

2019-2020

ACTIVE NORFOLK

IMPACT REPORT



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DIRECTOR'S INTRODUCTION

As the wildly unprecedented year that has been 2020 finally draws to a close, it's been a real pleasure to pull together this Impact Report and be able to reflect on something positive - the inspiring developments and impressive work that the team at Active Norfolk have achieved over the last two years.

This impact report looks at some of the key areas of work and progress we made as we moved into the final years of our current 2016-2021 strategy. From high profile sporting events and making research contributions, to initiating a county-wide health consultation and supporting the COVID response efforts, we've been working hard to continue to demonstrate the power of sport and physical activity to deliver positive outcomes for people across Norfolk.

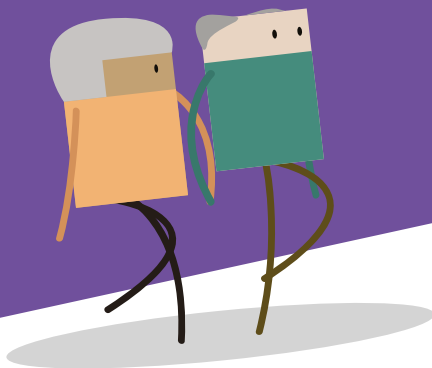
This year has thrown us all curveballs, but I am exceptionally proud of how our team responded to the crisis, and how we strove to identify ways to make positive contributions to help our partners and the wider public navigate this crisis.

As you'll see in this report, our teams have been pushing forward to help meet the ambitions set out in our current strategy which comes to an end this year. In preparation for a new strategy in 2021, we've been reflecting on what we have achieved in recent years, as well as considering what may be needed from us in the future.

We are laying out the foundations of our strategy in uncertain times, but we remain committed to ensuring physical activity has an important part to play in helping the people of Norfolk to lead healthy and active lives.

That has been and will be our guiding ambition, and I want to thank the team at Active Norfolk and all our partners and stakeholders for their hard work and contributions to this endeavour.

BEN JONES



OUR MISSION: WORKING IN PARTNERSHIP TO HARNESS THE POWER OF SPORT AND PHYSICAL ACTIVITY TO IMPROVE LIVES IN NORFOLK

CORE VALUES

When we set out our strategy in 2016, we outlined the core values that underpin our organisation and everything we do.

In the 2019 Partner Satisfaction Survey we asked our partners how well they thought we were evidencing these values in our work. The response was very positive, with respondents **scoring us an 8 or above on a scale of 1-10 on how well we demonstrated these values in our work:**

EXCELLENCE – 77%

INTEGRITY – 85%

COLLABORATION – 85%

INNOVATION – 64%

LEADERSHIP – 76%

MAKING A DIFFERENCE – 79%

REFLECTING ON OUR STRATEGY AND PRIMARY ROLE

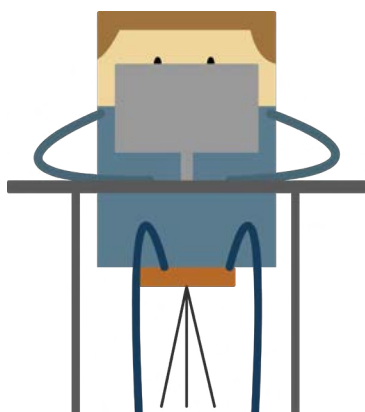
When we published our strategy in 2016 the world was a very different place.

This strategy was written in the context of a period of significant change in national policy and reflected a marked shift in aspirations and function for our organisation. We moved from a period which supported National Governing Bodies of sport to attract new people into their activities through public promotion and the provision of support to the club infrastructure, towards one which prioritises inactive populations and seeks to achieve health and social good through physical activity by providing strategic influence and expertise across a wide range of non-sporting stakeholders.

Within this, our primary role from Sport England also evolved, focussing on four broad priorities that guide our approach. We must:

- ✓ **DEMONSTRATE AN IN-DEPTH UNDERSTANDING OF PLACES AND PEOPLE;**
- ✓ **DEVELOP OUR ABILITY TO BROKER AND FACILITATE A WIDE RANGE OF RELATIONSHIPS;**
- ✓ **SUPPORT PROJECTS ON SPORT ENGLAND'S BEHALF; AND**
- ✓ **SUPPORT LOCAL AUTHORITIES BY CONSENT**

Our current strategy was structured around our aspirations as to how we would implement both the government's and Sport England's strategies at the time. We focussed on core areas where we wanted to develop our expertise and make an impact, and you'll see these referenced in this Impact Report.



WE'VE LEARNED MUCH AS WE MOVED THROUGH AND DELIVERED UPON THE BROAD ASPIRATIONS OUTLINED IN OUR CURRENT STRATEGY. YET EVEN PRIOR TO THE COVID-19 PANDEMIC, WE HAD ALREADY BEGUN TO IDENTIFY AREAS WE NEEDED TO REFINE AND OTHERS TO EXPAND. THE ONSET OF THE PANDEMIC HAD THE EFFECT OF ACCELERATING THIS PROCESS OF REFLECTION AND REDEFINITION OF OUR PRIORITIES AND APPROACH, IN ADDITION TO BEING THE CATALYST FOR SOME REALLY IMPACTFUL PROGRAMMES OF WORK.

OUR COVID RESPONSE

How does this link in with our strategy?

- ✓ LEADERSHIP
- ✓ INSIGHT, UNDERSTANDING AND IMPACT
- ✓ BUILDING PARTNERSHIPS
- ✓ PROMOTING OPPORTUNITIES

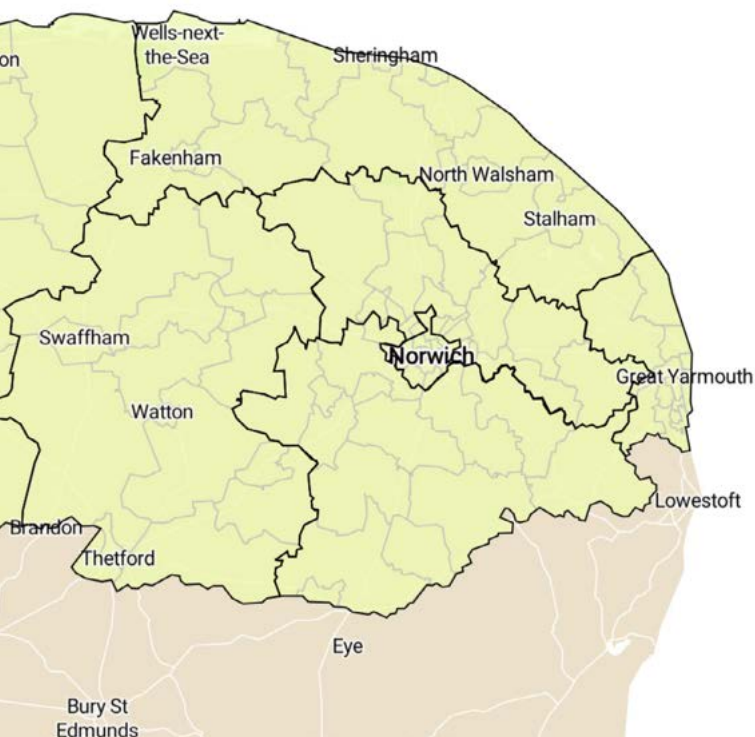
THE EMERGENCE OF COVID-19 AND THE SUBSEQUENT SOCIAL RESTRICTIONS PUT A SPOTLIGHT ON THE IMPORTANCE OF PHYSICAL ACTIVITY IN HELPING US TO IMPROVE AND MAINTAIN OUR PHYSICAL AND MENTAL HEALTH.

