

ACTIVE NORFOLK

2018

IMPACT REPORT



active  
norfolk



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## DIRECTOR'S INTRODUCTION

I'm really pleased and proud of this edition of our annual Impact Report. I think it really does a great job of capturing some of the positive outcomes that the team have been able to achieve this year, working in partnership with a diverse range of stakeholders across the county.

Progress has been really impressive against our strategy this year, hitting key milestones and continuing to grow the credibility and value of sport and physical activity as a tool to deliver positive outcomes for people across Norfolk. This Impact Report is a testament to just some of that work, highlighting things we've been involved with which are making a real difference to communities.

This year we've been focussing on getting to grips with the new Primary Role from Sport England through our Locality Planning process, as well as broadening and deepening our relationships with key stakeholders across the county. We've been through the new Performance Management and Improvement Framework - QUEST for CSPs - which has been a hugely beneficial exercise to focus our efforts on how we can continue to get better at what we do.

We have big plans for 2019, so I look forward to the next edition where I'm sure we'll be sharing even more quality content, reflecting the progress we continue to make against our ambitious strategy.

Ben Jones



# WHAT WE DO

## OUR MISSION

Working in partnership to harness the power of sport and physical activity to improve lives in Norfolk

## OUR OBJECTIVES

- 1 To increase participation in sport and physical activity
- 2 To improve health and wellbeing by reducing physical inactivity
- 3 To improve lives by establishing and increasing sport and physical activity's contribution in creating stronger, more sustainable, and prosperous communities

## OUR CORE VALUES

When we set out our strategy in 2016, we outlined the core values that underpin our organisation and everything we do. Two years on, and we're still striving to embody personally and professionally these core values:

**Integrity** – Being professional, dependable and honest. Doing what we say we're going to do, for the right reasons

**Collaboration** – Utilising our collective expertise, resource and assets with partners to achieve shared goals

**Leadership** – Leading a strong partnership to achieve big things. Taking responsibility, personally and collectively

**Excellence** – Striving to do the best job we can do, not settling for 'good enough'

**Innovation** – Challenging convention, being prepared to fail, approaching problems from a different angle

**Making a difference** – Being motivated by a desire to make a positive difference to people's lives

In the 2017 Partner Satisfaction Survey (issued Jan 2018), we asked our partners how well they thought we were evidencing these values in our work. The response was incredibly positive:

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**80%** **INTEGRITY: 80% OF RESPONDENTS SCORED US A 9 OR 10**

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**73%** **COLLABORATION: 73% OF RESPONDENTS SCORED US 9 OR 10**

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**93%** **LEADERSHIP: 93% OF RESPONDENTS SCORED US BETWEEN 7 AND 10**

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**73%** **EXCELLENCE: 73% OF RESPONDENTS SCORED US A 9 OR 10**

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**87%** **INNOVATION: 87% SCORED US BETWEEN 7 AND 10**

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**70%** **MAKING A DIFFERENCE: 70% OF RESPONDENTS SCORED US A 9 OR 10**

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# LOCALISING OUR APPROACH

## AN UPDATE ON OUR LOCALITIES WORK

In our 2017 Impact Report we presented our Locality Approach, outlining the data-driven methodology that we are taking to align our resources and priorities where they can be best placed to have the greatest impact and meet local need.

This model of working is a place-based collaboration, bringing strategic partners round the table to identify the most pressing needs, set priority actions, and review and assess available resources that can be aligned so that together we can work to improve the health and well-being of local residents, and develop individuals, communities, and the economy through physical activity.

Over the last year this approach has seen us strengthen and build on our network of partnerships, resulting in some incredibly impactful projects which you will read more about in this Impact Report.

### WE'VE COMMITTED STAFF RESOURCE TO THIS APPROACH, WITH DEDICATED DEVELOPMENT MANAGERS TAKING A LEAD ROLE IN SPECIFIC DISTRICTS

Rich Hoey – Norwich, Broadland, Breckland and South Norfolk

Shelley Ames – Great Yarmouth

Stephen Hulme – North Norfolk and West Norfolk

## SPOTLIGHT ON KING'S LYNN AND WEST NORFOLK – SUCCESSFUL PARTNERSHIP SEES REDUCTION IN ASB

Our Localities approach has been integrated into the existing West Norfolk Partnership Strategy group, which includes influential stakeholders from the Borough Council, Freebridge Housing Association, The Police, and West Norfolk CCG.

The group has a shared interest in how physical activity can contribute to improved outcomes for West Norfolk residents, and has been able to utilise Active Norfolk's data, insight and partnerships to contribute to and inform decision making and identify specific areas of need.

The Strategy group have set up a Task and Finish group which is progressing with the following priorities:

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

An outcome of this work has seen physical activity included as part of the core offer of the newly re-opened Discovery Centre in North Lynn. Previously a hot-spot of anti-social behaviour, the Discovery Centre has been revamped and re-established as a community asset under new owners Freebridge Housing.

Active Norfolk, partnering with Freebridge and the YMCA, worked to set up a Get Off Your A\*\* (GOYA) activity programme, which provides regular social and inclusive sport and physical activity opportunities for 14-25 year olds. Partnerships with the local Police ensure that young people that would most benefit from the programme are identified and encouraged to attend, and the sessions delivered by Alive Leisure and YMCA are structured to support young people to channel their energies more positively.



Crime and ASB is much reduced in North Lynn and the Town centre. I know many of the young people attending GOYA have been loosely connected to the group known to commit offences, and these kids have not come to the notice of my Beat managers. The GOYA project is one of a few initiatives that is clearly having a positive effect on North Lynn at present.



### D. GRIEF, LOCAL POLICING TEAM, KING'S LYNN POLICE STATION



# IMPROVING ACCESS AND QUALITY OF DATA

The data that we collect and utilise within locality planning focuses on mental, physical and social health indicators that physical activity can impact upon. This data has been used with partners to initiate some powerful discussions around current practice, emerging priorities, and has helped develop fruitful partnerships in some areas.

We have been proactive in sharing our data and insight with local partners and those who share a common interest in tackling local issues.

## HOW PARTNERS ARE USING OUR DATA

- Justify and hone local planning priorities
- Secure strategic partners' commitment for collaborative projects
- Help secure funding for local facilities development
- Support community funding bids
- Support local facilities, such as libraries, to tailor their work to meet local need
- Help plan community activities

We strive to improve the use and accessibility of data and have been working with Norfolk County Council's GIS team to develop an insight map specifically to aid and improve data's use in locality planning.

This has resulted in the development of an interactive map to bring data visualisation to life. The map includes a layering functionality to enable partners to view the indicators they're interested in at ward, parish, or CCG boundary level. It also enables users to look at a priority indicator and identify nearby facilities, services and delivery to conduct detailed planning and gap analysis.

**All our insight and data are available for partners to access. Contact Rachel Cooke at [Rachel.Cooke@activenorfolk.org](mailto:Rachel.Cooke@activenorfolk.org)**

