

Getting Breckland Active

Our **locality approach** to physical
activity

September 2024 – September 2025



ACTIVE BRECKLAND: FRAMEWORK FOR ACTION

Introduction



Background and Vision

The **Active Norfolk: Getting Norfolk Moving** strategy released in 2021 sets out to inspire and enable communities in Norfolk to build physical activity into their lives.

The strategy understands the unique local challenges and opportunities across Norfolk, and has implemented a “locality approach” to account for the unique characteristics of each district and meet the specific requirements.

Through this approach, each of the seven localities across Norfolk will have

their own designated locality officer. This approach has enabled collaborative working with Active Norfolk, local government, health and social care and key local stakeholders to help identify local physical activity priorities.

Active Breckland: Framework for Action

In Breckland, this work has been collated into **Active Breckland: Framework for Action**.

This document outlines the main challenges we face in Breckland, how physical activity can make a difference and the desired outcomes of our work.

This document will be used as a key reference point for the development of a localised action plan that our locality development officer will work towards.



Why is physical activity so important?

Key facts and figures surrounding physical activity across the UK

Physical activity has many benefits including to our physical health and mental wellbeing, supporting individual development, connecting our local communities, and strengthening our economy.



Physical inactivity is associated with **1 in 6** deaths in the UK. It is estimated to cost the UK £7.4 billion annually.



Physical inactivity is the **fourth largest cause** of disease and disability in the UK.



Persuading inactive people to become more active could prevent **1 in 10** cases of stroke and heart disease in the UK.



Physical activity declines with age to the extent that by the age of 75 years only **1 in 10 men** and **1 in 20 women** are active enough for good health.

The role of physical activity

The World Health Organisation defines physical activity as any bodily movement produced by skeletal muscle that uses energy. This encompasses sport, exercise and other activities includes playing, walking, and gardening. Physical activity has a multitude of physiological, psychosocial, environmental, and economic benefits.

How much physical activity should we be doing?

Adults should achieve a total of at least 150 minutes of moderate intensity physical activity per week for good health. This should be maintained throughout adulthood to reduce the risk of chronic disease and continued into old age for as long as capabilities allow to counteract the age-related losses in muscle and bone, deterioration of the cardiovascular system and decrease the risk of osteoporotic fractures.

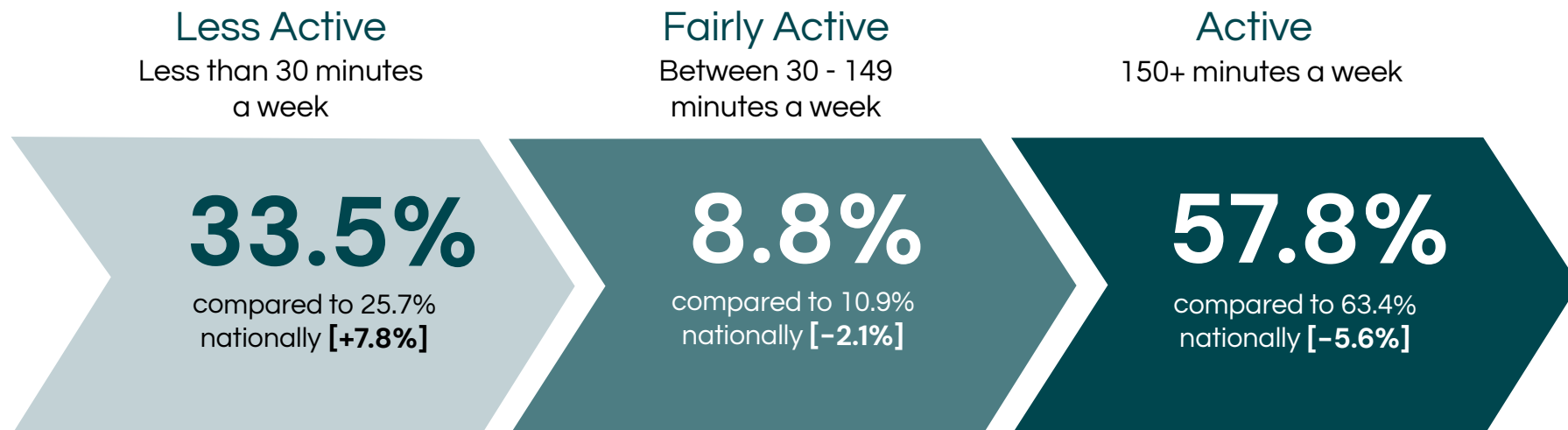
Children should aim for 60 minutes of moderate or vigorous intensity physical activity a day across the week. In doing so, they improve strength, cardiorespiratory fitness and body composition. Exercise habits established in childhood often continue into adulthood.

