

Borough Council of  
**King's Lynn &  
West Norfolk**

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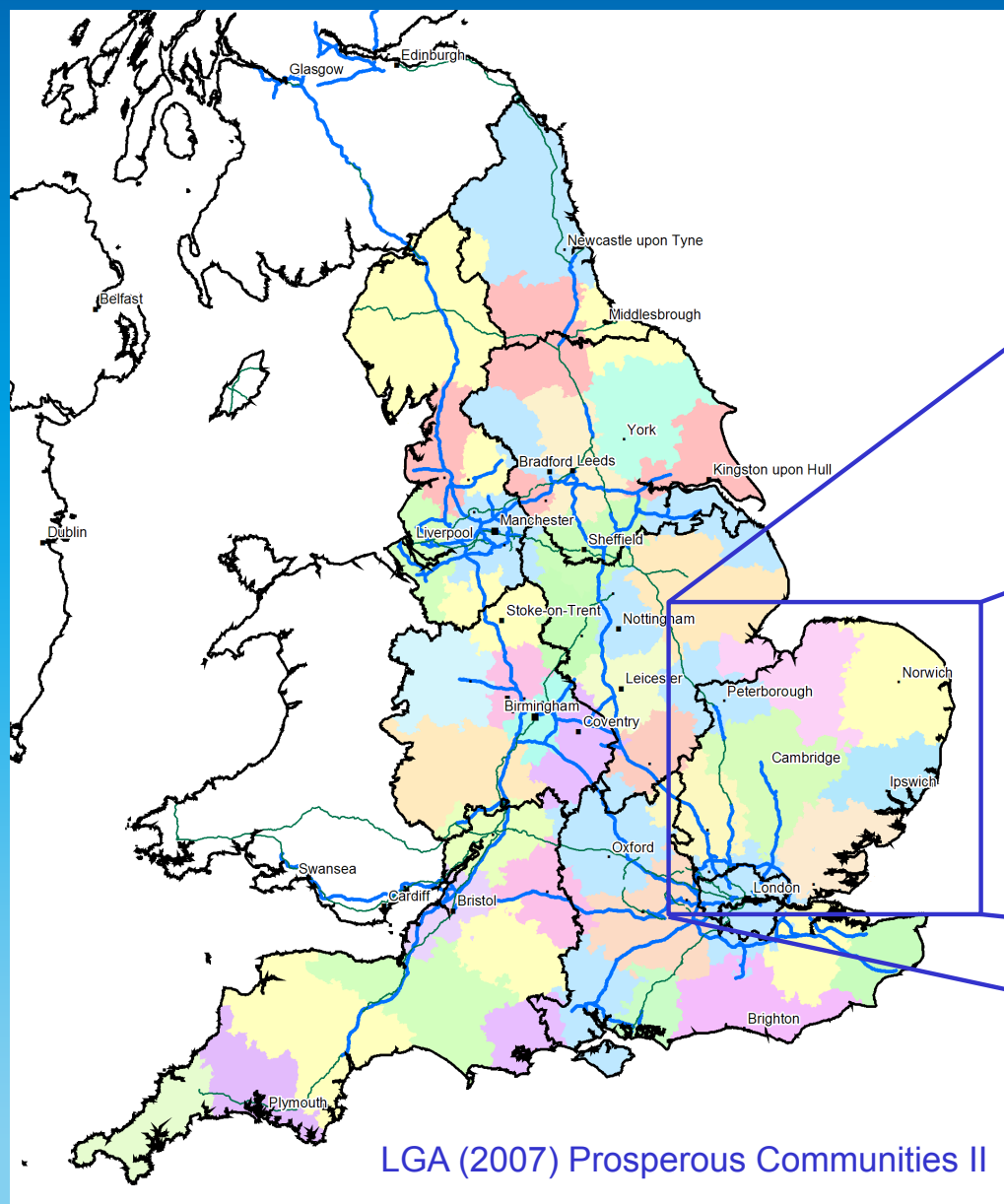


## West Norfolk in 2015

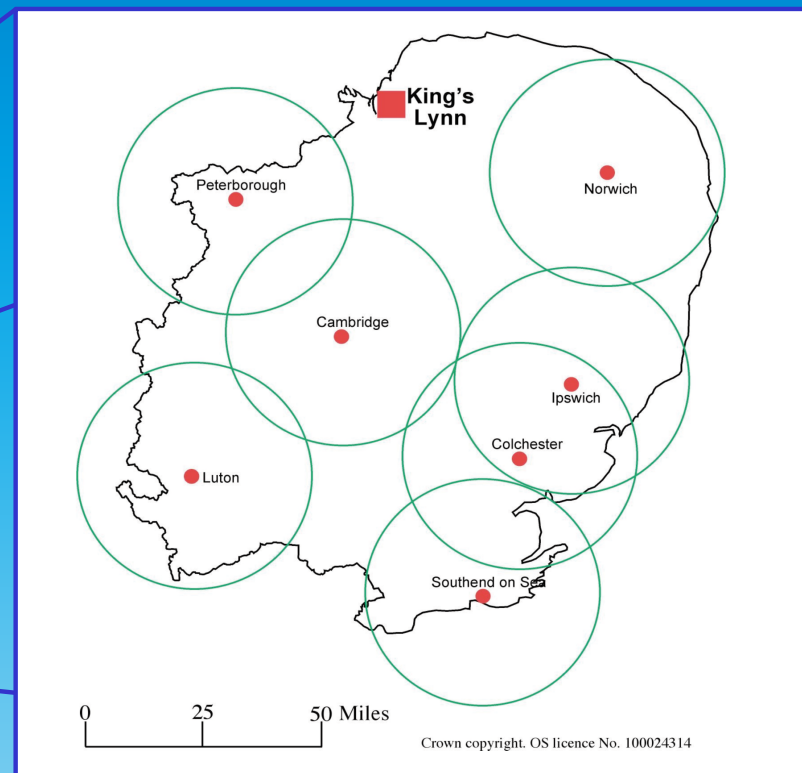
*Improving Local Quality of Life*

# Sub-Regional Map

Borough Council of  
**King's Lynn &  
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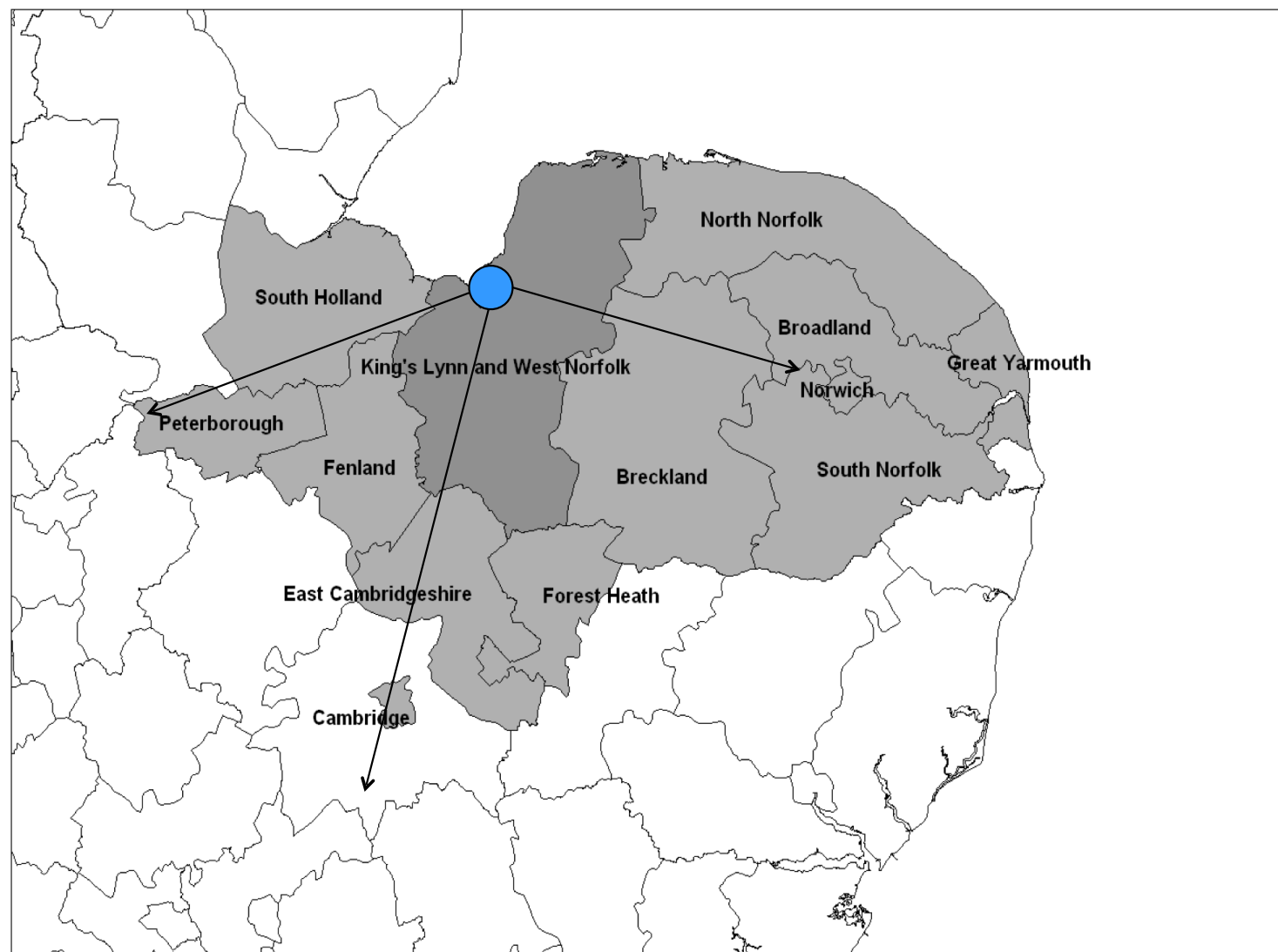


LGA (2007) Prosperous Communities II



Designated Growth Point and Key Centre  
for Development and Change

# Neighbouring Authorities







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Borough Council of  
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West Norfolk



Population	147,451
Electorate	113,453
Area	142,877 ha / 550km <sup>2</sup> 5 <sup>th</sup> largest English district by area
Dwellings	70,955
Businesses	approx 9,500
Rural villages / settlements	>100
Towns	3
Listed Buildings	1,900
Coastline	44.5km (45% of Norfolk Coast AONB)
Parishes	102



# Outcomes for our communities

Borough Council of  
King's Lynn &  
West Norfolk



## ECONOMY

*People maximise their potential  
People benefit from a growing economy*

**Competitiveness**

## ENVIRONMENT

*People live in a quality environment*

**Sustainability**

**Equity**

*People lead healthy lives  
People live in thriving communities*

## SOCIETY



Composite measure	County score	Region score	National score	Summary
<b>BUSINESS &amp; ENTERPRISE</b>  A – highest level of business information, growth & survival	<b>E</b>	<b>E</b>	<b>E</b>	361 out of 376 districts Enterprise culture that performs in the <u>bottom 20%</u> nationally
<b>PRODUCTIVITY</b>  A – highest level of P	<b>D</b>	<b>E</b>	<b>D</b>	266 out of 408 <u>Bottom 40%</u> of districts nationally
<b>INDUSTRIAL STRUCTURE</b>  A – highest % of knowledge intensive employment	<b>E</b>	<b>E</b>	<b>E</b>	354 out of 408 Knowledge economy that performs in the <u>bottom 20%</u> of districts nationally
<b>SKILLS &amp; QUALIFICATIONS</b>  A – most skilled population	<b>E</b>	<b>D</b>	<b>E</b>	334 out of 408 Resident workforce that performs in the <u>bottom 20%</u> of districts by national standards, in terms of human capital
<b>NATURAL ENVIRONMENT</b>  A – highest score	<b>A</b>	<b>A</b>	<b>A</b>	64 out of 354 <u>Top 20%</u> of districts nationally
<b>AMENITIES</b>  A – highest access to local cultural and leisure amenities	<b>C</b>	<b>D</b>	<b>D</b>	272 out of 376 <u>Bottom 40%</u> of districts nationally
<b>TRANSPORT &amp; CONNECTIVITY</b> A – most rail, motorway & transport links	<b>C</b>	<b>E</b>	<b>E</b>	380 out of 408 <u>Bottom 20%</u> on levels of connectivity to intercity rail, motorways and airports

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People benefit from a growing  
economy







## TOP 5 EMPLOYMENT SECTORS (2012)

- Public administration, education and health – 15,000 (30.4%)
- Wholesale and retail – 9,300 employees (19%)
- Manufacturing – 6,600 employees (13.4%)
- Wholesale and retail – 9,300 employees (19%)
- Accommodation and food services – 4,000 employees (8.1%)
- Agriculture – 3,500 (not including support)



# People benefit from a growing economy







- Barriers to growth included:
  - cost of utilities (30%)
  - availability/speed of broadband (20%)
  - constraints with premises (18.6%)
  - recruitment of staff (18.2%)
- Other barriers – overall economic climate, business rates and rents and car parking and charges



# Recruitment and Skills

- Main areas of difficulty in recruitment were:
  - managerial/professional occupations
  - technical and skilled trades
  - sales and customer services
- Main skills gap in businesses were:
  - advanced computer/software
  - sales and marketing
  - numeracy and literacy skills

# Joining-up public sector recruitment

Borough Council of  
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West Norfolk



Working in West Norfolk

Home Vacancies Living in West Norfolk

Find your future in West Norfolk with an exciting range of opportunities with our partner organisations...

**VACANCIES IN WEST NORFOLK**

There are a range of opportunities available in west Norfolk. Details of available vacancies and useful information for applicants can be found here.

**LIVING IN WEST NORFOLK**

Living in our area is the perfect choice for families, couples and single professionals. Read more to discover why your future is in west Norfolk.

WHY I LIVE AND WORK IN WEST NORFOLK?

