

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: 01/04/2016		
Service	Service Update key bullet points	Contact
Consultation & Community Relations	<p>The team have supported a record number of Norfolk's young people to vote and elect nine new Members of Youth Parliament (MYP) representing each of the county's political constituencies.</p> <p>A total of 39,938 of Norfolk's 11-18 year-olds cast their vote for free on their mobile phones for their preferred candidate. The figure represents 51% of the county's 11-18 year-olds, the last election in 2014 saw a turnout of 48%. This is one of the highest turnouts nationally.</p> <p>The election count event was held at County Hall with outgoing MYPs, all election candidates, family members, Norfolk County Councillors and officers. MD Wendy Thomson acted as returning officer and results were tweeted as each constituency was called.</p> <p>Media coverage in the run up to and post-election was good with articles in the EDP, interviews on Radio Norfolk and coverage in the local press. http://www.edp24.co.uk/news/education/mental_health_obesity_and_bullying_among_priorities_for_new_members_of_the_youth_parliament_1_4473379</p> <p>Following their induction, the new MYP cohort will immediately start work on delivery of the priorities identified in the Make Your Mark ballot of Norfolk young people. They can also look forward to regional and national events such as the November House of</p>	Paul Jackson

	Commons sitting.	
Customer Services	<p>Our new Norfolk County Council website is now live.</p> <p>The new site is the result of six months' extremely hard work led by Customer Services and supported by teams across the organisation. It's far more than just a cosmetic exercise as it allows us to make best use of a new and more dynamic platform which will help all those use our services in a much better way. There are still some "broken links" and areas which need to be developed, and these will be addressed over the coming weeks.</p> <p>The new website will complement the new Customer Relationship Management (CRM) system which also comes into operation from 1 April. This will allow customers to track enquiries (highways at first) or alerts they have made to us, and provides a more personalised offer when they use our website – over time, offering proactive information of services in their area, or which fit their particular interests. It will also deliver much better management information about our customers and our performance. The new CRM system makes use of the DNA information hub and "golden record" developed by the Information Management team</p> <p>The new look and feel, and ways of working via the CRM, have also had the benefit of considerable user testing – involving groups of users, such as Highways, Business Support, PAs, Customer Services teams and FOI teams - as well as useful input from Members - giving their views and helping us deliver a new online presence which meets the needs of a widely varied audience.</p>	C Sumner F Grimmer
Cultural Services	<p>Library and Information Service</p> <p>Norfolk's Great Big Read 2016 - This annual reading promotion, which is aimed at encouraging adult readers to pick up a book, read more and try something new, started on 21 March and will run until 24 April. This year's promotion will tie in with the 400th anniversary of the death of Shakespeare.</p> <p>Every library will highlight a range of 20 books, written by modern authors. Each title references one of Shakespeare's works and they have been selected for</p>	J Holland

	<p>their immediate appeal to a wide audience - male, female and young adult customers. Libraries will hold shared reading sessions, offering an accessible and social way for customers to engage with some of the themes in Shakespeare's work.</p> <p>The Norfolk and Norwich Millennium, Wymondham, Gorleston, King's Lynn and Dereham Libraries will also be hosting productions of Hamlet at the end of May.</p> <p>Museums Service</p> <p>Museums & Heritage Awards Nomination - The Norfolk Teaching Museum programme has been shortlisted for a Museums and Heritage Award in the Educational Initiative category. The Museums and Heritage Awards are highly competitive and prestigious, the Oscars of the heritage world, so being shortlisted is a significant achievement.</p> <p>The winners will be announced at an awards ceremony in London on 18 May. The Norfolk Teaching Museum Traineeship Programme was a key element in the Service's successful bid for Major Partner Museum funding to Arts Council England in 2015 and one of the factors which led to the Service being given a national leadership role in the area of workforce development.