In response to the crisis we mobilised our resources to support our partners and the sector, as well as repurposing our resources to support Norfolk residents to be active during lockdown and beyond.

SPOTLIGHT ON INSIGHT

Using insight to support strategic planning

We produced an interactive map to identify local areas with high representation of at-risk groups alongside the Intelligence and Analytics team at Norfolk County Council. Utilising open data from HACT and OCSI, the interactive map has been used to aid strategic planners in health and social care to prioritise resources in response to the pandemic, and is hosted on Norfolk Insight.



Contributing to local insight development

We gathered new local insight on Norfolk residents living with long-term health conditions (LTCs) to better understand the impact that the pandemic and the restrictions imposed to manage it had on local activity levels, motivations and preferences. This was conducted using a follow up survey to 200 respondents of our 2019 LTC consultation.

We combined the key findings from our local survey with Sport England's latest *We Are Undefeatable* insight to provide a comprehensive COVID insight update pack that is available for partners to access to inform planning and decision making around service provision.

[This and an interactive PowerBI dashboard to interrogate the LTC survey results are available to view on our website.](#)

Covid Insight Resource Bank

Insight resources have been produced nationally to help us better understand how the pandemic and social restrictions have impacted physical activity levels and health amongst key audience segments including children, women, communities, and adults with long-term health conditions or disabilities.

[We collate, review and share these resources as a resource bank on our website](#) to make it easy for our partners to access the latest information to support their research and decision making.

SUPPORTING RESIDENTS TO BE ACTIVE

New digital platforms bring activity home during lockdown

We developed an online bank of activity sheets, videos, and top tips to support vulnerable and shielding residents to remain active at home during the lockdown.

The Active at Home and Active Outdoors platforms provided resources targeting key population groups including working adults, children and young people, vulnerable adults, and those living with disabilities, to be active safely during lockdown and subsequent easing of restrictions.

Early on in the pandemic, we identified a significant gap in provision of fitness opportunities for those that are digitally excluded, or simply uncomfortable with accessing resources online.

To support vulnerable adults without digital access, we collaborated with Broadly Active to create a week-long exercise series that ran during the Breakfast programme on BBC Radio Norfolk during the height of lockdown, and partnered with Archant to include a series of full-page home exercise workouts in the Eastern Daily Press.



FOCUS ON FLEXIBILITY and stay Active at Home

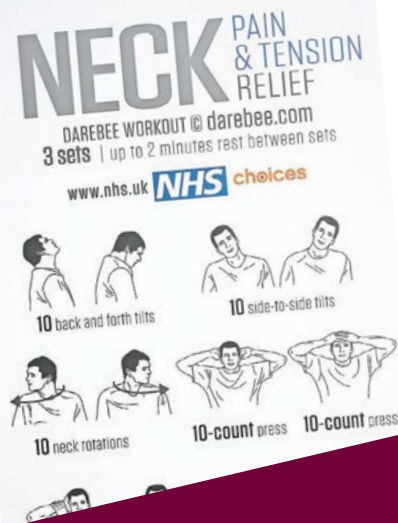
Kristen Hall from Active Norfolk explains how you can keep your muscles active, whatever your age

While we're all being asked to stay safe indoors and restrict our movements outside the home, it's important to make sure that we keep an eye on how much time we spend sitting down. Without regular trips to visit family or neighbours, or to get out and about the way we used to, the amount of time that we spend sitting down will increase. Over time this may lead to muscle stiffness and aching joints, as regular movement helps to keep muscles and joints loose and supple. When muscles become tight, movement can become painful. Exercises like stretching that focus on improving flexibility will help to not only reduce the pain caused by muscle stiffness, but also contribute to improving your posture, balance and strength. All these things will help to reduce the risk of fall and injury. As we get older, flexibility exercises taken on an increased importance. Muscles and joints lose their flexibility through natural decline as we age, so regular stretching will improve your ability to perform daily activities, and help you to remain active and independent for longer. Ryan Hughes, Active Norfolk's Active Ageing Officer, says: "As people get older, it can become increasingly challenging to incorporate physical activity into their day, and people may believe that certain health conditions mean they are no longer able to participate in activity. Fortunately the opposite is often true. Being physically active can improve symptoms associated with some age-associated conditions, such as arthritis and it can also help with chronic pain management." Whatever your age, flexibility exercises like stretching are also a good way to relax and relieve muscle tension in your neck, shoulders, arms and hips, and the benefit is you don't need any fancy equipment to do it. The following gentle exercises were designed by the NHS to help you improve flexibility safely at home. Wear loose, comfortable clothing and start all exercises slowly.

FOCUS ON FLEXIBILITY

Gentle stretching exercises will help improve your overall flexibility. Done regularly, these can help you to:

- Improve ability to perform daily activities
- Improve posture, balance and strength, all of which can reduce the risk of fall and injury
- Improve wellbeing
- Remain active and independent



Exercise at Home packs distributed county-wide

We pulled together Exercise at Home packs to support vulnerable and digitally excluded adults to be active whilst self-isolating.

Over 4,600 exercise packs were assembled and delivered by Active Norfolk staff to help these residents to maintain their fitness levels while inside the home, supporting their health and functional fitness, and resilience to the virus. The packs containing a 20-page exercise booklet, a Sitting Room Circuits DVD, an exercise resistance band, and information about other resources available to those without access to internet, were distributed via Parish Councils, Good Neighbour Schemes, GP surgeries, and community support channels such as dementia cafes and local volunteer networks.

Keeping the kids active

Our Active at Home platform hosted a dedicated Kids section that was developed by our Children and Young People's team to support parents and schools to have easy access to appropriate activities to keep young people active during lockdown. The platform had themed activities Monday - Friday and included skills-based activities as well as those linked to the curriculum.

The platform was accessed over 10,000 times during lockdown and through the initial return to school.

Unable to deliver the Summer School Games Level 3 competition, which normally sees thousands of students from schools across Norfolk take part, we redesigned the School Games offer to create virtual challenges children could undertake at school or at home.

Each challenge focussed on skills development and personal improvement, in line with the sports and events like golf, athletics, angling that were originally planned for the summer. Across all challenges, almost 700 photo and video entries were sent in with 114 schools represented across the county.

The Virtual School Games closed with a colourful Rainbow Run on Fri 19th June, with over 800 children from 66 schools taking part. Seventeen schools made the run a whole-school event, encouraging children with banners, certificates, stickers, and displays and included teachers and support staff running alongside children.



OVER 10,000
TIMES OUR PLATFORM WAS
ACCESSED DURING LOCKDOWN



114 SCHOOLS
REPRESENTED ACROSS THE COUNTY



OVER 800
CHILDREN FROM 66 SCHOOLS TOOK
PART IN THE RAINBOW RUN



Drayton School staff showing off their colours!