Insight and priorities

Insight into Breckland: Physical Activity

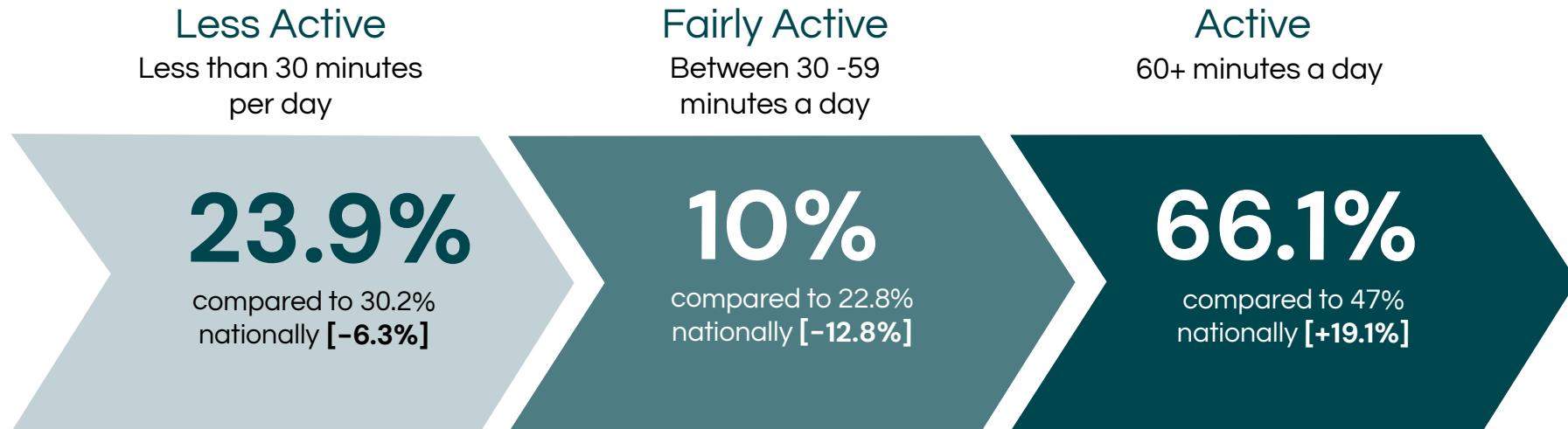
Breckland Adult Active Lives Survey (November 2022 – 2023):

In Breckland, over **1 in 3 adults** are classified as inactive – doing less than 30 minutes of physical activity per week.



Breckland Children Active Lives Survey (Academic Year 2022 – 2023):

Approximately 1 in 4 children and young people are classified as inactive – doing less than 30 minutes of physical activity per day.



- A high proportion of Breckland residents are sedentary, and do not enjoy the benefits associated with an active lifestyle.
- The barriers to physical activity engagement are complex, deep-rooted & often influenced by numerous variables.
- Research and data show us levels of participation vary depending on demographics, including socio-economic status, age, gender, disability & ethnicity.
- Whilst it is oversimplistic to view these characteristics purely in isolation, focused work is required to address stubborn inequalities, making physical activity accessible to all the community.

Insight into Breckland: Headline Data

What is the evidence for need in Breckland and how can physical activity help?

Deprivation/poverty:

10.4% of the population live in Core20 areas (Health Inequalities Strategic Framework for Action)

Social Isolation and Loneliness:

22.4% residents are lonely [higher than the Norfolk average] (Breckland Health and Wellbeing Partnership)

Cardiovascular Disease:

58.9 per 100,000 residents die from cardiovascular disease (Breckland Health and Wellbeing Partnership)

Ageing Population:

Breckland has an ageing but growing population (Future Breckland). With over 25% of the Breckland population are aged over 65 (2020).

Obesity:

62% of adults are overweight or obese (Breckland Health and Wellbeing Partnership). Over 1 in 3 Breckland children leave primary school overweight or obese (National Child Measurement Programme)

Educational attainment:

Breckland ranks in the bottom 40% nationally in terms of rate of participation in higher education, with school leavers living in the 5 market towns unlikely to go to university (Future Breckland)

Mental health:

12.9 per 100,000 Breckland residents die by suicide (Breckland Health and Wellbeing Partnership)

Insight into Breckland: Place

What is the evidence for need in Breckland and how can physical activity help?

Life Expectancy:

On average, a resident in Shipdham, Bradenham & Saham Toney lives 6.1 years longer than a resident in Swaffham (Health Inequalities Strategic Framework for Action).

Hip fractures:

Attleborough Queens and Besthorpe ward has the highest incidence of emergency hospital admissions for hip fracture in over 65s.

Mental health:

All Saints & Wayland, Ashill, Swaffham & Thetford Burrell wards have the highest incidence for hospital stays for self-harm.

