

Important Issues  
Local Action  
2008 - 2018



# Your Sustainable Community Strategy for South Norfolk





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## Your Sustainable Community Strategy

The South Norfolk Alliance is the Local Strategic Partnership for South Norfolk comprising statutory, voluntary, community and business organisations working together to improve the quality of life in South Norfolk.

This Sustainable Community Strategy contains the Alliance's aims for the next ten years. Essentially, it's a common sense approach, which recognises that all agencies and communities have a part to play.

Our best resource is you, the people who live and work here. We want to make sure you have the opportunities you deserve to live your lives to the full – be healthy and independent; have high quality jobs; excellent educational opportunities, and all the things that enrich our lives.

“Our Sustainable Community Strategy is all about highlighting the Important Issues and delivering Local Action.”

Cllr Martin Wilby  
Chairman of SNA, Deputy Leader of  
South Norfolk Council



## The Norfolk LAA focuses on eight themes:

1. Thriving economy
2. Improving skills and fulfilling aspirations
3. Improving housing
4. Environmental sustainability
5. Stronger communities
6. Safer communities
7. Supporting independence
8. Improving health and well-being



## A better life for all in South Norfolk

Everywhere in the country is covered by a Local Area Agreement (LAA) that sets out the priorities for action for the next three years. The agreement is made between Central Government and the local area, in our case, Norfolk.

The agreement includes the County and District Councils for Norfolk, health authorities, police, businesses, voluntary and community groups. All are drawn together by an umbrella group, the Local Strategic Partnership (LSP). In Norfolk there is an LSP for the county as well as for each district, such as South Norfolk. Each LSP draws up a Sustainable Community Strategy that has a long-term vision for the area.

The Sustainable Community Strategy and the Local Area Agreement are closely linked and together provide a framework of aims and targets. This allows partners to focus on what needs to be delivered in the next three years.

# Introduction

Councils and their partners in England and Wales have been “community planning” since 2000. In a nutshell, they have the responsibility to look at an area, South Norfolk in our case, and decide what and how to meet the future needs of the area.

So, for example, are we satisfied with the area and are we happy living here? Are the schools good? Is there enough for young people to do? Are there good sporting opportunities and what about the standard of housing and crime rates? How healthy are the people in South Norfolk and what about the jobs? All of these are proper concerns for us all.

The next stage of the planning process is to move from what we currently have to what we would like to see. In the time it will take to get there other changes will happen. For example the Regional Strategy calls for many more homes and jobs in the area over the next decade. This obviously requires planning and resourcing.

The Local Development Framework (LDF) can deliver significant elements of this ambition. The LDF looks at land usage and the sustainability of various sites for different purposes, but there are also the social aspects of living together in an area and these need to be addressed.

The emerging Joint Core Strategy document draws together the Sustainable Community Strategy and the LDF vision and objectives.

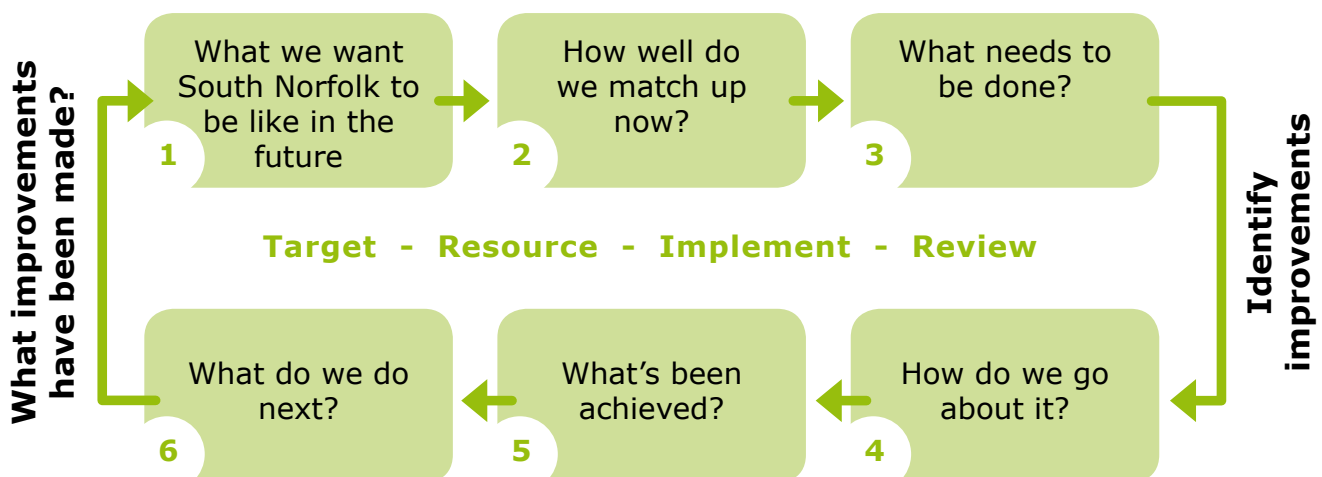
To illustrate this point more practically, it is perfectly proper to design in new schools, health centres, play facilities, open space etc. for a new area of housing development. But, on its own, none of this creates a community that will thrive – you need a lot more as well.

Also, looking at life less optimistically, when there are existing problems in an area we need to be able to deal with these as well. So, again as an example, if we are not satisfied with the standards of education what can be done about it?

This is where the Local Area Agreement comes into play. It is a collection of the top priorities that the District and County Councils and other bodies in the Local Strategic Partnership (Health, Police, Learning Skills Council, Voluntary/Community agencies, Parish Councils and local businesses) agree and then set about making improvements.

To make the Sustainable Community Strategy and the LAA a reality we need the commitment of all the Alliance partners and the involvement of South Norfolk residents.

**Diagrammatically it follows the process outlined below:**





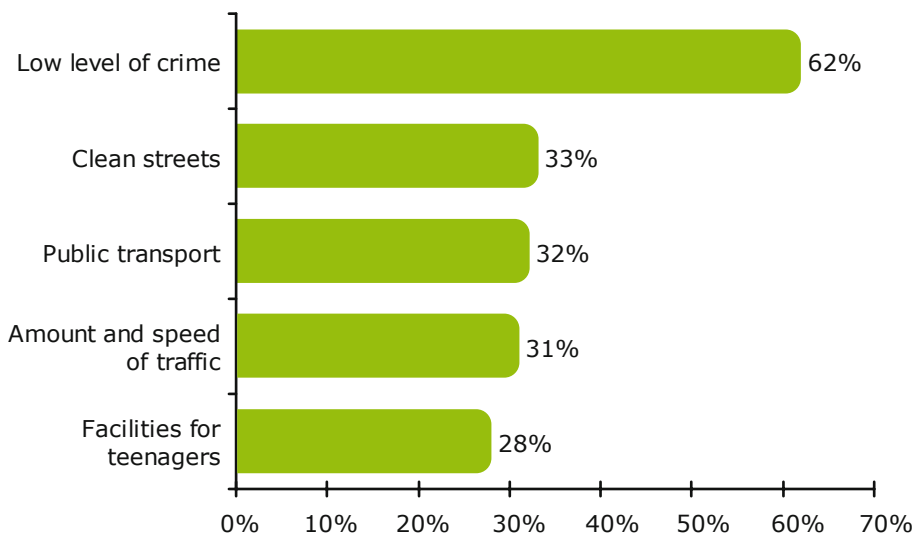
## What are the issues and our objectives to 2018?