Students and staff from Rudham Church of England Primary in King's Lynn.



Improving disability access to activity

To improve access to appropriate and accessible activities during lockdown, we repurposed our On the Move funding to continue to deliver activities to disabled people, whilst also providing work opportunities that supported a local activity provider during the crisis. You can read more about our On the Move project in the [Communities section](#) of this Impact Report.

We commissioned EPIC to develop and deliver an 18-week programme of accessible activity videos, replicating the fun activities that would normally be delivered in day settings as part of the On the Move project.

ACTIVITIES INCLUDED TABLE TENNIS, HOCKEY, MINI GOLF, BOWLING INTO CUPS, FRISBEE, CROQUET, BALL AND STRING MAZE AND MORE. THE ACTIVITIES FOCUSED ON SKILL DEVELOPMENT, COORDINATION, BALANCE, AND CONCENTRATION. THE VIDEOS ARE HOSTED ON A YOUTUBE PLAYLIST AND WERE VIEWED OVER 300 TIMES DURING LOCKDOWN.



Distributing funding to support those at risk of inactivity during Covid

The pandemic has had a negative impact on activity levels across the board, but research conducted by Sport England has shown that the pandemic has greatly exacerbated existing inequalities in activity levels.

In response, they set up the Tackling Inequalities Fund (TIF) to support those most at-risk of inactivity: people from lower socioeconomic backgrounds, people from ethnically diverse communities, and those living with disabilities and long-term health conditions.

We successfully applied for two lots of £80,000 from the TIF, which has enabled us to provide much-needed financial support to community organisations that are struggling during this time so they can support these at-risk groups to be more active.

TO DATE WE'VE AWARDED OVER £82,000 TO 20 ORGANISATIONS COUNTY-WIDE, AND HAVE ANOTHER £41,500 OF PROPOSALS IN DEVELOPMENT AND UNDER REVIEW TO SUPPORT A FURTHER 13 ORGANISATIONS.

Some examples of the organisations who have successfully applied for funding include **Seachange Arts, Afroluso, Norfolk and Suffolk Care Support, EPIC Norfolk, the Charles Burrell Centre, Merchants Place, and Holt Youth Project** among others.

We recognise the benefit and opportunity that distributing this funding has created. It has allowed us to work with new organisations not previously linked to physical activity. It has widened our network, enabling us to support more people who can most benefit from increased activity. And it has given us the opportunity to provide tangible support to our communities in these times of exceptional need.

WORKING TOGETHER TO CREATE ACTIVE PLACES

How does this link in with our strategy?

- ✓ BUILDING PARTNERSHIPS
- ✓ POSITIVELY IMPACT THE ECONOMY
- ✓ SUPPORTING THE ENVIRONMENT
- ✓ BUILDING STRONGER COMMUNITIES

WHERE WE LIVE HAS SUCH A HUGE IMPACT ON OUR ABILITY TO BE PHYSICALLY ACTIVE.

Our approach to active placemaking sees us working with partners to improve spaces and places to make it easier for people to be active. How we journey to work, school, the shops, and how we spend our free time all contribute significantly to our overall activity levels.

Small changes in the way our neighbourhoods are designed can go a long way to improving our ability and motivation to be physically active. Good design decisions will create integrated neighbourhoods that have good connectivity for walking, cycling and public transport; are easy to get around; feel safe and generate community cohesion, whilst making the most of natural green spaces and water features.

COVID-19 has impacted our use of leisure centres and community classes and limited much of our sport participation. In so doing it has also emphasised the importance of our outdoor spaces. The quality and design of our parks and play spaces should create accessible and interesting places that we want to use actively and frequently.

Over the last two years we have been collaborating with local planning authorities, highways authorities, environment representatives and many other stakeholders to ensure that 'movement' becomes a central consideration for all infrastructure plans.

We are challenging the factors that create barriers to movement and promoting principles that enable more active communities. In this way we encourage and enable the best possible opportunities for everyone to be physically active.





HERE ARE SOME EXAMPLES OF HOW WE'RE MAKING AN IMPACT IN THIS SPACE.

WORKING WITH GREATER NORWICH GROWTH BOARD PARTNERS, IT WAS AGREED BY REPRESENTATIVE MEMBERS TO UPDATE THE GREATER NORWICH SPORT AND PHYSICAL ACTIVITY STRATEGY IN 2021.

Our streets and neighbourhoods play just as important a role in enabling us to be active as our indoor and outdoor sports facilities, and the new strategy will integrate the vital roles that active travel, park and open spaces play alongside sustainable facility and service interventions.

WE CONTINUE TO WORK CLOSELY WITH A RANGE OF COUNTY COUNCIL AND LOCAL AUTHORITY PARTNERS TO CREATE THE CONDITIONS FOR ACCESSIBLE, GOOD QUALITY WALKING AND CYCLING INFRASTRUCTURE.

The Government's Gear Change policy and Emergency Active Travel Funding has created the biggest opportunity in a generation for Norfolk to adapt its streets and green spaces to be safer, more attractive and useable. From creating spaces to enable our children to play safely in the streets, to creating inviting open spaces with ample places to stop and rest, improving our ability to be more active in Norfolk's spaces and places is one of our highest priorities.

WE ARE WORKING WITH LOCAL AUTHORITY PLANNERS TO IMPROVE THE DESIGN OF FUTURE DEVELOPMENTS AND REGENERATE EXISTING SPACES IN WAYS THAT IMPROVE PEOPLE'S ABILITY TO BE PHYSICALLY ACTIVE.

Collaborating with designers and planners, we advocate design principles that improve walking connections to schools, shops, parks and green spaces which will contribute to healthier, happier and more connected communities.

Helping create a vision for walking and cycling in Norfolk

Throughout 2020 we have been working more closely than ever with strategic transport planners to support increased investment in walking and cycling infrastructure in Norfolk.

The Government has turned its focus on cycling and walking as a means to reduce congestion, improve air quality and mitigate climate change through reducing carbon emissions, as well as improve health and well-being - particularly in the context of COVID-19. We support this view and have dedicated time and effort to ensure that good decisions are made locally for the benefit of residents.

Working with the County Council and Local Authorities, we have sought to influence and advocate for a best-practise approach to improving infrastructure, educating people on the benefits, and working to remove the barriers for residents to make cycling and walking part of their daily lives.



£1.5M
OF INVESTMENT
INTO NORFOLK

OUR CONTRIBUTION TO THE RECENT SUBMISSION TO THE DEPARTMENT FOR TRANSPORT'S EMERGENCY ACTIVE TRAVEL FUND – PHASE 2 BID SAW US WORKING WITH PARTNERS TO SECURE £1.5M OF INVESTMENT INTO NORFOLK. THIS FUNDING INCLUDES £300,000 TO INCREASE COMMUNITY INVOLVEMENT IN INFRASTRUCTURE DESIGN, ENGAGE SCHOOLS IN ACTIVE TRAVEL, SUPPORT WORKPLACES TO ENCOURAGE ACTIVE TRAVEL, AS WELL AS CAMPAIGN WORK TO PROMOTE THE BENEFITS TO OUR COMMUNITIES.

We will build on this progress, working with partners to revise the county's Cycling and Walking Strategy, providing a clear vision and priorities that enable increased active travel across the county.



