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 South Norfolk residents are the most active in the county and significantly more active than the national average.

The results from 2017-2018 showed that 66.2% of adults aged 16+ completed more than the recommended 150 minutes of exercise per week and that only one fifth (21.1%) 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>
</table>

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.

“As we work together with South Norfolk District Council to establish key priorities in the area, we are excited to see the progress the District is making in offering activity opportunities to residents.

“The South Norfolk area is blessed with excellent sports and exercise facilities and we are keen to help ensure, through mutually-beneficial partnership work, that residents have active opportunities available to them in order to maintain healthy lifestyles.”

- Rich Hoey, South Norfolk District Locality Lead
Active Norfolk helps Norse Care embed physical activity into culture of care provision

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.

Promoting the impact of the Daily Mile at Mulbarton Primary School

The Daily Mile is improving the health and fitness of young people across the country, including in Mulbarton Primary School where teachers have seen huge improvements in the attitudes and physical fitness of pupils through implementing The Daily Mile into their pupil’s routine. Teachers reported improved relationships with pupils too through having the chance to interact in a different environment, outside of the classroom.

Active Norfolk is a promoter of The Daily Mile in and around Norfolk and encourages schools to sign up to the scheme, which demonstrates wide-ranging benefits for pupils before, during and after school. To read the Mulbarton Primary School case study and find out more about The Daily Mile, visit: www.activenorfolk.org/dailymile.

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.

What we’ve been doing in South Norfolk and beyond...

Get in touch

01603 732333   rich.hoey@activenorfolk.org   www.activenorfolk.org

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