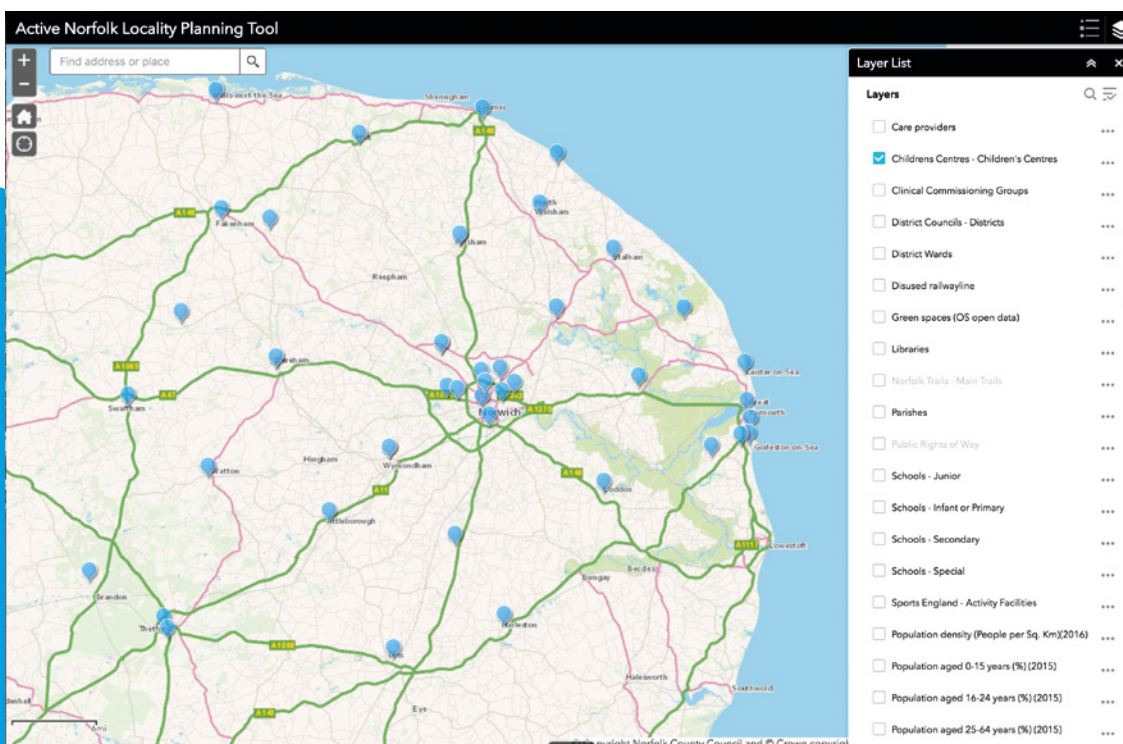
## HOW DOES THIS LINK IN WITH OUR STRATEGY?

- Building partnerships
- Demonstrating leadership
- Developing insight and understanding



We have been using the data in a much more robust way and as a way of telling the wider story of each area. It's been linked to existing projects and planning for priority areas, and used to justify decision making. We've built on it with details of physical assets, partner organisations and their projects and qualitative survey data.

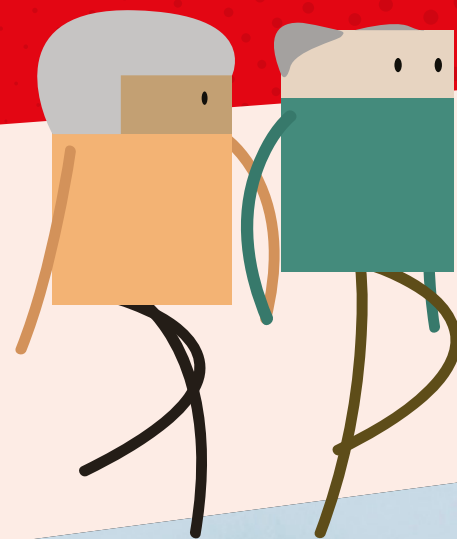
We are using the approach to improve our collaborative working with the police where we can include their data and use it to plan tailored approaches to different neighbourhoods, and they were really pleased to see us taking a hotspot approach.



**KATE PRICE,  
NEIGHBOURHOODS  
AND COMMUNITY  
ENABLING  
MANAGER,  
NORWICH  
CITY COUNCIL**

# TACKLING INEQUALITIES IN COMMUNITIES

The greatest health inequalities are found in the hard to reach communities that experience the highest levels of economic and social inequalities. Our mandate from Sport England requires us to demonstrate knowledge and insight of these communities, and to dedicate resources to use physical activity to help improve prospects for those people that need it most.



## THIS FORMS THE BACKBONE OF OUR LOCALITY APPROACH

We are aligning our organisational resources and working with partners to help align theirs, to support these priority areas, whether that's an improvement in engagement of women and girls, or helping communities to meet mental health objectives.

## GETTING ACTIVE TO TACKLE POOR MENTAL HEALTH

Poor mental health is a growing epidemic that touches people of all ages, and in all communities. The impact that poor mental health has on individuals touches family life and relationships, reduces engagement in our communities, and negatively impacts workplace health and productivity.

Tackling poor mental health has been identified as a key local priority to improve outcomes for residents in many districts across the county, including Norwich and King's Lynn where the physical activity data shows a prevalence of this condition amongst adults.

We have supported the development of several interventions that specifically target mental health, with some powerful results.

Here are two case studies that demonstrate the impact that targeted intervention is having, and how it is benefitting local communities.

# PACE OF MIND

A mental health running group piloted in Lakenham and Tuckswood

## BACKGROUND

We received Sport for Change funding from Comic Relief to use physical activity to help improve prospects for residents in this area of Norwich. We devised a running programme to specifically address mental health improvement, as poor mental health was identified as a priority indicator through our locality insight. Based on the success of the TV programme Mind over Marathon, we devised the Pace of Mind brand, and commissioned Norwich and Central Norfolk Mind to run the project.

## AIMS

Building resilience in deprived communities is a locality priority in Norwich. This project provided mental and physical training for people with mild to moderate mental health issues to prepare for the Run Norwich 10K.

The aim was to support participants to improve and manage their own mental health through running and working towards a goal, thereby building resilience.

## DETAIL

31 people took part in the programme, and 13 volunteers who run to support their own mental health were recruited to support the runners on their journey. Volunteers were offered Leadership in Running Fitness (LIRF) qualifications to develop their coaching skills and prolong the project's impact.

The group met twice-weekly for 16 weeks at a local park, undertaking a structured training programme and finishing with a sociable cup of tea to help build and strengthen relationships amongst participants.

Participants received mental health support from Mind, and had access to physios and nutritionists to help them prepare mentally and physically for the event, and beyond.

## SUCCESS

At the end of the project, 20 participants crossed the finish line at Run Norwich.

Participant feedback shows an improvement in self-reported mental and physical health, with the peer support network they created being a key benefit. The group continues to meet regularly for runs and socials, and support each other with their running and mental health improvement.

Six of the volunteers achieved LIRF qualifications, enabling them to develop their skills as Run Leaders.

### Key Outcomes Achieved

- ✓ Confidence taking part in physical activity increased from 4.14 to 7.77 (out of 10).
- ✓ Ability to stick to my aims and accomplish goals increased from 4 to 6.38.
- ✓ Happiness increased from 4.9 to 6.85.
- ✓ Days physically active increased from 2.5 to 4 days a week.

## FEEDBACK QUOTES FROM PARTICIPANTS

“ It has improved my mood and confidence. I have made lots of new friends and feel less isolated. ”

“ It has helped me overcome my anxiety a lot more. Although it is still there I use what I've learned as a coping skill. ”



# ALL TO PLAY FOR

A football programme for men with mental health issues

## BACKGROUND

Norfolk and Suffolk NHS Foundation Trust approached us to help bridge the gap between men suffering with poor mental health and the support services available to them. We recommended football sessions as having a strong appeal for men, based on the success of other projects that have sought to reach disengaged men.

## AIMS

This programme uses physical activity as a draw for men to access mental health support, whilst seeking to address the complex issues that can contribute to poor mental health.

The aim is to support men to improve their mental health and increase uptake and awareness of the services available to them, whilst increasing activity levels.

## DETAIL

Over 80 participants have taken part to date in this free programme. Every week men get to take part in an hour of football with a coach trained in mental health issues, and get to access a range of ancillary services such as financial, employment, and addiction support. These complex issues are wider determinants of poor mental health.

The initial programme pilot in Bowthorpe was such a success that a further 2 sessions in Norwich and 1 in Great Yarmouth were launched, including daytime and evening sessions.

## SUCCESS

Following the success of the initial pilot, we were able to demonstrate the programme's contribution to achieving positive health outcomes for participants, and secured an additional £20,000 investment from Norwich CCG to fund two additional Norwich All to Play For sessions. The locations for sessions are chosen based on the local need for the services, thereby reflecting local area priorities.

A baseline survey found that 65% of participants reported low mental wellbeing scores, which indicates a very high risk of depression or psychological distress. This suggests that the programme is reaching the right people to make an impact, which has been widely reported in participant feedback.

### HOW DOES THIS LINK IN WITH OUR STRATEGY?

- Building partnerships
- Building stronger communities
- Supporting locality priorities
- Reducing inequalities

## REACHING MEN NOT AFFILIATED WITH HEALTH SERVICES:

- ✓ 54% of attendees were referred from a friend

## ACCOLADES

- Norfolk FA Community Programme of the Year – WINNER
- NHS Health Business Awards – Runner Up for Innovation in Mental Health Award.