Cycling event supports Norfolk's vision for active travel

In 2019 we helped coordinate a unique cycling festival in Norwich and Norfolk that brought out people of all ages and cycling abilities to enjoy four days of spectacles and activities and generated a positive spin on cycling.

Working alongside colleagues in the NCC Environment Team, through the Department for Transport funded **Pushing Ahead** programme, we were able to demonstrate the aptitude and suitability of Norfolk to host the Great British Cycling Festival.

THIS FIRST-OF-ITS-KIND EVENT SAW UPWARDS OF 10,000 PEOPLE ENGAGE IN A FOUR-DAY FESTIVAL ENCOMPASSING THE PRESTIGIOUS 2019 HSBC UK NATIONAL ROAD CHAMPIONSHIPS; A MASS PARTICIPATION RIDE FOR KEEN AMATEURS; AS WELL AS THE HSBC UK LET'S RIDE NORWICH – A FAMILY-FRIENDLY, TRAFFIC FREE TWO MILE ROUTE AROUND NORWICH CITY CENTRE.

THE GREAT BRITISH · CYCLING FESTIVAL

Cycling and walking are unique in that they can improve lives in several ways – from positively impacting physical and mental well-being and providing a fun form of recreation, to reducing congestion, pollution and expense from day-to-day travel. The Great British Cycling Festival sought to bring together these positive elements of sport, leisure and transport to showcase and support Norfolk's vision for active travel.

The Festival provided a fantastic opportunity to inspire residents from across the age spectrum to engage with cycling and walking. The elite level competition drew thousands of spectators, and not just the avid cycling fans. Many families attended as well, excited by the spectacle and the chance to wave off Olympic Champions and Tour de France competitors, and then enjoy the opportunity to build up their cycling confidence round the traffic-free streets of Norwich.

Over 5,000 people lapped the city on bikes of all shapes and sizes, some taking their time to absorb the Festival atmosphere, whilst others attempted to set the fastest time through the Sprint Zone on Red Lion Street. Partners were keen to showcase some of the recent work completed as part of the Transport for Norwich and Cycle City Ambition Grant, so the festival hub was held in Chapelfield Gardens and the route took in both St Georges Street and Westlegate.

We capitalised on the opportunity the Festival created for wider impact work within the community to further extend the positive impacts of cycling and walking. We coordinated cycling and walking related activity in local workplaces, and in care homes and communities across Norfolk, as well as a comprehensive schools engagement programme to motivate and inspire children and young people to take up cycling and understand how it contributes to a healthy and active lifestyle.



COMMUNITIES UPDATE

How does this link in with our strategy?

- ✓ BUILDING PARTNERSHIPS
- ✓ REDUCING INEQUALITIES
- ✓ BUILDING STRONGER COMMUNITIES
- ✓ INSIGHT, UNDERSTANDING AND IMPACT

We understand that priority issues are distinctive in each of Norfolk's seven local authority areas. Our aim is to identify and work together with partners and organisations that are best placed in each district to realise opportunities that sport and physical activity can offer to help improve the lives of Norfolk residents. We use and proactively share insight and resources to support our partners to understand where physical activity can help contribute to achieving local outcomes, and we've had positive feedback on how our partners use and share this insight.

LOCALITIES INSIGHT AND SUPPORT

We pulled together data sets from local and national sources that use physical activity indicators to identify where sport and exercise can support improvement in health and social outcomes. With this data, our Insight and Evaluation team created locality-based insight resources that can be used to highlight prospective priority areas and at-risk populations. These resources have been shared by our Locality Support officers with colleagues in local authorities, health and social care, VCSE organisations, and more.



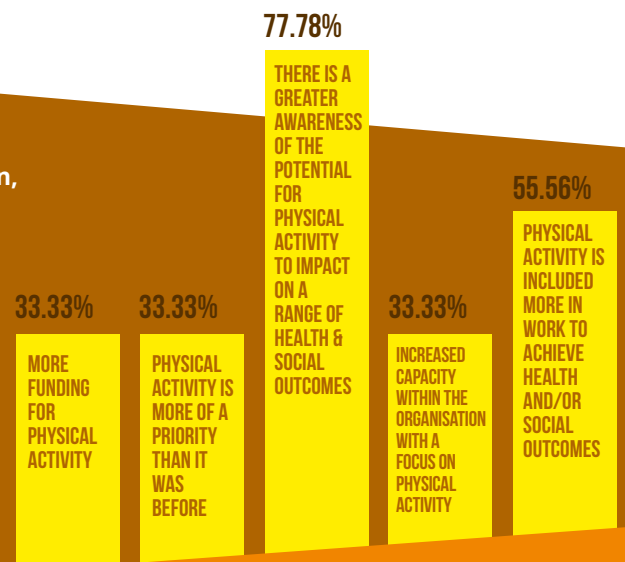
EXPERIENCED STAFF PROVIDE INSIGHT THAT WE WOULDN'T KNOW. HELPED GUIDE US THROUGH DIFFERENT PROCESSES AND SUPPORT WITH WORKING WITH FUNDERS. EASY TO ACCESS THIS AND INFORMATION IS EXPLAINED IN A WAY THAT WE CAN UNDERSTAND. EXCELLENT COMMUNICATION BETWEEN US.

FEEDBACK ON OUR LOCALITY SUPPORT



We surveyed these colleagues to find out how useful these resources and having a locality support officer have been, and how the resources have been used and shared.

- 75% of partners surveyed found the ward data tables useful or extremely useful
- 60% of partners surveyed found the staff support extremely useful
- Respondents have used the insight resources to apply for funding (50%), to identify areas where activity can make the biggest difference (50%) and to persuade members that physical activity is a priority (40%)



Other benefits colleagues reported as a result of our locality insight and support included:

- ✓ Improved network abilities and engagement with other partners
- ✓ Increased awareness and buy in for the broad model promoting reducing inequalities
- ✓ Increased awareness of the health needs of the district
- ✓ Appreciation of ward-based focus that helps them to develop more granular local profiles
- ✓ Improved ability to share ways of working and knowledge across sectors



SPOTLIGHT ON GREAT YARMOUTH

An example of a positive output arising from our locality approach is the development of a physical activity framework for Great Yarmouth, which we helped co-produce alongside Great Yarmouth Borough Council and other local partners.

The framework, called Active Great Yarmouth, was developed in 2019 to support the Borough's 2014-2029 Sports, Leisure and Play Strategy. The aim was to use this framework to review and agree a set of shared priorities within the Borough which physical activity could help to achieve.

Local partners and stakeholders were invited to shape these priorities and offer their views and commitments to supporting the changes needed to bring about a positive impact for the residents of Great Yarmouth.

The onset of the pandemic delayed the initiation of work programmes arising from the Framework, however progress was made this summer when a joint post was created between Active Norfolk and GYBC to oversee and deliver the commitments of the Framework.

Our Great Yarmouth locality support officer Andy Oakley successfully applied for the post and has been appointed Locality Development Officer for Great Yarmouth. Andy started his new post in October and will be driving forward the implementation of the Framework on behalf of GYBC, Active Norfolk, and partners.