This strategy includes the actions to help meet our priorities within the new Norfolk Local Area Agreement over the next three years.

### What do South Norfolk residents think?

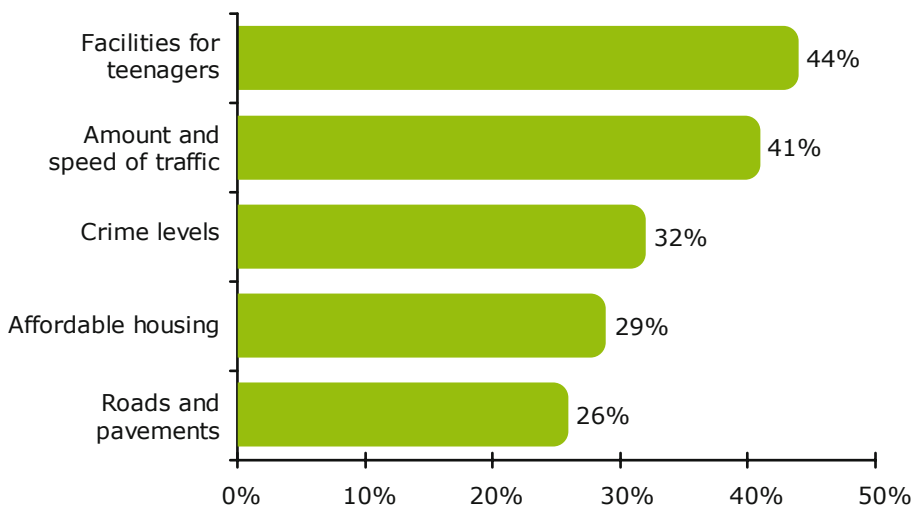
We have developed the Sustainable Community Strategy in response to how residents want South Norfolk to improve. Residents in South Norfolk say that:

#### the top five things that make somewhere a good place to live are:



Source – Citizens Panel October 2007, 616 responses, Ipsos MORI

#### and the top five things that should be improved to make the area a better place to live are:



Source – Citizens Panel October 2007, 616 responses, Ipsos MORI

# About South Norfolk

South Norfolk is a rural area covering 350 square miles between Norwich and the Suffolk border. The area provides an excellent quality of life, with an important rich natural environment, a diverse geology and historic heritage. It is home to part of the famous Norfolk & Suffolk Broads which are Britain's largest wetland within the family of national parks. There are also numerous sites of special scientific interest, local nature reserves, conservation areas and many listed buildings.

South Norfolk has a population of 116,200. With the anticipated growth in the area, over the next 20 years, forecasts show a total of approximately 142,000 people in South Norfolk in 2026. Currently we have a lower percentage of 20 to 35 year olds and a higher percentage of 55 to 70 year olds, compared to both Norfolk and UK population age profiles. By 2011 over half the population will be aged 45 years and over. In 2001 it was 47%.

Projections show that the ageing population is set to continue increasing. The figures also continue to show a decline in the number of young people living in South Norfolk.

The population of South Norfolk will further change as a result of the newly expanded European Union and workers coming from a variety of European Union countries to work in the United Kingdom.

As a result of all these changes, our services and facilities in South Norfolk will need to be flexible to meet the needs of our changing population.

## Successes since the last plan

- Unemployment is low. Only 1.2% of the working age population claim Job Seekers Allowance compared with 1.7% across the Eastern Region and 2.2% throughout Great Britain.
- Since March 2006 Hethel Engineering Centre has created 71 jobs, 12 new businesses and there are currently 15 tenants.

- Over 70% of residents in South Norfolk of working age are educated to at least National Vocational Qualifications level 2 (GCSE level) or above compared to only 62% for the Eastern region.
- In 2006 only 3.8% of young people aged 16-18 were not in employment, education or training (NEET) compared to 7.1% across the whole of Norfolk.
- 245 affordable homes were completed in 2007/08 compared with 108 in 2006/07.
- £1.1 million has been granted to Broadland Housing Association to develop the Gypsy and Traveller site at Harford.
- A frontline service has been developed where community safety staff and environmental officers work in partnership with the Police.
- South Norfolk is recycling 35% of all domestic waste collected.
- We have Beacon status for positive youth engagement in the democratic process, where South Norfolk Youth Action drive views and proposals on service delivery improvements.
- An independent consultant using Department of Work and Pensions data rated South Norfolk Council as having the best Benefits Service in the country
- We provide a 'Deaftastics' Club, a multi sports club for young people with hearing problems.
- Four Community First Responder schemes have been established, providing fast response first aid to rural areas where ambulances can take longer to arrive.

“ We are planning our services to be flexible for the future.”

Cllr Tony Tomkinson,  
Vice Chairman of SNA, Norfolk  
County Council Councillor



# Neighbourhood Working



Neighbourhood working is how South Norfolk Alliance is active in the district's communities. By working together South Norfolk Council, Norfolk County Council, Police, Health, a variety of other organisations and most importantly, local people will identify and provide solutions for local issues.

There are five Neighbourhood areas in South Norfolk, as shown on the map below:

- Eastern River Valleys
- Northern River Valleys
- Tas Valley
- Waveney Valley
- Wymondham and West

We believe neighbourhood working encourages:

- Empowered and cohesive communities
- Involving local people and enabling them to influence decision-making
- Strong local leadership
- Using local knowledge to create more responsive services
- Better 'joining up' of services

With the aim of improving all aspects of local life.

