

Your Norfolk

Norfolk County Council's magazine for all residents



In tune with
Success...



first words

September for many is the start of the new academic year. Raising standards in education remains a high priority for us. National star ratings for education authorities place Norfolk County Council in a good position, with two stars out of three for current performance and a maximum three stars for the capacity to improve

The performance of Norfolk's 11 year olds in 2003 was praised by David Miliband MP, Minister of State for School Standards - placing us among the most improved authorities in the country.

In this edition of Your Norfolk see how local businesses support our schools (P 6) - and how we are working to get people back in to education through access and vocational courses (P 10).

In the same way that we are making improvements in education, the County Council as a whole has been judged as 'good' by independent inspectors.

We are looking at all the work we do to see how we can become 'excellent' and deliver even better value for money. One of our recent successes is in better purchasing. We have looked at everything we buy from paper clips to new fire engines (see P 20) to see how we can make practical improvements. By doing this, last year

we saved £5million to re-invest in frontline services.

We have improved the way we plan and build in Norfolk too. Working with partners across the county we have made savings on the price of building work, reduced environmental impact, and chosen low maintenance options to save money in the future. This has saved us 12% of our capital budget, and further savings are set to follow.

It's no good having wonderful services if people don't know how to contact them. So we this year we have invested in more places people can get all the information they need face-to-face in Council Information Centres, and through better telephone access. On P 4 there is a handy 'cut out and keep' list of numbers for services which you can call at a standard price no matter where you live in Norfolk.

I hope you find this edition of Your Norfolk interesting and useful - and take advantage of some of the marvellous array of special offers contained within its pages.

Alison King

Alison King

Leader of Norfolk County Council

Cover Story

After cheering their team to the Division 1 title last season, boys from across the county were given the opportunity to sing their hearts out at Carrow Road, thanks to a unique link-up between Norfolk County Council and Norwich City Football Club.

As part of attempts aimed at encouraging boys from across the county to sing, the County Council's Music Education Service organised a day of football, and football related singing at the home of NCFC.



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contact us...

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



If you would like 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 2004. Your **Norfolk** is printed in Norfolk on paper from managed forests on chlorine free paper.

One call one charge

For the first time, you can get advice and information about Norfolk County Council services at an equal cost, from no matter where in Norfolk you are calling.

Previously people who called any one of our Norwich telephone numbers from outside the city faced different call charges depending on where they were calling from. Now everyone in Norfolk using a landline can call us for the same charge.

It's just one of the benefits people are already enjoying by calling our Customer Service Centre, based at County Hall in Norwich. For almost a year specially trained staff have been taking people's calls in

the Customer Service Centre, often answering questions straight away without having to pass callers 'around the houses' to get the information they need.

Your call - some important facts that show how your call matters

- You can call the service you want directly, using a specific number beginning with '0844' and will get through to a member of staff who is trained to help with your enquiry

- When you call the Customer Service Centre, there are no numbered options and there's no music playing in the background

- All calls are charged at the same cost per minute regardless where you are calling from

- Our staff do not work to call quotas - they will spend as much time as necessary to answer your question or give you the information you need

- When you call, you will be put through to a member of staff as soon as possible

- Over 100,000 calls have already been handled in the Customer Service Centre since it opened in October last year, and around 900 calls are taken every day - that's 4,500 calls per week!

Here are the numbers that you will need to call us:



These services are the first to move into the Customer

Service Centre to make it easier to contact us and get the information you need. It is all part of how we are making it '3x easier to contact us': by telephone in our Customer Service Centre, at one of five Council Information Centres across the county and using our website www.norfolk.gov.uk,

alternatively email us on information@norfolk.gov.uk

From our research we can tell that more people are getting through to us successfully than ever before. We want to continue improving by making sure our staff are trained to offer help and advice about even more services in future. Look out for further information and updates in Your Norfolk about the next services to move in to the Customer Service Centre.

Our new telephone numbers

your cut-out and keep reminder

Adult Education brochure line	0844 800 8002
School Transport (info & guidance)	0844 800 8003
General Waste / Recycling	0844 800 8004
Reporting faults with street lighting	0844 800 8008
Trading Standards	0844 800 8013
Social Services	0844 800 8014
General enquiries	0844 800 8020

Giving young people a voice in democracy October 18th - 22nd 2004...

Making your mark

If you think that young people and politics don't mix, then think again! Local Democracy Week is all about involving young people in community life, and that includes local politics.

What's happening in Norfolk?

Take your councillor to School / College

From 18th to 20th October Norfolk County Council will be encouraging councillors to link up with young people and to spend the day with them at school or college.



Launch of 'The Methwold Project'

A group of young filmmakers from Methwold High school have been working with freelance film company, Shelly Telly, to make a video about how young people can be active citizens. The video will be used by high schools across Norfolk.

Question Time

Young people will be invited to a 'question time' session in the Council Chamber on 18th October, to quiz local politicians.



Scrutiny

A group of young people will be invited to select an issue from our Cabinet meeting, which they will then take an in-depth look at, before reporting back.

If you would like information about these events contact Anne Tansley

Thomas ☎ (01603) 222844

For information about Local Democracy Week nationally visit www.localdemocracyweek.info

Do you use the A11 to and from Norwich?

If so, watch out for delays over the next six months as the County Council begins work on the new link road providing better access to the Norfolk & Norwich University Hospital.

The link road will join the A11 Newmarket Road at a new roundabout the city side of the A11/A47 Thickthorn roundabout. Preparatory work began in August, with construction of the roundabout starting in early autumn.

Work is also underway nearby on the new 730-space Cringleford Park and Ride, just off the Thickthorn roundabout.

We will do all we can to keep traffic flowing, but on such a busy route into Norwich delays are inevitable. If possible, try to avoid these roadworks - for example by using Park & Ride from Harford on the A140 Ipswich Road, the nearest alternative major route into the city.

Saving money & energy

Norfolk County Council's Supplier Support Scheme, has helped more than 100 companies save money and energy over the last twelve months.

