

CABINET MEMBERS REPORT TO COUNCIL

August 2025

COUNCILLOR LIZ WITHINGTON - CABINET MEMBER FOR COMMUNITY, LEISURE AND OUTREACH SERVICES

For the period up to 31st August 2025

1 Progress on Portfolio Matters.

Community Outreach Portfolio Holder report: activity and achievements in August 2025

Homeless Prevention

During August, the team received **41** referrals to support residents threatened by, at risk of, or experiencing homelessness.

These came from several sources, including the NNDC Housing Options team, The North Norfolk Foodbank, DWP, Housing Associations, Community groups and settings and self-referrals.

Homelessness Prevention Case Studies

Ms G had been referred to the team by the Housing Options service. She had recently been rehoused following fleeing domestic abuse.

The Outreach officer checked to ensure that safety measures installed under the Sanctuary scheme (Target hardening) were in place and functioning, such as a security doorbell. The Officer signposted Ms G to a local service that will support with transport to medical appointments and made a referral to NNDC's Early Help and Prevention team for support by Financial Inclusion. The Outreach Officer assisted Ms G with sourcing all the paperwork and completing the forms required for this referral.

Ms G stated that she was glad to have had a female officer attend, as having men in the home makes her anxious. The Outreach Officer ensured that this was passed on to the referrals she initiated.

This good communication will help ensure Ms G can continue to feel safe and comfortable whilst engaging with support services.

Miss C is a single mother of 3 young children, and heavily pregnant with her fourth child. She had recently been rehoused following homelessness,

however her new property had no carpets or curtains. The Outreach Officer has assisted Miss C to apply for funds to carpet the property and provide curtains.

Mr & Mrs H have lived in the same private rental property for over 40 years. Their landlord has now expressed a wish to sell up, and although they have not yet served notice of this, this is causing worry and upset for the couple. The Outreach Officer is working closely with Mr & Mrs H, calling them fortnightly to obtain updates and offer reassurance and signposting to Financial Inclusion and Citizen's Advice to undertake income maximisation, thus aiding their ability to secure a new private tenancy.

Once notice had been served, the Outreach Officer will assist the couple in making a homelessness application and will continue to support with the search for alternative accommodation.

New Connections

This month, Cromer Artspace connected with the Outreach officers regarding an upcoming exhibition based on Homelessness. Arrangements have been made to ensure officers and other professionals can attend these events to provide support and signposting. It is hoped that the exhibition will help to break down barriers and the stigma around homelessness within North Norfolk.

Officers also attended a volunteer organised event in Holt, where activities were provided to entertain children allowing their parents to access several attending support services, including Early Years, Citizen's advice and Community Outreach. The event was well attended, and it was a good opportunity to discuss housing challenges with attending families.

Falls & Frailty

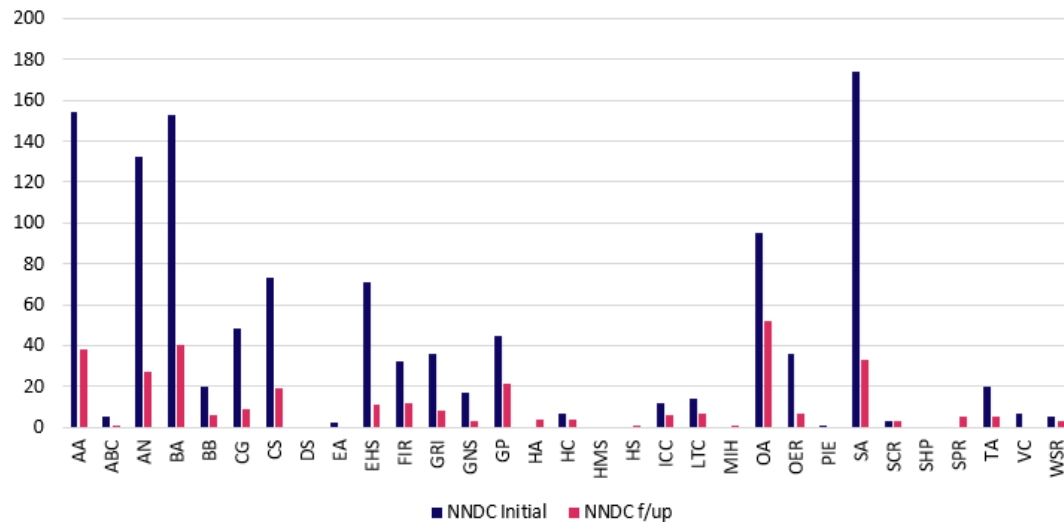
Data from the NNUH continues to be received on a weekly basis.

