

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.

To date, Active Norfolk has been collaborating with the NNDC Health & Wellbeing Group to identify appropriate departments within the District Council, and relevant partners from the public and private sectors, to initiate the process.

[Learn more](#)

Visit www.activenorfolk.org/locality-plans to find out more

"We are working with NNDC to establish a strong partnership of influential stakeholders all with an interest in how physical activity can contribute to improved outcomes for communities across North Norfolk. With such a partnership in place it will give us a strong basis to make well-informed decisions about what contribution physical activity can make in North Norfolk, and how we can maximise our collective efforts in response to the needs identified by all the partners round the table."

Stephen Hulme, Development Manager
Active Norfolk

Update *North Norfolk*

September 2018

Active Lives Survey results

The latest Active Lives Survey, which polls activity levels in the UK, showed that three quarters of North Norfolk residents can be classed as Fairly Active or Active.

The results from 2016-2017, published in March 2018, showed that whilst 64.9 percent of adults aged 16+ in the district completed more than the recommended 150 minutes of exercise per week, over a quarter of residents (26 percent) are still doing less than 30 minutes of activity per week.

As a county Norfolk was marginally behind the national average, with 60.8 percent of residents completing the target amount of more than 150 minutes of physical activity per week, compared to 61.8 percent nationally.

[Learn more](#)

Visit www.activenorfolk.org/sport-england to find out more.

Region	Active	Fairly Active	Inactive
Breckland	60.4%	11.9%	27.7%
Broadland	65.4%	12.6%	22.0%
Gt Yarmouth	48.8%	15.1%	36.1%
King's Lynn and 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](#)

Visit www.activenorfolk.org/what-we-do1 to find out more

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Walks programme benefits inactive and isolated residents

The North Norfolk Health Walks programme was put together as a result of widespread inactivity and loneliness in rural parts of the county. Active Norfolk historically managed the group, and then provided funding for its transition to a Charitable Interest Organisation in 2014.

The programme has proved to be a successful model in attracting participants who weren't physically active, as 16% of those attending during the last year were completely inactive prior to joining the walks. The walks are low cost and easy to manage, and are targeted at inactive people through libraries, doctors' surgeries amongst other areas. Over 4,500 people have taken part in over 250 walks since 2014.

North Norfolk Fit Together also delivers activities such as tea dances, circuit training for older adults, badminton and line dancing sessions, helping to bring people in isolated areas together to become more active.

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 on the North 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, and in North Norfolk includes **Cromer, North Walsham, and Sheringham**. The programme delivery is currently being mapped, with outcomes announced in Autumn 2018.

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.



Reducing inactivity in rural villages

As part of its wider work to address inactivity in rural areas, Active Norfolk has commissioned NNDC to deliver Fun & Fit within the district, which is an activity programme targeted at adults who do less than 30 minutes of activity each week. A Fun & Fit yoga session was put on in Southrepps due to its rural location and the popularity of this type of activity. It recorded excellent attendance given the small size of the village.

The course engaged with many older adults, most of whom were extremely sedentary prior to joining.

Many of the participants reported they had been wanting local activity provision within their community, as they were unable to travel to use the facilities in larger market towns. Since its conclusion, several of the participants have continued with yoga locally through the Hubs and Clubs programme delivered by NNDC.

Through commissioning of Fun & Fit sessions, residents across other rural areas of North Norfolk have been able to access a greater number of opportunities to be physically active, thereby reducing the number of inactive adults.

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