“ This has improved my fitness and how I cope with my anxiety and depression and keeps me more active and purposeful. ”

JOHN D, PARTICIPANT

2/3 OF MEN ENGAGED IN THE PROJECT AREN'T RECEIVING ANY DIRECT MENTAL HEALTH SUPPORT





# EXERCISE AT THE 4WOMEN CENTRE

A physical activity intervention in the women's probation programme

## BACKGROUND

The 'revolving door' effect, where offenders struggle to break the habit of criminality is all too common and ruins lives, damages communities and costs the UK economy billions. In Norfolk, the Home Group supports female offenders to achieve the terms of their probation and break the cycle of criminality. Home Group approached us seeking support around embedding exercise and physical activity in to the probation service rehabilitation programme.

## AIMS

This programme aimed to provide a physical activity component to Norfolk women's rehabilitation programme to help reduce the risk of women on probation reoffending. It also aimed to provide structure and help develop skills learned through participation activities, and to improve the confidence of these women and their self-esteem through being more physically active.

## DETAIL

We suggested an exclusive weekly exercise session delivered at the venue where probationary meetings take place to make it easy for offenders to attend, and to help motivate them to take responsibility for moving away from crime. We have assisted with on-going consultation with service users, linked Home Group with a suitably experienced local instructor, and supported them with some initial funding for the activity provision.

This programme addresses local Norwich priorities of crime reduction, reducing physical inactivity, and improving mental health.

## SUCCESS

Initial findings from the sessions have identified numerous positive outcomes:

- ✓ Providing sessions for free has enabled women who are unemployed and even homeless to attend. This also prevents women from earning money illegally to pay for the sessions.
- ✓ Session attendance is growing as word about the benefits is spreading throughout the probation service, encouraging those who had reservations about being active to take part.
- ✓ Uptake and engagement of other probationary sessions has risen due to increased confidence amongst service users and a stronger rapport with service staff.
- ✓ The intervention has gained recognition within a ladies' prison in Peterborough and is seen as an opportunity to look forward to upon release and entering probation.
- ✓ All women engaged in the Zumba and Boxercise classes stated that attending the sessions has given them a sense of purpose to take up other hobbies, and by doing so feel much less likely to reoffend.
- ✓ Women affected by drug and alcohol misuse reported they are now less likely to turn back to drugs and alcohol, as the exercise has given them a boost to make correct lifestyle choices.

## HOW DOES THIS LINK IN WITH OUR STRATEGY?

- Building partnerships
- Supporting reduction in crime
- Building stronger communities
- Supports locality priorities
- Reducing inequalities

“ My family say that they have got the 'me' back I was twenty years ago.

Schemes like this give offenders the chance to put themselves on the path to a crime-free life.

FEMALE PARTICIPANT, 52 ”



**MORE WOMEN ARE COMPLETING PROBATION FOR THE FIRST TIME AS A RESULT OF ATTENDING THE WEEKLY EXERCISE SESSIONS**

# USING SPORT TO IMPROVE SOCIAL OUTCOMES

Energise Lakenham and Tuckswood was a 2-year Comic Relief and Sport England "Sport for Change" funded project, which used sport and physical activity as a catalyst to achieve positive social change for residents in an area that has relatively high levels of income and social deprivation.

We had strategic oversight of the project and commissioned Community Action Norfolk to manage delivery of the 2-year programme, which saw over 625 local residents attending over 375 different sessions. Over £67,000 in funding was awarded for projects that provided opportunities for local people to be physically active.

The project was an Asset Based Community Development model, aimed at increasing activity levels amongst residents to improve health and wellbeing, whilst reducing social isolation, improving aspirations and community cohesion. Community consultation was undertaken to identify community interests, after which the project partners co-developed a programme of suitable activities.

## HOW DOES THIS LINK IN WITH OUR STRATEGY?

- Building partnerships
- Improving social integration
- Building stronger communities
- Supporting locality priorities
- Demonstrating leadership
- Reducing inequalities



## WHAT LASTING IMPACT HAS THE PROJECT HAD FOR RESIDENTS?

### PERSONAL WELLBEING OUTCOMES

The biggest impact has been on self-reported levels of happiness (16% increase) and feelings of optimism about the future (25% increase).

A 24% decrease in reported feelings of loneliness.

A 20% increase in feelings of connection to community and to others.

### PHYSICAL ACTIVITY OUTCOMES

The percentage of participants doing less than 30 minutes of physical activity 5 times a week fell from 63% to 49%.

12% increase in confidence to take part in sport or activity.

8.5% increase in awareness of how to lead a healthy life.

### PHYSICAL ASSET OUTCOMES

Improved partnership working between local organisations, which is improving the strategic decision making about future initiatives for the area.

11% increase in use of local parks and green spaces, and a 20% increase in use of local facilities – up to 94% and 87% respectively.

### PERSONAL SKILL OUTCOMES

15% increase in aspirations and resilience indicators.

Self-reported improvement in feelings of efficacy and interest in exploring new opportunities.

## WHAT'S NEXT?

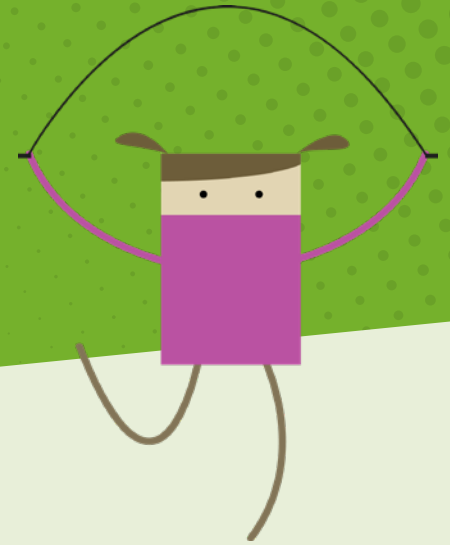
As a legacy of the project, a number of partners are coming together to carry on the momentum and good work in the area, including:

- Initiation of a junior parkrun in Lakenham
- Introducing new local partners to the partnership, including the Hewitt School
- On-going beautification of the area with vegetable growing projects from the TCV
- Continuation of several of the funded activities, including yoga, walks, and food growing
- We are supporting continuation of the Pace of Mind running group, with support from Norwich and Central Norfolk Mind
- On-going support for local groups to access small pots of funding, and training for community volunteers to support fundraising and bid-writing
- Development of a Transition Plan which will hand over the Energise brand and delivery to the community

For more information and to read the full evaluation report, visit [www.activenorfolk.org/energise](http://www.activenorfolk.org/energise)

# SUPPORTING YOUNG PEOPLE TO BE HAPPIER, HEALTHIER AND MORE SUCCESSFUL

We have a dedicated team of staff that are supporting partners to understand the importance of physical activity and embed it into programmes for children and young people. They are engaging with influential leaders and organisations to increase understanding around how physical activity can be utilised to achieve positive outcomes for Norfolk's young people. Here are some examples of our work within the sector.



## INTEGRATING PHYSICAL ACTIVITY INTO THE HEALTHY CHILD PROGRAMME

The Healthy Child Programme (HCP), commissioned by Norfolk County Council Public Health, is an integrated universal 0-19 service that focuses on early intervention and prevention for children and families. At a crucial stage of life, the HCP's universal reach provides an invaluable opportunity to identify families that need additional support and children who are at risk of poor outcomes.

We have been working with Cambridgeshire Community Services (the Service provider of the HCP in Norfolk) to ensure that physical activity is embedded into the service and is contributing to improving the health and wellbeing of Norfolk's families.

CCS were an integral partner to the development of the Active Futures strategy and have subsequently added physical activity to the Standard Operating Procedures of all HCP staff.

This makes encouraging active lifestyles the role of all frontline staff. To support staff to perform this role, Active Futures training is being rolled out. The training was developed by Active Norfolk and has been delivered to the HCP's Healthy Lifestyle Coaches who will now be responsible for cascading the training across the service.

In addition, through our network in the youth sector and education we promote the HCP services, and CCS and Active Norfolk continue to work closely on providing a comprehensive digital offer to support young people and families to become more active.

