

Subject: Physical Activity Development Update

Report to: Executive Leadership Team, Wednesday 3rd August 2022

Housing and Neighbourhoods Committee, 15th September 2022

Report by: Kate Blakemore, Strategic Director

Andy Oakley, Active Norfolk, Great Yarmouth Locality Development Officer

SUBJECT MATTER

The Council currently works in partnership with Active Norfolk to deliver its Active GY Framework and wider sports development through the appointment of a jointly funded Physical Activity Development Officer since October 2020.

This report provides ELT/committee members with an update following the first-year action plan of 2021/22.

Highlights of the subsequent outcomes because of this partnership working and dedicated resource include:

- Reduction of inactivity (<30min) by 4000 residents
- Significant spending in the Borough through: Sport England Together Fund (£60k); Department for Education (£200k); Community Renewal Fund via Volunteer It Yourself project (£100k).
- Targeted training opportunities for Early Years services & settings.

RECOMMENDATION

That ELT/this committee

- 1) Note the contents of the report
- 2) Note the impact report & outcomes 21/22 (see Appendix 1)
- 3) Agree to the Active GY Framework Action Plan (see Appendix 2)

1. Background

- 1.1 Local authorities have a central role to play in the provision of community sport and recreation facilities. From local parks to leisure centres, local councils enable a huge range of leisure activities and sport to happen.
- 1.2 Research shows that exercise is one of the key determinants of health along with the strength of our personal social network – recent research suggests that it is more important to health outcomes than levels of smoking or obesity. Community sporting activities contribute to both.
- 1.3 Great Yarmouth Borough Council has recognised this, making a once in a life time investment into a new Leisure Centre on its seafront, allocating capital funding to support the development of the Wellesley Recreation site into an outdoor physical activity hub, to the development of its Active GY Framework alongside its innovative approach to working with Active Norfolk.
- 1.4 Active Norfolk is the Active Partnership for Norfolk and is one of 43 Partnerships created by Sport England. Active Norfolk is hosted by Norfolk County Council and its role is to provide a strategic approach to the development of sport and physical activity in Norfolk, aiming to support Norfolk residents to lead healthy and active lives.
- 1.5 Over the last few years the Council has worked closely with Active Norfolk to better support its residents to become more physically active. As a result, Active Norfolk took a lead role in reviewing our Sports, Play and Leisure Strategy creating the Active GY Framework in 2019.
- 1.6 In recognising the scale of the ambition within this Framework it was clear that dedicated resource would help bring about sustainable changes at pace, and as a result a shared Physical Activity Development Officer for Great Yarmouth was jointly appointed in October 2020, in partnership with Active Norfolk.

2. Introduction

- 2.1 This report provides an overview of key progress & outcome achieved in the 21/22 financial year in terms of the Active GY Framework action plan, supplemented with a detailed impact report created by Active Norfolk.
- 2.2 The overall success of this work can be seen as the latest inactivity figures for Great Yarmouth show a downward trend for inactivity in 21/22 of 4% which equates to approximately 4000 residents (18+) taking up more than 30 minutes of physical activity per week. This is great news for our residents, and whilst this work cannot be fully attributed to this improvement, it is clear that it would have contributed to this positive change.

3. Outcomes Overview

3.1 Over the last year much has been achieved. The following sections provides a summary of this activity.

Active GY Steering Group

- Whilst an initial review of this group created some focus, a recent further refresh was undertaken to ensure the right people from the right organisations attend, so that this group focusses on delivery in relation to our Active GY Framework Action Plan. This will be further reviewed during the year to ensure continued delivery.

Active GY Framework Action Plans

- Progress with the 21/22 Action Plan has been reviewed. By the nature of the Framework that supports the Sport, Play & Leisure Strategy (2014-29) several commitments require ongoing efforts to progress actions & opportunities. While others have a clear completion point. Of the 25- 1st Year Commitments- 54 action point were defined, of which 35 were achieved. Some of the ongoing actions form 'business as usual' for partners, such as supporting Early Years & Families into activity. Of those uncompleted, most focused around work force development & campaigns, that were hampered by COVID-19 restrictions & re-prioritisation of workforces.
- A Year 2 annual action plan has been created to support the delivery of the Active GY Framework with actions being led by partners from this group, including GYBC and Active Norfolk officers. An officer from NHS Norfolk and Waveney Clinical Commissioning Group is chairing this group.

GYBC Activity

- The Council has worked hard to embed physical activity opportunities across the organisation, including developing a Locality Action Plan (Tackling Health Inequalities) as part of the Council's Locality Boards Objectives
- It also embedded these principles as part of its leisure operator procurement, resulting in the New Operator putting in direct investment into an Active Community Manager post, who is working in partnership with the Council and Active Norfolk to further deliver against the Active GY Framework
- The Council has also worked to develop the Wellesley Recreation Site into a hub for outdoor physical activity, recently investing in its athletics facilities and submitting a funding bid for a new 3G pitch facility on this site