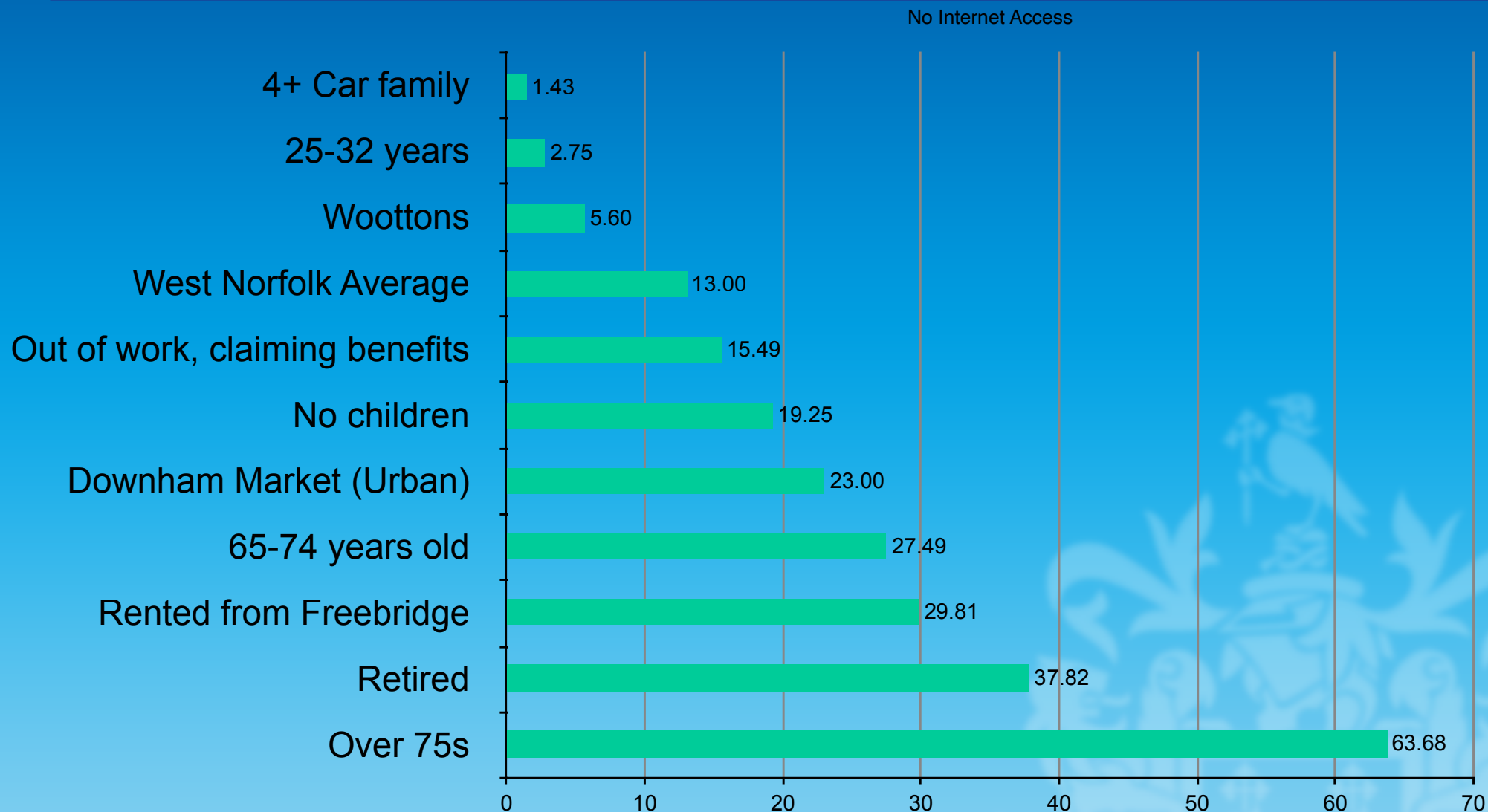


# Perceptions of the Borough

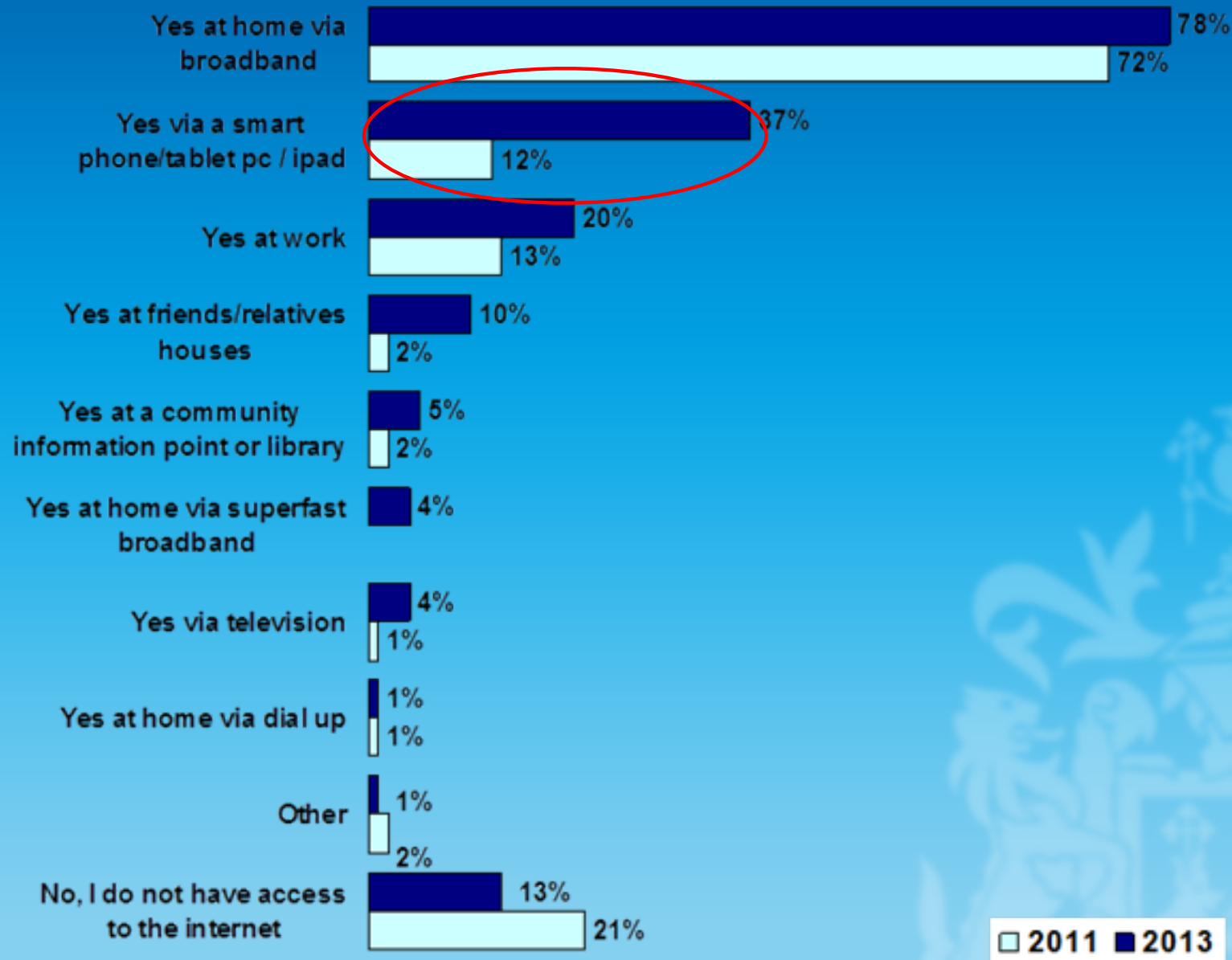


- 50% considered the borough to be a good or very good business location
  - Main strengths – access to markets/suppliers and good customer base and actual and planned growth and investment
  - Weaknesses – poor road network, distance from major centres and lack/speed of broadband
- 75% considered the borough to be a good or very good place to live
  - Positive factors – pace and quality of life, natural and historic environment and safe/low crime area.
  - Negative aspects – quality of the shops and leisure facilities, poor road communications and availability of broadband

# How many people in West Norfolk have no internet access?



# How people access internet







# People benefit from a growing economy

We want to see:	Measured by:
<ul style="list-style-type: none"><li>• Business growth and investment</li></ul>	<ul style="list-style-type: none"><li>• Growth in business rates</li><li>• Number of business start-ups</li><li>• Planning applications</li></ul>
<ul style="list-style-type: none"><li>• Vibrant town centres</li></ul>	<ul style="list-style-type: none"><li>• Footfall numbers</li><li>• Town centre vacancy rates</li><li>• Participation in leisure</li></ul>
<ul style="list-style-type: none"><li>• Better local infrastructure</li></ul>	<ul style="list-style-type: none"><li>• Development of employment land</li><li>• Broadband internet access</li><li>• Rail passenger numbers</li></ul>

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People live in a quality environment

# NORTH LYNN

## Populaton (2011 Census statistics)

- Total 6,072
- Households 2,413
- Born in the UK 5,021 (82.7%)
- 16% of people's first language isn't English; 31 languages are spoken of which the most prevalent are Lithuanian (385 people), Russian (164), Polish (104), Portuguese (97), Latvian (66)

## Skills

- 8% working age population qualified to NVQ4 and above compared to national average of 28%
- Conversely 56% working age population qualified below NVQ2 compared to national average 36%
- Ward ranks 8515 of 8570 nationally on aggregate measure of skills and qualifications

## Employment

- 64% in employment compared to Borough average of 79%
- 46% of those in employment are work full time compared to Borough average of 57%
- 24% of those working are in Level 1 occupations compared to 10% across West Norfolk
- 7.5% unemployed (Mar 2011)
- Nationally ranked 8527 out of 8570 on Knowledge Worker measure

## School

- Over the last five years St Edmunds school has seen...
  - the proportion of pupils on free school meals (non-working families) stay at roughly 50%

- the proportion of pupils from families with English as an additional language (EAL) increase from 8% to 40%
- non-EAL / non-FSM (ie British working families) decrease from 42% to 13%

## Age and society

- High proportion of young people compared to borough average - 38% under 24 compared to 27% for Borough as a whole
- High proportion of lone parent households at 18% compared to 8% for borough as a whole

## Health

- Worst ranked ward in West Norfolk on a range of health measures including:
  - 41% of children in poverty
  - Female life expectancy (8.3 years less than borough average)
  - MMR immunisation
  - Obesity levels
  - Smoking (42%)
  - Emergency hospital admissions

## Housing

- High proportion of rented accommodation 58% compared to West Norfolk average of 28%
- 40% social rented (Borough average 13%)

## Deprivation

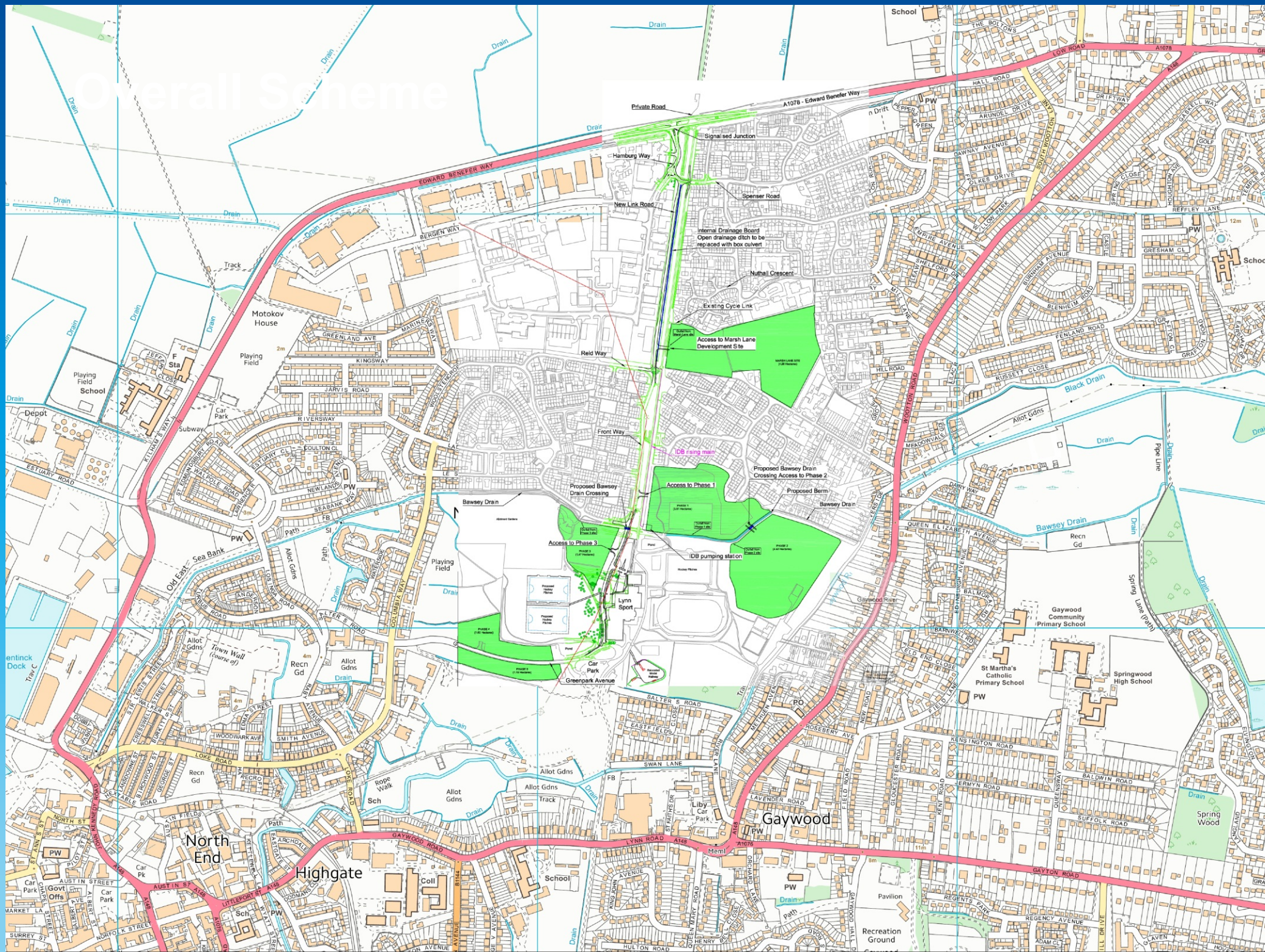
- Ranked 712 out of 32,482 wards nationally on the overall index, putting it in the 3% most deprived areas in the country

# Major housing scheme



- To achieve significant delivery of sustainable housing over a 4-5 year period, which must be fit for purpose for a minimum of 40 years
- To achieve a commercial return for the Council (through capital and/or revenue receipts)
- To stimulate economic activity in the local area through direct and indirect activity
- To encourage apprenticeships
- Can we join up service provision on the estate at the same time (early help hub model)