AGREED PRIORITY AREAS

- ✓ Reducing inactivity
- ✓ Improving early years development
- ✓ Raising aspirations
- ✓ Improving lives of people living with long-term health conditions
- ✓ Improving mental health
- ✓ Reducing social isolation





SUPPORTING AN ACTIVE TRANSITION INTO RETIREMENT

Following a successful bid to Sport England's Core Market fund, we partnered with the University of East Anglia on the Physical Activity and Retirement Transitions Study (PARTS).

Over 1,000 older workers and retirees as well as Norfolk-based employers were consulted in the study, which explored how the transition into retirement impacts on physical activity levels. In August 2019, the results of the study were published by the UEA. Highlights included:

- ✓ *An individual's activity habits prior to retirement will have a positive or negative impact on their overall activity levels as they transition away from employment.*
- ✓ *Supporting older adults to lead active lifestyles ahead of and at retirement could ensure people are more mobile, capable and healthier once retired.*
- ✓ *Between 30-45% of people aged 55+ aren't able to take advantage of having more time, motivation and opportunity to be active during their retirement due to deteriorating health and wellbeing, as well as increased caring responsibilities.*
- ✓ *There is no one-size-fits-all approach to supporting over-55s to be active in the lead-up to and following retirement. Working to improve key parts within the system has the potential to achieve the greatest impact for this audience.*
- ✓ *The main barriers to being active prior to retirement were poor health, not having enough time or energy due to work, and a general lack of time or convenient opportunities.*

Following the research we developed recommendations for supporting physical activity during the retirement transition to include taking a systems approach to influence policy and provision across three key areas: provision and opportunities to be active; the workplace; and support services.

In response to these recommendations, a two-year, cross-team workplan has been created to embed this learning and will be a priority piece of work as we emerge from the pandemic.

For more information and to view the Key Findings and Recommendations report visit:



www.activenorfolk.org/parts-survey



INCREASING YOUNG DISABLED PEOPLE'S ACCESS TO PHYSICAL ACTIVITIES

In 2018 we secured Sport England Core Market funding to deliver a 4-year disability project, On the Move, which helps young disabled people that are leaving education and entering adult life to have a greater number of quality opportunities to be active. The project aims to develop and embed sport and physical activity within the county's day centres, and increase accessibility to quality, accessible activities.

Over 200 young adult participants from 23 day centres in Norfolk were participating in the programme up until March 2020 when face-to-face delivery stopped. We quickly repurposed the delivery funding to transition to virtual sessions for the duration of the first lockdown.

Staff and carers report the greatest impact has been the increase in participants' physical activity levels, as well as enjoyment and increased social interactions during their sessions. They feel it gives their customers more opportunities to try something new, increase their self-esteem, and learn about the benefits of being healthy.

Staff upskilling and development to deliver the sporting activities after the 10-week delivery period is key to the project's sustainability, and staff have reported that the greatest impact for them has been the change in their own perspective on customers, being surprised by how much customers can, and want, to try new activities.

Staff members have also all reported that they enjoy the increased opportunities to socialise with customers and they have learned new ways to motivate customers as a result of their involvement in the project.

DAY CENTRE STAFF COMMENTS:

“

IT HAS ALLOWED US TO STEP BACK AND TAKE PART AND BE SHOWN SOME NEW IDEAS AND APPROACHES. IT IS REALLY EASY TO SETTLE INTO A FAMILIAR ROUTINE AND DO THE SAME EXERCISES. THIS HAS BEEN REFRESHING.

”

“

IT HELPS US UNDERSTAND WHAT KIND OF ACTIVITY EACH MEMBER CAN DO AND LIKE, AND WHAT EACH MEMBER IS CAPABLE OF!

”



CHILDREN AND YOUNG PEOPLE'S UPDATE

Many habits, behaviours and attitudes are formed through childhood, and our Children and Young People's Team has been working with a range of partners in the education and youth sectors to help them utilise physical activity to achieve positive outcomes for children and young people and their families.

EARLY YEARS INTEGRATION

Active Norfolk has joined with Norfolk County Council's Children's Services Education Achievement and Early Years Service to incorporate "Get Active!" Physical Activity Training for Early Years staff as part of the wider training programme that they offer. The training contributes to the 'Statutory framework for the early years foundation stage' set out by the Department of Education.

The programme is designed to support early years settings to develop knowledge and confidence to embed physical activity in their settings. A key aim of the programme is to reduce the number of children that start school overweight and obese by increasing the regularity and amount of physical activity they are exposed to in their pre-school years.

By highlighting the important contributions that physical activity makes to children's development and health, early years staff come away understanding that as well as preparing children for school they are also playing a crucial role in starting young children on the path to a healthy and active lifestyle.

How does this link in with our strategy?

- ✓ LEADERSHIP
- ✓ BUILDING PARTNERSHIPS
- ✓ INSIGHT, UNDERSTANDING AND IMPACT

“

AFTER ATTENDING THE GET ACTIVE TRAINING, OUR SETTING WAS INTRODUCED TO A NEW WAY OF THINKING TOWARDS PHYSICAL EDUCATION, PHYSICAL ACTIVITY AND THE IMPORTANCE OF HEALTHY LIFESTYLES.

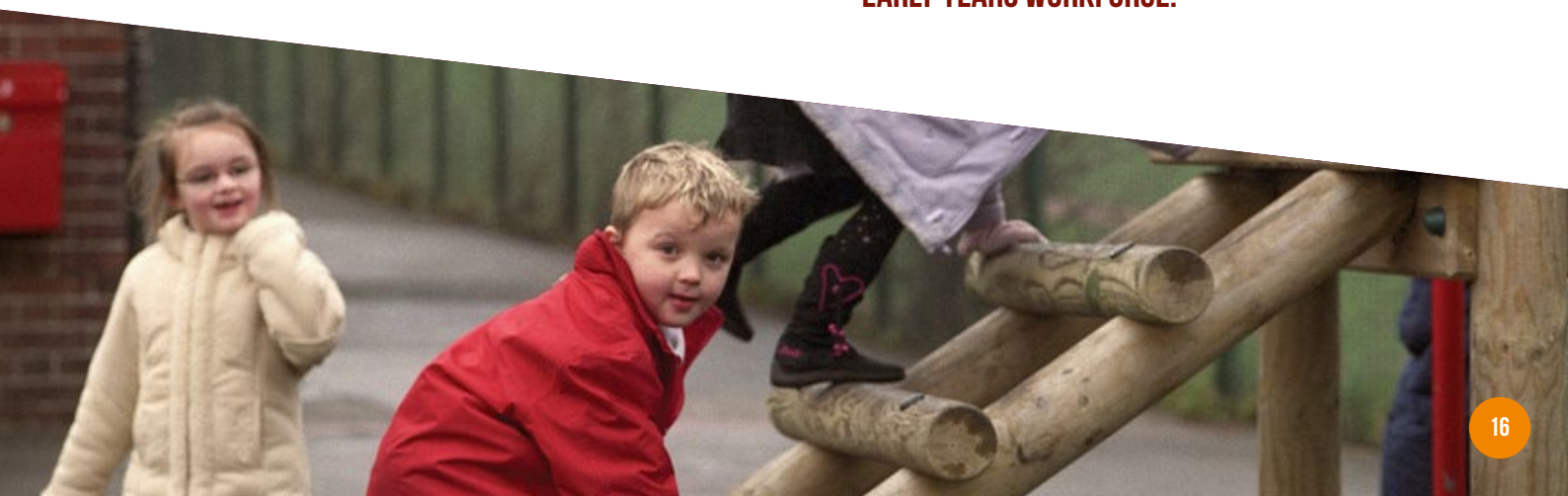
I BELIEVE IF WE CARRY ON USING THESE METHODS THEN WE WILL INSPIRE ALL CHILDREN TO HAVE FUN WHILE EXERCISING, AND ALSO HELP CONTRIBUTE TO THE CHILDREN HAVING AN ACTIVE, HEALTHY LIFESTYLE.

