



**BRECKLAND COUNCIL
SERVICE
ACHIEVEMENTS
2014-2015**

Environmental Services

- 29 Community Litter picks organised across the district during 14/15 – litter pickers, high viz and gloves available to loan from Environmental Services
- Enforcement: two successful court prosecutions totalling £3810 for flytipping on the Abbey Estate in Thetford and at Holme Hale.
- Successful Garden Waste trial carried out in target areas promoting a 15 month for the price of 12 garden waste service. An additional 800 subscribers joined the service this year and a record 8000 tonnes of garden waste was composted meaning 16% of collected waste is composted.
- Recycling Revolution successfully launched on 1 October enabling residents to recycle more items in their black bins including glass bottles and jars.
- Communication and financial support plan set up to help community groups promote their local bottle bank facilities.
- 10 well attended recycling roadshows carried out across the 5 market towns in September and December to promote the new recycling service.
- Customer Satisfaction Survey results for Waste and Recycling Services has increased to 90.3% highest results since 2012.
- Partnership working with Flagship and SNT to raise awareness with residents about any flytipping and litter issues in their area and participating in local spring clean events.
- Working with BP Garage and Tesco Thetford to improve the cleanliness of the areas around their premises.
- Working together with all town councils to discuss the way forward to improve and obtain positive results when issues arise; and to advise and clarify the correct reporting system via the customer contact centre, in order that issues are logged in the correct manner to enable monitoring and progress.

Economic Development Achievements 14/15

Grants to SMEs –Grants4Growth (Small/Medium Enterprises)

Grants4Growth is due to complete in August 2015. The figures below are for Breckland only and are to date.

Thetford: 11
Attleborough: 3
Swaffham: 1
Watton: 4
Dereham: 1
Rural: 14

Grant value paid: £311,765
Investment by SMEs: £2,402,352
Jobs created: 38
Jobs safeguarded: 188

Grants to SMEs – Grants4Growth Pipeline

Grants4Growth will be running till August 2015 and will support more beneficiaries through the year.

Thetford: 2
Rural: 1

Grants offered: £44,885

Grants to SMEs –REV ACTIVE

The REV ACTIVE project completed in 2014, the figures below show the overall project achievements.

£3.2m project value
Over 400 SMEs provided direct one to one support
£597,000 of grant money invested
326 successful efficiency and environmental initiatives
£2.5m match invested by SMEs
£10m saved by SMEs
75,000 tonnes of CO2 saved
80 jobs created
96 jobs safeguarded
£8m GVA to the local economy

Start-up businesses – Enterprise Norfolk

The second year of Enterprise Norfolk was launched in April 2014 offering business support and grant assistance to businesses who have completed the course.

30 new business starts

80 businesses received one to one support

25 businesses attended 3 day business support workshops

76 businesses used the drop in surgeries at either Dereham or Thetford

68 businesses were referred to additional sources to gain further support or funding

Over the 2 year period that the scheme has been running 200+ businesses in Breckland have gained the support of the scheme, with a total of 60 businesses who have gone on to set-up as start-ups.

Below is a breakdown of the 60 start-up businesses to which area within Breckland:

Dereham: 11

Thetford: 19

Swaffham: 5

Watton: 5

Attleborough: 8

Rural: 12

MTF project highlights 2014/15

- The opening of the £3.9m Minstergate Bus Interchange on March 1st 2015 with opening event March 3rd 2015
- The £320k appointment of the design team to finalise the design and discharge planning conditions of the Riverside development to allow construction to begin May 2015
- The site clearance of the Riverside site ready for development in May 2015
- The signing of Light Cinemas as tenant for the Riverside development
- The appointment Of Farrans Construction as contractors for the Riverside development

Other

Green Apple Environment Award 2014 – Local Authorities Community Award Silver Winner

FINANCE

- Paid suppliers £30 million
- Implemented major upgrade to Integra finance system to move to a web based version
- Budget balanced through to 2017-18
- Unqualified accounts produced earlier than statutory timeframes & audit completed in June/July
- Implemented upgrade to income management system
- Jointly procured a new banking supplier, resulting in reduced annual costs and switched banks from Co-Op to Barclays
- Provided financial support for a large commercial procurement
- Received a “good” assurance (the highest possible) from the internal audit review of our Creditors systems (this is the only audit this year to date)

