

Community Committee Fortnightly News Update

This news update gives committee members a swift update on known plans/activities within their remit and highlights any new issues they may wish or need to take account of.

If a service has nothing significant to report, the relevant column will state '**NSTR**' (Nothing significant to report)

Committee Spokespeople continue to have the opportunity of receiving more detailed briefings, including those that may be of a more confidential or complex nature at the scheduled spokes meetings through which they are able to keep their own members further updated as necessary.

News Update for the period ending: 02/09/2016		
Service	Service Update key bullet points	Contact
Customer Services	<p>Further to customer feedback we have carried out some improvements to the Customer Relationship Management system which went live on the 25th August, new benefits include:</p> <ul style="list-style-type: none"> • Sending a link to customers when they report a Highways defect, which allows the customer to view on a map where they have reported a defect • Improvements to the legend within the mapping to support Customer Service Assistants in pin pointing the location of a defect. <p>This week we also held a session for Members to demonstrate the CRM system showcasing the improvements that have been made to the customer journey in terms of reporting Highways defects, the end to end digital customer journey. We also demonstrated the customer account to including how to set up an account, and report a Highways defect.</p> <p>Members provided valuable feedback on what information they would find useful to support them in their role, as well as improvements to what information is displayed in the customer account. We will provide a further session later in the year to show how the project is progressing.</p>	C Sumner
Cultural Services	<p>Library and Information Service</p> <p>New name for the School Library Service - The name is changing to better reflect the range of services it delivers to the education sector in Norfolk. The service is now the</p>	J Holland

	<p>Education Library Service (ELS) - www.norfolk.gov.uk/els The change was made a result of feedback from the customers that the service supports including schools, academies, early years settings, sixth form colleges, Universities and the Norfolk to Good and Great (N2GG) initiative.</p> <p>The ELS offers its customers a cost efficient service that gives access to books, a mobile library, practical support, advice and training, INSET and help to inspire reluctant readers</p> <p>In the last few years new services have been introduced, most recently a specialist eBook platform for schools (with a free trial term). The ELS has received excellent feedback from customers, with 100% of customers saying that training, professional support, the mobile library visit and project loans are valuable or very valuable and have met or exceeded expectations.</p> <p>Police information service in libraries - Norfolk Library and Information Service is piloting a new approach with Norfolk Constabulary at Thetford and Gorleston libraries as part of working together more efficiently.</p> <p>For a trial period, the library will be the place to go in the town to find out information about services offered by the Police. This will mainly involve library staff helping customers to find their way around the Police website so that they have a more informed level of support. The website http://www.norfolk.police.uk/ contains information about crime reporting, safety advice, safer neighbourhood teams, hate crime, current news and a lot more. Library staff will also help customers with lost and found items.</p> <p>The service will be a natural extension of the information libraries already provide about County council and other public services. It is also a part of the library being seen as a trusted source of information in the town and is a good opportunity for us to raise our profile and increase visitor numbers and use.</p> <p>Training will be provided and paid for by the Police in early September. Briefing meetings are being held with staff to answer their questions. This will be a 6 month pilot from the end of September to March 2017 and, depending on the outcome, could potentially lead to a wider partnership with the police at more libraries.</p> <p>Norfolk Spydus app available now - A smartphone</p>	
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	<p>application has been launched by the NLIS so residents can keep up to date with the county's library service.</p> <p>The Norfolk Spydus app will enable residents to search for books and place holds on items they are interested in, download e-books, e-audio books and magazines, use their device's camera to scan the barcode on a book, CD, DVD or other item and search for available copies at their local library and also to keep track of their library account and manage their loans and account information.</p> <p>It gives library customers the opportunity to access reading, knowledge and information for free on a smartphone or tablet while at home or on the go. The app is just one of the ways the library service is using digital technology to improve the services available for Norfolk's residents. The Spydus App can be download for Apple and Android device from the App Store and Google Play.</p> <p>Norfolk Arts Service</p> <p>Creative Arts East Spirit of 2012 Funding</p> <p>Creative Arts East, one of Norfolk County Council's regularly funded arts organisations has been awarded £231,110 from the Spirit of 2012: Spirit of Achievement Arts and Culture Challenge Fund to deliver <i>Our Day Out</i>, a unique three-year dementia friendly programme for rurally isolated older people across Breckland and North Norfolk.</p> <p><i>Our Day Out</i> will encourage a reduction in the social exclusion of rurally isolated, older disabled people through regular, high quality and integrated fortnightly music and dance sessions delivered by some of the UK's most highly regarded professional dance artists and companies. The programme will promote greater understanding, and meet the needs of people with disabilities through tailored programming, shared learning, social opportunities, and celebratory events, which in turn will build confidence in all the beneficiaries. For further information on <i>Our Day Out</i>, please contact arts@norfolk.gov.uk.</p> <p>Museums Service</p> <p>The Castle Keep as a performance space - Two recent events have highlighted the potential of Norwich Castle Keep as a performance space.</p> <p>As part of British Art Show 8, on Friday 12 August, the Keep hosted a new contemporary ballet performed by members of the Northern Ballet. Entitled 'Children of the Mantic Stain' the</p>	<p>S Miller</p> <p>S Miller</p>
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	<p>performance was inspired by – and incorporated – a tapestry created by the artist Linder for the British Art Show 8. This unique evening performance attracted around 70 people. Linder’s work remains on show in the Norwich Castle art gallery as part of British Art Show 8 until 4 September.</p> <p>Over the August bank holiday weekend as part of the Castle’s ‘Medieval Madness’ themed summer programme, the Keep was the magnificent venue for a new interpretation of the Norwich Medieval Mystery Plays. Adapted and directed by Peter Beck with original music by Chris Ellis, the show offered an immersive piece of theatre with live music, period costume and special scenic effects. The new versions were aimed at a family audience and we worked hard to ensure foster families and Looked After Children could enjoy this original piece of amazing theatre. Each performance was sold out and played to enthusiastic audiences.</p> <p>These events are part of a conscious effort to ensure the Keep remains highly visible as we develop plans for the HLF-funded ‘Gateway to Medieval England’ project.</p> <p>NRO - NSTR</p> <p>Norfolk Community Learning Services</p> <p>GCSE results - Overall NCLS has posted a strong a set of results, showing year on year improvement, reflecting the exceptional effort put in by the learners and staff in the last challenging year, especially against a national picture where the rate of learners gaining an A*-C grade dropped by 2.1% points against last year. The full set of validated results will be published in the next sit rep.</p> <p>Active Norfolk - NSTR</p>	<p>G Tuson</p> <p>I Yusuf</p> <p>B Jones</p>
<p>Public Safety Norfolk Fire and Rescue Service Trading Standards</p>	<p>NSTR</p> <ul style="list-style-type: none"> We have identified a risk to the Trading Standards Service of limited service capacity, with the possibility of the loss of key individuals resulting in an inability to deliver the appropriate service and increased pressure on remaining staff. This risk is recorded on the Communities Committee Risk Register and is a Service performance measure. <p>The statutory duties of Trading Standards are extremely varied. We enforce legislation, which is constantly changing. In order to carry out our work with businesses, and given that interactions with businesses have the</p>	<p>Roy Harold</p> <p>Sophie Leney</p>

