



West Norfolk Strategy

A strategic assessment of quality of life in West Norfolk...
and what we will do together to improve it.

West Norfolk Now

West Norfolk is a distinct area with a unique sense of place based on its proud history and heritage, beautiful countryside and the friendliness of local people.

West Norfolk is the fourth largest district in England covering an area of 550 square miles (142,877 hectares) with a population of 144,000. It extends from the north Norfolk coast, along the eastern side of The Wash, through the marshlands, fens and brecks to the borders of Lincolnshire, Cambridgeshire and Suffolk.

The main population centre is **King's Lynn** (population of the urban area 44,000), just 100 miles north of London. The regional centres of Peterborough, Cambridge and Norwich are over 40 miles away. This creates a unique role for King's Lynn as a service centre and economic driver to a sub-region in excess of 200,000 population. As a result, King's Lynn is more than a market town – it also has a strong manufacturing base, a retail base, a college and a general hospital.

King's Lynn is centred upon an historic medieval core although there are numerous examples of Georgian heritage and Victorian town expansion. The historic town centre is still intact and contains over 300 listed buildings of which 14 are Grade 1 and 40 are Grade 2*. The Tuesday Market Place is regarded as one of the finest market squares in Europe. Further expansion to the town during the 1960s and 1970s with influx from the greater London area created additional housing and employment areas. King's Lynn was once the third largest port in the country and still retains a small local fishing industry and commercial port.

Downham Market (population 8,840) is a compact market town and service centre to the surrounding rural area with employment sites at Trafalgar Way and St John's business parks. The town's position between the A10 and railway has proved to be attractive for commuters (80 minutes to London) and there has been substantial residential expansion in recent years with 824 new homes built between 2001-09.

Hunstanton (population 4,730) performs a dual function. The town is an important service centre for the surrounding rural area and a local employment centre providing a number of jobs for the local population, especially in the summer months. It is also a popular seaside resort originally developed in Victorian times now attracting short-stay and day-visitors. It is famous for its cliffs and for being the only west-facing resort on the east coast. Heacham and Dersingham are also large villages along the coast to the north of King's Lynn.

Marham is a village of just under 3,000 people. When the airbase is included the population nearly doubles and Marham is, in effect, the third largest town in the area. The airbase itself is of strategic importance to the area contributing nearly 5,000 jobs and an estimated £139m per year in salaries alone into the local economy.

Main **transport** routes include the A47(T) trunk road (Leicester to Great Yarmouth) and three principal roads (A10, A17 & A134), which all meet at King's Lynn; a direct electrified

rail service to Cambridge and London; a general cargo port and an extensive system of navigable waterways.

The majority of West Norfolk is a sparsely-populated rural landscape containing over 100 villages and **communities**, each with its own distinctive character and needs. Unspoilt coast, attractive countryside and numerous settlements and buildings of historic importance form major attractions of the area. This, together with the high quality of life, has made West Norfolk an attractive area for people to live, work and visit on holiday.

Priorities

The partnership is particularly focused on

- Driving up levels of **skills and educational attainment** in West Norfolk, which are historically low by comparison with Norfolk and national averages. Increasing skills in the local workforce will increase the opportunity for future growth and competitiveness within the local economy.
- Higher skills and levels of educational attainment drives a virtuous cycle of investment and growth within the economy, making the area more attractive to do business in, leads to **raised aspirations within families and communities**, helps to reduce inequality and generate social cohesion. It also helps in delivering the prosperity and local independence needed for a sustainable local quality of life.
- On the back of a vibrant local economy come the range of supporting **facilities and amenities** that make a community an attractive place for people to be: things to do, places to go: shopping, arts, leisure, sports.
- It is important that the integrated nature of these issues is recognised and capitalised on. The local public sector, in particular, needs to maximising its collective assets in West Norfolk and work with businesses locally to identify opportunities to deliver the physical elements of this vision. **Positioning the area for the future and identifying opportunities for growth** and development that complements this vision is vital.
- **Improved and modern connectivity** creates stronger and more innovative economic ties suitable for a knowledge economy, improves access and creates informed communities across the area. It also supports more sustainable lifestyles through home-working and reduced congestion, which in time could come to be one of West Norfolk's unique selling points.