Social deprivation:

Ashill, Attleborough Burgh & Haverscroft, Dereham Neatherd, Necton, Swaffham & Watton have higher incidences of over 65s living alone.

Ageing population:

Highest proportion of 65+ in Ashill, Necton, Swaffham, Nar Valley, Hermitage & Lincoln.

Disability:

Dereham (Neatherd & Withburga), Nar Valley, Necton, Swaffham, Thetford Burrell & Watton wards have the highest proportion of residents with a long-term health problem or disability.

Cardiovascular Disease:

Thetford (Burrell & Priory), Watton, Nar Valley and Swaffham have higher incidences of emergency hospital admissions for CVD related conditions (Heart attack, stroke and coronary heart disease).

Priorities

The inaugural Active Breckland: Framework for Action identified 3 evidence informed thematic areas of focus: children and young people, mental health & social isolation, and long-term health conditions. These have been streamlined into the following 3 long term thematic areas of focus.

Active Aspirations:

To inspire children and young people (CYP) to be active. To achieve this, we will aim to:

- Address CYP physical activity inequalities.
- Increase physical activity levels in CYP cohorts who would benefit the most.

Active Health:

To make physical activity accessible to residents with physical and mental health conditions. To achieve this, we will aim to:

- Increase physical activity levels in the community to reduce the prevalence of long-term health conditions.
- Support those currently living with long term conditions, better manage and improve their symptoms.

Active Communities:

To utilise physical activity to build stronger, more resilient, and better-connected communities. To achieve this, we will aim to:

- Address physical activity inequalities and social isolation within the community.
- Enable and empower the Breckland community to help get residents moving.

Progress so far: 2023/24 report

The inaugural Active Breckland: Framework for Action document was published in April 2023. The work so far includes:

Active NoW



Active NoW is the Norfolk & Waveney ICB's physical activity referral programme which supports patients with identified long term health conditions to access appropriate, local physical activity opportunities to improve or manage their conditions.



£30,000 invested in Breckland



From April 2023 to April 2024, 449 referrals were made for patients living in Breckland. Long term condition breakdown: Hypertension (95), Diabetes: Type 1&2 (95), Obesity (69), Asthma (49), Stroke / TIA (48) & Mental Health (44).

Opening Schools Facilities



The OSF fund was designed to help schools open their existing facilities so more young people can benefit. It also aims to support the wider community by partnering with organisations who can help deliver physical activity within these settings.



£33,335 invested in Breckland



The projects engaged 699 inactive children, including 182 children from ethnically diverse backgrounds, 386 free school meal children, 454 girls and 208 children with special educational needs).

Big Norfolk Holiday Fun



The Big Norfolk Holiday Fun programme is an activity programme is run in partnership with Norfolk County Council, thanks to four years of funding provided by the Department of Education. It provides holiday activities and food for children and young people aged 4 -16 in Norfolk.



£393,184 invested in Breckland



40% increase in free school meal attendance in the Big Norfolk Holiday Fun programme in Breckland from 2022 to 2023 – the largest increase across Norfolk.

Action Plan 2024-2025

To achieve the key objectives, we've developed an action plan

The 2024-25 action plan identifies the short-term actions of the Breckland Locality Development Officer (LDO) aims to build upon the progress made so far and address the identified priorities over the next 12 months.

Physical activity inequalities are complex, multi-faceted and influenced by a myriad of interacting and interrelated factors. It is important to highlight that no single organisation is responsible for addressing physical

activity inequalities or the challenges residents face in Breckland.

An increased focus will be placed on inspiring, empowering and enabling communities to achieve the strategic objectives of the **Active Breckland: Framework for Action**.

The actions have been split into the 3 long term thematic areas of focus:

You can see which of the long-term focus areas each action falls under at the top of each page. These thematic areas are:

- Active Aspiration
- Active Health
- Active Communities

To find out more about anything included in the following action plan, contact the Breckland Locality Development Officer, Gabriel Mansbridge, by emailing: gabriel.mansbridge@activenorfolk.org

Active Aspirations

To inspire children and young people (CYP) to be active

Work theme(s)	Action	Collaborators	Desired outcome	Output & Measurement
Educational settings	1.1. Support schools in delivering the Opening School Facilities Funding and other related projects in Breckland.	Schools and other education settings	Underrepresented children and young people in Breckland can be physically active in schools and educational settings.	Investment in Breckland schools. Increased physical activity engagement in target cohorts. Development of case studies. Quarterly update on progress.
Big Norfolk Holiday Fun	1.2. Support the continued development of the Big Norfolk Holiday Fun project in Breckland. Including identification of place-based gaps in provision, promoting opportunities with local partners, and conducting quality assurance visits.	Big Norfolk Holiday Fun Programme	Breckland communities and professionals are aware of the local opportunities to be physically active.	Investment into activities in Breckland. Increased physical activity engagement in target cohorts. Quality Assurance reports. Quarterly update on progress.
Breckland Family Hub Partnership	1.3. Represent Active Norfolk at the Breckland Family Hub Partnership Meetings.	Breckland Family Hub Partnership	Develop facilitative processes and proportionate, representative governance for physical activity in Breckland.	Strategy implementation and partnership working on strategic priorities. Quarterly update on progress.