potential to develop into formal enforcement, our officers and managers must be authorised to use statutory powers.

In order to be authorised officers and managers must have specific professional qualifications; the Diploma in Consumer Affairs and Trading Standards (DCATS) or its antecedents, and must demonstrate their competency and maintenance of their competency through their continuous professional development (CPD). We must manage our qualifications and ongoing training so as to ensure we have sufficient qualified/competent officers/managers to undertake the necessary enforcement in each functional area.

An assessment (to statutory and Service standards) of qualification, competency and ongoing competency is to be made of all operational staff across 14 functional areas of the Trading Standards Service 3 times a year.

The first assessment has been made and the percentage of Trading Standards Officers/Managers who hold necessary qualifications and current competencies to be authorised to deliver the TS Service currently stands at 90% against a target of 100%. Across the 14 functional areas assessed we are currently showing a shortfall against the following areas (% figure included):

Metrology	64%	Intelligence	89%
Fair Trading Criminal	78%	Investigations skills	92%
Agriculture	86%	Food standards	94%
Civil Enforcement	89%	Business and consumer support	94%
On-line Investigations	89%		

In order to address these shortfalls we are carrying out the following actions:

- Recruitment into a current vacancy will target qualifications and competencies identified as a shortfall.
- Learning and development will be prioritised for those functional areas where a shortfall is identified.
- Managers/Service Leads will review those officers in their sections to assess how best to bring qualified officers whose competency has lapsed back into full competency.
- Officers currently studying for the Trading Standards Qualifications Framework (TSQF) will fill