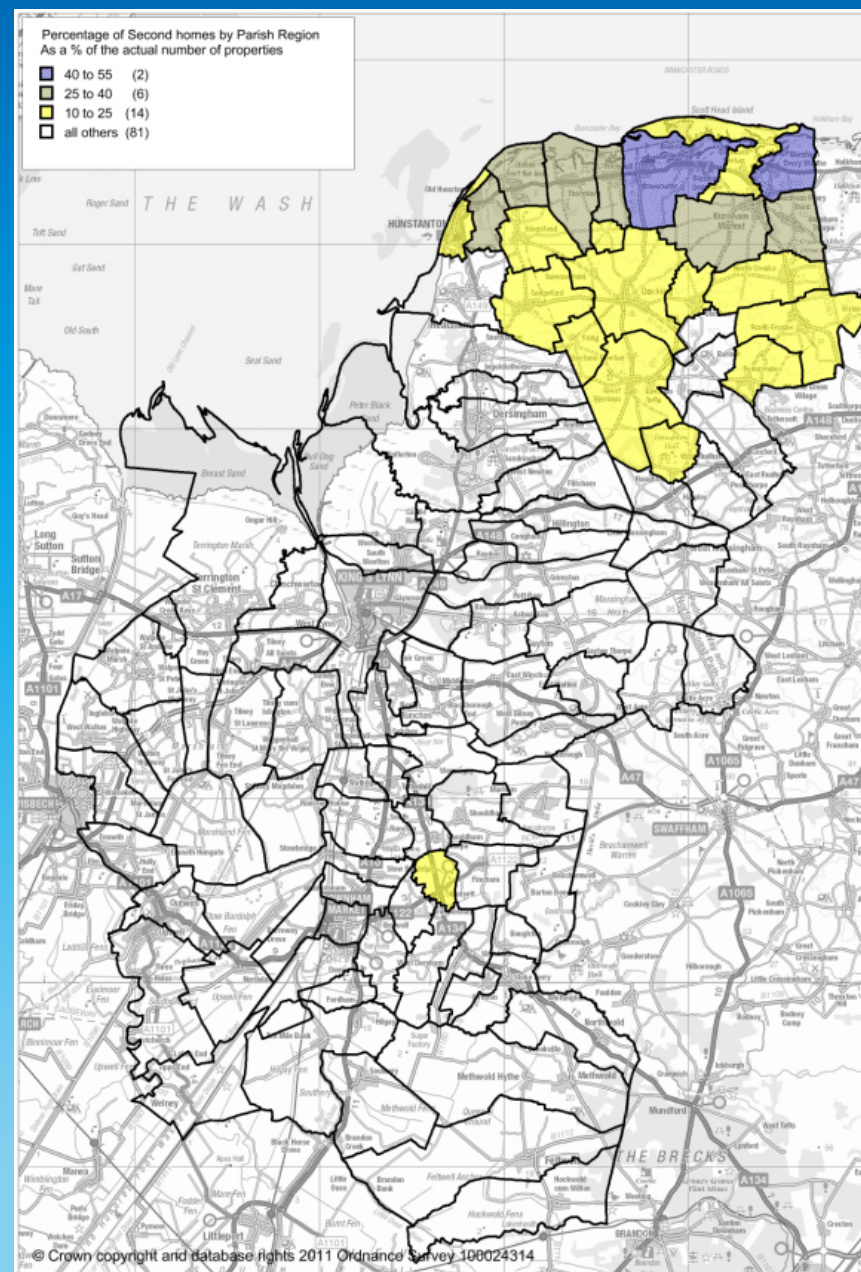




## Proportion of Second Homes

'Top 10' Parishes	%
Burnham Overy	51.2
Brancaster	43.1
Thornham	42.9
Holme-next-Sea	42.4
Old Hunstanton	34.8
Titchwell	34.3
Burnham Market	30.5
Burnham Thorpe	28.6
Burnham Norton	26.2
Creake (South)	24.1

(May 2013)





# NORA

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# People live in a quality environment

We want to see:	Measured by:
<ul style="list-style-type: none"><li>Improved urban areas</li></ul>	<ul style="list-style-type: none"><li>% people think their neighbourhood has improved</li><li>Number of sites of derelict land and buildings</li><li>Measure of historic / built heritage</li></ul>
<ul style="list-style-type: none"><li>enhanced natural environments</li></ul>	<ul style="list-style-type: none"><li>Residents saying their neighbourhood is clean and green with no litter</li><li>% household waste recycled</li><li>Measure of biodiversity</li><li>Incidences of fly-tipping</li></ul>
<ul style="list-style-type: none"><li>housing growth and investment</li></ul>	<ul style="list-style-type: none"><li>Number of new homes built</li><li>Number of unoccupied properties</li><li>Ratio of house prices to earnings</li><li>Homelessness</li></ul>

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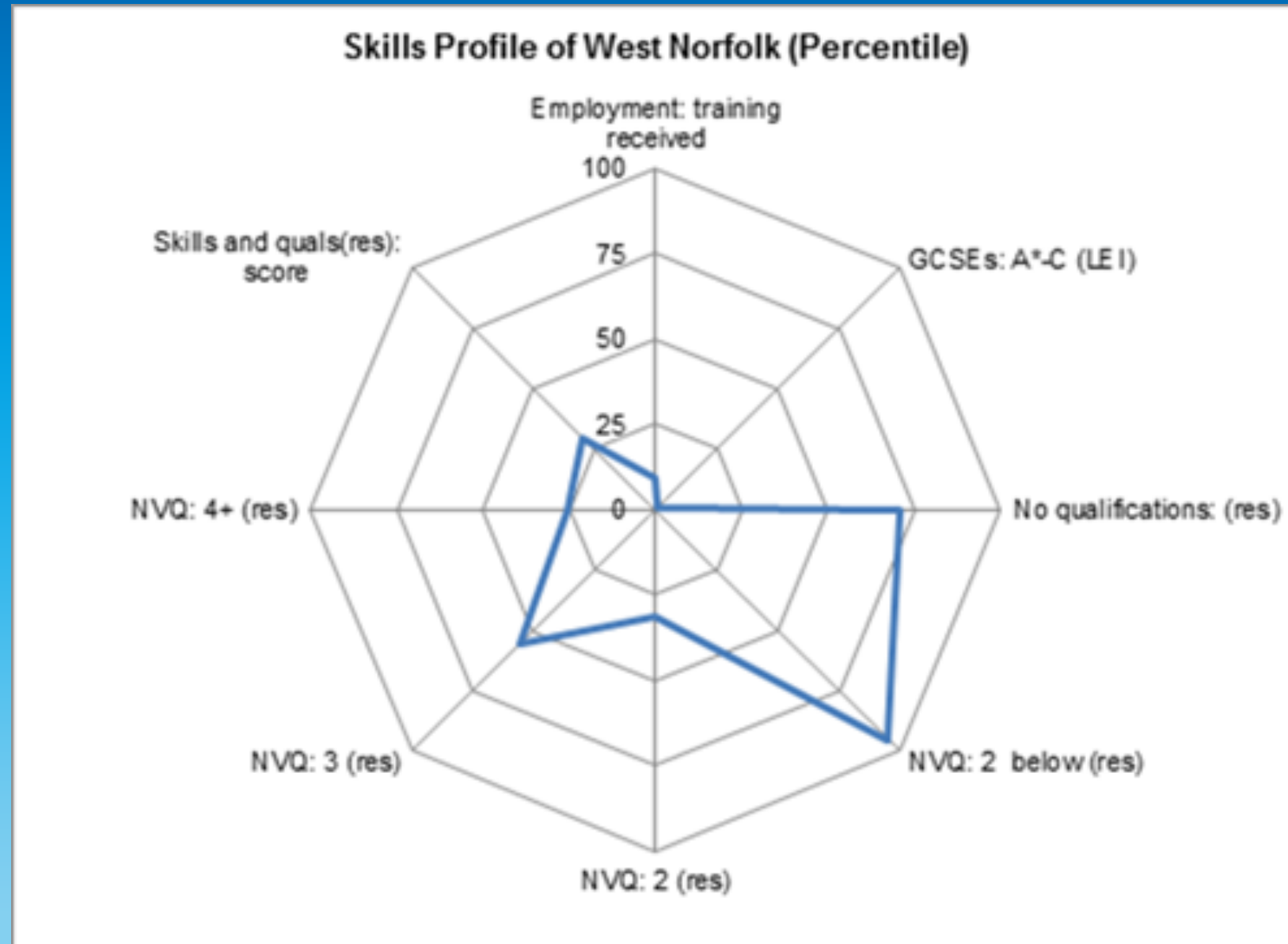
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People maximise their potential

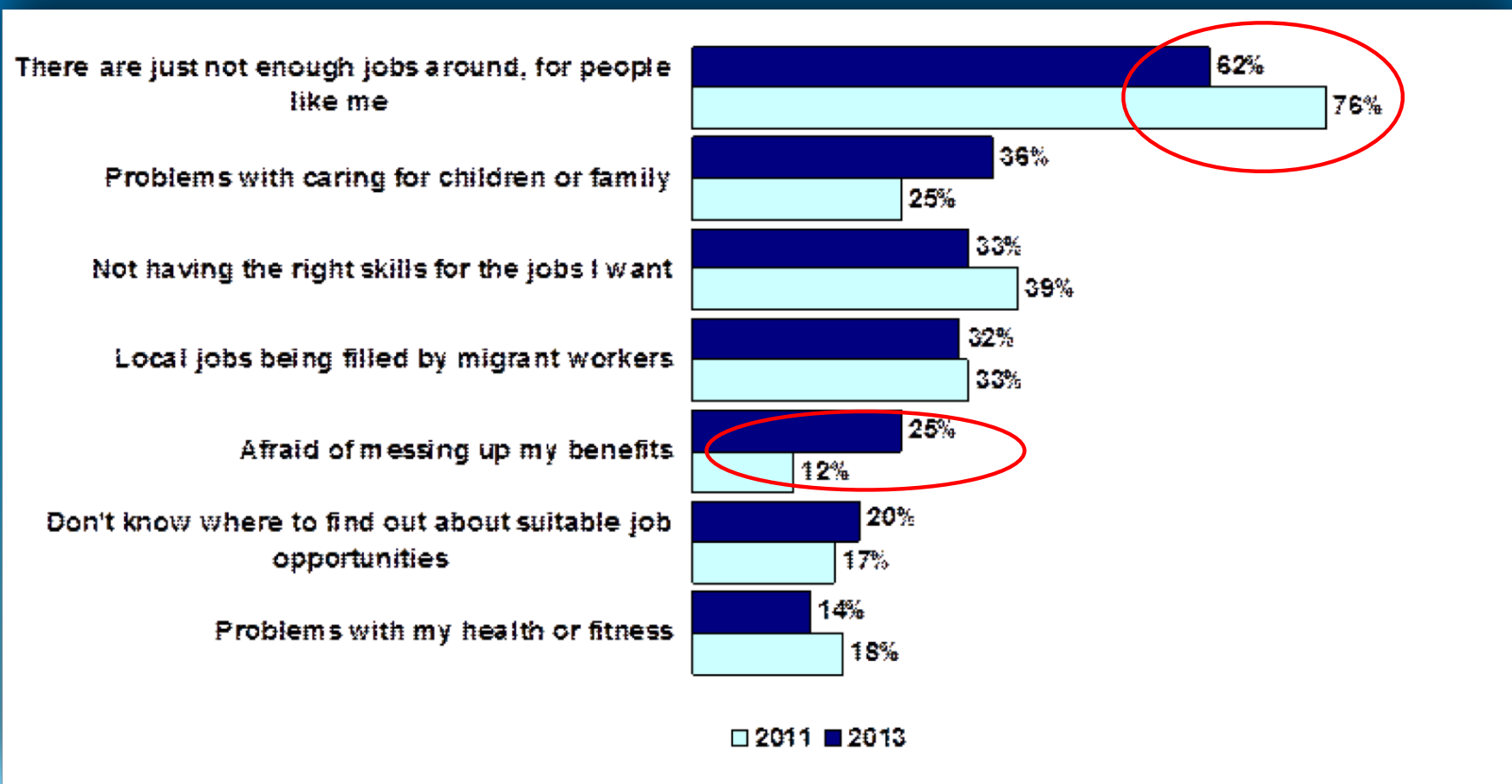


# Skills profile of West Norfolk (Percentile)





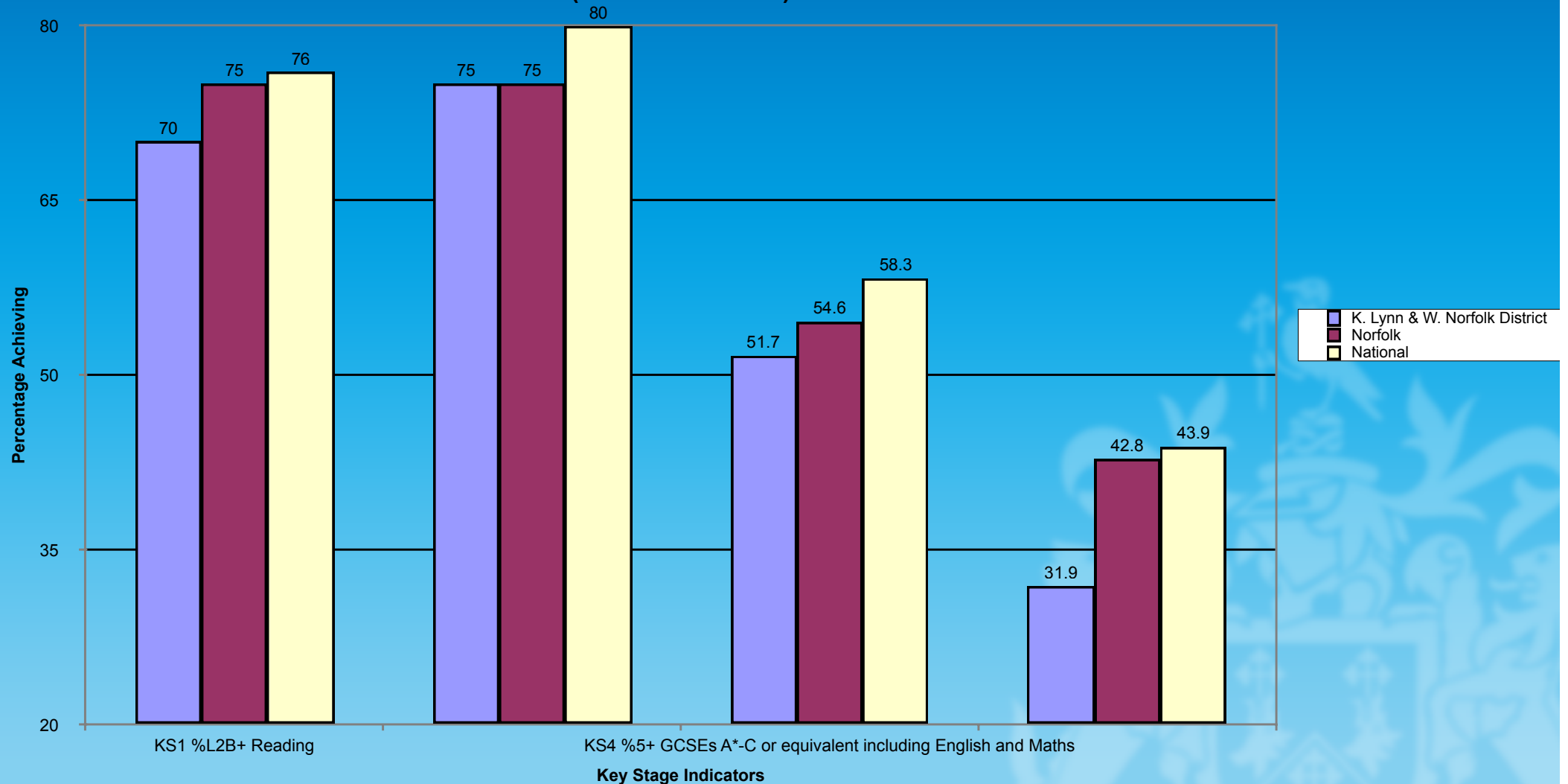
## Barriers to work



# Comparison of performance at Key Stage



Comparison by Key Stage - 2012  
(Unvalidated data)

