

Getting **Great** **Yarmouth** Active

Our **locality approach** to physical activity
in 2024–2025



ACTIVE GREAT YARMOUTH: FRAMEWORK FOR ACTION

Why is physical activity so important?

Key facts and figures surrounding physical activity across the UK



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.



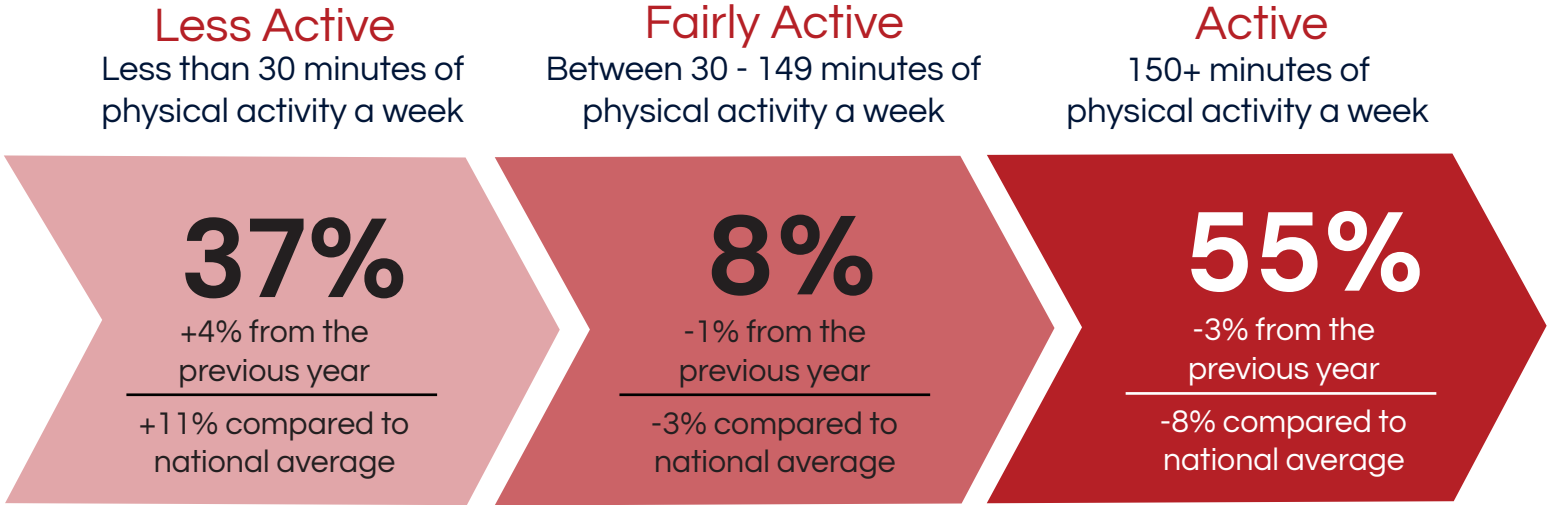
Persuading inactive people to become more active could prevent **1 in 10** cases of stroke and heart disease in the UK.



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.

Adults Active Lives Survey report results for Great Yarmouth

We know that physical activity can make the biggest difference to those who are least active, even if it is just minor changes like walking, swimming, or playing rounders in the park.





Action Plan

To achieve our key objectives, we've developed an action plan for Great Yarmouth

In order to achieve our objectives, the Great Yarmouth Locality Development Officer's action plan will focus on the themes from across their key priorities.

The action plan has broken down these objectives into actions in order to show the focus of our work moving forwards, and showcase the impact each project will have on the communities in Great Yarmouth.

The action plan also needs to be flexible and allow for any future developments that will benefit Great Yarmouth and Active Norfolk.

For more information on anything included in this Action Plan, or to discuss your own projects with us, get in touch.

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Priority 1: Reducing Inactivity

Action	Who	How	Outcomes
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Review of Sport, Play and Leisure Strategy 2015-2029

Review the PPOSS	Great Yarmouth Borough Council	Arrange NGB meeting with GYB Place Lead	4 leisure centre-based competitions
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Consider existing & additional strategies needed	Great Yarmouth Borough Council	Review of Play Pitch strategy; Open space assessment; Active GY Framework; Built facilities strategy	New Sport, Leisure & Play Strategy
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Sign off revision of Active GY Framework 24/25	Great Yarmouth Borough Council & Active Norfolk	Review & consolidate framework ambitions	Refined action plan
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Strengthen organisational commitment to achieve the ambitions of the Active GY Framework

Review Active GY steering group membership	Active Norfolk	Consider input over the past year of members & new relationship	Refreshed AGY steering group
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Priority 1: Reducing Inactivity

Action	Who	How	Outcomes
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Coordinate actions to ambitions from members who reflect an aligned	Active Norfolk	Collect volunteered partner contributions that support ambitions	Refreshed action plan linked to members
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Embed opportunities for actions within existing networks	Active Norfolk	Attendance & representation at: HWP/ Family Hub/ PA Working group	Identified networks that support the range of actions
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Upskill community advocates to support behaviour change and promote active lifestyles in the borough

Deliver current behaviour change training to key community advocates of physical activity	Public Health	Support Public Health behaviour change training offer to reach target workforces	Confident conversation in positive behaviour change with residents
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Embed opportunities for actions within existing networks	Great Yarmouth Borough Council	Through collaboration with GYBC Communities team & VCSE partners	Confident conversation in positive behaviour change with residents
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Priority 1: Reducing Inactivity

