

URN: 21-134

Subject: Physical Activity Development Update

Report to: Housing and Neighbourhoods Committee, 23rd September 2021

Report by: Kate Blakemore, Strategic Director

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.

As part of this arrangement a collaboration agreement has been signed up to by both parties, which requires twice yearly review meetings. This report provides committee members with an update following the first review meeting which was held on 25 May 2021.

Highlights of the subsequent outcomes as a result of this partnership working and dedicated resource include:

- Reinvigorated Active GY Stakeholder Group
- Active GY Framework annual action plan with actions being assigned and delivered by all partners who attend the GY Stakeholder Group
- The highest proportion of the Tackling Inequalities Fund monies awarded to Active Norfolk being spent in Great Yarmouth (£48K of the £80K funding allocation for Norfolk)

RECOMMENDATION

That this committee

- 1) Note the contents of the report

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 and 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 (see Appendix 1). As part of this collaborative approach discussions commenced on the potential benefits that a shared, dedicated resource for Great Yarmouth could bring, and as a result a shared Physical Activity Development Officer for Great Yarmouth was jointly appointed in October 2020.

2. Introduction

- 2.1 This report provides an update on this shared working arrangement and the subsequent outcomes that have been delivered as a result of this.

3. Outcomes Overview

- 3.1 Active GY Group
 - Reinvigorated the stakeholder steering group for physical activity, now known as the Active GY Stakeholder Group. This included developing terms of reference for the group, providing a clear focus on the delivery of the Active GY Framework. As a result, an annual action plan was created to support the delivery of the Active GY Framework (see Appendix 2) with actions being led by all stakeholders from this group. An officer from NHS Norfolk and Waveney Clinical Commissioning Group is chairing this group.
- 3.2 Project Support to ensure physical activity opportunities are embedded in key Council projects, to include:
 - Marina Centre community engagement and opening event support
 - Middlegate Estate Regeneration Masterplanning

- Local Cycling and Walking infrastructure Plans
- Wellesley Recreation Site

3.3 Tackling Inequalities Funding. This is a fund held by Active Norfolk, allocated by Sport England. The Physical Activity Development Officer has worked to develop several projects that have been able to draw down funding, such as

- The provision a range of subsidised circus skill activity days for all ages & families by Out There Arts.
- Delivery of a vulnerable adolescent mental health programme of yoga and mindfulness through M.A.P
- African dance group providing free sessions to children, delivered by Afroluso Dance
- Community based free exercise classes in rural areas, delivered by Go Geronimo
- A grant was awarded to Go Acorn to support their facility and venue costs to maintain their offer to older people, including exercise classes.
- A bush craft activity with focus on walks, hiking & orienteering delivered by Back to Basic
- Work readiness programme supporting people through physical activity to improve their own health & well-being to become ready for further training, employment or volunteering delivered by Sentinel Leisure Trust

3.4 Funding for Great Yarmouth currently totals £48k (£80k was allocated for Norfolk). There is a further phase of funding scheduled to run until March 22, of which Active Norfolk has applied for an additional £88k.

3.5 Other activities have included:

- Supporting the promotion and update of Cycling UK grants and campaign's
- Mediating parkrun return post Covid lockdown (previously set up GY parkrun)
- Creating an Early Years survey looking at need, opportunity and barriers for young families
- Out Active GY Framework into the Early Childhood Advisory Board action plan
- 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.
- Event development in the form of a timetable of ideas to provide both community and commercial physical activity events across the Borough

4. Review Meeting

- 4.1 On the 25 May 2021 a review meeting was held between Active Norfolk and Council Officers to review the effectiveness of this role. Whilst as a direct result of this jointly funded post there has been positive outcomes, the opportunity was used to consider what we could do further to strengthen this work.
- 4.2 It was agreed that due to Covid we had yet to understand the full benefits of the postholder being embedded within the Council, as they had only limited ability to work directly from the locality. It is hoped that over the next six months as there is a return to more frequent office based working that this would enable this post holder to further their understanding of what is being delivered and by who across the Council, and better navigate the existing networks we have in place.

5. Financial Implications

- 5.1 Great Yarmouth Borough Council allocated £19,000 investment to support this shared post for 20/21. £25,000 has been allocated for 21/22. Active Norfolk contribute to the remaining funds required for this post and in addition provide matched in-kind investment to provide strategic oversight and line management to this post holder.