Outcomes

We track a range of issues that define the quality of people's everyday lives - even where these don't directly relate to our core services. This is because we recognise all these issues are interlinked. Improving all elements of quality of life is essential if we are to help make West Norfolk a better place for everyone that lives and works here. We have defined quality of life in terms of outcomes – or end results – that we want to achieve. Ultimately, achieving these outcomes requires a collective effort working with our partners which we will measure. This plan sets out the how we will work towards these outcomes.

People in West Norfolk...

Benefit from a growing economy

We want to see

- business growth
 - Growth in business rates
 - Number of business start-ups
- vibrant town centres
 - footfall numbers
- better infrastructure
 - development of employment land

Live in a quality environment

We want to see

- regenerated urban areas
 - % development meeting quality standards
- an enhanced natural environment
 - % household waste recycled
- affordable housing
 - number of new homes built
 - Number of empty properties

Maximise their potential

We want to see

- young people succeed
 - GCSE attainment rate
 - % young people NEET
- a skilled workforce
 - % people reaching NVQ3 and above
- people in work
 - % people unemployed

Lead safe and healthy lives

We want to see

- low levels of crime
 - % people feeling safe
- clean neighbourhoods
 - % people who think their neighbourhood is clean
- healthy people
 - % people taking part in physical activity
 - Avoidable hospital admissions amongst over 65s

Live in thriving communities

We want to see

- people getting involved
 - % people belonging to one or more group
- people getting on well together
 - % people who get on well together
 - % people who know their neighbours
- accessible local amenities
 - % communities with a minimum number of amenities

OUTCOME: People in West Norfolk benefit from a growing economy

An economy that is growing will generate more job opportunities for local people and is more likely to attract people to the area to work. All of this will put more money in people's pockets, boost spending in the area and support the provision of a full range of services. West Norfolk has proved relatively resilient to the worst of the recession due in part to the important role played by King's Lynn as a commercial centre within the region, but we must work to ensure that the area is well-positioned for growth when the economy starts to pick up.

What do we know?

The regional centres of Peterborough, Cambridge and Norwich are over 40 miles away which creates a unique role for King's Lynn as a service centre and economic driver to a sub-region serving a population of more than 200,000. As a result, King's Lynn is more than a market town – it also has a strong manufacturing base, a retail base, a college and a general hospital. The borough is now home to world-leading businesses in pharmaceuticals, precision and aerospace engineering and advanced manufacturing sectors including commercial refrigeration, robotics, electronics and specialist chemicals.

Data

- There are approximately 5,200 businesses in West Norfolk of which 4,685 are VAT registered. The number of VAT-registered businesses has grown faster than the national average (3.6% against 1.6%), and the number of businesses per thousand people is also higher. Self employment rates are significantly above Norfolk and national averages. Between 2006 and 2008 the number of employees in West Norfolk increased by 5.9%, relatively strong and above average growth by national standards.
- From 2011 we are collecting data on the growth in business rates collected and this will be monitored as an indicator of overall business growth.
- King's Lynn town centre was bucking national trends for footfall levels during 2009; these figures continue to fluctuate seasonally and 2011 levels remain similar to 2010
- Nearly 2,000m² of employment floorspace has been added across West Norfolk since 2006/07, however 70% of that is accounted for by Palm Paper and British Sugar. Of the total floorspace, 70% is on previously developed land.

