

Appendix 6

Quality of Life Theme Objectives – Corporate Plan

Objective	Action	Progress
<p>Undertaking a Quality of Life Survey to inform the development and implementation of a Quality of Life Strategy so as to improve the health and mental wellbeing of communities and individuals across North Norfolk</p>	<p>Undertake a Quality of Life Survey amongst local residents in order to understand the issues people face and to identify ways in which the Council (and its partners) can help those, in all communities, to access the things that they need. Working with appropriate partners, the survey will use existing evidence but also seek to fill gaps in data. It will need to take account of and inform many of the other activities in this delivery plan, such as:</p> <ul style="list-style-type: none"> • access to services • housing • environmental quality • potential influences of climate change 	<p>Delayed</p> <p>Delivery of this objective in the way originally intended (through extensive community engagement) has been significantly compromised due to COVID as it hasn't been possible to undertake face to face surveys and many aspects of normal life have been suspended through lockdowns, phased lifting of social distancing restrictions etc.</p> <p>Priority has been given to developing a Quality of Life strategy based on known local data sets and indicators, with engagement mechanisms to be developed in the medium term such that work on the strategy isn't delayed further.</p>
<p>Developing and implementing a Quality of Life Strategy (to improve health and mental wellbeing of communities and individuals)</p>	<p>Develop a Quality of Life Strategy to ensure services, provided by the Council (and its partners) that impact on local quality of life, respond to issues raised by those in our local communities. The Strategy should be inclusive of all groups within society but also address any specific needs identified in the Quality of Life Survey. It will include:</p> <ul style="list-style-type: none"> • influences on physical and mental wellbeing across all age groups • access to healthy, active lifestyles • access to the arts and the celebration of local culture • engagement in local community activities • isolation 	<p>Completed - Quality of Life Strategy 2022 – 2024 (developed March 2022)</p> <p>Notwithstanding the challenges of the COVID pandemic – particularly in limiting participation in many voluntary and community organisations, the strength of community organisations and social networks across North Norfolk has underpinned much of the District's response to the COVID situation. Early in the pandemic many local neighbourhood support groups were established or developed out of town and parish councils and similar bodies to work alongside the District Council in co-ordinating support to vulnerable members of the community who were shielding or self-</p>

	<ul style="list-style-type: none"> • innovative ways of treating health conditions, e.g. social prescribing • access for all to services and facilities <p>Work with local communities and partner organisations to implement the Quality of Life Strategy and enable activities that assist in its delivery.</p> <ul style="list-style-type: none"> • communicate the strategy to those involved in its delivery or are affected by it • raise awareness and encourage interest in the development of actions that achieve the objectives in the strategy • ensure that the strategy is embedded in all relevant services, activities, projects and decisions undertaken by the Council • monitor the implementation & effectiveness of the strategy 	<p>isolating in accordance with Government guidance. Despite the COVID pandemic, the District Council has continued to support local community organisations deliver quality of life outcomes through key community and voluntary sector activity through the North Norfolk Sustainable Communities Fund, Community Transport Grants and Arts Grants mechanisms</p>
Sports Strategy		<p>Completed Sports and Physical Activity Development Strategy 2018-2023</p>
Continued investment in Cromer Pier as an iconic heritage and cultural attraction	<p>Maintain and enhance the physical structure of Cromer Pier, its historic Pavilion Theatre and continue to work with partners to develop a programme of shows, events and appropriate activities that attract a wide audience, in order to celebrate the unique qualities that make this heritage asset an icon of the District that benefits residents, businesses and the wider local economy</p>	<p>Ongoing Annual programme maintenance / 5yr contract Programme of refurbishment has continued despite COVID with minimal delays / slippage Ongoing discussions with operator of the Pier to understand impact of COVID on audiences, projected income / turnover and to agree a joint Recovery Plan as necessary Investment programme in pier continuing as programmed Recovery Plan for pier operations to be agreed based on 2020 and 2021 audience / visitor numbers</p>
Public conveniences investment (Changing Places Facility in each of the 7 principal settlements)	<p>Maintain the quality and accessibility of public conveniences, ensuring they are suitable to the needs of the community and visitors to the area</p>	<p>Ongoing Changing Place facilities provided in Cromer and Sheringham (The Reef).</p>