With the Healthy Child Programme reaching every young person in Norfolk and providing additional support for those who need it, the partnership with CCS leads to key messages about the importance and benefits of physical activity being shared in family households across the county.

## SCHOOL GAMES UPDATE

We continue to coordinate the School Games in Norfolk in partnership with the 8 School Sports Partnerships. We are striving to diversify the School Games offer to ensure that it reaches young people who wouldn't be engaged by traditional competition. This has led to the introduction of new pathways for activities such as a colour run, panathlon, climbing, boxing and beach sports.

This means new young people are experiencing the Games and reaching events through non-traditional routes. The School Games has become a tool for school staff outside of the PE department with SENCOs and inclusion leads understanding the benefits to young people.



We support diversification of the School Games to broaden its appeal to a wider range of children.

# PE PREMIUM TRAINING

We provide free and impartial advice and guidance for schools to support them to maximise the impact of their PE and Sport Premium – the £16,000 plus £10 per pupil to make additional and sustainable improvements to their PE, sport and physical activity offer. This equates to £6m a year being invested into physical activity in Norfolk schools.

The funding doubled from £8,000 per school in September 2017, creating an unprecedented opportunity to make a difference to the lives of young people through physical activity.

In response, we increased our capacity to provide support and developed new strategies to reach schools and offer advice, challenge and guidance with a focus on improving decision making linked to identified need, understanding impact and a greater emphasis on reaching pupils who are least active and can benefit most.

## HOW DOES THIS LINK IN WITH OUR STRATEGY?

- Building partnerships
- Demonstrating leadership
- Developing insight and understanding
- Building capacity

Key to our approach was to develop partnerships with providers who already have a relationship with schools and an interest in effective use of the Premium:

### EDUCATOR SOLUTIONS

Recognising the role of governors in asking challenging questions of school practice, we identified Educator Solutions as a priority group who could encourage sound decision making regarding the PE and Sport Premium.

Educator Solutions provide products and services to support education settings in building effective governance and leadership. Their Governor offer is well-respected and widely utilised in Norfolk schools.

We updated our popular PE and Sport Premium for Governors Guide with new guidance, distributed to all governing bodies, and developed a new training offer to provide more in-depth support for them. The training was delivered by Active Norfolk and advertised and administered by Educator Solutions.

In addition, we trained the advisors employed by Educator Solutions to have a greater understanding of the PE and Sport Premium to encourage them to advocate for best practice in maximising the funding when they are working with governing bodies day to day.

### VISCOUNT NELSON EDUCATION NETWORK (VNET)

VNET is a CIC continuing the work of Norfolk County Council programme Better To Best – a school-led approach to improvement which played a crucial part in raising Ofsted grades in Norfolk schools from 59% Good or better in 2013, to 89% Good or better by 2017.

As a well-respected school improvement provider, we identified them as a key partner in sharing messaging to schools about the PE and Sport Premium.

Working in partnership we have delivered a training session to their member schools and will continue to provide support through their network.

We also support schools through the School Sports Partnership network and through direct contact, and have observed a noticeable improvement in the quality of decision making, understanding, and demonstration of the impact of the Premium in school websites.

Since September 2017, we have interacted with 159 primary and special schools (37% eligible schools).

Feedback from our training offer has resulted in 85% of attendees reporting an increase in knowledge of the subject, averaging a 1.2 point improvement on a scale of 1-5.



## ACTIVE FUTURES UPDATE

The cross-agency strategy that incorporates key partners and stakeholders that engage with young people has developed a Recognition Scheme to honour those settings that are making great strides in raising awareness of the benefits of physical activity, and engaging in new and innovative ways to create positive space and time for children and young people to be active.

The Recognition Scheme was rolled out in 2018, with six successful applicants in the first round who were able to demonstrate how they were setting children and young people on a path to a healthy and active lifestyle.

A key component of our work within the sector involves educating and influencing partners to understand the important role that physical activity plays in helping them achieve their goals with regards to educational attainment, improved behaviour, and improved mental and social health.

The Active Futures Award helps us to demonstrate the positive impact of this work in key settings engaging with children 0-19, and the next round of Awards will be announced in early 2019.



### ANNA MUCHA, WATTON SURESTART CHILDREN'S CENTRE:

“ We are pleased to receive Active Futures Recognition Award for promoting health and physical development of children attending our Centre.

We are proud that we have created an environment that promotes families' health, and that we have implemented more physical activities into children's everyday lives. ”

## INTEGRATING WITH NORFOLK COUNTY COUNCIL EARLY YEARS INTERVENTION TEAM

We recognised the significant role Early Years deliverers can play in starting pre-schoolers on the road to a healthy active lifestyle.

With the NCC Early Years team, we've developed an integrated training programme for Early Years staff. The 'Early Years Get Active Training' is designed to support Early Years settings from all over the county to develop and embed physical activity as a core offer for children in these settings.

To date the training has been delivered to 24 different settings including Children's Centres, nurseries and child minders. With a focus on demonstrating impact of the training through a case study, each of those settings can demonstrate a difference the training has made to the children, staff, and the families as well.

Following the training, we have seen Early Years providers introduce a range of innovative interventions to meet the needs of their little ones. Examples include family Active Café sessions, cosmic yoga, and 'Outdoor and Active' family packs.

### STAFF AT LITTLE OWLS DAY NURSERY NEAR DEREHAM HAVE ATTENDED EARLY YEARS GET ACTIVE TRAINING.

One mother with children at the nursery has started a blog to share ideas of how to increase physical activity at home! Here's a snippet from her blog, *The Honest Confessions of a NICU Mum*.

“We take it for granted that when we send our little ones to nursery that they do an amazing array of activities that help teach and promote healthy choices but actually it is because of the dedication and effort of the staff who go off and study, train and implement these activities.

From den building to bug hunting, treasure hunts, the nursery make sure the children are all active every day...

Seeing some of the things Elijah gets up to via Tapestry also encourages us as a family to go out and do something different, like going on a bear hunt in the woods, or making an obstacle course in the living room! To me, it is important that Elijah is active as I know this will benefit his health vastly, as well as educating him on why this is important now.”

# GOYA - ENCOURAGING 14-25S TO “GET OFF YOUR A\*\*”

A Satellite Club funded initiative that provides activity for inactive 14-25s

## BACKGROUND

The YMCA is a dedicated youth charity that focuses on young people and helping them play a fulfilling role within their communities. They devised the GOYA programme to appeal to this young audience that need a place to hang out after school that presents opportunities for them to be active and to channel their energies in a positive way.

## AIMS

To utilise our Sport England Satellite Club funding to support and develop activity programmes that are helping meet priority outcomes for young people, including:

- Reducing anti-social behaviour
- Improving employment prospects
- Improving mental and physical health in young people

## DETAILS

The first project GOYA programme based at the Marina Centre, Great Yarmouth offered multi-sports along with the opportunity to access the centre’s gym and swimming pool after school and into the early evening when anti-social behaviour is frequently recorded. Over 150 young people aged between 14-25 attended.

Following that success, we have identified delivery partners to provide coaches to oversee new GOYA sessions 3 other locations across the county: Acle, Norwich, and King’s Lynn, with a 5th project planned to start in early 2019 in Thetford.

## SUCCESS

Over 260 young people have attended sessions across the county to date, with many being referred through local services supporting young people at need including Norfolk Police, Youth Advisory Boards, Crime and Commissioning Teams, Prospects, and local housing services.

By working with these key partners and the YMCA adopting an asset-based approach, we know the sessions are responding to need and engaging inactive and irregularly active young people.

“Prospects have a number of young people who have really benefited from attending the GOYA sessions; this has improved their self-confidence, self-esteem and it’s also helped with physical and mental health and wellbeing”

**KAREN SMEED**  
SENIOR YOUTH SUPPORT WORKER,  
PROSPECTS GREAT YARMOUTH

## CASE STUDY — CHRIS

Chris learned about GOYA when he was living in supported housing in Norwich.

Chris enjoyed the chance to take up social sporting activities at the sessions, which led to him offering to volunteer at GOYA Great Yarmouth. This provided valuable work experience in the youth sector and helped improve his CV.