</p> <p><i>Halfway to Paradise: The Birth of British Rock, at the Time and Tide Museum from 19 March until 2 October 2016</i> - This new exhibition helps visitors to re-live the excitement and energy of the early years of rock and roll through the exceptional photography of Harry Hammond, the music photographer who documented the emergence of Rock 'n' Roll music in post-war Britain.</p> <p>The heart of the exhibition is a touring photography display from the Victoria and Albert Museum, London, which features more than 60 portraits by Harry Hammond, including behind the scenes and performance shots of leading musicians in the 1950s and 1960s.</p> <p>His era-defining images of popular music icons such as Roy Orbison, Ella Fitzgerald, Cliff Richard and Shirley Bassey will go on show alongside rare memorabilia exploring Great Yarmouth's thriving music scene of the early 1960s, including posters, programmes and star autographs, which have come to light following a call for local stories by staff at Time and Tide Museum.</p> <p><i>Halfway to Paradise</i> should appeal strongly to both local</p>	S Miller
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	<p>residents and visitors coming to Great Yarmouth over the summer months. A Rock 'n' Roll themed Museums at Night on 14 May and numerous talks and other events will keep interest in the exhibition high.</p> <p>Norfolk Arts Service</p> <p>New Norfolk Arts Project Fund Awards The Norfolk Arts Project Fund supports initiatives and events in all art forms and multi-artform areas. This includes the development and promotion of a wide range of arts activity in communities throughout Norfolk. Each year Norfolk Arts Service makes awards of up to £500 to around 70 projects. The Fund has three deadlines per year in May, September and January.</p> <p>Norfolk Arts Service has just completed the third round of funding for 2015/16, making awards to 28 projects, including;</p> <ul style="list-style-type: none"> • Spindrift – Curious Directive: a production which follows three sisters as they untangle what happened to their father when he disappeared whilst sailing around the world, 25 years ago. A number of related activities will benefit the wider community. For example, young people will be recruited for Assistant Director and Production Assistant posts to provide them with an introduction to the skills needed to run a touring theatre company, and the company will collaborate with the Nancy Oldfield Trust and the Corton Residential Care Home to provide various <i>Spindrift</i> related activities for residents. • Purple Tomatoes, Life in Science – Malca Schotten: An artist-in-residence project which aims to challenge common pre-conceptions of scientists as being eccentric, odd, and hard to relate to by presenting the life stories of biomedical scientists working at the John Innes Centre. A series of large images and accompanying text will be exhibited in various Norwich locations, and the artist will also collaborate with the Teacher Scientist Network to share the artworks and stories with young people. • Great Yarmouth Day Trip – Original Projects: A day-long event in Great Yarmouth to coincide with the British Art Show 8, working with artists who have connections to Great Yarmouth as well as historians and experts, to deliver a roving promenade for community members and tourists exploring the British 	S Miller
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	<p>idea of the day trip from Victorian times to modern day.</p> <p>If you would like any further information on the Norfolk Arts Project Fund, please visit our website or email: arts@norfolk.gov.uk .</p> <p>NRO</p> <p>Regional Collaboration on Digital Preservation - The Norfolk Record Office has been working with other members of the East of England Regional Archive Council (EERAC) to set up a pilot project, which will explore ways of collaborating in order to keep digital archives accessible for the long term. Norfolk is taking a leading role in this project and is acting as host organisation. It has secured funding from EERAC of £4000 and from the National Archives of £7000 towards project costs. Alongside the Norfolk Record Office, the project partners will be Cambridgeshire Archives, Hertfordshire Archives, Peterborough Archives and the History of Advertising Trust.</p> <p>Norfolk Community Learning Services</p> <p>Service Restructure - The consultation document for the service restructure was published on 1 March and staff consultation events have taken place across Norfolk - two in Norwich, one in Attleborough and one in Kings Lynn. Staff have been encouraged to present their views and concerns in an open and transparent dialogue with managers. As a result of the feedback from staff, managers have already made a number of changes to the proposals.