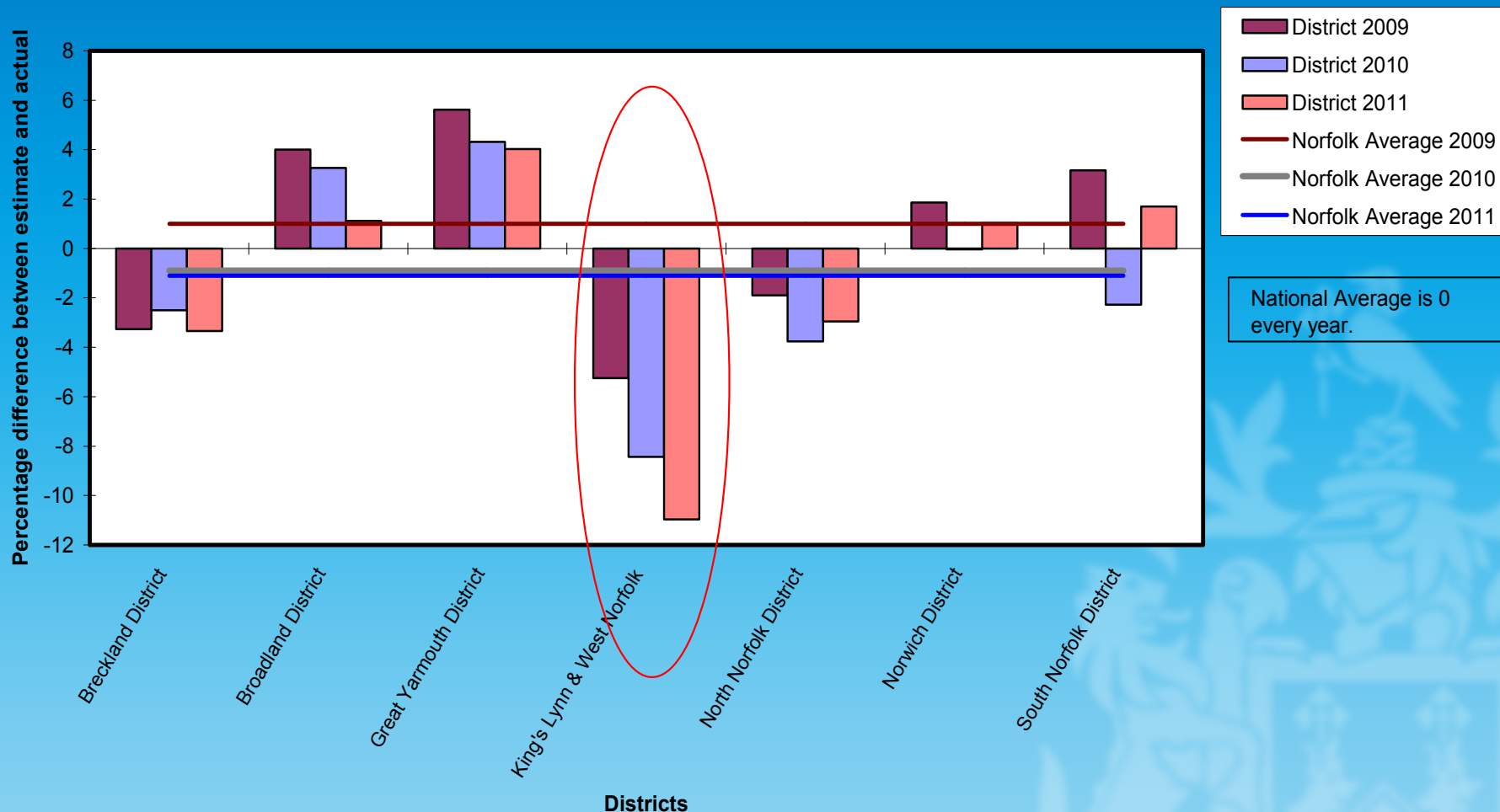


# Analysis of performance against FFT estimates based on similar pupils in similar schools achieving % 5+ A\*-C Including English and Maths – by LA District

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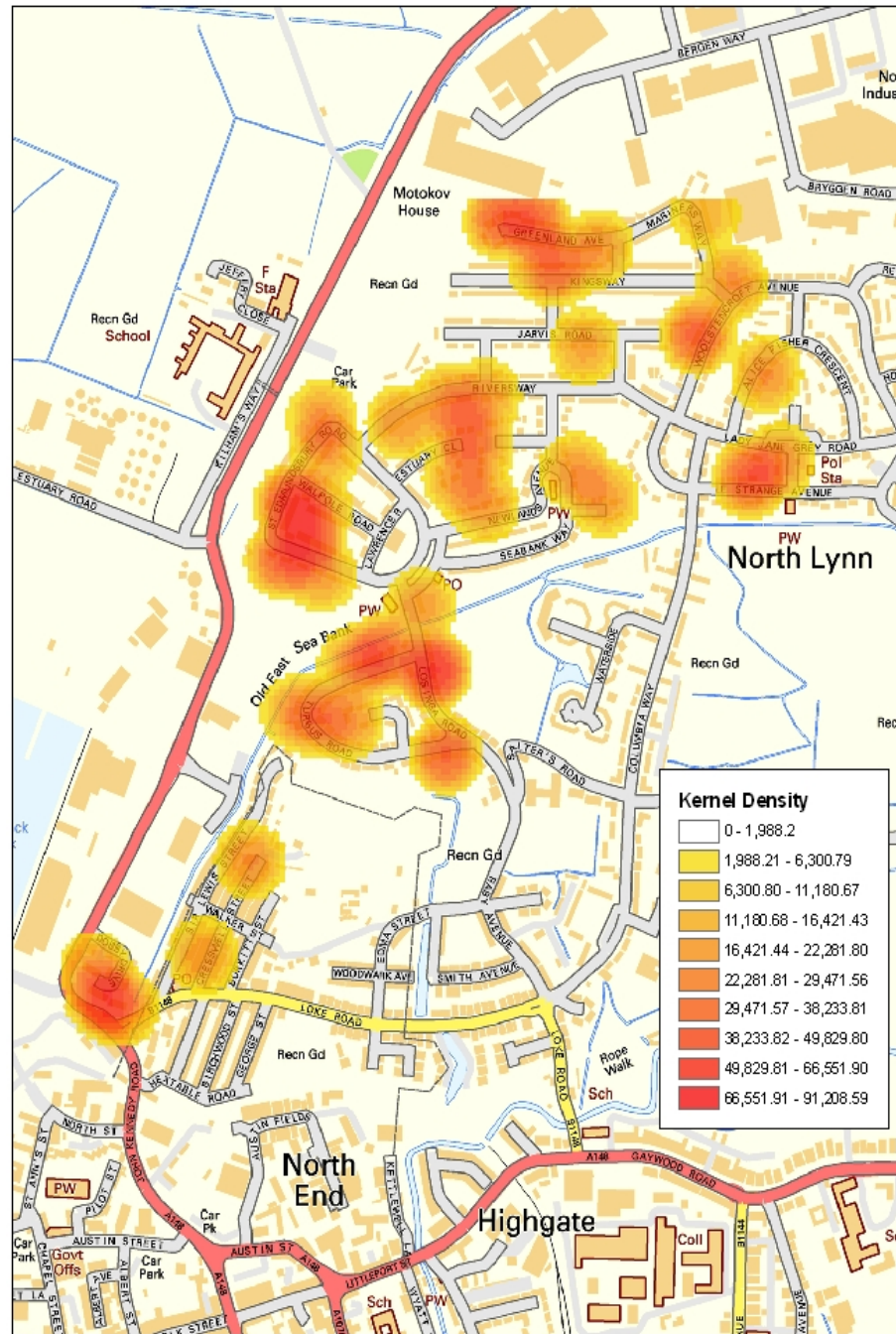


Analysis of performance against FFT estimates based on similar pupils in similar schools achieving %5+A\*-C Including English and Maths - by District





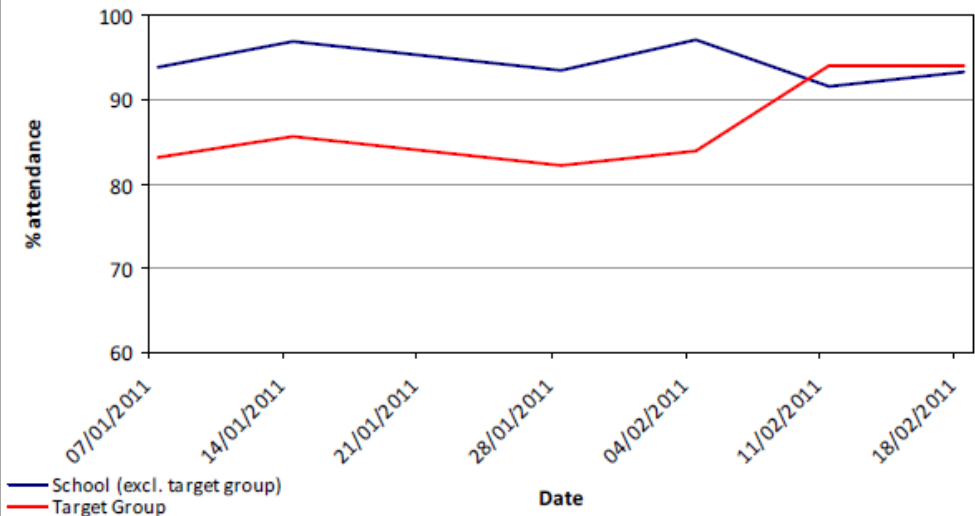
# Kernel Density Estimate for students with less than 95% attendance at St. Edmunds School



0 0.05 0.1 0.2 Miles



Target Group vs. Rest of School (Attendance Jan-Feb 2011)



# The Learning Catalyst Approach 2014 Toolkit

Raising aspirations and achievement in families



## Case study seven: 'Do Something Different'

### Kings Lynn Academy

#### What is the programme of support?

##### Programme aim:

To boost confidence and self esteem, and to ultimately encourage more positive behaviour and attitudes.

Kings Lynn Academy is one of eleven infant, primary and secondary schools in West Norfolk that are part of the Learning Catalyst initiative. This has been running since 2006 to engage parents and families in achieving goals related to (among others) health, literacy and numeracy, training and employment. The approach involves a range of whole-school and group based activities which aim to increase confidence and self-esteem and raise aspirations.

Kings Lynn Academy has implemented the 'Do Something Different' (DSD) online programme, which was initially developed by psychologists at the University of Hertfordshire. There are a number of variants of the programme; the students do the 'Teen' version which is aligned with the Academy's aim of improving health and wellbeing (including self esteem, mood and anxiety), and increasing attainment.

The programme includes:

- An initial assessment of the young person's behavioural habits. This informs the selection of a range of 'Do' tasks suited to the young person.
- Three 'Do' tasks are sent by email or text to the participant about three times a week for six weeks.
- Students develop strategies to help them succeed in the future.



# People maximise their potential

We want to see:	Measured by:
<ul style="list-style-type: none"><li>• Young people succeed</li></ul>	<ul style="list-style-type: none"><li>• GCSE attainment rate</li><li>• % young people NEET</li><li>• % children living in poverty</li></ul>
<ul style="list-style-type: none"><li>• A skilled workforce</li></ul>	<ul style="list-style-type: none"><li>• % people reaching NVQ3 and above</li><li>• % of population with no qualifications</li><li>• Average household income</li></ul>
<ul style="list-style-type: none"><li>• People in work</li></ul>	<ul style="list-style-type: none"><li>• Job Seeker Allowance claimant rate</li><li>• % working age population in employment</li><li>• Long-term unemployment rates</li></ul>

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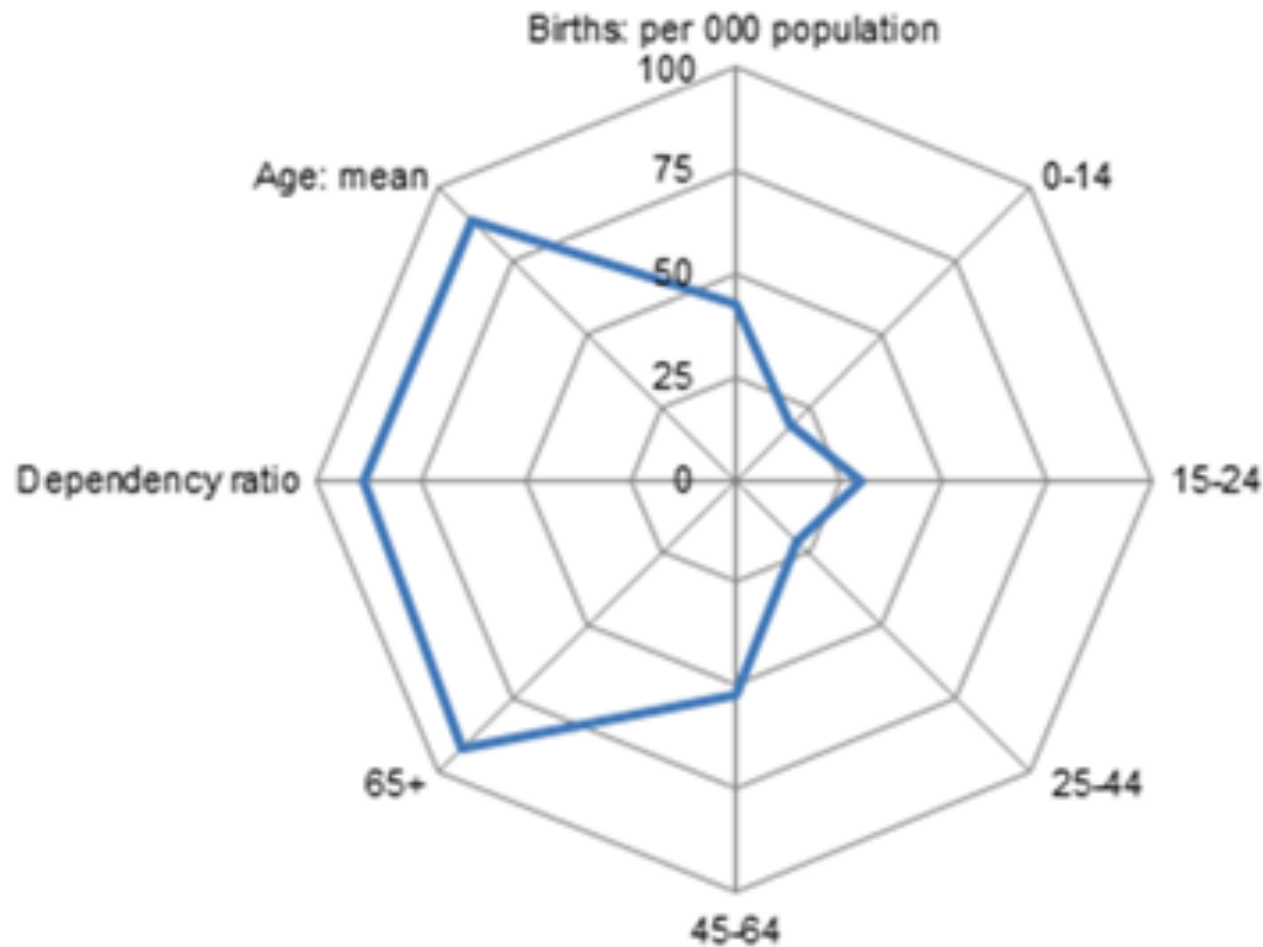


