

**Subject:** Great Yarmouth Borough Sports and Activity Framework

**Report to:** Housing and Neighbourhood Committee – 23<sup>rd</sup> January 2020

**Report by:** Shelley Ames/Ben Jones – Active Norfolk

**SUBJECT MATTER/RECOMMENDATION:**

Housing and Neighbourhood Committee are asked to approve the draft **Active Great Yarmouth Framework** that has been developed by Active Norfolk/GYBC in partnership with a wide range of stakeholders.

Housing and Neighbourhood Committee are asked to approve the proposed governance structure for oversight of the implementation of the Framework.

Housing and Neighbourhood Committee are also asked to approve the scoping of a planned shared post between Active Norfolk, GYBC and potentially GY&WCCG to lead on the strategic implementation of the Framework.

## **1.0 Background**

- 1.1 The Borough Council produced a Sports and Leisure Strategy in 2014, however it was agreed that this strategy was not fit for purpose and resources directed at implementation have been limited.
- 1.2 In March 2019 it was agreed that Active Norfolk would lead on the development of a 'Framework for Action' that supports and further develops the initial vision and objectives set out in the Sport and Leisure Strategy.
- 1.3 The development of the Framework supports the locality approach being undertaken by Active Norfolk across the Districts/Boroughs in order to land national and local policy and strategy, as well as the pursuit of new objective outlined in GYBC Corporate Plan, particularly those related to health and wellbeing.
- 1.4 As part of the Council's vision to secure and invest significant funding into improving key sport/physical activity facilities, including the Marina Centre, the development of the Framework has supported funding applications to Sport England who have been keen to see impact of the new facility on local strategic priorities.
- 1.5 The development of the Framework has been underpinned by a robust process that included scrutiny of multiple data sets to identify priorities to which physical activity can contribute and extensive stakeholder consultation.
- 1.6 The resulting Framework has been codeveloped with input from over 20 Borough specific partner organisations and agencies.

## **2.0 The Active Great Yarmouth Framework**

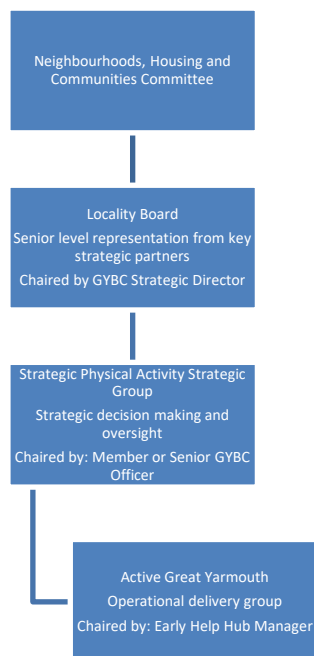
- 2.1 The Framework has been developed through undertaking a strategic planning process, which has included:
  - Developing and responding to the specific issues and **priorities** within the Borough to create the key themes of the Framework
  - Ensuring strategic alignment to key national and local strategies, including the government sport & physical activity strategy, NHS long term plan, GYBC

Corporate Plan, Norfolk Joint Health & Wellbeing Strategy, Norfolk Mental Health Strategy, Norfolk & Waveney Primary Care Strategy.

- The development of key **principles** that will underpin the implementation of the Framework
  - **Public consultation** to understand key barriers, motivators and potential enablers
  - Extensive **stakeholder consultation** to ensure buy-in, a commitment to supporting implementation and strategic alignment.
  - **Co-development** through numerous workshops, meetings and development sessions with the resulting Framework reflecting the potential for partnership working, resource alignment and specific outcomes and commitments identified for the Borough.
- 2.2 A new vision for physical activity has been suggested – ***Inspiring active lives in Great Yarmouth – supporting every person to be active in a way that suits their lifestyle and contributes to a happier, healthier community***
- 2.3 The emerging Framework highlights commitments to support the achievement of 6 high level outcomes:
- 1 Reducing physical inactivity
  - 2 Improving early years development
  - 3 Raising aspirations
  - 4 Improving the lives of people living with long term conditions
  - 5 Improving the mental health of the population
  - 6 Reducing social isolation
- 2.4 The Framework explores 6 key areas of action for each of the strategic priorities:
- 1 Strategy and policy
  - 2 Marketing and promotion
  - 3 Insight and evaluation
  - 4 Workforce
  - 5 Communities, environment and infrastructure
  - 6 Provision and engagement

### **3.0 Implementation of the Framework**

- 3.1 The Framework needs to be further developed into a suite of action plans to achieve each of the outlined commitments. These will include:
- KPIs/measures for each of the commitments
  - Clarity over partner contributions to commitments and the development of 'Commitment Statements' that outline their roles and responsibilities
  - Alignment with future Marina Centre plans/programming
- 3.2 In pursuance of the commitments outlined in the Framework it will be vital that alignment to other GYBC corporate projects, including Marina Centre, Winter Gardens, Waterways, Wellesley is achieved
- 3.3 It is suggested that oversight of the implementation of the Framework is the responsibility of the Great Yarmouth Locality Board, and that a separate strategic steering group is established as a sub-committee/working group of the Locality Board, as per the below:



#### 4.0 Financial Implications

- 4.1 It is suggested that the £25,000 currently is aligned with other partner investment streams (Active Norfolk and N&WCCG) to create a shared strategic level post that takes responsibility for the implementation of the Framework.

