

The Greater Norwich Physical Activity & Sport Strategy (PASS) 2022 – 2027

Greater Norwich
Growth Board



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The Greater Norwich
Physical Activity & Sport Strategy
2022 – 2027



The Greater Norwich Physical Activity & Sport Strategy 2022-27 was prepared by FMG Consulting Ltd, on behalf of the Greater Norwich Growth Board.

The Strategy was produced in partnership with Norfolk County Council, Broadland District Council, South Norfolk Council and Norwich City Council. The strategy is supported by a Playing Pitch Strategy and Built Facilities Strategy, along with action plans for each district.

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Images throughout the strategy are used with permission from Norwich City Council, Broadland District Council, South Norfolk Council, Sportspark at the University of East Anglia, and The Nest.





Introduction

Greater Norwich is a partnership between Norwich City Council, South Norfolk Council, Broadland District Council and Norfolk County Council. This strategy sets out our vision for increasing levels of physical activity and sport in the Greater Norwich area. It is clear to us that there has never been a more important time to tackle the issue of inactivity.

‘People in the UK are around 20% less active now than in the 1960s. If current trends continue, we will be 35% less active by 2030. We are the first generation to need to make a conscious decision to build physical activity into our daily lives’ – Public Health England

Many of our residents are facing long-term health conditions (both physical and mental), social isolation and economic hardship. These issues have often been heightened following the effects of the Covid-19 pandemic.

‘Physical inactivity poses a serious and growing danger to society; it damages health, economy and the environment and limits the educational attainment and future lives of children’ – All-Party Parliamentary Commission on Physical Activity

However, there is a wealth of evidence to highlight that the benefits of an active lifestyle are far reaching and impact positively on people’s lives.

‘If physical activity were a drug, we would refer to it as a miracle cure, due to the great many illnesses it can prevent and help treat’ – UK CMO

With this context in mind, this document sets out our strategy to increase physical activity levels across Greater Norwich between 2022 and 2027. The target audience for this strategy is partners across the physical activity and sport sector and beyond including the health, education, private and voluntary sectors.

There is already significant good work going on across Greater Norwich which we intend to build on over the next five years including (click on the links below for more information):

- **The Broadly Active Exercise Referral Scheme**
- **The Daily Mile**
- **The Norwich Bike Share Scheme**
- **'Every Move', the new activity finder for Norfolk**
- **Our leisure centres at Wymondham, Diss, Long Stratton, Framingham Earl and Norwich**
- **The Norwich Parks Tennis Programme**
- **The sustainable transport enhancements being delivered through the Transforming Cities Fund investment programme**
- **The Local Cycling and Walking Infrastructure Plan programme of active travel initiatives**
- **The Development and delivery of Active Norfolk's 'Getting Norfolk Moving' Strategy.**

Whilst lots of good work is taking place across Greater Norwich and we generally have an active and healthy population, some challenges remain. Approximately 60% of the adult population is classified as obese and approximately 26% of adults are not active enough for good health. These issues, along with other long-term health conditions, are even more significant in our more deprived areas.

In order to encourage more active lifestyles we need to adapt to the various ways people access and undertake physical activity. There has been a shift away from a reliance on sports facilities to people using outside spaces, their commute and their own homes to find ways to be active. We recognise that people face different barriers which prevent them from being active and this will require a range of different solutions to address these barriers.

We know that we will not be able to deliver all of the facilities, services and activities required to deliver our vision on our own. We will need to work with partners who share our vision across the private, third (charities, community groups and voluntary organisations) and education sectors to ensure that the vision, mission and objectives are delivered.



