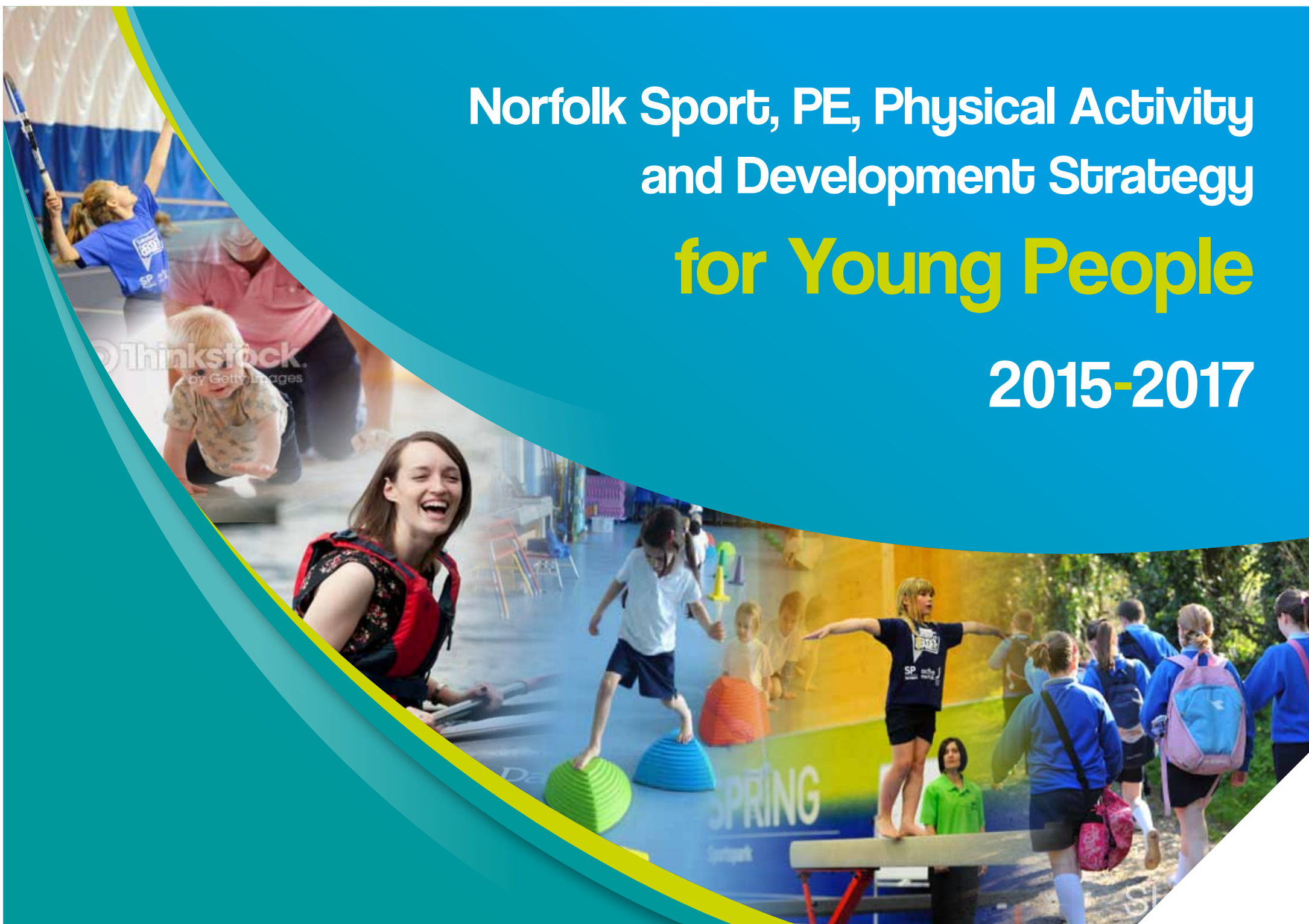


Norfolk Sport, PE, Physical Activity and Development Strategy for Young People

2015-2017



Foreword






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the vision

5

"To ensure that all young people in Norfolk experience and enjoy high quality physical education and sport, are inspired and supported to fulfil their potential, and motivated to choose an active and healthy lifestyle."



introduction

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This strategy sets out the vision for sport, physical activity, physical education and physical development for all young people aged 0-25 in Norfolk. It will ensure a collaborative approach from all agencies contributing towards shared aspirations, ensuring the best possible experience for young people.