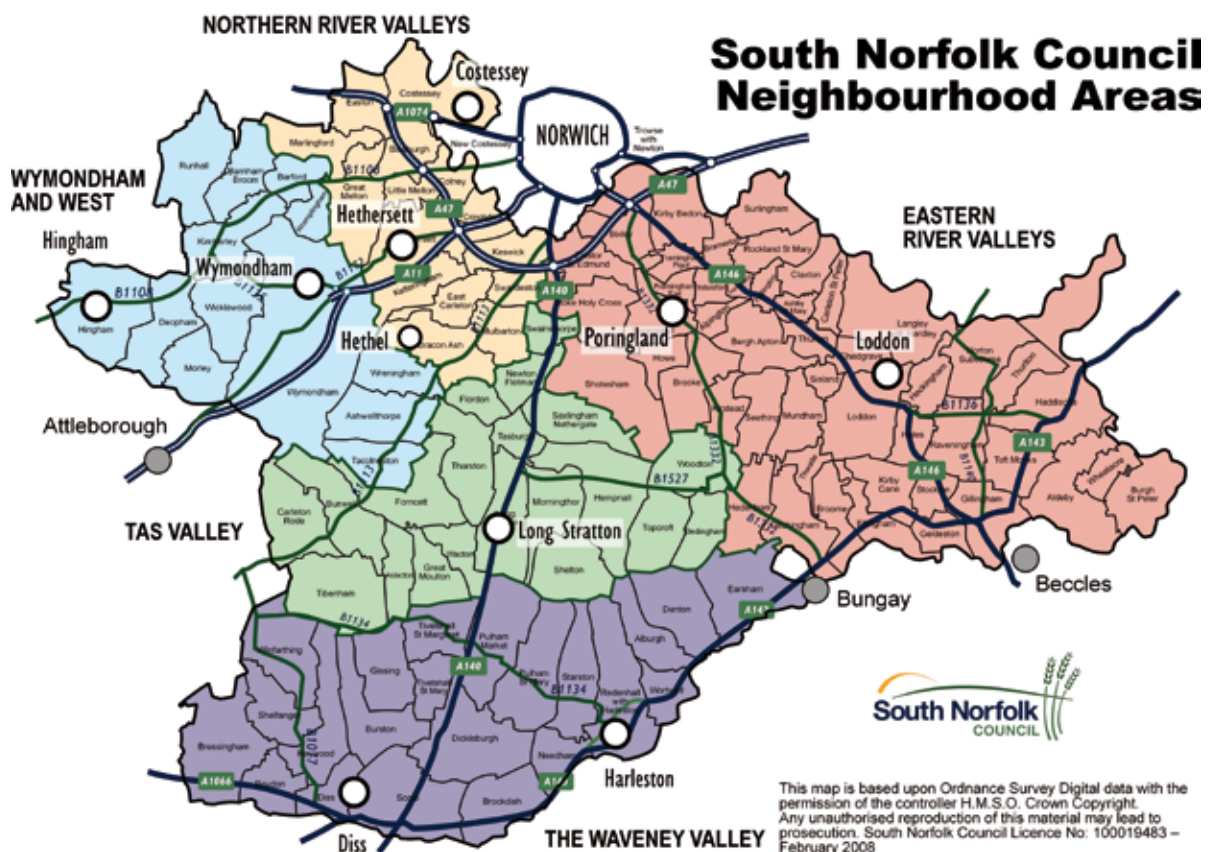
Community meetings called Safer Neighbourhood Action Panels (SNAP's) are held regularly in each neighbourhood with a panel of councillors, the Police and community representatives. SNAP meetings are open to everyone to discuss local issues and agree priorities for improvement.

You can get involved with the Neighbourhood Areas and Safer Neighbourhood Action Panels by emailing [neighbourhoods@s-norfolk.gov.uk](mailto:neighbourhoods@s-norfolk.gov.uk)

“Neighbourhood working is about getting local people and community organisations involved.”



Cllr Margaret Dewsbury  
SNAP Chairman



# 1. Thriving Economy

## A Sustainable Economy

By 2026 the Regional Spatial Strategy calls for 41,000 new homes and 35,000 new jobs to be provided in South Norfolk, Norwich and Broadland. The Local Development Framework will identify land to be used for employment and the infrastructure needed to support the new developments.

## Innovation and Enterprise

South Norfolk has a buoyant economy and is home to key employment sectors such as engineering and electronics, health and life sciences and food processing. South Norfolk excels in innovation internationally, with the cutting edge research development being carried out at Norwich Research Park (NRP). Enterprise is also encouraged at the other innovation centres based in the district, which include the Diss Business Centre and the soon to be expanded Hethel Engineering Centre.

## Social Inclusion

It is important that we work to sustain what we have and to capitalise on the district's strengths through economic initiatives relating to business support, enterprise, employment, learning and skills. At the same time we need to tackle disadvantage, particularly social exclusion linked to problems of unemployment, poor skills, limited transport and low incomes. In 2007, the average resident wage rate in South Norfolk was £419 (median gross weekly earnings) compared with £450 per week for the Eastern Region.

## Transport

South Norfolk is predominantly a rural area with a dispersed population that is difficult to serve with a comprehensive public transport network. Consequently personal travel is largely car-based but we support community transport. There remains a need to reduce congestion and air pollution and to conserve our environment. A Long Stratton bypass is a high priority to reduce the effects of traffic.

## Tourism

Tourism is an important element of the South Norfolk economy worth over £260 million to the district per year (2003) and supporting 4,160 jobs. We have an attractive countryside, a wealth of outdoor pursuits on offer, an abundance of heritage assets and a growing cultural events calendar.

## Ten Year Vision

- An expanded Norwich Research Park, and further development of Hethel Engineering Centre and other employment areas.
- Increased number of better paid jobs in the area.
- Improved road infrastructure and availability of public transport, including community transport schemes.
- Vibrant market towns and villages attracting tourism and with flourishing rural businesses.

“ Better paid jobs are vitally important for the area. ”

Caroline Williams  
Chief Executive of the Norfolk  
Chamber of Commerce







## Three Year Goals

- 1.1** Provide more employment area allocations in the Local Development Framework to accommodate more businesses providing better paid jobs.
- 1.2** Provide more affordable, reliable and accessible public transport to reduce rural isolation, and maintain community transport schemes.
- 1.3** Develop South Norfolk as a tourist destination, including developing the Waveney Valley bid which has been awarded £3.5m by EEDA.

### South Norfolk targets

#### Job Creation and Sustainability

Maintain new business registrations at better than national levels

Improve prospects for employment by ensuring that plans for large new housing areas explicitly include new employment opportunities

#### Transport and Access

Maintain 10 community transport schemes

#### Tourism

Undertake a full tourism audit of the district that includes existing accommodation and attractions, with a visitor survey to determine needs

### Norfolk Local Area Agreement (LAA) targets

#### Job Creation and Sustainability

Reduce the number of working age people on out of work benefits (National Indicator 152)

Increase median earnings of employees in the area (National Indicator 166)

Improve the new business registration rate (National Indicator 171)

#### Transport and Access

Improve access to services and facilities by public transport, walking and cycling (National Indicator 175)

## 2. Improving Skills and Fulfilling Aspirations

### Skills for Employment

The skills base of the population is key to economic performance and we need to ensure that people in Norfolk have the skills that will meet current and future business needs. We want to fulfil and raise the aspirations of the current and future workforce, embedding a culture of lifelong learning. Out of the 67,500 people of working age in the district, 9% have no qualifications. To improve this people need chances to improve their English, Maths and other skills at any time of their life.