Community Development & Health

Community Development

- **Thetford Parkrun (with MTF):** 10000 recorded runs, and over 1500 registered Thetford Parkrunners during April 2014 - April 2015
- **Breckland Village Games:** 15 roadshows, 22 villages engaged, 76 residents per week engaging with Village Games inspired clubs. Total annual participation in project for 2014 - 5370
- **Fun and Fit:** Funding secured for 12 x 10 week blocks of courses being offered 3 times a year district wide, to engage inactive residents in free physical exercise classes until 2017. Started Feb 14 in partnership with Active Norfolk. 1000+ residents engaged since it's conception
- **Breckland Cricket Festival:** 100 sessions engaging 1360 participants, 11 Schools receiving 8 coaching sessions from ECB Level 2 cricket coaches, linked to local cricket clubs.
- Cricket Festival between all schools involved held at Garboldisham CC on Tuesday 12th July 2014
- Winter Indoor Adult Cricket League Nov-Jan 2014/15 400 participants
- Disability Cricket sessions in Dereham Jan-March 2015 60 participants
- **Rural Sports Holiday Activities:** 749 children engaged in 50 sessions across 15 locations in the district during the school holidays.
- **Sportivate:** 456 14 - 25 year olds engaged in Olympic legacy subsidised sports courses district wide
- **Dereham 5K:** 280 5K Runners, 186 1K Fun Run Runners. 69 volunteers
- **Coach Development:** 18 new sports club coaches funded by Breckland Council in 2014
- **Big Switch and Save** encouraged residents to join together to use the power of collective purchasing to gain a cheaper energy price. The scheme took place twice, with 4141 residents registering to take part. The scheme resulted in 69% of residents being able to save money on their energy costs, with an average saving of **£110.65**.
- **Book Festival March 2014:** 18 author events and workshops in the market towns.
- **Cycle Cinema:** 4 Cycle Cinema events – screening films powered by Bicycles. Approx 200 attended.
- **Breckland Art Trail:** Over 70 artists took part, 700 visitors and over £4,000 worth of sales.
- **Festival on the Farm:** working with Gressenhall Museum, over 2000 visitors on day.

- **Pride in Breckland Awards:** Over 90 nominations came in for individuals, groups and business across the district. 27 finalists attended on the night with 9 overall winners. 140 guests attended on the night.

Breckland Fit Families:

- **First Fit Families pilot project delivered from 11 February – 25 March 2015. 5 partners involved in delivery - The Joy of Food, Master Gardeners, Aspire PE, Watton Sure Start, Westfield Infants Primary School - resulting in 90 families (circa 400 participants) engaged in regular/weekly ‘healthy behaviour change’ (food/exercise) activities over the 6 weeks. The project received over 1000 posts to Facebook during the 7 week period evidencing a wide variety of healthy behaviour change ‘soft outcomes’ achieved, eg:**

[Tara Laurenalfie Hudson Westfield Infants Reception](#)

29 mins ·

So thats official 3 weeks for alfie with no sugar, 1 snack of crisps a day and any other snacks which use to be sweets and cakes have for 3 weeks been replaced with fruit or veg even low sugar yogurt drinks:-) thank you [Breckland Fit Families](#) alfie has loved it *smile emoticon*

[Unlike](#) · [Comment](#)

- You, [Michelle Stowell](#) and [Michelle Paterson](#) like this.



- [Breckland Fit Families](#) Really pleased to hear that Tara! Fantastic

8 mins · [Like](#)

[Michelle Paterson](#) [Tara](#) he is so pleased that he brings water into school in his bottle setting such a good example

Our Day Out:

- **Project is designed to create shared positive activities for people with Dementia and their carers. A 12 month programme has been developed and will engage with residents on a monthly basis across all market towns (subject to appropriate referrals). Having launched initially in Dereham the group now has 14 members who have undertaken a chair based dance session as well as a quiz/bingo afternoon. New sessions are being brought on line in Attleborough and Watton. The scheme has received some great press coverage as well as receiving positive endorsements from Public Health and Norfolk Health and Wellbeing Dementia Champion.**

