

Your Norfolk

Norfolk County Council's magazine for all residents



Wheels of Change

reduce, reuse and recycle...

recycle

it's second nature



'Wheels of change' project
Design by artist Liz McGowan
'Inspiring environmental action
through art'

 **Norfolk** County Council
at your service
www.norfolk.gov.uk
0844 800 8004





first words

As summer draws to a close, people return from holidays often with a new sense of purpose for the year ahead.

Following the County Council elections in May, we have welcomed a number of new councillors who are now getting to grips with the issues, services and priorities that we work to on your behalf.

In this copy of Your Norfolk you will see that we are asking for your feedback on those priorities – the ones you told us in 2003 were the most important things for Norfolk (p18). We need to check that these remain important.

We are working even closer with the seven district councils in Norfolk to make sure that there is less confusion for you about who you contact for what service (see p6). Our joint Council Information Centres are proving a great success and many people who don't want to contact us by phone or online have been helped by them. In the months ahead we want to build upon this so that people can be sure of high standards of customer care from the County Council, whoever they contact.

We have a special relationship with colleagues in the boroughs of West Norfolk and Great Yarmouth to

improve some services which most directly affect you – including recycling, activities for teenagers and the quality of the local environment. You will be hearing more about this in future editions of Your Norfolk and in the local media and I would welcome comments on this work.

And finally, we continue to seek every avenue to keep our costs down and avoid duplication. Better buying at Norfolk County Council has resulted in savings of £416,000 over the past year, and we plan to save £3.5m over the next four years – through better use of economies of scale and innovative schemes such as internet auctions.

Alison King
Alison King
Leader of Norfolk County Council

The final seat on Norfolk County Council contested on May 26 was won by the Green Party, taking the whole council composition to: Conservatives: 46, Labour: 22, Lib Dem: 14, Green: 2

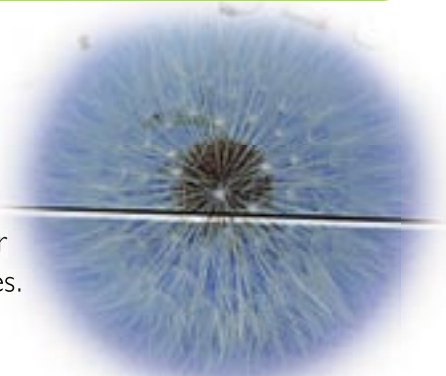
To find out who represents you go to our website on www.norfolk.gov.uk/members, call us on 0844 8008020 or visit any Council Information Centre.

Cover Story

Winning young artists design back of buses

Eye-catching pictures from City of Norwich, Diss High, Flegg High, Fred Nicholson Special, Parkside, Smithdon High and Thetford grammar schools will be used on the back of Norfolk's yellow school buses. The 'Wheels of Change' project aimed at inspiring everyone to reduce, reuse and recycle our waste was organised by Norfolk County Council and Norfolk County Services. All the pupils worked with local environmental artist Liz McGowan.

Picture: courtesy of Mary MacMaster



- 4 School term dates
- 5 Ready for the Olympics
- 6 Face to face help
- 7 Care - you pay, you say
- 8 Roadside nature reserves
- 9 Road to success
- 10 The kids are alright
 - Bus station improvements
- 11-14 News from your local area



contents



- 15 A better life
- 16 Library drumming drama!
- 17 Fire fleet additions
- 18 Consultation - your priorities
 - Flybe competition
- 19 Unsung heroes
- 20-21 What's on • Lord Nelson
 - Black History Month • Adoption Week
- 22 Be amazing and volunteer
- 23 Norfolk Blurb
- 24 A to Z

3 for 2

flybe Competition
myeXtras.com

contact us...

☎ 0844 800 8020 or email: yournorfolk@norfolk.gov.uk

IN TRAN
communication for all

If you need this magazine in large print, or in an alternative version, please contact Norfolk County Council Communications Unit on (01603) 224471

Your **Norfolk** is produced four times a year at a cost of 12p per copy. The next edition will be published in November 2005. Your **Norfolk** is printed on paper from managed forests on chlorine free paper.

Norfolk County Council is the local authority for Norfolk. We provide a wide range of services for people who live, work, do business or visit here. They include children's services such as schools, adult social services, highway maintenance, waste disposal, libraries, museums, fire and rescue, economic development and trading standards. **For further details visit www.norfolk.gov.uk**



Term dates 2005/2006

Monday 5 September 2005, Wednesday 4 January 2006 and Tuesday 18 April 2006 are designated as staff development days

Autumn Term	Spring Term	Summer Term
Mon 5 September 2005 to Tues 20 December 2005	Wed 4 January 2006 to Fri 31 March 2006	Tues 18 April 2006 to Fri 21 July 2006
Half-term - Mon 24 Oct 2005 to Fri 28 Oct 2005	Half-term - Mon 13 Feb 2006 to Fri 17 Feb 2006	Half-term - Mon 29 May 2006 to Fri 2 June 2006

If you are starting or moving school in September 2006.

You will need to apply for a school place for your child if they are starting school or transferring to a middle, junior or high school in September 2006.

Step 1: Get an application form and 'Parents' Guide'. The guide will tell you everything you need to know about getting a school place for your child.

Step 2: Fill in the application form for up to three preferred schools.

Step 3: Return the application form to us before the closing date (see below).

The 'Parents' Guide' and application form pack are available at schools, groups and all libraries. Copies also available from the County Council's Customer Service Centre on **0844 800 8020**

Starting school in September 2006 Children born between 1 September 2001 and 31 August 2002	<ul style="list-style-type: none">• Packs available from 12 September 2005• Closing date 31 December 2005• Offers of a place sent on 25 April 2006
Transferring to junior or middle school in September 2006 Children in their last year at first / infant school in the 2005/06 academic year	<ul style="list-style-type: none">• Packs available from 29 November 2005• Closing date 31 January 2006• Offers of a place sent on 11 April 2006
Transferring to high school in September 2006 Children in their last year of primary, middle or junior school in the 2005/06 academic year	<ul style="list-style-type: none">• Packs available from 26 September 2005• Closing date 14 November 2005• Offers of a school place sent on 1 March 2006

Work began in July on a new website which will document Norfolk's 40,000 archaeological sites and finds.

A team of archaeologists are at Roots of Norfolk, putting information onto the Norfolk Heritage Explorer website. This is a Norfolk County

Council-led project, which has recently been awarded a grant of £203,000 by the Heritage Lottery Fund to employ five staff over the next two years.

The first task is to take all the existing information about each record and to create a summary, so that

the information is more accessible. At the same time, the project will be aiming to involve as many people as possible in Norfolk's heritage by providing background and educational information, an archaeology starter pack, ideas for young archaeologists, as well as displays and leaflets.

