SEND pupils to succeed in sport</td>
<td>✓</td>
</tr>
<tr>
<td>✓ Create opportunities for those who want to develop their leadership skills</td>
<td>✓ Ensure a vibrant and safe club structure for young people to transition into</td>
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</tbody>
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**How will success be measured?**

- Norfolk Schools PE, Sport and Health Survey
- Ofsted reports
- Satellite Club participation and transition data
- School attendance at CPD
- Active People Survey data
- School Games participation data
- Take up of Quality Marks

**What needs to be done to aid transition to the next age group?**

- Maximise transition into community sport prior to leaving full time education
- Cluster approach with colleges and frequent feeder high schools
### age group 16-18

**Where are we now?**

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<tr>
<th>Norfolk</th>
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<tbody>
<tr>
<td><strong>44.7%</strong> of 16-25 year olds do 30 minutes of moderate intensity exercise at least once a week (Sport England, 2014)</td>
<td><strong>53.7%</strong> of 16-25 year olds do 30 minutes of moderate intensity exercise at least once a week (Sport England, 2014)</td>
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<td><strong>22.7%</strong> of 16-25 year olds are a member of a sports club (Sport England, 2014)</td>
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<td><strong>14%</strong> of students participate in college sport (AoC, 2014)</td>
<td><strong>20%</strong> of students participate in college sport (AoC, 2014)</td>
</tr>
<tr>
<td>On average a College has 17 links with local sports clubs (AoC, 2014)</td>
<td>On average a College has 10 links with local sports clubs (AoC, 2014)</td>
</tr>
<tr>
<td><strong>2%</strong> of college students volunteer in sport (AoC, 2014)</td>
<td><strong>3%</strong> of college students volunteer in sport (AoC, 2014)</td>
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**What are the aspirations relevant to this age group?** 5, 6, 7, 8, 9, 10
Overarching actions to achieve these aspirations

For actions specific to particular settings please refer to the info sheets in the appendices

**Further Education**
- 6th forms & colleges to deliver a well-planned and wide-ranging sport and physical activity offer to encourage ALL students to participate
- Ensure 6th form and college sport has strong links with community sport to aid transition into sustainable lifelong participation
- Develop and promote affordable opportunities for young people to take their first step or continue their development in leadership, coaching and officiating to support the demand from community sport

**Community Sport**
- Support and encourage National Governing Bodies to engage with this age group using our local knowledge and intelligence
- Offer a broad range of work-based sport and physical activity programmes
- Offer a range of activities aimed at engaging those who do not prioritise sport in their own time
- Ensure a vibrant and safe club structure for young people to transition into
- Use relevant and age-appropriate marketing and promotion to ensure the target market is reached

**Physical Activity**
- Promote and advocate national guideline of 60 minutes a day of physical activity
- Provision of condition specific physical activity interventions including weight management
- Use innovative approaches to target those participating in no sport and physical activity

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**How will success be measured?**
- AoC College Sport Survey
- Active Norfolk coach’s survey
- Active People Survey data
- Satellite Club participation and transition data
- Sportivate retention figures

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**What needs to be done to aid transition to the next age group?**
- Transition into community sport prior to leaving full time education
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What are the aspirations relevant to this age group? 5, 6, 7, 8, 9, 10
age group 18-25

Overarching actions to achieve these aspirations

For actions specific to particular settings please refer to the info sheets in the appendices

- Ensure University sport has strong links with community sport
- Provision of condition specific physical activity interventions including weight management
- Offer a broad range of work-based sport and physical activity programmes
- Offer a range of activities aimed at engaging those who do not prioritise sport in their own time
- Develop and promote affordable opportunities for young people to take their first step or continue their development in leadership, coaching and officiating
- Support and encourage National Governing Bodies to engage with this age group using our local knowledge and intelligence
- Use innovative approaches to target those participating in no sport and physical activity
- Ensure a vibrant and safe club structure for young people to transition into
- Use relevant and age appropriate marketing and promotion to ensure the target market is reached

How will success be measured?
- Active People Survey data
- Active Norfolk coach’s survey
- Sportivate retention figures

What needs to be done to aid transition to the next age group?
- Transition into community sport from programme based activity
- Transition into community sport from college/university based activity