The Scheme -funded by the economic development partnership for Norfolk, Shaping the Future - helps companies become more efficient and improve environmental performance.

A company benefiting from the scheme is Period Property Preservation Ltd. (PPP). Tim Harrold Managing Director said

'Thanks to the Supplier Support Scheme, I have been able to attend a free course on environmental management. We have also made savings of over £300 per year just by looking at our transport bills.'

The scheme is offering a free healthcheck to the first 50 businesses that contact it.

To claim a free healthcheck or for more details, contact Simon Best ☎ 01760-726743 or email sbest@ecotech.org.uk.

Full marks for school business partnerships

Every week workers from offices, banks, factories and supermarkets go back to school - to help Norfolk children maximise their potential.

Schools across the county have teamed up with local businesses, which allow staff time off to be mentors and reading partners to local children.

A popular experiment

Dow Chemical in Kings Lynn has been working with The Park High School since October last year - and this summer their **business mentors** received national recognition when they were nominated for a prestigious Industry Reputation Award by the Chemical Industries Association.

Sue Hooks, is a production scheduler at Dow and business mentor to four teenage Park High students.

"My role as a business mentor is to encourage students to broaden their expectations, realise their full potential and have a go, because at 14 or 15 you don't always have an immense amount of confidence."

Sue meets up with her group every three to four weeks. Sessions vary - ranging from discussions on study techniques to presentation skills and potential career options.

"They are a great bunch of girls. It's very worthwhile. I am getting as much out of it as I hope they are. I wish I had a business mentor when I was at school."

Sue Breach, Dow's UK Public Affairs Manager said that there was a company wide policy of encouraging employees to become involved in community initiatives and projects.

"With business/student mentoring it gives the young people additional resources beyond their family and the school. Business mentors can share their experiences and really explain the importance of education for their future," she said.

As far as the school is concerned, business mentoring gets top marks.

"The students love it and their parents are also really positive," said Park High's Careers Co-ordinator Moira Saunders.

"For the school, it's about helping to raise aspirations, to give the students support to achieve the grades we think they are capable of achieving and to help them grow individually and personally."

Success story

Since it started four years ago, the **Norfolk Reading Partners** scheme has gone from strength to strength. Beverly Sexton, an admin. support manager from Norwich Union has been visiting Thorpe Hamlet First School every week for the last two years, to read with seven and eight year olds.

"They make me laugh, I really get a kick out of it. I'd recommend it to anyone. It's great fun and very rewarding, you get to put something back.

"At first they were all a bit timid, but now all the hands shoot up, they would all read with me if they had the chance. The children choose what they would like to read - I've had everything from Sleeping Beauty to a book all about worms.

"I think it's really helped me in my day to day work too. It makes you look at things differently and to think about how you conduct yourself."

Headteacher Nigel Wood is firmly committed to the school building links with its community neighbours

"This partnership makes a valuable contribution to raising standards of literacy for our children as well as boosting their self esteem. For colleagues from industry, business and the wider community, it offers an opportunity to share in the life of a local school."

and grateful for the support they have received from local businesses.

"We certainly see the progress that the children make with their reading. The reading partners scheme has really helped the children build their confidence about reading and develop an enjoyment of books. It's about raising the profile of books and seeing adults reading as well.

"We want all our children to achieve their best and this is an opportunity to give some an extra chance to read with another adult who is not their parent or teacher"

Wanted! Reading Partners and Business Mentors

If you love books and reading - and can spare up to an hour a week to visit a local school or are interested in finding out more about business mentoring:

contact Mike Hodkinson

01603 433276

"The Norfolk mentoring programme is a very successful partnership between schools, local businesses and the local education authority."

Left: Beverly Sexton and pupils at Thorpe Hamlet First School



What's happening in Passenger Transport!



Cringleford/Thickthorn Park and Ride

Norwich Major road scheme

Good progress has been made over the summer on work to improve bus facilities and access in Norwich city centre.

These works are part of a major scheme to improve the bus route between the railway station and Norwich's new bus station, which is due to open in Spring 2005.

September should see the completion of a new bus stop and bus lane on Rose Lane. The bus lane will reduce delays by enabling buses to avoid traffic queueing for the Castle Mall car park.

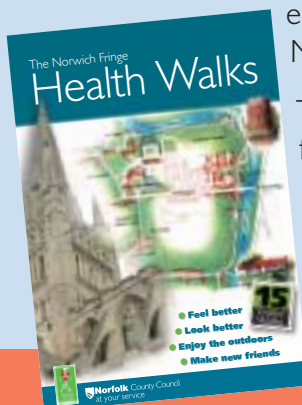
Work is also underway to realign the junction of Westlegate, St Stephens Street, Rampant Horse Street and Red Lion Street to enable the introduction of two way bus and taxi traffic on Red Lion Street.

From January 2005 buses travelling westbound from Castle Meadow will be able to use Red Lion Street as a direct route to St Stephens Street. This will cut bus journey times through the city centre and will help operators to improve the reliability of their services.

Fringe Health Walks

To get the best results from walking you really need to aim to walk briskly for 30 minutes a day, for five days each week.

So Norfolk County Council has teamed up with the Norwich Fringe Health Walks to produce a book giving



details of 15 graded walks to encourage people to get out and enjoy walking in the Norwich area.

The book includes at least five walks suitable for wheelchair users or people with pushchairs.

The book is available

The Cringleford/Thickthorn Park and Ride site is currently under construction and is due to open in April 2005. The site is located at the Thickthorn Services at the junction of the A11/A47 Southern Bypass and the B1172.

This new facility will provide 786 spaces, which will include designated bays for disabled and parent/child parking close to the bus stops on site. This new park and ride site will increase the total number of park and ride spaces provided in Norwich to 4911. With six permanent park and ride sites, Norwich will become the first city with the most permanent sites in the UK. This accolade will build upon Norfolk County Council being awarded the British Parking Association Park & Ride award in 2004 for the quality of the facilities provided and the overall management of the sites.