LITTLE FOOTSTEPS OF DEREHAM

”

OVER 60 STAFF

HAVE BEEN TRAINED TO DATE, INCLUDING THOSE FROM FULL DAY CARE, PRESCHOOL, RECEPTION CLASS TEACHERS AND TEACHING ASSISTANTS, AND CHILDMINDERS FROM THE EARLY YEARS WORKFORCE.



CHANGING THE FACE OF THE NORFOLK SCHOOL GAMES

Along with the 8 School Sports Partnerships, we continue to coordinate the Norfolk School Games. In recent years, we have shifted the focus of the games to diversify our offer and reach young people who wouldn't normally engage in traditional school sports.

We created 'Alternative Sports Days' which introduce hard to reach pupils and new participants to alternative sports such as skateboarding, box fit and dance exercise. For the Summer Games 2019 we held the first ever Beach Day which saw over 150 pupils get the chance to try different taster sessions on Great Yarmouth Beach, including beach football, kite flying, volleyball, sand drawing, and petanque, as well as an eye-catching Colour 5K during the Winter School Games in 2019.

By using these kinds of alternative sports within our offer, we are supporting school staff to see sports and activities they may not have come across before as well as demonstrating the breadth of activities that include physical activity. This in turn helps schools to think about how different physical activity opportunities can be used to engage with students who might benefit most from being more physically active.



OVER 700

**SECONDARY SCHOOL CHILDREN
COMPLETED THE POPULAR COLOUR
RUN AT COLNEY PARK, FEB 2019**



SUPPORTING SCHOOLS TO MAKE EXERCISE PART OF THE SCHOOL DAY

We continue to advocate for the potential that physical activity presents as a tool for the education sector. Through guidance, advice and sharing best practice, we support schools to better understand and embed activity in their day to achieve whole school outcomes.

Through 2019 and 2020 we delivered advice and guidance sessions to primary schools focussed on maximising the impact of the PE and Sport Premium funding and embedding activity into the school day. Working with school improvement partners we have provided over 20 training and information sessions direct to school staff, senior leaders, governors, and to school improvement advisers to integrate shared messaging and widen our reach.

The sessions have been updated to reflect the impacts of lockdown on pupils' mental and physical health, and have been converted to e-learning modules and resource guides that schools can access to improve their understanding of how physical activity can help counteract some of the negative effects of lockdown.

Data and insight tell us that the biggest spend of the PE and Sports Premium is on external coaches delivering in schools. Reacting to this insight, we worked with coaching providers and school improvement partners to create and publish a guide to the use of external coaches in schools outlining a best practice approach. Every school with primary aged pupils in the county has received this guide and through reviewing school plans and discussions with schools we see an improved practice and knowledge.

OVER 200 SCHOOLS

HAVE ATTENDED CYP TRAINING BETWEEN AUTUMN 2018 – SPRING 2020, AND FOLLOW UPS SHOW AN INCREASED LEVEL OF KNOWLEDGE AND CONFIDENCE AROUND EMBEDDING ACTIVITY IN THE SCHOOL DAY.





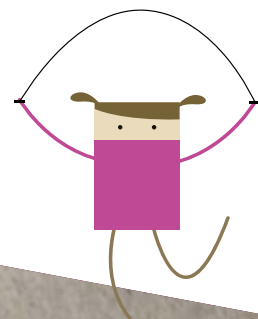
SUPPORTING FRONTLINE SERVICES TO HELP FAMILIES AND YOUNG PEOPLE GET ACTIVE

Modelling an active lifestyle at home is one of the best routes to set children on the path to a healthy lifestyle. We continue to work to raise awareness of the benefits of physical activity and to embed into the offer for family support services.

We have provided information, guidance and training to frontline professionals working with young people and families who need extra support.

We have worked with the Healthy Child Programme's emotional resilience and localities teams, Norfolk County Council Family Learning, Children's Services Partnership and Communities Focus Teams, The Safer Schools Partnership and Home Start. Our work has helped to:

- ✓ **Grow understanding of the breadth of benefits of physical activity and its role in contributing to shared outcomes**
- ✓ **Share insight and data relating to physical activity**
- ✓ **Raise awareness of physical activity guidelines**
- ✓ **Support frontline staff and volunteers to understand how to signpost, refer or support families and young people into physical activity**
- ✓ **Increase knowledge of opportunities to be active**



HEALTH UPDATE

How does this link in with our strategy?

- ✓ LEADERSHIP
- ✓ BUILDING PARTNERSHIPS
- ✓ INSIGHT, UNDERSTANDING AND IMPACT
- ✓ REDUCING INEQUALITIES
- ✓ STRONGER COMMUNITIES

PHYSICAL ACTIVITY'S ROLE IN BUILDING RESILIENCE TO THE VIRUS AND OTHER LONG-TERM HEALTH CONDITIONS HAS NEVER BEEN CLEARER, OR MORE IMPORTANT.

The current climate has made our work even more pivotal to ensure that physical activity plays a part in building resilience in some of our most vulnerable people. Our collaborative approach focuses on building resilience and championing the role of physical activity in preventing other health conditions.

OUR STRATEGIC APPROACH TO ENGAGING WITH THE HEALTH AND SOCIAL CARE SYSTEMS

Our strategic approach across the health system has resulted in the strengthening of relationships, development of collaborative business cases and investment bids, and an increased understanding of the opportunities to embed physical activity in many aspects of health and social care.

In 2019 we undertook a strategic review with Norwich CCG to understand where opportunities may exist to embed physical activity into service design and implementation, commissioning, pathways and strategy development. The review resulted in a much-increased understanding of the opportunities to make robust system changes that can impact on broader outcomes. Working with our colleagues in the health sector, we were able to explore and prioritise these opportunities to identify those that will have the greatest impact on reducing health inequality and increasing resilience within communities.

This collaborative approach has led to a series of commitments and recommendations being identified and implemented that align with the priorities of the health system. They include the development of:

- ✓ *The next Active Norfolk strategy, which will reflect our learning and see it being fundamental to our future approach;*
- ✓ *Proposals to support Active Ageing and mental health prevention and support;*
- ✓ *A Disability and Long-Term Conditions Framework to identify changes our partners can make to be more inclusive;*
- ✓ *The development of interventions that seek to prevent, manage and treat ill health; including those that support people suffering with chronic pain, poor mental health, cancer, dementia, cardiovascular disease and diabetes; and*
- ✓ *A system-wide long-term condition consultation that sought to include the voice of those that live with long term conditions in our future strategic planning.*

A NORFOLK-WIDE LONG-TERM CONDITION CONSULTATION

AN IMPORTANT PART OF OUR LEARNING FROM THIS REVIEW WORK IS THE NEED TO ENSURE THAT THE POPULATION THAT WE WISH TO SUPPORT AND ENABLE TO BE ACTIVE HAS A VOICE IN INFORMING THE SERVICES WE AND OUR PARTNERS DESIGN.