Funding

- There have been several physical activity related funding projects delivered in the Borough over the last year. Our Physical Activity Development Officer has worked to develop these projects that has been able to draw down funding from the Department for Education, Sport England, the Community Resilience Fund, the Football Foundation & Norfolk County Council to name a few.
- **Department for Education**- Supporting the creation of provision across the Easter, Summer & Winter breaks for children eligible for free school meals, the Physical Activity Development Officer coordinated to-date **£200k+** investment into delivery partners to create an offer suitable to provide enriching opportunities for 4-16year old's, including a meal which they may otherwise go without.
- **Together Fund**- (Formally the Targeting Inequalities Fund) drew in **£60k** for GYB Covid-19 recovery programs that focus on disabilities, long term conditions, diverse communities & Low-social economic groups, which included:
 - Team tennis well-being sessions for residents struggling with the effect of C-19 on their mental health & well-being.
 - Work readiness programme supporting people through physical activity to improve their own health & well-being to become work-ready for further training, employment, or volunteering.
 - A walking, cycling & yoga programme for those managing long term conditions including poor mental health.
 - Activity sessions made available through Special Olympic Norfolk to engage residents with disabilities in adapted activities.
 - Vulnerable women's group exercise through Feather Futures to support victims of domestic abuse come together & rebuild confidence & self-esteem through various activities.
- **Opening School Facilities**- the fund brought in **£18.5k** to targeted schools in the borough to enable them to fund sessions & purchase equipment to engage their pupils & surrounding residents in a variety of ways, from swimming pool maintenance to cricket kit, & adapted equipment for SEND pupils.
- **Community Renewal Fund**- Awarded to Volunteer It Yourself, **£100k** was guided by the Physical Activity Development Officer to opportunities in the locality where facility repair & refurbishment work to improve an area for physical activity could be undertaken by local NEET residents to upskill & engage them in employment & training.

Additional Activity

- Supporting the promotion and update of Cycling UK grants and campaigns
- Mediating parkrun return post Covid lockdown
- Introductory conversations with Youth Offending Team to consider the role that physical activity has in supporting their work
- Collaborating around the system and locality level concept of a formal Exercise Referral Scheme commissioned by Norfolk and Waveney Clinical Commissioning Group
- Promotion and education of the Active Practice Charter to local Primary Care Networks.

4. Active GY Framework Action Plan for 2022/23

- 4.1 The degree of this year's progress & success will be measured through a combination of 'seen' & 'unseen' metrics based on numerical & non-numerical data & including networks. This will include financial investments brought in for physical activity, training participation, health tool kit development, physical activity pathway developments, new networks created, new partnerships brokered, infrastructure design & implementation support, & increased local opportunities to access physical activity, as a few examples. A dozen key strategic partners will support the steer of this work, while 100's of operational workforce staff will drive the work at a neighbourhood level.
- 4.2 With the new appointments of the Leisure Strategy & Contract Manager for GYBC & the Active Community Manager for Freedom Leisure, there is a core partnership trio in place to support the progression on Active GY Action plan for 22/23. This support will amplify the connection between GYBC, Freedom Leisure & framework partners to support common actions, while avoiding duplication.
- 4.3 This Action Plan will be reviewed regularly as part of the Active GY Steering Group to ensure tangible outcomes are delivered.

5. Financial Updates

- 5.1 Whilst Great Yarmouth Borough Council allocated £25,000 investment to support this shared post for 22/23, with Active Norfolk contributing to the remaining funds required for this post alongside providing in-kind investment to provide strategic oversight and line management to this post holder, the CCG has also put in £5,000 towards this arrangement.

6. Recommendations

Note the contents of the report.

Note the impact report & outcomes 21/22 (see Appendix 1)
Agree to the Active GY Framework Action Plan (see Appendix 2)



ACTIVE

GREAT YARMOUTH

IMPACT REPORT 2021/22

INTRODUCTION

I'm extremely proud to share some of the key achievements highlighted in this impact report. In what have been challenging circumstances, the collaboration between Great Yarmouth Borough Council and Active Norfolk has produced some hugely positive outcomes for residents and delivered resources and support to communities across the borough.

A great example of this work has been the distribution of the Tackling Inequalities investment in the area. Community groups and organisations across the borough received the highest proportion of the total investment available in the county. This is a testament to the work of the Locality Officer and the quality of relationships which have been established and developed throughout the last couple of years.

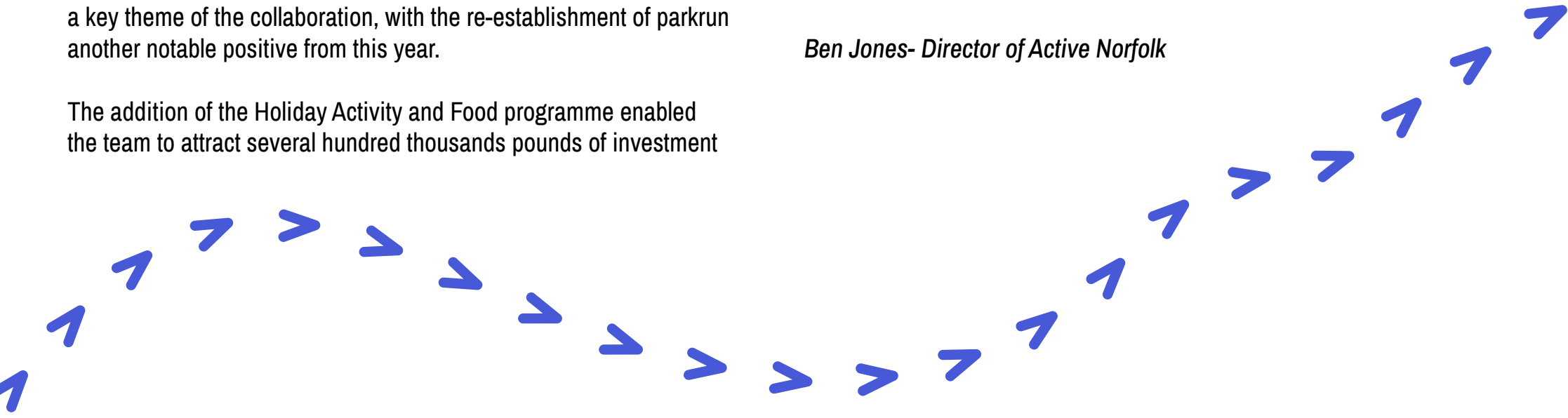
Supporting communities to recover from the impact of Covid has been a key theme of the collaboration, with the re-establishment of parkrun another notable positive from this year.