Changes to bus services

There will be major changes to bus services in the Fakenham area from 28 August following First's decision to terminate a contract to run services in the area. The Passenger Transport Unit has worked closely with operators to ensure that services keep running albeit to different timetables. Routes affected include Fakenham - Kings Lynn, Fakenham - Burnham Market, Fakenham - Dereham and Fakenham - Wells

from: ☎ **01603 222774** It is also available at some GP surgeries and other health locations, or you can send an A5 stamped addressed envelope to
Norwich Fringe Health Walks
The Gate Lodge
The Training Workshop
Swanton Road
Norwich NR2 4LR

Broads Hopper

Your passport to the heart of the Norfolk Broads

BroadsHopper is a new service operating in and around the Norfolk Broads!

BroadsHopper is for everyone as it operates just like any other bus service. It's perfect for visiting, shopping, or just enjoying the Norfolk Broads.

You don't have to have a bike to use this service, although the cycle trailer is available for those who wish to take their bike with them for free!

Linking Blickling Hall to Acle via Wroxham, serving key locations on route, it's the perfect way for visitors and locals to explore and enjoy this beautiful area.

The BroadsHopper also links with other local bus and train services which is ideal for those who wish to extend their journey into Norwich or Great Yarmouth.

Great Value Fares!

Day ticket: £3 adult, £1.50 concessions

Couples' ticket: £4 (based on two adults travelling together)

Family ticket: £6 (based on two adults and up to four children)

Ten Trip ticket: £10 (10 single trips)

Single and return tickets are also available.

 **Norfolk** County Council
at your service

Further information is available from your local library or Tourist Information Centre.

Please fill in the details below and hand this voucher to the bus driver to claim your half price adult day ticket on the

Broads Hopper **TRY IT FOR HALF PRICE VOUCHER**
valid until 15 October 2004

Name: _____

Postcode: _____

Date: _____

Terms & Conditions:

Free journey valid between Mondays & Fridays only and NOT on public holidays. Voucher valid for one adult day ticket on the BroadsHopper.

This offer is valid until 15 October 2004

YN/BH/16/7/04



Education for everyone

Whether you are interested in changing careers, finding a new direction, getting a qualification or developing an interest - Norfolk County Council's Adult Education courses can help you on your way.

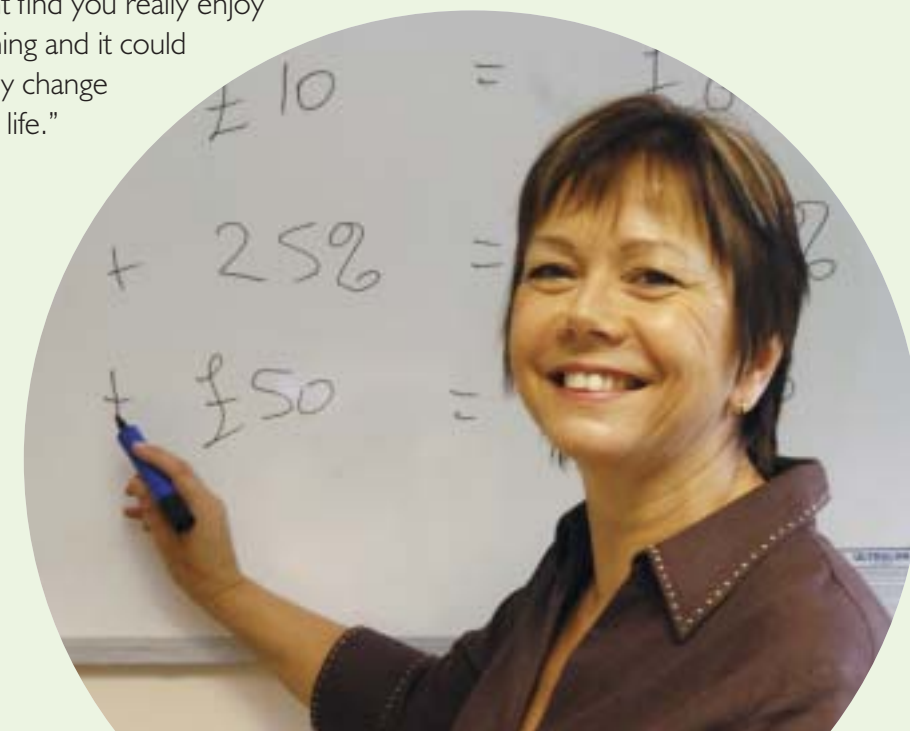
Every year over 30,000 people sign up for over 3,000 courses across Norfolk - covering everything from maths to music, crafts to counselling. And with the autumn term starting very shortly there's still time to take the plunge!

Evening Classes got Barbara back to work

Barbara Craddock (pictured below) has been well and truly bitten by the learning bug. Her goal was to get back on the career ladder and since first enrolling on a keyboard skills course she's never looked back.

Now with a string of exam passes under her belt and a great job, Barbara is still studying - as well as teaching adult education courses.

"My advice would be give it a go - go and see what you can do. You might find you really enjoy learning and it could totally change your life."



Studying meant juggling faster than ever before!

Mother-of-four Sally Burt (pictured above) has just completed a City and Guilds NVQ3 Teaching Assistant course, studies which will support her work in a local primary school.

"To begin with you have to learn how to be a student again. We all forget this and it takes quite a while. I felt as though I had just got into it at the end and now I really don't want to let that go.

"It was such a challenge, so I have a real sense of achievement. I would encourage anyone to go for it."

Full information on courses is available by calling 0844 800 8002 or by logging on to www.norfolk.gov.uk/adulteducation



Mum on a mission

Becoming a single mum proved to be a turning point in more ways than one for 26-year-old Claire Griffin of Norwich (pictured above).

Determined to get off benefits and build a future for herself and her daughter, Claire decided to pursue her ambition of going to university. And following two years of study at Mile Cross' Phoenix Centre she's looking forward to starting a degree in sociology and history at the UEA this autumn.

"It was always a dream of mine, going to university, but I put it off - at 17 or 18 you just want to be out, earning money, enjoying yourself. Then when I had my daughter my priorities changed and I knew I had to do something about it. I had to be able to get a decent job and I knew that getting some qualifications was the only way."

