

# Your **Norfolk**

**Norfolk** County Council's magazine for all residents



**Win**  
a fleece

**Souvenir Nelson Book**  
Order your copy for just £4.50

**Every Child Matters**  
a brighter future...





# first words

**A**lthough we are coming to the end of the year, we are celebrating or planning to celebrate the start of a number of new improved local services for people throughout Norfolk, including the recent announcement of £32 million for new schools.

August saw the opening of the Norwich bus station, see page 14 for the views of some of the first to use it. Our new Dereham library opens mid-November (see page 20), a new fire station in Bowthorpe goes into full operation in early January, pupils at Reepham High School have celebrated the opening of a new science block, and with our Borough Council and other partners we have been part of the developments of a new road through the NORA redevelopment area in King's Lynn and in Great Yarmouth, the Inte-great redevelopment, which is transforming the sea-ward end of Regent Road.

Extending our promise to improve our focus on customer service, and make it easier for everyone to find and use the services they need, in the last few months we have opened new Council Information Centres in Diss and Dereham (see page 20). These join the centres already open in Norwich, Aylsham,

Wroxham and Gorleston Libraries, in Oak Street in Fakenham and in the Priory Centre in Downham Market, offering face to face help, advice and information about any local council services.

Our push to improve the health and life chances of young people throughout Norfolk is demonstrated by the launch of the Every Child Matters vision and also through work with one of our top local chefs to encourage children back to school dinners (page 22).

At the end of this month we receive news of our grant settlement from Central Government. Early indications are that it will leave us with a considerable funding shortfall, which will have an implication for council tax levels next year. We have already begun a major drive on efficiency, working across council services to deliver better value for money by streamlining, maximising effort and energy to drive up the quality of frontline services and customer care, and to keep costs as low as possible.

*Alison King.*

**Alison King**  
Leader of Norfolk County Council

## Cover Story

The Vision for every child and young person in Norfolk has been launched in a colourful and noisy celebration at the Forum in Norwich. Rock bands and martial art displays helped mark the launch of a vision forged from the views of thousands of children and young people across the county.

The Vision says: "We believe that all children and young people have the right to be healthy, happy, and safe; to be loved, valued and respected; and to have high aspirations for their future."



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## contact us...

☎ 0844 800 8020 or email: [yournorfolk@norfolk.gov.uk](mailto:yournorfolk@norfolk.gov.uk)



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

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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](http://www.norfolk.gov.uk)**

## Route chosen for the Norwich Northern Distributor Route



For more information go to  
[www.norwichareatransport.org](http://www.norwichareatransport.org)

Following extensive research and consultation with the public and many different organisations, the County Council has chosen a route for the NDR.

The County Council's decision recognised the environmental importance of the Wensum Valley and research that suggested it would be impossible to sufficiently reduce the impact of a new river crossing. Efforts to press ahead would probably fail at public inquiry, costing the county a great deal of money.

As a result, members of the Cabinet chose to adopt a three-quarter route, from the A47 at Postwick to the east of Norwich to the A1067 Fakenham Road. Their

decision was then approved by the Full Council.

The choice also reflected the lack of support for a single carriageway outer western route which would have completed a full NDR between the A1067 and the A47 without building a new river crossing. Instead, the County Council voted to develop a separate scheme to improve the existing roads between Lenwade on the A1067 and Hockering on the A47.

Work will now start on developing measures to tackle rat-running in Taverham and Costessey. The County Council will also work closely with local communities living near the route to minimise the impact of the new road.



"Mystery shoppers" have found improvements in the way Norfolk County Council deals with its customers, in the two years since the introduction of better ways to contact the authority.

Independent researchers carried out a survey in 2003 and again this year to check how the County Council provided service when contacted on the phone, by email, through the website or face to face.

This year just over 55% of the calls were dealt with first time, without the need to refer the caller on to anyone else, and the average length of the calls was 5mins 10 seconds, compared to an average of nearly eight minutes in 2003.

When talking to County Council staff face to face, scores for 'pleasant and helpful' (excellent and good) were a lot higher in 2005 than in 2003.

## Mobile Libraries

Norfolk County Council operates 13 public mobile libraries that call at more than 2,000 stops in the county. We also operate special mobile libraries that call at sheltered accommodation, hospitals and residential homes. For further information on any aspect of the service, including route changes over the festive period, please call (01603) 222267

## Spreading the message



Four children from Colman Middle School in Norwich were heard singing across the county in October when they starred in three radio adverts as part of the County Council's Second Nature recycling campaign.

Samuel Woods, nine, Harry Peck, ten, and Anna Ross and Emily Browne, both 11, recorded three specially-adapted nursery rhymes to encourage people in Norfolk to think beyond the bin and reduce, reuse and recycle more of their household waste.

As well as the environmental impact, there's a financial cost too. In 2004, council tax payers in Norfolk paid an average of £80 a year for all their household waste to be collected and disposed of. Rising landfill taxes and penalties could double this cost in the near future.

The radio campaign and accompanying leaflet called 'Land full? What happens to your rubbish now?' encourage us all to:

- Reduce the amount of rubbish we create
- Reuse as much as possible
- Recycle even more than 35%

The leaflet is available from the County Council, local councils and libraries. You can also find the information at [www.norfolk.gov.uk/environment](http://www.norfolk.gov.uk/environment) or call the Customer Service Centre on 0844 800 8004

'Sing a Song of Rubbish', 'Old MacDonald Had a Bin' and 'Landfill Sites Are Filling Up' (sang to the tune of London Bridge) were heard on Radio Broadland and Amber Gold for a fortnight in October.

The aim is to encourage all of us to build on our excellent recycling progress to date. In Norfolk, we currently produce around 400,000 tonnes of household waste every year. Together we manage to recycle an impressive 35%, but the waste that remains is sent to landfill. That's the equivalent of burying 260,000 family cars in the ground in Norfolk every year.