This strategy has been written against a backdrop of heightened focus and increased revenue for physical education, sport and physical activity for young people on the back of the London 2012 Olympic and Paralympic Games. Each primary school now receives £8,000 plus £5 per pupil to improve their physical education and sport provision. This money has been committed through to 2016, is ring-fenced and its use Ofsted inspected. The new national curriculum was introduced in September 2014 and aims to ensure all school pupils:

- develop competence to excel in a broad range of physical activities
- are physically active for sustained periods of time

- engage in competitive sports and activities
- lead healthy, active lives

In January 2012 Sport England launched 'Creating a Sporting Habit for Life,' their Youth and Community Sport Strategy, through to 2017. They also invested £400m in National Governing Bodies of Sport, with an emphasis on increasing participation in the 14-25 age group. The introduction of The Health and Social Act 2012 has meant that since 1st April 2013, Norfolk County Council has new responsibilities for key elements of the public's health, and subsequently the Health & Wellbeing Board and Clinical Commissioning Groups were established in 2013. This has presented the opportunity to identify the needs of the Norfolk population and respond collaboratively to ensure integrated services are provided, and that the health of young people is protected and promoted.

This increased focus makes this an opportune time to assess what we are doing in Norfolk and commit to a collaborative approach to improve the experience for young people in Norfolk. Norfolk has 237,000 young people aged 0-25. Current participation and satisfaction rates are not available for this age range as a whole,

but from data that is available it is clear that a concerted effort for improvement is required.

Rates of over-weight and obese reception aged children are higher than the national average with 23% overweight and 8.8% obese. At Year 6, 32.1% of young people are over-weight and 18.6% obese, which whilst marginally below the national average is still too high. 44.7% of 16-25 year olds undertake 30 minutes of moderate intensity exercise at least once a week compared to 53.7% nationally, whilst 26.6% of the same age group take part in 30 minutes of moderate intensity exercise at least 3 times a week compared to 30.8% nationally.

This strategy will help organisations and individuals working with young people to understand how their work contributes to a shared vision. It will be supplemented by 'what does this mean for you' sheets for each stakeholder which will set out overarching actions that need to be taken in order to progress towards the vision. The strategy will help ensure that investment is translated into the best possible experience in sport, physical activity, physical education and physical development for the young people of Norfolk.

why is it important?

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High quality sport, PE, physical activity and development is proven to...

Improve in class cognitive functions that can impact attainment including concentration, memory and perception ⁵



Improve attendance, retention, school/college connectedness and satisfaction ⁵



Decrease risk of **type 2** diabetes



Help maintain a **healthy body weight**, reducing obesity ¹

Promote optimal growth, development of essential motor skills as well as promoting bone, muscle and heart development in the under 5s ⁴

Improve emotional wellbeing, having a positive impact on self esteem, anxiety, depression and mood ³

Reduce risk of cardiovascular disease by **20-35%** including coronary heart disease, stroke and improved cholesterol profiles ²

Save money. The cost of physical inactivity to Norfolk's economy is **£18m** per year¹



Improve communication, language, problem solving and social interaction in the under 5s ⁴



Promote positive social behaviours including leadership, morality, social integration and responsibility ⁶

¹ ukactive, 2014. Turning the tide of inactivity: London: ukactive.