Following this, he was able to gain a level 2 traineeship in youth work and expand his skillset by taking on the running of another local activity club. When Active Norfolk provided funding for a second GOYA worker, Chris applied for and secured the role as Youth Engagement Worker for the Acle sessions, enabling him to transition into paid employment.

Chris is currently working and studying for a Level 3 JNC in youth work. The YMCA have produced this video about Chris’s story. **Watch it at <http://bit.ly/goyachris>**



# SUPPORTING PREVENTION AND MANAGEMENT OF LONG TERM CONDITIONS

We are working alongside our partners in the health and social care sectors to promote and champion the prevention agenda. This moves the focus away from curing diseases and ill health, to a focus on helping people to stay healthy, happy and independent for as long as possible to improve quality of life and relieve pressure on our social services.

Physical activity makes a major contribution to how Norfolk residents can take responsibility for their own care. This will help them minimise the risk of disease and ill health, and be more resilient to manage symptoms if they do get ill.

Investing in self-care and prevention awareness and education now, rather than focussing on treatment, can support systems evolution in the face of ongoing budgetary and social constraints. Our preventative focus represents strategic alignment of our resources and priorities with those of our partners in the health and social care sectors, and the wider Norfolk Sustainability and Transformation Plan, to maximise efficiencies and impact.

Here are some examples of ways that we are supporting health and social care professionals to promote physical activity and self-care as a key prevention tool.

## PARKRUN PRACTICES

We supported parkrun and the Royal College of General Practitioners parkrun practice initiative in summer 2018, which was aimed at GPs to encourage them to prescribe parkrun rather than medication to improve health and wellbeing.

Recognising the important role that GPs play in signposting people to physical activity, we provided support to this national initiative to help raise awareness locally and encourage Norfolk surgeries to sign up.

We contacted the clinical commissioning groups in Norfolk about the campaign, created a marketing pack to facilitate their involvement, coordinated press activity to raise local profile and supported with a social media campaign that reached over 16,000 people and had 750 engagements.

One surgery that became a parkrun practice through our involvement was Oak Street Medical Practice. Situated on the inner ring road, the practice is well situated to be able to refer its patients to both the Catton and Eaton Park parkruns.

Since signing up as a parkrun practice, Dr Lucia Fitzpatrick, a GP partner, said "We have one new staff member who is now running regularly at parkrun and another who runs intermittently secondary to our involvement. I have referred many people for volunteering and for running. We have also had contact with the social prescribing project and discussed parkrun referrals."

To date, 13 practices in Norfolk have signed up, and we will continue to support and champion the campaign to get more practices involved.



# INTEGRATING PHYSICAL ACTIVITY WITH MENTAL HEALTH SERVICES

The link between physical activity and improved mental health is well documented. We have focussed significant resource in the last year on integrating mental health services into activity interventions and funding bids, backed by locality-level data and strategic local priorities, demonstrating the variety of ways that physical activity can be used to approach mental health improvements.

## GET SET TO GO

We partnered with Norwich and Central Norfolk Mind to jointly write a funding bid to secure investment from Mind's national Get Set to Go programme to bring in additional resource to support mental health physical activity sessions in Norwich.

The bid was successful, resulting in almost £36,500 investment over 18 months, which commenced in November 2018.

The project will provide tiered support to a minimum of 300 people in the Norwich area struggling with low mood and poor mental health, with a target of 50% of participants classed as inactive (doing less than 30 minutes of activity per week).

This programme of work supports the Norwich locality priority of supporting residents to achieve Healthy Weight.

Utilising our ward profiles and insight data to identify priority localities where levels of inactivity are high and reducing mental health issues is an identified priority, the project will be delivered in areas where it is most needed: Heartsease, Lakenham, Mile Cross, North Earlham, and Pilling Park.

Four 12-week structured physical activity programmes will be delivered, with a clear exit route into mainstream community provision.

Training and upskilling are included to build in lasting impact, including recruiting and training 8 peer volunteers, and delivering the Mental Health Awareness for Sport and Physical Activity (MHASPA) training to 80 sport and physical activity sector staff.

## ALL TO PLAY FOR

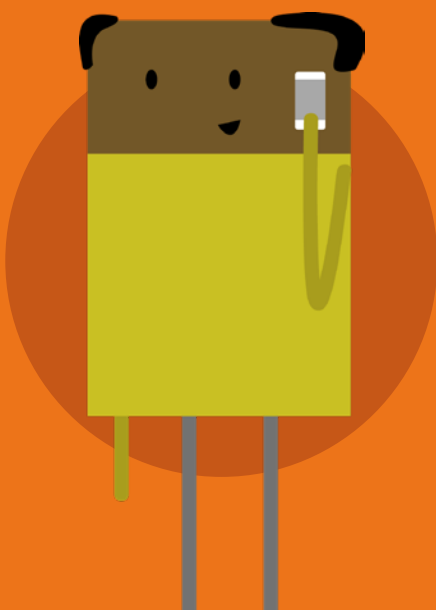
This successful example of partnership working brought us together with Norfolk and Suffolk NHS Foundation Trust and Premier Sport to deliver football sessions for men with poor mental health.

This project was a new recruitment method for recruiting men to access mental health support services available to them. It also recruits to a variety of other support services such as housing, debt, gambling, and drug and alcohol addiction, which are known to contribute to poor mental health.

Uptake of mental health and other support services by participants means that more men are receiving help in Norfolk as a result of the programme.

Findings reveal that in all sessions in Norwich and Great Yarmouth, the men have established a profound peer-to-peer support network, sharing not only their mental health journeys but also successes and setbacks in other areas of their lives.

- ✓ 44% of participants want Mood/Anxiety support
- ✓ 36% of participants want Stress Management support



## PACE OF MIND

This running programme for people struggling with mental health issues in the Lakenham and Tuckwood areas of Norwich integrated running training with mental health support services.

A key feature of this programme was the volunteer buddy system. Volunteers who run to support their own mental health were recruited to support runners on their training journey, and this supportive network formed a key aspect of the programme's success. Six of the 13 volunteers went on to get LIRF run leader training, thereby prolonging the project's legacy, and the trained volunteers and many participants continue to run and support each other.



## ACTIVE SIGNPOSTING AND PHYSICAL ACTIVITY TRAINING

A key focus on our work this year has been in supporting the wider workforce to understand the benefits of physical activity in helping them to achieve their strategic objectives, which underpins the key themes of prevention and self-care.

Here are some examples of the targeted training we've delivered to frontline staff that are engaging with a range of audiences to develop and improve understanding around physical activity.

### HOW DOES THIS LINK IN WITH OUR STRATEGY?

- Building partnerships
- Demonstrating leadership
- Building capacity
- Developing insight and understanding

## UPSKILLING SLIMMING WORLD CONSULTANTS ON PHYSICAL ACTIVITY'S CONTRIBUTION TO HEALTHY WEIGHT

Developing understanding of how diet and physical activity work together as part of a healthy and active lifestyle requires ongoing integration into public perceptions around the importance of diet.

Through our links with Norfolk County Council Public Health, we have been involved in providing physical activity training to Slimming World consultants as part of their contract requirements with Public Health.

This year, over 40 Slimming World consultants have been trained up at a series of sessions aimed at increasing knowledge of physical activity and how it can help manage and maintain weight loss, as well as building confidence to be able to signpost to physical activity resources and local opportunities to be active.

This training provides an excellent opportunity to support wider prevention themes and empower those people in positions of influence to support behaviour change into activity.

OVER 150 CLINICAL AND SOCIAL CARE STAFF RECEIVED TRAINING OR INFORMATION IN 2018

## DIABETES PREVENTION PROGRAMME SUPPORT

Physical activity helps prevent and manage diabetes by contributing to a healthy weight, and by helping the body to use insulin more efficiently. More than 60,000 people in Norfolk have now been diagnosed with diabetes, and there are an estimated 2,500 new diagnoses of diabetes per annum in the NHS Norfolk area.

We are supporting prevention and maintenance of this disease by providing tailored physical activity training to coaches on the Diabetes Prevention Programme, and an increase in this programme is planned for 2019.

These coaches are responsible for managing those referred to the DPP service by giving tailored, personalised support to reduce their risk of Type 2 diabetes including education on healthy eating and lifestyle, weight loss advice, and physical activity guidance.