**Number Facts**  
Norfolk's Major Incident Team (NORMIT) - a public and private partnership that helps businesses prepare for emergencies - has signed up its 100th member company.  
0844 800 8020

**Number Facts**  
Over 1,300 courses are currently being provided by the County Council's Adult Education service. Over 30,000 people took part in courses last year.  
0844 800 8002



Getting ready for...

# ...winter

Every year we review our winter plans to make sure we're keeping you moving safely on the roads.

**Norfolk County Council** has 59 gritting lorries and in extreme conditions 280 farmers are also available across Norfolk to help clear roads with tractors and snowploughs. The decision whether to send out gritters is made using forecasts from 10 roadside ice detector stations around the county and also local knowledge, as weather forecasts are only 89% accurate.

### Gritting facts

- Standard times for gritting runs are 6pm and 4am but could be any time in bad weather.
- The County Council treats roads in Norfolk apart from Norwich (City Council) and trunk roads – A11, A47, A12 (Highways Agency).
- There are 6,000 miles of road in Norfolk. A three-hour gritting run covers 70 main roads (1,859 miles), uses 384 tonnes of salt and costs around £25,000.
- However, gritting is not an exact science and relies heavily on weather forecasts. Rain can also wash salt off roads, which can then ice over again, and salt will not work in temperatures below -8°C.

### Winter tips for drivers:

We can't grit all the roads in the county, so you always need to take care where driving in icy conditions and never assume that a road is clear of ice.

Please follow this advice:

- Only make essential journeys and stick to gritted routes. For details of gritting routes, go to [www.norfolk.gov.uk](http://www.norfolk.gov.uk). A leaflet is also available from libraries, Council Information Centres and highway area offices.
- The website and leaflet also give sensible advice, like making sure windows and mirrors are clear, that wipers are working and that the battery is charged. Also, check tyre pressure and the spare.
- If you do have to travel, the advice is to drive slowly and carefully, using dipped headlights, in high gear, while maintaining a safe stopping distance.
- Try not to block gritters. If you have to leave your car, make sure you give your details to the police.

## True grit

Lenny Goddard knows first hand the challenges that will face the county's gritters this winter – he started work on the lorries

**36 years ago.** Now a highways supervisor for Norfolk County Council, back in the late 1960s the 57-year-old was gritting the roads of south Norfolk – he's shown at work in this picture from our archives.



Then, as now, teams would work on the county's roadworks in the summer and turn to jobs such as gritting the roads in the winter. The gritter in the picture was used to do the A11.

"We sometimes had to throw it off by hand and just do the main roads," Lenny, from Poringland, explained. "Now it's all automatic – you sit there and twiddle the knobs. And the hours are better – back then we'd often work all day and through much of the night without a break."

And pinpointing which roads needed to be gritted was also a lot less technical. "They used to give us a couple of roads to check on the way into work in the morning. So whereas now they have sensors on the roads, I suppose we were the computers back then."

## Fight the freeze

Some simple advice from Help the Aged on keeping healthy this winter:

- Try to have at least one proper meal a day. Certain foods, such as potatoes, beans, bread, milk and eggs, meat and fish, are all good sources of protein, energy and vitamins
- Keep stocked up on basic foods so you don't have to go out shopping on really cold days
- Try not to stay sitting for long stretches – any kind of activity gets your circulation going
- Dress for warmth – several thin layers will keep you warm by trapping air between them
- When going out, wear a hat or headscarf as a lot of heat is lost through the head
- Try to heat your bedroom over night in winter nights – if the temperature falls below 16°C you could be at risk
- Close your bedroom window at night – cold air on the head and face increases blood pressure.

For more information call Help the Aged free on **0808 800 6565**



**A £77 million building project to improve classrooms and facilities for thousands of schoolchildren has begun.**

A total of 36 schools are to have their buildings remodelled or are to receive new buildings or extensions under the Norfolk Schools Project.

It will see a total of £77.6m invested in school buildings, will increase the chances of them being used by the community and cut the number of mobile classrooms.

## Trim your waste for a greener Christmas

Christmas is a time when we eat more, drink more and waste more. Extra consumption over the festive period increases domestic waste by three million tonnes. Have a look at these recycling tips for a green Christmas and think about how you can make your festive fun more environmentally friendly.

### Did you know...?

- Each year, more than seven million Christmas trees are bought in Britain with 75% ending up in landfill sites. **Why not...** get a tree with roots that can be planted outside till next year or take your Christmas tree to one of Norfolk's 20 recycling centres to be made into compost.
- During the pre-Christmas period, 150 million cards are delivered by post each day. **Why not...** send an electronic Christmas card instead? The glitter and ink on Christmas cards make them difficult to recycle in your kerbside collection. Take them to your local Tesco's or WHSmiths to recycle them with the Woodland Trust.
- The glitter, sticky tape and heavy dyes, make wrapping paper difficult to recycle. **Why not...** buy recycled wrapping paper and use string, ribbon or wool for wrapping gifts, rather than using sticky tape. The string and paper can then be reused.
- As well as recycling your rubbish, **why not...** try and reduce the amount that you throw away? Always use a reusable shopping bag or reuse plastic bags. Don't accept bags that you don't need. Avoid using paper plates, cups and serviettes if you are planning a party. Always use rechargeable batteries, it will save you money as well.
- Look out for unusual gifts made from recycled materials, such as glass tableware, stationery or photo frames. Visit [www.recyclenow.com](http://www.recyclenow.com) for more products.

### Fact file

You can get a **free** Christmas waste minimisation pack from Norfolk County Council, with plenty of information on how to reduce your waste. It also includes a free reusable shopping bag, envelope reuse labels, a recycled products guide and more. **To claim your free pack call 0844 8008004 or email us at [recycling@norfolk.gov.uk](mailto:recycling@norfolk.gov.uk)**

## Nelson book offer

Norfolk was gripped by Nelson mania as the County celebrated the 200th anniversary of its most famous son's historic victory at the Battle of Trafalgar in style last month.

