

CABINET MEMBERS REPORT TO COUNCIL

October 2025

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

For the period up to 31st October 2025

1 Progress on Portfolio Matters.

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



Homeless Prevention

During October, the team received **51** referrals to support residents threatened by, at risk of or experiencing homelessness. These came from several sources, including the NNDC Housing Options team, North Norfolk Foodbank, DWP, Housing Associations, Community groups and settings and self-referrals

Homelessness Prevention Case Study

Ms T is an older lady, who had fled Domestic Abuse and was living in Temporary accommodation. She was referred to the Community Outreach Officers for support with transitioning into her new home. The Outreach Officer supported Ms T to source items for her new home. She was particularly worried about getting a washing machine. The Outreach Officer connected Ms T with St Vincent de Paul Charity, and through this organisation, a washing machine was purchased, delivered and installed, at no cost to Ms T.

The Outreach Officer signposted Ms T to second-hand shops and websites to source furniture, and a successful application was made to the Household Support Fund which purchased duvets, and kitchen appliances. The Outreach officer also supported Ms T to start making connections in her new community. They visited the local community fridge together, and Ms T was also introduced to a local coffee morning. This was very successful, and Ms T has already arranged to visit the local library with ladies from the group.

She was also referred to Tech Skills for life for technology knowledge and skills. Ms T said that she feels this will “open up her world” and give her new

freedom.

New Connections

This month, Officers have made a number of new connections with services that help create a supportive network around those facing or at risk of homelessness.

These connections include estate and lettings agents, professional cleaning and property clearing services, A is for Advocacy, Family Learning Support Officers, Stalham Staithe Practice Manager, St Vincent De Paul Charity, and new local Community Groups.

Falls & Frailty

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

In October, we processed **50** referrals for North Norfolk residents. **3** were duplicates and **4** referrals went on to decline the service. **76** calls were made during September.

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

Falls & Frailty Case Study

Mrs W had fallen whilst doing housework. She believed that she had in fact fainted on leaning forward. She is in touch with her GP who suggested crystals in her ears may have been the cause.

Mrs W and her husband act as carers for each other. She uses crutches to mobilise, which she currently feels are sufficient, and he has Parkinson's disease, which impacts upon his mobility.

They feel that their home is mostly suitably adapted but are considering moving from a bath to a shower. The officer was able to give them advice on possible grant funding for this and referred them to IHAT at NNDC. The officer also provided information on staying safe at home, the Swift service, and registering a key safe with the East of England Ambulance service.

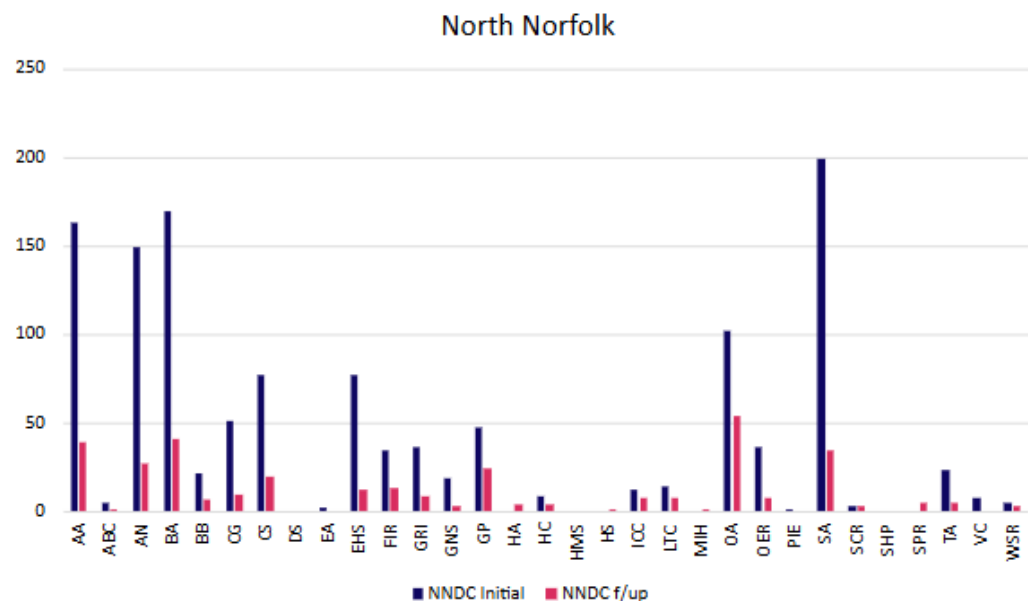
Neither Mrs or Mr W were claiming Attendance Allowance, and the officer advised them to apply. Both were successful, and the officer was able to

then offer further advice on Pension Credit, that they may now also be able to claim, further improving their income.