Libraries give you extra

Whether you're cramming for a chemistry A-level, nudging your way towards an NVQ or polishing up your basic skills, Norfolk County Council's library service has a special collection of study support books.

Fifteen of our libraries boast collections of revision guides and course books for GCSE, NVQ and A levels. Our Norfolk and Norwich Millennium Library also has extra books to help graduate and post graduate students - and all libraries have books to help basic skills.

For 16-year-old Eleanor Mackeown (pictured below), Aylsham Library was the obvious place to head for in the run up to this summer's GCSE exams.

"I borrowed all the revision guides as well as various other books for course work. I found the guides really helpful, especially the CGP books which clearly set out the things you need to know for exams. The books are all in one corner of the library and I always found something useful."

And City of Norwich School student Martin Garstka was quick to realise that by borrowing study guides he could save money.

"I had bought some but found quite a few in the library. The books were useful and a real money saver," said the 17-year-old.

Studying with Norfolk Libraries

- Revision guides and course books for GCSE, NVQ and A level are available from libraries at: Earlham, King's Lynn, Gaywood, Aylsham, Great Yarmouth, Gorleston, Thetford, North Walsham, Costessey, Hethersett, Long Stratton, Sprowston, Fakenham, Plumstead Road and the Norfolk & Norwich Millennium Library at the Forum.
- It's free to join the library and to borrow books
- You can borrow up to 10 books at any one time - and take them back to any library in the county
- All libraries have computers with Office software and free e-mail/internet



Get around Norfolk

Do you live in a rural area and have difficulty using services due to a lack of transport? Do you have mobility problems that make it hard for you to use public service buses? Don't despair, there may be a solution to your transport problem!

'Come when you call' transport schemes are springing up all over the county with the help and support of Norfolk County Council, which subsidises many of them. The schemes complement "normal" bus services, providing a more flexible and individual service and usually collect passengers from their homes.

"I'm a lady of "mature years", without the bus I would be totally lost."
Mrs Aldridge, Wreningham

Rural services operate in areas where there is little or no ordinary public transport and relatively sparse and scattered populations. Schemes in more urban areas provide a service for people with health and mobility problems who cannot use an ordinary bus.

"It's my lifeline for the weekly shop!"
Lillian, Mulbarton

These schemes have their roots in the community and are often run by volunteers. Examples of the services include minibus dial-a-rides and community car schemes.

"If it did not exist, I would be unable to get to my appointments. There is no alternative, it is vital to my well-being."
Mrs Richards of Ridlington (82).

Minibus dial-a-ride services collect pre-booked passengers from their doors, taking them to local towns for medical appointments, shopping and leisure opportunities. They also provide feeder services into main bus and rail routes.

"Excellent service, absolutely delighted, we all appreciate it immensely."
Shirley, Wymondham

Community car schemes provide lifts in volunteers' cars. Carlink is the largest of these schemes providing

Scheme name	Area covered	Contact details
Acle Area Flexa	Parishes around Acle	01603 716106
Age Concern Fakenham	Fakenham and district	01328 856981
Age Concern North Norfolk East	North Walsham and district	01263 722500
Age Concern Sheringham	Parishes around Cromer, Sheringham & Holt	01263 822552
Age Concern Thetford	Thetford area	01842 750088
Aylsham Bus Connections	Villages around Reepham & Aylsham	01692 500840
Aylsham Care Trust	Aylsham and District	01263 731929
Borderhoppa	Villages around Diss, Harleston, Eye and Stradbroke	01379 652236
Bungay & Beccles Area CT	Norfolk & Suffolk parishes around Bungay & Beccles	01986 896896
Carlink	North, South, East & Central Norfolk	01603 700657
Gt. Yarmouth Door to Door	Great Yarmouth Borough	01493 852573
Norwich Door to Door	Greater Norwich	01603 776735
North Walsham Area CT	Area around Holt, North Walsham, Stalham & Wroxham	01692 500840
Reepham Rover	Reepham	01603 870426
Swaffham Transport Project	Swaffham area	01760 720906
Watton area dial a ride	Parishes around Watton	01953 881159
West Norwich CT	West Norwich	01603 776594
West Norfolk CT	West Norfolk and the Wells & Fakenham areas	01553 770310
Wymondham Area Flexibus	Wymondham area	0845 600 2315

For further details visit www.passengertransport@norfolk.gov.uk

journeys for most purposes, but the smaller parish-based schemes usually only take people to medical appointments.

Kickstart is a moped loan scheme available to anyone aged between 16 and 64 who is unable to access work or training because of a lack of transport. Call **01362 699923** for details.

Below left is a list of dial-a-ride schemes in Norfolk. Journeys need to be pre-booked and it may be necessary to become a member of the scheme. Many schemes are volunteer-based and new volunteers are always welcome.

Improving access on public transport

Currently, only 43% of public service vehicles in Norfolk are fully accessible, but Norfolk County Council's Passenger Transport Unit is working with operators to improve this under the terms of the Disability Discrimination Act. Provision of low floor vehicles (the so called dipping buses) is specified in certain County Council contracts.

Most community transport schemes use accessible minibuses for both dial-a-ride services and group hire. For further information visit www.passengertransport.norfolk.gov.uk or ring **01603 223956**

Award winning loos

One of the three toilets for wheelchairs users at Roots of Norfolk the rural museum at Gressenhall, was recently nominated for and won an award as part of the Pst Artist project. Run by Creative Arts East, the project sought nominations from people with disabilities for their favourite accessible toilets and provided framed artworks by disabled artists as prizes.

Roots of Norfolk also has four new wheelchairs at the museum for use by visitors plus excellent access to the historic workhouse and all displays and even a board walk giving wheelchair access down to the River Whitewater for river dipping on Union farm.

Accessible Castle

At Norwich Castle, all public galleries, the shop and cafe are fully accessible. There are lifts and ramps throughout the building and specially adapted toilets. A video presentation offers an audio visual introduction to the Castle, battlements and dungeons.