The addition of the Holiday Activity and Food programme enabled the team to attract several hundred thousands pounds of investment

into the area, providing much-needed resources for local community organisations and a diverse range of activities and food for children and young people eligible for free school meals. As this work continues, plans are in place to continue to invest in local groups, to grow capacity and improve and adapt the offer for young people across the borough.

Finally, the growth of networks and partnerships has been a hugely positive consequence of the work of the last year. It's our belief that growing our understanding of the needs and challenges facing communities, then connecting the groups and people who want to work together to make things better, supported by an increase in targeted investment, gives us the best possible chance of making real and long-term differences through physical activity for as many residents of Great Yarmouth and the surrounding borough as possible.

Ben Jones- Director of Active Norfolk



OUR VISION

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

PARTNER FEEDBACK

With an overall score of 9.1/10 given through our Partnership Satisfaction Survey, the relationship between Active Norfolk and Great Yarmouth Borough Council continues to flourish. The key positives from the survey were:

1. Embedding physical activity in what we do
2. Having a positive impact on Great Yarmouth Borough Council
3. Sharing a clear purpose on why we work together

We look to continue progress as we move in to an exciting year for the Borough with launch of the new Marina Centre.

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



REDUCING INACTIVITY

April 21- April 22 saw a reduction of **4% (4000 adults)** in Inactivity for the Borough. With most people moving from Inactivity (<30) in to the Fairly Active (30-149) bracket, **while Active numbers (150+) maintained their position.**

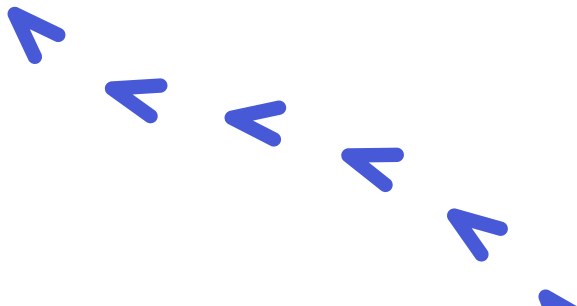
In April 2021 Active Norfolk launched the Great Yarmouth Borough Council (GYBC) pledge page for partners to sign up to the Physical Activity Framework of commitments we collectively developed in 2019/20. A range of partner sign ups included:

- Children Services
- Further Education providers
- Norfolk F.A.
- East Norfolk School Sport Partnership
- Several Voluntary, Community and Social Enterprise (VCSE)
- Norfolk & Suffolk Foundation Trust
- Library Services
- Early Childhood Family Service
- Norfolk & Waveney Clinical Commissioning Group.

Providing lead members across all workstream commitments.

In 21/22 we saw:

- Progression & completion of the **GYBC local cycling & walking infrastructure plan**, endorsed by the Town Deal Board. ↙
- The return of parkrun to **North Beach & Gorleston Cliffs.** ↙
- Triathlons, Half-marathons & 10k races delivered from the beach front.
- The start of a new Playing Pitch Strategy to support increases of & improvements to local assets.
- Start & completion of a GYBC **'Open Space'** assessment for leisure & play use. ↙
- The formation of a physical activity provider network forum.
- A new **Leisure Centre operator** appointed with strong ambitions for community engagement & ownership. ↙



REDUCING INACTIVITY

The Big Norfolk Holiday Fun (BNHF) Programme delivered **10 weeks** of activity & food to the Borough's children at risk of food poverty across school term breaks. The last year saw **£200k** invested into the locality through Active Norfolk's Locality Officer coordination of the BNHF offer.

Over 40 GYB providers, venues & schools have expressed interest or signed up over the last year with many supporting the year ahead, to build on the **580** children and young people already engaged.

The administration of the Together Fund (AKA TIF) resulted in over **£24k** for 21/22. That's £56k dedicated to Borough projects since the start of Covid-19, plus a further £71k on multi-locality projects that include Great Yarmouth Borough.

13 Borough specific projects including circus skills, zumba, yoga, orienteering, cycling & tennis as a few examples, supporting local residents around their mental health, loneliness, reducing isolation, engaging women & girls & community engagement.

Tackling Inequalities Funding: OutThere Arts - Active Norfolk ↗

The development of an Active GY brand will continue to develop in 22/23. Logo development went well & will form the imagery for training, presentations, campaigns & events moving forward.

Two key pieces of public consultation were agreed last year & will inform an engagement plan for the coming 12 month.

- Ideas to Action - this focuses on face-to-face public consultation in the Nelson Ward to inform work to reduce health inequalities in residents 18+, through the data & insight gathered.
- Right to Succeed - will focus on youth engagement in the Nelson Ward to support communities in areas of high deprivation to give children and young people the best start in life.



IMPROVING EARLY YEARS DEVELOPMENT

- **£10k of funding** to support Get Active, targeting early years services & settings to engage children & families in physical activity.
- Connecting activity providers to venues & funding to create targeted opportunities in areas of need.
- Inclusion of the Active GY framework commitments within partner strategies & action plans, such as the Early Childhood Advisory Board.
- Worked closely with 35+ partners through the DECAN to promote physical activity across a wide range of partners working with Early Years.

Community Focus Officer Case study: The DECAN Community funded a new parent & toddler group with Harfreys Gymnastics:

“We go to another couple of parent & toddler groups, but these are general groups playing with toys. My little boy loves this active group as he likes to explore new things and easily gets bored. He likes something different. I can also walk to this group as it’s just up the road from where I live. Since coming here, I’ve also joined an adult group for myself, so it’s got us both out being physically active and seeing people which is great”.



RAISING ASPIRATIONS

EDUCATION

Proactive working with education establishments to encourage & support physical activity into students' everyday lives is a key part of the role.

Connection of the 'Barclays Girls Football School Partnership' programme to East Norfolk 6th Form College to help girls become more physically active with improved well-being, increased physical literacy of five- to eight-year-olds and help all girls develop the confidence and competence to play football at school and in a community setting.