The officer also provided information about carers support, carers passports and emergency plans to help them to stay safe and independent in their home.

Note: Due to overlapping reporting, the below graphs represent data from the start of the pathway in July 2024 to the end of September 2025. Further data will be provided in future reports.

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

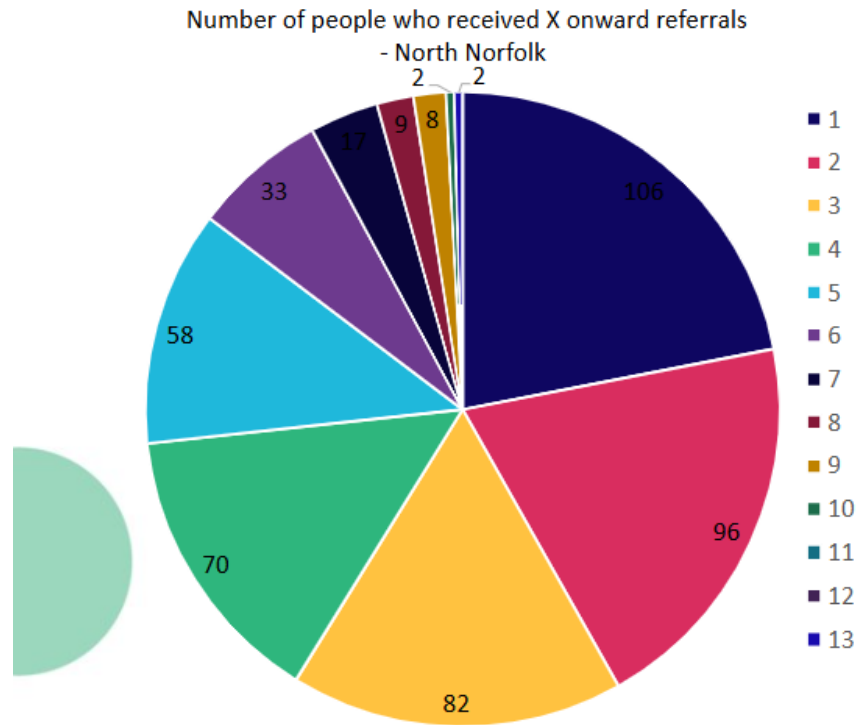
SPR – Social Prescribing Referral

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, 82 customers have received 3 referrals or actions, 58 customers have received 5 referrals or actions, and 2 customers have received 13 referrals or actions, because of their contact with the pathway.



Promoting Independence

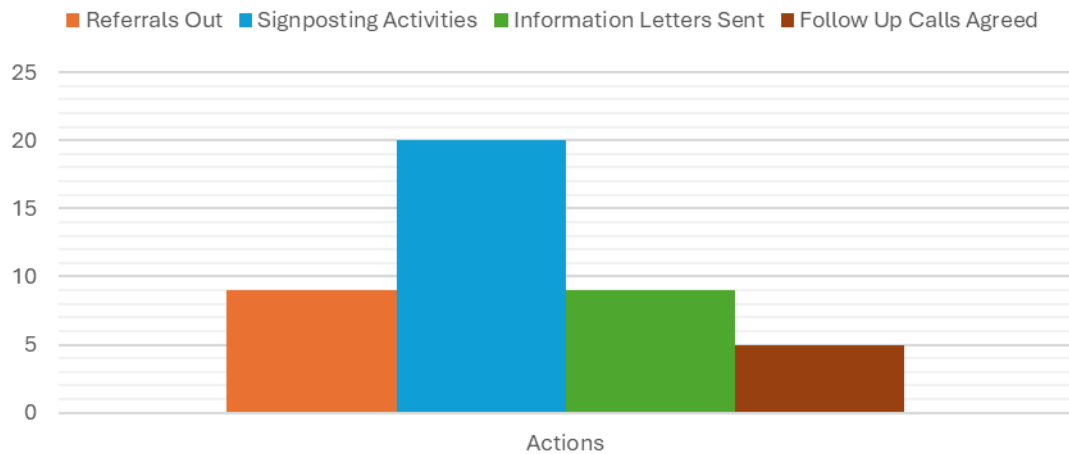
Promoting Independence is a new workstream lead by Norfolk County Council which uses Artificial Intelligence to identify residents who may be at risk of falls.