As part of its contributions to the celebrations, Norfolk County Council has reproduced a book first published on the centenary of Nelson's death in 1905. The 2005 version includes an introduction by County Council Chairman John Baskerville, and a foreword by Frank Meeres of the Norfolk Record Office, updating information in the original document considered too risky to use in 1905.

A copy of the book is being circulated to all 450 or so schools in Norfolk and a copy will go for reference to all 46 public libraries. It is on sale at libraries and County Hall, priced £3.50, or you can order it using this form for £4.50, including postage and packing.

### Nelson of Norfolk - Bi-centenary souvenir booklet

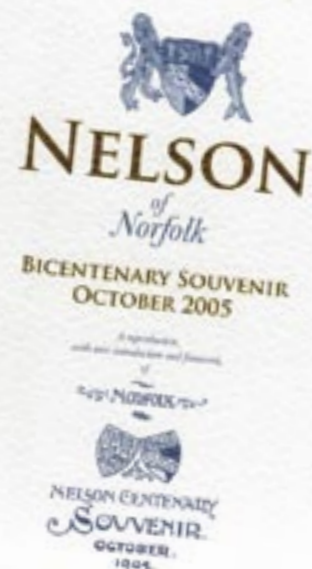
Name .....

Address .....

Telephone Number .....

Order request for copies of the Nelson Souvenir Booklet @ £4.50 per copy (includes postage and packing)

We enclose a cheque for £..... made payable to Norfolk County Council. Please return all order forms to: **Customer Service Centre, Norfolk County Council, North Wing, County Hall, Martineau Lane, Norwich NR1 2DH**



## Find a trusty trader

More people than ever before are benefiting from Norfolk Home Call - the County Council's pioneering 'trusty traders' register.

Norfolk Home Call was trialed in 2001 in South Norfolk and has now been expanded to cover the entire county - putting people in touch with accredited suppliers of services ranging from gardening to gas

fitting, home maintenance to housework.

The aim of the service is to help protect the elderly and vulnerable from becoming victims of rogue traders and bogus callers. All the businesses listed are vetted by the County Council - the accreditation process involves them signing up to a set of standards, providing references and having at least £2m of public liability insurance.

"We have had a massive amount of feedback from people and traders, saying how wonderful Norfolk Home Call is," said development officer Dawn Flitton. She said that the longer people could live

independently at home the better.

"People shouldn't have to see their home and quality of life deteriorate, nor should they be in situations that make them vulnerable to bogus callers or dubious traders. Norfolk Home Call makes sure that people have access to services that are professional, reliable and reputable.

"Tens of thousands of elderly and disabled people live on their own in Norfolk. Looking after yourself and your home can become difficult and if things aren't sorted, a person's situation can rapidly deteriorate and their health and well being can suffer."

Bob Crook, who runs plumbing and gas appliance repairs service, 'Gasology', said: "I really like doing work for older people and I feel like I'm giving something back to the community".

**Find a trusty trader**  
On line - [www.norfolkhomecall.org](http://www.norfolkhomecall.org)  
By phone - call **01603 223243** or **01603 495109**  
Printed directories are also available, along with an audio version.

## Making movies

**The power of film - making movies, not watching - is helping young offenders put their lives back on track in Great Yarmouth.**

A short animated film about Great Yarmouth's fishing industry, created by five young people, has already been televised on the big screens on the town's seafront, Marketplace and at the Time and Tide Museum. The five-week project, part of their reparation and education work

with the Youth Offending Team (YOT), was arranged with the help of the Seachange local arts organisation.

The young people researched the film by interviewing elderly people in residential homes and created the images with the help of some local history books, a photocopier and their own artistic talents. They sourced their own sound effects using a tape recorder and wrote their own music for the soundtrack.

Four more young offenders have led the production of a short film about escaping from drugs. Most of the work has been packed into a three-day production schedule and the film was set to be shown at the Great Yarmouth Film Festival.

Film-making opportunities are open to all young people (14 to 18) in Great Yarmouth through the GYFTED project. See [www.gyfted.org.uk](http://www.gyfted.org.uk), or contact Corrina Giles on **01493 846187**

## Developing business to 'Build Norfolk'

'Build Norfolk' is a year long initiative led by Norfolk County Council which aims to help small and medium sized businesses win construction work from the County Council and other public sector agencies in Norfolk.

A series of workshops are being held around the county to help builders, plumbers, electricians, carpenters, decorators, along with businesses who supply goods and services to these trades and craftspeople, about what they need to do to apply for work. This covers the sort of insurance cover businesses need, skills required, meeting relevant legislation and, where appropriate, helping them to develop their business skills - using IT, writing business plans and financial control. At these workshops, delegates will be able to:

- Meet new customers, the main contractors, suppliers and potential partners
- Find out what services are needed and what the

requirements are to apply for this work

- Get support to help develop their businesses to meet these requirements.

For further information about the Build Norfolk launch event in Norwich on January 31 2006, please contact Sue Lilley of NPS Property Consultants Ltd on **01603 706062** or e-mail [business@nps.co.uk](mailto:business@nps.co.uk)



# Help is at hand...

It's business as usual over Christmas for the County Council social care emergency duty team – with staff working and on standby around the clock to help out in a crisis.

**The emergency duty team** deals with all social care emergencies across the county outside usual office hours. It's a fact that holidays, and the festive season in particular, can be the trigger for a range of crises – and the team is gearing itself up for its busiest ever Christmas.

"It's all the things we see regularly, but more of it. We deal with a lot of alcohol and drug related incidents. Then there are childcare cases and calls to help the elderly and those with mental health problems. We also have a rapid response team which can step in at short notice to support people in their own homes, to prevent hospital admission," explained Emergency Duty Team Manager Emma Lassey.