² British Heart Foundation, 2014. Physical Activity for Children and Young People: Loughborough: British Heart Foundation

³ Trudeau F & Shephard RJ. Relationships of Physical Activity to Brain Health and Academic Performance of Schoolchildren. American Journal of Lifestyle Medicine 2010; 4:138

⁴ British Heart Foundation, 2012. Introduction to Physical Activity in the Early Years: London: British Heart Foundation

⁵ Stead, R. and Neville, M. (2010). The Impact of Physical Education and Sport on Education Outcomes: A review of literature. Loughborough: Institute of Youth Sport

⁶ Wild A. Citizenship Education: Physical education... the forgotten subject? The British Journal of Teaching Physical Education 2002;33:23-24

overarching principles

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This strategy will be delivered with some overarching principles that run through all elements of work:

1. inclusivity

All aspirations and actions apply to **ALL** young people, including those with a special educational need or disability, those who live in rural areas, BME groups, and those from a low socio-economic background

2. proportionate universalism

Resources will be distributed fairly. Our offer must be universal but resource should be distributed proportionately to the level of need, ensuring equality

3. measuring impact

We will commit to measuring our progress towards each aspiration and produce an annual progress report. We will undertake an annual Norfolk Schools PE, Sport and Health Survey to address the current gaps in understanding in this area

4. collaborative working

In order to be effective agencies must work together to complement each other's work, support transition between age groups and settings, and avoid duplication of effort

aspirations

9

1. All pre-school aged young people to achieve the expected level of physical development by the age of 5
2. All young people aged 0-5 to undertake 180 minutes of physical activity throughout each day
3. All school aged young people to receive at least 2 hours of high quality physical education per week
4. All Year 6 pupils to be able to swim 25m
5. All young people aged 5-18 to undertake 60 minutes of physical activity every day
6. All young people to have the opportunity to take part in a range of sports and physical activities in appropriate formats
7. All young people to have age appropriate competitive sporting opportunities at their level of ability
8. All young people to have access to a simple and clear pathway from high quality education to high quality community sport
9. All gifted and talented young people to be supported to reach their potential
10. All appropriately aged young people to be offered the opportunity to be the leaders, coaches and officials of the future

These aspirations will be referenced in the action plans against the age groups to which they are relevant.

If you work with young people please refer to the information sheets in the appendices to see how you could help achieve these aspirations

age group 0-5

10

Where are we now?

Norfolk	National
72.9% of 5 year olds in Norfolk achieve the expected level of development in Moving and Handling (Foundation Stage Profile Data, 2013)	71% of 5 year olds achieve the expected level of development in Moving and Handling nationally - (Foundation Stage Profile Data, 2013)
76.7% of 5 year olds in Norfolk achieve the expected level of development in Health and Self Care (Foundation Stage Profile Data, 2013)	72% of 5 year olds achieve the expected level of development in Health and Self Care nationally - (Foundation Stage Profile Data, 2013)
23% of young people at reception age are overweight and 8.8% obese (National Child Measurement Programme, 2013)	22.2% of young people are overweight and 8.1% obese (National Child Measurement Programme, 2013)

What are the aspirations relevant to this age group? 1 & 2



age group 0-5

11

Overarching actions to achieve these aspirations

For actions specific to particular settings please refer to the info sheets in the appendices

- ✓ Further data analysis to identify schools and early years settings where physical development is below the Norfolk and national average
- ✓ Targeted training and support programme for schools and early years settings to support improved outcomes in physical development
- ✓ Ensure Healthy Early Years programme includes advice and information regarding physical development and is rolled out to all early years settings
- ✓ Improve practitioners' knowledge of child development

How will success be measured?

- Foundation Stage Profile results every academic year
- Number of schools and early years settings attending training events
- Percentage of obese reception age young people measured through the National Child Measurement Programme

How can transition to the next age group be supported?

- Update transition guidance for early years settings and schools, ensuring data is relevant for the receiving primary school
- Good practice guidelines to be shared with all early years settings and schools

age group 5-11

12

Where are we now?

Norfolk	National
At Year 6, 32.1% of young people are overweight and 18.6% obese (National Child Measurement Programme, 2013)	At Year 6, 33.3% of young people are overweight and 18.9% obese (National Child Measurement Programme, 2013)
69% of Year 5s currently meet the national guideline of 60 minutes of moderate to intense exercise per day. This drops to 65% when the same young people were surveyed one year on (CEDAR, 2013)	
19 primary schools currently awarded School Games Mark (as of Sept' 14) and 2 schools currently awarded AfPE Qualitymark (as of Sept '14)	

What are the aspirations relevant to this age group? 3, 4, 5, 6, 7, 8, 9, 10



Overarching actions to achieve these aspirations

For actions specific to particular settings please refer to the info sheets in the appendices