#### 5.0 Risks

- 5.1 Identification of investment streams to support capacity and implementation/delivery of Framework
- 5.2 Continuing momentum whilst financial decisions are undertaken with view to put post in place April 2020 – will require some continued capacity from Active Norfolk to develop implementation plan and gain solid partner commitment.

#### 7.0 Recommendations

- 7.1 ELT are asked to approve the draft **Active Great Yarmouth Framework** that has been developed by Active Norfolk/GYBC in partnership with a wide range of stakeholders.
- 7.2 ELT are asked to approve the proposed governance structure for oversight of the implementation of the Framework.
- 7.3 ELT are also asked to approve the scoping of a planned shared post between Active Norfolk, GYBC and potentially GY&WCCG to lead on the strategic implementation of the Framework.
- 7.4 It is recommended that the Active Great Yarmouth Framework and planned approach to provide capacity for implementation are presented to the Housing and Neighbourhood Committee.

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# ACTIVE GREAT YARMOUTH FRAMEWORK TIMELINE

## 17th December

Send final draft to Great Yarmouth Borough Council for design.

## 19th December

Scoping paper for capacity

## 20th December

Draft ELT / Committee / LDG papers / Presentations

# JANUARY

## 6th January

Submit ELT papers

## 12th January

Design draft

## 13th January

ELT / Submit committee papers

## 16th January

Locality Board update

## 23rd January

Committee presentation

## 27th January

Circulate draft to partners

## 30th January

Close for comment

# FEBRUARY

Finalise  
financials for  
capacity

Partnership  
agreement  
between funding  
partners

Start  
Recruitment

Partner  
commitment and  
prioritisation  
workshop

# MARCH

## 1st - 29th April

Gather Commitment  
Agreements

## 30th April

Formal launch of  
framework

# APRIL



# ACTIVE

2020

ACTIVE GREAT YARMOUTH FRAMEWORK



# ACTIVE

2020



**ACTIVE GREAT YARMOUTH FRAMEWORK**



# Introduction

In 2019 it was agreed that Active Norfolk would support the Borough Council to review the current Sport, Play and Leisure Strategy 2015-2019. Through consultation with Officers and Members it was decided that a rewrite was unnecessary, but that the current strategy needed operationalising and a renewed focus on the population of the Borough, particularly those that are inactive, and how active behaviour might be better encouraged. The development of an 'action framework' was decided upon.

It was clear that much needed to be done to gain partner buy-in to ensure effective delivery of the Framework. Many partners were unfamiliar with the current strategy and did not understand their role in supporting its implementation.

Utilising Active Norfolk's locality planning methodology, and Sport England's Strategic Planning Guidance and approach was undertaken that ensured the development of shared local outcomes and a cross-sector approach to development and implementation.

The end result is a co-produced Active Great Yarmouth Framework that recognises the wider role that sport and physical activity can take in achieving a range of local outcomes and has the commitment and endorsement of a wide range of partners from across the Borough.

Physical activity in Great Yarmouth  
The government recommends 150 minutes per week of moderate intensity physical

activity for good health, amongst the adult population. Inactivity rates in the Borough are significantly higher than the national average with 30% of the population doing less than 30 minutes physical activity per week. Whilst the number of people classified as active has increased by 3.8% in the last 12 months according to the 2019 Active Lives Survey data, the significant proportion of the population fall far short of the recommendations.

## Less Active

Less than 30 Minutes a week

24.8%

In Great Yarmouth, 29.7% of adults (24k) do less than 30 minutes a week

## Fairly Active

30 - 149 Minutes a week

12%

In Great Yarmouth, 11.3% (9k) are fairly active but don't reach 150 minutes a week

## Active

150+ Minutes a week

63.2%

In Great Yarmouth, 59% (48k) do 150 Minutes or more a week



# Active Great Yarmouth Framework

*Inspiring active lives in Great Yarmouth - supporting every person to  
be active in a way that suits their lifestyle and contributes to a  
healthier, happier community*

Published: 2020



# Active Great Yarmouth Framework

## Introduction

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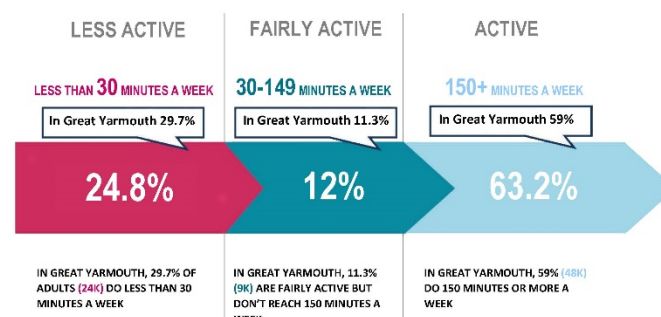
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## Physical activity in Great Yarmouth

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### Adults



In comparison to the rest of Norfolk:

- GY is 3<sup>rd</sup> from bottom in numbers of Active residents (59%), above KLWN (56.6%) and Breckland (56.3%). The highest in 2019 is Broadland at 65.6%, followed by Norwich at 65.3%
- GY has the highest number of 'Inactives' at 29.7%, followed by KLWN at 29%
- The number of Inactives has gone up in GY since the last figures were released in April (which measured Nov 17/18) – which was 26.9% of residents Inactive
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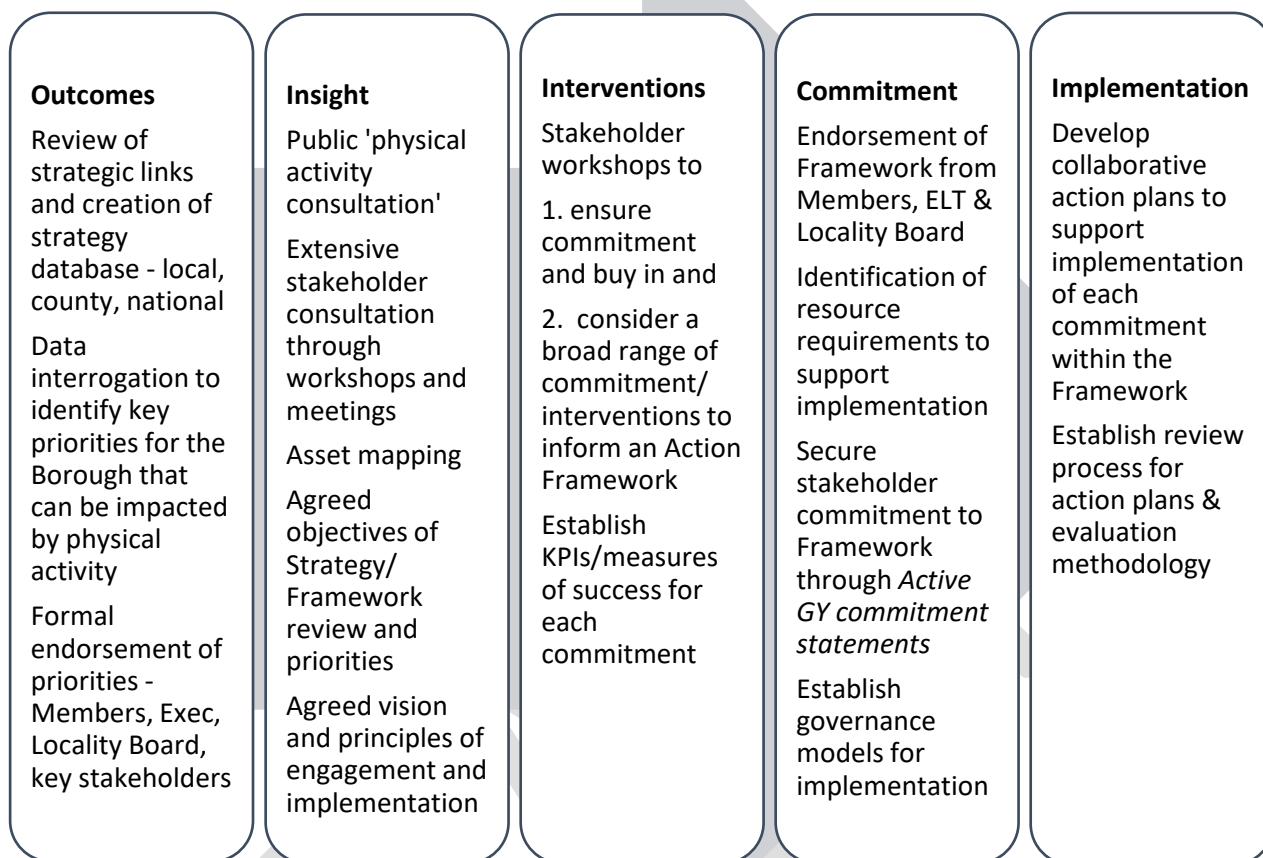
### Background/context

Great Yarmouth Borough Council have an existing Sport, Play and Leisure Strategy 2015-2029. A review of this strategy has been undertaken in 2019 to consider:

- A change in [national policy and strategy](#) in relation to physical activity that reflects its contribution to a broader range of outcomes
- [Sport England's strategy](#) and recommendations to local government through their [Strategic Planning Outcomes Guidance](#)
- The impact of the first 4 years of the strategy, partner input and engagement and the current priorities within the Borough
- The local strategic landscape of the Borough in relation to the Council and other key stakeholders
- Changes in the landscape in relation to facilities and assets, in particular the potential rebuilding of the Marina Centre which has significant potential to impact on local strategic outcomes
- A need to be more people and behaviour change focused in relation to the current strategy, which focuses heavily on facilities and assets
- The development of a robust implementation plan that engages local partners and ensures local adoption and activation of the Strategy in the future

In order to review the strategy a robust methodology was established and implemented to ensure that principles of strategic planning were adhered to, following the process below. The traffic=





Detailed actions include:

- Developing a granular understanding of the local Place in relation to health, socio-economic and demographic factors and physical activity rates to identify the key priorities that might be addressed by the creation of a more active Borough
- The development of shared local strategic outcomes that will underpin physical activity development in Great Yarmouth
- Stakeholder mapping to identify those organisations with a shared interest in outcomes and build understanding of strategic synergy.
- Raising awareness of the role of physical activity and securing 'buy in' and commitment across the Council departments and members, as well as external stakeholders, through appropriate Committee channels, the Locality Board and the STP Local Delivery Group.
- An extensive consultation process that engaged the public and numerous external stakeholders (Appendix 2) to explore objectives, barriers and enablers, current perceptions, potential resources, commonality and potential for collaborative working.
- Co-development of an Action Framework for Great Yarmouth that reflects the potential for partnership working, resource alignment and the specific priority outcomes identified for the Borough.
- Internal resource identification to build capacity and embed it into existing community development infrastructure to implement and monitor the impact of the Action Framework.

- Establishing a new governance model for the implementation of the Strategy and Framework, which includes reporting to the Locality Board and the identification of a Member Champion to Chair the established Steering Group and develop a new Terms of Reference.
- The intention to develop a robust evaluation methodology/framework to monitor the impact of the Framework moving forwards.

### Strategic Alignment

Since the initial publication of the GYBC Sport, Play and Leisure Strategy 2015-29 the national and local strategic landscape has changed, and with it the need to review how physical activity can better contribute to local priorities and outcomes.

Nationally, the governments Sporting Future and Sport England's Active Nation strategies outline a commitment to the utilisation of sport and physical activity (in its broadest sense) to contributing to a broadened range of outcomes, summarised as:

- Physical wellbeing
- Mental wellbeing
- Individual development
- Social development
- Economic development

This national shift in strategy has led to a new primary role for Active Norfolk and a locality planning approach/methodology being established that seeks to increase the contribution that physical activity makes to local outcomes. This approach has been adopted in Great Yarmouth, with Active Norfolk and GYBC establishing a new way of working to embed physical activity locally.

Other national strategies support the need to increase physical activity rates across the nation. Public Health England's Everybody Active, Every Day document outlines an evidence-based approach that focuses on four domains for action – Active Society (creating a social movement), Moving professionals (activating networks of expertise), Active environments (creating the right spaces) and Moving at scale (interventions that make us active). There are clear links between the commitments in the NHS Long Term Plan and the role that physical activity can play in supporting an increased focus on prevention activity within the health system. These include; providing support to older people to promote independence and reduce social isolation and falls, promoting self-care and a shared responsibility for health, reducing air pollution, reducing health inequalities and improving the health and wellbeing of people with a wide range of long term conditions and disabilities, including poor mental health.

The **GYBC Corporate Plan 2020-2025** commits the Council to driving and facilitating change in 4 strategic areas:

- A strong and growing economy
- Improved housing and cohesive communities
- High quality and sustainable environments
- An efficient and effective council

The development of physical activity in the Borough will, according to research and evidence, support the implementation and achievement of outcomes. These include; supporting an improvement in the health and wellbeing of residents through better access to facilities and an



inclusive approach to addressing physical and mental wellbeing, contributing to the feeling of safety in communities and civic pride, providing access to a range activities through the Borough Council facilities, supporting the development of preventative services, supporting the economic and tourism agendas through events and activities, providing opportunities to develop employability skills, and supporting a reduction in carbon through the promotion of sustainable transport.

In addition, there is clear alignment to a number of additional relevant local strategies:

- Joint Health and Wellbeing Strategy developed by Norfolk's Health and Wellbeing Board – significant focus on prevention and tackling inequalities in communities
- Norfolk & Waveney Primary Care Strategy – committed to empowering people to understand and manage their own health and wellbeing, supporting better relationships between primary care and the local community, and embedding prevention
- Norfolk & Waveney STP Workforce Strategy (under development) – commitment to improve health and wellbeing of health and social care workforce and encourage greater advocacy and role modelling for healthy lifestyles
- Norfolk Frailty Strategy – Focus on identification and proactive intervention for those at risk of frailty such as falls prevention services
- Norfolk & Waveney Diabetes Strategy – Focus on prevention, self-care and better management of the condition
- Norfolk & Waveney Mental Health Strategy – Preventing poor mental health and better supporting the wellbeing of those with existing poor mental health

## Objectives

The objectives of the Framework build on the objectives highlighted in the Sport, Play and Leisure Strategy, to place more of a focus on developing partnerships and a collaborative approach to reducing inactivity in the Borough. These objectives now include:

- To reduce inactivity rates across the Borough of Great Yarmouth
- To change the culture around physical activity in Great Yarmouth, to make it the social norm
- To increase local ownership over facilities and assets that can support a more active lifestyle
- To increase opportunities to be active across the Borough
- To implement a co-developed Action Framework through greater collaboration and partnership
- To understand the impact of the Framework and the contribution that sport and physical activity has on local priorities