"We may receive a call on something as straightforward as a broken bed hoist, a call to help someone whose carer is ill or about a teenager who has run away."

And just because it's Christmas, it doesn't mean that families don't go into crisis.

"I remember one call I had from a disturbance at a pub. Everyone was drunk and there was a two-year-old wandering round in the broken glass – there was no one capable of taking care of the child. In another instance a man had been arrested on suspicion of drink driving and his children were in the back of the car."

Christmas can be a difficult time for families – being together for long periods can sometimes result in friction or conflict. For elderly people, Christmas can mean isolation and the interruption of regular activities and routines.

"At New Year we expect a huge surge in calls related to people with mental health problems – people think a new year will bring something different for them or a big change – when they realise it won't they can get very depressed," added Emma.

Adult Services and Children's Services social care can be contacted in an emergency 24-hours a day, 365 days a year on

**0844 800 8014**

**0208 514 1177**

**0800 808 7777**

**0800 282986**

**0800 1111**

**0800 917 8282**

**0808 800 6565**

**0808 808 4000**

**0800 776600**

**0845 4647**

**0870 599 5443**

**0845 7909090**

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## A day in the life of...

**Education Social Worker**  
**Jen Booth**

**"It seems that education is the first thing that gives in a family – it's the first thing that suffers when families have got complex things going on in their lives.**

"The hardest part of our job is getting parents to take responsibility. Parents try to get you to do everything. A lot of parents out there just take a back seat and say you do it, you do it. The job is very much about saying to parents you have to do it, this is your responsibility. It's about empowering parents to take responsibility for their own child and remind them of the importance of education and how that whole structure sets them up for life. Very often I say to parents, do you realise you are setting your child up to fail?"

Playing truant is an issue that Norfolk County Council takes seriously and Jen Booth is part of a team of professionals whose job it is to tackle the problem.

While taking parents to court is an option, Jen's key goal is to get children back into school.

Her patch covers some 34 schools in West Norfolk and no two days are the same. Typically she drops into the office in King's Lynn to catch up with messages,

emails and colleagues before heading out to schools or making home visits.

Schools can very quickly spot patterns of absence and will alert Jen about any children whose absence is causing them concern.

"It could be that a child is being bullied and just needs to open up to somebody, it could be a teenager who can't be bothered to get out of bed or a child from a family where the parents don't get them up in time to catch the bus.

"Even if a child is not achieving at a high level they are still achieving something by going to school."

The first to admit that she wasn't a grade A student, Jen says she is proof that with commitment and perseverance going to school really does lead to more opportunities and choices in life.

"I love my job, I absolutely love it. Anytime you get a child some kind of educational package and that child enjoys it, it's an achievement. You do have achievements every day, even if that's just a child opening up to you – it's really, really rewarding."

**Congratulations to...** Mrs Audrey Fosh of Hales, near Loddon and K Penning of Cromer who are the lucky winners of the two two night breaks courtesy of Flybe and Travel Extras to Glasgow or Edinburgh.

In total 958 people entered our priorities consultation and full results of this will be reported back in the March edition of Your Norfolk.

## Making trauma more...

**Ninety new recruits have joined the County Council's fire service - but they won't be putting out any fires.**

**The recruits** in question are cuddly Blaze Bears dressed as firefighters who will be used to soothe frightened children involved in traumatic incidents. Gary Miller, watch manager at North Walsham Fire Station, said: "If we're called

to an incident where a child is involved and we can give them a Blaze Bear it helps calm them down and take their mind off things for a while."

Cash to buy the bears was raised by staff at North Walsham Woolworths and the 90 bears will be shared between crews in North Walsham, Stalham and Mundesley.

## ...bear-able



## Living with flooding

One in three UK flood victims fear the threat of flooding is increasing, and nearly half believe their property will be at risk again, new research has revealed.

**Norfolk County Council** is adapting a house to show how residents living in flood-risk areas can reduce, resist and recover from flooding.

As part of the FLOWS project, the latest products and techniques are being used to make a home as flood-resilient as possible.

The project is a partnership between Norfolk County Council and Norwich Union, who are sponsoring the work, and the Cotman Housing Association, which owns the property.

### What you can do to protect your home:

- Use flood boards that can quickly and easily be erected around doors
- Install pump-and-sump systems below floorboards
- Replace perishable materials such as floorboards, wooden fittings and gypsum plaster with concrete, ceramic, plastic or cement alternatives
- Move expensive items above possible water levels – such as boilers, service meters and electrical points
- Install one-way valves in drainage pipes to prevent sewage backing up into the house.

**For more information on the FLOWS project, don't miss the March edition of Your Norfolk.**

# On the buses

You told us what you thought of Norwich's new bus station...



Left to right, clockwise...

I think it's really good, I live just up the road and it's very convenient for me. I use the bus station every

day to get to uni. I think it's very good, very modern and very

well presented. **Ruth Murrells**

We're from Nottingham and are just here for the day – we're waiting for the park and ride. We've found the new bus station very good and very convenient. It feels safe, the waiting area is very good and you can have a drink if you want. The bus station in Nottingham is nothing compared to this. **Dorothy and Geoffrey Towle**

This is alright, much better than the old one. It's a lot more organised, it's got everything – a cafe, travel information... and it feels safe.

**Dean Brooks & Tim Paulford-Cutting**

This is the first time we've seen it and we think it's lovely. We use the buses quite often and are going back to Hethersett on the park and ride. It's very nice and user friendly. There's no comparison with the old bus station, this was much needed and it really is nice.

**Caroline, David and Hannah Lightwing**

It's fab, superb. I came on the park and ride from Costessey which was excellent - good value for money and an excellent service. I think the bus station is wonderful, we're from Birmingham and there's nothing like this there. I think it's a winner. **Anthony Emery**

**Local bus service timetables are available from Council Information Centres (CICs), libraries and tourist information centres.**



# Pride in Norfolk



Loddon has been flying the flag for the county after being crowned Norfolk Village of the Year.