Big Norfolk Holiday Fun participation from **8** schools providing a venue. All the Borough schools have been contacted to promote activity & food provision, which has enabled a broader discussion around embedding & increasing physical activity into school plans.

Active GY School Games Officer Elliot Udell had a busy year:

Back in November 2021 he engaged **48 pupils from 3 secondary schools** in a Leadership Academy Day, with presentations & workshops supported by Dr Aoife Slattery; Strategic Lead: Children and Young People Joel Matthews; & Sports Leaders from East Norfolk 6th Form College, to deliver 3 sessions developing Yr9-10 knowledge, understanding and experience in leadership. Followed by **60 Yr 1-4 pupils** targeted from Rollesby Primary school for engagement.



ENSSP Secondary Leadership Academy Day - News - East Norfolk SSP ↗

In March 2022 a record 16 GYB schools attended the East Norfolk School Sport Partnership (SSP) Cross Country Event at Bure Park. Over 500 children took part & following on from that day we encouraged schools to provide the children the opportunity to develop further by putting on clubs after school, lunchtime and before school, as well as encourage everyone to run the daily mile at school and to join a local community club/park runs to promote health and fitness in East Norfolk.

ENSSP YR 3/4/5/6 Cross Country - News - East Norfolk SSP ↗

For more news on the East Norfolk School Sports Partnership visit:
www.eastnorfolkssp.co.uk/news ↗

Open School Facility (OSF) funding targeted four schools to the sum of **£18.5k** to support the maintenance & opening of site facilities to engage key pupils, including free school meals, high PE Premiums, SEND. We were also able to hold discussions about appropriate use of school sport premiums.

RAISING ASPIRATIONS

EMPLOYABILITY

Department Work & Pension (DWP)

Connection to the GYB Employability Network has allowed access to 30+ employability stakeholders, where physical activity opportunities, programme, projects & training resources can be shared.

Department of Work & Pension working closely with Sentinel Leisure on their Positive Change Programme, an Active Norfolk funded programme targeting Borough residents; and the Kick Start Opportunities, to get young people into the Leisure Sector.

Volunteer It Yourself (VIY)

Support was requested from Active Norfolk Locality Team to support VIY identification of local community spaces in need of refurbishment that would support the uptake of physical activity.

In March 2022 two local projects were identified in Kingfisher Boxing club, GY; & the College Community Hub, Gorleston. **26** unique individuals engaged to learn new skills while developing a physical activity facility. Using **over £100k** landed for GYB locality projects.

VIY provides free on-site construction volunteering opportunities and

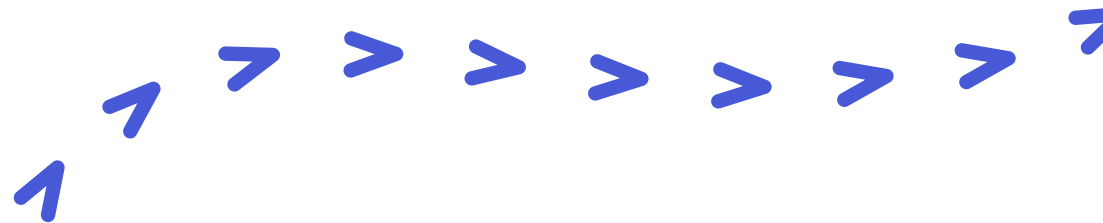
Entry Level 3 City & Guild accreditations for NEET*/pre-NEET young people aged 16-24. (*Not in Education Employment or Training)

"I enjoyed the course very much, I was feeling anxious at first but the trainers were very understanding and made me feel really comfortable. It's kept me busy and helped me build my confidence."

Billie, 24, from Great Yarmouth. Billie has since joined East Norfolk Sixth Form college.

Volunteers

Volunteer services offer wide reaching opportunities to support people back into physical activity who may feel unable to manage those first steps alone. In 2021 a new post developed with Voluntary Norfolk focussed on management of Long Covid support volunteers. Norfolk & Waveney Integrated Care System was awarded funding by NHS England to create a best-in-class post covid service to support our NHS and social care workforce that are experiencing prolonged issues due to contracting covid-19. Part of this service will enable staff to be assessed and prescribed suitable physical activity. Overseen by Active Norfolk, Voluntary Norfolk will be hosting a volunteer coordinator role that will be responsible for supporting staff patients, identifying and recruiting a network of community buddies that will facilitating access to different community activities.

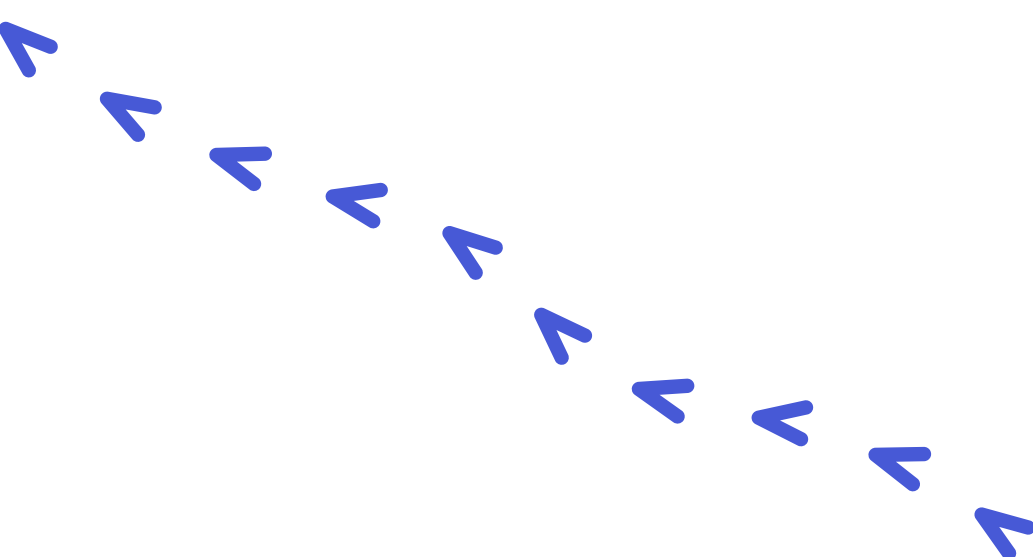


RAISING ASPIRATIONS

CRIMINAL JUSTICE

With a strong evidence base to show the benefit physical activity has in diverting people away from offending behaviour this year saw new relationships built & ideas formed, with a view to progress opportunities in to 22/23. Working with the Office of the Police Crime Commissioner for Norfolk (OPCCN), Children Services & local providers, targeting & making a marked impact next year is high on the agenda.