All the public areas at Time and Tide, the new Museum of Great Yarmouth Life, are fully wheelchair accessible.

Aylsham Bus Connexions

takes people from the villages around Reepham into Reepham, Aylsham and Dereham to access health facilities and shops. It came about as a result of requests from Guestwick passengers when one of their few "normal" bus services was withdrawn. The bus also operates dial-a-ride services in the Holt area. Call **01692 500840** for details.



The Wymondham Area Flexibus links 28 rural villages with Wymondham. This popular service gained a fresh new look last year, courtesy of students from Wymondham College. The service includes late night journeys on Fridays and Saturdays and a service to the Farmers' Market on the third Saturday of the month. Call **0845 600 2315** for details.



Norfolk County Council provide grant funding to 16 of the community transport schemes that operate in Norfolk. The Council also provides advice and support to the schemes and is represented on the management committees which largely consist of volunteers. The Council also partly funds two Rural Transport Partnership officers who work with parish and district/borough councils, community groups and transport providers to develop rural transport initiatives."

The Vikings are Coming

Anglo-Saxon and Viking Gallery Opens at Norwich Castle

Writer and broadcaster, Loyd Grossman formally launched the new Anglo-Saxon and Viking Gallery at Norwich Castle. He spoke warmly about the gallery, saying it would educate and entertain people of all ages. Mr Grossman has a lifelong interest in museums and heritage. Amongst the many prominent positions he holds, he is on the board of the Museums, Libraries and Archives Council and is also Chairman of the Campaign for Museums.



With 1,000 objects on show and plenty of hands-on interactive displays, the Anglo-Saxon and Viking Gallery is well worth a visit. Norwich Castle is open from 10am - 4.30pm Monday to Friday, 10am - 5pm on Saturdays and from 1pm - 5pm on Sundays.

Loyd Grossman and Curator Tim Pestell try out one of the specially commissioned board games



Children trying out the interactive displays

Footprints Exhibition at Norwich Castle

There's still time to see the delightful Footprints exhibition at Norwich Castle. The exhibition showcases the talent and creativity of young people from six schools in Costessey.

Taking inspiration from the Anglo-Saxon and Viking history of East Anglia, each participating school has created their own works of art using many different styles and techniques. The exhibition includes painting, pottery, printmaking, puppetry, ceramics, sculpture, film-making, graffiti art, jewellery design, textiles and much more.

Footprints is the culmination of a Creative Partnerships project involving almost one thousand young people aged 4-18. Creative Partnerships is a creative education programme which aims to nurture young people's potential through partnerships between schools, cultural organisations, businesses and individuals.

The exhibition is on show in the main exhibition galleries until 31 October.

Apple Day

Sunday 24 October

Apple Day at Roots of Norfolk is the biggest Apple Day celebration in the Eastern Region. As well as bringing in apples to be identified, visitors can see cider pressing, taste apple juices and ciders and play apple games. In this annual celebration of apples and the best of

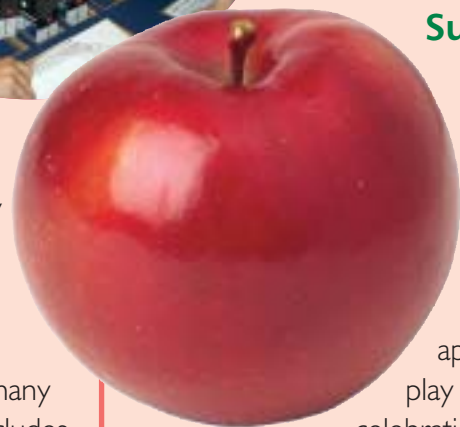
autumn, you can also learn about how to help garden birds get through the winter with the RSPB, see traditional autumnal cookery on the farmhouse range, seek advice on organic gardening, buy local produce and see country crafts in action.

Times 10am to 5pm

Admission Adults £5.70, concessions £5, children (4-16) £4.40, under 4s free. Includes entry to the museum, farm and grounds.

How to find us In the centre of Norfolk. 3 miles north west of Dereham on the B1146. Follow the brown signs from the A47.

Contact 01362 860563



Time and Tide



Museum of Great Yarmouth Life

Time and Tide, a brand new £4.5million flagship museum for Great Yarmouth is now open to the public. The museum is housed in a former Victorian herring curing works, which has been beautifully restored and retains many of its original features. Highlights include a spacious courtyard with a spectacular canopy of sails and historic boats; atmospheric recreations of a typical Great Yarmouth 'Row' with houses to explore and a 1950s fish wharf.

Time and Tide is on Blackfriars Road, just a short walk from the seafront and the historic South Quay.

01493 743930 for further information.



Opening Times

Until 31 October
Mon - Sunday 10am - 5pm

1 Nov 2004 -
24 March 2005
Monday & Friday 10am - 4pm
Saturday & Sunday 12noon - 4pm

Closed 24, 25, 26 December 2004

Admission

Adult £5.45, Conc. £4.90, Young Person (5-16) £3.50



Special Offer Voucher

Your Norfolk readers save up to £5 on admission to Time and Tide with this voucher

- £1 off per person for up to 5 people
- Valid until 31 December 2004
- May not be used in conjunction with any other offer

Cllr. Richard Rockcliffe, Chairman of Norfolk County Council, Cllr. Mike Taylor, Mayor of Great Yarmouth, Richard Powell, Chair of the East of England Committee, Stephen Earle, Great Yarmouth Preservation Trust and Rachel Kirk, Area Museums Officer cut the ribbon at the formal launch of Time and Tide on 12 July.

Part time heroes



House fires, road accidents, floods, trapped animals and chemical spillages - it's all in a day's work for Norfolk Fire Service, a committed team of men and women always ready to help those in danger and distress.

In fact over half of the Norfolk County Council force are part-time, retained firefighters - people who combine firefighting with their regular jobs. People like primary school teacher Leesa Espley - who became Heacham Fire Station's first female retained firefighter just over five months ago.

Also the only female member of the Hunstanton Lifeboat crew, Leesa loves the thrill of not knowing what each day will bring - even though that can mean jumping out of bed at 4am to respond to an emergency call.