The judges of the Pride in Norfolk Awards, organised by the County Council, described the proud winner as a "fantastic, vibrant, enthusiastic and welcoming village". Loddon has now been put forward to represent the county in the national village of the year competition.

**Arthur Morris**, of Loddon Parish Council, said the award was a tribute to the strong community spirit of the people of Loddon. "I'm absolutely delighted – there are some very hard-working people here," he added.

"I've lived in Loddon for 20 years, but what this process did for me was open my eyes to just how many clubs and societies there are.

"You could do something every night of the week if you wanted and that's pretty impressive for a village with a population of around 2,700.

"Within days of the tsunami on Boxing Day, the community had organised a public meeting about fund-raising – about 50 or 60

people turned up, organised a series of events and raised more than £6,000, and that's without any input from the council."

The judges added: "Loddon really did themselves proud with the representatives from nine different organisations all eager to talk to us. A wonderful afternoon."

Loddon is now representing Norfolk in the Calor National Village of the Year competition and the results are set to be announced on December 6. The overall winner gets £6,000.

On September 1, the winners and runners up attended a presentation ceremony at County Hall. Anna Hill, BBC Radio Four presenter of "Farming Today", presented prizes to the successful communities.

The awards were organised by Norfolk County Council, sponsored jointly with the EDP and supported by CPRE Norfolk, NRCC, NCAPTC and the Norfolk Federation of Women's Institutes.

The people of Norfolk were invited to write 350 words so say why their community was a good place to live. Judges drawn from the supporting organisations then visited the chosen finalists.



A "wartime" tea party held in Loddon this year.

**Wells-next-the-Sea**, one of the county's smallest towns, was presented with the Town of the Year award. The runner up was **Wymondham**.

**Loddon** won the village with a population over 900 category and **Buxton** came in second.

First time entrant **Beeston with Bittering**, near Dereham, took the prize for a village with a population under 900 people and **South Walsham** was the runner up.

**Hardingham** won the under-300 population category, while **Thrigby**, near Acle, with a population of 25, was the runner up.

**Beeston** won the W.I. Children's Play Area Award and second place went to **Repps with Bastwick**.

The John Haydon Shield for Best Village Green was won by **Beeston with Bittering** and the runner up was **Heydon**.

## Get involved

Do you want to nominate a community for next year's competition? Look out for details on how to enter in the EDP and on the County Council website [www.norfolk.gov.uk](http://www.norfolk.gov.uk) in January.

# Back to nature

Moves to get Norfolk 'back to nature' are benefiting tenant farmers, wildlife and countryside lovers alike.

As a major landowner, the County Council has a responsibility to ensure its acres are well managed and profitable. And in recent years - with the help of government grants - that has meant the introduction of more nature-friendly initiatives such as the planting of woods and community orchards, the creation of new footpaths and bridleways and the preservation of wildlife habitats.

"It is part of the County Council's long term strategy to work with local people, increase access to the countryside and to promote biodiversity," explained Gerry Barnes.

"Although many of the areas have been intensively farmed over the years, there are now opportunities to conserve and enhance important habitats such as traditional orchards, woodlands, hedgerows, unimproved pastures, field margins and ponds.

"There are also opportunities to promote the conservation of farmland species such as the grey partridge, skylark, linnet, yellow hammer, lapwing and corn bunting - all of which have experienced drastic population declines in the last 50 years."

Number Facts

The Roots of Norfolk Rural Life Museum at Gressenhall, saw more visitors in a single week than ever before with **3,000** visitors during the last week in August. The museum is now closed for the winter and will re-open in the spring 2006.

And it doesn't stop there. "We are also exploring ways in which the county farm estate could be used as a resource in terms of providing bio fuels. Let's say a school needs a new boiler in five years - can we plan to put in a biofuel boiler, and grow the fuel on one of our farms?"

## 21st Century farming

Nigel Adams' family have been farming land off the A47 near Lingwood for over 60 years. Traditionally the land was used for growing sugar beet, wheat, barley, peas and dwarf beans. But now around a third of the land is used for conservation activities with the rest mainly used for growing malt and barley for a major whiskey producer.

"It is a big change from what we were doing 10 years ago, but you have got to be adaptable and change with the times. It is a change of farming, but it's still farming - and it does work.

"I'm a conservationist really - it's not everybody's cup of tea but I'm glad we have done it. It's good for future generations. It's giving more people the chance to get out into the countryside and enjoy what's around them.

"DEFRA are over the moon with the results and everyone who lives around here thinks it's marvellous. Visitors are overwhelmed too, they think it's absolutely fantastic."

## Drilling down into history

In the largest exercise of its kind attempted in Britain a team including highways laboratory staff and archaeologists are working together to peel back the sands of time in Great Yarmouth.

The area covered is the 144-acre space inside the town walls, home to 10,000 people in the 1350s. Borehole cores and past excavation records are being used to build up a series of maps through the ages detailing everything from the 1960s industrial buildings to Georgian houses.

The maps will also reveal how the land where the town now sits was formed, and what the area was like for the first inhabitants. The project will help form an archaeological strategy for the town so building work does not damage important remains, and developments are not delayed or abandoned.

Around 130 sample boreholes have been drilled to a depth of five to six metres. Ken Hamilton, from Norfolk Landscape Archaeology, said the technique had been used in York, but never on this scale. "We have uncovered lots of pottery, metalworking remains, bones and building materials, so we are beginning to build a really good picture of what life was like in medieval Great Yarmouth," he explained.



## A new way to have your say

If you have strong views and like to have your say on local issues there is a new website designed to help called **www.YourNorfolkYourSay.org**

On this site you can access Norfolk Consultation Finder, an exciting new tool which you can use to find out what consultations have happened, are happening or are about to happen in your local area. It also gives you a chance to have your say on local issues on-line. You can also register on the site to get e-mail alerts about consultations on issues that you are interested in.