The team plan to work through Norfolk parishes alphabetically, starting with Acle and ending with Yelverton. This will take two years, but they hope to have the website up and running by the end of 2005 so people will be able to access the new information from their home computers, in libraries or museums, as soon as it becomes available.



Norfolk gets ready for the Olympics

There were countywide celebrations following the news in July that London would host the 2012 Olympic Games.

Norfolk County Council was involved in producing a film, sent to IOC members and key decision makers, showcasing the talents of several young Norfolk sportsmen and women. Many of them have been supported by the County Council, either personally or through funding to their sports clubs or training facilities.

All spoke warmly about what bringing the Games to London would mean to them. Those taking part included Felicity Foulds, a teenage yachtswoman, Norfolk equestrians Piggy French and Emily Lahore, decathlete Francis Baker, Daniel Nobbs, a prospective paralympian in shotput, and skier Jake Richardson.

Alison King, Leader of Norfolk County Council, said: "We have backed the bid enthusiastically from the outset and with great facilities such as the Sportspark

we are well placed to act as Olympic hosts when the time comes - as well as taking advantage in terms of tourism, culture and business in general."

"The Games provides an exciting opportunity to inspire our children to take part in sport and we have a growing number of excellent facilities around the county, including the new water sports centre in Whitlingham. There is a lot of first-class work being done at schools and clubs across the county and it would be absolutely fantastic if some children from Norfolk - inspired by today's success - made it to compete at the London Games in 2012."

Sport and exercise for everyone at all levels - whether walking in the park, gardening or planning for selection to the Olympics - will receive greater emphasis as the County Council and its district partners step up to meet new targets to improve the health of the nation.

● See the video on www.norfolk.gov.uk/community

New Audit Commission draft targets include...

- 35% of all adults participating in at least 30 minutes moderate sport (including walking) on three or more days a week.
- 11% of adults volunteering in sport or active recreation for at least one hour a week.
- 50% of the population living within 20 minutes (walking in urban areas, car in rural places) from at least three different types of sports facilities.
- 80% of all five - 16-year-olds having two hours of school sport each week - within or outside the normal school curriculum.

For the full list of new sporting targets, go to the audit commission document 'The Harder Test' <http://www.audit-commission.gov.uk/cpa/index.asp?page=index.asp&area=lpcpa>

Or ring them for a copy on **0845 052 2616**

For details about walking in Norfolk go to www.countrysideaccess.norfolk.gov.uk

For more information about volunteering opportunities in Norfolk check out www.norfolkvolunteers.org or call **0845 838 2848**

There is free access to the internet from all Norfolk County Council's libraries.

Norfolk at your service...



"How can I help you?"
Our staff share their experiences...

● "Mrs J came in to enquire about a claim for benefit. I helped her to complete a claim form and asked if she claimed pension credit. I called the right place on her behalf as she turned out to be eligible. Mrs J later returned to say she had just received a cheque for backdated pension credit. She is now a regular."

face to face help where you need it

Many people are concerned about where they go for help from local government and other public services in Norfolk.

People often feel passed from pillar to post with one authority claiming that it is the other's responsibility, and no-one ready to help.

While we cannot change organisations and structures, our new Council Information Centres across Norfolk help people obtain information about a wide range of public services, regardless of which organisation is responsible for delivering the service.

We work in partnership with district councils, town councils and Norfolk police and have close links with voluntary organisations such as Citizens Advice and other local groups.

You can visit your local CIC in:

Aylsham Library
Downham Market Priory Centre
Fakenham Connect, Oak Street
Gorleston Library
Norwich Millennium Library (The Forum)
Wroxham Library

More centres are planned for:

Diss Town council offices (August 2005)
Dereham New library (winter 2005)
King's Lynn King's Court (spring 2006)

● "A set of false teeth was found at a local supermarket and handed in to us at Gorleston, as we are also a Police Information Point. Convinced the property would never be retrieved I was most surprised when a very red-faced owner sat down at my desk to claim them."

● "Several elderly customers enquired about activities and clubs in the area. We had previously put together a folder for children's after-school clubs, so we did the same for older people. The feedback has been very positive and the folder very popular."

● "I've just spent a while with a regular customer who is a single mum, helping her fill in forms for employment and benefits. At the end she leapt up gave me a big hug and said why couldn't all government bodies work face to face like us."



Care you pay, you say

When you need help with your personal care in order to stay independent, it's often difficult dealing with strangers who may change daily.

Thankfully, times are changing and Norfolk County Council is working hard to ensure that everyone who receives community care from adult social services now has more choice than ever before.

More and more people can opt for direct payments - cash they can use to pay for essential services themselves.

"It means people don't have to fit in with what's being offered - there's much more flexibility", explained Gill Stewart, the County Council's direct payments officer.

"People enjoy the feeling of getting some control back, it feels good and they appreciate it. Many say it has changed their lives."

More than 750 people across the county, 120 of these aged over 65, are already using direct payments to cover part or all of their care needs. The County Council is particularly keen to spread the word among older people.

Peter's choice

Direct payments get a definite thumbs up from 64-year-old Peter Hamilton, who now directly employs one of his three home carers.

"I certainly feel happier and my advice to others would

be to consider it," said Peter. "Direct payments give you flexibility and choice. I'm extremely pleased my social worker suggested it as an option."

"Of course you have to be accountable for the money you receive and there's a real sense of achievement when all the figures square up."

Independent Living Norfolk helps Peter with tax and payroll and he also keeps in touch with "the absolutely brilliant" team at the County Council's Direct Payments Office.

Interested?

Arrange to have an assessment of your needs - ask your social worker or call adult social services on

0844 800 8014

Contact Independent Living Norfolk - a voluntary organisation set up by Norfolk Coalition of Disabled People and Age Concern Norfolk that helps people to manage their direct payments.

Tel. **01508 491 222**

● New Home Care Service to Improve Quality of Life

Norfolk County Council is to invest a further £2m a year to meet new Government standards and help ensure quality staff are recruited and retained. It also plans to improve the flexibility of the service, particularly around supporting people during weekends and evenings.



Nature right up your street

You don't have to go far to find a nature reserve in Norfolk - there might even be one right up your street.

Norfolk has around 12,000 miles of roadside verges, including some 65 designated Roadside Nature Reserves. These areas receive special treatment to ensure the preservation of plants, animals and insects.

County Council countryside officer Raz Woollacott says that roadside verges are "wildlife corridors", offering a glimpse into how the countryside used to be and acting as gene banks for the County's native plant species.

"We want people to understand that verges are important - they are home to many different species of butterflies, small mammals, insects and birds. Please respect them and help us to preserve them. The biodiversity value of roadside verges is immense."