"It could be a house fire, a horse in a ditch - you never know, but potentially you are doing something that could save someone's life.

"The adrenaline kicks in and you don't think about it, you have got the best equipment and are working with a team of highly trained people. There are risks with everything, that's why it is imperative that you do all this training and you know how to handle yourself," said Leesa.

Since Leesa moved to Heacham from Yorkshire to take up a teaching post at the village school, she has thrown herself into community life.

"It is about putting something back into the community. Because I have always been a sporty, outdoors type, it's a physical thing as well - no two call outs will ever be the same."

Training to become a retained firefighter involves an interview, assessment day, a medical fitness test and a five day induction course. Probationers then undergo further training including a two week breathing apparatus course and a LGV driving course.

"Life will never be boring, and that's what I like," added Leesa.

Further information on becoming a retained firefighter is available from www.norfolkfireservice.gov.uk or by calling 01603 810351

Could you be a retained firefighter?

Retained firefighters are a vital part of today's fire service. They may be "part time" but when the call comes, they become part of a dedicated team ready to face any emergency. The retained fire station is an important part of the local community and because of its rural nature Norfolk is heavily reliant upon its retained firefighters.

In order to join the retained service you must:

- Be 18 years or over on appointment
- Have minimum eyesight of 6/18 - 6/24 without aids-to-vision.
- Be mentally and physically fit, pass a medical examination and remain fit for operational duties throughout their service, except for temporary illness or injury
- Be of good character
- Successfully complete a dictation and basic numeracy test
- Pass an acrophobia test (ie climb a ladder)
- Pass a claustrophobia test (ie wear a breathing apparatus mask)

How do I join?

If you are interested in becoming a retained firefighter and you meet the criteria, you should contact your local fire station or Norfolk Fire Service 01603 810351 and we will make contact for you.

Enthusied by the Olympics? Sports funding for Norfolk

Calling all potential Paula Radcliffes (or at least their clubs or villages where they live). Funding is available from Norfolk County Council to develop new sports activities, new initiatives, or new facilities to increase the number of people taking part in sport or their level of participation, no matter what their age, ability, gender, race or religious belief.

Any voluntary organisation involved in community provision, support services, crime prevention, sport, children's play, countryside access, or charities, parish councils, management committees, companies limited by guarantee and other non-profit making organisations are eligible to apply for grant support for new activities. Commercial (profit-making) organisations aren't eligible for the scheme.

Funding categories are split into three groups:

- a) Multi-year strategic funding** for up to three years subject to sufficient funds being available.
- b) Project funding** for one-off projects or developments (and may include support for small facility developments or locally based sports activities).
- c) Development funding.** This provides assistance to new community organisations to cover some basic start up costs such as buying or hiring equipment, training and publicity, etc...

The Grants Panel, which meets during February each year, is made up of representatives from the key service areas of Norfolk County Council that work in partnership to develop sporting opportunities in the County. The Panel ensures that every application receives fair and equal treatment.

Applications must be received by the 31 December, for consideration by the next February Panel. Decisions will be ratified by Cabinet in March/April.

For an application form please visit <http://www.norfolkesinet.org.uk/pages/viewpage.asp?unqid=2225#6033> or telephone Debbie Barr, Sports Development Project Officer 01603 727882 debbie.barr@norfolk.gov.uk

Carers contacts

The range of carers in Norfolk is vast, from children supporting disabled parents, to older people caring for a husband or wife with dementia. There are 20 support groups for young carers alone. Nearly 17,000 of Norfolk's 80,000 unpaid carers provide more than 50 hours of care every week for a partner, relative or friend.

Other recent initiatives for carers in Norfolk include:

- New benefit checks helpline for carers 0808 172 0909 Weds 9am-1pm launched by Department of Work and Pensions, first of its kind in the country

- New carers information packs going to all GP surgeries in Norfolk
- New Directory of Useful Services for young carers launched by Norwich and District Carers Forum.

Norfolk County Council Social Services support a range of voluntary organisations working with carers, fund Norfolk's 63 carer support groups, the Norfolk Young Carers project and the 24 hour freephone Norfolk Carers Helpline.

One key number exists for carers in Norfolk for information and advice: Norfolk Carers Helpline
☎ **0808 808 9876**

Pictured: Gillian Shephard MP helped launch National Carer's Week in Norfolk. The South-West Norfolk MP released 63 balloons, representing the 63 carers support groups funded by Norfolk County Council Social Services.

Adoption week



With National Adoption Week taking place from November 1 to November 9 this year, the County Council is appealing to anyone interested in adopting to come forward to find out about offering a child a home.

The County Council's Adoption and Family Finding Unit is looking for parents for children, who range from young babies, to children of up to 12 years of age - and sometimes beyond.

Adoptive parents can come from all walks of life, backgrounds, cultures and religions. You can adopt if you are a married, unmarried, single, or divorced, but you must be over the age of 21.

Every child that is looking for a home is unique, and their individual circumstances are always different. Some children have physical or learning difficulties and we welcome families who can meet their special needs. Sometimes children are adopted on their own but others have brothers and sisters who need to be placed with the same family.

There are no age limits for people who want to adopt. Lots of children benefit from having older parents with experience. Our aim is to link children with parents who will be healthy and energetic enough to help them through the teenage years to adulthood and independence.

The County Council holds regular open meetings for people interested in adopting. To find out more about when those meetings are, or for further adoption information, contact the Adoption and Family Finding Unit on ☎ **01603 617796**

Even more special

Eight more specialist schools are to be created in Norfolk...

The successful bids from Attleborough High (maths and computing), Blyth Jex (business and enterprise), Flegg High (business and enterprise), Northgate High (humanities and arts), Smithdon High (maths and computing), Sprowston High (arts), Taverham High (sports) and Wymondham High (arts) bring the county's total of specialist schools to 32 - meaning that 60% of the county's high schools now have specialist status.

Specialist status means that schools work collaboratively with other local schools and the community to share expertise and increase learning opportunities for all. They also get extra cash to improve facilities and increase spending on pupils.

