

# Getting West Norfolk Active

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



ACTIVE WEST NORFOLK: FRAMEWORK FOR ACTION





# Introduction

## Background and Vision

The Active Norfolk: Getting Norfolk Moving strategy 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.

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 West Norfolk: Framework for Action

In the King’s Lynn and West Norfolk (KLWN) Borough, this work has been collated into Active West Norfolk: Framework for Action.

This document outlines the main challenges we face in West Norfolk, 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, relevant partners within the Borough and Active Norfolk colleagues will work towards together.

# 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.



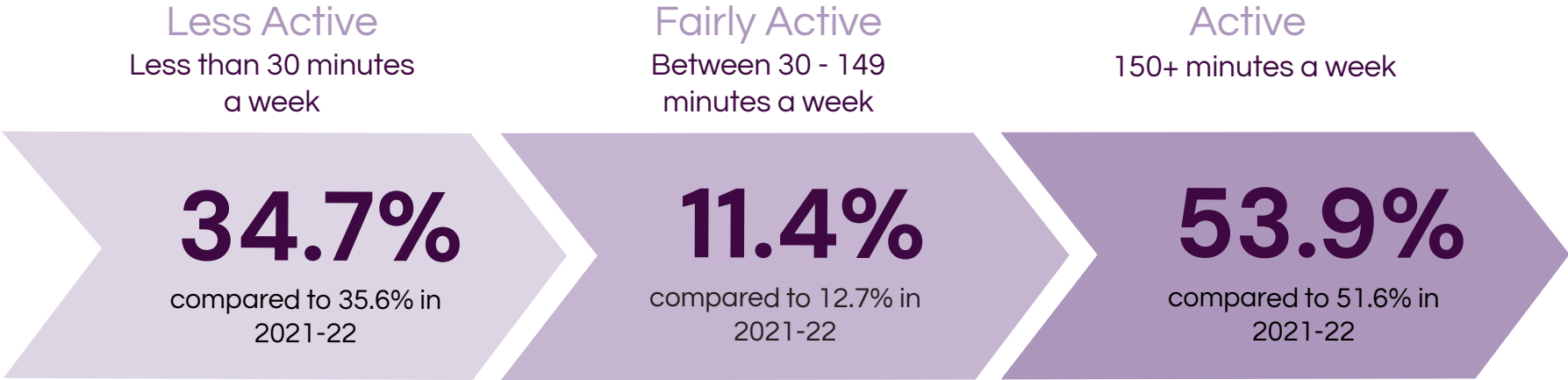
Persuading inactive people to become more active could prevent **1 in 10** cases of stroke and heart disease in the UK.



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.

### Active Lives Survey report results for West Norfolk (2022 - 2023)

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.



# Priorities & Evidence

## Key Objectives

Whilst there are many outcomes that physical activity can contribute to, it's 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 greatest impact.

A robust analysis of local data sets, along with stakeholder consultation, has led to the identification of local priorities where physical activity can be used as a tool to improve outcomes.

Within the 4 priority areas, we have identified our main objectives and the 4 themes our actions align with; 1) Insight & Evaluation, 2) Communities & Workforce, 3) Provision & Engagement, 4) Marketing & Promotion

The identified and approved priorities and objectives for West Norfolk are:

Priorities

**Enabling Children and Young People**

**Raising aspirations**

**Reducing isolation and loneliness**

**Improving the lives of those with long term health conditions (LTHC) & disabled people**

The objectives

Increase physical activity provision in areas of greatest deprivation

Promote the benefits of physical activity on reducing anti-social behaviour

Embed physical activity into strategy and services that support those at risk of social isolation

Integrate physical activity into the prevention of and treatment of LTHC

Tackle the high prevalence of childhood obesity

Improve understanding of the role physical activity plays in raising aspirations and preventing offending

Advocate for the importance of physical activity aiding the integration of ethnic minority groups

Advocate for increased provision for disabled people

# Headline Data

## What is the evidence for need in King's Lynn and West Norfolk?

### Children and young people

- High number of children in poverty – KWLN 15.9%; 9 wards significantly worse than the district average
- There is still a high prevalence of childhood obesity, with 24.5% of reception & 37% of Year 6 children classed as overweight
- 36.9% of children and young people within KLWN are classed as physically active
- 25% of children are eligible for free school meals

### Reducing isolation and loneliness

- 15.8% over 65yrs are living alone
- 12.4% of older people are living in deprivation, with a high prevalence in the following wards: North Lynn 31.4%, St Margarets 26.6%, Gaywood Clock 29.7%
- High number of population not able to speak English well or at all (Linguistic isolation) – 1.3%. But in most deprived areas of the Borough 6.6% compared to 1.7% nationally