Our Mission

To work with a range of partners to address reasons for inactivity by supporting the development of facilities and encouraging active lifestyle behaviours for all



Our Vision

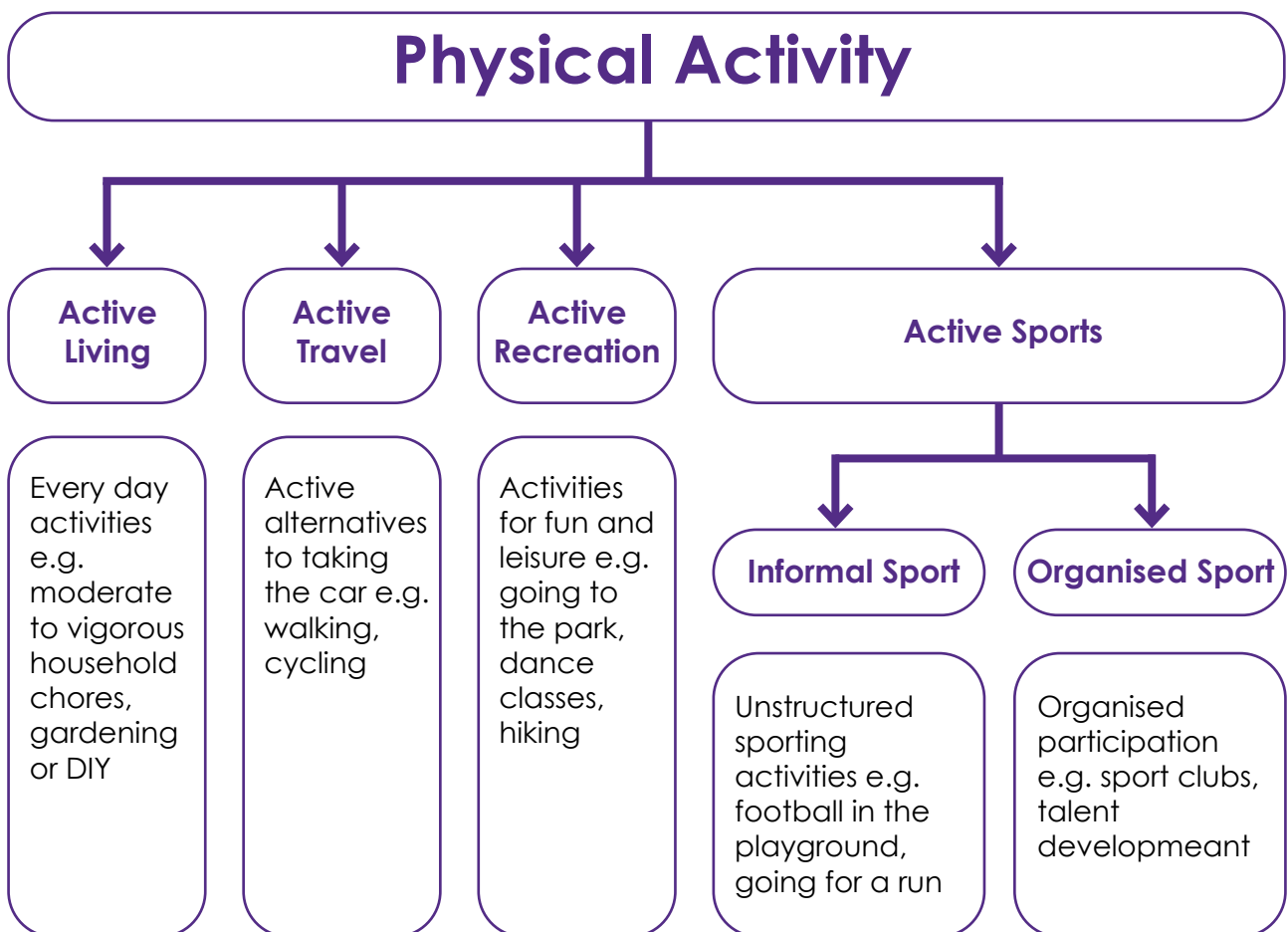
To enhance the health, well-being and quality of life of our residents by creating opportunities for and inspiring people to become more active



What do we mean by physical activity?

‘Physical activity is any bodily movement produced by the skeletal muscles that uses energy. This includes sports, exercise and other activities such as playing, walking, doing household chores or gardening’ – World Health Organisation

The focus of this strategy is to encourage people in Greater Norwich to move more and be more active, whatever form of physical activity that takes. This could potentially include a wide range of activities and settings.