He explained that many verges were laid down hundreds of years ago along the edges of ancient

routes. Now they represent rare fragments of rich meadows - the majority of which had been lost through changes in land use, intensive cultivation and increased drainage.

Since Norfolk's Roadside Nature Reserve Scheme was launched 10 years ago the County Council and Norfolk Wildlife Trust have been working with farmers, landowners and nature lovers to protect and support the county's verges.

"The more we can work with landowners and farmers the better - they are critical to the success of this scheme. And if someone thinks they've spotted a rare species in a roadside verge, we'd love to hear from them so we can investigate," added Raz.

All designated Roadside Nature Reserves are marked with a post. One of the key elements in caring for them is the way in which they

are mowed, with the timing, frequency and method of cutting tailored to suit local species. And instead of clippings being left to turn to mulch they are collected, allowing fresh new growth to flourish in line with old fashioned grazing patterns.

For more information on Norfolk's biodiversity log on to www.norfolkbiodiversity.org or call **01603 222770**

Scarce and unusual plants identified on Norfolk's Roadside Nature Reserves include:

- Sulphur Clover
- Pyramidal Orchid
- Pepper Saxifrage
- Dyer's Greenweed
- Adder's Tongue
- Sandy Stilt Puffball
- Fragrant Agrimony
- Sand Catchfly
- Purple-stemmed Cat's-Tail
- Bird's Foot Trefoil
- Crested Cow-wheat
- Breckland Speedwell
- Purple Broomrape

Nothing can kerb her road to success

West Norfolk's Casey Jarvis has become the first woman roadworker in Norfolk. 23-year-old Casey has just completed a cycle path with her new workmates in King's Lynn, where she has undertaken all the skilled procedures from kerbing and drainage to asphaltting and plant driving. She is now officially classed as a skilled roadworker.

Looking to the future, Casey will finish the two-year course covering all aspects of civil engineering this month and receive her National Vocation Qualification for completing the apprenticeship.

Colin Thurnell, foreman on the project in King's Lynn, doesn't think she will have a problem moving forward competing with the boys as she has already proved herself by being top of her class of 12 trainees.

"Nothing is too much trouble for her and even if some of us were dubious initially about a woman becoming a roadworker, her attitude to muck in and be one of the boys has won everyone over," said Colin.

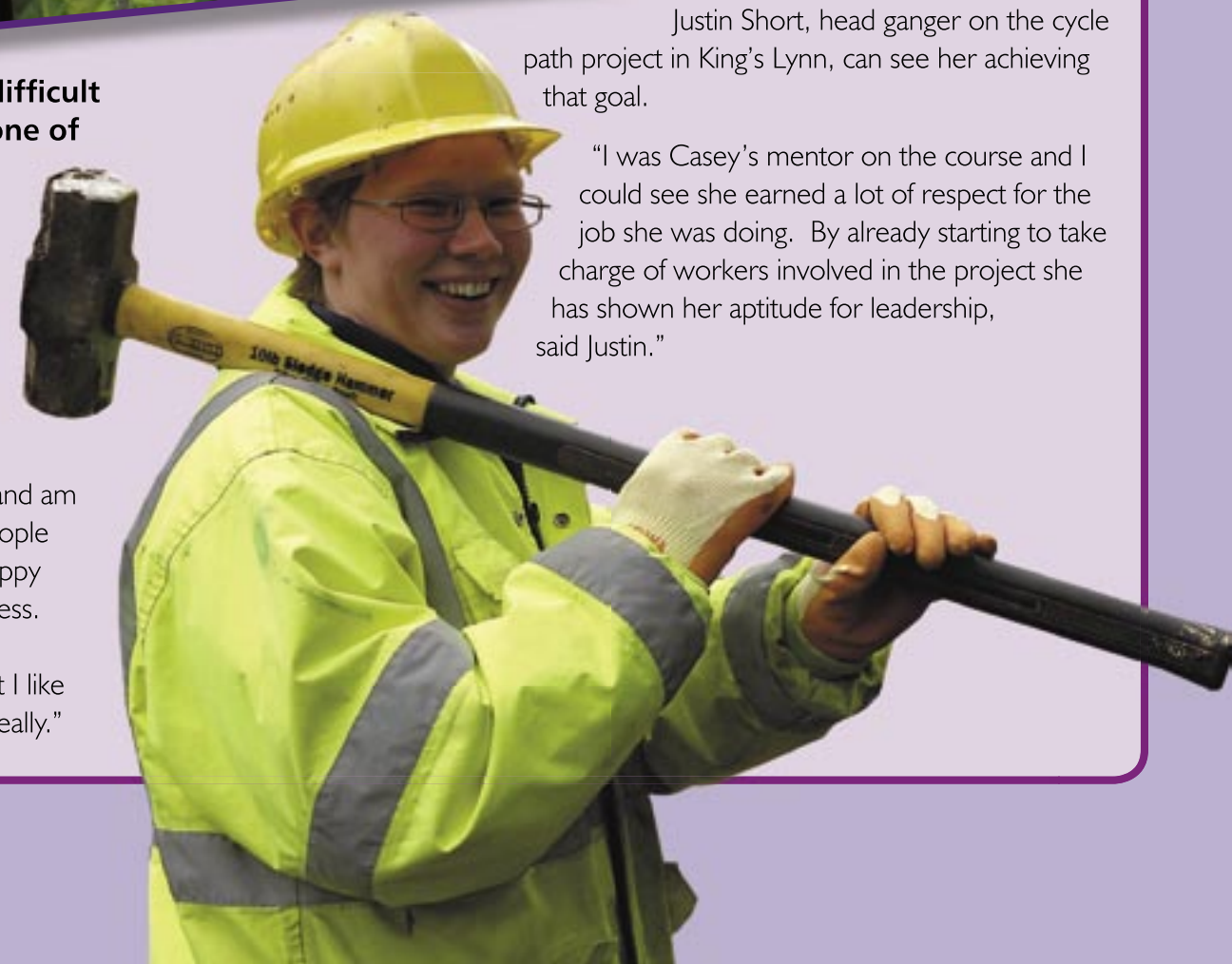
Casey, who is married with two stepsons, has set her sights on working her way up the ladder to a ganger and Justin Short, head ganger on the cycle path project in King's Lynn, can see her achieving that goal.

"I was Casey's mentor on the course and I could see she earned a lot of respect for the job she was doing. By already starting to take charge of workers involved in the project she has shown her aptitude for leadership, said Justin."



But was it difficult becoming one of the boys?

"I've never been much of a girly girl - I'm a bit of a tomboy really. I have really enjoyed the challenge and am thrilled that people seem to be happy with my progress. It is physically demanding but I like that side of it really."



The kids are alright!