Conversations with Community Sport Foundation around a bespoke physical activity offer in the Nelson Ward to target vulnerable young people has been positive, with promising prospects for this year if we can connect funding from those service that will benefit in the support.



LONG TERM CONDITIONS

34,000 patients to benefit from several training sessions delivered to GP's, practice nurses & social prescribing staff across GYB, progression towards the first Active Practice Charter (APC) sign ups were made when East Norfolk Medical Practice identified a lead practitioner to register the four connected surgeries. A key part of this work will be the support it offers to both the clinical staff & patients they care for. The APC aims to reduce sedentary behaviour & inactivity, while connecting both patients & staff to local provisions & the use of custom toolkits.

Throughout the pandemic we have promoted the benefits of sustaining physical activity to supported mental health & well-being, while also reducing the risk of conditions associated with being more susceptible to Covid-19 symptoms. Working with the Market Gates vaccination centre we promoted local opportunities through our Active Outdoors & Active Indoors webpages, in addition to supplying **over 600** active at home packs to those unable to be active outside.

At system level there has been a lot of work going into the development of a Countywide Exercise Referral programme for Norfolk. With great established practice taking place outside of Great Yarmouth Borough, we were keen to make sure that equal opportunity was given to the East as much as it was elsewhere. Through innovative collaboration of the Clinical Commissioning Group (CCG), Active Norfolk & local partners, an agreement to develop the CCG funded programme in GYB is in place & will take next steps in 22/23 to connect with local delivery organisations to enable the countywide offer here in GYB.



IMPROVING MENTAL HEALTH

A key project to restart following the 2021 Lockdowns was the **All to Play For** sessions that focus on supporting men's mental health.

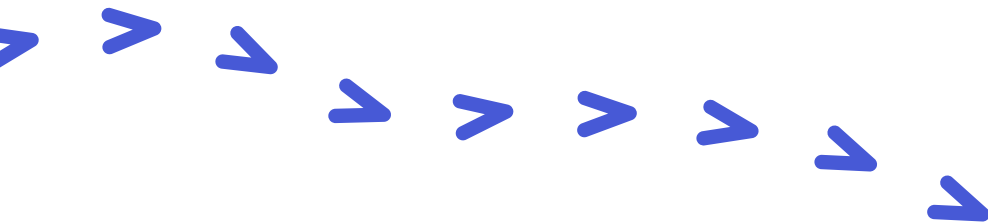
A well-established & attended group sadly had to give up their Wednesday activity, but in April 2021 they were able to return to the Wellesley. In 21/22 - **More than 20 men** (16-18 weekly average) have been supported to use physical activity to promote positive mental health & boost confidence to support them into accessing other services such as mental health professionals & local support services. On average participants are 24 years old with around 1 in 5 having a registered medical condition. **ATPF_Oct21.pdf**

"Overall, I've enjoyed the "All to Play For" sessions. I've found it lifts my mood and allows me to be social once a week. I found the course has lifted my confidence but there's still a way to go." Koti, 23

"My mental state is more positive due to this group; it gives me something to look forward to and gives me a sense of purpose." Mauricio, 29

Learning from the principles of All to Play For & supported through the 'Together Fund' **Team Tennis** was created in 2021 to support Great Yarmouth residents in managing poor mental health & well-being through inclusive weekly group tennis sessions. With the pandemic taking its toll on many people's wellbeing, creating choice in opportunities to become active was important. Mike from Gorleston Tennis Club proposed a plan to use the Gorleston Cliff courts to deliver to groups of 12, who wanted to use physical activity to improve their mental & physical health, as well as tackle isolation. Connecting Mike with local support services helped in identifying residents who would benefit from the free sessions; & moving into 22/23 he plans to grow that offer with further targeted support from Norfolk & Suffolk Foundation Trust, MIND & the Wellbeing service. Great exit options will allow participants to continue with tennis while allowing new participants to join free classes. To date **20 diverse individuals** have participated within this project.

To support discussion around the use of physical activity to improve mental health we started an exploratory network group, inviting local mental health professional, along with other services that support vulnerable people, or who provide opportunities to work with people struggling with their mental health or well-being. While in its early stages it offered the chance to connect professionals with existing activities & explore the opportunities to build physical activity into their regular work & conversations with service users & colleagues.



REDUCING SOCIAL ISOLATION


Much of the process of creating & promoting new, accessible & inclusive physical activities naturally develops an opportunity to tackle isolation & loneliness. As the people we want to engage are those furthest away from physical activity & potentially hidden from support services, working creatively to develop engagement with professionals who can in turn offer physical activity or use physical activity to engage, allows a new social opportunity to be offered to residents.

As a result, breaking chronic isolation due to ill health, poor mental health, social inequalities & deprivation can be made.

Early 2021 we identified & arranged training for a telephone conversation service call 'Hullo'. Along with some similar local services. The principle being that these services reached into isolated communities through phone conversation. While the conversations are led by the participant, We were able to train the volunteer callers to be confident in discussing physical activity as a means to reduce isolation or at least support physical & mental health & reduce the risk of deconditioning that many isolated individuals are susceptible to. Callers are also able to guide residents toward locality resources where they can find groups, clubs & social activities.

