

## 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: 27/05/2016		
Service	Service Update key bullet points	Contact
Consultation & Community Relations	<p>Applications from young people wishing to form the next Future Voices editorial board, the council's online collaboration with the EDP, are now closed. Future Voices is a monthly double spread of EDP pages written by and for young people. The outgoing board will start their selection process to appoint to the nine strong board from next week. Sixty have applied for positions on the editorial board, including the editor in chief role, and a further 20 have applied to be photographers for the publication. You can read the latest edition of Future Voices at <a href="http://www.edp24.co.uk/futurevoices">www.edp24.co.uk/futurevoices</a>.</p> <p>The team has delivered a 'fabulous focus group' training session for colleagues, mainly in Children's Services, wishing to run focus groups in the future.</p>	Paul Jackson
Customer Services	NSTR	C Sumner
Cultural Services	<p><b>Library and Information Service</b></p> <p><b>Business and Intellectual Property Centre -</b> Entrepreneurs, inventors and small businesses in Norfolk are set to benefit from a new support service. The Business Library at the Norfolk and Norwich Library has been chosen to pilot a Business and Intellectual Property Centre (BIPC) dedicated to supporting local entrepreneurs to start, run and grow their own businesses. Based in Norwich, the Centre will support businesses from across the County.</p>	J Holland

Sensitivity Classification:

	<p>The new centre will join the network of eight others created in city libraries in Birmingham, Newcastle, Leeds, Manchester, Sheffield, Liverpool, Exeter and Northampton, which are based on the successful British Library Business and IP Centre in London.</p> <p>When fully operational, it will provide a dedicated service for both aspiring and established entrepreneurs to take advantage of free intellectual property and business information and expertise. Customers will be able to access the library's valuable online collections such as market research, company and financial information, and patent and trademark specifications, spanning both the UK and global markets. Access to these core library collections, typically not affordable for small businesses, will be complemented by a face-to-face service, including practical workshops, networking events, and one-to-one advice and coaching sessions from business experts on how to protect their ideas, grow their businesses, and become commercially successful.</p> <p>The first major event linked to becoming a BIPC will be on Friday 17 June in Norwich with a visit by StartUp Britain/ NatWest's Routemaster bus providing free mentoring and advice to aspiring and early-stage entrepreneurs</p> <p><b>Norfolk Community Learning Services</b></p> <p><b>Ofsted Inspection</b> – Ofsted has published its report of the full inspection of the NCLS which was carried out in April and the grades are ‘Good’ across the board. Many congratulatory emails have been received, as well as requests from other authorities to share knowledge and experience. It is planned to use this report as a strong marketing tool and public relations opportunity, raising the profile of the service and NCC across Norfolk and celebrating the hard-won success. A partnership conference is now planned for later in the summer, using Ofsted success as a further interest-raising opportunity</p> <p><b>Restructure</b> – The way the staff consultation has been conducted has been commended by Trade Unions and staff with thanks from them for the honesty, transparency and efficiency of the process. The next stage of the restructure is the interviews for posts which has just commenced.</p> <p><b>Norfolk Arts Service</b></p> <p><b>Conference Exploring the Contribution of Arts and Culture to Education and Wellbeing in Norfolk</b> - On Thursday 19 May 2016 Norfolk Arts Forum hosted this major conference at Norwich Castle Museum and &amp; Art</p>	H Wetherall
		S Miller

	<p>Gallery. The conference focused on presenting evidence which demonstrates the impact and benefit of using creative approaches in key commissioning arenas and on next steps in developing new collaborative initiatives in Norfolk.</p> <p>Chaired by Cllr Paul Smyth, keynote speakers included leading academics in the field, including Professor Norma Daykin, University of Winchester, Professor Venu Dhupa, Nottingham Trent University, and David McDaid, Associate Professorial Research Fellow, London School of Economics. The conference also included a range of local case studies across arts, libraries, museums, and archives, and a chaired panel discussion.</p> <p>Over 100 delegates, including commissioners from public health, adult social care, and children's services, arts and culture professionals, and local councillors, attended.</p> <p>Norfolk Arts Service are currently in discussion with key colleagues across Norfolk and the County Council to explore ways in which the work from the day can be taken forward. For further information on the conference please contact <a href="mailto:arts@norfolk.gov.uk">arts@norfolk.gov.uk</a></p> <p><b>Museums Service - NSTR</b></p> <p><b>NRO - NSTR</b></p> <p><b>Active Norfolk - NSTR</b></p>	
<p><b>Community Safety and Fire and Rescue</b></p> <p>Norfolk Fire and Rescue Service</p>	<p>NSTR</p> <p><b>Regional Co Responding Pilot Update 25 May 2016</b></p> <p>Further Ambulance service collaboration. NFRS crews in Norwich, Gt Yarmouth, Kings Lynn, Sheringham and North Walsham will begin a pilot in June on assisting the ambulance service at a wider range of incidents. As part of a national trial programme, firefighters will respond to 999 calls for adult cardiac arrests, using the defibrillators, oxygen and other first aid equipment carried on every fire engine. Firefighters will mirror the good work done by volunteer first responder schemes already operating across Norfolk, and will be in addition to the normal ambulance response - they will not be attending instead of paramedics, who will still respond as normal. The aim is to get a trained response to a casualty as fast as possible, to stabilise and provide life support until the paramedics arrive. NFRS already works closely with EAAST, including</p>	Roy Harold