In August, we processed **39** referrals for North Norfolk residents. **4** were duplicates and **5** referrals went on to decline the service. **66** calls were made during August.

This support empowers residents to:

- Stay safer in their homes for longer
- Become stronger and more active
- Connect with others
- Improve their income
- Improve their wellbeing

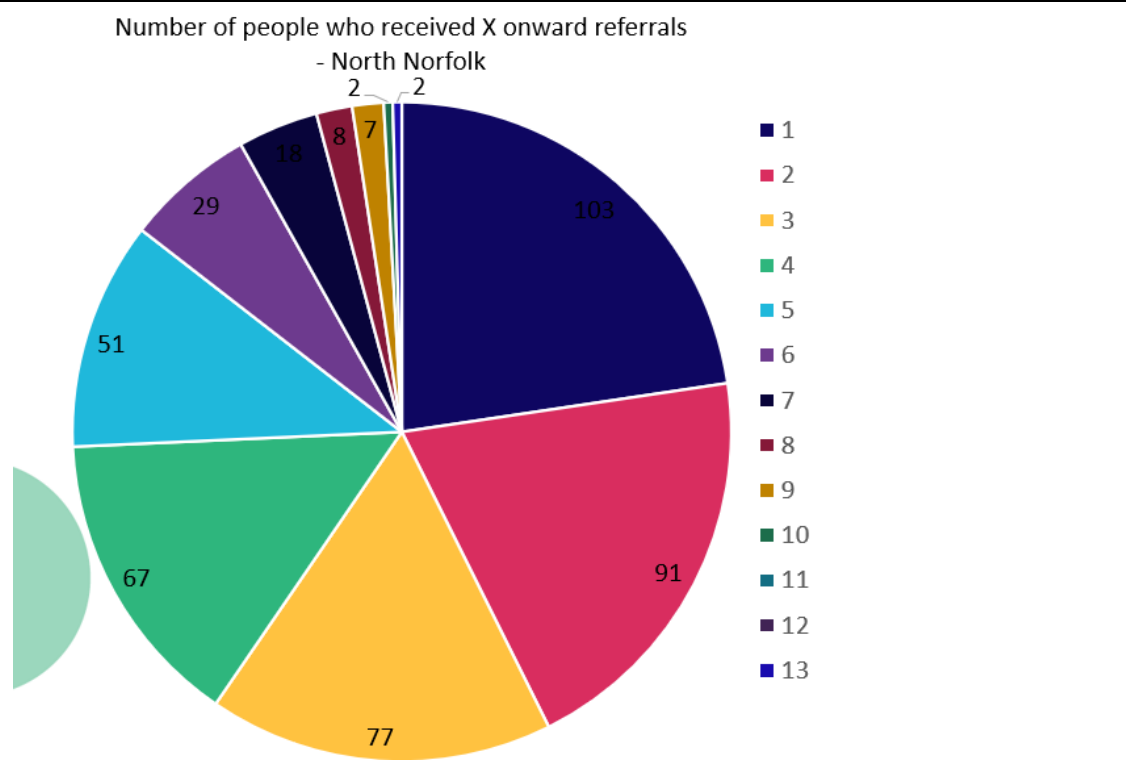
The following bar graph shows the range of referrals and actions made during the initial and follow up contacts with the Frailty pathway officer. These vary from over the phone advice, the sending of leaflets and information by letter, signposting, and completion of referrals into the service, as some examples.



AA – Aids and Adaptations
 ABC – Assisted Bin Collection
 AN – Active Now Falls and Frailty Pathway Referral
 BA – Benefit Advice
 BB – Blue Badge Application
 CG – Community Group Signposting
 CS – Carer Support
 DS – Debt Support
 EA – Everyone Active Referral
 EHS – Energy and Heating Support
 FIR – Financial Inclusion Referral (North Norfolk Only)
 GRI – Grant Funding Identified
 GNS – Good Neighbour Scheme or Community Support Referral
 GP – Signposted back to GP
 HA – Housing Application (Or Suitability Assessment Referral)

HC – Hearing Concerns Referral/Signposting
 HMS – Handyman Service (Broadland and South Norfolk Only)
 HS – Hoarding Support
 ICC – Escalated to ICC for MDT review or intervention
 LTC – Long Term Condition Support
 MIH – Make it Happen Funding Used
 OA – Other Action
 OER – Other Exercise Referral
 PIE – Purchase of Items or Equipment
 SA – Safety Advice
 SCR – Social Care Referral
 SHP – Referred back to Social Housing Provider
 SPR – Social Prescribing Referral
 TA – Transport Advice
 VC – Visual Concerns Referral/Signposting
 WSR – Wellbeing Service Referral

The following chart shows the number of people who have received one or more referrals from their contact with the pathway. For example, 77 customers have received 3 referrals or actions, 51 customers have received 5 referrals or actions, and 2 customers have received 13 referrals or actions, as a result of their contact with the pathway.