People lead safe and healthy lives

# Age Profile of West Norfolk (Percentile)



## Age profile of West Norfolk (Percentile)







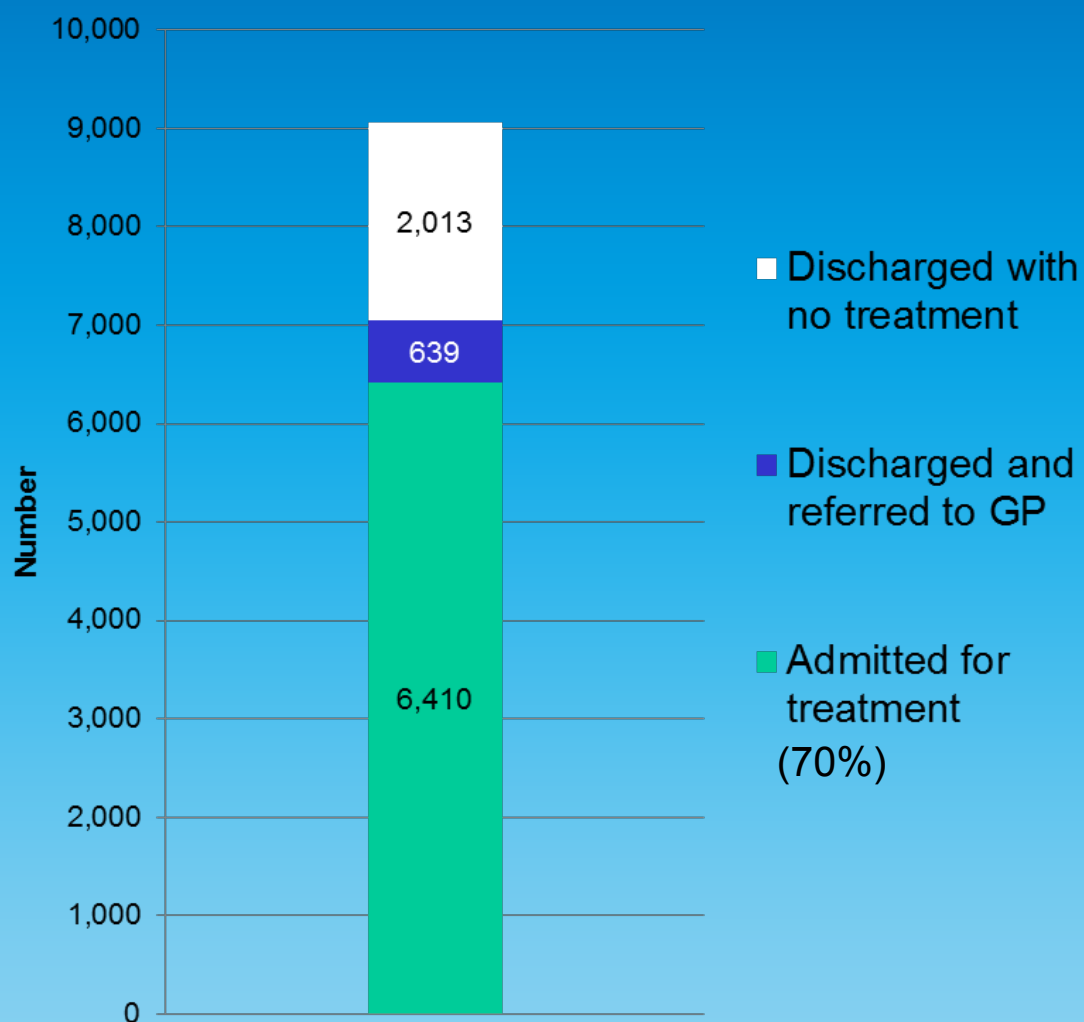
# Older people in West Norfolk

- West Norfolk is ranked in the 90<sup>th</sup> percentile of districts in England and Wales for both population aged over 65 and the dependency ratio.
- 11.2% of the population are over 75.
- 9.8% of West Norfolk residents have a disability or long-term illness that affects their day-to-day activities 'a lot', compared to 9.1% for Norfolk and 7.4% in the East.
- 4.8% of West Norfolk residents provide 20 or more hours of unpaid care per week.
- West Norfolk falls in the bottom 10% of districts on an aggregated access to services score (including GPs, Post Office, dentist, hospital etc.)
- 21.4% of households are living in fuel poverty in West Norfolk, more than the national average of 16.4%.

# Prevention



## Over 65s Presenting at A&E



## Avoidable Costs

£180,379

£54,595

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£234,874

Welcome to the LILY (Living Independently in Later Years) online directory. The directory contains listings of facilities, services and activities for older people living in West Norfolk. The directory is available for older people living in the King's Lynn and West Norfolk area as well as their families, professionals and volunteers working with and supporting older people. The directory is an important resource for providing older people with vital information which supports them to lead healthy, active and independent lives. A LILY Mobile Site is also available.

If you have any queries on any of the information provided on this directory, please contact our Customer Service Team on 01553 616200 who will be happy to help. If you provide a service for older people which isn't listed, please email us the details to [asklily@west-norfolk.gov.uk](mailto:asklily@west-norfolk.gov.uk) and we will add your service to the directory.

The Directory is a free and impartial service from your local authority working in partnership with the NHS and the voluntary sector.



## NHS CHOICES

GP  
Dentist  
Pharmacy  
Information Prescription

**NHS choices**

Find and choose services

postcode

## COMMUNITY NEWS

**SCAM ALERT - NEW VARIATION TO THE 'VISHING' OR 'COURIER' SCAM**

The Borough Council of King's Lynn and Norfolk Trading Standards are warning Norfolk residents about a new variation to the telephone based scam commonly referred to as 'vishing' or 'the courier scam'. Action Fraud is reporting receiving calls from consumers who have been telephone cold called by a person claiming to be...

Caroline Community Service... [View More](#)

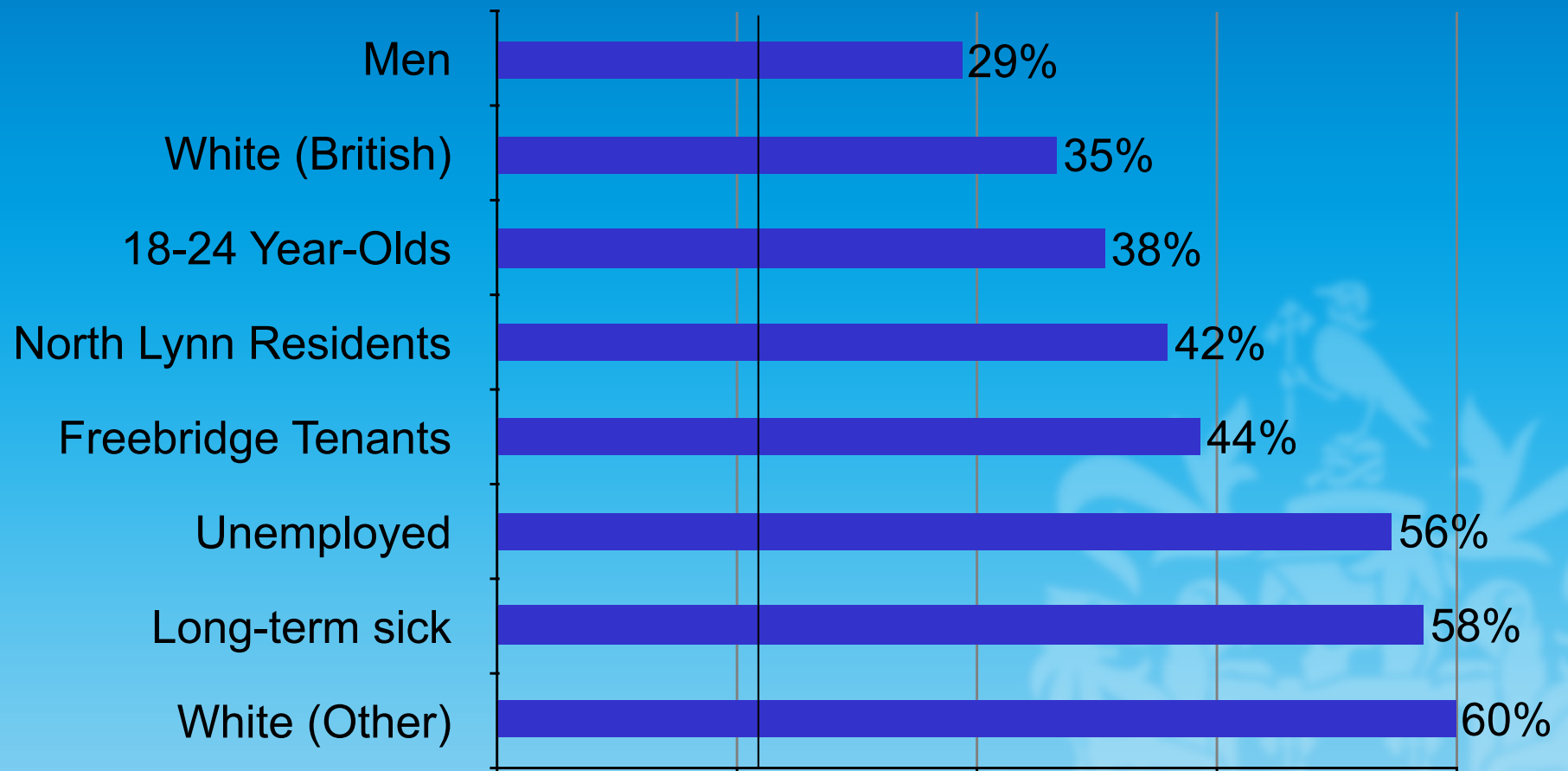
« Prev Pause Next »

## QUICK LINKS

- Art & Crafts
- Assisted Technology & Mobility Aids
- Benefits & Grants
- Carers
- Clubs & Societies
- Counselling & Emotional Support
- Death & Bereavement
- Dentists
- Downham Market area
- Environment & Outdoor Interests
- Falls Prevention
- General & Physical Health
- GPs, Clinics and Hospitals
- Healthy Living & Eating
- History & Heritage
- Hot & Cold Weather Advice
- Hunstanton & Coastal area
- King's Lynn area
- Legal
- Mental Health
- Music, Drama, Literature & Cinema
- NHS
- Opticians & Hearing Aid Audiologists
- Pets & Pet Care
- Places of Worship & Religious Groups
- Professional Interest
- Publications
- Respite & Holidays
- Sensory Health
- Sports & Activities



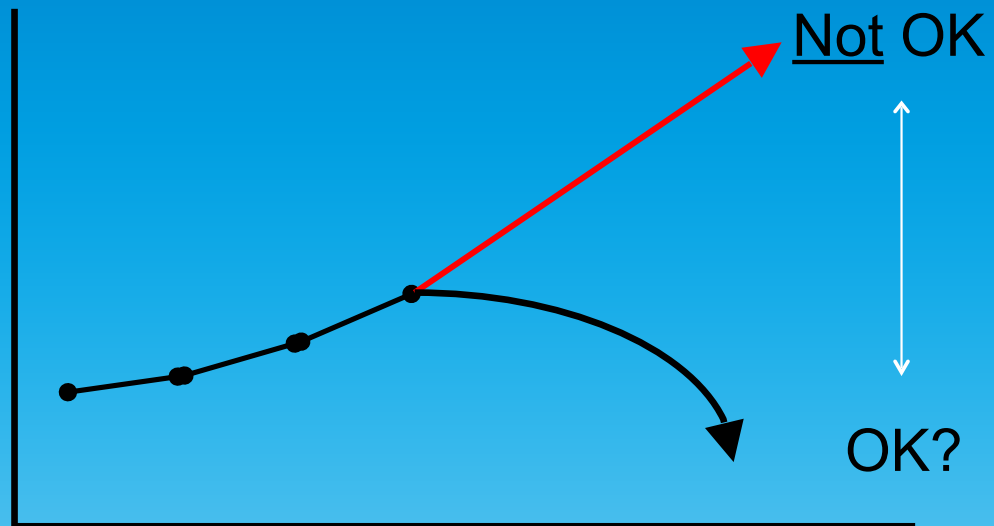
## Smoking Rate





# Turning the curve

Life Expectancy...



North Lynn 73.1 years

Inequality 11.2 years

Gaywood 84.3 years





# People lead healthy lives

We want to see:	Measured by:
<ul style="list-style-type: none"><li>• Tackle complex health needs</li></ul>	<ul style="list-style-type: none"><li>• Measure of mental health</li><li>• Attendance allowance / measure of carers</li><li>• Children in care</li></ul>
<ul style="list-style-type: none"><li>• Support older people</li></ul>	<ul style="list-style-type: none"><li>• Excess winter deaths in over 65s</li><li>• Avoidable hospital admissions in over 65s</li><li>• Income deprivation affecting older people</li></ul>
<ul style="list-style-type: none"><li>• Encourage healthy lifestyles</li></ul>	<ul style="list-style-type: none"><li>• % people taking part in physical activity</li><li>• Childhood obesity</li><li>• Under 18 conception rates</li><li>• Proportion of households with a smoker</li></ul>

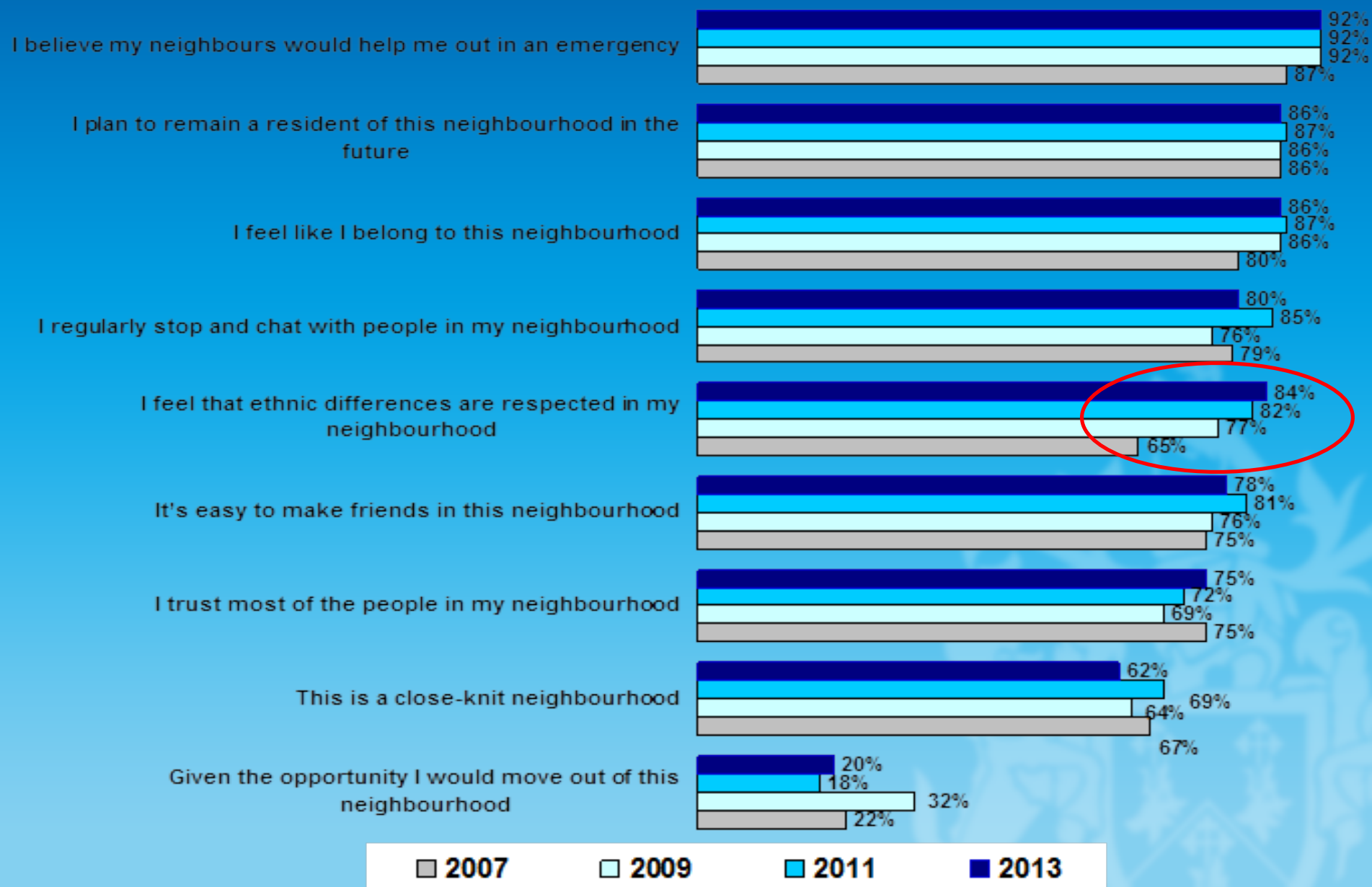
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People live in thriving communities