In a similar piece of work, locality training of both the Great Yarmouth & Northern Villages Primary Care Network; & the Gorleston & Southern Parishes Primary Care Networks' social prescriber teams allowed the opportunity to refresh & reinforce the benefits of physical activity along with the local opportunities available to the patients that they support. Through the use of the Active Norfolk pages & supported by the new **Every Move activity finder** for Norfolk, social prescribing & clinical staff are able to support patients to explore the opportunities in GYB & enable them when they are ready to access a group or activity. Coupled with the direct support offer from the Voluntary Norfolk's- Better Together team who can accompany individuals who need a little more support to their chosen session.





Through much of the Together Fund application I supported, the element of inclusion for GYB residents shined through. A desire to support & connect with people through physical activity, who may otherwise miss out due to multiple barriers.

With a focus on reducing isolation, one such application from Jo at 'Feather Futures' looked to use the power of physical activity to support women escaping domestic abuse.

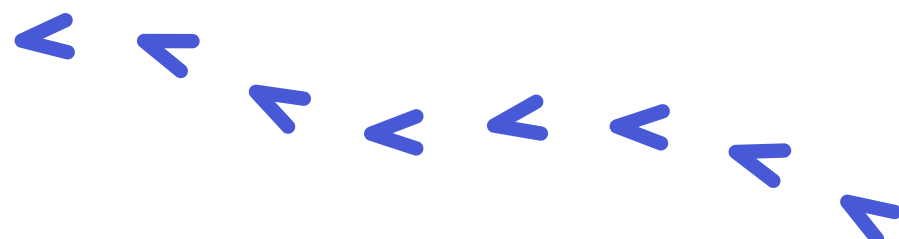
Through consultation with the women she supports (over 200 active referrals), Jo planned an array of options that I was able to connect her with, including yoga, clubbersize, zumba, health walks, Tai chi & boxercise. Spread over a 6-month period it allowed a level of consistency & opportunity too try new activities safely. Over that period 48 women were engaged & further funding continues to sustain safe, inclusive activities for them.

Led by Cotman Housing the 'Make Your Move' project supported new residents to the Borough by giving them **free** places in local physical activity groups for up to 3 months to help with improving physical, mental & social health. Several residents have now benefited from the project, with more plans for 22/23.

"I have been attending this funded class for some months now. The class has really helped me with my mental health and I really look forward to the weekly class, it's a lovely treat and I look forward to the supportive advice i get there."

"Zumba means a lot to me. It gives me self-esteem and improves my health. I started after being diagnosed with endometrial cancer and I had gained so much weight before coming. I have lost 10kg since I started and I am less risk to have caner again. It's a life saver for me."

"This class offers so much to me. I haven't done a social fitness class for about 9 years. As a single parent I can not justify costs for things like this so the fact it is funded and free for me opens the door for opportunity. MORE than this it's starting to help build my self-esteem and confidence around these things and generally in myself. It's a non-judgemental supportive environment as well which makes all the difference. I can't put into words what difference this has made. I have a giggle and let off a bit of steam."





IMPACT REPORT 2021/22



ACTIVE

GREAT YARMOUTH

ACTION PLAN 2022 / 2023

Workstream	Commitment	How	Specific Actions	Outcomes	Support From	Targets	Timescale
Strategy	Embed PA into GYBC & partner strategies to use it as a tool to make physical activity the norm for GY	Establish strategic membership for the Active GY Steering Group and align this with the Integrated Care Partnership Structure	Ensure the Active GY group reflects senior strategic partners from across the Borough.	Identify new opportunities to influence and embed physical activity into strategy and policy. Ensure a clear join-up between the Great Yarmouth Locality Strategy and the work of Active GY. Delivery of Active GY Framework.	Integrated Care System, Integration and Partnerships Manager Active Norfolk, Locality Development Officer	Active GY representation at the Great Yarmouth Health and Wellbeing Partnership. Clear governance structure that allows Active GY to report 'up the chain' and receive feedback 'down the chain'	Ongoing
		Connect with Freedom Leisure's Community Action Plan	Ensure link-up between the work of Active GY and that of Freedom Leisure.	Complimentary community-based action plans that avoid duplication and encourage cross-working	Great Yarmouth Borough Council, Leisure Strategy and Contract Manager	Monthly meetings between the Locality Development Officer and Freedom Leisure	Ongoing

Workstream	Commitment	How	Specific Actions	Outcomes	Support From	Targets	Timescale
Active Environments	Influence local design and infrastructure to support physical activity	Promote Active Travel conversations and consult on new development proposals	Connect with Great Yarmouth Borough Council's planning team. Review Great Yarmouth Borough Council's corporate projects and identify opportunities for link-up. Enhance Norfolk County Council plans within the Borough of Great Yarmouth.	Connect the Active Norfolk Strategic Lead for Active Environments to the relevant project leads at Great Yarmouth Borough Council. Connect Norfolk County Council projects to Great Yarmouth Borough.	Active Norfolk, Strategic Lead: Active Environments	Bi-monthly meetings between Active Norfolk and Great Yarmouth Borough Council	Review by November 2022
	Develop the use of green space in Great Yarmouth Borough	Support the progress of Playground and Open Spaces action planning	Incorporate physical activity into the use of green space based on the Borough Council's assessment	Clear action plan in place for the development and use of green space	Great Yarmouth Borough Council, Leisure Strategy and Contract Manager	Updates at the Active GY Steering Group as appropriate	Ongoing
	Develop the use of Active Travel in the Borough.	Connect with Borough projects around connectivity of places and people	Identify corporate projects where physical activity can support outcomes. Progress the Local Cycling and Walking Infrastructure Plan in the Borough.	Embed walking and cycling opportunities within corporate projects. Utilise the findings of the Local Cycling and Walking Infrastructure Plan.	Great Yarmouth Borough Council, Development Director	Local Cycling and Walking Infrastructure Plan implementation (at least 1 relevant project)	Ongoing