The training includes knowledge of local physical activity opportunities they can signpost patients to both during their time in the programme but more importantly as an exit route once they have completed it.



## HEALTH PROFESSIONALS TRAINING ON PHYSICAL ACTIVITY'S IMPACT ON LONG TERM CONDITIONS

We take every opportunity to contribute to shared learning events amongst health professionals to increase awareness around physical activity's contribution to preventing and managing disease, in particular seeking to increase health professionals' confidence in referring patients into physical activity.

In November members of the Health team delivered several presentations on preventing physical inactivity at the Management of Chronic Disease & Multimorbidity study day, organised by the Norfolk Obesity Network.

The event saw 55 healthcare professionals, including GPs and Practice Nurses, from around the county come together to learn about the health risks of inactivity, and how it can be used to prevent and manage symptoms for a range of long term conditions including Type 2 Diabetes, heart disease, osteoarthritis, and other conditions.

## SOCIAL PRESCRIPTION TRAINING

We are supporting the social prescription model by providing specialist physical activity training to the Care Connectors to enable them to confidently signpost their service users to physical activity. The Care Connectors are at the frontline, engaging with many of the most disadvantaged people in our communities, and are uniquely placed to be able to provide actionable advice to support residents to improve their lives.

Five Physical Activity Training for Social Prescribers sessions have been delivered to date to almost 40 frontline staff members working around social prescription. This has included a session delivered to Voluntary Norfolk as part of their Better Together Norfolk initiative around social isolation and loneliness.

Feedback from all attendees was positive, reporting they felt more confident talking to service users about physical activity and that they had more knowledge to support their users to increase their physical activity levels. The majority of attendees anticipated the training would influence their practice.

## FEEDBACK QUOTES FROM PARTICIPANTS

“ Easy to follow and tailored to be appropriate to our roles. ”

“ Brilliant session. Information given was very clear and understandable. ”

“ Good materials, raised my awareness and knowledge. ”

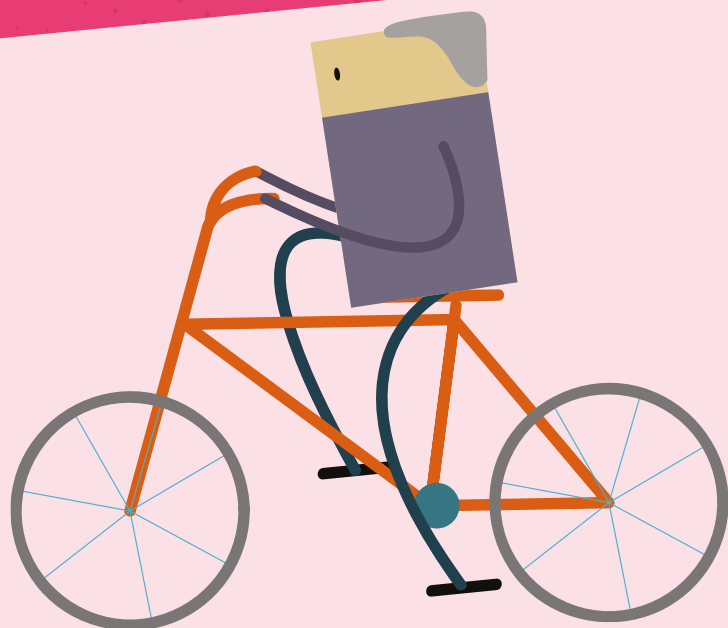


# ADVOCATING FOR INDEPENDENCE

The Government's prevention vision outlines a need for collective effort to empower people to make healthier lifestyle choices and create the right conditions for people to live healthier, happier and independently for longer.

Our contribution to this vision includes increasing access to high quality activity opportunities, and supporting partners that engage with those at risk of inactivity to help them maintain their health so that they can remain independent for as long as possible.

As you'll see in the following examples, physical activity can be used as a catalyst to help people build functional fitness, improve confidence, learn new skills, and develop peer support groups, all of which contribute to independence.



## SUPPORTING OLDER PEOPLE ON THE COAST TO BE ACTIVE AND INDEPENDENT FOR LONGER

Together with the Norfolk County Council Environment team, we are continuing to develop SAIL (Staying Active and Independent for Longer) for older people living along the North Norfolk coast.

In the first year of this 3-year EU-funded project, there has been significant development in the research and design phases with partners from across the EU.

Progress to date has focussed on developing the research and design methodology into best practice that will support older people to be active in their local communities by developing partner networks that encourage use of existing facilities and open spaces.

Emerging projects will focus on the development of dementia friendly walks and supporting leisure operators, libraries and care homes to develop programmes of activity that support older populations to be active.

This model can then be replicated in other coastal areas of similar demography to support older people to be active, and improve their ability to live independently for longer.



# ON THE MOVE

A disability sport project supporting young adults in day care centres to be active

## BACKGROUND

Physical activity levels drop drastically in young disabled people after leaving education. Increasing physical activity levels in those people living with a disability or limiting illness helps support both their health and contributes to their ability to live independently.

This year we secured a substantial award from Sport England for a 4-year On the Move disability project, which we are coordinating in partnership with DRAGONS (Disability Real Action Group of Norfolk).

## SUCCESS

In the first six months of delivery (July – November 2018), 160 disabled young adults have taken part in sessions at five day care centres, with another 10 centres scheduled to begin delivery in 2019. Feedback from the participants has focussed on the fun and inclusivity of the sessions.

Due to the lack of existing suitable evaluation guidance for this target audience, we are developing a bespoke, innovative evaluation framework to measure this project's impact and collect learnings.

We aim to develop good practice guidance for evaluating physical activity in disabled populations off the back of this work, which we will share nationally and with relevant partners.

## AIMS

On the Move aims to develop and embed sport and physical activity within day care centres, giving young disabled adults in Norfolk the opportunity to sustain a regular active habit. Our engagement target is 380 people per year, totalling over 1,500 people over the life of the project.

## DETAIL

In the first year, blocks of 10-week physical activity programmes are running in 14 day care centres throughout Norfolk. This will increase to almost 100 day centres, sportsclubs and leisure centres over the 4 years of the project.

Peer review is a key component of this project, enabling service users to review a facility's activity provision as a key component of a day centre's offer. The activity sessions are reviewed by members of the DRAGONS, assessing the quality of delivery at each session and staff engagement as well as looking at the physical restrictions of the venue to ensure young people can make informed choices.

A web-based mapping directory provides information to help disabled people identify centres where there are available activities and read current, up to date reviews by young disabled service users from DRAGONS.

## HOW DOES THIS LINK IN WITH OUR STRATEGY?

- Building partnerships
- Demonstrating leadership
- Building capacity
- Reducing inequalities

## HANNAH'S STORY

Hannah is a member of the DRAGONS, and was part of a team of 5 young disabled people with different impairments that visited the East Anglia Tennis & Squash Club on Lime Tree Road, Norwich to take part in their 'Inclusive Tennis Session'. They not only took part in the hour and a half session but also reviewed the facility in terms of accessibility. At the end of the session feedback is given to the club in the form of a report from the young people and suggestions for improvement.

Hannah really enjoyed the tennis activity and found the attitude and enthusiasm of the staff at the club to be really engaging. Since undertaking the review for On the Move, she has decided to sign up independently to the club and regularly take part in the tennis sessions.



# DANCE TO HEALTH

Falls represent the most frequent and serious type of accident in people aged 65 and over, destroying confidence, increasing isolation and reducing independence.

The Dance to Health programme is a pioneering falls prevention programme aimed at improving resilience against falls. It combines evidence-based physiotherapy from validated falls prevention programmes like FaME and Otago, with the creativity, expression and energy of dance.

As the lead on the Physical Activity Falls Prevention Sub Group, we identified the programme as an innovative way to address the identified local gap in falls prevention work. We partnered with Norwich CCG to source £30,000 of combined funding to bring the programme to Norwich to benefit elderly residents.

The programme consists of 2 phases – starting with Improvement and progressing into Maintenance to Sustainable programmes.