### NVQ

At present Norfolk is below the national average for NVQ Levels 3 and 4, producing a serious gap in our skills base. Currently only 20% of employees are qualified to level 4 or above. It is projected that there will be an increase in demand for degree level (NVQ4/5) and A level (NVQ3) workers in Norfolk to 2010.



### Schools

Currently in South Norfolk a significant proportion of young people obtain good grades at GCSE but many do not go on to college due to the lack of local availability and access to vocational and other courses. We want to reduce the number of young people aged 16 - 18 who are not in employment, education or training. Across the district many of our high schools have

very good results. However the results at one school are behind both the Norfolk and England average. Over the last 4 years it has only improved from 26% of pupils achieving 5 GCSEs grade A\* to C including English and Maths in 2004 to 27% in 2007. Over the same period, the Norfolk average has increased from 39% to 45%.

### Three Year Goals

- 2.1** Increase the take up of basic skills courses in English and Maths, and encourage library usage and lifelong learning.
- 2.2** Action to reduce the numbers of young people aged 16 to 18 who are not in employment, education or training. Reduce from 3.8% in 2006 to 2.5% in 2011.
- 2.3** Work with parents to raise the aspirations of their children e.g. through Extended Schools, Childrens' Centres and libraries.

### Ten Year Vision

- High educational attainment throughout the working age population.
- Have world class educational facilities and infrastructure.
- Easy access to education and training including basic skills, English and Maths courses.
- All 16-18 year olds in employment, education or training.



“ We are determined to increase the skills of people in Norfolk.”

Graham Brough  
Area Director for Norfolk  
Learning and Skills Council



### South Norfolk targets

#### **Skilled Workforce**

Increase the number of working age people qualified to at least National Vocational Qualifications (NVQ) level 3 or higher (National Indicator 164)

#### **Improving basic skills and encourage lifelong learning**

Increase the number of learners achieving a level 1 qualification in literacy (National Indicator 161)

Increase the number of learners achieving an entry level 2 qualification in numeracy (National Indicator 162)

### Norfolk Local Area Agreement (LAA) targets

#### **Raising educational attainment**

Reduce the number of schools judged as requiring special measures and improvement in time taken to come out of the category (National Indicator 89)

#### **Reduction in NEET**

Reduce the number of 16 to 18 year olds who are not in employment, education or training (NEET) (National Indicator 117)

#### **Improving basic skills and encourage lifelong learning**

Increase the number of people achieving a level 2 qualification by the age of 19 (National Indicator 79)

Proportion of population aged 19-64 for males and 19-59 for females qualified to at least level 2 or higher (National Indicator 163)



## 3. Improving Housing

### **The growth agenda**

Our vision is to ensure that there are sufficient decent homes which people can afford, in places they want to live and within sustainable thriving communities. The Regional Spatial Strategy has set a target of 41,000 new homes for the sub region of Broadland, Norwich and South Norfolk during 2006 – 2026. The majority of these homes will be open market private housing, serving to support economic growth and the demand from the existing population. The infrastructure to support this level of growth will include improvements to roads and provision of health, social services, education and open space. The growth in the Norwich area has been supported, albeit inadequately, by Central Government in becoming a 'growth point'. We aim to deliver these targets in partnership, encouraging high quality and innovative design, which reflects the character and the local distinctiveness of the district.

### **Affordable Housing**

In South Norfolk house prices have more than doubled in the last seven years whilst for the same period salaries have only increased by an average of 10%. This, with the additional growth in Norfolk and shortages in affordable housing stock places increased pressure on housing leading to reductions in local affordability. Up to date research identified the need for an additional 841 affordable homes across the sub-region each year. In 2007/08 there were 245 affordable house completions in South Norfolk. We are successful at preventing homelessness cases, 74% in 2007/08, using a range of prevention methods, and are committed to maintaining this approach.

### **Housing Standards**

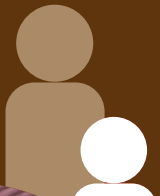
89% of South Norfolk homes are in the private sector. Poor energy efficiency is a major cause for 31% of South Norfolk homes failing to meet the Government's Decent Homes target. We will work with homeowners to minimise the risk to health and the environment.

### **Gypsies and Travellers**

Gypsies and Travellers have been part of our community for hundreds of years. The Norfolk Gypsy and Traveller Strategy identified the issues they have in accessing services. In South Norfolk we have a shortage of authorised Gypsy and Traveller sites, and have been working to address this by preparing a Local Development Document which will allocate sites to meet identified needs, to accord with the Regional Spatial Strategy. This may include a new site in partnership with Broadland Housing Association, which has already received the promise of £1.1 million of Government funding.

### **Ten Year Vision**

- Development and growth is well planned and managed through the Local Development Framework, creating sustainable communities and meeting health and education needs.
- A supply of affordable homes that meets need.
- A housing stock that meets the changing needs of residents and ensure low levels of homelessness in our district.
- Have permanent approved sites for Gypsy and Travellers with good access to support services.



### Three Year Goals

- 3.1** Provide more than 700 affordable homes across the district including a small number of new affordable homes for rent in villages where priority is given to local people.
- 3.2** Complete the Joint Core Strategy with Norwich City Council and Broadland District Council by 2010 which will form part of South Norfolk’s Local Development Framework.
- 3.3** Have mechanisms in place to deliver new Gypsy and Traveller sites to meet identified needs.

“ More affordable housing is a priority. ”

Steve Burns  
Saffron Housing Trust



### South Norfolk targets

#### Additional Homes

Supply of ready to develop housing sites (National Indicator 159) – investigate land available from sites owned by South Norfolk Alliance partners

#### Homelessness

Reduce the number of households living in temporary accommodation (National Indicator 156)

#### Tackling Fuel Poverty

Reduce the percentage of people receiving income based benefits living in homes with a low energy efficiency rating (National Indicator 187)

### Norfolk Local Area Agreement (LAA) targets

#### Additional Homes

Increase the net number of additional homes provided (National Indicator 154)

#### Affordable Homes

Increase the number of affordable homes delivered (National Indicator 155)

## 4. Environmental Sustainability

### Climate Change

Norfolk is particularly vulnerable to the potential impact of climate change, being a low-lying coastal county. The 1990s was the warmest decade globally over the last millennia, with 9 out of the 10 warmest years on record in the last 10 years. Globally carbon dioxide concentrations have been increasing at the rate of 1% per year. Action in the short term is needed to stop contributing to the problem and longer term to adapt to the changes that are already underway. By 2025 we are set to be 1°C warmer than today, sea levels in Norfolk will be about 15cm higher and the winter will be 2.5 weeks shorter.

