

Corporate Plan Delivery Plan

Corporate Plan Theme: **Quality of Life**

A strategic approach will be taken to address identified Quality of Life objectives in North Norfolk, the delivery of those objectives will be prioritised over the next four years.

This plan will tackle social isolation and make commitments to improving the wellbeing of local people through measures such as social prescribing. The Council will work with a wide range of partners, through a variety of mechanisms, to meet local needs and improve the quality of life of vulnerable people and households within our District.

We will build upon our strong record of providing and supporting facilities and activities which improve local people's mental wellbeing and quality of life – including provision of sports and leisure centres, social and physical infrastructure, public conveniences, high quality (Blue Flag award winning) beaches, accessible and attractive (Green Flag award winning) open spaces and country parks and support for cultural events in locations across the District.

A survey is the starting point for understanding all of the things that affect local people's quality of life and the challenges they face. It can also help to identify the opportunities that our local area presents to improve the quality of life of our residents and to ensure that local communities have access to the things that they need.

Many of the Council's activities have an influence over the quality of life of our residents; so do those of many other organisations. It is important that initiatives that help improve the opportunities for people in all our communities to enjoy a high quality of life, are coordinated and suitably joined up. This objective seeks to ensure that a strategic approach is taken to the activities for which we, and our partners, are responsible.

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Objective 1: 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.

	DP action	Delivery timescale
1.1	<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.</p> <p>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	Completed September 2020

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Objective 2: Developing and implementing a Quality of Life Strategy

DP action	Delivery timescale
<p data-bbox="203 296 259 331">2.1</p> <p data-bbox="353 296 1435 424">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.</p> <p data-bbox="353 480 1435 603">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 data-bbox="398 619 1435 938" style="list-style-type: none"><li data-bbox="398 619 1435 659">• influences on physical and mental wellbeing across all age groups<li data-bbox="398 667 1435 707">• access to healthy, active lifestyles<li data-bbox="398 715 1435 754">• access to the arts and the celebration of local culture<li data-bbox="398 762 1435 802">• engagement in local community activities<li data-bbox="398 810 1435 850">• isolation<li data-bbox="398 858 1435 898">• innovative ways of treating health conditions, e.g. social prescribing<li data-bbox="398 906 1435 938">• access for all to services and facilities.	<p data-bbox="1503 296 1603 331">Adopt</p> <p data-bbox="1503 339 1749 375">November 2020</p>
<p data-bbox="203 999 259 1034">2.2</p> <p data-bbox="353 999 1469 1078">Work with local communities and partner organisations to implement the Quality of Life Strategy and enable activities that assist in its delivery.</p> <ul data-bbox="398 1094 1424 1409" style="list-style-type: none"><li data-bbox="398 1094 1424 1174">• communicate the strategy to those involved in its delivery or are affected by it<li data-bbox="398 1182 1424 1262">• raise awareness and encourage interest in the development of actions that achieve the objectives in the strategy<li data-bbox="398 1270 1424 1350">• ensure that the strategy is embedded in all relevant services, activities, projects and decisions undertaken by the Council<li data-bbox="398 1358 1424 1409">• monitor the implementation & effectiveness of the strategy	<p data-bbox="1503 999 1883 1034">November 2020 onwards</p>

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Objective 3: Delivery of the North Walsham Heritage Action Zone programme

	DP action	Delivery timescale
3.1	<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	Delivery plan adopted by April 2020

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Objective 4: Developing and implementing an Accessibility Guide for the District

	DP action	Delivery timescale
4.1	Formulate and publish a guide (in appropriate, traditional and novel formats) to help communities: <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)	March 2020 Monitor and review ongoing

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Objective 5: Delivery of new leisure centre at Sheringham

	DP action	Delivery timescale
5.1	<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)	May 2021 re-opening

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Objective 6: Continued investment in Cromer Pier as an iconic heritage and cultural attraction

	DP action	Delivery timescale
6.1	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	Annual programme maintenance / 5yr contract

Objective 7: Public convenience investment programme to include a Changing Places facility in each of our seven principal settlements

	DP action	Delivery timescale
7.1.	Maintain the quality and accessibility of public conveniences, ensuring they are suitable to the needs of the community and visitors to the area	spring 2020 with Review April 2020

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Objective 8: Continued commitment to maintain Blue Flag and Green Flag status for the Council's beaches and open spaces

	DP action	Delivery timescale
8.1	<p>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</p> <p>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</p>	<p>Blue Flag May 2020 Green flag July 2020</p>

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Objective 9: Delivery of the Mammoth Marathon

DP action	Resource	Lead officer/ team	Delivery timescale	Performance measure	Delivery partner(s)/ external resources
CP Objective 9 : Delivery of the Mammoth Marathon					
9.1	<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 as a platform to showcase initiatives that aim to support health and wellbeing, environmental awareness, arts and culture and other quality of life issues.</p> <p>After the first 'mammoth' marathon and half marathon events, review its effectiveness in achieving these objectives and explore options for future events.</p>	Staff and external voluntary stewards	Karl Read	17 May 2020	<p>Delivery of event in conjunction with and review to consider diversification/retain the offer</p> <p>Voluntary stewards from Beach runners Local TC / PC Local business</p>

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Objective 10: Maximising the level of external funding through working with partners to support community projects within the District

DP action	Resource	Lead officer/ team	Delivery timescale	Performance measure	Delivery partner(s)/ external resources	
CP Objective 10 : Maximising the level of external funding through working with partners to support community projects within the District						
10.1	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.	Staff	Lead: TBC	March 2020	Quarterly review	Maintain existing partners; investigate new opportunities / partners

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Objective 11: Support and nurture the development of strong, sustainable and healthy local communities

DP action	Resource	Lead officer/ team	Delivery timescale	Performance measure	Delivery partner(s)/ external resources
CP Objective 11 : Support and nurture the development of strong, sustainable and healthy local communities					
11.1	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.	Funding for grants (see BSF and Arts and Community Transport Grants budget) Staff	Lead: TBC Health & Communities team	June 2020	Community projects supported and appropriate measures of their outcomes
	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	Staff	Health & Communities team	Ongoing	
	Facilitate community initiatives, in accordance with the Quality of Life Strategy, that aim to improve the physical and mental wellbeing of local residents	Staff	Health & Communities team	Ongoing	