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 to find out more.

Active Lives Survey Results

The Active Lives Survey, which polls activity levels in the UK, indicated that Broadland residents are among the least active in the county. The results from 2017-2018 showed that just 54.8% of adults aged 16+ completed more than the recommended 150 minutes of exercise per week and that a third of residents, (32%) of people in the district are totally inactive - doing less than 30 minutes of physical activity per week.

<table>
<thead>
<tr>
<th>Region</th>
<th>Active</th>
<th>Fairly Active</th>
<th>Inactive</th>
</tr>
</thead>
<tbody>
<tr>
<td>Breckland</td>
<td>59.5%</td>
<td>13.4%</td>
<td>27.3%</td>
</tr>
<tr>
<td>Broadland</td>
<td>54.8%</td>
<td>13%</td>
<td>32.2%</td>
</tr>
<tr>
<td>Great Yarmouth</td>
<td>55.2%</td>
<td>14.2%</td>
<td>30.7%</td>
</tr>
<tr>
<td>King’s Lynn &amp; W. Norfolk</td>
<td>53.1%</td>
<td>12.8%</td>
<td>34.1%</td>
</tr>
<tr>
<td>North Norfolk</td>
<td>64.6%</td>
<td>12%</td>
<td>23.4%</td>
</tr>
<tr>
<td>Norwich</td>
<td>63.5%</td>
<td>13.6%</td>
<td>23%</td>
</tr>
<tr>
<td>South Norfolk</td>
<td>66.2%</td>
<td>12.7%</td>
<td>21.1%</td>
</tr>
<tr>
<td>Norfolk</td>
<td>59.5%</td>
<td>13.1%</td>
<td>27.5%</td>
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<tr>
<td>The East</td>
<td>61.6%</td>
<td>12.8%</td>
<td>25.6%</td>
</tr>
<tr>
<td>England</td>
<td>62.3%</td>
<td>12.5%</td>
<td>25.2%</td>
</tr>
</tbody>
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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.

“Establishing key priorities which can be addressed through physical activity is one of Active Norfolk’s primary aims in the Broadland area as we continue to work with influential partners to provide active opportunities for district residents.

“We’ve seen, across the wider county, how physical activity can play a huge role in tackling issues like anti-social behaviour, youth obesity and isolation. As we develop relationships in Broadland, we hope to see comparable outcomes through innovative projects in the district.”

- Rich Hoey, Broadland District Locality Lead
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 to find out more and book your place at an upcoming session.

Active Norfolk helps Norse Care embed physical activity into organisation’s ‘culture’

Following on from the success of the Mobile Me project, Active Norfolk has helped Norse Care, Norfolk’s largest care provider, build physical activity into the core structure of its organisation, bringing about a cultural change in its care provision practices.

Through providing for care home staff as well as helping to write care and wellbeing plans, Active Norfolk has been able to help Norse Care implement exercise in all 35 care homes in Norfolk. The results have been dramatic, with care home residents reporting significant positive shifts in mood, mobility and wellbeing.

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 in touch

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