6. Legal Implications

- 6.1 There is a collaboration agreement in place that has been signed by both Active Norfolk and the Council which provides legal comfort to both parties in terms of this arrangement.

Area for consideration	Comment
Monitoring Officer Consultation:	Via ELT consultation
Section 151 Officer Consultation:	Via ELT consultation
Existing Council Policies:	Annual Action Plan, Active GY Framework
Financial Implications (including VAT and tax):	As outlined in the report
Legal Implications (including human rights):	As outlined in the report
Risk Implications:	N/A
Equality Issues/EQIA assessment:	N/A
Crime & Disorder:	N/A
Every Child Matters:	N/A

Reducing Inactivity – Cross Cutting

Strategy and Policy	Marketing and Promotion	Insight and Evaluation	Workforce	Communities, Environment and Infrastructure	Provision & Engagement
Organisational commitment from key partners to achieving the relevant commitments made in the Active Great Yarmouth Framework	Create a network of physical activity champions that support the promotion physical activity and the Active Great Yarmouth commitments	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.	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	Respond to insight to develop a plan for increasing engagement with local facilities, including the development of local activity programmes	Develop a programme at the new Leisure Centre that engages underrepresented groups and reflects priorities identified within Framework
Ensure physical activity is considered and embedded into Borough Council and partner strategies and corporate projects	Support the development of an annual Active Great Yarmouth campaign to positively promote physical activity and local opportunities	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	Develop an employer incentive scheme that encourages active employees through discounted provisions, time for volunteering and participation, rewarded behaviour.	Work with parish councils to understand the potential for CIL investment to support local communities to be more active	Develop a concession scheme for the Borough that allows reduced rate access to facilities and services that promote physical activity
Realise the commitments made in the Sport, Play and Leisure Strategy 2015-2029	Support the development of an up to date activity finder that gives information about appropriate opportunities to be active for different groups	Develop an understanding of engagement with physical activity amongst tourists to Great Yarmouth		Embed physical activity into plans for new developments, Healthy High Streets initiative and the development of new road infrastructure	Pursue opportunities to scale up provision that works – e.g. All to Play For, GOYA, Get Set To Go
Influence Active Design principles in local planning and infrastructure policy					Develop Great Yarmouth wide plans to further engage people in walking, running and cycling as priorities to support a social movement
Develop a Local Cycling and Walking Infrastructure Plan and link with the local plan development	Support a calendar of existing national and local campaigns to promote local physical activity messages and opportunities e.g. World Mental Health day				
Work with local employers to embed physical activity into workplace policy and practice	Develop a consistent narrative for physical activity and sport that helps workforce and the general public to be clear about: > What is meant by 'physical activity' > The core messages of how much > The wide-ranging benefits of physical activity > what is available locally				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

Improving Early Years Development

Strategy and Policy	Marketing and Promotion	Insight and Evaluation	Workforce	Communities, Environment and Infrastructure	Provision & Engagement
Build an understanding of opportunities to embed physical activity into the implementation of early years services	<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>	Undertake consultation to understand what might change the behaviour of young, particularly vulnerable families, in relation to physical activity	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>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>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 and partners 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>

Raising Aspirations

Strategy and Policy	Marketing and Promotion	Insight and Evaluation	Workforce	Communities, Environment and Infrastructure	Provision & Engagement
<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 & Pensions to embed physical activity into organizational policy and practice</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>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>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>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>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>

Improving the lives of people living with LTC

Strategy and Policy	Marketing and Promotion	Insight and Evaluation	Workforce	Communities, Environment and Infrastructure	Provision & Engagement
<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>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 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>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>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 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>

Improving the mental health of the population

Strategy and Policy	Marketing and Promotion	Insight and Evaluation	Workforce	Communities, Environment and Infrastructure	Provision & Engagement
<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>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>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>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>Develop a programme to engage local residents with their natural/outdoor environment to support mental health outcomes</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>

Reducing Social isolation

Strategy and Policy	Marketing and Promotion	Insight and Evaluation	Workforce	Communities, Environment and Infrastructure	Provision & Engagement
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>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>	<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>	<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 woman and older adults</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>	<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>