Active Environments (continued)			Enable and enhance opportunities for Active Travel through knowledge, networks, and funding.	Develop an annual walking event	Active Norfolk, Strategic Lead: Active Environments	An increase in the number of trips made via Active Travel means	March 2023
		Create new ways to engage residents in Active Travel	Support the James Paget Hospital with Active Travel planning	Support a new Cycling Hub start-up		1 walking event planned and conducted	
				Support discussions on appropriate venues for a new parkrun in the Borough.		1 new cycling hub	
						1 new parkrun proposed	

Workstream	Commitment	How	Specific Actions	Outcomes	Support From	Targets	Timescale
Health and Wellbeing	Promote physical activity in conjunction with the health system	Provide simple, relevant, and up-to-date information to key health system partners	Develop and launch an Active Practice toolkit Create pathways to local physical activity providers via Every Move	Creation of a clinical toolkit to support the promotion of physical activity	Active Norfolk, Inactivity and Health Development Manager Active Norfolk, Strategic Communications Officer	General Practices utilising the Active Practice Charter Increase number of relevant activities hosted on Every Move	October 2022
		Support acute care cancer pathways	Embedding physical activity into cancer pathways	Connect with Freedom Leisure to identify staff that would benefit from relevant workforce training. As above, with local community organisations	Active Norfolk, Inactivity and Health Development Manager Freedom Leisure, Centre Manager	1x staff member qualified to Level 4 2x staff members qualified to Level 3	March 2023
		Develop the local approach to implement the Active NoW Exercise Referral programme	GYB focused workshop on local offers Create specification for provider delivery	Working referral pathway connecting residents to targeted provisions	Integrated Care System, Integration and Partnerships Manager Advanced Public Health Officer	To be confirmed through specification development	November 2022

Workstream	Commitment	How	Specific Actions	Outcomes	Support From	Targets	Timescale
Early Years	Work across Early Years services to develop and increase opportunities for physical activity	Identify areas of need and connect providers to deliver in these areas	Regular attendance at the District Early Childhood Advisory Board Engage Freedom Leisure in Early Years conversations	Early Years provision built into Freedom Leisure's community engagement plan. Identify new opportunities for Early Years	Children's Services, Partner and Community Focus Manager Children's Services, Senior Advisor Strategy and Partnership (Learning and Inclusion)	Early Years offer from Freedom Leisure that meets local need Introduction of 2 new Early Years specific opportunities	February 2023 March 2023
		Connect and develop provision to local assets	Connect providers to local services	Increased provision on Every Move		Increase in number of Early Years offerings on Every Move by +2	March 2023
	Effectively promote the opportunities available to Early Years so the right people know the right information	Connect provision with broader partners and networks who directly engage with the target audience Use data and insight to target	Include local need and opportunities in partner training Advocate for provision to be included on Every Move platform	Positive uptake of current and new Early Years provision Inclusion of local opportunities in training packages	Children's Services, Partner and Community Focus Manager Children's Services, Senior Advisor Strategy and Partnership	Reported increase in Every Move traffic across Early Years offers Increase in number of Early Years offerings	March 2023

		promotion to the right audience	Connect and share opportunities		(Learning and Inclusion)	on Every Move (2)	
	Support the development of parent/carer led activity sessions for 0-5s	Identifying parents with the motivation to lead on physical activity opportunities	Liaise with the District Early Childhood Advisory Board Connect relevant funding to support start-up groups Identify training needs	Create new parent led physical activity sessions Appropriate promotion of new activities	Children's Services, Partner and Community Focus Manager	2 new parent-led sessions 12 families engaged with the new offer	March 2023

Workstream	Commitment	How	Specific Actions	Outcomes	Support From	Targets	Timescale
Raising Aspirations	Work with criminal justice partners to include physical activity as a tool to divert young people from offending behaviour	Provide training on opportunities for physical activity, its benefits, and how it can reduce offending	Identify criminal justice services that would benefit from such training	Delivery of bespoke training. Increased acceptance of the role physical activity can play in preventing offending. Increased willingness to invest in physical activity	Office of the Police and Crime Commissioner, Community Safety Officer	Deliver 2 targeted training sessions through the Youth Offending Team and/or the Office of the Police and Crime Commissioner	March 2023
	Use physical activity provision to divert young people away from offending behaviour and in to engaging physical activity, education, and training	Map existing opportunities for this cohort. Connect with criminal justice services. Explore options for Big Norfolk Holiday Fun provision.	Engage with current provider opportunities. Support connectivity with criminal justice services. Consult service users.	Identify and enhance existing offers. Engage target adolescents into a reformatory physical activity offer. Support the Right to Succeed project	Office of the Police and Crime Commissioner, Community Safety Officer Right to Succeed, Programme Director	Create 1 Big Norfolk Holiday Fun offer for this cohort.	October 2022
	Work with education settings to promote physical activity in school improvement plans	Develop relationships across the Borough. Support communication plans with schools.	Target disengaged settings to support the most inactive children. Support 'We Will' project and advocate for physical activity. Promote the Big Norfolk Holiday Fun scheme.	Develop clear understanding of where the need for physical activity is highest. Increase Big Norfolk Holiday Fun awareness & uptake.	Active Norfolk, Education Development Officer Active Norfolk, Partnership and Programmes Manager	Create a clear list of schools to engage with and work to build relationships with them. Increase number of schools offering Big Norfolk Holiday Fun sessions from 7 to 12.	March 2023 Ahead of Big Norfolk Holiday Fun Easter 2023
	Ensure PE and sport premium funding supports the pupils in most need	Support the School Games Officer and influence their work plan. Develop and extend relationships with education partners across the Borough.	Advocate for education providers to use their PE and sport premium funding to target the least active children.	Support the promotion and delivery of the East Norfolk School Sport Partnership events. Provide schools with insight to help guide their PE and sport premium spending	Active Norfolk, Education Development Officer	Number of schools engaged with the East Norfolk School Sport Partnership events. Number of children attending the East Norfolk School Sport Partnership events.	March 2023