Emergency & Resilience	<p>the shortfalls in qualified/competent officers in Agriculture and Food Standards within the next 1-2 years.</p> <ul style="list-style-type: none"> Recently the Trading Standards Service Lead Officer for Licensing, Age Restricted and Illicit Products attended a meeting of the Great Yarmouth Community Alcohol Partnership (CAP) to move forward plans to improve the work of the partnership in the town. The CAP was set up with the support of the Trading Standards Service and the Police approximately 5 years ago and is credited with having had a major impact on reducing alcohol related crime and anti-social behaviour in the town centre. <p>The partners discussed some recent anti-social behaviour problems which appear to be caused by off-licence premises selling excessive amounts of alcohol, particularly to people revelling in the parks or streets of the town. A plan was agreed between the members on how this will be addressed, with Trading Standards Officers, playing their part.</p> <p>CAPs are locally based and established schemes which link into national support. They bring together the off and on licence retail industry, enforcement agencies, the community and the support agencies who help people with alcohol related problems. Their success in tackling anti-social behaviour fuelled by alcohol lies in the embedded buy-in that comes from an inclusive partnership approach involving the community, the retail industry as supplier and all the agencies who regulate the sale of alcohol. An outline of the CAP ethos can be found at: http://www.communityalcoholpartnerships.co.uk/what-we-do</p> <p>Resilience</p> <p>The Resilience Team supported a Community Resilience Family Fun Day on 24th August at “Community Roots” in Great Yarmouth. The event brought together providers of services, such as the Met Office, voluntary organisations and community resilience volunteers to promote how to be better prepared to respond and recover from emergencies, such as severe weather events. This is one of a series of multi-agency events to enhance community resilience across the county.</p> <p>On the morning of 3rd September there will be a Rest Centre Exercise at Ormiston Venture Academy, Gorleston, to test procedures in place to accommodate evacuees in the event of a major emergency. This will be complemented by voluntary agencies testing how they can support a major</p>	Jan Davis
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	<p>evacuation and rest centres established in response to an emergency. Volunteer residents have been recruited to act as evacuees. Exercises of this kind involve the local community in how they can be better prepared and contribute in response to future emergencies.</p> <p>Vyvyan Evans, a UEA postgraduate student, has completed a very productive Summer work placement with the Resilience Team. Vyvyan was able to experience how a county council works in collaboration with our various partners in the Norfolk Resilience Forum and has contributed to the development of our links with the voluntary sector. The placement was judged very worthwhile by all parties and we hope to build on this success in future years</p>	
Public Health	<p>Healthy Libraries</p> <p>A joint project between Public Health and Norfolk Library and Information Service has been shortlisted to the final 3 for a prestigious 'Libraries Change Lives' national award from the Chartered institute of libraries and information professionals. This is a great acknowledgement of the hard work, effort and creativity of library and Public Health staff in Norfolk. Judges are visiting Norfolk early September before making their final decision. The Healthy Libraries project aims to use libraries as health hubs that local residents can access for health information – this includes all staff being trained in basic health improvement, concepts of behaviour change, promoting local campaigns lead by Public Health and have been awarded small grants to run health related activities in their localities.</p> <p>Dementia Friends</p> <p>Public Health is delivering a series of sessions at County Hall from September to December. Dementia Friends is a national programme led by the Alzheimer's Society but facilitated locally by Public Health and other community groups. The sessions are about learning more about dementia and then turning that understanding into action. Each interactive information session lasts for one hour and all members are welcome to sign up and attend. Details can be found on Learning Pool - you will need to log in search for 'dementia' and book your place. http://inet.norfolk.gov.uk/news/INET176363</p> <p>Mind Out for Each Other – Cycle Safety Road Campaign.</p> <p>Road users are being urged to raise awareness of the safety of cyclists, as part of a joint drive by Norfolk County Council (lead by Public Health) and Norfolk Constabulary to reduce the number of cyclist casualties on the road. The Mind Out for</p>	Louise Smith

	<p>Each Other campaign will focus on the responsibility of all road users to 'look out for one another' and 'share the road' – the campaign is in response to the increasing number of adults taking up cycling, and the rising number of cyclists killed or seriously injured on Norfolk's roads in recent years, with more pedal cyclists killed or seriously injured on Norfolk's roads in 2015 (48) than in any other year during the last 10 years. The targeted campaign will include press, radio and bus advertising as well as engaging with cyclist and drivers through a range of mediums. The campaign will launch on the 5th September and run for 6 weeks.</p> <p>Childhood Obesity strategy</p> <p>Public Health partly welcomed the launch of the Government's Obesity Strategy on 18th September. The strategy includes a commitment to reduce sugar by 20% in foods preferred by children as well as the previously announced tax on sugary drinks. There are no measures to address advertising to children proposals for food reformulation are largely voluntary. Overall the proposals and measures it contains are all good steps in the right direction but there are missed opportunities.</p> <p>Obesity is an important public health issue in the UK and a priority in the Norfolk Health and Wellbeing Strategy 2014-2017. Overweight and obese children are more likely to become obese adults with increased risk of poor health in years to come. Childhood obesity is increasing and concerning as carrying excess bodyweight can affect an individual's quality of life. By supporting children and families to stay healthier will help reduce the risk of heart disease, diabetes and strokes later in life.</p> <p>Every year as part of the National Child Measurement Programme (NCMP), children in Reception (4-5 years old) and Year 6 (10-11 years old) have their height and weight measured. The information is used to increase families and children's understanding about healthy lifestyles and weight issues. In Norfolk, the data showed that 22.4% of children aged 4-5 years were considered overweight and 9.6% obese. Child obesity is linked with socioeconomic status – 26% of Reception Year children in more deprived areas of Norfolk have excess weight compared to only 19% in the least deprived areas.</p> <p>Norfolk County Council's initiatives to address obesity locally include Fit4It, a locally developed healthy weight management programme for overweight children. Active Norfolk promotes daily physical activity, while Fun & Fit is a family based physical activity programme. The County Council also launches Get into Summer every year, a campaign which encourages families to take part in physical</p>	
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	<p>activity through its magazine, signposting readers to group activity, competitions to win outdoor based holidays and cycling equipment and vouchers for swimming at local leisure centres. Other features include advice on diet and healthy recipes with more ideas online at www.norfolk.gov.uk/getinto</p> <p>Article from : http://www.edp24.co.uk/news/politics/gratuitous_tax_or_down_to_the_individual_opinions_divide_over_obesity_strategy_1_4663989</p>	
Registration Services	NSTR	Caroline Clarke