Letters are sent via Norfolk County Council in batches. Contact is then made by an Officer based at NNDC.

In October, **37** customers were contacted. Of these, **12** opted into the service, **10** opted out of the service, **10** did not respond to contact attempts, and a further **5** are ongoing and in process.

Of the 12 customers opting in to the service:

Promoting Independence Actions October 2025



Promoting Independence Case Study

Mr F is a gentleman in his 60s, who opted into the service. During the conversation it transpired that Mr F's father was noted as his main carer on his social service records, but Mr F reported this as not the case.

Mr F did have a carer and so the officer ensured that the correct information was provided to the NCC Integrated Care Coordinators, to ensure accuracy. Mr F received a referral to Community Action Norfolk for ongoing support and, as he identified feeling isolated, he was signposted to several community groups, Community Transport and other local support services. A follow up call has been agreed for 8 weeks-time to see how things are going with the new supports in place.

Healthier Towns

Stalham

- Data has been provided to interested parties in Stalham to provide some guidance on topics to consider. There is a particular interest in men's mental health.
- Discussions regarding Healthier Stalham have been held with Stalham Baptist church and Stalham Vault, with a further meeting booked to discuss with Stalham Green Surgery
- Officers have created new connections between Talking Therapies and Broads Rangers and Stalham Vault.

Fakenham

- A meeting has been set with EP Youth to discuss Healthier Fakenham.
- A date has been set for a Healthier Fakenham Launch event in January 2026, and an agreement has been made to host a 'Staying Healthier for Longer' Positivitea event in January/February 2026.

North Walsham

- The date for meeting regarding the North Walsham model has been reviewed, changing to 25 November 2025, to allow for better attendance.
- A Meeting has been planned with the headteacher of the High School to discuss Healthier North Walsham
- A PositiviTea event around 'Staying Healthier for Longer' is planned for January/February 2026

Sheringham

- A 'Staying Healthier for longer' PositiviTea event has been planned for 12 January 2026
- The Obesity/Mental Health project at the Patch has received agreement from the Lighthouse. Funding is now being sought. A follow up meeting has been planned for November 2025.

Briston

- A launch date has been set for 23 January 2026
- The results of the grant application, enabling them to open a drop-in centre for general support, community events, and a location for third parties to use for the community, should be announced in November 2025.

Aldborough

- An initial meeting to discuss the village becoming 'healthier' took place on the 28th of October.

Other Service News

Poppyland Radio Shows

The total of shows recorded since the Community Connectors show's inception is over 100.

In October, three new shows were recorded:

- Gaming Festival for young people – This event, organised by the North Norfolk Youth Advisory Board took place on the 31st of October at the Reef, Sheringham.
- Unreal – A charity offering support and information to people with lived experience of Depersonalisation and Derealisation (DPDR)
- Promoting Independence

North Norfolk Health and Wellbeing Partnership

3 new working groups have been established replacing the 3 previous working groups.

The inaugural meeting of the Healthier North Norfolk Working Group took place on 16 October. Useful insights were shared around possible use GP surgeries, the home library service and the Low-Income Family Tracker data to target communications.

The inaugural meeting of the Health Inequalities Working group took place on the 22 October. The was an in-depth dive into data available through public health re North Norfolk health inequalities and discussion around how the data should be used to aid an evidence led approach across the North Norfolk Health and Wellbeing Partnership

The inaugural meeting of the Prevention working group took place on 30th October.

3 Meetings attended

The Patch
Healthy Minds
ICS District Council Meeting
Dementia Working Group
Healthier Sheringham
NNHWP x2
Healthier North Norfolk Working group
Health Inequalities group