Young people in Norfolk get good value for money from Norfolk County Council's Youth Service, according to Ofsted.

A recent inspection of Norfolk County Council's Youth Service shows it is committed to continually improving the quality of youth work throughout the county.

A panel interviewed youth workers and young people and found that the efficient deployment of resources and good practice by staff contributes significantly to the good standards of achievement by young people.

The report concluded that achievement for teenagers is good with most young people making significant progress in their personal and social development and in learning new skills.

Only four out of 31 youth services across the country achieved this rating last year, which places the county council's Youth Service in the top 15% nationally.

Key highlights of the report include:

- Effective relationships with young people, with many speaking highly of the service offered.
- Involvement of young people in planning and shaping the service provided.
- Young people feeling their voice is heard.
- High profile and high credibility service, with high morale among staff and young people.



Bus station improvements - countywide

Work on the £4.2m brand new **Norwich** bus station for the people of Norwich and Norfolk was due to reach its final stages at the end of August, with only the remaining part of the canopy roof to be fitted.

Key improvements include:

- Wait in comfort to catch the bus
- Better, quicker service
- Help desk
- Advanced ticket vending
- Real time bus times information

Go to www.norfolk.gov.uk for further information or ring **0844 800 8003**

Work to refurbish **King's Lynn** Bus Station is nearing completion. The £300,000 project, led by Norfolk County Council, has provided nine new boarding areas, new shelters and a friendlier, safer environment for pedestrians. There are wider walkways, new signage, safety barriers and new paving. The area has been landscaped, the main bus area has been resurfaced and a new dedicated taxi area is now closer to the stops and shop.

The aim of the work is to improve the appearance of the bus station in line with other improvements to bus stops on main routes into King's Lynn. The work also means the bus station now complies with the requirements of the Disability Discrimination Act.

The project has been funded by Norfolk County Council, King's Lynn and West Norfolk Borough Council and Caddick Developments. Work will now begin to refurbish the bus station's information centre.



My school looks great!

Schoolchildren throughout Norfolk, like the kids pictured at Abbey Junior School in Thetford, are really reaping the benefits of their new facilities. This was made possible by the County Council securing £9m of lottery funding for £11m of school improvement work in the county.

The building of the specialist arts centre at Abbey Junior School is a perfect example of the sort of projects successfully carried out across the county. Others include the recently opened new four-court sports hall worth around £1.4m at Aylsham High, a new dance studio, changing rooms and astroturf pitch at Thorpe Hamlet First School and a new sports hall and two classrooms at Little Snoring Primary School.

Angela Lee, Head at Abbey Junior School, is delighted with the new facility. "The arts centre has really opened up the curriculum for us and strengthened our links with the community in Thetford. It is used by youngsters of all ages from early years to teenagers. In fact, it was used for a rock workshop recently. The children are really very proud of it," she said.

Alderman Swindell First School in Great Yarmouth and Happisburgh Church of England First School are among other schools undergoing improvement work that is expected to be completed by the end of the year.

Apart from these lottery-funded projects, the County Council has also recently completed two major improvement schemes as part of the ongoing programme to improve buildings.

Thorpe St Andrew High School has had five new science labs and a general classroom built. In the west of the county, Park High School has undergone remodelling, with a new reception, an office, an admin area and a community lounge.

Pictured: The Abbey Junior School centre allows children to learn through performing arts, such as *Winter's Tale* by the East Coast Children's Theatre Company, where messages about citizenship, tolerance, values, the environment and communication are woven into the show.

Cleaner air for Norwich

Norwich is one of 17 European cities to successfully gain funding from the European Civitas II project. The project's aim is to reduce traffic congestion and improve air quality by encouraging people to leave their cars at home in favour of more sustainable transport like walking, cycling, public transport and alternative fuel vehicles.

Civitas projects for Norwich will include:

- The introduction of a low emission zone (LEZ) covering three areas where air quality is a problem. Following extensive consultation with businesses and the public, the LEZ aims to restrict access to 'clean' vehicles within the whole or part of the area.
- Bus interchange at the railway station (due to be finished end 2005) to include a covered waiting area with ticket machines and 'real time' passenger information.
- On-street ticket machines by end August 2005.
- Running buses and commercial vehicles on biofuel.
- More car sharing to encourage lower car ownership.

More information on the Civitas website at www.civitas-initiative.org

The Norwich project, which is led by Norfolk County Council in partnership with Norwich City Council, UEA, First, Anglian Bus & Coach Ltd and Global Commodities UK Ltd, will get around £2.5m in match funding from the EU.



Everything lovely in Eaton



Everything in the garden is looking rosy at Eaton Park in Norwich these days - and now NPS Property Consultants Ltd has picked up a prestigious

award for its architectural work in restoring the park and buildings to their former glory.



The company, which is wholly-owned by Norfolk County Council, was highly commended in a competition to find the

region's top building projects, run by the Eastern region of the Royal Institution of Chartered Surveyors.

In addition, work to install new gates at the yacht pavilion has received a Craftsmanship award from the RIBA (Royal Institute of British Architects).

The £2.5m Eaton Park project involved the restoration of the park's main pavilion (including the café), the bandstand, yacht pavilion and yacht pond on behalf of Norwich City Council.

NPS were the architects for the scheme
"To have our work recognised

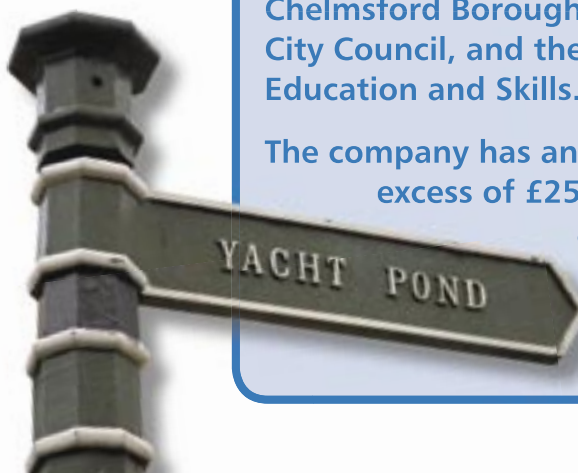
by the RICS is a great honour." Said Mike Britch, managing director of NPS.

The work was carried out with funding from the Heritage Lottery Fund and match funding from Norwich City Council.

NPS worked closely with English Heritage during the restoration period. Repairs have been carried out to make the buildings maintenance free as far as possible.

NPS Property Consultants Ltd already works for 2,000 clients including the London Borough of Kingston Upon Thames, Essex County Council, Chelmsford Borough Council, Norwich City Council, and the Department for Education and Skills.

The company has an annual income in excess of £25m which generates a substantial dividend for the County Council.