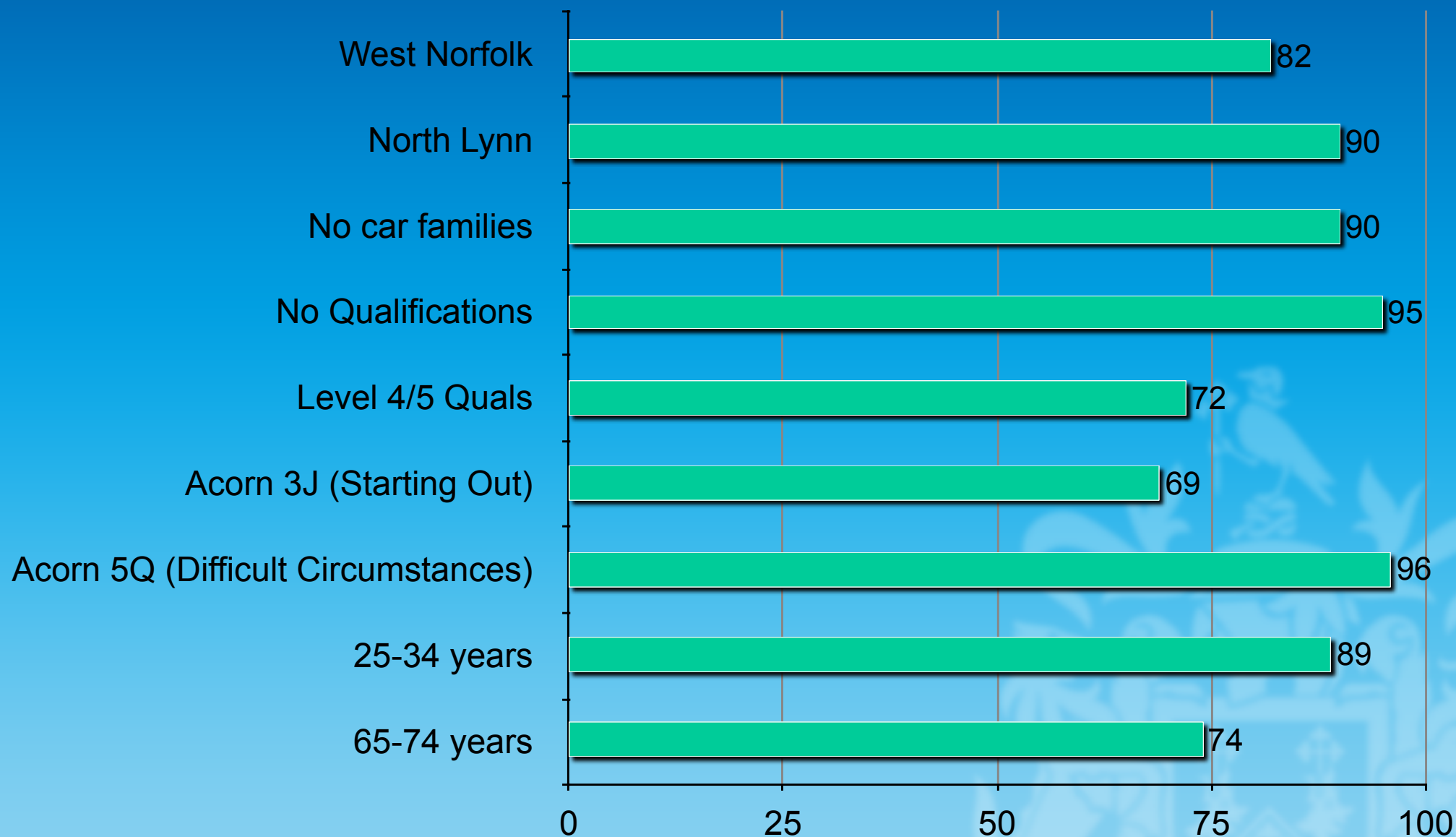
# Community Cohesion



# I don't volunteer...



Region 1



# Time Credits

Borough Council of  
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West Norfolk



## West Norfolk Time Credits:

§1797 Members

- 228 Members from Health & Social Care
- 522 Members in the Community

§67 Organisations/groups

- 11 Schools involved

§>50,000 hours



Stronger more engaged  
communities

More  
Co-produced services

Stronger relationships  
between different  
groups / services



Supported by:

**NESTA** Making  
Innovation  
Flourish



**CabinetOffice**

the  
**Tudor**trust

Lankelly  
chase



## Borough of King's Lynn and West Norfolk

Sub-regional centre



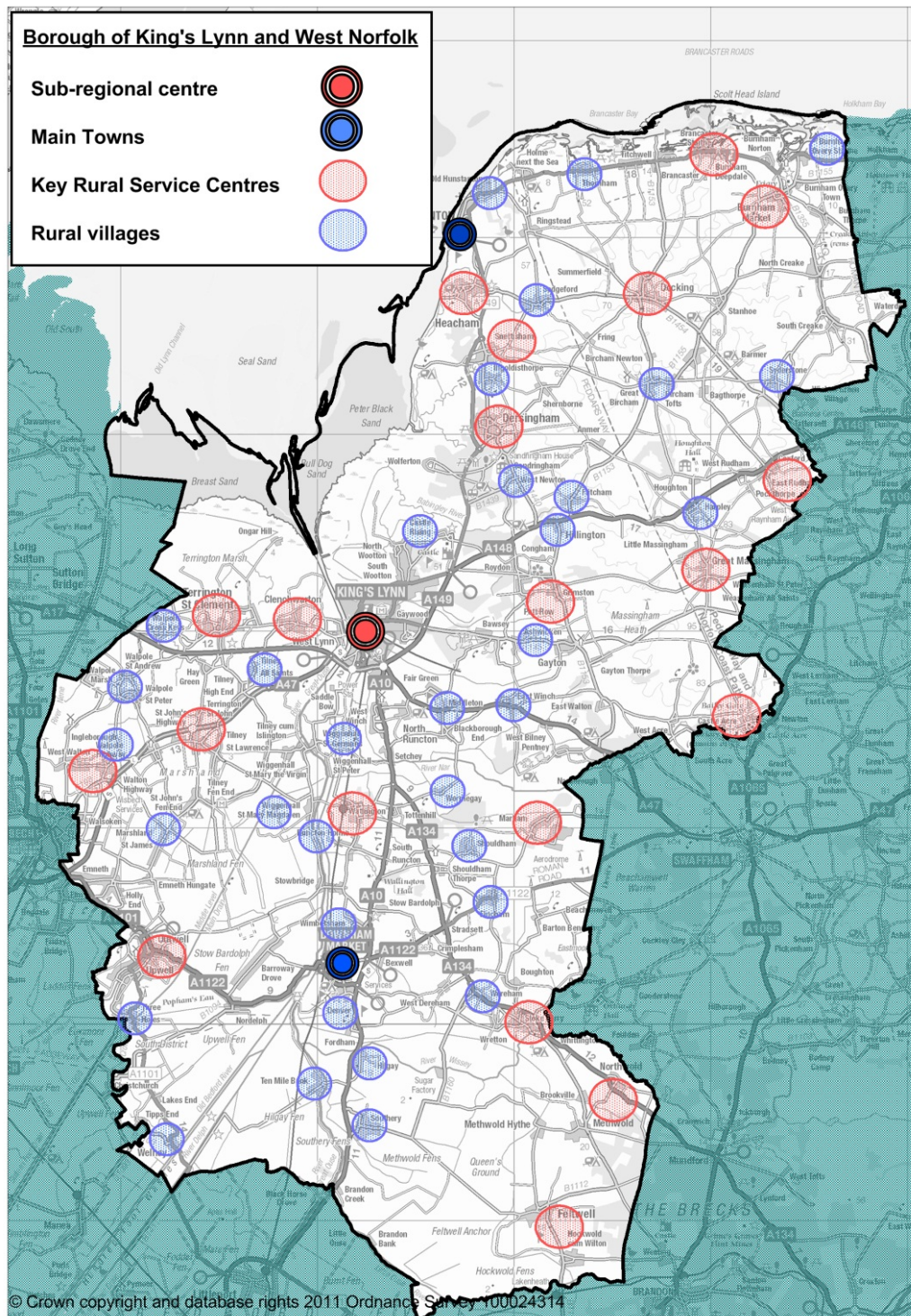
Main Towns



Key Rural Service Centres



Rural villages



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## Settlement Hierarchy



# New Primary School & Community Facilities

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# People live in thriving communities

We want to see:	Measured by:
<ul style="list-style-type: none"><li>• People getting involved</li></ul>	<ul style="list-style-type: none"><li>• % people belonging to one or more groups</li><li>• % volunteer regularly</li></ul>
<ul style="list-style-type: none"><li>• Communities are safe</li></ul>	<ul style="list-style-type: none"><li>• People feeling safe walking alone after dark</li><li>• Road traffic accidents</li><li>• A place where people of different backgrounds get on well together</li></ul>
<ul style="list-style-type: none"><li>• Accessible local amenities</li></ul>	<ul style="list-style-type: none"><li>• Car ownership</li><li>• % communities with a minimum number of amenities</li><li>• Measure of accessibility to transport</li><li>• Access to employment</li></ul>



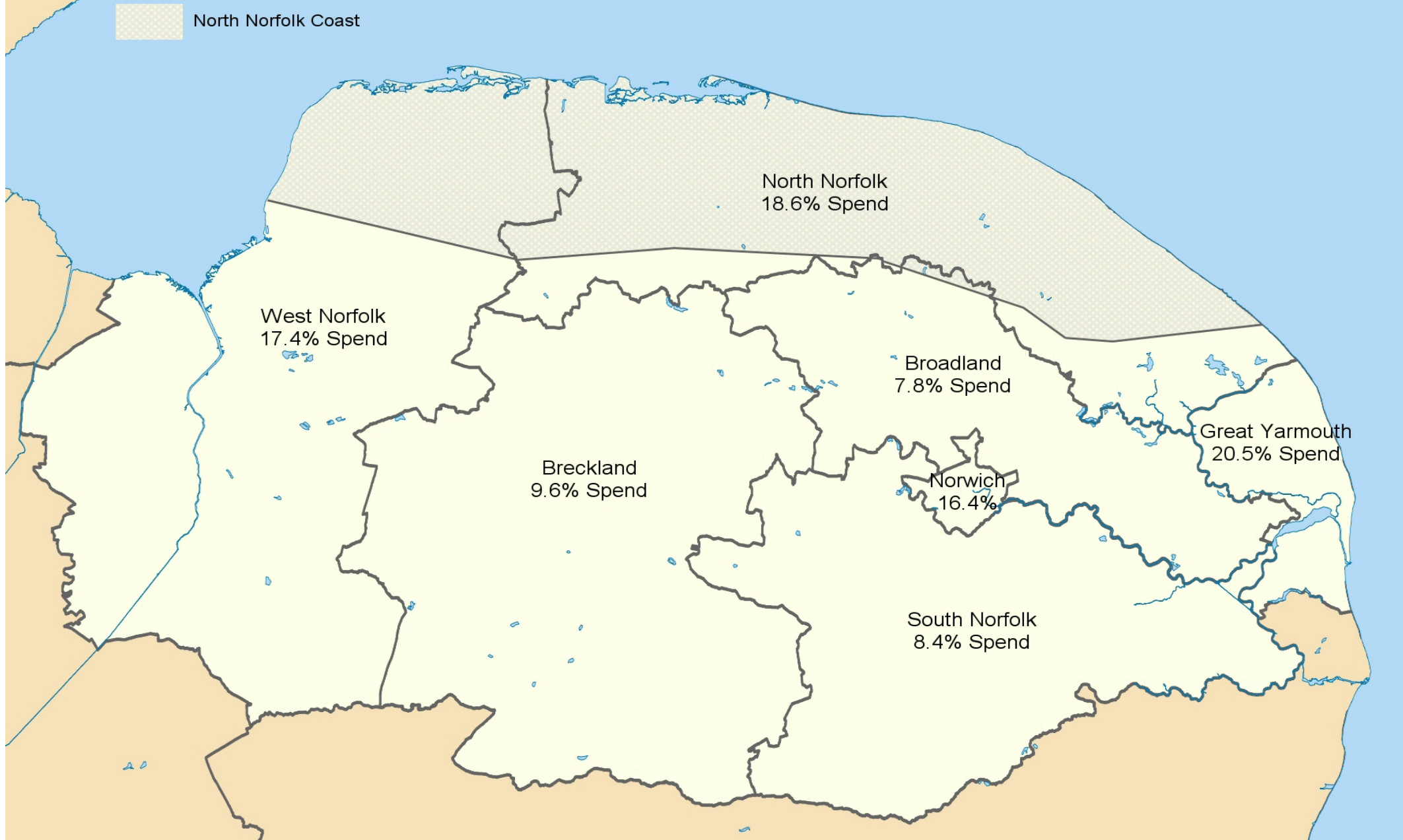
Acting as a champion  
for quality of life in West Norfolk,  
bringing the public sector together  
to address key issues





# Sectors

- Top five employment sectors:
  - Manufacturing – 6,840 employees (13.6% = above average)
  - Health – 6,770 employees
  - Retail – 6,360 employees
  - Education - 5,490 employees
  - Accommodation and food services – 3,580 employees
- **Tourism:** worth £428m a year with 5,981 jobs directly supported by visitor spending (represents 12% of all employment)
- **Public sector:** 29.2% of workforce in 2010 (almost 14,700 people) Above average (25.2% in region). Reflects sub-regional role.
- 5,000 new jobs by 2021



**West Norfolk attracts 17.4% of all tourism spend generated in Norfolk and the most visitors among all local authority areas in Norfolk (6 million). By comparison, North Norfolk attracts 5.9 million, Norwich 5.1 million and Great Yarmouth 4.5 million.**



# Leading Manufactures

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Borough Council of  
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West Norfolk