In South Norfolk per capita carbon dioxide emissions are 3% higher than the UK average. Nationally the aim is to reduce carbon dioxide emissions by 60% by 2050, and by 2016 all new homes must be carbon neutral.

In partnership we are encouraging low carbon development, including the use of renewable technologies. The longer term strategy will be how to adapt and respond to the changes of countryside, including warmer and drier summers, and changes in flora and fauna.

### Waste Minimisation

In England, households produce more than 100 million tonnes of waste each year, and this is growing at around 3% each year. If every tonne was compressed into a cube of one metre square and then piled layer on layer on the Norwich City's Carrow Road pitch then the pile would be higher than Mount Everest, topped by the Empire State Building and with the Eiffel Tower on top.

In South Norfolk 35% of municipal waste is recycled and composted (2006/07), however we are reliant on landfill to handle the rest of our waste. We need to reduce the biodegradable waste sent to landfill to 75% of 1995 levels by 2010, and there will be costly fines if we fail.

### Biodiversity

Protecting the variety of life around us is becoming increasingly important. In the UK we lost over 100 species in the 20th century including 5% of our butterflies, 7% of our dragonflies and more than 2% of our fish and mammals. Norfolk has many species and habitats that are of importance. However since 1950, 85% of the total land area covered by orchards in Norfolk has been lost, therefore the population of many species has declined. In recent consultations South Norfolk residents have identified the natural environment as one of the district's most valuable assets, where biodiversity should be conserved and enhanced.

### Ten Year Vision

- Achieve carbon reduction targets for South Norfolk based on Defra targets for the district of 11.4% by 2020.
- Working to achieve the Landfill Directive of 60% of materials recycled by 2020.
- Continuing to protect and enhance our natural environment and its biodiversity.
- Residents and businesses have a clear understanding of the causes of climate change and the actions they can take to mitigate and adapt to its effects.

“If we all do what we can to reduce our environmental footprint, our actions can make a real difference.”

Dr Bruce Tofield  
Senior Research Associate  
School of Environmental  
Science, UEA





## Three Year Goals

- 4.1** Reduce carbon dioxide emissions in South Norfolk by 2.8% by 2010, from domestic housing, business and transport activities.
- 4.2** Minimise waste and increase recycling and composting to meet the target for 25% of biodegradable waste diverted from landfill by 2010. Double the number of green garden waste customers from 7,500 to 14,000 by mid-2009.
- 4.3** Implement the Norfolk Biodiversity Action Plan with Norfolk Wildlife Trust and the Norfolk Biodiversity Partnership, identifying, protecting and restoring species and habitats in South Norfolk. Develop management plans for all council owned countryside sites.

### South Norfolk targets

#### Climate Change mitigation

2.8% reduction in per capita carbon dioxide emissions in South Norfolk by 2010; 11.4% reduction by 2020 (National Indicator 186)

#### Waste minimisation

Reduce the percentage of municipal waste land filled in South Norfolk to 62% in 2008/9, 61% in 2009/10 and 60% in 2010/11 (National Indicator 193)

#### Biodiversity

Increase the number of wildlife sites in Positive Conservation Management from 93 (38%) in April 2008 to 157 (64%) by April 2011 (National Indicator 197)

Work with Norfolk Biodiversity Partnership to establish a 'Claylands Living Landscape' project

#### Ecological network

Progress towards the implementation of the ecological network.

### Norfolk Local Area Agreement (LAA) targets

#### Climate change mitigation

3.0% reduction in per capita carbon dioxide emissions in Norfolk by 2010; (national Indicator 186)

#### Climate change adaptation

To achieve level 1 of preparedness for climate change by 2008/9, level 2 by 2009/10 and level 3 by 2010/11 (National Indicator 188)

#### Waste minimisation

Reduce the overall percentage of municipal waste land filled in Norfolk to 57% in 2008/9, 55% in 2009/10 and 54% in 2010/11 (National Indicator 193)

#### Biodiversity

Improve local biodiversity – increase the proportion of sites where positive conservation management is implemented (National Indicator 197)



# 5. Stronger Communities

## Community Life

A cohesive community is one where people share a common vision and sense of belonging. Most neighbourhoods have plenty going on, organised by community volunteers who want to make a difference. Active citizens such as these help shape and support the fabric of our society. But this is not true everywhere. Sometimes people feel the barriers are too high and incentives too low to spend their time and talents on building community life. In the Community Cohesion survey produced by the Norwich & Norfolk Racial Equality Council, people in South Norfolk were given the highest rating in Norfolk for having a sense of community spirit. This will be especially important with communities expanding to incorporate housing growth.

## Volunteering

A vibrant Voluntary and Community Sector is essential for a sustainable community. Community led groups and organisations encourage involvement with a wide range of activities and events, give people a sense of community and help them to feel included.

## Positive Activities for Teenagers

The Ipsos MORI report said the top priority for improvement is more activities for young people; to support young people's development it is important for them to have a say and take responsibility for what they want. Young people want a place where they can gather freely. Sport and arts provision will provide positive activities to engage in.

## Older People

There are growing numbers of older people in our district. Some may need support, but the vast majority are still highly active requiring recreation and leisure opportunities, as well as making a vibrant and significant contribution to community life.

## Participation in Culture

Festivals and arts based activities play a major role in helping to bring communities together, contributing to a sense of well-being and quality of life. We currently provide a range of activities for people but there are still barriers to participation and we want culture to be accessible to all.

### Ten Year Vision

- Communities which have a say about the services that affect them and pull together to get what they need.
- A thriving Voluntary and Community Sector with wide opportunities for volunteering
- Support for the elderly, unpaid carers and vulnerable people in our communities
- Young people participating in community life and empowered to address their own needs.

### Three Year Goals

- 5.1** Work to address rural isolation and social exclusion issues, and support voluntary and community sector organisations to maximise volunteering opportunities.
- 5.2** Identify and develop the services older people need within their community; and work with young people to provide new youth facilities, opportunities and activities.
- 5.3** Use the Community Sport Networks to increase participation in sporting activities and initiate a Festival of the Arts, whilst supporting volunteers to develop other local events.