		<p>£300k successful bid submitted to Government Changing Places programme (September 2021) for North Walsham, Sheringham and Stalham.</p> <p>Ongoing investment in proposals and facilities which improve inclusion and accessibility of North Norfolk; with contracts let for new public toilets including Changing Place facilities at Queens Road, Fakenham and Stearmans Yard, Wells-next-the-Sea for delivery by March 2022</p>
<p>Developing and implementing an Accessibility Guide for the District</p>	<p>Formulate and publish a guide (in appropriate, traditional and novel formats) to help communities:</p> <ul style="list-style-type: none"> • promote engagement • tackle isolation • improve accessibility to all (e.g. beach wheelchairs, community transport initiatives) • address the needs of people with conditions that impact upon their quality of life (e.g. dementia) 	<p>North Norfolk Accessibility Guide published April 2021 https://mediafiles.thedms.co.uk/Publication/EE-NN/cms/pdf/north_norfolk_accessibility_guide-2021.pdf</p> <p>Successful delivery of beach wheelchairs at Cromer and Sheringham during summer 2021 with huge volume of positive social media coverage achieved; with proposals now being developed to extend provision to Mundesley and Sea Palling in 2022.</p> <p>The Accessibility Guide is to be developed further as part of our engagement with local communities of interest</p>
<p>Health and Wellbeing Strategy</p>		<p>Delayed</p> <p>to be delivered as an action of Quality of Life Strategy – possibly a partnership strategy of the North Norfolk Health and Wellbeing Partnership</p>
<p>Maximising the level of external funding through working with partners to support community projects within the District</p>	<p>Identify new opportunities for funding to implement and promote the Quality of Life Strategy and achieve its outcomes. Seek opportunities to work with partners and local communities in developing projects and facilities that address the findings of the Quality of Life survey</p>	<p>Ongoing</p> <p>Development of revised proposal to provide a 3G multi-use pitch at North Walsham Football Club site pending Submission of bids to the Community Renewal Fund programme announced by the Government in March 2021 for proposals at Fakenham and North – not successful</p>

		Submission of bid to Government Changing Places programme in September 2021 - £300k allocated
Support and nurture the development of strong, sustainable and healthy local communities	Review existing funding initiatives and investigate new schemes that assist local communities in addressing their needs and improving community wellbeing, via grants and community development support. Provide support and advice to local community organisations to help them access external funding opportunities and develop initiatives that address local needs and support community sustainability. Facilitate community initiatives, in accordance with the Quality of Life Strategy, that aim to improve the physical and mental wellbeing of local residents	Ongoing Notwithstanding the challenges of the COVID pandemic – particularly in limiting participation in many voluntary and community organisations, the strength of community organisations and social networks across North Norfolk has underpinned much of the District’s response to the COVID situation. Early in the pandemic many local neighbourhood support groups were established or developed out of town and parish councils and similar bodies to work alongside the District Council in co-ordinating support to vulnerable members of the community who were shielding or self-isolating in accordance with Government guidance. Despite the COVID pandemic, the District Council has continued to support local community organisations deliver quality of life outcomes through key community and voluntary sector activity through the North Norfolk Sustainable Communities Fund, Community Transport Grants and Arts Grants mechanisms
Continued commitment to maintain Blue Flag and Green Flag status for the Council’s beaches and open spaces	Continue to maintain and, where appropriate, improve the quality and accessibility of our public open spaces and beaches. Promote their use for a wide variety of events and activities that meet the health and wellbeing needs of the local community and attract visitors to the area Develop a programme of sustained improvement and investigate innovative investment opportunities in order to ensure that our open spaces and beaches are attractive and available for all to enjoy and, where appropriate, meet the criteria for Green and Blue Flag awards	Ongoing Retained 6 Blue Flag beaches Introduction of beach wheelchairs at Cromer and Sheringham – very successful with plans now being developed to provide in Mundesley and Sea Palling as well as Cromer and Sheringham in 2022. Retained 3 Green Flag Open Spaces Continued investment in facilities and offer at Holt Country Park – new play area

<p>Delivery of new leisure centre at Sheringham</p>	<p>Develop the new leisure centre to replace the Splash, in order to maintain a high quality, inclusive and accessible facility. Working with our leisure contractor and other partners to:</p> <ul style="list-style-type: none"> • encourage people to lead and maintain active and healthy lifestyles • provide a range of modern and innovative fitness equipment accessible to all • encourage the development of physical activity programmes oriented to the needs of all sections of the local community • introduce even the youngest residents to fun and beneficial leisure activities • provide opportunities to address specific health conditions (e.g. via social prescribing) 	<p>Completed The Reef completed and open to the public 1 November 2021. Some delays experienced in project timescales due to COVID lockdown and material supply issues.</p>
<p>North Walsham Heritage Action Zone</p>	<p>Under the Heritage Action Zone programme, engage the local community in the development and delivery of projects and activities that celebrate the cultural and historic significance of North Walsham Town Centre, with the aim of enhancing the economic and cultural vitality of the town, including:</p> <ul style="list-style-type: none"> • cultural programming activities • improving historic assets • supporting local community organisations • supporting cultural events 	<p>Ongoing – Delivery Plan adopted by April 2020 Strong community engagement programme with the public and town centre businesses through HAZ Project Officer and appointed consultants Cultural programme developed alongside historic interpretation to inform environmental enhancement programme. Proposals for North Walsham town centre / Market Place enhancement programme consulted upon in Spring 2021 with detailed proposals now subject to final consultation with programme of town centre traffic management and environmental enhancement works to be carried out in period January 2022 – March 2023 Programme of cultural events being prepared for delivery from 2022</p>
<p>Delivery of the Mammoth Marathon</p>	<p>Organise and promote a running event as a way of marketing the District and raise awareness of the benefits of physical activity. Use this and other events</p>	<p>Rescheduled 2020 and 2021 proposed dates cancelled / postponed due to COVID, now to be staged in 2022</p>

	<p>as a platform to showcase initiatives that aim to support health and wellbeing, environmental awareness, arts and culture and other quality of life issues. After the first 'mammoth' marathon and half marathon events, review its effectiveness</p>	
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