Patterns of behaviour change throughout a lifetime

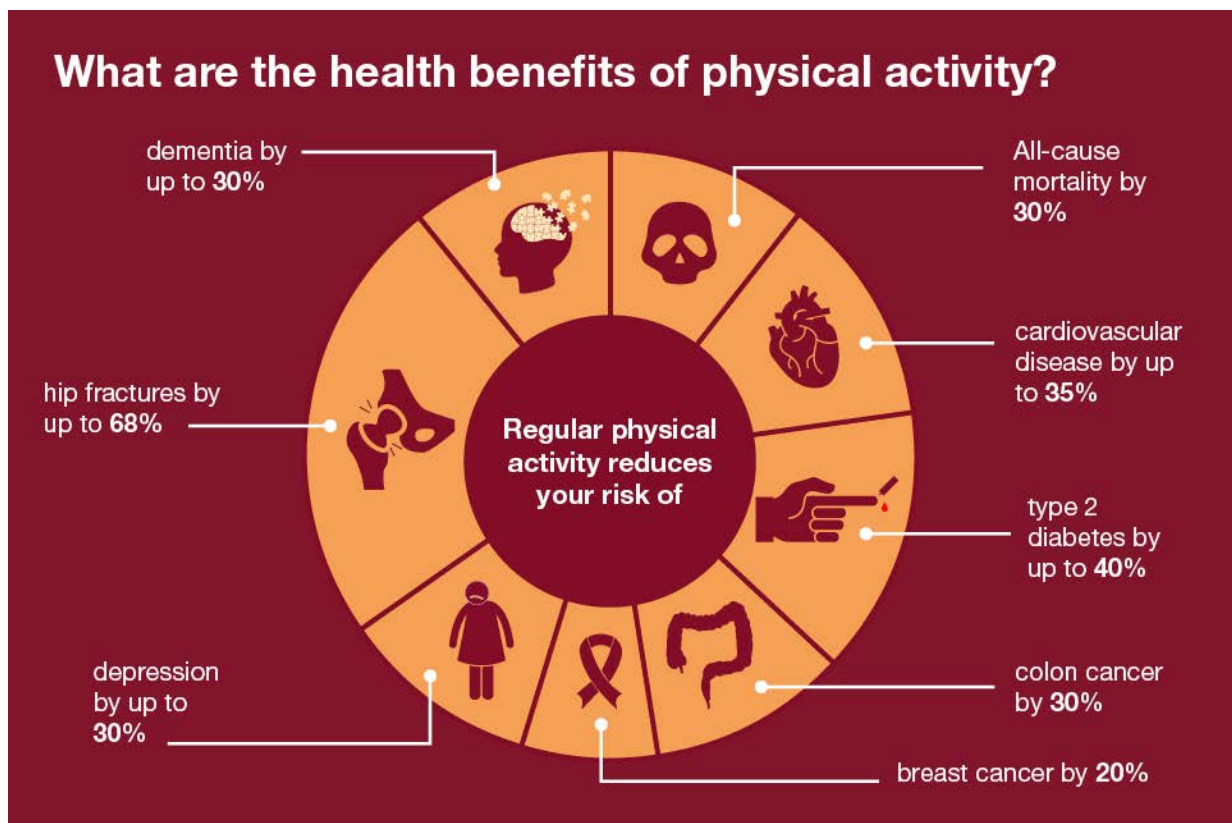
We recognise that terms such as 'sport', 'leisure', 'play', 'exercise', 'recreation' etc. all form vital parts of physical activity and movement and are not separate. Physical activity habits change throughout individual's lives, their activity levels fluctuate and they may drop in and out of many different forms of physical activity. Equally, the benefits of physical activity also vary throughout people's lives.



Why is physical activity important?