### Raising aspirations; reducing unemployment, and anti-social behaviour

- 3.7% of adults between 16-64yrs are claiming benefits and there are 5 wards within King's Lynn and West Norfolk that are significantly worse than the district average
- High levels of unemployment within the deprived wards; West Norfolk 3.7%. Specific ward: St Margaret's 7.3%, North Lynn 6.9%, Gaywood Clock 5.6%, South & West Lynn 5.8%, Downham Old Town 4.7%, Fairstead 5.2%, Hunstanton 4.9%, Emneth & Outwell 4.6%
- 19.5% of people have no qualifications - North Lynn 24.4%
- Around 23,300 people in KLWN live in areas that are among the 20% most deprived areas in England
- Highest in the East of England region for 'Admission episodes for intentional self-poisoning [through] alcohol'

### Supporting and improving the lives of those with long-term health conditions or disability

- Poor mental health; Mortality rate from suicide or injury of undetermined intent 14.3%
- 20.2% of people are living with a Long Term Health Condition or disability
- Disability limits significantly on daily physical activity; males & females reported 8.7%
- Very high emergency hospital admissions for; Coronary Heart Disease, Heart Attack, COPD, Self-harm
- High number of deaths in under 75yrs classed as preventable (98.4) (where <100 = better than expected & >100 = worse than expected) – North Lynn 223.5, St Margarets 162.8, Gaywood Clock 182

# Action Plan

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

In order to achieve our objectives, the West Norfolk Locality Development Officer's action plan will focus on the themes from across the 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 West Norfolk.

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

### Key acronyms

The following acronyms are used throughout the action plan, and refer to various partners and organisations who are key to our work:

Acronym	Job role
AWN	Alive West Norfolk
DIDO	Active Norfolk Disability and Inclusion Development Officer
EDO	Active Norfolk Education Development Officer
FCDO	Families and Communities Development Officer
FHP	Family Hub Partnership
HAFCO	Active Norfolk Holiday Activity and Food Coordinator
HALG	Healthy and Active Lifestyles Group
IEO	Active Norfolk Insight and Evaluation Officer
KLWNBC	King's Lynn West Norfolk Borough Council
LDO	Locality Development Officer
MHDO	Active Norfolk Mental Health Development Officer
PPM	Active Norfolk Partnerships and Programme Manager
WHO	Active Norfolk Workforce Health Officer

# Priority 1: Enabling Children & Young People to be active

Action	Who	Theme	Outcome	Measurables
1.1 Work with providers to monitor HAF booking rates vs attendance figures.	LDO/ HAFCO	Provision & Engagement	Increased attendance figures to support HAF provision	Encourage providers to contact customers prior to the sessions. Aim to ensure there is a 75% conversion rate from those booked to attendance recorded
1.2 Support HAF application development, attend QA visits & develop community links to encourage future work.	LDO/HAF Providers	Provision & Engagement	Increased quality & a high standard of HAF provision being delivered across West Norfolk. With the possibility of bringing more community providers onboard	Good quality QA reports being formulated & more providers from the community being made aware of HAF provision and the possibility of future provision. Sustained or improved scoring for providers
1.3 Work with HAF providers to address Quality Assurance feedback - enabling them to enhance their offering for future programmes.	LDO/ HAFCO/ PPM	Insight & Evaluation	Better quality HAF provision on offer	Improved Quality Assurance Reports
1.4 Identify poorest attended and worst performance providers for HAF, work closely to support the offer and increase offer and attendance.	LDO/ HAFCO/ IEO	Insight & Evaluation	Increased attendance at provision identified as poor	West Norfolk HAF provision to be 60% fully booked
1.5 Provide schools with insight and support for the groups that will require the most help and opportunity to expand provision (e.g., use of sport premium or HAF).	LDO/ HAFCO/ IEO	Insight & Evaluation	More schools engaged with promoting HAF opportunities during holidays. Increased number of schools using EDO for advice/guidance	Target engagement with: 6 schools across the Borough

## Priority 1: Enabling Children & Young People to be active

Action	Who	Theme	Outcome	Measurables
1.6 Build relationships with local schools that have been selected to participate in the Active Lives survey to improve West Norfolk's participation rates.	LDO/FCDO	Provision & Engagement	Improve completion rates of the Active Lives survey to gain more data	Termly improvement of completion rate of the Active Lives survey. 60-70% uptake of targeted schools
1.7 Use The Family Hub Partnership to help identify the schools/areas in the Borough that need the most support.	LDO	Communities & Workforce	Relationships created with the key attendees and importance of physical activity promoted with target audience	Create relationship with at least 4 new organisations to do this to help promote HAF and physical activity opportunities
1.8 Support organisations to secure funding for physical activity projects and programmes. Utilise the HALG (Healthy and Active Lifestyles Group) to channel ideas & funding pots.	LDO	Provision & Engagement	An organisation funded for a project that relates to this priority	At least 1 project funded
1.9 Support schools in the development of their OSF applications, including supporting their delivery plans, ensuring there is effective communication (including visits where necessary) to show support & collaborative working with the schools.	LDO	Provision & Engagement	Good quality applications produced & LDO working with local schools showing support & collaborative working within the local communities	Successful participation rates by school users & the community. 2 case studies produced



