

Getting South Norfolk & Broadland Active

Promoting a **locality approach** to
physical activity in 2024–2025

ACTIVE SOUTH NORFOLK & BROADLAND:
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.

South Norfolk & Broadland: Locality Action Plan

In South Norfolk and Broadland, this work has been collated into the *South Norfolk & Broadland: Locality Action Plan*.

This document outlines the main challenges we face in South Norfolk and

Broadland, 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



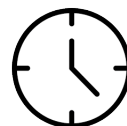
Physical inactivity is associated with **1 in 6** deaths in the UK. It is estimated to cost the UK £7.4 billion annually.



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.

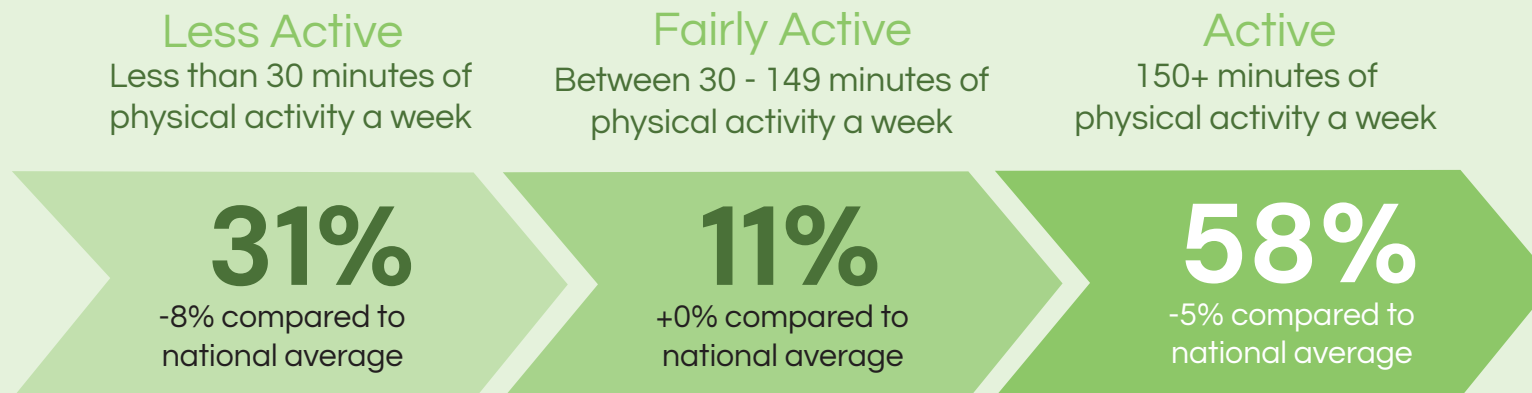
The role of physical activity in adults

Adults should achieve a total of at least 150 minutes per week of moderate intensity physical activity 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.

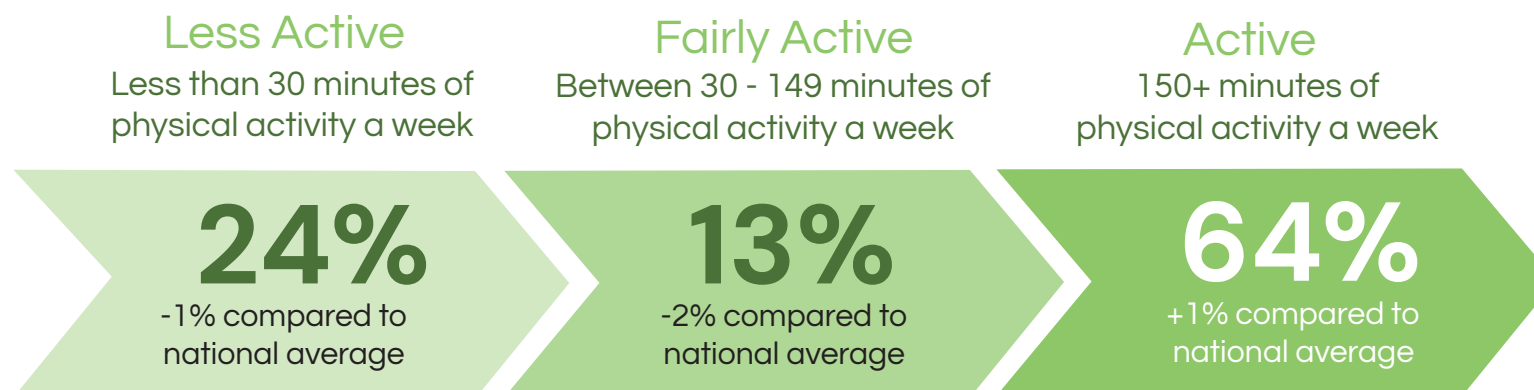
Physical activity in children and young people

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 and therefore decreases cardiovascular risk factors. Exercise also improves bone health, psychological well-being, cognition, and school performance. Exercise habits established in childhood often continue into adulthood.