The cost and impact of inactivity is huge. Physical inactivity is associated with 1 in 6 deaths in the UK and is estimated to cost the UK £7.4 billion (including £0.9 billion to the NHS alone). The cost of inactivity for Greater Norwich has been estimated at over £18m per 100,000 people each year which equates to approximately £77m.

There is a wealth of evidence available to demonstrate the positive impact of physical activity on our health, as detailed in the picture below.



The benefits are also wider than purely physical health related benefits.

In children and young people, regular physical activity is associated with improved learning and attainment and better mental health. In adults, there is strong evidence to demonstrate the protective effect of physical activity on a range of many chronic conditions including mental health problems and social isolation.

Regular physical activity has wider social benefits for individuals and communities. These include increased productivity in the workplace and less use of cars which can reduce congestion and reduce air pollution – UK CMO

Research published by Sport England in 2020 found that every £1 spent on community physical activity and sport generates nearly £4 for the English economy and society.

We also know that, back in 2013, the total direct **economic value of sport to the Greater Norwich area amounted to over £146m per annum** (a figure which will have increased significantly by 2022).

This presents a clear picture of why it is important for our residents to be more active and why we are seeking to encourage this.

‘Physical activity is not just a health issue. It brings people together to enjoy shared activities and contributes to building strong communities whilst supporting the economy to grow’. – UK CMO

What did our people tell us?

We have carried out significant research and consultation to inform the development of this strategy, including surveying over 4,500 residents from across Greater Norwich. We have listened to the feedback received from our stakeholders and residents and identified a number of key issues and challenges which have informed our strategy and action plan.

These key issues and challenges are summarised on the next page. **A summary of the full survey results is available here.**

Physical activity levels decrease with age, particularly amongst our over 50s

Inactive people find it harder to find information on how to get active than active people

Our residents from ethnic minority groups are significantly less active

24% of inactive people said that better facilities would make them more likely to be active

31% of active people feel that the facilities they use are not accessible for people with disabilities

45% of our residents with a disability are inactive

4 out of 5 of the top reasons for being active are due to health and wellbeing benefits

Our People

Inactive people are more likely to consider using leisure facilities to get active

People are less active in our most deprived areas

Covid-19 has had a major impact on activity levels, particularly for less active people

Key issues that prevent people from being active:

- Lack of time
- Age and injury
- Fear of judgement
 - Covid-19
- Affordability

3 out of 4 of the most popular activities for active people do not necessarily require a formal facility to participate in

24% of the participants who disagreed that their facility was affordable live in the highest deprivation areas

Schools play a major role for our children's physical activity habits in terms of what they do, where they do it and where they get their information from

What does success look like?

Our key objectives

We have developed an overarching strategy for physical activity and sport in Greater Norwich which has been informed by the data available to us and what we have learned from the consultation process.

We have also developed underlying strategies which set out the need for built sport and leisure facilities and playing pitches up to 2038 which have helped inform our action plan. **Our supporting strategies are available here.**

Our action plan for physical activity and sport focusses predominantly on the next 5 years as we believe that this is a fast changing area and we should be reviewing and updating our approach every 5 years or less to ensure that we are still meeting the needs of our residents.

To achieve our vision, organisations and communities across Greater Norwich will work in partnership towards delivering seven key objectives. They aim to address our key local challenges and are also closely aligned to the strategic priorities of our partners, Sport England and Active Norfolk.



Key Objectives



Supporting a strong and sustainable sector

Supporting the recovery from Covid-19

Reducing inequities in our communities

Tackling social isolation

Enhancing our residents' mental and physical wellbeing

Reducing our impact on the environment

Supporting & encouraging people to live active & healthy lives



How will we deliver our strategy?

Everything we do will be underpinned by the following guiding principles:

Action throughout people's lives

We will adopt an approach which recognises that habits and motivations will change depending on our residents' stage of life and provide services and facilities which can cater for people's changing needs.

A collaborative approach

We will involve multiple sectors and partners in the solutions, ensuring everyone, including policy makers, planners, community workers and residents themselves play their part in helping people choose to be physically active.

Tailored to local places and people

We will focus on the needs of local people in local places, using our local knowledge to understand what needs to change and then supporting people and partners to make those changes.