# Priority 1: Enabling Children & Young People to be active

Action	Who	Theme	Outcome	Measurables
2.0. Assist with OSF to enable school facilities in the West to be opened to the community - identifying the schools who need support to have provision for the target audiences of the fund; assist with applications.	LDO	Provision & Engagement	5 successful bids for selected schools in West Norfolk in year 3; targeting LSEG, girls and SEND pupils & culturally diverse. School delivery plan is designed to cater for both school users and the community.	5 target schools engaged including 1 new school. Up to £50,000 accessed by these schools by end of Year 3 (March 2025)
2.1. Consult with relevant communities to understand CYP opportunities to engage them with positive activities, skills, and training	LDO/FHP/ Community Voices (ICB)	Insight & Evaluation	Information gained that can be used to design suitable programmes for specific communities	Community & stakeholder consultation is completed

## Priority 2: Raising aspirations; reducing unemployment and anti-social behaviour

Action	Who	Theme	Outcome	Measurables
2.1 Map opportunities for young people at risk of ASB across the Borough to engage in physical activities and related skills and training.	LDO	Insight & Evaluation	Identification of gaps in provision, or poorly accessed opportunities that can be targeted; map/list which will show these	Mapping document to use for building on or sharing of ideas to other areas
2.2 Consult with relevant communities to understand opportunities to engage with them with positive activities, skills, and training.	LDO/FHP/ Community Voices (ICB)	Insight & Evaluation	Information gained that can be used to design suitable programmes for specific communities	Community & stakeholder consultation is completed
2.3 Engage with organisations/workers which facilitate challenging behaviours into positive actions that pay back into communities	LDO/KLWNBC/ Youth Workers	Communities & Workforce	Links made with organisations and youth workers can be used to engage with different communities	Work with 2 organisations/youth groups across West Norfolk to identify opportunities
2.4 Support schools to have effective pathways into local community activities /that will engage those who display early-risk behaviours, to create positive distractions	LDO/ Schools	Communities & Workforce	Regular engagement from schools to explore the links their physical activity session has with community activities	Target 5 schools in West Norfolk to consider promoting local community provision, e.g. groups/activities

## Priority 2: Raising aspirations; reducing unemployment and anti-social behaviour

Action	Who	Theme	Outcome	Measurables
2.5 Support organisations to secure funding for physical activity projects and programmes	LDO	Provision & Engagement	An organisation funded for a project that relates to this priority	At least 1 project funded
2.6 Work with schools to guide them in their applications for Opening Schools Facilities Funding. With the aim to increase their after school facility utilisation and participation in Sport and PA to the local community.	LDO	Provision & Engagement	Schools will develop sustainable programmes that utilise their facilities allowing the community to make use of these, to encourage a more physically active and healthier community	Anticipated attendance from both school & community users is at least 60% met - through the use of the OSF programme.

## Priority 3: Reducing isolation and loneliness

Action	Who	Theme	Outcome	Measurables
3.1 Develop an engagement plan to understand where those at risk of isolation are living, identify what current provision exists in those areas and work with partners to deliver PA for this cohort.	ALL	Insight & Evaluation	Plan developed using key partners; understanding of future opportunities that need to be created to cater for this priority	1 detailed engagement plan
3.2 Consultation to build insight and understanding of isolated & diverse communities and opportunities to use physical activity as a tool to support integration.	ALL	Insight & Evaluation	Data output to use to create tool to engage and provide physical activity for diverse communities. Understanding barriers to PA	Mapping document of current provision for this specific community
3.3 Support the growth of physical activity providers that are equipped to work with underrepresented groups. Use Lily to create opportunities within these underrepresented groups.	LDO/WHO	Communities & Workforce	Educate providers of ways to engage with underrepresented groups (e.g., marketing in different languages) – supporting upskilling of workforce for this priority	Target 3 providers/ organisations to develop workforce for underrepresented groups
3.4 Support organisations to secure funding for physical activity projects and programmes	LDO	Provision & Engagement	An organisation funded for a project that relates to this priority	At least 1 project funded