When consultations are closed you can go back into the site to read the results and see what we have done with your views.

And, it's not just Norfolk County Council consultations you can find out about, as **www.YourNorfolkYourSay.org** is a one-stop-shop for consultations from organisations across Norfolk. Not all consultations are listed at the moment but in time we hope the site will grow to cover all of consultations happening in Norfolk.

Your views needed...

## Local Transport Plan

The Local Transport Plan describes the Council's transport strategy. Our current plan has recently been assessed as joint fourth-best in the country for how well we are delivering transport improvements on the ground and meeting our targets. It runs until April 2006.

In the spring, we consulted you on what you thought our priorities for improving transport should be over the next five years (2006 - 2011).

We used the results of this consultation to help us get started on our second Local Transport Plan.

We are now starting to work on the details and to help us, we want to hear your views again.

**You can find our consultation:**

- On the internet at [www.norfolk.gov.uk/transport/transportplanning/](http://www.norfolk.gov.uk/transport/transportplanning/)
- By contacting us on **0844 800 8010** to get a paper copy or
- By visiting your local library or Customer Information Centre.

**We need to hear your views by December 16 2005.**

# Beat the Bullies

**Pupils, parents, schools and community organisations across Norfolk have joined forces for National Anti-Bullying Week, from November 21 to 25.**

**Planned activities include** a high profile conference for parents, art projects and drama productions – all designed to raise the profile of bullying and to encourage everyone to do their bit to stop bullying.

"It is very much about children and young people participating and getting involved. We are targeting the bystander, who is often the person that can make a difference but perhaps doesn't realise their importance," explained Rita Adair, the Anti-Bullying Alliance's eastern regional co-ordinator.

"Bullying can destroy children and young people's enjoyment of school, family and social life, as well as their capacity to learn. It is everybody's responsibility and we all have a role to play. If we work together we can stop it."

## The facts about bullying

- Bullying can include name calling, spreading rumours, taunts, threats, kicking and pushing. It can also be via email or text message.
- National research in 2003 highlighted that 50% of all primary school pupils and more than 25% of secondary school pupils had been bullied in the past year.
- Children with learning difficulties are especially vulnerable to bullying.

## What if you think your child is a bully?

- Don't panic," says Rita Adair.
- "Talk to them and try to find out the reason for it – it could be that they are very unhappy about something. Emphasise that their behaviour is unacceptable and remember - you are a role model, make sure you set a good example."

## What if you suspect your child is being bullied?

- Make school your first point of contact. All schools have anti bullying policies and the county council works closely with teachers – encouraging vigilance and ensuring that they know how to tackle bullying. The important thing is to reassure your child that they did the right thing by telling you.

**Norfolk's 14-year-olds have scored their best ever Key Stage test results in English, with 74% achieving level five and above. They also did well this year at science (71%) and maths (75%).**

Number Facts

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



## Join us...

Are you interested in educational issues?  
Are you impartial and a good listener?  
If so, you may be interested in becoming a volunteer member of an independent panel dealing with school admission appeals in Norfolk.

**A**ny parent whose child is refused a place at their preferred school because the school has reached its admission limit, has the right to appeal against that decision.

School Admission Appeal Panels consist of either three or five people including at least one lay member, who is not directly connected with the County Council or with a school. Appeals are held all over Norfolk and travelling expenses plus other expenses will be met.

We welcome applications from all sections of the community and ethnic groups and there is no age limit.

If you would like to find out more please contact Dawn Turner at Democratic Services, County Hall, Martineau Lane, Norwich, NR1 2DH. Telephone number **01603 223028** or email [dawn.turner@norfolk.gov.uk](mailto:dawn.turner@norfolk.gov.uk)



**Oakes Court**



**Ninety-two year old resident Dee Crouch is pictured at the opening of the new multi-million pound housing with care scheme for vulnerable older people in Downham Market.**

Forty-five vulnerable older people have their own flats, communal facilities, and intensive care and support available 24 hours a day at Oakes Court, in Palmer Way.

Costing £3.29m, the complex includes a restaurant café, coffee shop, library with internet access, shop, hair and beautician's salon and communal areas and garden. The scheme has been developed by Broadland Housing Association, Norfolk County Council and the Borough Council of King's Lynn and West Norfolk.

## Not too late to regenerate!

**Great Yarmouth residents and businesses will have the chance to help shape the plan being developed to boost the prosperity of the town and of its Suffolk neighbour, Lowestoft.**

The newly-formed Great Yarmouth and Lowestoft Urban Regeneration Company (URC) has been busy making key appointments, including:

- The Chairman, Richard Wright, former estates manager for Norwich Union Life Insurance, with a strong background in property development and private-public partnerships;



- The Chief Executive, Philip Watkins, currently managing a team of regeneration experts as interim Chief Executive of Swindon's URC.



In another important step, Halcrow, an international development consultancy, has been appointed to produce the master plan for the regeneration of Great Yarmouth and Lowestoft.

**Full consultation with businesses, residents and other agencies and authorities will underpin the plan, which should be ready by early next summer, 2006.**

Dereham's new library has...

## so much more...

**More books, more films, more music, more computers and more information – Dereham's new £1.9m library opens on November 23.**

**One of the largest libraries in the county,** the contemporary, open plan two-storey building is on the corner of High Street and Banyard Place.

"It's light, bright, spacious, easy to use and welcoming," explained Head of Libraries Jennifer Holland.

"I am sure that the new building will help us provide a better service for Dereham and hope that people will take it to their hearts. It's somewhere for the whole

community, with something for everyone," she added.

Local people of all ages have been involved throughout the library development, helping to plan the layout, choose books and create a time capsule.