In response to this, we took the lead in co-producing a significant consultation survey that captured insight from people in Norfolk with long term conditions in relation to their physical activity behaviours.

We wanted to gain insight into the barriers and enablers to being active those with an LTC experience, and understand where opportunities to embed physical activity recommendations exist. We developed a robust stakeholder engagement process that engaged partners from across the system to design the survey and promote it across their networks. This collaborative approach generated over 1,100 survey responses.

With this information we've produced an interactive PowerBI dashboard which allows our partners to interrogate the data based on their area of interest and specialism. Using this we have identified gaps in the research where we can work with partners to improve the data that's relevant for them, and have contributed to the body of insight that's been developed since the coronavirus pandemic with the follow-up survey we conducted in July 2020, which you can read more about in [our Covid Response section](#).

As a result of the consultation we have been able to support our partners across the health and social care system to ensure the views and behaviours of people living with LTCs are considered and embedded at the point of commissioning, decision-making, and service design so that we can better facilitate, recommend, and support people with long-term health conditions to be active.

Residents at Norsecare's Lydia Eva Court enjoying their new crazy golf course, co-developed by Active Norfolk, Norsecare and Poringland Men's Shed



LEADING THE WAY WITH ACTIVE AGEING

We've developed an organisational change approach to working with care providers to sustainably support older people living in care settings to be active.

This approach is modelled on our successful partnership with Norsecare and the University of East Anglia School of Medicine, and culminated in the development of their organisational Wellbeing and Exercise Strategy that was launched this year.

Our learning from this work has become the foundation of our active ageing approach. It has informed the development of our Active Ageing Framework and other system engagement bids and proposals, our COVID response, and our targeted approach to supporting **TIF** bids to ensure that funding is channelled to support this sector.

We used TIF funding to support several Norfolk and Suffolk Care Support staff to get level 2 seated exercise qualifications; for EPIC Norfolk to develop digital video resources of guided exercise sessions for older people; and provided Acorn Centre in Great Yarmouth with emergency financial support to ensure that it remains open for older people to access the support services offered at the centre, which includes a range of physical activities that we have supported them to establish.

We are raising the profile of our learnings on physical activity and dementia on a national stage. This year our work with NorseCare and the UEA is being presented as a case study at the UK Dementia Congress 2020, and elements of our dementia work have recently been published in **Dementia: the international journal of social research and practice**, and is also to be presented on at the UK Dementia Congress 2020.

We aim to capture and share learning from this work to provide resource and support to the social care workforce and care providers which has resulted in the creation of our **Active Ageing** portal.

GETTING ACTIVE WITH CANCER

IN RESPONSE TO OUR WORK WITH THE STP TO DEVELOP A PHYSICAL ACTIVITY OFFER THAT CAN BE EMBEDDED INTO CANCER SERVICES, WE'VE PARTNERED WITH THE BIG C CANCER CHARITY TO DEVELOP EXERCISE RESOURCES THAT WILL HELP PEOPLE LIVING WITH CANCER TO BE MORE ACTIVE.

This has led to the Big C offering a 12 week exercise and cancer support programme, called **Get Moving with Big C**. It includes a digital resource bank, a 12 week delivery programme and a triage service that provides guidance on self-led activity.

The programme is managed by a Big C staff member who we supported to obtain a Level 4 Exercise and Cancer qualification through our workforce development funding. A key part of the sustainability of the approach is to focus on education and training of Big C staff. As part of our ongoing partnership, Big C will be linking into our training and development opportunities to ensure that physical activity is factored into their staff training programme.

Additionally, we supported Big C's application to Sport England's Tackling Inequalities Fund to develop digital rehab support resources to combat against the difficulties of accessing cancer rehab service through the Covid-19 pandemic. These digital resources are being developed in partnership with the physiotherapy team at the Norfolk and Norwich University Hospital.



Norfolk's Cancer Charity
Since 1980

BIG C

Get Moving with Big C

Have you been affected by cancer?
Would you like to get more active?
Not sure where to start?

A 12 week wellbeing support programme to increase your physical activity.

ALL TO PLAY FOR

OVER 170 MEN LIVING WITH MILD TO MODERATE MENTAL HEALTH ISSUES IN NORWICH AND GREAT YARMOUTH ARE EXPERIENCING IMPROVED HEALTH AND WELLBEING AFTER ATTENDING THIS MEN'S MENTAL HEALTH FOOTBALL PROGRAMME.

Working in partnership with Norfolk and Suffolk NHS Foundation Trust (NSFT), we administer the programme which uses football to engage men and encourage them to access the support services can help improve their mental health.

The programme has been recognised by Norwich Clinical Commissioning Group for its positive impact in tackling health inequalities and improving the lives of people most at risk in priority areas, including improved mental health, reduction in social isolation, and increased accessibility and engagement with support services.

Recognising that there is no one-size-fits-all approach to mental health support services for men, the CCG has supported All to Play For with almost £30,000 of funding, making it a great example of a non-clinical intervention that's been commissioned.

80% of participants report experiencing improved mood as a result of attending, and participants are also reporting accessing additional services such as stress management and employment support as a result of attending All to Play For.

The project is highly valued at system level as a preventative intervention for men's mental health, and an expansion plan is under review with the local health system to expand the number of sessions to provide coverage in the primary care network where mental health is a priority focus.



MALE ENGAGEMENT IS HARDER AND FINDING INNOVATIVE WAYS TO ENGAGE MEN IS KEY. THIS IS WHERE ATPF REALLY COMES INTO ITS OWN FOR THAT SECTOR, IT HAS GIVEN OUR MALE CLIENTS A HUGE STEP ON THEIR OWN RECOVERY PROGRAMME BY MEETING LIKE-MINDED PEOPLE IN A SAFE, FRIENDLY ENVIRONMENT. A HOLISTIC APPROACH ALLOWS US AS A SERVICE TO SPEAK WITH MORE MEN AND ALSO ENGAGE WITH OTHER VOLUNTARY SECTOR SERVICES AND BY BRINGING THIS VARIED SUPPORT TO THE GUYS THAT NEED IT, IT IS INVALUABLE.

KELVIN C. – WELLBEING SERVICE



50%

OF ATTENDEES AREN'T AFFILIATED WITH THE MENTAL HEALTH SERVICE WHEN THEY JOIN.



WORKFORCE UPDATE

We continue to stimulate and grow the positive impact that physical activity can make by identifying opportunities to train and develop those working with target populations across all sectors. Below is an overview of some of the areas where we're making an impact in supporting workforce development.

How does this link in with our strategy?