Workstream	#	Aim/ Commitments	Purpose	Action 21/22	Expected Outcomes	Lead Officer/ Partner Support	GYBC Corporate Plan
1: Reducing Inactivity	1.1	Gather organisational commitment for the Physical Activity Framework from partners	<ul style="list-style-type: none"> To have clear representation from partners as to which commitments they are able & willing to support 	<ul style="list-style-type: none"> Using an online platform to record partner sign-up to multiple commitments across all 6 workstreams Partners will be able to access a pledge page to agree areas of support & access a digital toolkit with printable certificate; email banners; logo; graphics 	<ul style="list-style-type: none"> Each commitment will be supported by 2 or more organisations showing the collaborative approach to developing & improving the Borough's use of physical activity to support wider social outcomes 	<ul style="list-style-type: none"> Andy Oakley Active GY steering group 	All
	1.2	Influence design in local planning & infrastructure that supports physical activity & active travel	<ul style="list-style-type: none"> To be pro-active in embedding the principles of physical activity early within new projects & plans, so that it efficiently incorporates consideration for resident health & wellbeing Prevent the need to retro fit physical activity principles into key areas of work at an after thought 	<ul style="list-style-type: none"> Engage in the Local Cycling & Walking Improvement Plan (LCWIP) process Feed use of recreational space into Middlegate Project Support Healthy High Streets agenda 	<ul style="list-style-type: none"> Significant investment & development in the infrastructure for walking & cycling Improved access & uptake of walking & cycling participation Community asset development of Middlegate estate: repair/ repurpose/ replace Incorporate clear physical activity principles to support population health through Healthy High Streets process 	<ul style="list-style-type: none"> David Glason Andy Oakley <p>NGB's: UK Cycling</p> <p>NCC: Pushing Ahead</p> <p>Independent: Fathom</p>	All
	1.3	Engage & promote walking, running & cycling as priorities	<ul style="list-style-type: none"> As some of the most accessible means to increasing resident's physical activity levels, focusing on opportunities to increase these activities will yield the biggest results 	<ul style="list-style-type: none"> Engage in the Local Cycling & Walking Improvement Plan (LCWIP) process Support NCC Pushing Ahead project with a GYB focus Targeted campaigns promoting walking, running & cycling using local resources 	<ul style="list-style-type: none"> Increase in levels of reported physical activity across the Borough, with reference to walking, running & cycling 	<ul style="list-style-type: none"> Project dependent Andy Oakley 	Environment & Housing & Communities
	1.4	Work with all levels of government to leaver funding to support local communities to become active	<ul style="list-style-type: none"> Access to the correct funding at the necessary time will allow key projects to best support the local community 	<ul style="list-style-type: none"> Review opportunities & raise awareness of funding from all levels of government: National, Regional, County, Local Authority & Parish, that can align with local need 	<ul style="list-style-type: none"> Monetary investment into the Borough, ie: TIF Implement the Holiday Activities & Food Programme NHS Charities Fund 	<ul style="list-style-type: none"> Andy Oakley Network groups NCC GYBC Active Norfolk 	All