“ Strong and vibrant communities are an essential part of improving South Norfolk. ”

Margot Harbour  
Harleston Information Plus



### South Norfolk targets

#### Volunteering

Increase participation in regular volunteering (National Indicator 6)

#### Youth

Support five new youth projects involving South Norfolk Youth Action

#### Older People

Support five new services or activities for older people involving the Older People’s Forum

#### Culture

Increase participation in cultural activities (National Indicator 11)

### Norfolk Local Area Agreement (LAA) targets

#### Quality of Life

Increase the percentage of people who believe people from different backgrounds get on well together in their local area (National Indicator 1)

Increase the percentage of people who feel that they can influence decisions in their locality (National Indicator 4)

#### Community Life

Improve the environment for a thriving third sector (National Indicator 7)

#### Leisure

Increase adult participation in sport (National Indicator 8)

Increase young people’s participation in positive activities (National Indicator 110)



## 6. Safer Communities

### Crime Levels

South Norfolk remains a very safe place to live, with fewer than four domestic burglaries per thousand dwellings a year. We have been very successful in reducing crime but residents' perception of crime is disproportionately high. We need to maintain low levels of crime and raise people's confidence in the places where they live.

### Safer Neighbourhood Teams

Teams made up of police officers, police community support officers and other statutory agency staff work to address issues identified by residents at Safer Neighbourhood Action Panel (SNAP) meetings. Visit [www.safernorfolk.co.uk](http://www.safernorfolk.co.uk)

### Crime and Disorder Reduction Partnership

The South Norfolk Crime Reduction Partnership is a branch of the Alliance. The partnership exists to reduce crime and increase community safety. We have planned our activity for the next three years in The Community Safety Partnership Plan, available at [www.south-norfolk.gov.uk](http://www.south-norfolk.gov.uk).

### Anti-social Behaviour

Areas free from anti-social behaviour and environmental crime rank highly on residents' list of priorities. Rowdy and inconsiderate behaviour is often alcohol related and the partnership has a duty to reduce alcohol and substance misuse.

### Domestic Violence

Domestic violence accounts for 56% of violent crime in South Norfolk and although we have been successful in tackling perpetrators, we need to combat repeat victimisation.

### Public Safety

Given the profile of South Norfolk, there are other issues we need to tackle to protect vulnerable groups and increase public safety. These include consumer protection, distraction burglary, under-age sales and home safety.

### Road Safety

In our rural district there is a greater danger to car drivers and passengers on minor roads. There are 15% more people killed or seriously injured on our roads than the national average.

### Repeat Offenders

Our long term results depend on changing patterns of criminal behaviour. We have tackled repeat offenders through the Prolific & Priority Offenders Scheme. Our work with young people focuses on 'acceptable behaviour' and the communities in which they live.

### Ten Year Vision

- South Norfolk an even safer place to live and one of the safest nationally, where vulnerable groups are understood and protected.
- People are confident that the Police, the Council and it's partners will take action on the community safety issues that matter most locally.
- People feel part of their community, respect one another and understand the consequences of any anti-social behaviour.
- Domestic violence no longer the major cause of violent crime in South Norfolk.

### Over three years 2005/08

- **All crime down by 20%**
- **Theft from vehicles down by 29%**
- **Domestic burglary down by 53%**



### Three Year Goals

- 6.1** Work through the Safer Neighbourhood Teams and SNAPs to address the priorities raised across the district.
- 6.2** Establish a scheme of restorative justice to bring together those affected by wrongdoing to repair any harm.
- 6.3** Establish "community speed watch" in all Safer Neighbourhood Areas.

“ South Norfolk is one of the safest places to live and our Safer Neighbourhood Teams are making it even safer. ”

Superintendent Paul Sanford  
Norfolk Police



### South Norfolk Targets

#### Crime

Continue to reduce overall crime in South Norfolk

#### Environmental Crime

Improve street and environmental cleanliness – reduce levels of litter, detritus, graffiti and fly-posting (National Indicator 195)

Improve street and environmental cleanliness – reduce fly tipping (National Indicator 196)

#### Road Accidents

Establish eight community speed watch schemes

### Norfolk Local Area Agreement (LAA) Targets

#### Anti-social behaviour

Improve how local concerns about anti-social behaviour and crime are dealt with by the local council and police (National Indicator 21)

Reduce the number of first time entrants into the Youth Justice System aged 10-17 (National Indicator 111)

#### Drug and alcohol misuse

Reduce substance misuse by young people (National Indicator 115)

#### Crime

Reduce repeat incidents of domestic violence (National Indicator 32)

#### Road Accidents

Reduce the number of people killed or seriously injured in road traffic accidents (National Indicator 47)



# 7. Supporting Independence

## Independence at Home

In 2008, 20% of the population in South Norfolk were 65 and over. This proportion is expected to increase to 25% by 2016. There are other groups of vulnerable people within our community who also require support. Currently approximately 2,000 residents in South Norfolk require some form of housing related support funded through the Supporting People programme. This low level targeted support is a positive and effective way of preventing people having to move to expensive accommodation and / or calling on the resources and services of other agencies.

## Home Improvements

A range of assistance is available to help people remain in their own homes safely and comfortably for as long as possible. This includes the successful Care and Repair service, a newly introduced Handy Person Scheme, help with adaptations and advice, grants and loans to help bring homes in the private sector up to the Decent Homes Standard.

## Housing Support

Housing Support is commissioned through the County-wide multi agency Supporting People arrangements. Approximately £2 million of Supporting People funding is spent in the district each year. There are new "Floating Support" arrangements in place, which provide low level support delivered in people's homes rather than in just supported housing.

## New Homes

Saffron Housing Trust has secured funding to enable people with learning difficulties to access shared ownership. Saffron is also extending a scheme which offers support to people within the community from existing sheltered schemes. There is a multi-agency action plan in place to use hostel bedspaces in Greater Norwich effectively as stepping stones to independent living.

## Ten Year Vision

- The right help at the right time to support people's needs.
- Services available from health and social care organisations to reduce avoidable hospital admissions and to help people home from hospital.
- People in receipt of support from Adult Social Services have control over the services they receive.
- Family and unpaid carers are given the advice and support they need.

## Three Year Goals

- 7.1** Increase the number of vulnerable people receiving specialist information, advice and support, and increase the numbers utilising individual care budgets.
- 7.2** Help vulnerable people to live independently by providing opportunities, delivering aids and adaptations, and improving services available from housing, health and social care organisations.
- 7.3** Improve accommodation for people with additional needs.



“ We want to make sure people have the opportunities they deserve to live their lives to the full, be healthy and independent. ”

Brian Horner  
Chief Executive  
Voluntary Norfolk



## South Norfolk Targets

### Assistances

Increase the number of vulnerable people who are supported to maintain independent living  
(National Indicator 142)

Use adaptations each year to enable 130 people with disabilities to stay in their own homes.

Give 1,800 assistances from the Care and Repair service each year to help vulnerable people stay in their own home.