Museum staff praised

Cheerful, helpful and enthusiastic staff have helped all the Norwich Museums & Archaeology Service run by Norfolk County Council win full accreditation from the Visitor Attraction Quality Assurance Service.

The service is run in Norfolk by the East of England Tourist Board, and winning the 'Quality Assured Visitor Attraction' seal of approval involves a tough round of inspections and unannounced calls and visits. All aspects of the museums were looked at - visitor facilities, quality of displays, standards of cleanliness, even the range of shop stock - and staff proved to be outstanding ambassadors for the service.

Comments from the assessor included:

- "The member of staff was proactive and helpful, illustrating very good standards of customer care." (Castle)
- "The shop was an excellent area ... Staff were very helpful and very efficient and the overall operation was a very strong part of the visitor experience." (Castle)
- "Excellent advice on planning a visit with an elderly relative" ... "A cheerful farewell of 'thank-you, see you soon, bye, bye' left a very positive lasting impression." (Bridewell)
- "...Expansive answers to all questions and excellent advice on planning a visit. The first call also ended very positively with the member of staff saying 'I love this museum'." (Regimental)

Vanessa Trevelyan, Head of the Norfolk Museums & Archaeology Service said, "The inspector said that he had been particularly impressed by the quality of the staff response. This is very gratifying as we invest a lot of time and energy in training front-of-house staff in customer care and it seems to have really paid off."

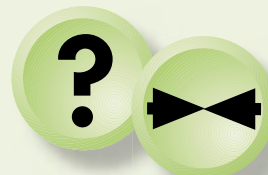
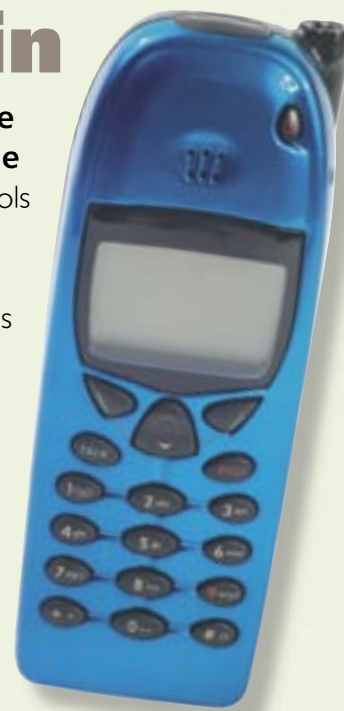
Phone again

Calling all schools who would like to be involved in a Norfolk mobile phone recycling scheme. The schools

can raise money for themselves and prevent mobile phones going to landfill sites. We have started a pilot in 10 schools in Norfolk this week and are planning on expanding it to more schools next term. We are looking for schools that would like to be involved. All mobiles collected are either reused or recycled.

Contact Schools Waste Action Club on

01603 223835



You asked for better buses in more rural areas of the county



So we have - put in a £12,000 yearly subsidy to enhance the Sanders service 34 in the

North Walsham and Sprowston areas from the end of July.

● From 25 July, the 0739 from Sea Palling to North Walsham, which currently runs Monday to Friday during term time only, will run every Monday to Friday (except bank holidays), providing a useful year-round commuter service.

● Gimmingham Pound has been removed from the timetable as it is well served by Sanders service 5. It has been replaced by Knapton, allowing residents to benefit from improved links between North Walsham, Norwich and Mundesley.

● The 0910 service from Stalham, which previously terminated at North Walsham, now runs through to Norwich via Smallburgh, Wroxham, Rackheath and Greenborough Road, Sprowston, returning from Norwich at 1325.

● The last return journey from Norwich now leaves at 1715, rather than 1745, allowing earlier returns to villages along the route. The current service 36 to North Walsham leaves Norwich at 1735 giving a later alternative to North Walsham.

For up-to-date timetables please ring 0844 800 8003



What's age got to do with it?

Speed friendship-matching, exciting activities and discussions formed part of Norfolk's first ever Older People Festival in Norwich in July. 'What's Age Got To Do With It?' was a unique festival celebrating growing older in Norfolk.

Organised by Norfolk County Council and Age Concern Norfolk, the day-long festival at the Hilton Hotel in Norwich included a lively mix of information, advice,

discussion, fun and challenging of stereotypes.

Chris Mowle, the County Council's Cabinet Member for Adult Social Services, said: "It had everything from friendship-dating and soapbox 'rants' to serious discussions about growing old in a rural county.

"We've also had a really interesting session where young people and older people get together to talk about stereotypes of each other."

The festival formed part of the County Council's Older People's Strategy 'Living Longer, Living Well'.

Nationally-renowned expert George Giarchi, Professor of Social Care Studies at Plymouth University, who is in his 70s himself, talked about ageing issues in a rural environment. There were also Adult Education taster sessions in creative writing, painting, German, assertiveness training, a singing class, financial planning workshops and more.

Taking a family walk in North Norfolk

A **three-and-a-half-mile** walk around Salhouse, North Norfolk, begins in the village near the shop and pub so there's the opportunity to stock up on sweets for the journey before setting off.

The footpath winds round to Salhouse Heath, with views stretching from Sheringham to Blakeney Point, and the open spaces are ideal for flying kites or playing frisbee. The return journey meanders round over Walsey and Sarbury Hills and this mix of terrain keeps the walk interesting. Sarbury Hill used to be known as

Salt Hill, appropriate as the village produced salt as far back as the eleventh century.

As this is a circular walk, it ends where it began in the village, where it might be time for a pub lunch after working up an appetite. Those who feel more adventurous may want take the alternative route through Salhouse Marshes and along the coast, but don't forget to wear suitable shoes!

For details about walking in Norfolk go to www.countrysideaccess.norfolk.gov.uk

Working towards a better life

TV presenter, electrician, youth worker, footballer, air hostess - a typical wish list from young people looking forward to starting work.

In this instance the list was compiled by people with learning difficulties - many of whom had been told they'd 'never work'. But research clearly shows that people with learning difficulties in Norfolk do want to work and the County Council is determined to help them.

While voluntary work may be an option, the County Council acknowledges that a vital element of having a job is getting properly paid to do it. "Almost everyone we spoke to during our research wanted a job, with pay, "Amongst other things they said was that it would give them self respect, a purpose, a 'normal' life and freedom. Imagine being 45 years old, having worked for 27 years and yet never having earned enough money to even buy a cup of coffee." said employment project officer Marcia Derbyshire.

The County Council's employment plan for people with learning difficulties focuses on enabling them to play a fuller role in their local community and economy. And now through partnerships with colleges and employers and the availability of job coaching, more people with learning difficulties are able to experience the buzz of that first pay packet.