Action	Who	How	Outcomes
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With partners, support the development of Great Yarmouth insight across populations

Develop phase two Place Expansion through data & insight gathering	Active Norfolk	Deliver 2-day partnership place based leadership course; Define place expansion priorities within partnership	Confirm priority group for targeted work
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Use Active NoW data & insight to respond to local need	Active Norfolk	Through monthly data analysis to identify trends in need & respond	Align ICB funding to support targeted health conditions
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With partners, support the development of Great Yarmouth insight across populations

Consider need for a Built Facilities Strategy	Great Yarmouth Borough Council	Consultant required Vs In-house	Decision on the need for a Built Facilities Strategy
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Use locality insight to lead discussion around necessary facility improvements	Great Yarmouth Borough Council	Through review of current PPOSS together with uptodate GYBC consultation	Updated facilities linked to local need
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Priority 1: Reducing inactivity

Action	Who	How	Outcomes
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Support the development of activities that engage older populations utilising existing assets

iBCF equipment purchasing legacy planning	Great Yarmouth Borough Council	Through communal room equipment allocation linked to support living homes	Commit remaining spent to support 1-2 locations with equipment
Expand 'Your Health Norfolk' offer	Integrated Care Board	Use iBCF to sustain & grow local offer through Your Health Norfolk	Extended affordable health classes

Develop intergenerational activity across the Borough

Identify & connect youth & elderly organisations that are interested in exploring intergenerational activity opportunities	Great Yarmouth Borough Council & Children's Services	Discussions at Family Hub Partnership Network to identifying interested groups	Framework for success & replication
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Priority 2: Supporting the lives of children & families

Action	Who	How	Outcomes
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Collaborate with children's services to promote physical activity across settings & target the whole family through the family hub model

Advocate the importance of physical activity across all services

Active Norfolk

Attend Family Hub Partnership meetings to promote training & opportunities to access physical activity inc. Active Futures for E/Ys training

Local uptake of physical activity training

Encourage Active Lives survey uptake by primary & secondary schools

Active Norfolk

Identify best way to communicating with schools to share survey

Accurate Active Lives data for children in GYB

Increase the use of extracurricular school facilities. Support schools to have pathways into local community activities

Engage GYB schools to access Opening School Facilities funding

Active Norfolk

Targeting engaged schools & supporting the application process, Monitor & track participation data

Increase pupil activity levels; £40- 50k investment to schools

Priority 2: Supporting the lives of children & families

Action	Who	How	Outcomes
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Support and develop opportunities for parent-led activities in communities

Upskill parents to deliver physical activity sessions for their children's community	Active Norfolk & Children's Services	Work through Family Hub Partnerships to engage parents, support training & access funding	Increased parent/ child activity through parent volunteertrained leaders
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Develop a borough wide programme of end-of-term activities that engage young people

Support BNHF 2024	Active Norfolk	Create & promote holiday club provision for easter, summer & winter	10,000 spaces with attendance target of 85% uptake
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Priority 3: Supporting Physical & Mental Health

Action	Who	How	Outcomes
Work with health colleagues to understand local need in relation to long term health conditions			
Place based system discussion on clinical priorities for the Borough to support BCF spend	Integrated Care Board	Data led workshop to priorities with health care colleagues where to use funding	Confirmed priority focus for Better Care Fund spend of 2023-2025 funding
Consult with key partners regularly to consider local needs	Active Norfolk	Maintain fortnightly meetings with the physical activity working group	Work force capacity building; Prioritising health condition work
Support the health system to develop effective pathways into local community activities			
Support & maintain Active NoW in GYB	Public Health	Through locality representation & fortnightly physical activity working group	Develop year 3 offer
Influence Better Care Fund spend on areas of need	Integrated Care Board	Attend BCF workshops	Confirm 2-3 target areas

Priority 3: Supporting Physical & Mental Health

Action	Who	How	Outcomes
Embedding physical activity into strategies, commissioning processes, services and pathway design, particularly for individuals with LTC and poor mental health			
Commission Healthy Weight services for children	Public Health	Through a tender process taking place in 2024	TBC
Commission Healthy Weight services for adults	Public Health	Renwal of Your Health Norfolk contracts	TBC
Monitor and influence the local delivery of exercise referral, ensuring local need and guidance is met			
Increase local capacity for exercise referral	Active Norfolk	Using BCF & ANoW funding, grow the exercise referral workforce in the Borough	Reduced waiting list for GYB residents to access exercise referral specialists
Monitor Active NoW triage referrals to respond to local need	Active Norfolk	Monthly data analysis to identify trends in need & respond	Use gathered insight to influence spending objectives

Priority 3: Supporting Physical & Mental Health

Action	Who	How	Outcomes
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Work with partners to build physical activity provision into services to support individuals with poor mental health

Develop Active NoW SMI offer	Active Norfolk	Training wider workforce; & subsidised PA offers	Better provision for residents managing an SMI
Enhance & sustain existing mental health activity offers	Active Norfolk	Training wider workforce; & subsidised PA offers	Secure GYB Men's mental health programme



For more information, contact Andy Oakley at andy.oakley@activenorfolk.org
or visit our website www.activenorfolk.org