- Logo's here





# Biggest Businesses by RV

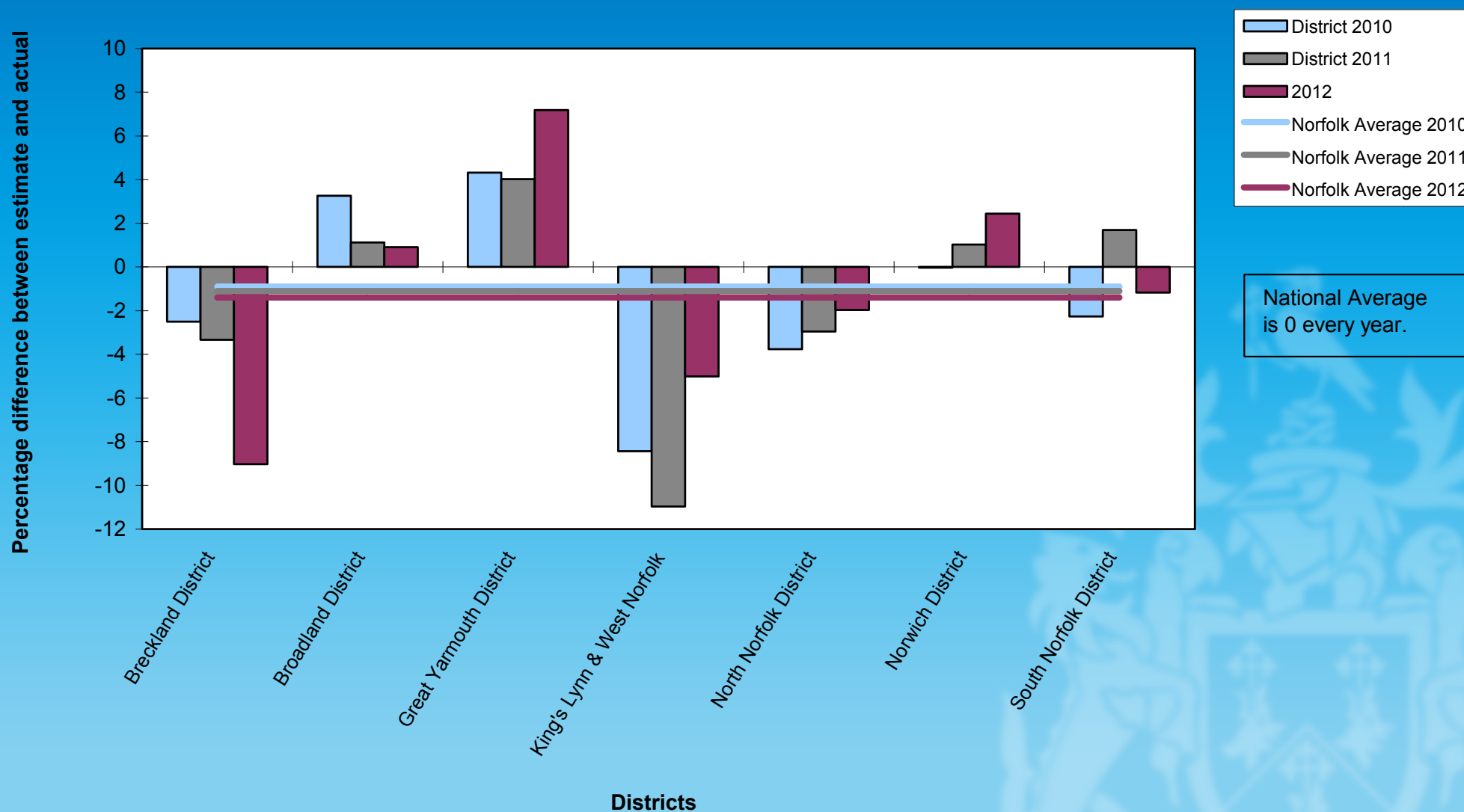
1. Wissington Sugar Factory
2. Sainsburys, Scania Way
3. Palm Paper Ltd
4. RAF Marham
5. King's Lynn Power Station
6. Lynn Road Distribution Centre
7. Tesco Stores Ltd, King's Lynn
8. Morrisons, Coburg Street
9. Queen Elizabeth Hospital
10. Tesco Stores Ltd, St Faiths Drive
11. Dow Chemicals Co Ltd
12. Penguin Foods
13. Sewage Disposal Works, Clockcase Road, Clenchwarton
14. Wm Morrisons Supermarkets Plc, Elm High Road
15. Bepak Industries Plc
16. B & Q Plc
17. Searles Leisure Resort?
18. Sewage Disposal Works, River Road, West Walton
19. Lynnsport & Leisure Park, Green Park Avenue
20. Sainsburys, 15 St Dominic Square

# Analysis of performance against FFT estimates based on similar pupils in similar schools achieving %5+A\*-C Including English and Maths by district – trends 2010 to 2012

Borough Council of  
**King's Lynn &  
West Norfolk**



## Analysis of performance against FFT estimates based on similar pupils in similar schools achieving %5+A\*-C Including English and Maths - by District - trends 2010 to 2012





# Over 65s admitted to A&E

August 2010 to July 2011 (12 months)

- 10,148 admissions

Of which...

- 6,410 admitted for treatment (63%)

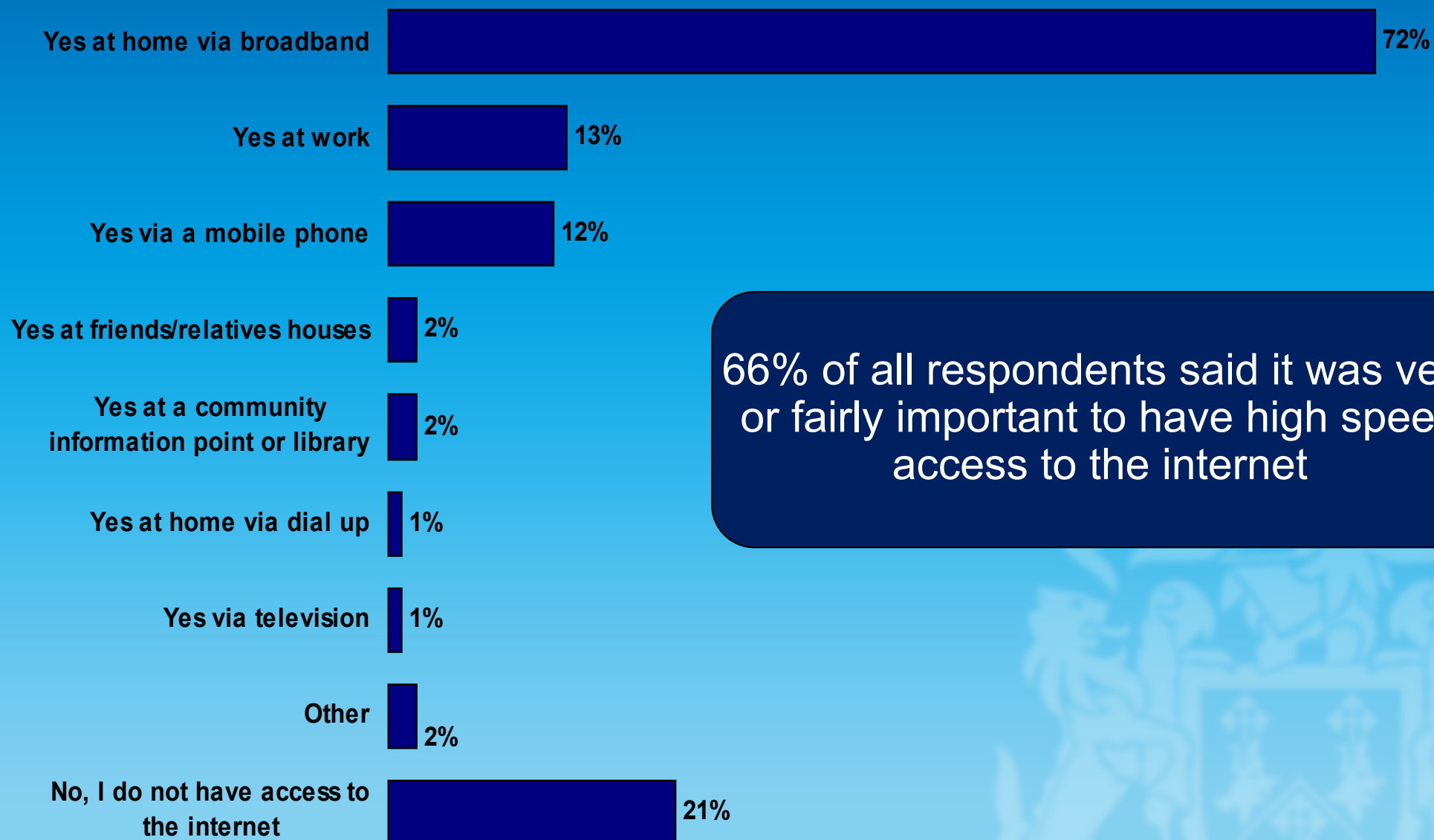
But...

- |                                       |      |          |
|---------------------------------------|------|----------|
| • 2,013 discharged without treatment  | Cost | £180,379 |
| • 639 discharged and referred to a GP | Cost | £ 54,595 |

Total cost of unnecessary attendances at A&E	-	<del>£234,974</del>
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# Do you have access to the internet?

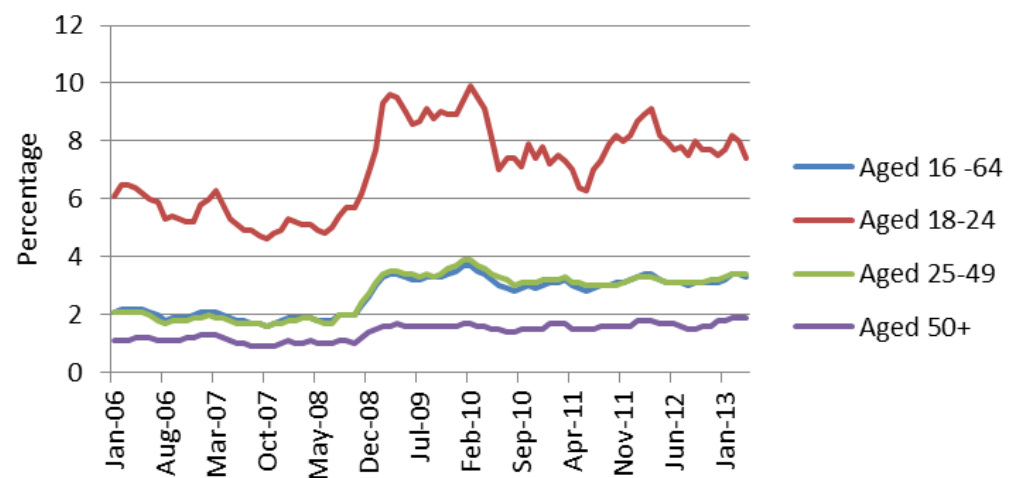


66% of all respondents said it was very or fairly important to have high speed access to the internet

# NEET Stuff



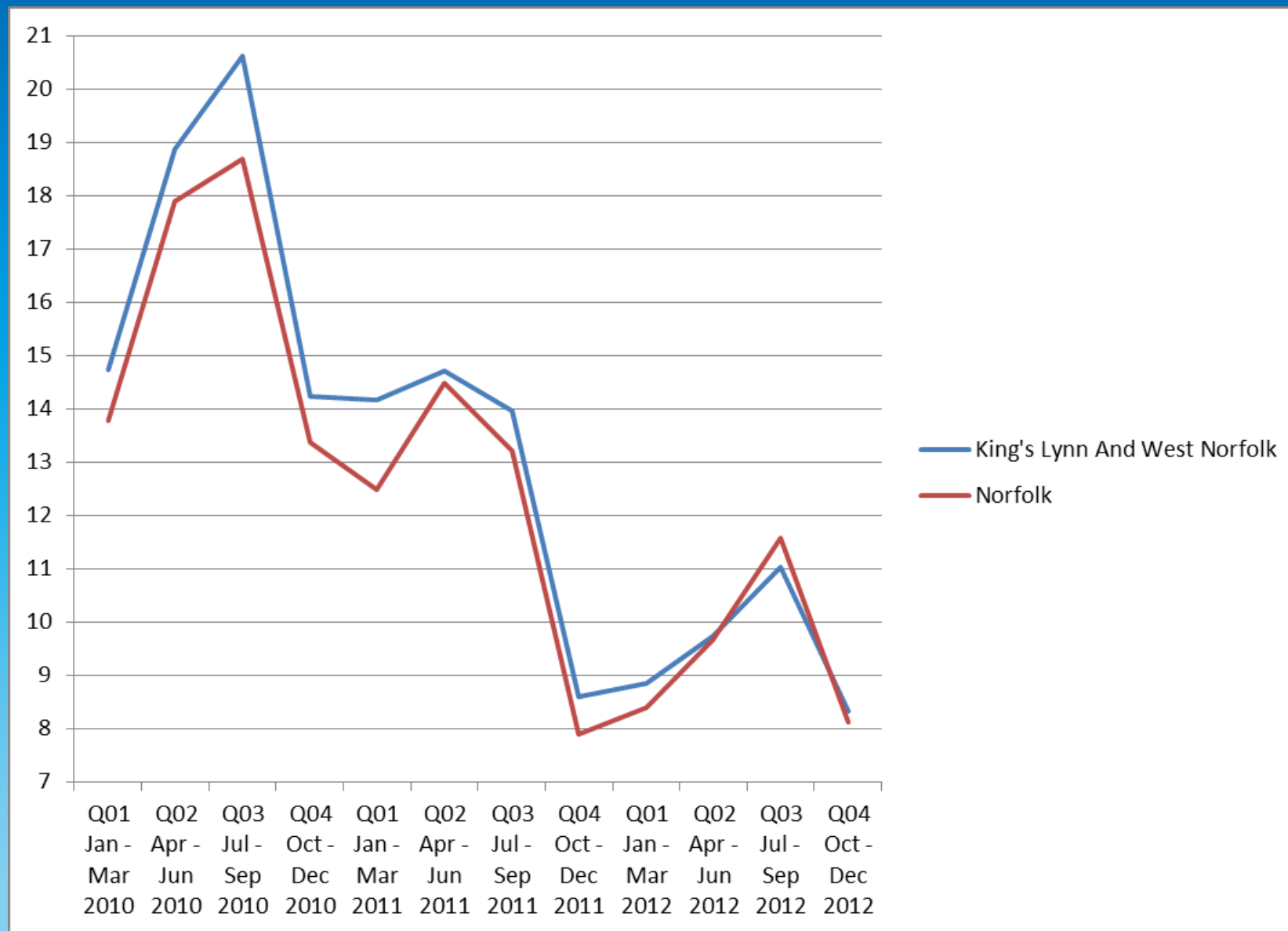
**Claimant Count monthly from 2006**  
**King's Lynn and West Norfolk**