1: Reducing Inactivity	1.5	Create a network of physical activity champions & advocates within partner organisations	<ul style="list-style-type: none"> • Increase support & promotion for physical activity by organisational partners that supports the reach to all residents of the Borough • Identified physical activity champions within each organisation forms a strong link & point of contact for other members of that organisation • Multiple cross-sector champions can form a support network that enables better sharing of local opportunities for staff & residents 	<ul style="list-style-type: none"> • Following a partner organisations pledge, an identified member of their staff will be sought to sign up as a physical activity champion. Their role as a point of contact is to support, promote & raise awareness of physical activity in all its forms, as a tool to support both internal staff needs; & also their organisations' service users. • T-shirt & snood to be provided 	<ul style="list-style-type: none"> • Widened discussion & understanding of the benefits of physical activity, for both organisation staff & their service users • Consistent messaging & information for multiple organisations • A data base of signed up champions 	<ul style="list-style-type: none"> • Andy Oakley • Shelly Ames • AGY steering group 	Housing & communities
	1.6	Delivery of annual physical activity campaigns	<ul style="list-style-type: none"> • A reoccurring annual campaign offers the opportunity to showcase new & existing provisions to support physical activity • To act as a catalyst to encourage uptake on physical activity & reduce sedentary behaviour • Support raising of brand awareness for Active Great Yarmouth 	<ul style="list-style-type: none"> • Develop Great Yarmouth annual campaign of physical activity • Align with calendared campaigns throughout the year. Ie: M/H; diabetes, etc • Link to development of a physical activity brand 	<ul style="list-style-type: none"> • Peak engagement in participation during campaign time • Raised brand awareness • Increased positive physical activity data received from Sport England 	<ul style="list-style-type: none"> • Andy Oakley • GYBC- David Wiles • Active Norfolk- Kristen Hall 	Housing & Communities
	1.7	Support the development of locality insight across multiple population groups	<ul style="list-style-type: none"> • To understand physical activities role to better inform decision making across all partners and where required used to help access funding. 	<ul style="list-style-type: none"> • Identify existing data & insight from partners • Support current work that is compiling mixed data that supports advocating physical activity; & where physical activity can support broader social outcomes • Share Active Norfolk data sets 	<p>Clear data insight for:</p> <ul style="list-style-type: none"> • Early Years • Socially isolated groups • BAME Communities • Long term conditions • Mental health needs 	<ul style="list-style-type: none"> • AGY steering group- Shelley Ames • Public Health- • Tracey Andrews- Children Services • Rachel Cooke- Active Norfolk 	All
	1.8	Assess physical activity space for the Borough, to make most effective use of green space/outdoor recreational spaces	<ul style="list-style-type: none"> • To hold a clear & current Playing Pitch Strategy (PPS) that acknowledges all asset changes over the last 7 years • To take stock & understand current GYBC assets including green, blue & structural facilities • To consider private opportunities 	<ul style="list-style-type: none"> • Refresh of the Playing Pitch Strategy (PPS) 	<ul style="list-style-type: none"> • A PPS will support accessing County & National funds needed to develop & enhance Borough assets & projects. 	<ul style="list-style-type: none"> • Kate Watts • Andy Oakley • Appointed consultants <ul style="list-style-type: none"> • Sam Hubbard 	Housing & Communities & Environment

Workstream	#	Aim/ Commitments	Purpose	Action 21/22	Expected Outcomes	Lead Officer/ Partner Support	GYBC Corporate Plan
2: Improving Early Years	2.1	Embed physical activity into early years' service strategies & policies	<ul style="list-style-type: none"> To support the proactive integration of physical activity at an early age To support early years' service to promote the benefits of physical activity 	<ul style="list-style-type: none"> Influence services to adopt physical activity into their working Embed physical activity framework into newly developed strategies 	<ul style="list-style-type: none"> All services & setting to have physical activity acknowledged in their work Reduction in overweight data- Reception Yr. 	<ul style="list-style-type: none"> C/S- Phillip Beck ECAB members 	Housing & Communities
	2.2	Work with early years services to promote key messages of physical activity across a broad range of settings	<ul style="list-style-type: none"> Advice, support & guidance from settings that engage families are more likely to reach those most in need 	<ul style="list-style-type: none"> Identify services & settings Promote CMO guidelines for 0-5yrs Promote local resources 	<ul style="list-style-type: none"> Early years tool kit to promote physical activity Consistent narrative with early years services & setting around the benefit of physical activity 	<ul style="list-style-type: none"> Early Years Education team- Gemma Lane Early Childhood & Families Service- Becky Marshal Camb's Community Services- Steph Edrich Active Norfolk CYP team- Jo Thompson 	Housing & Communities
	2.3	Ensure services & settings working with families of early years are trained in providing advice, support & guidance around physical activity	<ul style="list-style-type: none"> Providing UpToDate knowledge of options & opportunity allows for broader discussions Improve worker confidence in discussing physical activity 	<ul style="list-style-type: none"> Map services Promote 'Get Active' training 	<ul style="list-style-type: none"> All services & setting to have physical activity acknowledged in their work planning Consistent narrative with early years services & setting around the benefit of physical activity Reduction in overweight data- Reception Yr. 	<ul style="list-style-type: none"> Early Years Education team- Gemma Lane Early Childhood & Families Service- Becky Marshal Camb's Community Services- Steph Edrich Active Norfolk CYP team- Jo Thompson 	Housing & Communities