Addressing inequities

The aspiration is for everyone in Greater Norwich to have the same opportunities to be active no matter who they are or where they are born or live. In aiming to reduce inequities the intention is to help all our residents be active but with a greater focus on those most in need, targeting the most vulnerable and disadvantaged.

We will achieve our objectives by focussing our work on eight key areas.

A summary of these areas, what we will do and how we will measure our success is set out below. **The full action plan is available here.** Whilst we have identified some emerging actions, we cannot deliver this strategy on our own. It is clear that our vision and objectives will only be achieved through the combined efforts of many partners. We want to hear from organisations across Greater Norwich who are interested in working closely with us to help deliver on our shared priorities. We also recognise that the action plan will have to be a live document that is constantly reviewed with our partners on an on-going basis.

1. Active Environments

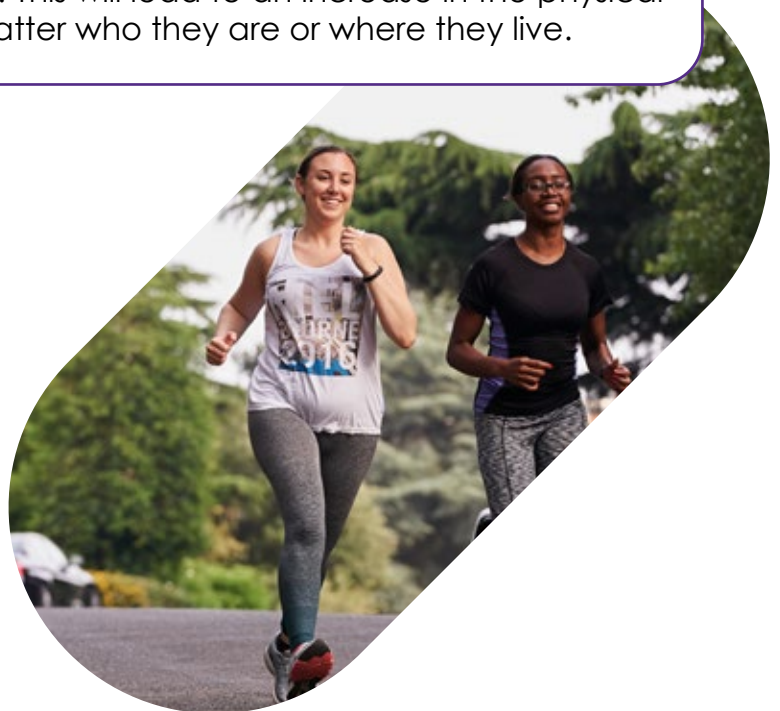
The provision of spaces and places which promote physical activity

What we will do

- Facilitate the provision of high quality, accessible, affordable and sustainable (environmentally and financially) facilities and spaces (to meet future demand linked to housing and population growth).
- Ensure facilities and spaces are designed and managed with the aim of helping people to be active, no matter who they are or where they live.
- Use tailored local solutions to target the most inactive people in Greater Norwich. In particular, this will focus on those living in our most deprived areas, over 50s, those with a disability and ethnic minorities, considering how we can ensure the most appropriate programmes and assets are in place and better utilise existing assets to help people in these areas to become more active.
- Maximise the potential of our streets, parks, open spaces and waterways in supporting people to become active.
- Work with partners to identify opportunities for more innovative / non-traditional ways to provide places to undertake physical activity.

What will success look like?

A network of high quality, accessible, places and spaces which are designed with physical activity at their heart. This will lead to an increase in the physical activity rate of our residents, no matter who they are or where they live.