People in West Norfolk benefit from a growing economy

We want to see...	Measured by...	Our strategies...	Strategy group work...	Other partnership initiatives...	Policy	This policy area includes...	Contextual Indicators
business growth	<ul style="list-style-type: none"> Growth in business rates in West Norfolk Number of business start-ups 	<ul style="list-style-type: none"> Support new and growing businesses and promote business successes Engage in Local Economic Partnerships Promote West Norfolk as an area to invest Promote and support our tourism offer 		<ul style="list-style-type: none"> Enterprise Centre (BC, CWA, Business Link, NWES) New business start up scheme NCC/BC Rural hub New Anglia LEP 	<ul style="list-style-type: none"> Localisation of business rates Local Enterprise partnerships Enterprise zones 	Securing inward investment, encouraging business growth, supporting an enterprise culture,	<ul style="list-style-type: none"> Gross Value-Added per head Business survival rate Self-employment rate Total number of jobs in the local economy Planning applications received
vibrant town centres	<ul style="list-style-type: none"> Footfall numbers in King's Lynn town centre 	<ul style="list-style-type: none"> Support events and programmes to attract people into our town centres Help our town centres adapt successfully to changing retail, cultural and leisure trends Work with partners to redevelop King's Lynn town centre 	<ul style="list-style-type: none"> 	<ul style="list-style-type: none"> Town centre redevelopment Business Improvement district Town Team Hunstanton 	<ul style="list-style-type: none"> Community Infrastructure Levy 	Reflects importance of retail to local economy; provision of local shopping facilities, car parking, night-time economy in King's Lynn	<ul style="list-style-type: none"> Proportion of industrial and town centre units let
better infrastructure	<ul style="list-style-type: none"> Development of employment land 	<ul style="list-style-type: none"> Represent West Norfolk's needs for road and rail infrastructure improvements Influence broadband provision in West Norfolk Promote greater use of technology to access our services Ensure an adequate supply of land and premises 	<ul style="list-style-type: none"> 	<ul style="list-style-type: none"> Cambridge Rail Link Technology A47 Allowance 	<ul style="list-style-type: none"> CIC Norfolk Infrastructure Strategy/plan 	'Wires and wheels' – transport infrastructure and provision, broadband, access to services. providing the right infrastructure – units, land etc Opening up employment land etc	<ul style="list-style-type: none"> The proportion of the population with broadband internet access

OUTCOME: People in West Norfolk live in a quality environment

The majority of West Norfolk is sparsely-populated across over 100 villages and communities, each with its own distinctive character and needs, where buildings of historic importance and the quality and diversity of the local environment form major attractions in the area. We need to work together to make sure that it remains that way whilst we continue to encourage sensitive development that supports economic and housing growth.

What do we know?

An increase in the population of King's Lynn in the region of 25% is needed in order to gain the critical mass necessary to underpin the wider development of West Norfolk and sustain its position as an important town in the region. It is planned that the population of the urban area of King's Lynn will grow to over 50,000 by 2026 and will accommodate 7,425 of the 16,500 new houses earmarked for the borough. The remainder of this growth is planned to take place in strategic growth locations across the borough.

The increase in house prices and rents over the past decade has pushed the price out of the reach of many local people who are dependant on local earnings, which remain low by county and national standards.

To complement this increase in population we have a programme of development to regenerate King's Lynn, focusing on the Nar Ouse Regeneration Area, the town centre and our industrial estates, and parts of Hunstanton. It is also important that the benefits of this growth and improvements to the built environment are realised across the borough including our more rural communities.

Management of flood risk and future housing development policy will have an impact on the overall sustainability of the area. Increasing public awareness of the reality of climate change and its risks is also important. In West Norfolk CO² emissions are high due to the extent of the drained fens which reveals peat; this is a carbon store which is released as the land is worked. West Norfolk is renowned for its wildlife and natural resources across a diverse landscape. This is reflected in the wealth of nationally and internationally-designated sites protecting habitats and species.

Data

- The proportion of people saying their neighbourhood has improved over the last two years increased from 12% in 2007 to 14% in 2009. We are also developing a measure to track the quality of new development in the borough.
- The proportion of household waste collected by the local authority that was recycled was 24.29% in 2010/11, a figure that has hovered around the 24% mark since 2006.
- The number of new homes built in West Norfolk peaked at 1,100 in 2008 and by 2010 had fallen by nearly ¾ to 314. The preceding eight years averaged 726 new homes. Residential property sales peaked in Q4 of 2006 and most recent figures for Q1 of 2011/12 show 385 completions. The lowest recorded number of completions since the first quarter of 2005 was 260 in Q1 of 2009.
- Latest figures for October 2011 show there are 1,115 empty properties with a further 1,714 that have been empty for over six months. On top of this there are 3,115 second homes across the borough.