Active Health

To make physical activity accessible to residents with physical and mental health conditions

Work theme(s)	Action	Collaborators	Desired outcome	Output & Measurement
Breckland Health & Wellbeing Partnership	2.1. Represent Active Norfolk at the Breckland Health and Wellbeing Partnership Board and relevant working groups.	Breckland Health and Wellbeing Partnership Board	Develop facilitative processes and proportionate, representative governance for physical activity in Breckland.	<p>Input into relevant subgroups and partnership working.</p> <p>Quarterly update on progress.</p>
Active NoW	2.2. Co-ordinate the Breckland - Active NoW working group on behalf of the Breckland Health and Wellbeing Partnership.	<p>Breckland Health and Wellbeing Partnership Board</p> <p>Active NoW</p>	Development of an equitable and affordable exercise referral offer across Breckland.	<p>Strategic development of the Active NoW programme in Breckland.</p> <p>Creation and management of activity provider service level agreements.</p> <p>Outcomes of participants on the programme.</p> <p>Funding delivered.</p> <p>Quarterly update on progress.</p>

Active Health

To make physical activity accessible to residents with physical and mental health conditions

Work theme(s)	Action	Collaborators	Desired outcome	Output & Measurement
Workforce	2.3. Develop the exercise referral workforce capacity in Breckland	Local Physical Activity Providers	<p>Increased exercise referral capacity in Breckland.</p> <p>Increased capability of local activity providers to be appropriately qualified to support people with long term health conditions.</p>	<p>Increase in the proportion of Level 3 Exercise Referral Qualified staff in Breckland.</p> <p>Increased diversity of exercise referral provision in Breckland.</p>
Social Prescribing	2.4. Explore opportunities to support the Breckland District Council Social Prescribing team with physical activity.	Breckland District Council	Incorporation of physical activity into pre-existing local infrastructure.	Quarterly update on progress.

Active Communities

To utilise physical activity to build stronger, more resilient, and better-connected communities

Work theme(s)	Action	Collaborators	Desired outcome	Output & Measurement
Playing Pitch & Outdoor Sports Strategy	3.1. Support Breckland District Council in the development of the Playing pitch & Outdoor sports strategy.	Breckland District Council. Knight, Kavanagh, and Page. Playing pitch & outdoor sports strategy working group	Enable physical environments that enable wellbeing and physical activity across Breckland.	The development of the Breckland playing pitch & outdoor sports strategy. Quarterly update on progress.
Getting Breckland Active Charter	3.2. Develop a Getting Breckland Active Charter.	Breckland District Council	Breckland community groups feel inspired, empowered, and supported to get their community physically active.	Number of organisations supported. Development of the charter (including support package such as training resource, data packs & joint action plans). Development of Case Studies. Quarterly update on progress.
Every Move	3.3. Increased local physical activity provision on the Every Move activity finder.	Physical activity providers	Breckland communities and professionals are aware of the local opportunities to be physically active.	Creation of a physical activity mapping document. Number of activities on the Every Move platform. Quarterly update on progress.

Active Communities

To utilise physical activity to build stronger, more resilient, and better-connected communities

Work theme(s)	Action	Collaborators	Desired outcome	Output & Measurement
Promotion	3.4. Increase the awareness of accessible and inclusive opportunities in Breckland.	Breckland Communities	Breckland communities and professionals are aware of the local opportunities to be physically active.	Promotion of physical activity opportunities at local events and forums. Quarterly update on progress.
Bid Writing	3.5. Lead bid writing for external physical activity funding opportunities (including the Sport England Movement Fund)	Breckland District Council	Utilisation of physical activity to support strategic priorities and outcomes in Breckland.	Number of written applications. Number of successful applications. Funding into District. Quarterly update on progress.
Community Enablers	3.6. Explore opportunities to support the Breckland District Council Community Enablers with physical activity.	Community Enablers	Physical activity is further embedded into the work of Breckland District Council employees.	Increased collaborative working. Quarterly update on progress.

Active Communities

To utilise physical activity to build stronger, more resilient, and better-connected communities

Work theme(s)	Action	Collaborators	Desired outcome	Output & Measurement
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Horizon Scanning	3.7. Explore opportunities for new innovative ways to get people moving in Breckland (including Beat The Street, Green Social Prescribing & The Link)	Breckland District Council	Increased awareness of innovative opportunities to embed physical activity in Breckland.	Quarterly update on progress.
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