## RESULTS FROM THE IMPROVEMENT PHASE INCLUDE:

- ✓ 150 older people took part in the Improvement programme which was held in six locations across Norwich
- ✓ 44% of participants have reported a reduction in incidence of falls
- ✓ Only 15% of participants have had falls-related A&E admissions, compared to 35% with alternative falls prevention programmes
- ✓ 95% of participants reported an improvement in mental wellbeing across the programme to date
- ✓ 88% of participants are reporting an increase in physical activity across the programme to date

## NEXT STEPS FOR DANCE TO HEALTH

Following the conclusion of the Improvement programme, 4 Maintenance classes will be continuing in the Norwich area, and a new programme is commencing in Cromer. Currently 80 participants have already moved from the Improvement programme into the Maintenance programme.

## FEEDBACK QUOTES FROM PARTICIPANTS

“ Now I walk more upright than I used to – I don’t walk looking at the ground anymore. I’ve got more confidence to walk on the road. ”

“ When I leave here I feel elated – it sort of uplifts you. Gives you a lovely feeling. Can come in depressed and go out feeling on top of the world. ”

“ Dance to Health classes have strengthened my legs, they are much better! It has made getting up and sitting down easier and I can practice most exercises at home. My balance is a lot better and my concentration has also improved. ”



# MAKING AN IMPACT

Since we launched our 2016 strategy, we have been working to increase awareness around the ways that physical activity contributes to the creation of stronger, more sustainable and prosperous communities. Across the range of sectors and partners we engage with, the impact that physical activity can make across a range of outcomes for individuals and communities are numerous. Here are a few examples.

## POSITIVELY IMPACTING ON THE LOCAL ECONOMY

In 2018 we announced a number of significant investments into the county that will encourage and enable more people to take part in physical activity, and demonstrate innovative use of physical activity to address inequalities in our communities.

We will be working closely with our partners to ensure that these funding awards are put to best use, and will use data-led insight to make coordinated, well-informed decisions that meet local, identified needs.

In May we announced a landmark investment into disability sport – the largest investment in Norfolk disability sport in over a decade for the **On the Move** project.

We successfully bid for over **£290,000** of Sport England funding from the Core Markets fund to improve access and provision of disability sport for young adults as they transition out of education.

Over 1500 disabled young adults will benefit from the 4-year programme, which will also support local community groups and will provide much-needed support to local adult social care services where budgets are restricted.

The funding will also be used to help support development of an evidence base of what makes an effective intervention for disabled people.

The findings from this project will be shared with partners within the disability sector and Sport England to ensure best practice learnings can be implemented in other settings.

Another successful bid to the Sport England Core Markets fund resulted in **£45,000** investment for one year to develop new research into older people's physical activity levels as they enter retirement – the **Physical Activity and Retirement Transitions Study (PARTS)**.

Physical activity in later life has a range of social, physical and mental health benefits, but currently not enough is known about how physical activity habits are affected by retirement.

A further significant three-year financial award for programme implementation has been secured in principle from Sport England, pending the outcome of the research in spring 2019.

If successful, this will see an additional substantial sum of money brought into the county to support local provision of activities for older people.

Following a successful bid to the Department for Transport for £1.6 million in sustainable transport funding in 2016 with the Norfolk County Council Environment Team, the Pushing Ahead project continues to promote and champion active travel across Greater Norwich and Great Yarmouth.

This year a core component of our work to support the project has been to expand on active travel within workplaces, encouraging them to offer active travel for employees to improve employee health and productivity, whilst reducing the number of car journeys to relieve traffic congestion.

We delivered a targeted **Sustainable Travel Grant** scheme to businesses in Great Yarmouth to support investment in active travel infrastructure.

Over **£18,000** was awarded in the initial round, which will help relieve pressure on the Town's roads and support almost 600 Great Yarmouth employees to reduce their car journeys.

## SUPPORTING RESEARCH DEVELOPMENT

We established the Physical Activity and Retirement Transitions Study (PARTS) to address the research gap around the impact of retiring on physical activity and to help support the development of age-appropriate interventions for older adults before, during, and after transition to retirement.

We partnered with the University of East Anglia to conduct research into a range of attributes and indicators that will help develop understanding of how people's activity levels are impacted by this major life transition, and what sorts of activities and interventions might be best employed to keep, or get, people to be active longer.

We took a mixed-methods approach utilising Active Lives Survey data and conducted primary qualitative research through an online survey, interviews and focus groups.

In eight months we have achieved:

- Survey responses from over 900 individuals
- Interviews with 38 individuals providing a wealth of information on the topic
- Two journal articles that are currently being academically reviewed

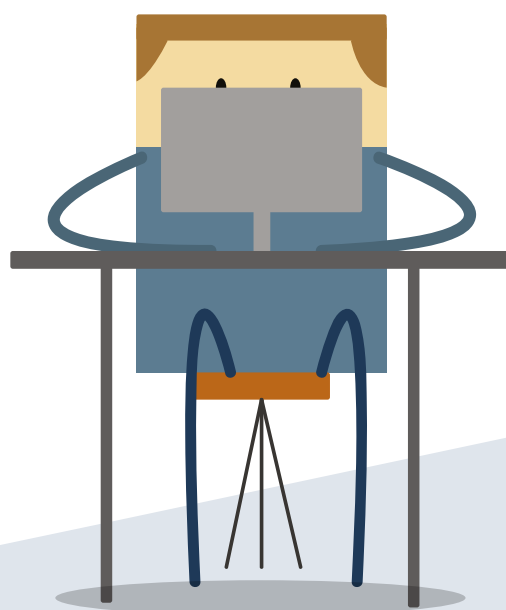
The final report following the survey are beginning to shape the recommendations for supporting physical activity during this life transition, which will be published in March 2019.

The focus of the project has been to create learning which can be widely shared and translated into actions with a range of outputs such as short reports, infographics and presentations that will help shape local and national understanding, and inform future policies and services that can help others transitioning into retirement to be active.



### HOW DOES THIS LINK IN WITH OUR STRATEGY?

- Demonstrating leadership
- Developing insight and understanding



## USING EVALUATION TO DEVELOP APPLICABLE LEARNING

We support and promote best practice around programme evaluation. Our Insight and Evaluation Officer offers consultation services as an external evaluator, supporting local organisations and projects to embed evaluation into their physical activity interventions and achieve their monitoring and evaluation requirements.

Our Insight and Evaluation Officer is currently supporting Cotman Housing with the evaluation of their Sport England funded Still on The Go project, designing a practical and informative evaluation that looks to find out what impact activities delivered in social housing, and nearby leisure facilities, can have on physical activity and social isolation.

Through this evaluation support we are also seeking to build our knowledge of what prompts can be implemented in housing association sites to encourage residents to be more active, and how activities for housing residents can become sustainable.

Through this evaluation we hope to develop findings that can be applied to other residential housing sites to share learning and increase the impact of our evaluation work.

STILL  
ON  
THE  
GO

# MAKING A STRATEGIC IMPACT

## — BUILDING ACTIVITY INTO CARE HOME PLANS

We have worked closely with Norfolk's largest care provider, Norse Care, to implement a series of practices that build physical activity into the core structure of Norse Care's provision strategy.

### BACKGROUND

Findings from our Mobile Me project, which brought physical activity into sheltered housing sites, highlighted that 94% of the older people who were engaged in the project had a disability or long-term health condition. Residents who took part reported an improvement in health outcomes and a reduction in feelings of loneliness and isolation. These findings highlight that working in residential settings reaches people who stand to benefit significantly from physical activity interventions.

### AIMS

We wanted to find a way to sustain physical activity for older people beyond the life of Mobile Me.

Our aim was for care homes to acknowledge the importance of physical activity in way that would result in a culture change in residential care provision practices.

### DETAILS

With 35 care homes across Norfolk, Norse Care was a key partner to undertake this strategic work.

Developing senior management's understanding of how physical activity would benefit residents, and therefore improve their offer to residents, was achieved through bespoke training sessions.

We worked alongside Norse Care staff to support them to write physical activity into each of their 35 care homes' Wellbeing and Lifestyle Action Plans. These plans are the basis for the care service provided by homes and are reviewed every six months to see how homes are achieving against specific targeted outcomes.

We supported Norse Care to appoint an exercise and wellbeing co-ordinator within their organisation to oversee activity services and provided part-funding to train 14 members of staff to be able to deliver seated exercise sessions.