People in West Norfolk live in a quality environment

We want to see...	Measured by...	Our strategies...	Strategy group work...	Other partnership initiatives...	Policy	This policy area includes...	Contextual Indicators
Regenerated urban areas	<ul style="list-style-type: none"> Proportion of development meeting building for life quality standards 	<ul style="list-style-type: none"> co-ordinating future development in King's Lynn and across West Norfolk Progress the Decade of Development programme Support the preservation and enhancement of our historic and built heritage Lead actions to improve derelict land and buildings in the Borough 	<ul style="list-style-type: none"> 		<ul style="list-style-type: none"> BC develop a new economic strategy with focus on built environment – Task Group 	Regenerating key areas, urban improvement schemes (such as open spaces and 'gateways' into towns), high quality development, preserving historic buildings	<ul style="list-style-type: none"> Proportion of people who think their neighbourhood has got better over the last two years The proportion of development on previously developed land
an enhanced natural environment	<ul style="list-style-type: none"> Proportion of household waste recycled 	<ul style="list-style-type: none"> Encourage people and businesses to deal with their waste appropriately and substantially increase recycling levels Work with other agencies to effectively manage our shoreline and flood risks Preserve and enhance the quality of our natural assets and biodiversity Resist developments which will detract from the environmental character of the Borough 	<ul style="list-style-type: none"> 	<ul style="list-style-type: none"> Black bin waste recycling MRF re tender 	<ul style="list-style-type: none"> 	Housing provision (trajectory), affordability and quality	<ul style="list-style-type: none"> Environmental designations Reduce the proportion of approved buildings at risk of flooding
affordable housing	<ul style="list-style-type: none"> Number of new homes built Number of empty properties 	<ul style="list-style-type: none"> Facilitate the provision of decent and affordable housing for current and future needs Support activity that helps us meet our housing growth targets in King's Lynn and across West Norfolk Support a range of initiatives to bring empty homes in the Borough back into use 	<ul style="list-style-type: none"> 	<ul style="list-style-type: none"> Hillington Square Housing with care (BC, NCC) Mortgage rescue scheme Empty homes initiative NORA JV Major housing scheme feasibility 	<ul style="list-style-type: none"> New Homes Bonus Social housing allocations reform Flexible tenancies Reform of homelessness legislation Community right to build 	Protecting our natural environment, living sustainably, managing our shoreline, minimising waste and pollution, increasing biodiversity	<ul style="list-style-type: none"> Residential property sales & house prices Numbers of rough sleepers and people presenting as homeless Affordable homes

OUTCOME SUMMARY: People in West Norfolk maximise their potential

Aspirations, skills and attainment remain the highest priority for West Norfolk which continues to lag behind most other areas in terms of formal educational attainment. There are still substantial numbers of people with minimum or no qualifications, a key barrier to participation in employment. Higher levels of skills and qualifications in the workforce drives a virtuous cycle of investment and growth within the economy, making the area more attractive to do business in, leading to raised aspirations within families and communities, helping to reduce inequality and generate social cohesion.

What do we know?

A legacy of the agricultural economy is a low-wage, low skilled economy with generally low aspirations. This starts with educational attendance and attainment which is poor compared with Norfolk, regional and national levels. Improving the skills and knowledge base in West Norfolk is key to shaping a positive future for the area by attracting and retaining businesses in growth sectors and retaining skills.

Isolation and deprivation are real issues. Whilst they are concentrated in some estates within King's Lynn there are pockets of deprivation in some of the more isolated rural parts of the borough, and these often don't stand out in the statistics. West Norfolk ranks in the worst-performing 20% of all districts on measures of long-term unemployment and incapacity benefit claimants. As a result the area faces some of the most pronounced challenges of inequality in the country.