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3: Raising Aspirations	3.1	Advocate education leaders to embed physical activity into school improvement priorities	<ul style="list-style-type: none"> Using the power of sport & physical activity to support broader outcomes of educators 	<ul style="list-style-type: none"> Support specialist workforce to engage primary & secondary schools Engage with Further Education 	<ul style="list-style-type: none"> Improved uptake & engagement with SGO & events Improvements in Active Lives Survey data Reduction in Yr.7 overweight data 	<ul style="list-style-type: none"> Jo Thompson-Active Norfolk Elliot Udell- School Games Officer Andy Oakley 	Housing & Communities
	3.2	Work with education providers to promote Chief Medical Officer recommendations	<ul style="list-style-type: none"> With access to nearly all children of school age education provider are best place to promote 	<ul style="list-style-type: none"> Support specialist workforce to engage primary & secondary schools Engage with Further Education 	<ul style="list-style-type: none"> Improved uptake & engagement with SGO & events Improvements in Active Lives Survey data Reduction in Yr. 7 overweight data 	<ul style="list-style-type: none"> Jo Thompson-Active Norfolk Elliot Udell- School Games Office Andy Oakley 	Housing & Communities
	3.3	Ensure PE & school sport premiums (SSP) target those most in need	<ul style="list-style-type: none"> SSP can support reduction in inequality through funding to improve equity of chance 	<ul style="list-style-type: none"> Support specialist workforce to engage primary & secondary schools 	<ul style="list-style-type: none"> Recorded uptake of SSP use to enable physical activity opportunities 	<ul style="list-style-type: none"> Jo Thompson-Active Norfolk Elliot Udell- School Games Officer Andy Oakley 	Housing & Communities
	3.4	Work with employability organisations to embed physical activity into policy & practice	<ul style="list-style-type: none"> To use physical activity to engage & support Employability organisations client groups 	<ul style="list-style-type: none"> Engage locality employability organisations in understanding the role of physical activity in supporting work readiness 	<ul style="list-style-type: none"> Incorporate clear physical activity principles to support employability organisations outcomes 	<ul style="list-style-type: none"> Anne Rawstron-DWP Andy Oakley 	Economy
	3.5	Assist in public volunteer co-ordination that supports engagement in physical activity of other residents	<ul style="list-style-type: none"> Use of local volunteers can help those in need of support to participate in an activity 	<ul style="list-style-type: none"> Support coordination of ascertaining volunteer interest in physical activity Maintain data base of physical activity volunteers 	<ul style="list-style-type: none"> To have a number of local volunteers able to support others into physical activity; whether through participation with, or supporting people to attend 	<ul style="list-style-type: none"> Lauren Randell-GYBC Laura Bloomfield-Voluntary Norfolk- 	Housing & Communities
	3.6	Train frontline practitioners, officers & educators, responsible for raising local aspirations in the promotion of physical activity	<ul style="list-style-type: none"> Frontline workers offering face to face contact are best placed to use their working relationship to advocate & promote physical activity 	<ul style="list-style-type: none"> Identify training opportunities, partner organisations & prioritise Arrange & deliver training 	<ul style="list-style-type: none"> Over half of each partner workforce trained in the benefits of physical activity & local opportunities to be active 	<ul style="list-style-type: none"> Andy Oakley Amy Storey-Active Norfolk AGY steering group 	Housing & Communities
	3.7	Map opportunities to divert young people from offending into engaging in physical activity, skills & training	<ul style="list-style-type: none"> To utilise the existing assets available to local young people in need of diversionary activities 	<ul style="list-style-type: none"> Collaborate with partners to identify suitable & appropriate provisions for vulnerable young people 	<ul style="list-style-type: none"> A developing directory of opportunities for vulnerable young people 	<ul style="list-style-type: none"> Claire Winchester-Youth Offending AGY steering group 	Housing & Communities