				Contribute to the 'Healthy Child' data			
	Work with employability organisations to include physical activity as a tool to support work readiness	Provide training on the benefits of physical activity and how it can support wider aspirations	Explore the role physical activity has in support the pathway to employability. Create an employability training package.	Deliver training package to employability partners.	Great Yarmouth Borough Council, Leisure Strategy and Contract Manager	Deliver 6 training package	March 2024

Workstream	Commitment	How	Specific Actions	Outcomes	Support From	Targets	Timescale
Reduce Inactivity	Lever funding to support local communities	Draw funding through various sources to support the execution of this plan in conjunction with wider Council priorities	Connect to Department for Education funding to increase Big Norfolk Holiday Fun provision. Promote the use of and support the bid process for Together Fund applications from providers in the Borough. Identify new funding opportunities that support this plan.	Increased Big Norfolk Holiday Fun provision. Utilise full allocation of Together Fund to support the needs identified through this plan. Support funding bids that meet the needs of this plan from partners in the Borough.	Active Norfolk, Locality Development Officer Great Yarmouth Borough Council, Leisure Strategy and Contract Manager	Increase in the number of Big Norfolk Holiday Fun Providers from 16 to 24 Commit £15,000 to organisations in the Borough through the Together Fund Secure funding to replace six tennis courts in Gorleston	Ahead of Big Norfolk Holiday Fun Easter 2023 March 2023 December 2022
	Support annual physical activity campaigns	Develop a consortium of Active GY marketing and communication partners, together with local delivery partners.	Develop Active GY branding conversation to utilise partners assets and strengths Create a timetable of annual campaigns and events Create an Active GY annual campaign Support the launch of the Marina Centre	Explore the launch of Active GY as a campaign and improve awareness of Active GY among Borough Council staff. Support a range of annual campaigns linked to the priorities in this plan. Connect Active GY to the launch of the Marina Centre.	Great Yarmouth Borough Council, Head of Marketing and Communications Integrated Care Partnership, Communications and Engagement Lead Active Norfolk, Strategic Communications Officer	Stand up a Communications Working Group as part of the Active GY work. Create timetable of events that could be supported by the working group. Explore the possibility of an Active GY annual campaign and move this forward if it is realistic.	August 2022 To begin in January 2023 Start in August 2022, decision by October 2022
	Develop local insight across population priority groups	Utilise data and insight to guide the work within this plan, with a clear focus on health and social inequalities	Connect with the Integrated Care Partnership and Public Health to pool data resources. Identify priority target groups via data sharing. Use data and insight to support targeted work.	Reviewing where resources are best spent according to the latest data and insight Clear insight into relevant target groups	Public Health, Advanced Public Health Officer Active Norfolk, Insight and Evaluation Officer	Review of the 2021 Census data when released. Report to the Active GY Steering Group. Higher engagement with Diverse communities; Early Years families; children & young people living in the Nelson ward.	As and when the Census data is released. Ongoing

		<p>Targeted consultation to support the commitments in this plan.</p>	<p>Engage with local populations to gather insight.</p> <p>Support insight with surveys and focus group work as appropriate.</p>	<p>Speak directly to residents through the Ideas to Action programme.</p> <p>Engage with the Right to Succeed consultation and survey within the Nelson Ward</p>	<p>Integrated Care System, Integration and Partnerships Manager</p> <p>Right to Succeed, Programme Director</p>	<p>Delivery of Ideas to Action programme with key partners across the Borough.</p> <p>Clear understanding of the Nelson Ward & delivery of Right to Succeed programme to support the needs of the area.</p>	<p>March 2023</p> <p>Discovery phase completion November 2022</p> <p>Delivery Phase beginning January 2023</p>
--	--	---	--	--	---	---	--

Active G.Y. 22/23 Q.2. Flash Report

Workstream owner: Andy Oakley

RAG: **Green**

Aims:

- Align & coordinate partner working towards the targets set out in the Active GY 22/23 Plan.
- Promote & guide funding opportunities to enhance Borough provisions & promote increased use by residents.
- Improve accessibility & uptake of physical activity to Borough residents where high inequality exists.

Progress this phase:

- Active GY Plan for 22/23 approved by GYB ELT, along with previous years Impact Report for partner sharing.
- Workshop for Active NoW completed to support identification of localised delivery.
- Funding drawn in to support facility improvement such as the Gorleston Cliffs Tennis Courts (£120k)
 - Which enabled the continued development of the Wellesley Recreation Ground.
- Partnership development with two new key posts held by Freedom Leisure & GYBC to support the delivery of the Active GY Plan.
- Promoting local opportunities via the new Marina Centre grand opening by connecting Borough based providers.
- Continued development & increased provision of the Big Norfolk Holiday Fun programme across the Borough.
- Delivery partner forum set up.
- Right to Succeed project engaged & acting as Lead on Physical Activity needs.
- Active GY brand discussion held.

Plans for next phase:

- Development of the Active NoW referral specification to enable funding for local targeted delivery.
- Discussions for a Norfolk Walking Festival to conclude in the Borough, coupled with new Natural England Event.
- Early Years family survey development to support gap analysis of provision available, wanted & needed by local families.
- Progress Junior parkrun discussion for the Caister area.
- Right to Succeed project delivery phase to begin in Autumn to explore opportunities.
- Community consultation planning for the Nelson Ward.

Key Risks

- Active NoW progress may need to consider other providers.
- Consultation work pieces may yield poor responses & require further work.

Issues for escalation / decision to H&WB