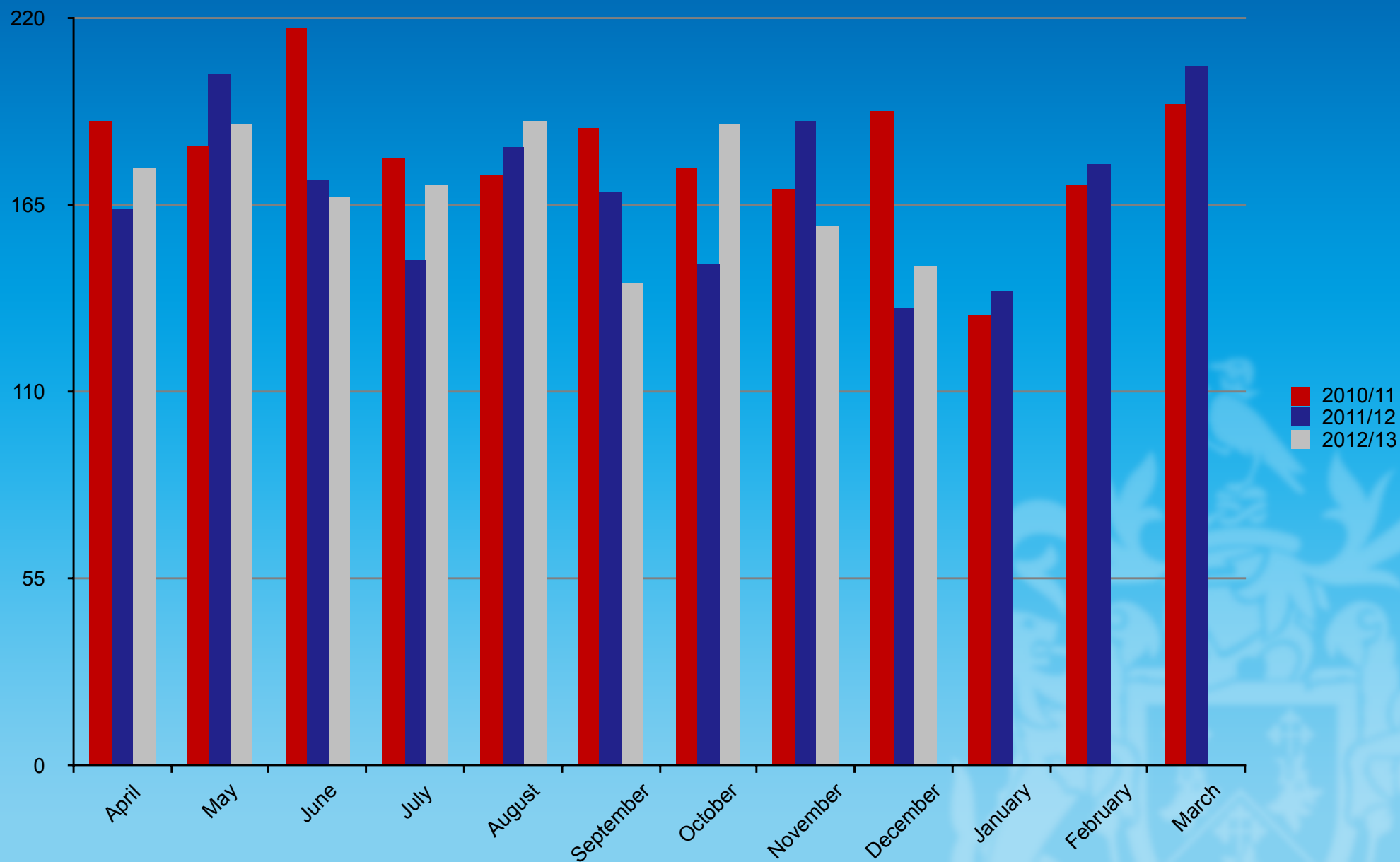
# Rate of Anti-Social Behaviour per 1,000 people

Borough Council of  
King's Lynn &  
West Norfolk

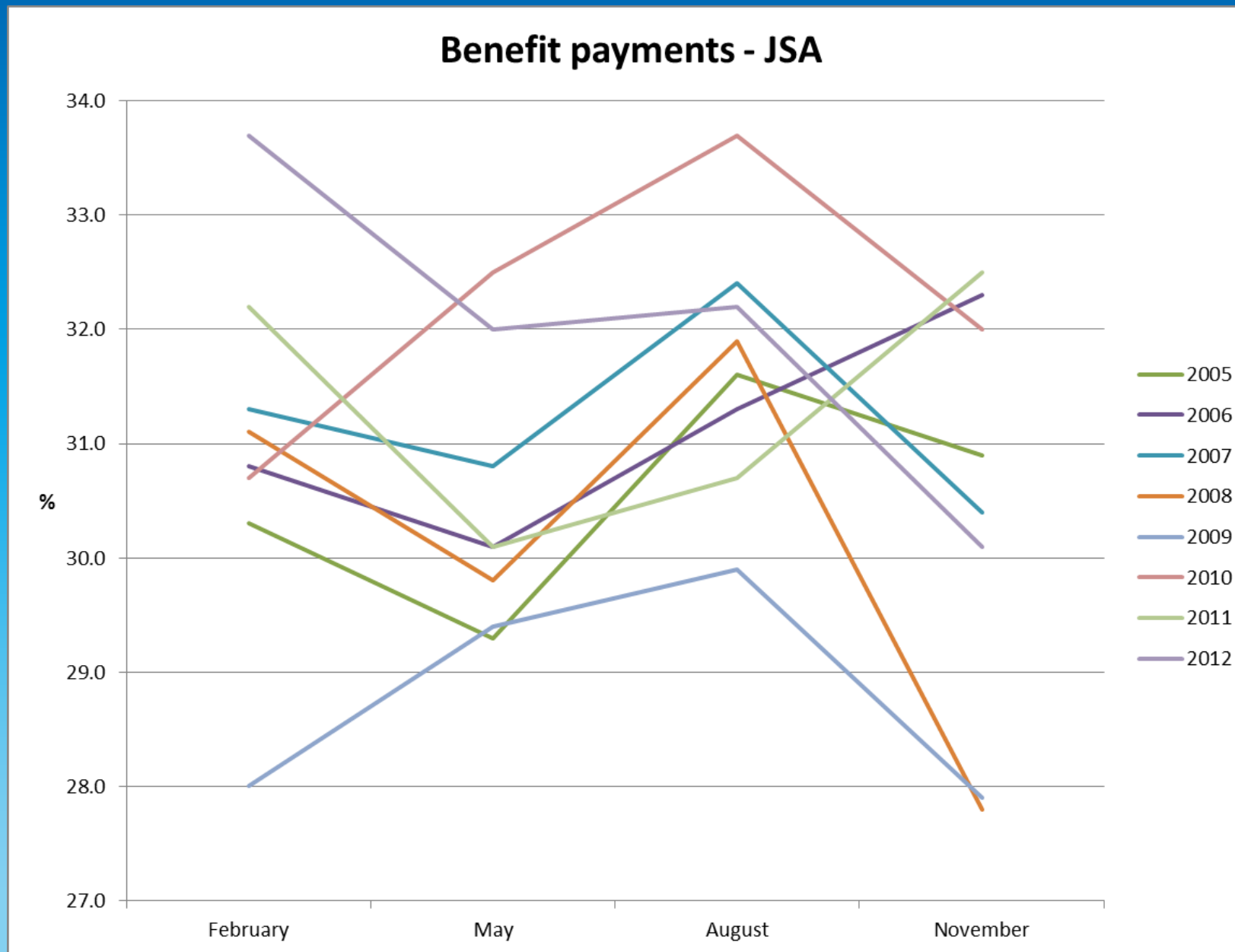


# Planning applications

Borough Council of  
King's Lynn &  
West Norfolk



# Claimant Rate among Young People

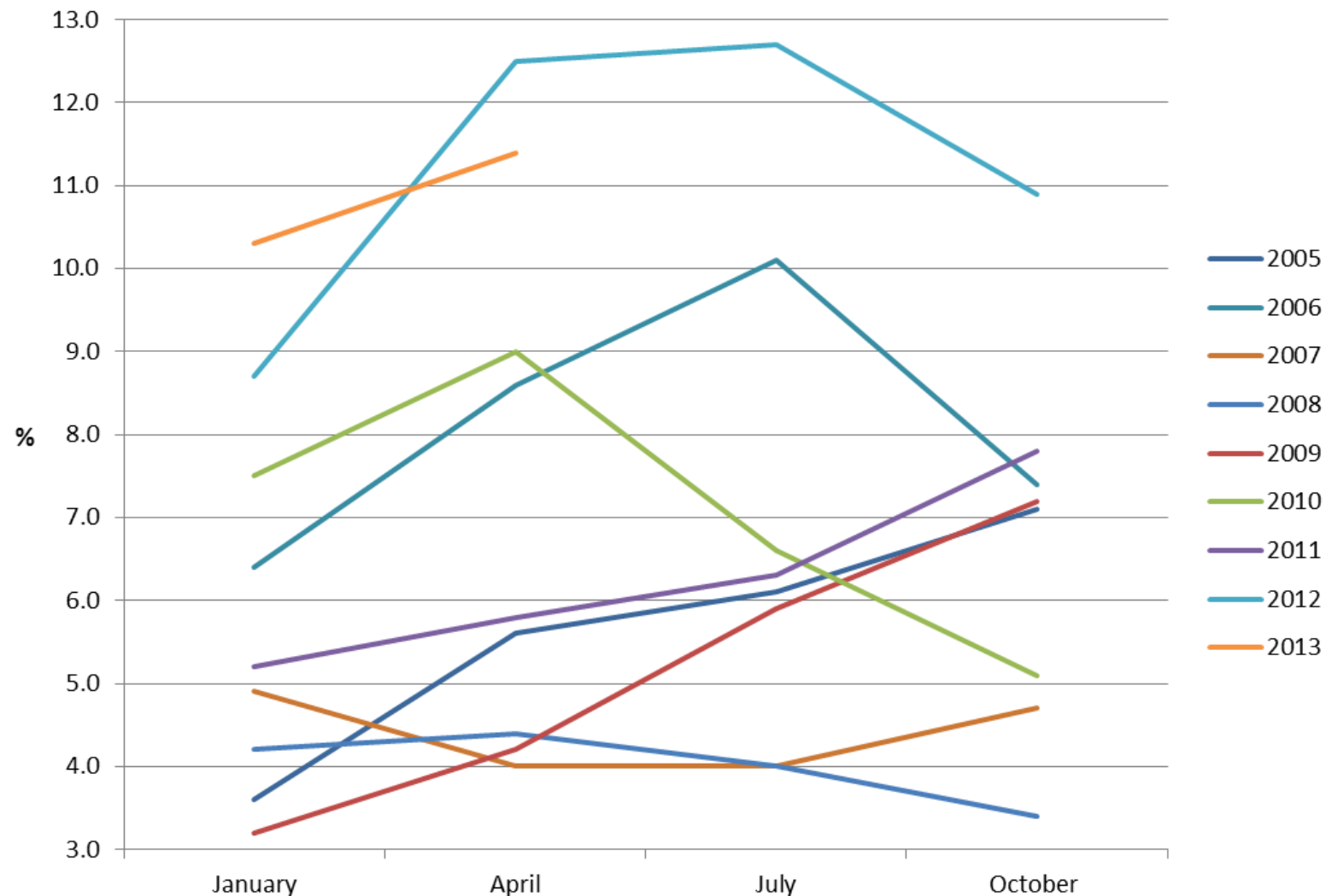


# Claimant Rate among Young People

Borough Council of  
King's Lynn &  
West Norfolk

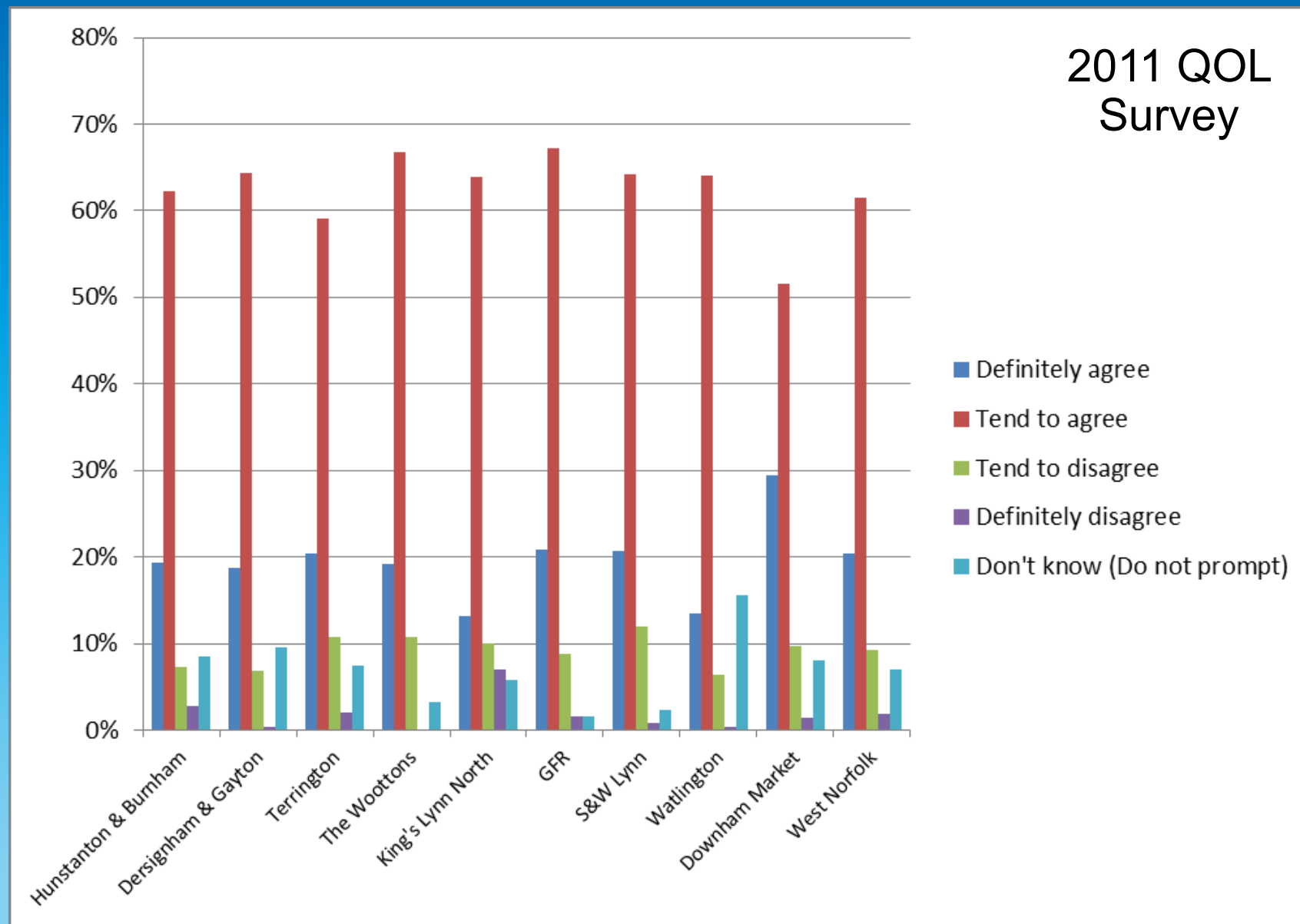


## Claimant Count - 18-24 years old over 6 months





## % 'definitely' agreeing people of different backgrounds can get on



# Residential property completions



7,425 new homes in King's Lynn growing population to over 50,000 by 2026  
9,075 new homes across rest of Borough  
16,500 total new homes by 2026



# Residential property sales

Borough Council of  
King's Lynn &  
West Norfolk