Sabrina's story

Like many people with learning difficulties, Sabrina (pictured right) was told she'd never have a proper job. And for a number of years she believed them. But now at 27, she has a full time job as an involvement officer at Norfolk Learning Difficulties Service, encouraging other people with learning difficulties to join forces and stand up for themselves. "It's going really well, I really enjoy it, now I get paid at the end of the month and don't have to live on benefits. If I can do it so can others," said Sabrina

"One day when I first started work I was walking home through the city as the shops were closing and people were going home. I thought: 'I'm one of them'. I felt a part of society, leaving work at the same time as everybody else."

Freddie's looking forward

Getting paid for his work at Banham Poultry gives 22-year-old Phillip (Freddie) Reeve (left) a real kick. "I never thought I'd have a job like this. I really like it and the people are nice," said Freddie.

And mum Gaynor is delighted with the change she has seen in her son. "He is so proud of himself and he's getting on so well, it makes him feel as though he has achieved something in his life. He was thrilled to see his first wage packet.

"He has grown up an awful lot. Of course I worry about him but at least I know that if anything happened to me now he can look after himself. I am proud to pieces, I really am."

What people with learning difficulties said:

"I'm fed up with people saying no because I have a learning difficulty"

"I want to earn a proper wage"

"People with learning difficulties work on the cheap because no one gives them a proper job"

Did you know?

- Norfolk County Council supports around 2,200 people with learning difficulties
- Yes 2 work is a not for profit organisation offering free careers and job searching advice for people with disabilities. **Freephone**

0808 180 2375





Library drumming drama! Whatever next?

In Gaywood near King's Lynn, word is spreading among teenagers that the library has far more to offer than just books. Every Wednesday afternoon the library is transformed into a teenage zone, where the offer ranges from homework help to hands-on activities.

"Because the library is closed, we can provide a bit of extra support to young people at the Wednesday afternoon sessions. First of all they have the opportunity to get some homework done then we try to offer them the chance to learn something new," said Librarian David Bell.

"The drama workshop was the most popular. Other craft sessions have included painting, drumming, beadwork and card making. We've also had talks on topics such as drugs and sex health."

The Wednesday afternoon sessions run from 3.30pm - 5.30pm during school term times and are open to all 11-15 year olds.

Youth Worker Pauline Richardson explained that after homework had been tackled, the teenagers worked together on a variety of projects of their own choice, some of which could lead to recognised qualifications.

"It helps them to develop their self confidence and self esteem. They learn how to make choices and manage a budget - the projects they get involved in give them responsibility and life skills."

Young People's Services librarian Dorne Fraser said that libraries could support all sorts of learning. Free internet access at all libraries particularly appealed to young people.

"You might not be that great academically but you might be a great drummer. It's about encouraging young people to develop new interests and skills."

David Bell said that they had noticed changes: "One particular child, when he first came, was difficult and disruptive. He has changed quite a lot as he has become involved".

In addition to collections of revision guides and course books, Norfolk libraries have books and information on virtually every topic under the sun.

Don't forget!

Library membership is free.

You can borrow up to 10 books at any one time - and return them to any library in the county.

All libraries have computers with Office software and free email/internet.

Three DVDs, videos or CDs for the price of two from any Norfolk County Council library including mobiles.

You can borrow three videos, DVDs or CDs for a whole week for the price of two from any of our libraries by producing this voucher - a saving of up to £2.50 on DVDs, £2 on videos or £1.25 on CDs.

Why not mix and match!
Conditions: Offer for registered library users only. DVDs and videos in the 'top title' range excluded. No photocopies. All DVDs/videos/CDs to be borrowed at the same time. Cheapest loan charge free. Late returns charged at full rate. Offer ends 31 December 2005.

3 for 2



Council Leader Alison King gets to grips with one of the new state-of-the-art rescue pump.

New additions to NCC Fire Fleet

The six new additions to Norfolk County Council's fleet of rescue pumps were welcomed to County Hall in June.

Each rescue pump is kitted out with all the latest cutting and rescue equipment, reflecting the increasing number of road traffic accidents that firefighters now attend.

The six new rescue pumps will bring the total in Norfolk to 18. Last year nine started work at Thetford, Sprowston, Great Yarmouth, Fakenham, Swaffham, Stalham, Dereham, Attleborough and Downham Market, joining three already serving in the county. A further two pumps will arrive later this year, bringing the total to 20.

Attending road traffic accidents is now a routine part of the fire service's workload. When all 20 rescue pumps are in place no-one in Norfolk will be more than 15 minutes away from one of these specialist appliances.

e-services award

Project to improve e-services to businesses wins international award

LoG-IN, an e-service project in which Norfolk County Council is a partner, (designed to improve e-services to businesses in three countries) has won an international prize.

The EU-funded project to improve online services to business aims to improve the information exchange

between local and regional government and local government and local enterprise. The other partners include Leidal in Belgium and Rotenberg in Germany.

In Norfolk, the project has supported the development of the Norfolk Data Observatory (www.norfolkdata.net) and The Norfolk Census Explorer (www.norfolkcountycouncil.gov.uk/censusexplorer).

Rainbow of buses

A rainbow of buses brightened up Norwich city centre on display to celebrate the official summer launch of the County Council's rebranded Norwich Park & Ride services.



Six colours are reflected on all buses, site fixtures and fittings, publicity material and city centre bus stops to make them instantly recognisable.

Park and ride bus passenger use has increased by more than 50% in the last year with more than 2.8m people using the service in 2004/5, which proves how popular park and ride has become.

The County Council is continuing to enhance the service, including the provision of new low-floor buses, late night and bank holiday services and a range of flexible tickets.

Consultation Your priorities ?...

Our £1bn annual budget, spent on local services, is drawn from four key areas:

- Government grants - 36% ● Council tax - 24%
- Business rates - 20% ● Income - 20%

Our spending, supported by your council tax, is focussed on improving key areas which you have told us are top priorities for Norfolk people.

In 2003, We asked for your top priorities from a list of 40 in our medium term plan. You said eight should receive priority:

Now we want to check back with you that these remain your top priorities, and in what priority order you would put them.



I would rank the priorities in the following order (where 1 is the most important and 8 is the least)

- ☐ Protecting children from abuse and supporting families
- ☐ Supporting older people to live independent fulfilling lives
- ☐ Reducing crime and disorder
- ☐ Improving road safety
- ☐ Improving education and helping children reach their full potential
- ☐ Reducing waste and improving recycling
- ☐ Reducing deprivation
- ☐ Helping Norfolk businesses, our economy and improving travel, transport and IT

Yes these remain my top eight priorities ☐ (tick)

No - I think the following priority should be included

No - I think the following priority should be dropped

Name

Address

Age grouping (please circle) 16-24 25-40 40-55 55+



Flybe, one of Europe's leading low-cost airlines, recently announced the launch of new routes from Norwich to Alicante, Malaga, Chambery, Geneva, Dublin and Aberdeen beginning with Alicante from 30th Sept. Along with existing flights to Belfast City, Edinburgh, Glasgow and Jersey all 10 routes can easily be booked via www.flybe.com or your travel agent.