</p> <p>Developing partnerships and joint-working - NCLS managers have met with the Norfolk Arts Forum and explained the vision for the service and in particular how the service wishes to develop its cultural tourism offer and take forward the Wensum Lodge site as a vibrant arts, crafts and language centre of excellence. Further discussions are planned to advance these proposals.</p> <p>A Service Level Agreement has been signed with NCC Children's Services to cover our work with Children's Centres. Partnership development work is continuing with the libraries, Norfolk Records Office, Museums Service, Active Norfolk and Children's Service Early Help teams. There are excellent case studies emerging from this work which demonstrate the positive impact that this joint working is having.</p>	<p>G Tuson</p> <p>H Wetherall</p>
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	<p>Apprenticeships - NCLS is working closely with corporate colleagues to plan for the introduction of the apprenticeship levy which will have far-reaching implications for all large organisations. It is likely that NCC will have to host up to 450 new apprenticeships each year and plans and structures are being put in place to manage this programme.</p> <p>Active Norfolk - NSTR</p>	
<p>Community Safety and Fire and Rescue</p> <p>Norfolk Fire and Rescue Service</p>	<p>Fire, Norwich Airport. On Sunday 20th March, NFRS attended a roof fire in a hangar at Liberator Way, Norwich Airport. This was a complex incident, 20m above two airliners which were undergoing maintenance inside the hangar, one carrying 3000l of fuel. Operating in collaboration with the airport fire service over a 24 hour period, more than 30 fire engines and 150 firefighters were used in total. The fire was contained to a relatively small area, and neither aircraft was damaged. Airside operations were able to continue without disruption. Specialist vehicles and officers had to be redeployed to the airport from an exercise which was underway at Tattersett, and other staff were recalled to duty to maintain cover.</p> <p>On Monday 21st March, more than 70 guests attended a workshop in the Council Chamber, on joint working in emergency management organised by the NCC Resilience team on behalf of the Norfolk Resilience Forum. Guest speakers from New York Fire Department and the International Association of Fire Chiefs in Washington DC gave presentations sharing the American experience of inter-agency management of major incidents such as wide area floods. Both speakers are in the UK to address an international conference, and offered to travel to and speak in Norfolk free of charge, on the back of the good links and relationships we have been able to build around a shared risk.</p> <p>The Fleet and Workshops functions have been successfully re-certificated under the ISO9001 quality assurance scheme, with favourable comments received from the independent assessors.</p>	Roy Harold

Trading Standards	<p>The formal opening of the joint Fire & Police HQ at Wymondham took place on the 24th March, attended by Cllr Paul Smyth and PCC Stephen Betts. The building, formerly known as the Police Operations & Communications Centre (aka 'OCC'), will now be the Joint Operations & Communications Centre ('JOCC'). Fire & Police senior management teams are working alongside each other in a single suite of offices, in a move that will help ensure better join up of emergency service operations. Home Office Minister Mike Penning issued a statement supporting the move.</p> <p>In parallel with the Communities Committee decision the previous week, on 22 March Suffolk County Council's Cabinet agreed to the development of a full business case for a joint service between Norfolk Trading Standards and Suffolk Trading Standards. Senior managers of both Services will meet on 4 April to plan the project work necessary over the next 6 months.</p> <p>The Trading Standards Manager has been working with the Better Regulation Delivery Office (BRDO), regulators in Suffolk and the New Anglia Local Enterprise Partnership and Growth Hub to launch the Better Business for All (BBfA) initiative on 23 March at a workshop for local regulators.</p> <p>Better Business for All (BBfA) is a local partnership between businesses and regulatory services to promote economic growth. Through developing a new relationship between regulatory services and businesses, Better Business for All aims to reduce both real, and perceived, regulatory barriers to business growth. The key objectives of the programme are:</p> <ul style="list-style-type: none"> ○ Providing advice and support to businesses ○ Increasing the business awareness of regulatory officers ○ Effective coordination across regulatory services ○ Simplifying the local regulatory system and processes ○ Establishing an ongoing partnership between regulatory services and local businesses <p>The workshop was attended by representatives from Trading Standards, Environmental Health, Fire & Rescue, Licensing, Planning and Economic Development from both Norfolk and Suffolk and it was agreed to progress BBfA across both counties.</p>	Sophie Leney
