Introducing our locality plan approach

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

Progress to date has seen integration with the West Norfolk Partnership Strategy group. This group will take ownership of the process, and have developed a Task and Finish group with representation from a breadth of organisations including Freebridge Housing, the Police, West Norfolk CCG, and King’s Lynn and West Norfolk Borough Council.

Following review of the data and discussions with key partners, the following priorities have been set:

- Improve attainment, attendance, behaviour and health of school children.
- Improve mental health.
- Reduce social isolation.
- Prevent and treat long term lifestyle related conditions.

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 King’s Lynn and West Norfolk residents are among the least active in the county.

The results from 2016-2017 showed that whilst 55.2 per cent of adults aged 16+ completed more than the recommended 150 minutes of exercise per week, over a third of the Borough’s residents (34.8 per cent) took part in less than 30 minutes of activity per week.

As a county Norfolk was slightly behind the national average, with 60.8 per cent of residents completing the targeted amount of physical activity.

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

<table>
<thead>
<tr>
<th>Region</th>
<th>Active</th>
<th>Fairly Active</th>
<th>Inactive</th>
</tr>
</thead>
<tbody>
<tr>
<td>Breckland</td>
<td>60.4%</td>
<td>11.9%</td>
<td>27.7%</td>
</tr>
<tr>
<td>Broadland</td>
<td>65.4%</td>
<td>12.6%</td>
<td>22.0%</td>
</tr>
<tr>
<td>Gt Yarmouth</td>
<td>48.8%</td>
<td>15.1%</td>
<td>36.1%</td>
</tr>
<tr>
<td>King’s Lynn and West Norfolk</td>
<td>55.2%</td>
<td>10.0%</td>
<td>34.8%</td>
</tr>
<tr>
<td>North Norfolk</td>
<td>64.9%</td>
<td>9.2%</td>
<td>26.0%</td>
</tr>
<tr>
<td>Norwich</td>
<td>65.5%</td>
<td>11.8%</td>
<td>22.6%</td>
</tr>
<tr>
<td>South Norfolk</td>
<td>63.8%</td>
<td>15.6%</td>
<td>20.7%</td>
</tr>
<tr>
<td>Norfolk</td>
<td>60.8%</td>
<td>12.2%</td>
<td>27.0%</td>
</tr>
<tr>
<td>The East</td>
<td>62.0%</td>
<td>12.6%</td>
<td>25.4%</td>
</tr>
<tr>
<td>England</td>
<td>61.8%</td>
<td>12.5%</td>
<td>25.7%</td>
</tr>
</tbody>
</table>

“We’ve established a strong partnership of influential stakeholders within the Borough who all have an interest in how physical activity can contribute to improved outcomes for communities across West Norfolk. This gives us a strong foundation to make well-informed decisions and coordinate our efforts to meet local, identified needs.

I’m excited about the new approach and turning the initial strategy work into meaningful improvements to the quality of life of the people of West Norfolk. Our work to establish physical activity at the core of the re-opening Discovery Centre is an early example of how the strong partnership can lead to physical activity getting to where it is most needed.”

Stephen Hulme, Development Manager
Active Norfolk
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 West 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 West Norfolk includes the key towns of Hunstanton, Heacham, Brancaster, and Snettisham. The programme delivery is currently being mapped, with outcomes announced in Autumn 2018.

The Discovery Centre - A community asset brought back to life

North Lynn is a community with some of the highest levels of deprivation, poorest health outcomes, highest rates of ASB, and lowest education rates in Norfolk. At its heart is the Discovery Centre, which had been a focal point of the community offering a variety of services and support before it closed its doors 18 months ago.

The Discovery Centre was taken over by Freebridge Housing and was reopened to the community in late summer 2018. The West Norfolk community housing association has undertaken consultation within the community to identify the services and facilities required by local residents to help restore the Centre as a community asset.

To ensure that the breadth of benefits that physical activity can provide are realised in North Lynn, Active Norfolk are working with Freebridge Housing and their partners within the community to ensure that physical activity sits at the heart of the Discovery Centre’s offer to local residents of all ages.

Anti-social behaviour by young people in North Lynn and in the town centre is an identified problem within the local community. Active Norfolk have provided investment to develop and support a partnership between the Police, Freebridge Housing, the YMCA and Alive Leisure to provide positive activities for young people at the Centre to help tackle this.

Replicating the ‘Get off Your A***’ (GOYA) project that has been successful elsewhere in the county, GOYA sessions will be offered across the week. GOYA provides regular social and inclusive sport and physical opportunities for 14-25 year olds.

The partners involved in the project will be key in identifying and encouraging the young people who can benefit most to engage in the GOYA sessions. The sessions will provide young people with a structured and positive way to channel their energies during times when high instances of anti-social behaviour are historically recorded.

Free training courses gives boost to West Norfolk schools

West Norfolk primary schools have benefitted from a bespoke school governors training, commissioned by Active Norfolk’s Children and Young People team, which has provided several training events to help school governors better understand their role when asking the challenging questions about how schools spend the government funding they receive through the PE and Sport Premium.

Active Norfolk devised the training for governors as they are key stakeholders in monitoring and managing how a primary school spends the annual £16,000 per school plus £10 per pupil awarded to it, and what impact that award is making on outcomes for pupils. At the end of the training, school governors are more aware of the Premium, how it can be spent, and are empowered to challenge and monitor the impact of the spend.

The sessions which took place in the winter term were accessed by more than 40 schools including a large number of West Norfolk schools. Due to unequivocally positive feedback, more sessions have been scheduled for the autumn term to encourage governors to take a proactive interest in the way schools spend money to benefit pupils in the most efficient way possible.

For more information about the range of physical activity training opportunities Active Norfolk provides, visit:

www.activenorfolk.org/training-courses

Get in touch

01603 732333  info@activenorfolk.org  www.activenorfolk.org