With over 576,000 seats available from Norwich this year, flybe will create significant opportunities for Norfolk's tourism, business and employment prospects.

With an exciting mix of ski, winter sun and city routes, flybe in partnership with Travel Extras, has created myextras.com offering passengers superb deals on over 20,000 apartments and hotels, comprehensive travel insurance and secure airport parking.

Whatever flybe destination you book, you will find somewhere beautiful to sleep from just £6 per night - visit myextras.com for offers Book travel insurance from just 14p per day and parking at all major UK airports from only 12p per hour - myextras.com will also shortly be offering parking at Norwich Airport.

Prize winning draw

Two 2-night breaks in either Glasgow or Edinburgh flying with flybe direct from Norwich with two nights hotel bed and breakfast courtesy of Travel Extras.



Awards night

salutes unsung public sector heroes

Winners

Catering

Healthcare Catering - Swaffham Community Hospital
General Catering - Thirstplace Sportspark
Dining Centre Catering - Pott Row First School
Primary School Catering - Woodlands Middle Bradwell
Secondary/High School Catering - Thorpe St Andrew School

Grounds

Groundsperson - Ian Howell
Grounds Team - Michael Frost & Trevor Hammond
Tractor Driver - Dennis Borrett

Support Services

Outstanding Achievement - Sonya Smith

Transport

PCV Driver - Niall Fair
Driver - Ros Illman
Passenger Assistant - Carole Gosling

Interprint

Colleagues Champion - Gareth Eaglen

Cleaning

Education Cleaning - Shrublands Pupil Referral Unit
Non-Education Cleaning - Thetford Magistrates Court
Outstanding Achievement - Donna Cooper

Facilities Management

Outstanding Achievement - Cromer Hospital Catering Team

Environmental Services

Outstanding Achievement - Kevin Hewitt

Building

Team of the Year - Peddars Way Team

GYB Services Ltd

Unsung Hero, Individual - Tina Woodrow

Unsung Hero, Team - Payroll Team

Suffolk Coastal Services Ltd

Team of the Year - Richard Bond & Thomas Mayes (Sportsfields)
Outstanding Achievement - Gerry Gotsher



Nelson Competition

Up to 18,000 Norfolk schoolchildren are busy letting their imaginations run wild. They may be on course to win £100 by entering an illustrated poetry competition celebrating the life and deeds of Vice-Admiral Lord Nelson.

As the county gears itself up to celebrate the 200th anniversary of the Battle of Trafalgar, eleven-and-twelve-year-olds are creating original, informative and imaginative poems and highlighting them with photography, paintings, even cartoons.

The research can be fun too, by visiting a local library, Nelson's museum in Great Yarmouth or his home village in Burnham Thorpe. The County Council website (www.norfolk.gov.uk) also provides a wealth of information and links on Lord Nelson.

Entries close on September 30 and the awards presentation, including £25 for the runners-up prize sponsored by Bertram Books, will take place on Trafalgar Day at County Hall, Norwich.

Competition

A unique drape, which was part of Lord Nelson's funeral car in 1806, is currently being re-mounted before going on display in its full glory as part of the bicentenary celebrations.



The drape will feature in an exhibition focussed on the death, mourning and commemoration of Nelson, called Death of a Hero, it runs from September 14 2005 - February 20 2006 at the Time and Tide Museum in Great Yarmouth.

The drape, made of silk plush velvet with a fringe and gold lettering spelling Trafalgar, was one of four placed on Nelson's funeral car to commemorate each of his famous victories.

A full list of all events taking place in Norfolk to mark the bicentenary of Nelson's victory at Trafalgar can be found at www.norfolk.gov.uk/nelson

Norfolk celebrates Black History Month

October is Black History Month. The UK has celebrated black culture during this month since 1987 and this year's Norfolk activities will include a tour to underline the cultural diversity that exists throughout the county.

Most activities will take place during October half term and are open to the public.

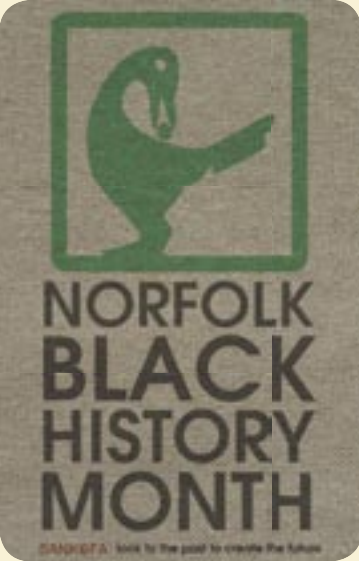
Teddy Akrofi, a storyteller from Ghana, will hold two workshops at Sprowston and Plumstead Road libraries. The aim is to increase knowledge about everyday Ghanaian life and African culture, including the role of stories, clothing, drumming and songs.

Anna Mudeka, a dancer from Zimbabwe, will hold workshops at libraries including the Norfolk & Norwich Millennium Library, North Walsham, Aylsham and Mile Cross. Performances will involve a lot of audience participation that will take everyone on a memorable journey through Africa.

At workshops in libraries including Great Yarmouth, Reepham, Mundesley Sheringham, Hethersett and Stalham, Jose Ferrera Mullen, a drummer from Cuba will help everyone understand how the separate parts of rhythms come together to make the unique sounds of Cuban percussion.

This is the third year that Black History Month has been celebrated in Norfolk as part of a joint initiative between our Library Service and Black History Month.

For full details on all the events please visit www.norfolkblackhistorymonth.org.uk or contact Finbarr Carter on 01603 610993



The children who can't wait

Most have a history of loss and rejection, some may have suffered abuse or neglect, others face uncertain futures. These are the children who can't wait, the children who desperately need to find new families right here in Norfolk.

Each year the County Council helps more and more children to find adoptive families but there are always children waiting.

"It's a big, big job. But it's a very rewarding job too and families are not on their own. There's a considerable amount of support available," said Marianne Halliday, of the County Council's Adoption Unit.

During **National Adoption Week (7 - 13 November 2005)** the County Council is especially keen to hear from those who may be able to help three particular groups of children: 5-8 year olds, groups of brothers and sisters and children who are likely to have special needs.

So what does it take to be an adoptive parent? Mary Taylor of the Adoption Unit explains: "You have to have space, a good support network; to be able to accept the child for who they are and, importantly, have a good sense of humour. But you don't have to be white, married and middle class."