Upcoming Events – 2014/15

Health and Wellbeing

- Five weeks of holiday **art activities** in Libraries.
- **Dance** programme for 5 – 16 year olds in Litcham over three terms.
- **Master Gardener** programme over two years
- Raft of **sporting opportunities** for all ages including Fit Family, Older Age Group

- Further **Big Switch and Save** opportunities

- Match funding committed in grant offers in 2013/14 financial year is
- **£59,420.39**
- Pride funding committed in grant offers in 2013/14 financial year is
- **£38,606.39**

- **Big Spring Clean:** 7 applications received so far. Deadline for applications for up to £200 by 29 May.

- **SpeedWatch campaign:** Working with the Watton Police and Wayland Academy Year 7's to educate around road speed and safety.

- **Heritage Open Days:** 10-13 September. Works with volunteers, heritage sites (museums, churches, memorials etc.) and schools to engage the community.

- **Breckland Tour of Britain: 12th September 2015 – Britains largest free to view International sporting event – The Tour of Britain – will pass through the District in Bawdeswell, Attleborough, Old Buckenham, Bridgham, East Harling, and Thetford, before heading into Suffolk.**

- **Numerous community Events will be held from June –September in the build up to the day, engaging all the communities along the route in the countdown to the race.**

Community Safety/Breckland Operational Partnership Team (OPT)

- 8.8% reduction overall in ASB across Breckland district compared to same time last year.
- Range of use of ASB tools and powers used to address ASB in areas across the district - Acceptable Behaviour Contracts (4 currently being monitored across the district), numerous ASB warning letters sent out and several multi agency meetings held each month to discuss the more challenging referred cases of ASB.
- Tools and mechanisms developed to identify and support those victims of ASB deemed most vulnerable and at risk.
- Breckland OPT - pilot for Norfolk Constabulary regarding assessing risk and vulnerability of victims across all their areas of business except domestic violence and sexual offences. This includes all ASB too and is based upon a set of 5 questions which are then scored and assessed by officers for appropriate action.
- 21 performances of the YBYZ drama performance carried out in several junior schools across the district – 850 children got to see this performance based on making the right choices and not giving in to peer pressure.
- Continually working in a multi agency environment to holistically tackle the problem of ASB and low level crime in the district. Partners include social landlords, Youth Offending teams, Children's services, Stonham Family Intervention Project etc.
- £8000 funding secured from the Chief Constable's fund to assist in the development of a victim focused project acknowledging the impact ASB can have on an individual's health & wellbeing. Plus scope to develop an educational package to teach youngsters in schools about the impact of ASB on the victim and what being a victim feels like.

And the officers when asked what we had achieved came up with:

Additional Service Achievements:

- We created Breckland Training Services
- We reduced fly tipping by 13%
- We awarded over 100 pride in Breckland grants amounting to over £190K
- We achieved member charter plus to help support members in their roles as ward and community leaders
- We were part of the Norfolk Recycling revolution in partnership with all other Norfolk councils
- We refreshed 'Respect' zones to help reduce antisocial behaviour
- We introduced the 'Big switch and save' to help secure lower energy prices for residents
- Launched Breckland master gardeners and held another successful festival on the farm
- Continued to deliver our Grants4Growth programme
- ARP continued to grow by bring on new partners to the board
- We have been working on developing a LABV partnership
- We have secured funding to upgrade the shared managers IT from DCLG
- We have received money from the LGA to begin our digital journey
- We maintained a 90%+ occupancy of our commercial assets ensure income for the council
- We have worked with members to enable them to develop as more effective Ward Leaders which has been recognised by achieving Member Development Charter status in March 2010 and successfully reaccredited
- We launched the Litter Blitz campaign to get local people involved in cleaning up their local area
- We have implemented the National food hygiene rating system
- We have secured funding to upgrade the shared managers IT from DCLG
- We have received money from the LGA to begin our digital journey
- Maintained low council tax without reducing services or charging for parking
- Launched a new communication strategy to engage with residents
- Successfully enforced environmental crime (6 prosecutions)
- Reduced the number of empty properties in the district
- Increased partnership working to improve community safety and health outcomes
- Secured LABV