Data

- 4.3% of children are persistently away from school which is a contributing factor to low attainment rates where only 42% of pupils achieved five or more A* to C GCSEs (including Maths and English) compared with the national and Norfolk average of 50%. In North Lynn this figure drops to one in five.
- 5.3% of 16-18 year olds are not in work, education or training which is above the Norfolk and national averages.
- The proportion of residents with an NVQ Level 3 or equivalent qualification has risen sharply by 6 percentage points to 48.2% in 2010 and now stands just above the Norfolk average, which it has remained below for the preceding 5 years.
- The job-seekers claimant rate shows increasing levels of people out of work particularly in the 18-24 year age group.

People in West Norfolk maximise their potential

We want to see...	Measured by...	Our strategies...	Strategy group work...	Other partnership initiatives...	Policy	This policy area includes...	Contextual Indicators
young people succeed	<ul style="list-style-type: none"> Proportion of pupils achieving five or more A* to C GCSEs (including Maths and English) Proportion of young people not in employment, education or training 	<ul style="list-style-type: none"> Support educational establishments in West Norfolk to improve the attainment levels of young people Improve awareness of work and training opportunities for young people through education and business partnerships Provide support and positive activities for young people 	<ul style="list-style-type: none"> Improving attainment programme Open Road The Challenge Learning catalysts ARV 	<ul style="list-style-type: none"> Financial support to CWA 	<ul style="list-style-type: none"> Rise of academies Sixth form provision Sure start Increase in school leaving age to 18 by 2015 Tuition fees duty on schools to provide careers advice from Sept 2012 	Equipping young people with the skills to succeed, raising aspirations, removing barriers to personal development, increasing life chances, supporting high performing schools; tackling youth offending	<ul style="list-style-type: none"> the rate of persistent absence of children from school Number of children claiming free school meals Permanent exclusions from school Looked after children placed outside the county Under 18 conception rate % of those aged 18-24 claiming JSA
a skilled workforce	<ul style="list-style-type: none"> Proportion of the population reaching NVQ level 3 or above 	<ul style="list-style-type: none"> Support the growth of local employment opportunities Encourage the provision of post-16 training and education Work with businesses to establish current and future skill needs Influence local training provision to meet identified business needs 	<ul style="list-style-type: none"> Learning catalyst programme Apprentices hips 	<ul style="list-style-type: none"> Joint skill/training programmes – exploration 	<ul style="list-style-type: none"> Growth of apprentice-ships 	Developing the skills of the existing workforce, providing local training that meets employers’ needs; raising income levels; increasing employment rates; improving job opportunities	<ul style="list-style-type: none"> Average gross weekly earnings Number of employees % of working age population in employment
people in work	<ul style="list-style-type: none"> Job seekers claimant rate 	<ul style="list-style-type: none"> Work with our partners locally to support people into work 	<ul style="list-style-type: none"> Time credits Talent Match 	<ul style="list-style-type: none"> 	<ul style="list-style-type: none"> Universal credit / benefit changes Work programme Get Britain working measures 	Helping people who are unemployed or on the fringes of employment back into work; tackling deprivation; improving basic skills	Proportion of the adult population <ul style="list-style-type: none"> not reaching basic literacy & numeracy standards with no qualifications the proportion of the working age population claiming out of work benefits

OUTCOME: People in West Norfolk lead safe and healthy lives

West Norfolk remains a very clean and safe place to live and this is reflected in our low crime rates. Our health is key to our quality of life. People in West Norfolk generally have good health but in some areas the negative effects of many other quality of life issues (such as a low income, poor housing, social isolation, poor diet, lack of exercise) ultimately show up as personal health issues. Preventing the onset of physical or mental ill health is preferable to treating disease at a later stage.

What do we know?

The impact of poverty on people's lives is well documented; its effects can be devastating, leading to increases in anxiety, mental health problems and overall health problems. Conditions known to cause poor health within West Norfolk include depression, diabetes, coronary heart disease, and stroke. There is much money spent on treating these conditions which could be prevented if people made positive lifestyle choices. Choosing up to four healthy behaviours such as exercising, eating healthily, not smoking and drinking alcohol sensibly, can increase survival by up to 14 years and make significant improvements to a person's health and wellbeing.

Not only is the proportion of older people above average in West Norfolk, one of the key challenges is the rate at which the older population and their needs are changing. By 2017, 10% of residents will be aged over 75 years. The ageing population places demands on services, particularly in the housing, health and social care sectors.