2. Active Systems

Developing fit for purpose systems which have physical activity at their core

What we will do

- Seek to ensure that the local systems and structures in place to facilitate the achievement of our vision are fit for purpose with the principles of strong governance, leadership, advocacy, workforce development and partnership working at their core.
- Incorporate sport and physical activity within relevant Council policies and strategic plans.
- Influence health and social care policy to ensure resources are allocated to place-based commissioning of physical activity based interventions.
- Work with social prescribers to ensure the system signposts individuals to suitable physical activity opportunities.
- Ensure that the Councils and their partners build-in ways to address physical inactivity into all relevant services and contracts with service providers.
- Influence new and existing partners to ensure that physical activity and sport contributes to improving key health outcomes and strengthens our communities.
- Ensure physical activity and sport retains its place as a priority within the planning system, utilising the Active Design principles for new developments, championing Community Infrastructure Levy (CIL) contributions for physical activity and sport, tested and evidenced through up-to-date strategic planning frameworks.
- Ensure a suitable approach to implementing and monitoring this Strategy remains within the existing Greater Norwich Growth Board governance structure.

What will success look like?

A focus on increasing physical activity will be enshrined within the priorities, plans and policies of our organisations and our partners, leading to an increase in the visibility and prominence of physical activity and sport in our systems.



3. Active Health

Working in partnership with the health system to tackle physical and mental health conditions through physical activity

What we will do

- Work with the Norfolk and Waveney Integrated Care System to jointly promote the health benefits of physical activity and ensure that it is considered in the design and delivery of all health programmes and initiatives.
- Tackle physical and mental health inequalities by providing tailored programmes and services to ensure that all our residents have the opportunity to make physical activity a regular part of their daily lives.
- Help our residents to recover from the impact of Covid-19.
- Identify where specialist interventions will need to be commissioned to meet the needs of targeted groups and expand the Broadly Active scheme to enable access from greater numbers of our residents.
- Build on established successful programmes in local communities with the aim of diversifying, expanding and replicating.
- Work with partners to develop a campaign to promote the benefits of physical activity to address physical and mental wellbeing issues arising out of Covid-19.

What will success look like?

Physical activity will be at the heart of attempts to improve the health of our residents and help prevent long-term conditions from developing. Our residents will be more active in their day to day lives which will lead to long-term improvements in their health.

4. Active Travel

Promoting opportunities for physically active means of travelling

What we will do

- Encourage active travel such as cycling and walking as an effective way to improve physical and mental wellbeing and capture opportunities to get active by targeting specific areas to increase the use of active travel methods.
- Work with planning and highways teams and other partners to help facilitate the growth of active travel including the provision of safe, well sign-posted and affordable routes to workplaces, schools and community facilities and services.
- Champion investment in appropriate infrastructure, in line with the principles of the Government's Gear Change plan, through the Local Cycling and Walking Infrastructure Plan, including cycling and walking routes that provide safe opportunities for active travel.
- Embed the principles of active travel in all housing developments and future highways schemes, with a particular focus on safety and segregation of vehicles from pedestrians and cyclists.

What will success look like?

There will be a network of safe, well sign-posted, routes, facilities and equipment which facilitates an increase in the number of people using active travel methods and a reduction in car use for short journeys.





5. Active Workplaces

Local businesses helping their workforces to be physically active

What we will do

- Work with businesses to focus on encouraging an active and healthy workforce.
- Improve the physical activity levels of the Councils' own workforces (and role model their practices with other public, private and third sector employers to follow with their own workforces).
- Develop a healthy workplace accreditation (or appropriate equivalent) scheme for Greater Norwich.
- Promote the healthy workplace accreditation (or appropriate equivalent) to local businesses with the intention of increasing the number of organisations signed-up in Greater Norwich.

What will success look like?

There will be a network of local organisations across all sectors that value the health of their employees and offer opportunities to encourage people to be more active when travelling to work and when carrying out their duties.