## Priority 3: Reducing isolation and loneliness

Action	Who	Theme	Outcome	Measurables
<p>3.5 Support the development of activities that engage older populations to seek to address social isolation, using existing assets.</p>	<p>ALL</p>	<p>Provision &amp; Engagement</p>	<p>Identification of suitable venues/projects/ programmes that can be promoted to older populations and use partners/relevant funding to increase availability</p>	<p>Involvement in 3 projects focusing on older populations and physical activity; funding, promotion, connecting communities</p>
<p>3.6 Work with local Parish councils in isolated areas of West Norfolk to support with the development of physical activity provision.</p>	<p>LDO/KLWNBC/ Parish Councils</p>	<p>Provision &amp; Engagement</p>	<p>Engagement with the Parish Councils and buy-in for sharing provision and providing information from residents on desired physical activity provision</p>	<p>Agreement from Parish Councils for suitable venues being made accessible for projects</p>
<p>3.7 Promote Every Move and LILY for accessing suitable physical activity opportunities – ensure activities are up to date.</p>	<p>LDO/ KLWNBC</p>	<p>Marketing &amp; Promotion</p>	<p>Greater awareness within the Borough of both Every Move and LILY for identifying suitable activities</p>	<p>Increased site visits, providers using the platform for HAF bookings and more local providers uploading their activities</p>

## Priority 4: Improving the lives of those with long term health conditions (LTHC) & disabled people

Action	Who	Theme	Outcome	Measurables
4.1 DRAGONS project/Carers - assist with locality contacts/ knowledge. Increase number of DRAGONS reviewed facilities across the district - engage with leisure centres to improve membership offers for carers.	LDO/DIDO/ MHDO	Insight & Evaluation	More Leisure facilities engaged with DIDO to consider adaptations to memberships/DRAGONS review	DRAGONS process completed at all 4 AWN sites across the borough
4.2 Increase available provision for disability groups in the Borough.	LDO/KLWNBC/ AWN/Physical activity providers	Communities & Workforce	Greater awareness of suitable provision for groups. Taster sessions offered and engagement with groups to understand options for future sessions/improvements	At least 1 additional disability group provision within the borough; local club & SSP; linked to pathways to community/club provision
4.3 Work with partners to engage with people with poor levels of mental health and develop understanding of barriers and enablers and opportunities to promote physical activity	LDO/MHDO/ALL	Communities & Workforce	Input into sub-groups within the West Norfolk Health Inequalities group; focus on identifying current provision and the gaps that need to be filled, and how	Criteria to use against assessment of future funding being awarded
4.4 Active NoW; continuation of the project - monitoring of Year 2 delivery & delivering on Year 3. Focus being on Falls Prevention & SMI programmes. .	LDO/HALG/ICB/ AWN	Provision & Engagement	Delivery of Year 2 programme and design of Year 3	60% of Year 2 Alive referrals to uptake 1 month Membership option. (Evaluate & understand output of 1 month programme)

## Priority 4: Improving the lives of those with long term health conditions (LTHC) & disabled people

Action	Who	Theme	Outcome	Measurables
4.5 Work with Alive to support them with their delivery of the Active NoW programme - monitoring referrals & offer.	LDO/HALG/ AWN/ICB	Provision & Engagement	Effective communication between LDO & organisations to ensure the smooth delivery of the programme & number of referrals are managed	60% of Year 2 Alive referrals to uptake 1 month Membership option. (Evaluate & understand output of 1 month programme)
4.6 Support organisations to secure funding for physical activity projects and programmes.	LDO	Provision & Engagement	An organisation funded for a project that relates to this priority	At least 1 project funded
4.7 Engage schools and colleges to secure a commitment to develop physical activity as a tool to support mental health needs in young people.	LDO/EDO/ MHDO/Local mental health charity	Provision & Engagement	Delivery of sessions/ campaigns within schools/ colleges in the Borough to raise awareness of mental health and physical activity	Arrange 2 mental health and physical activity workshops/assemblies in local schools
4.8 Work with partners to advocate the benefits of physical activity in relation to mental health outcomes across the life course.	LDO/MHDO/ HALG	Marketing & Promotion	Health Inequalities Working Group - identify and implement ways of engaging better with communities to use physical activity to improve mental health	Physical activity provision recognised as a key preventative and treatment option to offer. Funded provision specifically uses PA to improve Mental Health. 3 funded mental health projects

## Priority 4: Improving the lives of those with long term health conditions (LTHC) & disabled people

Action	Who	Theme	Outcome	Measurables
4.9 Promote benefits of participating in physical activity for mental health.	LDO/MHDO/ ALL	Marketing & Promotion	Awareness and links between activities improved. Regular and sustainable attendance at these activities – shared success stories	Attendance for provision related to improving mental health increased by 25%. 4 social posts linking to successful mental health projects
4.10. Consultation to build insight and understanding of LTHC in communities and opportunities to use physical activity as a tool to support integration.	ALL	Insight & Evaluation	Insight driven tool designed to engage and provide physical activity for diverse communities. Understanding barriers to PA	Mapping document of current provision for this specific community



*Alive*  
West Norfolk



Borough Council of  
King's Lynn &  
West Norfolk



[www.activenorfolk.org](http://www.activenorfolk.org)