It's not all plain sailing - but it's definitely worth it! Anne* was divorced and in her mid-forties with a career and a busy social life when she adopted seven-year-old David*. Fourteen years on and she has absolutely no regrets.

"It's incredibly rewarding - it is life changing but for me it was very positive. I felt I had something to share and to give a child. It was something I could do and there was a need. It has been great to share so many things and to experience the love that you get back. Although we did bond very quickly, in the first year it really did take up all my time and energy."

Anne said that anyone considering adopting an older child had to be realistic about the impact of the child's past on their behaviour.

"You have to be prepared for anything - you can't think 'Well, perhaps if that had been my own child that would never have happened', They are your own child.

"You've just got to do your best, be supportive and let them learn. They need to know that you're always there for them. It's not about money or status, it's about being able to give a child love and stability."

*names have been changed

Need to know
Further information on adoption is available from **01603 617796** (office hours) or from www.adoption.norfolk.gov.uk



Picture courtesy of www.johnbirdsall.co.uk
Posed by models.

Be amazing & volunteer!

2005 is the Year of the Volunteer and across Norfolk people are becoming everyday 'superheroes' and making an amazing difference to vital community projects and to other people's lives.



The range of opportunities is huge and no matter how little skills or experience you have, there is always a role you can play. Please check out www.norfolkvolunteers.org or call 0845 838 2848 and join Amy Secker, Graham Cooper and Janet Skelton as volunteers in Norfolk.

17-year-old student Amy, from Dereham, has befriended an 83-year-old lady whom she visits for an hour or so a week on a regular basis. "She's really fabulous," Amy says. "I go in and just have a gossip with her - it's like being with an old friend."

Graham finds volunteering a rewarding way of helping less

fortunate people and is one of a team of around 30 people in Norfolk who are qualified to mentor young people.

For an hour a week he works on a one-to-one basis with a youngster between the age of 14 and 18. He helps them prepare their CV, discusses employment possibilities or simply helps them work through a particular problem.

"It is often just being able to provide an independent ear to listen, an outlet for them to talk to about matters they may find difficult to discuss at home or in school," explains Graham.

For Janet, volunteering has brought a new lease of life in retirement.

Janet has undertaken many different volunteering roles and the latest involves her helping to manage the newly-opened distribution centre for the East Anglian Children's Hospice in Thetford. The centre is the collection point for all items donated to the hospice. The goods are sorted, priced and then sent out to one of the hospice's four retail outlets in the area.

"I put in however many hours I feel able to, when it suits me," Janet says. "Sometimes it is only an hour now and again, sometimes it is half a day. Either way the satisfaction is tremendous, it's a feeling that you are making a difference to someone else's life."



A breathtaking range of volunteer roles in Norfolk

An amazing sense of satisfaction

www.norfolkvolunteers.org
or 0845 838 2848



Norfolk Ambition
A partnership to improve the quality of life for everyone in Norfolk



**Norfolk County Council
Youth & Community Service**

Welcome to the best of www.norfolkblurb.co.uk
the county's young people website!!

Blurb short listed for yet another Award!

Norfolk Blurb have been short listed for the Edge Employer Awards 2005!

They have £460,000 in prize money to give to employers who have demonstrated a commitment to learning by doing in the workplace.

The Awards are open to all employers in England - large or small, public, private or voluntary - who offer practical learning opportunities to young people between the ages of 14 and 25.

Blurb entered under the small category for East Anglia and if successful Blurb could win £2,500 and then could have the chance to win £25,000 in the National category.

Entries are now closed for 2005, and winners will be announced on 1 November 2005. But to find out more visit www.edgeawards.co.uk.

If Blurb are successful they plan to use the prize fund to have their Internet Safety game that young people from Blurb have developed. The game is a fun interactive board game in which young people, parents, teachers and other professionals can find out about the risks involved in using the Internet but more importantly how to overcome them.

If you are interested in finding out more about the game or could help with funding the venture then please email tom@norfolkblurb.co.uk or call

07867907966





Business

- Economic Development **0844 800 8020**
- European Funding **0844 800 8020**
- Trading Standards **0844 8008013**
 - Animal Health & Agriculture **01603 224400**
 - Business Advice & Calibration Services **0844 800 8013**

Communities and Living

- Consumer Advice **0844 800 8013**
- Registrars of Births, Deaths & Marriages **0844 800 8020**

(for your local registrar check online or in phone book under Norfolk County Council)

Council and Democracy

- Councillors info / committee dates **0844 800 8020**
- Consultation Helpline **0844 800 8010**

Children's Services

- Children's Social Services **0844 800 8014**
- Childcare information **01603 622292**
- Education / Schools information **0844 800 8001**
- School transport **0844 800 8003**

Environment

- Building Conservation **0844800 8020**
- Countryside / Public Rights of Way **01603 223284**
- General waste/recycling **0844 800 8004**

Jobs and Careers

- Jobs and recruitment **0844 800 8007**

Leisure and Culture

- Adult Education **01603 222322**
- Archives (Norfolk Record Office) **01603 222599**
- Arts information and grants **0844 800 8020**
- Countryside / Public Rights of Way **01603 223284**
- Library general enquiries **0844 800 8020**
- Library renewals **0844 800 8006**

(for your local library check online or in phone book under Norfolk County Council)

- Museums and Archaeology **0844 800 8020**

(for your local museum check online or in phone book under Norfolk County Council)

Adult Social Services

0844 800 8014

(for individual residential homes or day centres check online or in phone book under Norfolk County Council)

Safety, Emergencies & Accidents

(in an emergency always dial 999)

- Fire Safety Advice **01603 819777**
- Fire Service enquiries **01603 810351**
- Major Incidents eg school closures **0844 800 8019**

Transport and Streets

- Consultation helpline **0844 800 8010**
- Highway safety and maintenance:
 - Aylsham **0845 7581762**
 - Hethersett **0845 7581761**
 - King's Lynn **0845 6021930**
- Park and ride **0844 800 8003**
- Public Transport: Traveline **0870 608 2608**
- Street light faults **0844 800 8008**
- Traffic light faults **01603 624923**

Customer Enquiries for all other Services

- Telephone **0844 800 8020**
- Text phone **0844 800 8011**
- Fax **0844 800 8012**

To make enquiries about Social Security benefits please look under Benefits Agency in your phone book.

To make enquiries about housing, rubbish collection, pest control, planning applications and council tax please contact your District Council.

Our main customer care standards

- Answer within 15 seconds
Respond to enquiries within 3 working days
- Respond to letters and faxes within 5 working days
- Respond to e-mail or text phone enquiries within 3 working days
- Meet visitors within five minutes of appointment time
- When visiting, agree a time in advance and show identity card

* For mobile and non-BT subscribers costs will vary