- ✓ BUILDING CAPACITY
- ✓ LEADERSHIP
- ✓ REDUCING INEQUALITIES
- ✓ INSIGHT, UNDERSTANDING AND IMPACT

HELPING TO CARE FOR OUR HEALTH AND CARE WORKFORCE

Uncertainty over the future, new ways of working and for some, particularly NHS staff, huge work volumes have led to increased anxiety, stress and tiredness. We want to ensure that physical activity plays a role in supporting physical and mental wellbeing and building resilience amongst the workforce.

Specifically for staff working within health and social care, we're working with both James Paget and Norfolk and Norwich University Hospital to offer specific support around travel planning. Both sites face significant challenges around staff access which has been heightened during COVID, so we are in conversations to:

- ✓ *Understand the nature and scale of the challenge*
- ✓ *Offer access to tools that provide an accurate picture of how travel issues may be addressed*
- ✓ *Support with a bespoke package of sustainable travel options that address: reducing congestion and emissions; increasing active travel to have a positive impact on staff wellbeing – both physical and mental; reduced ongoing costs to the organisations linked to provision of staff parking; and absenteeism and retention*

We are also engaging with the Head of Workforce Transformation at the STP to develop ideas around how physical activity can be embedded in the strategy to support the health and wellbeing of the NHS workforce.



TRAINING THE HEALTH AND SOCIAL CARE WORKFORCE

Between April 2019 and March 2020, 641 people have received physical activity awareness training in Norfolk. The training has been delivered to Social Prescribers, Health Care professionals, DWP workforce and VCSE organisations.

The information provided during the training is tailored to organisation's needs and function, but as standard covers benefits of physical activity, current activity guidelines, opportunities for service users to be more active, and links to facilitate signposting to relevant resources.

In response to COVID, we have adapted the physical activity training to create a virtual offer that is now delivered remotely via Teams, and now provide links to the national e-Learning for Healthcare physical activity training in addition to our own in-house training offer.

We also continue to support the national Physical Activity Clinical Champion training in the county by delivering the Opportunities to be Active section of the training.

FEEDBACK FROM THE SESSIONS

“

THE TRAINING HAS ENCOURAGED ME TO TALK ABOUT PHYSICAL ACTIVITY TO SERVICE USERS

”

“

I FEEL MORE CONFIDENT IN BRINGING UP THE TOPIC OF PHYSICAL ACTIVITY WITH PATIENTS

”

“

THE TRAINING WAS REALLY INFORMATIVE, IT MADE ME AWARE OF LOTS OF OPPORTUNITIES I DIDN'T KNOW EXISTED

”



OVER 640

HEALTH AND SOCIAL CARE AND COMMUNITY SUPPORT STAFF HAVE RECEIVED PHYSICAL ACTIVITY TRAINING FROM APRIL 2019 – MARCH 2020



BUILDING CAPACITY WITHIN THE VOLUNTARY SECTOR

WE'VE ORGANISED A WORKFORCE EDUCATION PROGRAMME IN PARTNERSHIP WITH STREETGAMES THAT SUPPORTS CROSS-SECTOR PARTNERS TO DEVELOP THEIR SKILLS AND KNOWLEDGE TO DELIVER PHYSICAL ACTIVITY SESSIONS TO CHILDREN AND YOUNG PEOPLE.

The programme included topical workshops around themes relevant to working with young people, coaching courses, and resources offered to develop a wider workforce in Norfolk ready to deliver and respond to the varying needs and demands of young people in local communities that they serve.

The workshops saw over 100 professionals attending sessions including youth and community workers, young volunteers from Satellite Club projects, leisure centre staff, and existing sports coaches.

In response to the challenges presented by Covid-19, we switched to online training to support groups in their return to offering face to face sessions with young people. The training covered successful models for delivering safe and COVID compliant sessions, and sharing key insights into the impact of COVID on young people's mental health, home lives and daily routines.

“

I AM A NEWLY QUALIFIED YOUTH WORKER AND I AM WORKING WITH LOTS OF YOUNG PEOPLE AND CHALLENGING CASES. THIS COURSE HELPED ME GAIN A GREATER UNDERSTANDING OF HOW TO SPOT EARLY SIGNS OF CHALLENGING BEHAVIOUR AND HOW TO TACKLE IT.

QUOTE FROM COURSE PARTICIPANT ON THE MANAGING CHALLENGING BEHAVIOUR WORKSHOP

”

SUPPORTING THE DEVELOPMENT OF OUR PHYSICAL ACTIVITY WORKFORCE

We recognise that the skills and experience of the sport and physical activity workforce - both paid and voluntary - is essential in delivering appropriate activity in an engaging way, particularly to population groups that are at high risk of physical inactivity. To ensure that Norfolk has a physical activity workforce able and confident to provide varied and sustainable opportunities to a wide range of audiences, we ran a consultation to get a better understanding of what our workforce development programme should include.

In summer 2019 we conducted a training needs analysis which received over 300 responses. With this information we were able to establish that the greatest areas for improvement were in understanding the needs of our target populations. As a result, our workforce development team coordinated a programme of topical workshops focusing on the skills and physical activity considerations required to engage people with a range of long-term health conditions, including diabetes, COPD, mental health concerns, arthritis, dementia, and heart disease.

Over 250 members of the sport and physical activity workforce have taken part to date, with the majority attending more than one session. On a scale of 1 – 10 we have seen an average knowledge increase from 2 at pre-course registration, to 8 at post-course evaluation.

“

A FANTASTIC COURSE - WITH THE EVER INCREASING PREVALENCE OF MENTAL HEALTH, I HAVE BEEN SCARED AND FELT LACKING IN WHAT TO LOOK FOR OR CONSIDER. THIS COURSE HAS PROVIDED ME THE TOOLS AND ROUTES TO ENSURE I'M DOING ALL I CAN, CAN'T WAIT TO GET USING WHAT I HAVE LEARNT, AND ENCOURAGING COLLEAGUES TO GET ON A COURSE.

”

“

A DAUNTING SUBJECT BROUGHT TO LIFE WITH PRACTICAL AND SIMPLE IMPLEMENTABLE CONSIDERATIONS. MY CONFIDENCE IMPROVED.

”

LOOKING FORWARD

AS THE TUMULTUOUS YEAR THAT WAS 2020 DRAWS TO A CLOSE, WE ARE IN THE FINAL STAGES OF PREPARING OUR 2021-2026 STRATEGY.

We've undertaken a comprehensive stakeholder engagement process, including stakeholder workshops, 1:1 conversations; surveys; and internal consultation, which have enabled us to capture the immediate and future needs of some of our key stakeholders. We've also sought to understand where physical activity can play a part in helping to meet their strategic objectives and what role Active Norfolk can play in meeting those needs.

This invaluable input has allowed us to coalesce the structure of our strategy and identified key themes for us to take forward and progress over the next five years. During this time we've also undertaken a brand refresh to bring it up to speed with our work and our values. The reflection and consolidation of opportunities and priorities that we've undertaken as part of the brand refresh were also key contributors to the strategy development process.

Crucially, we've realised that our ambition is to play a role in the creation of a more equal society in which everyone can experience a good quality of life and enjoy the benefits of being physically active. We also acknowledge that such change will take time.

Our forthcoming strategy will focus on what we will do in the next 5 years to build on our current work, and lay the foundations for the approach we'll take to achieve our longer term vision for the people of Norfolk.





WWW.ACTIVENORFOLK.ORG