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Trading Standards	<p>sharing accommodation at a number of stations as well as working together at a wide range of emergencies, so this is a natural progression which will undoubtedly improve public safety. Following the trial, EAAST will consider what long term arrangements it would like to propose, and we will ask Councillors to take a view and provide policy direction on any options put forward.</p> <p>Norfolk and Suffolk Trading Standards are organising a joint conference on Wednesday 16 November 2016 (9am to 4:15pm) at Trinity Park Ipswich. The theme is scams and doorstep rogue trading, both forms of financial abuse. The conference is for partners such as those who care for vulnerable people, consumer and community champions and local councillors.</p> <p>The National Trading Standards Scams Team will be presenting a workshop and Paul Maskall, Cybercrime Security Advisor at Norfolk &amp; Suffolk Constabularies will be speaking; along with a number of others on the day.</p> <p>We would be delighted if Members of the Communities Committee could attend. If you would like to attend the Conference or would like further information please contact Teresa Haxell, Lead Trading Standards Officer via email <a href="mailto:teresa.haxell@norfolk.gov.uk">teresa.haxell@norfolk.gov.uk</a></p> <p>The Trading Standards' 2015-16 food sampling programme highlighted a number of key areas of non-compliance, which were dealt with by the Service during the last service year. In total 214 food samples were subject to laboratory analysis with an overall non-compliance rate of 31%.</p> <p>One of the highest non-compliance rates related to products making unauthorised nutrition and health claims. A nutrition claim is any claim which suggests or implies that a food has particular beneficial properties due to the presence, absence, increased or reduced level of a particular nutrient or substance. Only nutrition claims listed in the legislation can be made and only then if specific conditions, such as the level of a particular nutrient in the product, are satisfied. A health claim is any claim that suggests or implies that a relationship exists between a food or one of its constituents and health, for example "calcium helps maintain normal bones". Such claims can only be made if they appear on the approved register of claims. The route to approval involves the production of substantial supporting scientific data to validate the claim. Significant value can be added to a food product by making a nutrition or health claim, thus</p>	<p>Teresa Haxell</p> <p>Jon Peddle</p>
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	<p>enabling the product to be sold at a premium price. The products are also often aimed at particular sectors of consumers who place great reliance on the claims, such as food products marketed for older people. It is essential therefore that any nutrition and health claims are compliant and can be relied upon.</p> <p>The Service also continues its work checking that food fraud is not committed with meat products and the replacement of high value products with lower value meat. 10 targeted meat samples were taken and 6 of the 10 were found to be contaminated with other meat species not mentioned on the product's labelling. However, in all cases, the level of contamination was low, pointing to cross contamination in the production process rather than the deliberate substitution of lower value meat to mislead the consumer.</p> <p>Other issues found included meat products with meat content lower than that declared, imported drinks with non-permitted additives, products with non-permitted food colours and products with higher than allowed levels of permitted food colours. In all instances Officers from the Service took appropriate action to ensure the non-compliant product was removed from the marketplace. Such action included raising food safety incidents with the Food Standards Agency and working directly with the supplier and/or their local Trading Standards Service to ensure compliance was achieved.</p>	
Emergency & Resilience	<p>Business Continuity Awareness Week (BCAW) ran from 16 – 20 May 2016. The promoted theme was investment in checking, exercising and updating Business Continuity (BC) plans. As part of the week the NCC Resilience Team facilitated internal BC exercises and delivered a Business Continuity Workshop for South Norfolk District Council, which also included participants from Broadland District Council.</p>	Jan Davis
Public Health	<p><b>Customer service from the Public Health Team</b></p> <p>We've been working to improve our accessibility and communications starting with a new public health directory which shows all of our team complete with lovely photographs of everyone. This online document is available on the <a href="#">intranet</a> for anyone without access to our shared drive, and has been linked to the NCC phone book so that you can quickly identify who people are and their key areas of work.</p> <p>We have also reviewed all of our intranet content. Each team now has a <a href="#">contact page</a>, again listing who works with who for each work area. We have also added a '<a href="#">key</a></p>	Louise Smith