Data

- Crime rates reduced by almost 23% between 2006-09, and the quality of life survey records the proportion of people who feel very safe in their neighbourhood has increased from 75% in 2007 to 86% in 2009.
- Incidences of fly-tipping in West Norfolk have averaged just over 1,800 a year since 2005/06, with 1640 recorded in 2010/11.
- The proportion of people who think their neighbourhood is clean, green with no litter has increased slightly from 70% in 2007 to 74% in 2009
- Participation rates of people undertaking regular physical sporting activity have remained just under 15% over the period 2007/08 to 2009/10 and is slightly less than the Norfolk average.

People in West Norfolk lead safe and healthy lives

We want to see...	Measured by...	Our strategies...	Strategy group work...	Other partnership initiatives...	Policy	This policy area includes...	Contextual Indicators
Low levels of crime	<ul style="list-style-type: none"> The proportion of people who feel safe in their neighbourhood 	<ul style="list-style-type: none"> Join up our efforts with our partners to tackle anti-social behaviour and fear of crime Work with others to ensure that people can go about their daily lives safely 		Operational Partnership Team (Police & Freebridge with Neighbourhood, Community Safety, Noise teams)	<ul style="list-style-type: none"> Police commissioners High Contact families 	Tackling crime and disorder, addressing fear of crime, improving public protection, health and safety, criminal justice system, neighbourhood nuisance	<ul style="list-style-type: none"> Number of people killed or seriously injured in road traffic accidents The number of all types of crime per 1,000 population Number of incidents of ASB
clean neighbourhoods	<ul style="list-style-type: none"> The proportion of people who think their neighbourhood is clean and green with no litter 	<ul style="list-style-type: none"> Work with local communities to ensure our neighbourhoods are clean, well-maintained and attractive Promote pride of place in our neighbourhoods 	<ul style="list-style-type: none"> 	<ul style="list-style-type: none"> Anglia in Bloom 	<ul style="list-style-type: none"> 	'Clean and green' neighbourhoods, quality public and green spaces	<ul style="list-style-type: none"> Number of abandoned cars Incidences of graffiti
healthy people	<ul style="list-style-type: none"> Proportion of people taking part in regular physical activity Avoidable hospital admissions amongst over 65s 	<ul style="list-style-type: none"> Support local health improvement initiatives Promote a range of opportunities for people to be more active Join-up services that enable older people to remain active in their own homes 	<ul style="list-style-type: none"> Integrating health and social care Do Something Different 	<ul style="list-style-type: none"> Lynnsport co-location (BC, CWA) Health & CCG co-location at King's Court (CCG, BC) Handyperson service join up (BC, QEH) Support development of WNCCG & their health study 	<ul style="list-style-type: none"> Public health changes GP Commissioning H&WBB Public health LA's 	Tackling causes the of premature ill-health, promoting healthy lifestyles, services for older people and supporting them to remain in their own home; health improvement measures	<ul style="list-style-type: none"> The number of people admitted to hospital with alcohol related injuries Proportion of the population who smoke The proportion of children classed as overweight and obese The number of falls and accidents in the home amongst over 75s

OUTCOME: People in West Norfolk live in thriving communities

Our population continues to change in West Norfolk with new arrivals from both outside the UK and from within it, with more people in particular choosing to retire here. It is important that we understand the needs of all members of our community and work to ensure that everyone feels they can play an active role in their community. With national priorities around community empowerment - the 'big society' and localism –we must help people to be active in their communities. It is increasingly important that new development and housing growth is sensitively planned and helps to create cohesive, vibrant communities.

What do we know?

Throughout its history the borough has benefited from the migration of different groups of people. The importance of King's Lynn's links with various towns and cities across central and northern Europe as part of the Hanseatic heritage of the area led to the development and prosperity of West Norfolk during the medieval period. Over the past decade West Norfolk has again experienced an influx of economic migrants, particularly from eastern Europe and the Baltic states in particular.