Queen's Award for Voluntary Service

Nominations are now open for the 2005 Queen's Award for Voluntary Service and forms are available from www.queensawardvoluntary.gov.uk or by calling ☎ 0845 000 2002 Closing date is September 30th so be as quick as you can!

The aim of the Awards is to recognise outstanding achievement by volunteers who devote their time to providing an exemplary service for others. Amongst 110 winners nationwide this year were the Stalham Brass Band from Norwich, who encourage people of all ages to gain musical skills and provide entertainment at local activities and charity events; the Mind Resource Centre Volunteer Group, also based in Norwich, who support people with severe and enduring mental illness, enabling them to live self-supporting lives; and the Young Citizens Guild, from Great Yarmouth, who encourage young people to become better citizens through participation in activities and local events.



Nine new state-of-the-art rescue pumps have been officially handed over to Norfolk County Council's Fire Service.

Costing £202,000 each, the rescue pumps are kitted out with all the latest cutting and rescue

before being deployed across the county.

After the event, the appliances headed off for Thetford, Sprowston, Great Yarmouth, Fakenham, Swaffham, Stalham, Dereham, Attleborough and Downham Market where they will be stationed.

Pictured Wyndham Northam, Chairman of the council's Fire and Community Protection Review

Panel (left), Harry Humphrey, Cabinet Member for Fire and Community Protection (centre) and Richard Elliott, Chief Fire Officer for Norfolk (right) who officially

received the keys. Frank Morran, of Emergency One (UK) Ltd, (second left) and John Dennis (second right) joint managing director of John Dennis Coachbuilders Ltd represented the manufacturers.

equipment, reflecting the increasing number of road traffic accidents Norfolk firefighters now attend.

The Scania appliances, which represent our on-going and routine replacement programme, were brought together at County Hall in Norwich for the official hand-over

Adult

It's shocking.

Every year thousands of vulnerable adults across the country are abused - in many instances at home by a member of their own family. And what's really alarming is that the statistics only show the tip of the iceberg. It's said that nationally only one case in eight comes to light.

Here in Norfolk, the county council, police, health service and other agencies are working together to tackle the issues head on.

For instance, there's:

- Three dedicated police adult protection teams, each with its own specialist full time social worker (a first in the country)
- Training for staff in the health, social care and voluntary sectors
- A 45-strong adult protection committee
- Special video suites to interview vulnerable adults

"In the past organisations would deal with incidents in-house. Now we are working together, breaking down the barriers between staff and different organisations to ensure there is a consistent approach in how we deal with cases. We are learning from child protection cases and mental health tragedies," explained Zoë Grace Cozens, Norfolk Social Service's Adult Protection Co-ordinator.

When cases come to light - there were almost 1,000 in Norfolk last year - professionals from agencies

[protection]



Abuse can, for example include:

Physical - shaking, slapping, burning or kicking

Sexual - rape, touching without consent, verbal abuse

Psychological - threats, intimidation, verbal abuse or humiliation

Financial - stealing money or denying someone access to their own money

Neglect - withholding food/medication/care or ignoring needs

Discriminatory - racist/sexist/ageist abuse or harassment

Adult Abuse Hotline:

0844 800 8014 for any one who has a concern about adult protection.

involved meet to agree what should be done - developing an action plan, which is then monitored. Although arrests are sometimes made, in most cases extra care is what is offered.

"Many people don't really understand what abuse is. We are now providing a rounded service to vulnerable adults and victims of crime, which goes beyond just the mere involvement of crime, but will also look at care and other issues that come to light during the process. We are feeling the way, but it is proving a successful initiative," said Detective Inspector Michael Austin.

Who may be at risk?

Those particularly vulnerable include people with learning difficulties, physical or sensory impairments and mental health problems or those who are ill, frail or confused.

The bank job

Norfolk County Council Trading Standards Service has teamed up with Banks, Building Societies and Post Offices in a campaign aimed at saving vulnerable people from the clutches of unscrupulous traders.

Hundreds of leaflets, and a training/information CD, "The Bank Job" have been sent out to help staff recognise when customers may be in danger of falling prey to doorstep sales people and rogue workmen, who may pressurise them into accepting a bill for bad work and drive them to get the money.

The campaign will help counter staff recognise when a customer may be at risk, for example, if they are asking for an unusually large cash withdrawal especially when they are accompanied by an unknown person.

We have approximately 6,200 highly valued governors serving Norfolk schools. You may already be one and are aware of what a rewarding, enjoyable, interesting role it is. Working as a governor can provide transferable skills and many governors will tell you they get significant benefits from their role.

Would you like to join the largest volunteer force in the country?

Being a school governor allows people to have an effect on the education of the pupils in their school and shows a commitment to the well-being of young people and to their future.

Do you need any particular skills? No. Governing bodies benefit from the diversity of people serving on them and the variety of knowledge and skills they can bring. Knowledge of the local area, the ability to deal with matters logically or experience of admin procedures, to name but a few, are all valuable abilities which a governing body would welcome.

If you would like some more information about becoming a school governor please contact Ninette Taylor, Governor Support Service, Professional Development Centre, Woodside Road, Norwich, NR7 9QL

01603 433276 ext: 140 or e-mail ninette.taylor@norfolk.gov.uk



There's a place for you

changes to school admissions in Norfolk

Are you a parent thinking about a school place for your child next September (2005)? If so, there are changes to the system you need to know about now. You might need a place for your child starting school or transferring to a middle, junior or high school in September 2005.

before 31st December 2004. The form will be included in our "Parents' Guide" booklet which will be available from mid-September at schools, pre-school groups and all our libraries. You can also get a copy from the County Council's Customer Service Centre by ringing **0844-800-8020**

Parents will need to fill in a form, listing up to three preferred schools. This form must be returned to the Education Department at Norfolk County Council

The form and "Parents' Guide" will be given to children transferring schools by their current school.