## Norfolk Local Area Agreement (LAA) Targets

### Early Intervention and Prevention

Improve opportunities for older people to achieve independence through rehabilitation / intermediate care  
(National Indicator 125)

### Access to Information and Services

Increase the percentage of carers receiving needs assessment or review and a specific carer's service, or advice and information  
(National Indicator 135)

### Direct Payments and Individual Budgets

Increase the numbers of social care clients receiving Self Directed Support per 100,000  
(National Indicator 130)

### Housing Support

Increase the number of vulnerable people achieving independent living  
(National Indicator 141)



# 8. Improving Health and Well-being

## Older people

In the East of England, there are already more people aged over 60 than there are children. In South Norfolk the life expectancy for men is 79.3 years and 82.8 years for women. This is older than the national average which is only 76.9 years for men and 81.3 years for women. The Norfolk Older People's Strategy – Living Longer, Living Well, is a key strategy for promoting health and well-being. It will set the direction for how services will be developed over the next 5-10 years, to enable older people to lead the life they want.

## Sport and Leisure

The London 2012 Olympics will inspire people of all ages to get active and review their lifestyle. In South Norfolk, the 2012 Action Plan includes local activity in the community. The Play Strategy encourages young people to actively play, the Community Sport Network targets local participation, GP referrals and the inclusion of dance within this programme offers a creative option. The extended schools project provides after school sports activity. Also, Health walks and regular events held on nature reserves encourage families to experience nature and benefit physically and mentally.

## Healthy Lifestyle

Lifestyle choices can affect the length of time people live. For example smoking, not exercising, excessive drinking and being overweight can result in a shorter life expectancy. Health priorities for South Norfolk include increasing physical activity and improving our diet. On average rates of early death from heart disease and strokes are lower than the England rates, and although incidences of coronary heart disease, diabetes and other illnesses related to a lack of a healthy lifestyle are reducing in many areas of South Norfolk, there remains a need for improvement. Obesity levels are increasing, and of particular concern, in children – in 2007 27% of year 6 primary school children in Norfolk were classed as obese.

## Ten Year Vision

- People take more responsibility for their own health and lifestyle, to increase their years of being independent and free of ill health.
- Increased physical activity including swimming, walking and cycling for better health.
- High quality of life and a long life expectancy for disadvantaged residents.
- Users involved in planning health and social care services to meet their needs.

## Three Year Goals

- 8.1** Encourage people to be more active. Encourage young people to play more. Develop appropriate activities to tackle obesity. Implement the Community Sport Network and 2012 Action Plan.
- 8.2** Reduce the number of people that take up smoking.
- 8.3** Work with all age groups to reduce alcohol and substance misuse. Work with the Norfolk Drug & Alcohol Action Team on information campaigns.



“ Working in partnership, we want to improve the health and well-being of everyone who lives and works in South Norfolk.”

Tara Studholme-Lyons  
NHS Norfolk



## Norfolk Local Area Agreement (LAA) Targets

### Children and Young People

Reduce obesity among primary school aged children in Year 6 (National Indicator 56)

Increase the percentage of core assessments for children’s social care that were carried out within 35 days of their commencement (National Indicator 60)

Increase the effectiveness of child and adolescent mental health services (CAMHS) (National Indicator 51)

Reduce the under 18 conception rate (National Indicator 112)

### Health Inequalities

Reduce the mortality rate from all circulatory diseases at ages under 75 (National Indicator 121)

### Smoking

Increase the numbers stopping smoking (National Indicator 123)

### Alcohol and Drug Misuse

Reduce the rate of hospital admissions per 100,000 for Alcohol Related Harm (National Indicator 39)

## South Norfolk Targets

### Physical Activity

Run the campaign to assist people to lead healthier lifestyles e.g. increase attendance at Health Walks

Increase the number of health trainers delivering health and wellbeing advice and support

### Smoking

Encourage the take up of smoking cessation services

### Children and Young People

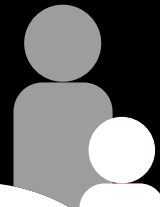
Deliver the ‘Raising the Game’ Big Lottery funded play project



# Glossary

- CAA** **Comprehensive Area Assessment** will assess the prospects for local areas and the quality of life for people living there. It will recognise the importance of effective local partnership working, the enhanced role of Sustainable Communities Strategies and Local Area Agreements and the importance of councils in leading and shaping the communities they serve. The focus on outcomes requires CAA to look across councils, health bodies, police authorities, fire and rescue authorities and others. [www.audit-commission.gov.uk](http://www.audit-commission.gov.uk)
- CDRP** The **Crime and Disorder Reduction Partnership** consists of a wide range of partners including local authorities, the Police Authority, Norfolk Constabulary, the Fire Authority, Primary Care Trust and many others. Their role is to develop and implement a crime and disorder reduction strategy for the District, based on a local audit of crime and disorder and public consultation. [www.south-norfolk.gov.uk/community/1102.asp](http://www.south-norfolk.gov.uk/community/1102.asp)
- Citizens Panel** The **Citizens Panel** is a forum of citizens recruited in Norfolk for consultation. They are consulted by Mori on behalf of a consortium of Norfolk councils and other statutory agencies.
- Community Speed Watch** **Community Speed Watch** is a scheme that enables volunteers to work within their community to raise awareness of the dangers of speeding vehicles and to help control the problem locally.
- CPA** **Comprehensive Performance Assessment** is a framework for assessing all councils in England on the following scale: Excellent, Good, Fair, Poor, Weak. South Norfolk Council was assessed in October 2007 and rated as Excellent. [www.audit-commission.gov.uk](http://www.audit-commission.gov.uk)
- CSP** **County Strategic Partnership** is the Local Strategic Partnership for Norfolk, see LSP. Their Community Strategy is Norfolk Ambition – listed below. [www.norfolkambition.gov.uk](http://www.norfolkambition.gov.uk)
- DDA** The **Disability Discrimination Act** 1995 aims to end the discrimination which many disabled people face. The Act gives disabled people rights in the areas of employment and gives disabled people important rights of access to everyday services that others take for granted. The DDA requires service providers to make reasonable adjustments to the physical aspects of their service so there is no discrimination against any disabled customer. <http://direct.gov.uk/en/DisabledPeople/RightsAndObligations>
- Defra** The **Department for Environment, Food and Rural Affairs** is a UK Government department. [www.defra.gov.uk](http://www.defra.gov.uk)
- EEDA** The **East of England Development Agency** is responsible for sustainable economic growth and development in the Eastern Region. [www.eeda.org.uk](http://www.eeda.org.uk)
- EERA** The **East of England Regional Assembly** exists to promote the economic, social and environmental well-being of the region. It consists of a partnership of elected representatives from the 54 local authorities in the East of England and appointed representatives from social, economic and environmental interests (Community Stakeholders). [www.eera.gov.uk](http://www.eera.gov.uk)
- GO-EAST** The **Government Office for the East of England** covers Bedfordshire, Cambridgeshire, Essex, Hertfordshire, Norfolk and Suffolk. It brings together into a single operation the varied regional activities of a range of Government departments. [www.go-east.gov.uk](http://www.go-east.gov.uk)