## Priorities

Whilst there are many outcomes that physical activity can contribute to, it is important to recognise that resources are finite, and we need to ensure that we are directing them where the need is greatest and where we know we can have the greatest impact. A robust analysis of local data sets, along with stakeholder consultation, has led to the identification of local priorities where physical activity can be used as a tool to improve outcomes. The identified and approved priorities are:

- Improve outcomes in Early Years development
- Raising aspirations – including access to skills and training and reducing antisocial behaviour
- Improving the lives of people with long term conditions
- Supporting people with mental health needs
- Reducing social isolation

## Vision

*Inspiring active lives in Great Yarmouth - supporting every person to be active in a way that suits their lifestyle and contributes to a healthier, happier community.*

## Principles

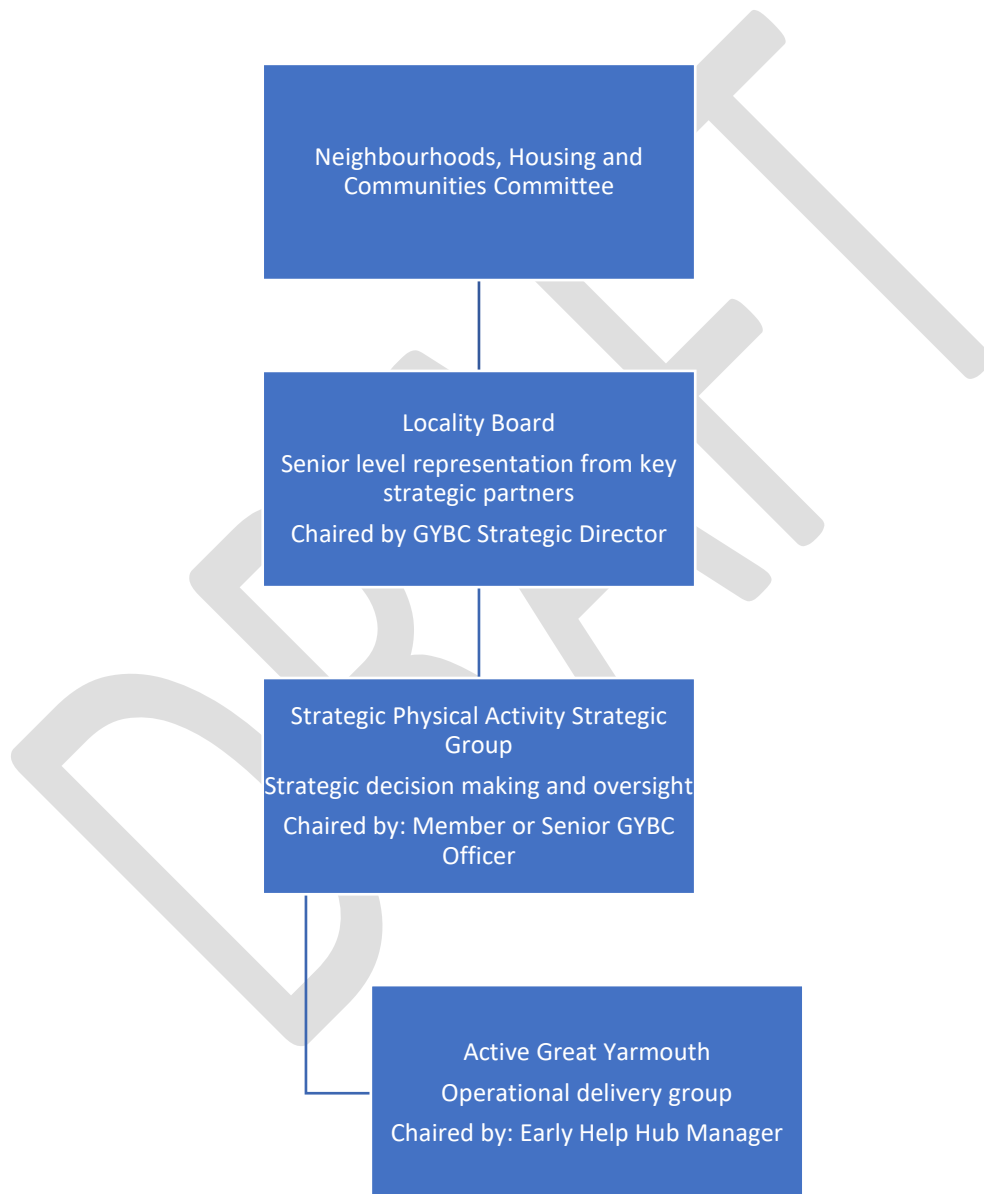
Through stakeholder consultation (see Appendix 2) the following principles have been identified that underpin the development and future implementation of the Framework:

- We need to focus our efforts on changing the **Culture** around physical activity and sedentary lifestyles
- The emphasis needs to be on **moving more** rather than specifically taking part in sport or exercise – it's the doing that's important, not the how
- **Changing the narrative** is critical - we need the people of the Borough to value and take ownership of the assets, facilities & services we have and to feel empowered to access them more
- We must **work alongside** and integrate with existing community development services and infrastructure
- A **collaborative, partnership approach** is essential where resources are aligned and a wide range of organisations, departments & sectors are brought into the principles and actions identified by the Framework
- We should adopt a **COM-B behaviour change** approach to ensure everyone has the **Capability, Opportunity, Motivation** to change their **Behaviour** around physical activity
- We need to take an approach that focuses on all parts of the **life-course** from early years to later life
- We need to make it as **easy as possible** for people to embed being active into their everyday lives
- We need to work across partnerships to **engage our target populations**, but we also need to put effort into supporting those that aren't engaging with the system and are therefore isolated