6. Active Education

The education sector supporting all pupils to form active habits for life

What we will do

- Work with schools, colleges and universities to ensure they are engaged to support all pupils to develop and maintain active habits.
- Work with schools to open up their sport and leisure facilities to the public outside of school hours.
- Work with primary schools to ensure that the PE and Sport Premium for Primary Schools improves the quality of the PE and sport activities they offer their pupils, including through spending on teacher / support staff training.
- Work with schools to ensure that their physical activity and sport provision helps to engage inactive children, and those with excess weight.
- Work with higher and further education establishments to ensure that every student in Greater Norwich is encouraged, supported and has the opportunity to participate in physical activity and sport as an integrated part of their student experience.
- Work with partners to ensure there are effective pathways in place (and awareness of these pathways) for people to continue an active lifestyle through education settings and from education to community settings. This includes pathways for those with talent to help them fulfil their potential in sport.
- Work with primary schools to help extend the reach and impact of the Daily Mile and other similar physical activity initiatives.



What will success look like?

Physical activity will be at the forefront of the academic and extra-curricular activities offered in the education sector, leading to more children being physically active in primary schools, forming habits which they maintain throughout their education journey.



7. Workforce Development

Developing a fit for purpose physical activity workforce that delivers a great customer experience

What we will do

- Support the physical activity sector to develop a qualified and more diverse workforce which is reflective of our local communities.
- Work with workforces within advocacy and signposting services (e.g. health and social care and the voluntary sector) to improve information and knowledge sharing.
- Develop a coordinated approach to coaching and volunteering in order to increase and retain the numbers actively engaged in the sector, and ensure the workforce is more diverse and representative of society.
- Influence skills and training provision related to physical activity and sport across local providers and other sectors to champion the principle of 'making every contact count'.
- Encourage local leisure operators and related organisations to develop a robust development programme for the physical activity workforce, to develop their skills base, understand their target market and provide a high quality, customer focussed experience.
- Work with partners to develop a coordinated approach to Traineeships, Apprenticeships, and Graduate Placements for the sector. This includes maximising the positive impact of the Apprenticeship Levy on developing the sector workforce.

What will success look like?

The physical activity and sport sector will have a workforce of well-qualified, well-trained and well-rewarded people with the passion and skills to help more people become more active.

8. Raising Awareness

Raising the profile of physical activity and awareness of opportunities to be active

What we will do

- Seek to change the way our societies think and feel about physical activity by addressing social norms and attitudes through the provision of information (including addressing the key perceived barriers of lack of time and fear of judgement).
- Work with professional sports clubs and governing bodies of sport to harness the power of brands and athlete role models to support our aspirations for participation and engagement through physical activity and sport.
- Work with the University of East Anglia (UEA) to develop monitoring and evaluation of the impacts of our actions and the return on our investment.
- Celebrate and raise awareness of the success of organisations and individuals that deliver positive outcomes through physical activity and sport across Greater Norwich.
- Ensure people can find out how and where they can get active through the promotion and continued development of the 'Every Move' activity finder (in partnership with Active Norfolk).
- Share best practice examples and innovative ideas arising from established successful community-based programmes and initiatives.

What will success look like?

The importance of being, and opportunities to be, physically active will be well promoted and signposted so that everyone has the information to know why, how and where they can be active, leading to a reduction in some of the key barriers to, and an increase in the number of people taking part in, physical activity.

Our Strategy on a Page

Our Mission

To work with a range of partners to address reasons for inactivity by supporting the development of facilities and encouraging active lifestyle behaviours for all

Our Residents



Our residents are at the centre of everything we do to support Physical Activity in Greater Norwich

Our Guiding Principles

- Tailored to local places and people
- Addressing inequities
- Action throughout people's lives
- A collaborative approach

Our Programs and Work Areas

- Active Environments
- Active Systems
- Active Health
- Active Travel
- Active Workplaces
- Active Education
- Workforce Development
- Raising Awareness

Our Objectives

- Reducing inequalities in our communities
- Supporting and encouraging people to live active and healthy lives
- Enhancing our residents mental and physical well-being
- Reducing our impact on the environment
- Tackling social isolation
- Supporting strong and sustainable sector
- Support in the recovery from COVID-19

Our Vision

To enhance the health well-being and quality of life of our residents by creating opportunities for and inspiring people to become more active



Our Outcomes

- Healthier people
- Happier people
- More active people
- Reduced inequalities
- Increased sustainability

