

## 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.

Following a review by the Housing & Neighbourhood Committee at Great Yarmouth Borough Council, the following priorities have been agreed:

- Reducing social isolation
- Reducing anti-social behaviour
- Improving early years development
- Increasing skills and employability
- Reducing prevalence of and better managing long term conditions

[Learn more](#)

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

**“On Thurs 6th Dec Active Norfolk presented the findings of the public consultations to the Housing & Neighbourhood Committee at Great Yarmouth Borough Council. Sport and physical activity’s contribution to broader outcomes was recognised and the Committee agreed to 5 key priorities that will underpin our work in the Borough moving forwards.**

**“A refresh of the Great Yarmouth Sport and Leisure Strategy was agreed, with a move to provide a framework for action that encourages a collaborative approach across a broad range of stakeholders to maximise the positive impact for local residents.”**

**- Shelley Ames, Great Yarmouth Locality Lead**

# Update *Great Yarmouth*

December 2018

## Active Lives Survey Results

The Active Lives Survey, which polls activity levels in the UK, indicated that Gt Yarmouth residents are among the least active in the county.

The results from 2016-2017 showed that 48.8% of adults aged 16+ completed more than the recommended 150 minutes of exercise per week, but over a third of the Borough's residents (36.1%) took part in less than 30 minutes of activity per week. This is an improvement on last year's statistics but there is still a way to go to reach the national average.

[Learn more](#)

Region	Active	Fairly Active	Inactive
Breckland	60.4%	11.9%	27.7%
Broadland	65.4%	12.6%	22.0%
Great Yarmouth	48.8%	15.1%	36.1%
King's Lynn & W. Norfolk	55.2%	10.0%	34.8%
North Norfolk	64.9%	9.2%	26.0%
Norwich	65.5%	11.8%	22.6%
South Norfolk	63.8%	15.6%	20.7%
Norfolk	60.8%	12.2%	27.0%
The East	62.0%	12.6%	25.4%
England	61.8%	12.5%	25.7%

## 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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## Supporting men's mental health through football

All to Play For is a football initiative designed by Active Norfolk in partnership with the Norfolk Suffolk Foundation Trust (NSFT) which helps to support men with mild to severe mental health issues living in and around Great Yarmouth.

The partnership also includes Premier, who provide trained coaches for the sessions. Following a successful pilot in Norwich earlier this year, a weekly session in Great Yarmouth was set up at the Great Yarmouth Town FC, Wellesley Stadium, on Wednesday mornings.

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 to prolong the initiative.

## Care home culture change – building physical activity into long term strategy

Following the success of the Mobile Me project which brought physical activity into sheltered housing and care homes, Active Norfolk has successfully supported care home provider Norsecare to embed physical activity into its organisational culture by writing physical activity into each of the 36 care settings' resident wellbeing and lifestyle action plans.

Active Norfolk supported Norsecare through the process by providing information seminars to gain management buy-in, worked with dedicated Norse staff members to write physical activity into their action plans, provided training sessions, and is now supporting with workforce development and on-going partnership work to extend Norsecare's physical activity provision and opportunities.

As part of its commitment to physical activity, Norsecare has dedicated a pot of funding to develop provision across all its sites, including budget for a new exercise and wellbeing co-ordinator post and investment into equipment and training for frontline staff.

## Grants available for Great Yarmouth businesses

In partnership with [Pushing Ahead](#), Active Norfolk has led on the delivery of a capital grants scheme to encourage businesses in the Borough to reduce single occupancy car journeys.

The workplace travel grants are aimed to help local businesses capitalise on the benefits that active commuting can bring to employees, like improved productivity, health and wellbeing. They will also help reduce congestion in the town, and support a reduction in pressure on local car parks.

The applications are open to all Great Yarmouth businesses, including schools, that can demonstrate an innovative and creative use of the grant money. Up to £5000 may be applied for. This may include things like investment in physical structures such as cycle storage, shower and changing room installation, through to ICT and cloud-based applications that can empower employees to work from home more frequently, and thereby reducing journeys into work.

The grant scheme is open till **14th December 2018**, with successful applications announced by 9th January 2019.

## Supporting older people on the coast to be active outdoors

Active Norfolk, in partnership with Norfolk County Council Environment team and supported by Public Health, is supporting healthy ageing in older people living along the Norfolk coast through the SAIL (Staying Active and Independent for Longer) project.

SAIL has received a 3-year EU funding commitment to support healthy ageing in coastal areas by using natural outdoor spaces and local community facilities to provide accessible opportunities for older people to be physically active in their local area.

SAIL will impact on areas of need where there is a high percentage of older adults that are reporting high levels of poor health, and with high levels of income deprivation. Additional risk factors for older people including dementia, social isolation, prevalence of falls, and diabetes also hope to be positively impacted through the project.

The project area spans the coastline from Hunstanton to Great Yarmouth. The programme delivery is currently being mapped, with outcomes planned to be announced late 2018.

## Get in touch

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