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4: Long Term Conditions	4.1	<ul style="list-style-type: none"> Develop physical activity training offer & priority plan for frontline health & social care staff; as well as commissioners/ service providers 	<ul style="list-style-type: none"> To educate around the benefit & opportunities to engage people in physical activity for the purpose of improving their physical, mental, social & emotional health To proactively incorporate physical activity into new services as a supporting element 	<ul style="list-style-type: none"> Identify cohorts of staff for training, ie: ECCH, Primary care, CCG staff & commissioners; VCSE Develop & deliver training package Promote advocacy work 	<ul style="list-style-type: none"> Increased conversations recorded around physical activity by staff An increase in incorporation of physical activity to future provisions & planning 	<ul style="list-style-type: none"> Andy Oakley Amy Storey- Active Norfolk Shelley Ames- CCG Rebecca Blackstone- PCN AGY steering group 	Housing & Communities
	4.2	<ul style="list-style-type: none"> Work with the health system to develop & promote key messages around physical activity 	<ul style="list-style-type: none"> To support a consistent narrative with services around the benefit of physical activity Raise confidence in discussing physical activity with patients 	Collaborate with health care system via CCG; PCN; & VCSE to create a promotional plan based on: <ul style="list-style-type: none"> > CMO guidelines > LTC messages > Benefits of activity > Prevention, management & recovery > Active travel benefits 	<ul style="list-style-type: none"> Increase awareness & understanding of physical activity Visual promotion; verbal discussion; increased social media profile; common conversation Active Practice Charter sign-up 	<ul style="list-style-type: none"> Shelley Ames- CCG Andy Oakley Rebecca Blackstone- PCN ECCH- tbc 	Housing & Communities
	4.3	<ul style="list-style-type: none"> Develop a robust exercise referral programme 	<ul style="list-style-type: none"> To deliver a consistent Borough offer in line with County, for a prevention & rehabilitative programme supporting a range of long-term conditions 	<ul style="list-style-type: none"> Review current offer Develop case for a defined service Link to new/ future developments ie: Marina 	<ul style="list-style-type: none"> A referral programme with consistent pathways Suitable resources Data led priority LTC's identified 	<ul style="list-style-type: none"> Shelley Ames- CCG Lindsay Barker- GYBC Andy Oakley ECCH- tbc Leisure provider 	Housing & Communities

Workstream	#	Aim/ Commitments	Purpose	Action 21/22	Expected Outcomes	Lead Officer/ Partner Support	GYBC Corporate Plan
5: Mental Health	5.1	<ul style="list-style-type: none"> Develop physical activity training offer & priority plan for frontline mental health, social care & VCSE staff 	<ul style="list-style-type: none"> To educate around the benefit & opportunities to engage people in physical activity for the purpose of improving their physical, mental, social & emotional health 	<ul style="list-style-type: none"> Identify cohorts of staff for training, ie: NSFT; MIND; VCSE groups; ECCH, Primary care, CCG staff Develop & deliver training package Promote advocacy work 	<ul style="list-style-type: none"> Promotion of physical activity in addition to traditional treatments 	<ul style="list-style-type: none"> Andy Oakley Sam Watts- Active Norfolk MIND NSFT 	Housing & Communities
	5.2	<ul style="list-style-type: none"> Develop a programme/ campaign to engage people with their natural/ outdoor environment to support mental health 	<ul style="list-style-type: none"> Study's support both physical activity & natural environments as positive ways to enhance positive mental health 	<ul style="list-style-type: none"> Identify service providers to support programme development Work with partners to develop concept Support ownership of programme with relevant partners to ensure sustainability 	<ul style="list-style-type: none"> A sustainable outdoor programme of physical activity designed for mild to moderate mental health 	<ul style="list-style-type: none"> Andy Oakley GYBC- David Wiles Active Norfolk- Kristen Hall 	Housing & Communities

Workstream	#	Aim/ Commitments	Purpose	Action 21/22	Expected Outcomes	Lead Officer/ Partner Support	GYBC Corporate Plan
6: Social Isolation	6.1	<ul style="list-style-type: none"> Embed physical activity as a tool to reduce isolation in strategies for identified target groups 	<ul style="list-style-type: none"> Opportunities to use physical activity increases the range of ways an individual/ group may be supported out of isolation One tool of many to support social inclusion 	<ul style="list-style-type: none"> Influence uptake within partner strategy & policy Identify partners & associated community cohorts Train on benefit & opportunities 	<ul style="list-style-type: none"> Increased conversations around physical activity Increase confidence in advising around the benefits of physical activity 	<ul style="list-style-type: none"> AGY steering group Andy Oakley 	Housing & Communities
	6.2	<ul style="list-style-type: none"> Embed physical activity at the heart of broad approaches to social prescribing across Borough PCN's. 	<ul style="list-style-type: none"> Social prescribing provides direct access to those most in need & at risk of isolation 	<ul style="list-style-type: none"> Influence & embed physical activity principles in the narrative of social prescribing Support training & development opportunities 	<ul style="list-style-type: none"> Increased conversations around physical activity Increase confidence in advising around the benefits of physical activity Active Practice Charter sign up 	<ul style="list-style-type: none"> Rebecca Blackstone- PCN Andy Oakley 	Housing & Communities