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Emergency & Resilience	<p>The Trading Standards' Calibration, Verification and Testing Services team has generated income totalling £360,840 this year, exceeding their annual target of £327,500 by 10%.</p> <p>The Resilience Team was represented at a "Better Business for All" event held in Diss on 23rd March. Better Business for All is a means for local authorities to engage with local businesses and deliver the support they need to grow. The NCC Resilience Team promotes Business Continuity and can provide specific advice and guidance for small to medium size businesses on how to simply plan for business disruptions and emergencies.</p>	Jan Davis
Public Health	<p>Sugary Drinks Levy</p> <p>In the budget the Chancellor announced a new soft drinks industry levy or tax on soft drinks that contain added sugar. This is fantastic news and something that Public Health England, the Association of Directors of Public Health and the Faculty of Public Health all support. The links between sugar, and sugary drinks in particular, and Britain's obesity crisis are well documented. Sugar drinks account for 29% of 11- to 18-year-olds' daily sugar intake. There will be two tiers to this sugar tax: one will apply to drinks with sugar content above 5g per 100ml and another to drinks with more than 8g per 100ml. Drinks below 5g of sugar per 100ml, such as Lucozade Sport and Volvic Touch of Fruit, will be exempt; as will fruit juices and milk-based drinks.</p> <p>The tax will be effective in reducing the consumption of sugar in soft drink, even if the drinks industry says that it won't. If the tax is passed on to consumers there will be a reduction in sales. There is evidence from California, Denmark and Mexico showing reductions in consumption linked to price, and here in the UK there is a strong link between increasing cigarette taxes and reducing cigarettes sales.</p> <p>If the tax isn't passed on to consumers it will encourage manufacturers to reformulate products to reduce sugar content. Either option is a win for public health and will reduce the risks of obesity, tooth decay and other life threatening diseases. This is public health in action and a great foundation ahead of the child obesity strategy later this summer.</p> <p>To further boost support for this policy the Chancellor has said that the money raised will be used for funding school</p>	Louise Smith

	<p>based exercise and sport. Again – really good news. The only downside I’ve found so far is that the tax won’t be introduced until 2018.</p> <p>Tobacco research On 8th March, we awarded a tender for a research project that seeks to understand the tobacco habits within Lithuanian, Portuguese and Polish communities. The project was awarded to Cragg Ross Dawson (CRD) Research LTD, and will cover Norfolk, Suffolk, Peterborough and Cambridgeshire. Research will begin week commencing 21st March and will look at tobacco habits as well other aspects of health within these communities, which will feed into a communications campaign across the four geographical areas.</p> <p>Diabetes prevention programme Central Norfolk, along with University East Anglia and Public Health have been informed that they have been successful in a bid to be a pilot area for a new national diabetes prevention programme.</p> <p>Up to 100,000 people in England will be offered places on the world’s first nationwide programme to stop them developing Type 2 diabetes. Healthier You: the NHS Diabetes Prevention Programme will start this year with a first wave of 27 areas covering 26 million people, half of the population, and making up to 20,000 places available. This will rollout to the whole country by 2020 with an expected 100,000 referrals available each year after.</p> <p>Those referred will get tailored, personalised help to reduce their risk of Type 2 diabetes including education on healthy eating and lifestyle, help to lose weight and bespoke physical exercise programmes, all of which together have been proven to reduce the risk of developing the disease.</p>	
Registration Services	NSTR	Caroline Clarke