- An approach that embraces the **cultural diversity** of Great Yarmouth is essential
- It is important that whilst focusing on physical activity we also consider the role of **Healthy Lifestyles** more generally and ensure this is reflected in our thinking
- We **commit to ensuring** everyone can enjoy all opportunities safe from harm, abuse, violence, exploitation and neglect. This will be reflected in our practice, our offer, our decision making, our workforce and all areas of this framework

## Governance



## Implementation plan and review process

The below cycle demonstrates the proposed implementation process that will be overseen by the Physical Activity Strategic Group. It is suggested that this process is undertaken on annual cycles.





	Reducing inactivity (cross-cutting)	Improving Early Years Development	Raising Aspirations	Improving the lives of people living with LTC	Improving the mental health of the population	Reducing Social Isolation
<b>Strategy and Policy</b>	<p>Organisational commitment from key partners to achieving the relevant commitments made in the Active Great Yarmouth Framework</p> <p>Ensure physical activity is considered and embedded into Borough Council and partner strategies and corporate projects</p> <p>Realise the commitments made in the Sport, Play and Leisure Strategy 2015-2029</p> <p>Embed Active Design principles in local planning and infrastructure policy</p> <p>Develop a Local Cycling and Walking Infrastructure Plan and link with the local plan development</p> <p>Work with local employers to embed physical activity into workplace policy and practice</p>	<p>Build an understanding of opportunities to embed physical activity into the implementation of early years services</p>	<p>Advocate the education leaders to embed PE, physical activity and sport into strategies to achieve school improvement priorities</p> <p>Embed physical activity into strategies to prevent young people offending</p> <p>Work with Department of Work &amp; Pensions to embed physical activity into organizational policy and practice</p>	<p>Embed physical activity into the strategies, commissioning processes and service/pathway design in relation to health and social care services</p> <p>Embed physical activity into the strategy for supporting the development of Primary Care Networks</p>	<p>Embed physical activity into the strategies, commissioning processes and service/pathway design in relation to health and social care services</p> <p>Ensure that physical activity and sport are integrated into locality working around health and social care transformation</p>	<p>Embed physical activity into strategy and services that support those at risk of social isolation e.g. older people, adolescents, people living with an LTC, lone parents, carers, ethnic minority groups and vulnerable households.</p>

	Reducing inactivity (cross-cutting)	Improving Early Years Development	Raising Aspirations	Improving the lives of people living with LTC	Improving the mental health of the population	Reducing Social Isolation
<b>Marketing and Promotion</b>	<p>Create a network of physical activity champions that support the promotion physical activity and the Active Great Yarmouth commitments</p> <p>Support the development of an annual Active Great Yarmouth campaign to positively promote physical activity and local opportunities</p> <p>Support the development of an up to date activity finder that gives information about appropriate opportunities to be active for different groups</p> <p>Support a calendar of existing national and local campaigns to promote local physical activity messages and opportunities e.g. World Mental Health day</p> <p>Develop a consistent narrative for physical activity and sport that helps workforce and the general public to be clear about: &gt; What is meant by 'physical activity' &gt; The core messages of how much &gt; The wide-ranging benefits of physical activity &gt; what is available locally</p>	<p>Work with early years settings to promote the Chief Medical Officer recommendations for physical activity, opportunities to be active and active travel to families</p> <p>Collaborate with early years services to promote physical activity across a wide range of settings and target the whole family e.g. through childminders, children's centres, nurseries, pre-schools</p>	<p>Develop a campaign that promotes local opportunities for local people to be active and encourages greater ownership of assets, particularly in the lead up to Marina Centre re-launch</p> <p>Work with schools to promote the Chief Medical Officer recommendations for physical activity, opportunities to be active and active travel</p> <p>Raise awareness of the benefits of physical activity and sport in reducing offending to the youth offending, justice sector and local communities</p>	<p>Work with the health system to promote the Chief Medical Officer recommendations for physical activity, opportunities to be active and active travel to those at risk of developing and with existing long term conditions</p> <p>Work with the health system to develop key messages around physical activity, self-care and prevention</p> <p>Support all GP practices, James Paget and other clinical services to actively promote physical activity opportunities to their patients through appropriate resources</p>	<p>Work with partners to advocate the benefits of physical activity in relation to mental health outcomes across the life-course</p> <p>Support all GP practices, James Paget and other clinical services to actively promote physical activity opportunities to their patients through appropriate resources</p>	<p>Advocate physical activity as a tool to reduce social isolation in its broadest sense</p> <p>Campaign to support the most isolated members of GY community to engage in local positive activities</p>