The level of housing growth planned for the period to 2025 will need to be managed so that the infrastructure needed to support sustainable neighbourhoods is put in place. It will be difficult to attract higher level, better paid jobs to the area if the cultural and leisure facilities, the schools and local services are not of a good enough standard to meet people's expectations. There is an increasing need to engage with local people to tackle the issues that can lead to people feeling isolated from the communities in which they live and which lead to a negative impact on people's quality of life.

Data

- The proportion of people who think they can influence decisions in their locality has decreased from 49% in 2007 to 36% in 2009.
- Membership of clubs, groups and associations. It has been found that participation in community events – perhaps as active members of clubs, groups & associations – has significant benefits for people.
- Only 16% of the population take part in formal volunteering in West Norfolk, down from 20% in 2007.
- The proportion of residents who think people from different backgrounds get on well together in their neighbourhood has increased from 73% in 2007 to 86% in 2009.

People in West Norfolk live in thriving communities

We want to see...	Measured by...	Our strategies...	Strategy group work...	Other partnership work...	Policy developments...	This policy area includes...	Contextual Indicators
people getting involved	<ul style="list-style-type: none"> The proportion of people who are members of local clubs, groups and associations 	<ul style="list-style-type: none"> Help create conditions in which community groups, clubs and associations can thrive Help Increase levels of volunteering Help more people get involved in local civic and democratic life Help people get involved in local decision-making 	<ul style="list-style-type: none"> Community First SNAPs Time Credits 	<ul style="list-style-type: none"> Review the council's Investment in the voluntary & community Sector 	<ul style="list-style-type: none"> Localism Act 	Social capital: strong social networks, sports and arts activities and provision, clubs, societies and associations, civic and democratic involvement; Citizen engagement; community leadership, involving people in decisions and problem-solving, neighbourhood structures, hyper-social media, participatory budgets	<ul style="list-style-type: none"> The proportion of the population taking part in formal volunteering at least once a month The proportion of people who think they can influence decisions in their locality voter registration and turn-out Proportion of parish elections contested
people getting on well together	<ul style="list-style-type: none"> The proportion of residents who think that people from different backgrounds get on well together The proportion of people who know their neighbours 	<ul style="list-style-type: none"> Deliver initiatives that support and strengthen our communities Enhance the cultural and historical offer of the area 	<ul style="list-style-type: none"> 	<ul style="list-style-type: none"> Arts Trust Leisure Trust Hanseatic league Amiens Hanse Economic Area 	<ul style="list-style-type: none"> 	Community relations, Community spirit, identity and belonging, cultural and historical heritage, sense of place, cohesion, festivals	<ul style="list-style-type: none"> The proportion of people who feel like they belong to their neighbourhood
access ible local amenities	<ul style="list-style-type: none"> Measure of community facilities (in development) 	<ul style="list-style-type: none"> Ensure local community amenities are planned into new developments Help communities maintain or acquire key community assets 	<ul style="list-style-type: none"> South Lynn Community Centre Clackclose Primary School South Lynn MUGA 	<ul style="list-style-type: none"> Registrar service co-location in Town Hall (BC, NCC) West Lynn skate park 	<ul style="list-style-type: none"> Localism act: Community right to bid, assets of community value choice agenda in a rural area community organisers Big Society 	community facilities and services, community transport; Rural isolation, community infrastructure levy, community planning, community centres, buildings and assets	<ul style="list-style-type: none"> Proportion of second homes

Data Sources

The data in this document is drawn from

- visitdawn.com, the West Norfolk Partnership's data observatory
- the Norfolk Joint Strategic Needs Assessment, available from norfolkinsight.com/jsna
- with supporting information from West Norfolk's Local Development Framework (core strategy and annual monitoring report), west-norfolk.gov.uk/Default.aspx?page=24482
- the West Norfolk Local Economic Assessment available at norfolkinsight.org.uk/lea
- Perception indicators are taken from our Quality of Life survey undertaken in 2007, 2009 and 2011 and published on DAWN.

2012 Strategic Assessment

First draft published July 2012

Prepared by the Policy & Partnerships Team,
Borough Council of King's Lynn & West Norfolk