Physical Education

- ✓ Promotion of 2 hours of high quality PE as an aspiration
- ✓ Continued promotion and delivery of staff CPD to ensure effective PE leadership and quality of teaching and learning
- ✓ Advocacy of the importance of Physical Education to head teachers
- ✓ Training and support to ensure inclusive PE and school sport so that all pupils receive the same high quality level of education
- ✓ Work with leisure providers to improve school access to swimming pools and support schools to make their pools financially viable
- ✓ Provide support to swimming teachers through professional development

Sport

- ✓ Ensure high quality competitive opportunities for all young people
- ✓ Develop clear links with community sport
- ✓ Promote the use of National Governing Body formats for primary age group
- ✓ Advocate minimum standards of coaching in schools
- ✓ Offer opportunities for SEND pupils to succeed in sport
- ✓ Ongoing communication and direct support to ensure informed use of the primary premium funding
- ✓ Offer sport specific NGB teacher training
- ✓ Ensure a vibrant and safe club structure for young people to transition into

Physical Activity

- ✓ Promote and advocate national guideline of 60 minutes a day of physical activity
- ✓ Promote active travel as an effective option for increasing physical activity
- ✓ Offer an effective exercise referral programme
- ✓ Provision of condition specific physical activity interventions including weight management

How will success be measured?

- Norfolk Schools PE, Sport and Health Survey
- School attendance at CPD
- School Games participation data
- Ofsted reports
- National Child Measurement Programme
- afPE Qualitymark and School Games Mark take up

What needs to be done to aid transition to the next age group?

- Cluster work with high schools
- Maximise transition into community sport prior to leaving full time education
- Standardised collection of relevant data at Year 6 and shared with high schools
- PE assessment information shared with high school PE department
- Secondary schools and cluster primaries to plan priority sports and activities together, to ensure continuous development

age group 11-16

14

Where are we now?

Norfolk

No local measurement of the level of participation or quality of provision for this age group has been collected since 2010. An impact measurement study against the aspirations of this strategy will seek to rectify this

National

What are the aspirations relevant to this age group? 3, 4, 5, 6, 7, 8, 9, 10



age group 11-16

15

Overarching actions to achieve these aspirations

For actions specific to particular settings please refer to the info sheets in the appendices

Physical Education

- ✓ Promotion of 2 hours of high quality PE as an aspiration
- ✓ Advocacy of the importance of Physical Education to head teachers
- ✓ Continued promotion and delivery of staff CPD to ensure effective PE leadership and quality of teaching and learning
- ✓ Training and support to ensure that SEND pupils receive the same high quality level of education
- ✓ Encourage cluster working to continue the good work done at primary level
- ✓ Create opportunities for those who want to develop their leadership skills

Sport

- ✓ Ensure high quality competitive opportunities for all young people
- ✓ Develop clear links with community sport to ensure transition from school sport in every high school
- ✓ Offer well targeted community based activities to engage those who do not prioritise sport in their own time
- ✓ Advocate minimum standards of coaching in schools
- ✓ Offer opportunities for SEND pupils to succeed in sport
- ✓ Offer sport specific NGB teacher training
- ✓ Ensure a vibrant and safe club structure for young people to transition into

Physical Activity

- ✓ Promote and advocate national guideline of 60 minutes a day of physical activity
- ✓ Promote active travel as an effective option for increasing physical activity
- ✓ Provision of condition specific physical activity interventions including weight management

How will success be measured?

- Norfolk Schools PE, Sport and Health Survey
- Ofsted reports
- Satellite Club participation and transition data
- School attendance at CPD
- Active People Survey data
- School Games participation data
- Take up of Quality Marks

What needs to be done to aid transition to the next age group?

- Maximise transition into community sport prior to leaving full time education
- Cluster approach with colleges and frequent feeder high schools

age group 16-18

16

Where are we now?