	Reducing inactivity (cross-cutting)	Improving Early Years Development	Raising Aspirations	Improving the lives of people living with LTC	Improving the mental health of the population	Reducing Social Isolation
<b>Insight and Evaluation</b>	<p>Identify resources from across partners to support the development of GY specific insight across multiple populations – develop a GY insight report that supports future decision making.</p> <p>Conduct an assessment of all potential physical activity spaces to understand how accessible, engaging and well utilised they are – to include parks, green spaces, beaches, purpose built facilities, walking/cycling infrastructure</p> <p>Develop an understanding of engagement with physical activity amongst tourists to Great Yarmouth</p>	<p>Undertake consultation to understand what might change the behaviour of young, particularly vulnerable families, in relation to physical activity</p>	<p>Consult with target communities to understand opportunities to engage them with positive activities, skills and training</p> <p>Map opportunities for young people at risk of ASB across the Borough to engage in physical activities and related skills and training</p> <p>Conduct a training needs analysis of the skill requirements to support local tourism/physical activity workforce e.g. lifeguards, apprenticeships, holiday camps</p> <p>Develop a police pathway that directs young people engaging in risky behaviours into physical activity</p>	<p>Work with the health system, particularly Primary Care Networks, to understand local need in relation to long term conditions</p> <p>Build on existing consultation with people with LTCs to ensure that future provision meets need</p> <p>Develop an understanding of workforce needs to support the development of training and promotion of physical activity to patients</p> <p>Embed physical activity, where appropriate, into performance management/evaluation expectations when commissioning services</p>	<p>Work with partners to engage with people with poor levels of mental health and develop understanding of barriers and enablers and opportunities to promote physical activity</p>	<p>Develop an engagement plan, working across partners, to consult with those at risk of isolation to identify need and opportunities to engage</p> <p>Consultation to build insight and understanding of BAME needs, interests and opportunities to use physical activity as a tool to support integration</p>
<b>Workforce</b>	<p>Training of physical activity champions/advocates from across the Borough to promote physical activity, support behaviour change and create a culture of activity in GY</p> <p>Develop an employer incentive scheme that encourages active employees through discounted provisions, time for volunteering and participation, rewarded behaviour.</p>	<p>Ensure that those working with young people and parents/guardians are supported to embrace the role that physical activity can play to support school readiness, physical and mental health and wellbeing</p>	<p>Train those with a responsibility for raising aspirations in the promotion of physical activity and supporting behaviour change i.e. schools, DWP, criminal justice system, VCSE sector</p> <p>Work with partners to create an annual workforce development plan for GY that responds to local employer needs in relation to physical activity and tackles unemployment</p> <p>Train community champions/advocates to channel challenging behaviours into positive actions that pay back into communities</p>	<p>Roll out a programme of physical activity awareness training across the frontline health and social care workforce, including social prescribers</p> <p>Support the training of commissioners/service providers/system advocates to build confidence in embedding physical activity into service design</p> <p>Develop a workforce plan that supports the existing physical activity delivery workforce (paid and unpaid) to confidently work with those with LTCs</p>	<p>Roll out a programme of physical activity awareness training across the mental health workforce and appropriate VCSE partners, that includes opportunities to promote physical activity in addition to traditional treatment</p> <p>Develop a workforce plan that supports the existing physical activity delivery workforce (paid and unpaid) to confidently work with those with mental health conditions, including dementia</p>	<p>Provide cultural sensitivities training to physical activity providers (paid and unpaid)</p> <p>Support the growth of physical activity providers that are equipped to work with underrepresented groups – including those with disabilities, pregnant women and older adults</p>

	Reducing inactivity (cross-cutting)	Improving Early Years Development	Raising Aspirations	Improving the lives of people living with LTC	Improving the mental health of the population	Reducing Social Isolation
<b>Communities, Environment and Infrastructure</b>	<p>Respond to insight to develop a plan for increasing engagement with local facilities, including the development of local activity programmes</p> <p>Work with parish councils to understand the potential for CIL investment to support local communities to be more active</p> <p>Embed physical activity into plans for new developments, Healthy High Streets initiative and the development of new road infrastructure</p>	<p>Create traffic exclusion zones and promote active travel to early years and school settings</p> <p>Develop a Play Festival that encourages families to explore their local community through non-traditional activity</p>	<p>Increase use of school facilities to engage in physical activity out of school hours</p> <p>Support schools to have effective pathways into local community activities</p> <p>Identify resources to support ABCD approaches to create additional opportunities to be active in local communities</p>	<p>Support the health system to develop effective pathways into local community activities</p> <p>Develop a plan to utilise the existing assets (gyms) within doctors' surgeries</p>	<p>Develop a programme to engage local residents with their natural/outdoor environment to support mental health outcomes</p>	<p>Identify and audit the potential dementia, disability and older people friendly facilities, walking routes and other infrastructure and promote through appropriate channels.</p> <p>Work with care home/care providers to create active communities and embed physical activity into service delivery to address social isolation of residents</p> <p>Utilise the new Marina Centre assets to create social activities for potentially isolated residents</p>