#### HOW DOES THIS LINK IN WITH OUR STRATEGY?

- Demonstrating leadership
- Building capacity
- Reducing health inequalities

### SUCCESS

Norse Care has made long-term changes to its organisational practices by bringing in permanent measures to cement physical activity as a key part of its care provision, including ringfencing funding to ensure that physical activity maintains integrated into its action plans.

An impact of this work is reported widespread improvements in residents' confidence and wellbeing. Activities leaders in several settings have reported positive mood changes displayed by many residents because of the sessions. Staff at centres reported that traditionally reclusive residents were actively involving themselves in physical activity sessions.

Norse Care's Dementia Lead, Kate Grange, has also reported that physical activity has had a demonstrable positive impact on people living with dementia, evidenced through the UEA's dementia mapping process.





# CHAMPIONING INTEGRATION AND INNOVATION

As part of our core values we are seeking ways to find fresh approaches to complex challenges, which includes a focus on innovation and championing new ways of working.

This year we have focussed on further integrating our work with other sectors and partners that are engaging with hard to reach audiences.

This has included identifying opportunities to build relationships with new partners through networking and educational events such as the Norfolk Physical Activity Forum, through to collaborating more closely with existing colleagues on wider areas of work.



## CHAMPIONING INNOVATIVE DATA SOLUTIONS

We are working with the Open Data Institute, a community-led initiative that aims to help people in England get active using open data. Through open data, activity sessions are fed automatically into activity finders, like ours, without the need for manual upload or maintenance. We are championing this innovation in technology, identifying key partners to approach to contribute their data so that more Norfolk residents can access physical activity opportunities more readily.

This increase in visibility means that more people can find ways to be active that suit them, and contributes towards inactivity reduction and the associated health benefits that can bring. Our Evaluation Officer is an Open Active Champion, this year she has worked with several activity providers to explain, promote and encourage them to open up their data.

Key partners that have come on board with Open Active this year include Sportspark, Goodgym, and the LTA.

## IDENTIFYING OPPORTUNITIES FOR STRATEGIC INTEGRATION

This year we have continued to build on the successful partnership with the Norfolk County Council Environment's Team following our work on the **Pushing Ahead** and **SAIL** projects. We have identified opportunities to integrate our strategic aims to maximise efficiencies and impacts across our two departments.

In 2018 our Senior Management Teams met to outline an integration of our respective strategic objectives that would enable both teams to pool assets and resources to best effect to meet shared outcomes. This planning focusses on the following core areas of work: use of Data and Insight, Engagement and Marketing, Resources and Funding, Influencing System Change, Infrastructure Development, and Improving Health and Wellbeing.

By integrating our approach to planning and designing these programmes of work, we are reducing duplication of effort whilst maximising efficiency these areas of work can deliver to the benefit of our respective Services. The results of this integrated strategic planning are consolidated Plans on a Page for each area of work which are co-developed and co-owned by our two departments.

This will underpin the future 'way of working' across our departments, leading to increased cooperation, alignment of resources, and achievement of mutual outcomes.

# INNOVATION AND INTEGRATION WITHIN THE OLDER PEOPLE'S SECTOR

Mobile Me, the award winning physical activity intervention for older people, concluded this year. Results from this have been used to inform the development of new areas of strategic work that are increasing the impact of the project beyond its lifespan, and providing us with new avenues to innovate and integrate with partners within the sector.

## HOW DOES THIS LINK IN WITH OUR STRATEGY?

- Demonstrating leadership
- Building partnerships
- Building capacity
- Building stronger communities
- Reducing inequalities

## DEVELOPING CUTTING-EDGE RESOURCES TO SUPPORT THE SECTOR

We wanted a practical way to be able to share the findings from Mobile Me which could be used to educate the workforce helping to support older people. We wanted to provide a resource to the wider care network to help them meet their outcomes around supporting older people.

In partnership with the UEA Research Team and a local GP Researcher, we have developed an online toolkit that can be utilised by frontline staff in health and care settings. This online toolkit provides practical information to the wider support sector for older people around the delivery of activity with a specific focus on age related conditions such as dementia.

This toolkit includes a general section on adapting physical activity for older people, with tailored elements around specific conditions like falls prevention and arthritis, and with a special deep-dive focus on dementia which includes informational training videos, infographics, and interviews with trained specialists in the best ways to adapt and provide physical activity for those living with dementia. The toolkit can be accessed for free and will be available early 2019.

## INTEGRATING WITH THE OLDER PEOPLE'S AGENDA

The expertise gained from Mobile Me has enabled us to take on active roles on sector specific strategic advisory boards and the Healthy Ageing Steering Group, which have opened new partnership opportunities with key organisations like AgeUK and Adult Social Services at Norfolk County Council, amongst others.

We are working to leverage these strategic opportunities to further integrate the learnings from Mobile Me into how these organisations that are taking the lead on the older people's sector view and utilise physical activity to help them to meet their objectives around supporting older people.

## INFLUENCING THE SECTOR – FALLS, FRAILTY, AND DEMENTIA

With Norfolk County Council's Corporate Strategy to improve independence in later life, our ability to build influence within the older people's sector and demonstrate physical activity's contribution to building and maintaining independence remains a strategically important area of work.

We are utilising Mobile Me findings to provide specialised information, advice and training around physical activity's impact on falls prevention, frailty, and dementia. These are just some of the complex issues facing older people, and which are growing social and health issues facing our health services.

Examples of our influential work include securing funding commitment from Norwich CCG to bring the falls prevention Dance to Health programme to Norfolk, and the strategic impact that we've been able to demonstrate within Narsecare.

# LOOKING FORWARD

Here are some of the key priorities and core areas of work we'll be focusing on in 2019.



## NORFOLK SCORES HUGE SUCCESS IN SECURING THE HSBC UK | NATIONAL ROAD CHAMPIONSHIPS

We were instrumental in securing Norfolk as host for the 2019 National Championships. This high profile event will see thousands of residents and visitors to the county taking part in a festival of cycling events that will include a Norwich family ride and closed-road 100 mile sportive, alongside the prestigious HSBC UK | National Road Championships.

This event will bring thousands of visitors to the region, boosting the local economy, showcasing Norfolk's suitability to host high calibre sporting events, and promoting wider public engagement in cycling activities.

## CONTINUING FOCUS ON PREVENTION THEMES

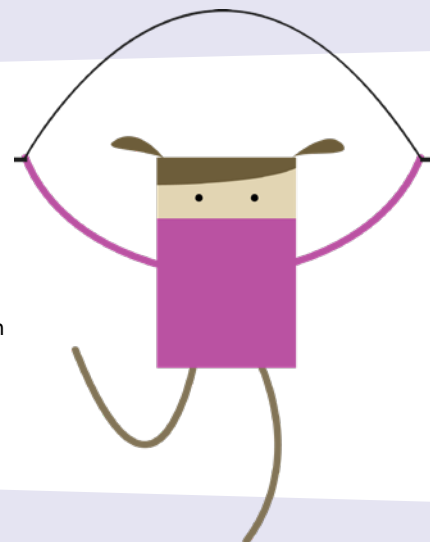
We will continue to look towards self-care and prevention as the key drivers underpinning our work to improve health and reduce levels of inactivity, and support the realisation of the Joint Health and Wellbeing Strategy.

We will be further developing our workplace health offer, integrating more closely with the clinical commissioning groups, and further developing and sharing our knowledge and expertise on physical activity's contribution to the prevention and management of long term conditions such as mental health, diabetes, cancer, and dementia.

## EXPANDING OUR OFFER TO SCHOOLS AND GOVERNORS

We will be developing our existing partnerships and linking in more closely with other influential children and young people service leaders such as Cambridgeshire Community Services.

We will also continue to champion the Active Futures Recognition Scheme to settings that work with young people to give them the opportunity to promote their achievements around physical activity and the impact it's making on the lives of the staff, families and children they work with.



## GROWING OUR WORKFORCE DEVELOPMENT OPPORTUNITIES

We will be collaborating with some new influential partners in 2019 to grow our workforce education offer to reach new audiences, such as StreetGames UK, who recently won Training Provider of the Year at the Active Training Awards.

This new training initiative will target youth and community workers who are working with disengaged young people, to help develop a workforce in Norfolk that is ready to deliver and respond to the varying needs and demands of young people in local communities that they serve.



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