	<p><a href="#">public health documents</a>' page, which has been populated with our strategies and guidance from the team leads. We'd really welcome feedback (email <a href="mailto:PHComms@norfolk.gov.uk">PHComms@norfolk.gov.uk</a>) on how you find the sites, and what more we can do to be accessible for customers and stakeholders.</p> <p><b>Norfolk welcomes plain packaging for tobacco products</b></p> <p>New Government legislation to standardise packaging on cigarettes and other tobacco products is now in force to highlight the dangers of smoking to health. The aim of standardised packaging is to remove any attractive promotional aspects to make tobacco products less appealing. The Tobacco Products Directives will require combined picture and text health warnings to cover at least 65% of the front and back of packaging. Health warnings must appear at the top of the packet.</p> <p>Research suggests that making the appearance of packaging as plain as possible would reduce false and misleading messages, such as one type of cigarette being less harmful than another, and would increase the impact of health warnings and reduce the appeal of smoking to young people. Peer studies have also found that the removal of distinctive packaging is likely to reduce smoking uptake amongst children and young people. Established adult smokers tend to be brand loyal and the majority know which brand they will ask for before they walk into a shop. Therefore, new, young smokers are the primary target of industry marketing.</p> <p>England is the third country to enforce this kind of legislation with Ireland and Australia already practising these preventative measures. Australia introduced this legislation in 2012 and since then, it has seen a real drop in the prevalence of smoking. The decline has been driven by both an increase in the proportion of Australians who have never taken up smoking, and also an increase in the proportion of people who have smoked, quitting.</p> <p>In the UK alone, over 100,000 deaths a year are caused by smoking so the introduction of these measures, along with the revised Tobacco Products Directive, is hoped to have a stronger impact.</p> <p>The move was welcomed: "The Tobacco Control Alliance in Norfolk consisting of various agencies including all the local authorities, NHS and voluntary sector partners has an aspiration to make Norfolk smoke free. We believe this legislation would help us protect vulnerable people and enable Norfolk to give every child the best start in life through creating an environment where smoking isn't seen as a cool thing anymore. This legislation helps to</p>	
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	<p>reinforce the important messages that we and other health agencies are trying to convey.”</p> <p><b>Keeping Physically Active Blog</b></p> <p>Public Health submitted the County Council website blog for mid-May:</p> <p>In 2016-17, the Department of Health will give local authorities £3.4 billion to fulfil their public health duties. In Norfolk, this equates to around £46 per head. So where does this money go and does it really make a difference? As a council we now have a duty to improve the health of our residents, and public health interventions can be good investments:</p> <ul style="list-style-type: none"> <li>• Getting one more child to walk or cycle to school could pay back as much as £768 or £539 respectively in health benefits, NHS costs, productivity gains and reductions in air pollution and congestion.</li> <li>• Smoking prevention programmes in schools can return as much as £15 for every £1 spent.</li> <li>• Every £1 spent on motivational interviewing and developing supportive networks for people with alcohol or drug addiction returns £5 to the public sector in reduced health care, social care and criminal justice costs.</li> <li>• The cost of the status quo is unsustainable – unhealthy lifestyles cost the NHS across the UK billions of pounds every year. Smoking costs £5.2 billion, obesity £4.2 billion, alcohol £3.5 billion and physical inactivity £1.1 billion.</li> </ul> <p>Last month we launched our first <a href="#">public health strategic framework</a>. The strategy commits us to promoting healthy living and healthy places, to protect people from harm, to provide the services they need to prevent ill health and to work in partnership to transform the way we deliver services. I welcome your thoughts and feedback on how we can make the vision become a reality over the next four years.</p> <p>At a personal level, most of us could do with making a few small changes for a healthier lifestyle. In March, the Department of Health launched the national. Latest figures show that life expectancy at older ages is at record levels, yet many are spending their retirement living in ill health. Currently 15 million Britons are living with a long-term health condition, but studies show living healthily in middle age can double your chances of being healthy</p>	
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	<p>when you are 70.</p> <p>Getting active doesn't have to mean being sporty. One of the simplest ways to get more active, lose weight and become healthier is walking. May is <a href="#">National Walking Month</a> and the charity <a href="#">Living Streets</a> are asking people to pledge to walk 20 minutes a day (if you need more encouragement, all pledgers will be entered into a prize draw to win a £50 shopping voucher). It's underrated as a form of exercise, but regular walking has been shown to reduce the risk of chronic illnesses such as heart disease, type 2 diabetes, asthma, stroke and some cancers.</p> <p>The easiest way to walk more is to incorporate it into your daily routine, for example taking a lunchtime stroll, having a walking meeting or using the stairs instead of the lift. If you're based at County Hall, why not join colleagues for Walk Wednesday – just meet in reception at 12:30 on Wednesdays for a short lunchtime walk.</p> <p>If you fancy something more than walking, why not get some colleagues together for one of <a href="#">Active Norfolk's Fit4Work</a> workplace events? From canoeing and tennis to cricket and 'It's a Knockout', these fun and friendly events are the perfect way to spend a summer evening.</p> <p>Happy walking ...</p>	
Registration Services	<p>Work has commenced on the new Norfolk Register Office in the Archive Centre building, with a due date at the end of June. The works are being carried out by local firm Gooch, and will transform the former public locker room and meeting rooms at the entrance to the Archive Centre into a purpose built facility for registering births and deaths, and giving notice of marriage. Weddings will mostly take place in the benefactors Room at the Norwich Castle, with a few statutory ceremonies carried out in meeting rooms in County Hall or in office spaces in the Register Office. A visit by the General Register Office inspector will take place once work is completed.</p>	Caroline Clarke