	Reducing inactivity (cross-cutting)	Improving Early Years Development	Raising Aspirations	Improving the lives of people living with LTC	Improving the mental health of the population	Reducing Social Isolation
<b>Provision &amp; Engagement</b>	<p>Develop a programme at the new Marina Centre that engages underrepresented groups and reflects priorities identified within Framework</p> <p>Develop a concession scheme for the Borough that allows reduced rate access to facilities and services that promote physical activity</p> <p>Pursue opportunities to scale up provision that works – e.g. All to Play For, GOYA, Get Set To Go</p> <p>Develop Great Yarmouth wide plans to further engage people in walking, running and cycling as priorities to support a social movement</p> <p>Develop a programme of activity to encourage off-season use of facilities and assets that promote physical activity e.g. leisure centre, Waterways, Winter Gardens</p>	<p>Support and develop a programme of parent-led activity sessions in communities</p> <p>Engage with a tech company to create a digital platform for GY that encourages greater walking and engagement with local community amongst families e.g. develop a Parks/Seafront app</p> <p>Work with leisure operator to develop a programme of holiday based activities that utilise existing assets in the Borough</p> <p>Work with leisure operator and partners to develop a programme of early years provision in purpose-built and community based facilities</p>	<p>Work with schools to ensure PE and School Sport Premium is targeted towards those young people that need it most</p> <p>Work with schools and colleges to develop a Borough wide programme of extra-curricular activities that engage young people</p> <p>Develop a safer street games initiative in residential areas to make activities and games accessible and decriminalized.</p> <p>Work with young people to develop a programme of activity that engages those displaying early risk-taking behaviour and offers positive distractions.</p> <p>Develop a coordinated approach to volunteering to increase and retain those engaged, and ensure the volunteering workforce is more diverse and representative of Great Yarmouth communities</p> <p>Roll out a time-credits initiative that works with partner organisations to provide volunteering opportunities and reward engagement</p> <p>Create links between physical activity providers and youth justice system to encourage greater engagement with existing positive activities</p>	<p>Develop a robust exercise referral/long term condition specific programme with the health system that supports local need and reflects national guidelines</p> <p>Develop a programme of preventative activity that supports Population Health Management approaches within Primary Care Networks and ensure those at risk of LTCs are identified a proactively engaged in appropriate activity</p> <p>Work with health system to embed physical activity provision, where appropriate, into clinical services such as physiotherapy, diabetes treatment, cardiac/pulmonary rehab</p>	<p>Work with partners to build physical activity provision into services that's support people with poor mental health</p> <p>Engage secondary schools and colleges to secure a commitment to develop physical activity as a tool to support mental health needs in young people.</p>	<p>Develop a programme of activity that supports greater engagement in rural communities of the Borough</p> <p>Support the development of activities that engage older populations and seek to address social isolation, utilising existing assets such as Marina Centre, libraries, Acorn Centre, Venetian Waterways etc</p> <p>Explore a programme of intergenerational activity that links care homes, older populations, schools and early years settings</p> <p>Embed physical activity at the heart of broad approaches to social prescribing across Great Yarmouth</p>



## Appendix 1 – Process for development

Date	Action undertaken
May-July 2018	Initial engagement Active Norfolk/GYBC – relationship development, scoping locality approach  Data interrogation to establish key issues and potential priorities
Aug 2018	Development of community consultation
Sept-Oct 2018	Community consultation process and analysis
Nov 2018	Presentation to Executive Leadership Team to introduce locality process, suggest priorities and gain steer on Strategy refresh
Dec 2018	Presentation to Housing & Neighbourhood Committee to endorse priorities and give mandate to refresh strategy  Newsletter circulated to partners introducing locality planning and suggesting priorities
Feb 2019	Presentation to locality board to endorse priorities and gain oversight commitment for locality process and strategy review  Development of Strategy refresh timeline
March – Jul 2019	Asset and stakeholder mapping Relationship development Development of stakeholder consultation plan
Jul 2019	Corporate Project Board presentation and sign off
Aug 2019	Presentation to Locality Board – update on progress
Aug -Nov 2019	Stakeholder consultation: <ul style="list-style-type: none"> <li>• Internal GYBC colleague workshop</li> <li>• External stakeholder workshop</li> <li>• Active Great Yarmouth group consultation</li> <li>• Follow up consultation with individual organisations</li> </ul> Public consultation <ul style="list-style-type: none"> <li>• Consultation with people living with long term conditions</li> </ul>
Dec 2019	Draft framework finalised

## Appendix 2 – Consultees (stakeholder engagement)

With thanks to those organisations that took part in the consultation exercise:

- Norfolk & Waveney CCG
- Sentinel Leisure Trust
- Norfolk County Council – Social Services, Children’s Services, Public Health
- Norfolk Police
- Department of Work & Pensions
- East Coast College
- East Norfolk Sixth Form College
- Acorn Centre
- Norfolk & Waveney Mind
- Early Childhood & Family Service
- Norfolk Healthy Child Programme
- East Coast Community Healthcare
- Norfolk Youth Offending Team
- MAP
- GYROS
- DIAL
- Norfolk FA
- Great Yarmouth Sport & Leisure Trust
- Community Sports Foundation
- Go Geronimo