Active Lives Survey report results for Broadland



Active Lives Survey report results for South Norfolk



A photograph of four children running happily in a park with fallen autumn leaves. The children are wearing colorful winter coats and hats. The scene is bright and cheerful, with trees in the background showing some autumn foliage.

Action Plan

Physical Activity & Sport Strategy (PASS)

The Action plan sets out the role of the Locality Development Officer and contributes towards the mission statements of the Physical Activity and Sport Strategy (PASS), the South Norfolk Leisure Service Strategic Delivery Plan and Active Norfolk's Strategy.

'To work with a range of partners to address reasons for inactivity, by supporting the development of facilities and encouraging active lifestyle behaviours for all.' – PASS

'To inspire and empower our communities to be happy, healthy and active.' – South Norfolk Council Leisure Service Strategic Delivery Plan

'Making physical activity the norm for Norfolk.' - Active Norfolk Strategy

Whilst there are many outcomes that physical activity can contribute to, it is important to recognise that resources are finite, and we need to ensure that we are directing them where the need is greatest and where we know we can have the most impact.

In South Norfolk and Broadland, the PASS offers a clear strategic direction for how physical activity can benefit residents across Greater Norwich.

The strategy was produced in Partnership with Norfolk County Council, Broadland District Council, South Norfolk Council, Norwich City Council and Active Norfolk.

This is a robust analysis of local data sets, along with stakeholder consultation, and provides recommendations to implement an integrated and more inclusive understanding of physical activity and sport, considering its effects on mental as well as physical health whilst also seeking to address barriers to participation.

PASS recognises the importance of informal forms of physical activity such as walking for pleasure or opting to cycle to work instead of using the car.

The recommendations and strategic direction are identified in the PASS document which have been informed by Playing Pitch Strategy and Built Facilities Assessments for Broadland, South Norfolk, and Norwich. This Framework will look to deliver against some of the elements for South Norfolk & Broadland.

Action Plan

Below are a list of common acronyms used throughout the plan and our work. The action plan will touch on the programmes and work areas listed, and will aim to achieve the PASS objectives as laid out below.

The action plan needs to be flexible and allow for any future developments that will benefit South Norfolk and Broadland.

Key	Job role
Active NoW	Active Norfolk & Waveney
BFS	Built Facilities Strategy
CYP	Children and Young People
DRAGONS	Disability Real Action Group of Norfolk
FHP	Family Hub Partnership
HWP	Health & Wellbeing Partnerships
LCWIP	Local Cycling and Walking Infrastructure Plans
NCC	Norfolk County Council
PASS	Greater Norwich Physical Activity and Sport Strategy
PPS	Playing Pitch Strategy
SGO	School Games Organisers
SNBDC	South Norfolk & Broadland District Council
SNSLDP	South Norfolk Strategic Leisure Delivery Plan
GN SPAWG	Greater Norwich Sport & Physical Activity Working Group
VCSE	Voluntary Community & Social Enterprise

Programmes & Work Areas:

- Active Environments
- Active Systems
- Active Health
- Active Travel
- Active Workplaces
- Active Education
- Workforce Development
- Raising Awareness

PASS Objectives:

- Reducing Inequalities in our communities
- Supporting & encouraging people to live active healthy lives
- Enhancing our residents mental & physical wellbeing
- Reducing our impact on the environment
- Tackling social isolation
- Supporting a strong & sustainable sector
- Support in the recovery from COVID-19

Priority 1: Active Environments

Action	Source	Partners	Impact
<p>Develop and maintain sustainable and strategically targeted physical activity and sport/ leisure provision, through the implementation of the recommendations from the Built Facilities Strategy (BFS) and Playing Pitch Strategy</p>	<p>PASS - 1.1, 1.6 SNSLDP - Principles of future investment and expansion</p>	<p>Active Norfolk Environments Team, SNBDC, Town & Parish Councils</p>	<p>Delivery of the BFS action plan and PPS priorities. Successful allocation of funding (e.g., Community Infrastructure Levy (CIL), neighbourhood CIL, Sport England funding and s106) to strategically important projects</p>
<p>Support internal teams and external organisations to secure funding for physical activity projects/ programmes</p>	<p>PASS – 1.7 SNSLDP - Improve Wellbeing</p>	<p>Active Norfolk, Local Community Organisations, VCSE Partners, SNBDC</p>	<p>Local Community Organisations, VCSE Partners, SNBDC Landing of Together Fund in place Greater engagement with community organisations. Close working with relevant Council departments</p>
<p>Ensure any existing/new facilities are designed with people with mental and physical disabilities in mind, by using design input from these target groups</p>	<p>PASS – 1.13, 1.14 SNSLDP – Inclusive and accessible facilities</p>	<p>Active Norfolk Health Team, DRAGONS, VCSE organisations, local community organisations</p>	<p>Improved understanding of how facilities in South Norfolk & Broadland can be made accessible for all</p>
<p>Work with South Norfolk Council's in-house leisure team to consider ways to encourage leisure centre visits from target community groups (i.e., inactive, young people, those living in our most deprived areas, over 50s, those with a disability and ethnic minorities) and support the aim of the leisure centres being community hubs. Consider South Norfolk Leisure Passport scheme and how this can be aligned to this aim</p>	<p>PASS – 1.11 SNSLDP – social value, community cohesion and reduction in social isolation</p>	<p>Local residents, VCSE organisations, local community organisations, Local Providers, SN Leisure Centres</p>	<p>Increase in leisure centre visits by the wider community and harder to reach demographics.</p>