On the ground floor visitors will find the children's library, self-service 'express' section, an area for reading and the new Council Information Centre. Upstairs there are lots more books, study

areas and computers offering free email, internet and Office software. Visitors will also be able to plug in their own laptops.

Offering lift access, a drinks machine and baby changing facilities, the new library also features a 'living' sedum roof (sedum is a plant which changes colour throughout the seasons and which will protect the roof's waterproof membrane).

Dereham library is open six days a week, with a late night on Tuesdays and Fridays.

## Here to help...

The Council Information Centre in the new Dereham Library will offer local people a 'one stop' help and advice shop. Staff will be on hand to help fill out forms and provide information on local services such as public transport and education. In addition, people will be able to report faulty streetlights and potholes. The centre can handle police enquiries, as staff are trained to deal with and log crimes and incidents, record details of road traffic accidents and collect lost and found property.

The new Council Information Centre in Dereham Library – the seventh in the county – is a partnership between Norfolk County Council, Breckland District Council, Dereham Town Council, Norfolk Police and

the Southern Norfolk Primary Care Trust. It will be open Monday to Saturday 9am to 5pm.

**A new Customer Information Centre has also opened at Diss Town Council Offices on Market Hill.** The Centre is a joint venture between Norfolk County Council, South Norfolk Council, Diss Town Council and Norfolk Police. It is open Monday, Wednesday, Thursday and Friday 9.30am – 4pm and Tuesday 9.30am – 3pm.



## What's On

### Get your skates on

**It's back! For the third successive year, the real-ice EDF Energy Ice Rink will be frozen onto Millennium Plain in front of The Forum until Sunday January 8 2006 as one of the highlights of the Norwich Christmas Experience.**



The rink is being extended and in addition to Christmas trees and decorations, it will be crowned with a glittering ceiling of 30,000 sparkling lights, helping to create a magical winter wonderland atmosphere.

Mark Hand, Marketing Manager at The Forum Trust, said: "Last year more than 35,000 skaters enjoyed the EDF Energy Ice Rink at The Forum, that's 5,000 more than in the first year."

Tickets cost £7 for adults and £4.75 for all concessions. Tickets are available from the Theatre Royal on 01603 630000, open 9.30am-6pm, Monday to Saturday, or from the EDF Energy Ice Rink box office in The Forum, open daily from 9.30am-7.45pm.

### A Victorian Christmas

Holt Hall will be hosting a Victorian Christmas Country House Weekend from December 2 to 4. The price is £140. For more information call Louise on **(01263) 713117** or email [office@holtall.norfolkedunet.co.uk](mailto:office@holtall.norfolkedunet.co.uk).



## Buried Treasure

**The Buried Treasure exhibition continues at Norwich Castle until January 15 2006.**

**It showcases** some of the UK's most spectacular archaeological discoveries. Highlights include The Mildenhall Treasure, a collection of Roman silverware, the Hoxne Hoard of Roman coins and the Snettisham Treasure, 2,000-year-old gold neckbands.

It also features a Palaeolithic hand axe found on a Norfolk beach and thought to be the earliest known man made artefact ever found in Britain; the 12th century Lewis Chessmen featured in the first Harry Potter film; a collection of 17th century toys discovered by 'mud larks' digging in the banks of the River Thames and the Bronze Age Ringlemere Gold Cup found in Kent.

Many of these objects were found by ordinary people – school teachers, farmers, beachcombers and ramblers – and this exhibition celebrates their enormous contribution to our knowledge of the past.

**Two lunchtime talks at 12.30pm linked to the exhibition are:**

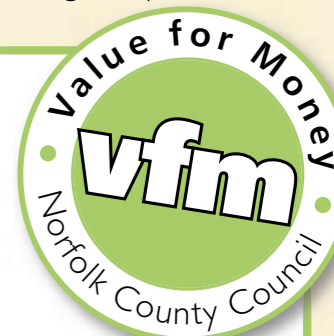
**Tuesday December 6** Finding Boudica: Discover how recent finds have improved our understanding of Boudica's world with Dr John Davies, NMAS chief curator.

**Thursday January 10** The Earliest Briton?: Flint specialist Peter Robins reveals how an ancient stone hand axe found in Norfolk has changed experts' view of history.

People with learning disabilities will get greater independence thanks to £150,000 secured by the Norfolk Learning Disabilities Service.

The money from the Department of Health's Extra Care Housing Fund will pay for a pilot project, supporting 15 people with learning difficulties who have been living with older parents.

It will fund alterations to homes and also technology such as alarms, to allow these people to have a place of their own for the first time in their lives.



## Cooking up a Tasty treat

Michelin starred chef Galton Blackiston has been back to school to cook up a tasty meal and push home the message that today's school dinners are both healthy and fun to eat.

Galton, proprietor of Morston Hall, met children from Angel Road First School in Norwich to cook, prepare - and eat - his own new addition to the county's school menu.

Norfolk County Council is proud that fresh ingredients, home cooking and healthy eating are always on the menu and that its school meals service is a far cry

from the series featuring TV chef Jamie Oliver. So its catering division - Norfolk County Services Ltd - has been working with Galton to help promote an exciting new menu

called Seasons. NCS is delighted that he has not only endorsed the menu, but has offered to visit several schools around the county with his food workshop talking to children about where food comes from and how to prepare and cook it.

**Galton's menu, which was prepared and cooked by the children at Angel Road First School was:**

- Bread rolls and biscuits - which the children helped him prepare
- Fish fingers cut from fillet of plaice, dipped in breadcrumbs
- Freshly made tomato sauce
- Green mashed potato (with fresh parsley)
- Chocolate banana flan

Alison Allen, Commercial Director Catering, Norfolk County Services Ltd, said: "Norfolk school children already tuck into some of the healthiest lunches in the country. All are locally cooked and we use fresh ingredients wherever possible.

"It's absolutely brilliant to have a top class chef like Galton on board and his creativity and passion food shines through whenever you talk to him."