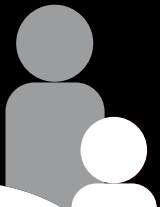


- INTRAN** The **Norfolk Interpretation and Translation Partnership** is a 24 hour service that allows us to access any type of interpreter quickly and efficiently. [www.ilsupport.com/intran](http://www.ilsupport.com/intran)
- LAA** The **Local Area Agreement** is an agreement between Norfolk organisations and central government on the 35 priorities that are important to Norfolk, plus 17 extra priorities about children and young people. <http://www.communities.gov.uk/localgovernment/performanceframeworkpartnerships/localareaagreements/>
- LDF** The Planning and Compulsory Purchase Act 2004 introduced **Local Development Frameworks** (to replace the old 'Local Plans'). The LDF will be composed of a portfolio of Local Development Documents (LDD's). The LDD's comprise of Development Plan Documents (DPD's) which will be the subject of independent examination and will carry statutory weight, Supplementary Planning Documents (SPD's) which are not subject to independent examination and carry lesser weight but will be material considerations, the Statement of Community Involvement (SCI) which sets out who, how and when the Council proposes to involve people in the process and the Local Development Scheme (LDS) which established the timetable for the production of the various documents. [www.south-norfolk.gov.uk/planning](http://www.south-norfolk.gov.uk/planning)
- LSC** **Learning and Skills Council** improves the skills of England's young people and adults to ensure we have a workforce of world-class standard.
- LGR** **Local Government Re-organisation** is the term used for the Boundary Committee's investigation and recommendation about the future structure of local government in Norfolk. A decision from Central Government is due by 2009 on any change from the current structure of one County and seven District / Borough Councils. This change may be to one or more unitary councils for Norfolk. [www.boundarycommittee.org.uk](http://www.boundarycommittee.org.uk)
- LSP** The **Local Strategic Partnership** is a non-statutory, multi-agency partnership, which matches a local authority boundary. LSPs bring together at a local level the different parts of the public, private, community and voluntary sectors; allowing different initiatives and services to support one another so that they can work together more effectively. See South Norfolk Alliance. [www.neighbourhood.gov.uk/page.asp?id=531](http://www.neighbourhood.gov.uk/page.asp?id=531)
- NCC** **Norfolk County Council** is the top tier of local government in Norfolk and has responsibility for highways, education, children and adult services, libraries and museums, and also includes the Fire Service. [www.norfolk.gov.uk](http://www.norfolk.gov.uk)
- NEET** Not in employment, education or training.
- NI** **National Indicators** are the agreed way of measuring the delivery of the Local Area Agreement.
- Norfolk Ambition** **Norfolk Ambition** is the Community Strategy for Norfolk and is delivered by the County Strategic Partnership. [www.norfolkambition.gov.uk](http://www.norfolkambition.gov.uk)
- NRCC** **Norfolk Rural Community Council** is a leading charity that promotes, supports and works with communities through active partnerships to sustain and improve the quality of life for the people of Norfolk. [www.norfolkkrcc.org.uk](http://www.norfolkkrcc.org.uk)



# Glossary

- NRP** **Norwich Research Park** is one of Europe's largest single-site concentrations of research in Health, Food and Environmental Sciences. [www.nrp.org.uk](http://www.nrp.org.uk)
- NVQ** **National Vocational Qualification** work based qualification designed to measure competence in a professional role. Level 3 NVQ - BTEC National Certificate or Diploma, Level 4 NVQ - BTEC Higher National Certificate or Diploma, Level 5 NVQ - First Degree or professional qualification.
- Parish & Town Councils** **Parish and Town Councils** are the first and most local tier of local government, they deliver a wide range of services at a community level. Norfolk County Association of Parish and Town Councils represents councils interests [www.ncaptc.gov.uk](http://www.ncaptc.gov.uk)
- PCSOs** **Police Community Support Officers** work as part of Safer Neighbourhood Teams across South Norfolk. [www.safernorfolk.co.uk](http://www.safernorfolk.co.uk)
- RES** **Regional Economic Strategy** [www.eeda.org.uk](http://www.eeda.org.uk)
- RSS** **Regional Spatial Strategy** [www.eera.gov.uk](http://www.eera.gov.uk)
- SNA** **South Norfolk Alliance** is our Local Strategic Partnership (LSP). Public bodies, private, voluntary and community organisations have joined together in partnership to draw up a Sustainable Community Strategy for South Norfolk and work together to achieve the aims set out in the Strategy. [www.south-norfolk.gov.uk/democracy/339.asp](http://www.south-norfolk.gov.uk/democracy/339.asp)
- SNAP** The **Safer Neighbourhood Action Panel** consider all neighbourhood issues, including Community Safety and Sustainable Community issues. Priorities are set at Panel meetings in response to needs identified locally. [www.south-norfolk.gov.uk](http://www.south-norfolk.gov.uk) and [www.safernorfolk.co.uk](http://www.safernorfolk.co.uk)
- SNC** **South Norfolk Council** is the district council, the middle tier of local government, with responsibility for collecting council tax for all tiers, environmental health, planning, strategic housing, licensing and leisure centres. [www.south-norfolk.gov.uk](http://www.south-norfolk.gov.uk)
- SNT** There are eight **Safer Neighbourhood Teams** within South Norfolk, made up of police officers, police community support officers and other statutory agency staff. [www.safernorfolk.co.uk](http://www.safernorfolk.co.uk)
- SNYA** **South Norfolk Youth Action** [www.snyouthaction.org.uk](http://www.snyouthaction.org.uk)
- VCS** The **Voluntary and Community Sector** is the term used to represent all voluntary and community groups, including infrastructure organisations such as Voluntary Norfolk and the Norfolk Rural Community Council.
- Voluntary Norfolk** **Voluntary Norfolk** is a voluntary sector infrastructure organisation. They support the work of voluntary and community organisations. [www.voluntarynorfolk.org.uk](http://www.voluntarynorfolk.org.uk)



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**We would like you to share your views and thoughts about the Sustainable Community Strategy 2008 - 2018. Please contact the South Norfolk Alliance, care of Mrs. Armana Handley.**



If you would like the words from this document in larger size print, then please contact 01508 533925