Norfolk	National
44.7% of 16-25 year olds do 30 minutes of moderate intensity exercise at least once a week (Sport England, 2014)	53.7% of 16-25 year olds do 30 minutes of moderate intensity exercise at least once a week (Sport England, 2014)
26.6% of 16-25 year olds take part in 30mins of moderate intensity exercise at least 3 times a week (Sport England, 2014)	30.8% of 16-25 year olds take part in 30 minutes of moderate intensity exercise at least 3 times a week (Sport England, 2014)
22.7% of 16-25 year olds are a member of a sports club (Sport England, 2014)	26.1% of 16-25 year olds are a member of a sports club (Sport England, 2014)
9.9% of students participate in college sport (AoC, 2013)	19% of students participate in college sport (AoC, 2013)
On average a College has 8 links with local sports clubs (AoC, 2013)	On average a College has 8.5 links with local sports clubs (AoC, 2013)
2.5% of college students volunteer in sport (AoC, 2013)	3.6% of college students volunteer in sport (AoC, 2013)

What are the aspirations relevant to this age group? 5, 6, 7, 8, 9, 10



age group 16-18

17

Overarching actions to achieve these aspirations

For actions specific to particular settings please refer to the info sheets in the appendices

Further Education

- ✓ 6th forms & colleges to deliver a well planned and wide ranging sport and physical activity offer to encourage ALL students to participate
- ✓ Ensure 6th form and college sport has strong links with community sport to aid transition into sustainable lifelong participation
- ✓ Develop and promote affordable opportunities for young people to take their first step or continue their development in leadership, coaching and officiating to support the demand from community sport

Community Sport

- ✓ Support and encourage National Governing Bodies to engage with this age group using our local knowledge and intelligence
- ✓ Offer a broad range of work-based sport and physical activity programmes
- ✓ Offer a range of activities aimed at engaging those who do not prioritise sport in their own time
- ✓ Ensure a vibrant and safe club structure for young people to transition into
- ✓ Use relevant and age appropriate marketing and promotion to ensure the target market is reached

Physical Activity

- ✓ Promote and advocate national guideline of 60 minutes a day of physical activity
- ✓ Provision of condition specific physical activity interventions including weight management
- ✓ Use innovative approaches to target those participating in no sport and physical activity

How will success be measured?

- AoC College Sport Survey
- Active Norfolk coach's survey
- Active people data
- Satellite Club participation and transition data
- Sportivate retention figures

What needs to be done to aid transition to the next age group?

- Transition into community sport prior to leaving full time education

age group 18-25

18

Where are we now?

Norfolk	National
44.7% of 16-25 year olds do 30 minutes of moderate intensity exercise at least once a week (Sport England, 2014)	53.7% of 16-25 year olds do 30 minutes of moderate intensity exercise at least once a week (Sport England, 2014)
26.6% of 16-25 year olds take part in 30 minutes of moderate intensity exercise at least 3 times a week (Sport England, 2014)	30.8% of 16-25 year olds take part in 30 minutes of moderate intensity exercise at least 3 times a week (Sport England, 2014)
22.7% of 16-25 year olds are a member of a sports club (Sport England, 2014)	26.1% of 16-25 year olds are a member of a sports club (Sport England, 2014)

What are the aspirations relevant to this age group? 5, 6, 7, 8, 9, 10



age group 18-25

19

Overarching actions to achieve these aspirations

For actions specific to particular settings please refer to the info sheets in the appendices

- ✓ Ensure University sport has strong links with community sport
- ✓ Provision of condition specific physical activity interventions including weight management
- ✓ Offer a broad range of work-based sport and physical activity programmes
- ✓ Offer a range of activities aimed at engaging those who do not prioritise sport in their own time
- ✓ Develop and promote affordable opportunities for young people to take their first step or continue their development in leadership, coaching and officiating
- ✓ Support and encourage National Governing Bodies to engage with this age group using our local knowledge and intelligence
- ✓ Use innovative approaches to target those participating in no sport and physical activity
- ✓ Ensure a vibrant and safe club structure for young people to transition into
- ✓ Use relevant and age appropriate marketing and promotion to ensure the target market is reached

How will success be measured?

- Active people data
- Active Norfolk coach's survey
- Sportivate retention figures

What needs to be done to aid transition to the next age group?

- Transition into community sport from programme based activity
- Transition into community sport from college/university based activity

