

## Introducing our locality plan approach

Active Norfolk's locality model is an insight-led, place-based approach that brings partners together to improve the health and well-being of local residents, and develop individuals, communities and the economy through physical activity.

This approach is a collaboration between Active Norfolk, the Local Authorities, and identified relevant stakeholders, working together to achieve shared strategic objectives.

Active Norfolk aims to work closely with district authorities, charitable organisations and other strategic partners across Norfolk to address pre-determined priorities, such as loneliness, obesity and anti-social behaviour.

Each district has allocated Locality Lead Officers who create and maintain mutually-beneficial relationships to enable everyone in Norfolk to live healthier lifestyles.

Visit [www.activenorfolk.org/locality-plans](http://www.activenorfolk.org/locality-plans) to find out more.

[Learn more](#)

"We've been delighted to hear about the launch of Breckland District Council's Community Activity Funding Grants scheme, which will aim to fund innovation in activities across the area. Active Norfolk is best-placed to play an influential role in supporting the District Council in helping residents to become more active and tackle serious issues, like loneliness and obesity, through exercise.

"As we develop working relationships with influential organisations in the area we look forward to playing an active role in helping Breckland residents improve their health and wellbeing through active opportunities."

- Rich Hoey, Breckland District Locality Lead

# Update *Breckland*

February 2019

## Active Lives Survey Results

The Active Lives Survey, which polls activity levels in the UK, indicated that Breckland residents are relatively active with a low percentage of people answering that they are totally inactive.

The results from 2017-2018 showed that 59.5% of adults aged 16+ completed more than the recommended 150 minutes of exercise per week and that just over a quarter of people in the district are totally inactive - doing less than 30 minutes of physical activity per week.

[Learn more](#)

Region	Active	Fairly Active	Inactive
Breckland	59.5%	13.4%	27.3%
Broadland	54.8%	13%	32.2%
Great Yarmouth	55.2%	14.2%	30.7%
King's Lynn & W. Norfolk	53.1%	12.8%	34.1%
North Norfolk	64.6%	12%	23.4%
Norwich	63.5%	13.6%	23%
South Norfolk	66.2%	12.7%	21.1%
Norfolk	59.5%	13.1%	27.5%
The East	61.6%	12.8%	25.6%
England	62.3%	12.5%	25.2%

## Strategic Update

Active Norfolk's role within the county continues to grow and develop as we move away from delivering and promoting sport, towards a new strategic role. This sees us seeking out and partnering with new stakeholders across diverse sectors to identify new opportunities to make an impact through sport and physical activity on the individuals and communities that would benefit most.

This has been reinforced through the new Primary Role for CSPs that has been introduced by Sport England. Our remit within the county is to:

- Demonstrate an in-depth understanding of places and people.
- Develop our ability to broker and facilitate a wide range of relationships.
- Support projects on Sport England's behalf.
- Support local authorities.

[Learn more](#)

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# What we've been doing in Breckland and beyond...



## Championing activity in Norfolk workplaces

Active Norfolk's campaign to increase the business benefits of a healthier, more active workforce has seen the development of the Active Workplaces Champion training course offered for free to Norfolk employees who want to take a pro-active role in improving the health and wellbeing of colleagues.

The training sessions take place at various locations in Norfolk and are free to attend for employees of any Norfolk organisation to learn the skills to implement activity initiatives into their workplaces. The sessions have been constructed in association with Pushing Ahead, the Department for Transport's initiative to encourage active travel in our county.

Visit [www.activenorfolk.org/i-want-to-promote-physical-activity](http://www.activenorfolk.org/i-want-to-promote-physical-activity) to find out more and book your place at an upcoming session.

## Supporting men's mental health through football

All to Play For is a football initiative designed by Active Norfolk in partnership with Premier Sport and the Norfolk and Suffolk NHS Foundation Trust (NSFT) which helps to support men with mental health issues living in Norfolk. To date the award-winning programme has seen successes in Great Yarmouth and Norwich. Following a successful pilot in Norwich earlier this year, a weekly session in Great Yarmouth was set up.

The sessions are inclusive for men of all ages and abilities, offering them a judgement-free environment to play football, develop peer groups, and access additional support services that can support their mental health needs. This has included advice on housing, gambling and debt advice, and drug and alcohol support.

Scores of men have taken part in the programme, and Active Norfolk is currently working with other local partners to secure additional funding and bring the scheme to other areas of the county which could benefit most.

## Get Off Your A\*\* (GOYA) launches in Thetford to help tackle anti-social behaviour

An innovative new scheme, designed to offer young people in inactive areas regular physical activity, has launched at Thetford's Breckland Leisure Centre. Get Off Your A\*\* (GOYA) gives people aged 14-19 the chance to try out a number of sports in an inclusive and pressure-free environment in their local area.

The scheme is centred on giving young people who don't take part in regular sport and exercise the chance to keep fit and try something new while spending time with friends. GOYA has already been successful in improving activity levels and reducing anti-social behaviour in other areas of the county, including in Great Yarmouth and in King's Lynn, by giving young people positive and engaging ways to spend their time. The sessions run in early evenings and offer free or low cost activities, like swimming, football and badminton.

Children and Young People Project Officer, George Webster, said: "GOYA has been really successful in attracting disengaged and inactive young people to new activities across Norfolk, helping to improve social outcomes. We're really excited to launch this programme in Thetford and provide opportunities for young people to access high quality and affordable sport and physical activity on a weekly basis."



## Get in touch

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