Priority 2: Active Systems

Action	Source	Partners	Impact
Continue to support the Greater Norwich Growth Board (GNGB) partnership governance structure, through the Sport and Physical Activity Working Group to oversee delivery of the Action Plan	PASS – 2.1	Norwich City City Council, Active Norfolk	Establishment of project board and sub-working groups and attendance at meetings/ delivery of actions

Priority 3: Active Education

Action	Source	Partners	Impact
Consider linking schools with partner sports clubs, to work together on funding bids for equipment and to maximise community use of school sports facilities outside of school hours. Work with schools to ensure that their physical activity and sport provision helps to engage inactive children, and those with excess weight	PASS – 1.18, 6.4 SNSLDP - improve wellbeing, social value	Educational Settings, Active Norfolk CYP Team, FYP, SGO	Increase in young people's physical activity levels. Increased use of school sports facilities by the community
Work with schools, youth service providers and other partners to create opportunities and partnerships to promote physical activity as a prevention and early help tool to improve the mental wellbeing of young people, improving outcomes for individuals and easing the current strain on the system	PASS – 6.8 SNSLDP - improve wellbeing, social value, active children	Educational Settings, Active Norfolk CYP Team, FYP SGO, Local Providers	Increase in young people's activity levels

Priority 4: Active Travel

Action	Source	Partners	Impact
Work with planning and highways teams and other partners (e.g., Sustrans) to help facilitate the growth of Active Travel, including the provision of safe, connected, and accessible, well signposted and affordable walking and cycling routes to workplaces, schools and community facilities and services (through the delivery of the Local Cycling and Walking Infrastructure Plans, the Transforming Cities Fund and Healthy Streets and similar future initiatives)	PASS – 4.1 SNSLDP – healthy lifestyles	NCC Environments team, Active Norfolk Environments Team	Increased in number of people using Active Travel methods and improved infrastructure to encourage this

Priority 5: Active Health

Action	Source	Partners	Impact
Work with key partners to identify opportunities to introduce more innovative/non-traditional approaches, enhancing the provision of places where physical activity can be undertaken. To have a particular focus on areas of deprivation and the highest concentration of inactive people. To provide a taster programme of community-based exercise activities	PASS – 1.7 SNSLDP - social value, community cohesion and reduction in social isolation	HWP, Active Norfolk Health Team, Housing Associations, VCSE partners, SNBDC Leisure Team, SNBDC Communities Team, Social Prescribers, Norfolk & Waveney Wellbeing Service, Local Providers	Roll out of taster sessions and increase in number of people taking part outside traditional leisure centre facilities Increase in number/percentage of people taking part in physical activity outside of traditional leisure facilities

Priority 5: Active Health

Action	Source	Partners	Impact
Work with South Norfolk Council's leisure team to explore any opportunities for partnership working with health partners at the leisure centres	PASS – 3.5 SNSLDP - leisure centres as community hubs	HWP, Active Norfolk Health Team, Housing Associations, VCSE partners, SNBDC Leisure Team, SNBDC Communities Team, Social Prescribers, Norfolk & Waveney Wellbeing Service, Local Providers	Increased number of health-related initiatives delivered at leisure centres

Priority 6: Raising Awareness

Action	Source	Partners	Impact
Ensure people can find out how and where they can get active through the promotion and continued development of the 'Every Move' activity finder (in partnership with Active Norfolk)	PASS - 8.01 SNSLDP - Improve wellbeing	Active Norfolk, SNBDC	Increase in use of Activity finder
Align to national and local physical activity and wellbeing campaigns to maximise their impact across Greater Norwich e.g. This Girl Can	PASS - 8.02 SNSLDP - Improve wellbeing	Active Norfolk, SNBDC, Norwich City Council, VCSE Partners	Increased prominence of physical activity campaigns locally

If you would like further information, or to discuss the possibility of collaborating on work please get in touch with Aaron Roberts by emailing aaron.roberts@activenorfolk.org



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