Admissions timetable for school places in September 2005

First Admissions

Children born between 1st September 2000 and 31st August 2001

- Return preference form to Norfolk County Council between mid-September and 31st December 2004
- Parents told about place offered by first class post sent 25th April 2005

Transfer to junior or middle school

Children in last year of first/infant school between September 2004 and August 2005

- Return preference form to Norfolk County Council between beginning December and 14th January 2005
- Parents told of place offered by first class post sent 21st March 2005

Transfer to high school

Children in last year of primary, middle, junior school between September 2004 and August 2005

- Return preference form to Norfolk County Council between 20th September and 15th November 2004
- Parents told of place offered by first class post sent 1st March 2005

Term dates 2004/2005

Wednesday 1st September 2004, Tuesday 4th January 2005 and Monday 11th April 2005 are designated as staff development days

Autumn Term

Wed 1st September 2004 to Fri 17th December 2004

Spring Term

Tues 4th January 2005 to Thurs 24th March 2005

Summer Term

Mon 11th April 2005 to Fri 22nd July 2005

Half-term - Thurs 21st Oct 2004 to Fri 29th Oct 2004

Half-term - Mon 14th Feb 2005 to Fri 18th Feb 2005

Half-term - Mon 30th May 2005 to Fri 3rd June 2005

May Day: Mon 2nd May 2005



**Norfolk County Council
Youth & Community Service**

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

We've got so much going on at the moment! Although we haven't managed to win any more international competitions since the last issue we have been working hard hosting this years LAYSER Awards 2004! LAYSER stands for Local Authority Youth Services in the East of England. The LAYSER Awards are a new initiative aimed at enabling Youth Workers to share and celebrate success.

This year Norfolk Blur3 are hosting the Laysar Awards as one of last years winners. We have made a few changes this time. First of all, the nominations will all be entered online by young people. Secondly all the judging will be done online!

After you've entered your project into the awards make sure you check the site regularly for updates on short listed projects and to take part in the People's Choice, which is where anyone can vote for their favourite short listed project! So make sure you get your mates voting for you!

So if you're involved in a youth project/ club/ organisation whether it's a youth service project or a voluntary project you can nominate your group and youth worker into any of these 3 categories: Open (generic) centre or street based youth work, Accessibility (DDA/Senda) and Best new project (less than 12 months old).

To enter all you need to do is visit www.norfolkblurb.co.uk and visit the LAYSER Awards section then just choose which category you want to enter your project into and answer the few simple questions.

Winners have the chance to win up to £500 for their project!

As if the LAYSER Awards ain't big enough! Norfolk Blur3 are also doing some research for the Norfolk Learning Partnership who approached us to see how effective Case Studies are in motivating young people into taking up new things such as studying and training etc.



So we came up with a Case Study booklet and recruited young people to interview other young people and adults to see what motivated them to do what they are doing.

We've had a great response so far but there's still room for more! If you visit the Website and check out the Case Study area you will see there's a chance to **win up to £50 worth of clothes vouchers for the shop of your choice!** And all you have to do to be in for a chance to win is complete a Case Study on yourself! So what you waiting for?! Go and do it now!

Make sure you check out the Case Studies that have already been received! There's some great ones up!



Norfolk County Council, County Hall, Martineau Lane, Norwich NR1 2DH

A

Adoption 01603 617796
Adult Education 01603 222322
Arts Grants & Other
Arts Queries 01603 222269
Archaeology 01362 860528

B

Business - Economic Development Unit 01603 222633

C

Child Care Information 01603 622292
Councillors & Committees
Date Information 01603 222387

D

Departmental enquiry desks
 ● Education 01603 222146
 ● Fire Service 01603 810351
 ● Finance 01603 223488
 ● Legal Services 01603 223812
 ● Library and Information 0844 800 8020
 ● NCS Ltd 01603 222596
 ● NPS Ltd 01603 223456
 ● Planning and Transportation 01603 222143
 ● Social Services 0844 800 8014
 ● Youth and Community 01603 228982

E

EU funding enquiries 01603 222598

F

Fire safety advice 01603 819777
(in an emergency dial 999)
Footpaths/countryside access 01603 223284
Fostering 0800 005 007

G

Grants - Education 01603 222146

H

Home Care (see Social Services)

L

Libraries
 ● Great Yarmouth 01493 844551
 ● King's Lynn 01553 772568
 ● Norfolk & Norwich Millennium Library 01603 774774
 ● Thetford 01842 752048
(There are 46 Libraries in Norfolk, please check the phone book for your nearest one)

M

Mobile Libraries 01603 222267
Museums
 ● Cromer Museum 01263 513543
 ● Roots of Norfolk 01362 860563
 ● Norwich Castle 01603 493625
 ● Lynn Museum 01553 775001
 ● Thetford Ancient House Museum 01842 752599
(for other Museums please check the phone book)

N

Norfolk Record Office/ Archive Centre 01603 222599

P

Public Transport
 ● Park & Ride 0844 800 8003
 ● School transport 0844 800 8003
 ● Traveline - Public Transport Enquiries 0870 608 2 608

R

Refuse/bin collection
 (contact your own District Council)
Rights of Way 01603 223284

Road & pavement maintenance

Aylsham office 0845 7581762
 Hethersett office 0845 7581761
 King's Lynn office 0845 6021930

Road safety 01603 223348

S

Schools
 ● Information 0844 800 8001
 ● Transport 0844 800 8003
 ● Governors Support 01603 433276
 ● Term dates 01603 222146
Student Support 01603 222333
Streetlight faults 0844 800 8008
Social Services
 All enquiries and info 0844 800 8014
 (24 hrs)

T

Trading Standards
 ● Consumer & Business advice 0844 800 8013
 ● Animal Health & Agriculture 01603 224400
Traffic light faults 01603 624923
Travellers' Liaison Officer 01603 222473

V

Village of the Year 01603 222810

W

General waste/ recycling 0844 800 8004

More information about Norfolk County Council services can be found on our website www.norfolk.gov.uk
Free internet access is available at any library.

If you don't see the number you need, phone the appropriate enquiry desk above or our main enquiry number 0844 800 8020 or textphone 01603 223833.