

The background of the page is a photograph of four children playing outdoors. On the left, a boy in a yellow t-shirt with a black and white checkered pattern looks towards the camera. Next to him is a boy in a red t-shirt. In the center, a girl in a white polo shirt looks towards the camera. On the right, a baby in a pink top and red and white striped pants is being held up by an adult's hands. The scene is set on a paved area with green grass and trees in the background.

active futures

Norfolk's Strategy for Physical Activity, PE, Sport and Physical Development for Young People Aged 0-19

This strategy document outlines Norfolk's ambitious vision to inspire young people to realise the significant and varied benefits of an active lifestyle. Bringing together the work of key stakeholders in the field, it outlines a collective vision for Norfolk's children and young people and provides information and resources to help you contribute to this important outcome.

the vision

To inspire all young people in Norfolk to realise the benefits of an active lifestyle.



To achieve this we must...

Place an emphasis on engaging those who are most likely to be **inactive** and those who will **benefit most** from physical activity.

Provide **appropriate spaces** for young people to be physically active.

Create & develop diverse opportunities to be physically active every day that are **appealing, safe** & meet the needs of young people and families.

Support young people who want to progress to **reach their potential** through sport and physical activity.

Raise awareness of the breadth of benefits of physical activity to those who can influence young people's behaviour.

Prepare young people for adult life by teaching & **increasing confidence in life skills** such as swimming, cycling & leadership.

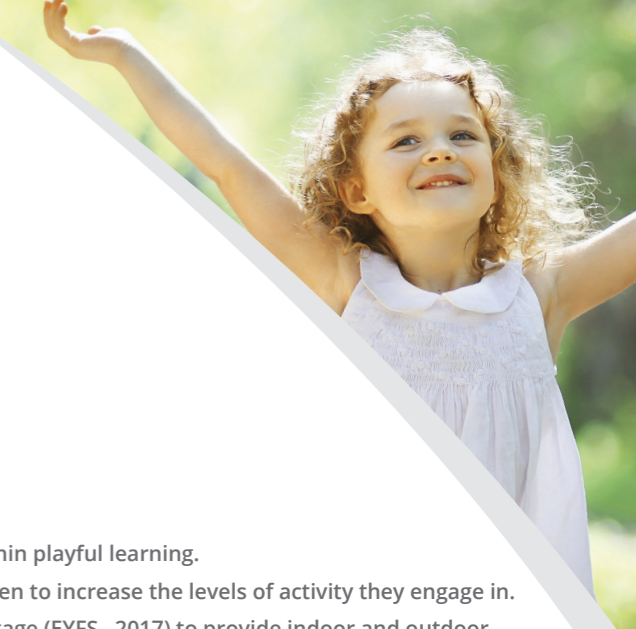
Develop the physical competence of young people to help ensure **confidence and enjoyment**.

Strive to understand, continue to learn and commit to share what works and what doesn't work in engaging children and young people in physical activity.

the outcome

Happier, healthier and more successful young people and communities.

ACTIVE FUTURES FOR... EARLY YEARS



What can I do to contribute?

1. Develop a clear understanding, and recognise the importance of movement within playful learning.
2. Become confident to role model and be active in the setting to encourage children to increase the levels of activity they engage in.
3. Give consideration to the welfare requirements of the Early Years Foundation Stage (EYFS, 2017) to provide indoor and outdoor environments, referencing the Characteristics of Effective Learning to promote physical activity throughout the day.
4. Ensure a key person approach is used to create interactive physical experiences which will engage the home learning environment in partnership with parents.
5. Explore national and local resources for physical development and access when developmentally appropriate.
6. Help children learn about the importance of physical exercise linked to healthy choices and good health.

Why is it important for me?

1. The prime aim of physical development is to ensure that children build on active and interactive opportunities in order to develop holistically.
2. Promoting the uniqueness of all children helps to ensure that each child can find out what their body can do and fulfil their potential.
3. Understanding movement of the body and the connection between physical development and active learning can improve outcomes for children.
4. Through physical play children can become joyful and confident learners which in turn can motivate them to lead healthy lifestyles.
5. Physical movement promotes optimal growth, development of essential motor skills as well as promoting bone, muscle and heart development.
6. Physical movement promotes posture, strength, agility, flexibility, co-ordination and balance.
7. Improving physical development is proven to enhance and promote self-esteem and emotional wellbeing.

What support is available to help me achieve this?

'Get Active!' Training

This 1 day training offer practitioners the opportunity to understand more about the importance of physical activity in the early years and take away practical ideas of how you can implement it back at your setting.

earlyyearsandchildcare@norfolk.gov.uk

01603 222900

Early Years Improvement Team

Norfolk County Council through its Early Years and Childcare Team offers a range of advice, training and support for early years and childcare settings.

Early Years Telephone Helpline

01603 222300

Testimonials

Physical activity has an important role to play in developing healthy, happy and prosperous young people and communities. 'Active Futures' sets out an ambitious vision that will see physical activity contributing to Norfolk priorities. I encourage you to consider how you could contribute to the outcomes of this strategy and help young people realise the benefits of an active and healthy lifestyle.

Dr Wendy Thompson CBE,
Managing Director, Norfolk County Council

Physical activity is a key component in improving the health of the population. For children and young people, it contributes to improving mental health, maintaining a healthy weight, development of motor skills, improved school attainment and the prevention of musculoskeletal problems. The Active Futures Strategy is particularly important as it focuses on increasing the number of children and young people exposed to high quality, enjoyable physical activity opportunities. This will in turn not only help improve the health and wellbeing of children and young people but will also help influence the number of adults with lifelong healthy behaviours.

Dr Louise Smith,
Director of Public Health, Norfolk County Council

Physical activity is vital for young people, not just for health but also wider social development. Many people's first experience of physical activity may be in a local community setting, whether as part of a sports club, activity group or game. We need to ensure that these activities exist, grow in strength, and provide a positive experience for young people. These early experiences can be the foundation of not only a healthy lifestyle but also patterns of participating in the wider community that last a lifetime and benefit us all. We welcome 'Active Futures' in helping us all promote and inspire physical activity together.

Jonathan Clemo,
Chief Executive, Community Action Norfolk



To download the strategy, keep up to date with progress, and find case studies visit...

www.activefuturesnorfolk.co.uk