Note: graphs provided show stats up to the end of July 2025. Up to date graphs will be available imminently, once the monthly ICB report is provided.

Falls & Frailty Case Study

Mrs W was referred into the pathway following a fall where she attended the Accident and Emergency department at the Norfolk and Norwich University Hospital. This fall was part of a series of falls she had been experiencing, some of which had resulted in bone fractures and other injuries.

Mrs W reported to the officer that she had been experiencing sensations like a flash ahead of the falls, becoming lightheaded and suffering from headaches.

As a result of her falls, Mrs W had developed a fear of falling and become more isolated, being too anxious to leave her home. She reported her family being generally supporting but feeling they were dismissive of the sensations she described. This had further led her being put off seeking medical advice for fear of being dismissed.

The officer offered reassurance and encouraged Mrs W to contact the GP, agreeing to contact the GP herself to relay their conversation.

Mrs W made contact again, via customer services, to let the officer know that she had had her pacemaker fitted, and whilst recovery was still required, she was already feeling much better. There were just **116** days between the initial call with the pathway officers and the fitting of the pacemaker.

The fear of falling had created a significant barrier for Mrs W. With these issues addressed she can now move towards independence and getting out more socially. The amount of support she required from her family members has also decreased.

Had Mrs W not been referred to this service it's likely, by their own admission, they wouldn't have spoken to their GP. Potentially, this could have resulted in a significant medical event resulting in long term deterioration, loss of independence and in a worst-case scenario, death.

Healthier Towns

Progress and new connections

Sheringham:

Officers hosted a successful Summer Community Safety event in the town. Attendees included Papyrus, Talking Therapies, Community Outreach, Together UK and Change Grow Live. Despite poor weather, attendance was still good, and many people engaged with the officers. Verbal feedback from attending members of the public was that, because of the event, they had connected with the attending organisations for the first time and were not previously aware that this support was available.

Outreach officers also attended a family event at Pretty Corner, Sheringham. This event was used as an opportunity to chat with families in the area, to get their feedback on local provisions, gaps in the service and support needs.

Wellbeing Champion training for the community-based champions is being planned with discussions with Talking Therapies due in September.

Sheringham Golf Club launch their Dementia Golf Project on 4th September 2025.

North Walsham:

Planning is underway for a Health and Wellbeing event for Healthier North Walsham, including discussions with the Town Council, Birchwood Surgery and Everyone Active to agree attendees and speakers.

A monthly evening games café is under development in collaboration with Talking Therapies.

Progress continues around the development of a Rest Hub in North Walsham.

Connections have been made between Birchwood Surgery and Connected Together UK to assist with research being undertaken by the surgery.

Regular drop-in services are now available through Talking Therapies and Norfolk and Suffolk Foundation Trust (NSFT).

Other developments

Communication between the different town groups has resulted in all towns now meeting on a different day to allow for organisations to attend more than one area meeting, if they cover more than one town.

Discussions continue with organisations in Fakenham and Stalham around the potential development of the Healthier model in these areas. Conversations with organisations in Cromer have also commenced.

Further strong connections are being built with Fakenham surgery with the hope to integrate them into a Healthier Fakenham model.

Discussions are underway with Talking Therapies to develop an evening games café for Cromer.

Connections made between Talking Therapies and local housing associations to discuss drop-in services.

PositiviTea

Safe Summer PositiviTeas

Station Approach, Sheringham 4th August 2025

Meadow Car Park, Cromer 7th August 2025

Carolla Sutton Court, Holt 12th August 2025

Stand holders included: Trading Standards, the local Beat Managers, Norfolk & Suffolk Victim Care, Change Grow Live, Together for Mental Wellbeing, iCaSH Talking Therapies, Holt Community Centre, ACES eye clinic and Papyrus.

Homelessness prevention officers reported that some of their existing customers had attended the events and had found the support on offer valuable, and accessible.

2 Forthcoming Activities and Developments.

3 Meetings attended
Pretty Corner Woodlands Fair – Family Festival Cromer Health Campus and next steps Dementia Carers Working Group Dementia information Pack Working Group Healthy Minds NNHWP Healthier North Norfolk