## Ode to a hero

Budding poet Marissa Geister has triumphed in a competition open to school children across Norfolk celebrating the life and deeds of Vice-Admiral Lord Nelson.

Marissa, then 11 and a former pupil of Norwich Road School, Thetford, won a contest run by Norfolk County Council's Children's Services department which invited 11 and 12 year olds to create an illustrated poem about Norfolk's most famous son. Marissa's entry impressed the judges who were united in the belief that she should win £100 first prize provided by Bertram Books.

Jessica Parfett, another former pupil of Norwich Road School, won £25 by coming second with her entry The Greatest Man Alive and the Needham family - Malachi, Henry and Oliver - of Little Snoring, have been awarded a runner-up prize for their efforts.

**Marissa's poem, The Norfolk Hero, reads:**

There was a man  
A Norfolk man  
Who sailed the seven seas.

He had a wife  
A faithful wife  
And did such daring deeds.

Just one to name  
Was just a game  
An affair with Lady H.

They had a child  
A pretty child  
Horatia was her name.

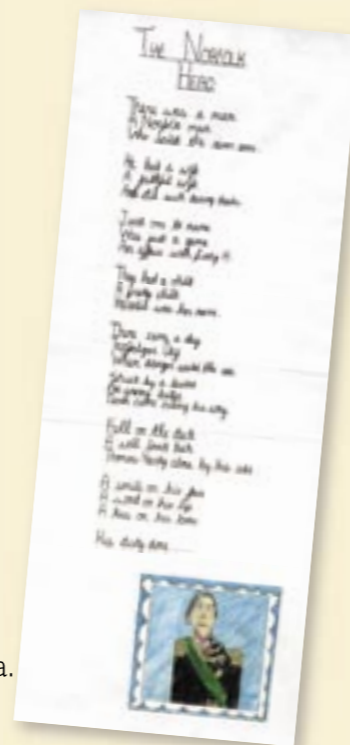
There came a day  
Trafalgar day  
When danger sailed the sea.

Struck by a bullet  
An enemy bullet  
Death came riding his way.

Fell on the deck  
A well loved deck  
Thomas Hardy close by his side.

A smile on his face  
A word on his lip  
A kiss on his brow

His duty done . . .



Welcome to the best of [www.norfolkblurb.co.uk](http://www.norfolkblurb.co.uk)  
the county's young people website!!

**Norfolk County Council  
Youth & Community Service**

## Blurb is better then ever!

Norfolk BlurB will be officially re-launched on Wednesday November 23 2005. The website has undergone a massive revamp, and, with a brand new look and a host of new characters, Norfolk BlurB is sure to attract even more young people to its international award-winning website!



The website also has a range of new sections and features for young people and professionals. One of the new most useful resources is the section called 'My BlurB'. This section gives both professionals and young people the opportunity to search for their local areas section on BlurB, there they will be able to find all the activities and projects that are available for them to get involved in. They can also check out the latest news from that area and get much more involved in their community.

## How well do Youth Workers do it?

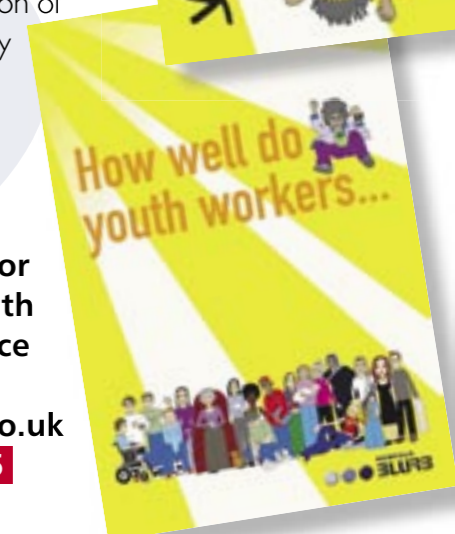
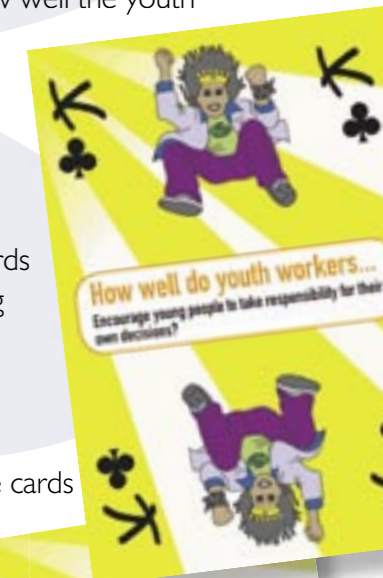
Norfolk BlurB has another Youth Work resource in the pipelines! It's called "How well do Youth Workers do it?" and it's a card game which was developed using Transforming Youth Work funding as part of the Quality Assurance Work by Bernadette Kerbey and a range of young people.

The card game will enable both young people and youth workers to reflect on how well the youth worker does certain things such as supporting young people and enabling young people to be involved in risk assessing.

The questions are based on the occupational and Ofsted standards and have been altered by young people to make them easier to understand.

As part of the Youth inspection process, young people used the cards during the Ofsted inspection of our Youth and Community Service, which received a 'good' from Ofsted.

**If you are interested in finding out more about the re-launch or the How well do Youth Workers do it resource then please email [tom@norfolkblurb.co.uk](mailto: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 222770**
- General waste/recycling **0844 800 8004**

## Jobs and Careers

- Jobs and recruitment **0844 800 8007**

## Leisure and Culture

- Adult Education **0844 800 8002**
- 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**

**For face to face help, please visit one of our Council Information Centres in Aylsham, Dereham, Diss, Downham Market, Fakenham, Gorleston, Norwich or Wroxham.**

**Go to [www.norfolk.gov.uk/CIC](http://www.norfolk.gov.uk/CIC) or phone 0844 800 8020 for more details.**

## 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