

intouch

with you and Waveney (one last time)
March 2019



**Farewell
Waveney
Hello East Suffolk!**

Your new council is coming from April, replacing Waveney and Suffolk Coastal. Everything you need to know **INSIDE!**

As part of the East Suffolk Business Plan, we committed to creating more apprenticeships. We did it, and plenty more besides! Pages 8-11



contact us

You can do more online at
www.eastsuffolk.gov.uk

Customer Services:
03330 162 000 (local rate number)

customerservices@eastsuffolk.gov.uk

Accessibility:
There are hearing loops at all
of our offices.

In person:
Marina Customer Service Centre
The Marina, Lowestoft
NR32 1HH

Beccles Library
Blyburgate, Beccles
NR34 9TB

*We provide public access
computers at all of our offices*

Opening times:
Marina Customer
Service Centre

Mon-Wed: 8.45am to 5.00pm
Thu: 9.30am to 5.00pm
Fri: 8.45am to 5.00pm

Our busiest day is Monday and our
busiest times are between 12.00pm
and 2.00pm each day.
Additionally, we are very busy at the
beginning and end of each month.
We are closed on bank holidays and
weekends.

facebook.com/eastsuffolkcouncil
twitter.com/eastsuffolk

Cllr John Groom

It is with very great sadness that Waveney District Council recently announced the death of Councillor John Groom at the age of 70.

John was a hugely dedicated and respected public servant who had served Waveney as a ward councillor for Bungay since his first election in 2000. He was also a town councillor, the Town Reeve and had been Mayor of Bungay on three separate occasions. He ran a well-known and popular local catering company with his wife Jayne and had been in the butchery trade for 55 years, running his shop in Bungay for 35 of them. He was beginning to wind down his business activities and was the only remaining independent butcher in the town.

John and Jayne were spending time keeping shire horses as well as Suffolk Punch horses which they were taking to country fairs and horse trials, winning many trophies. The thoughts of everyone at Waveney District Council are with Jayne and all of John's close friends and family.

Cllr Mark Bee, Leader of Waveney District Council said: "We are stunned and trying to



come to terms with the news of John's sudden passing. He was a wonderful local figure, a man of great warmth and determination who dedicated much of his life to local people and communities. John's passing will leave a huge hole in many lives and Waveney will be a poorer place without him."

Stay Beach Safe!

East Suffolk is home to miles of beautiful coastline, however high tides and storms can cause erosion and unstable cliffs in winter months.

We want you to be able to enjoy walking on the beach but would like to remind people to avoid walking near to the cliffs in case of falling debris or cliff falls. It may be necessary to check the tide times beforehand to make sure you are not forced to walk near cliffs due to a high tide.

This is especially important at Pakefield where the cliffs have suffered further erosion due to recent high tides, particularly in the area close to Pakefield Caravan Park. As a result, it is

currently not possible to walk along the beach at high tide without walking close to the cliffs. It is possible that further erosion may occur in this area, increasing the risk of cliff slippages. We therefore advise members of the public not to walk in this area at high tide and avoid walking close to the cliffs at all other times. We are working closely with the landowners, who have also been clearing debris from the beach and we will continue to monitor the situation.

The Council will issue public information warnings via social media during exceptional weather conditions to warn beach users of the increased risk of harm from unstable cliffs.



A message from the Council Leader

After nearly 11 years of working together in partnership, delivering crucial services for the communities of Waveney, we are on the cusp of a historic change.

From April, Waveney District Council and Suffolk Coastal District Council will no longer exist and a new organisation – East Suffolk Council – will take its place. The creation of this new ‘super district council’ is a historic first for local government. It is the latest step in a meticulously planned journey designed to ensure that local people receive the services they deserve and expect in the face of considerable financial challenges for local government.

Our partnership has already seen the creation of a single, joint workforce and has enabled both councils to drive down costs. It has already provided far more efficient frontline services, giving local tax payers better value for money. Indeed, this evolution, with a single, shared vision, has generated cumulative savings of over £22 million in the decade or so since we began this journey in 2008 by appointing a joint Chief Executive. The primary reason for creating this new council is because we need to meet the challenges presented to us by a hugely pressurised financial and service-delivery environment. Compared with the other options considered, it is the most simple to implement and has involved limited transitional costs. It will enable us to grasp more opportunities and deliver our priorities for East Suffolk of financial self-sufficiency, economic growth, and enabling our communities.

So what will you as taxpayers see that is different? First, we are reducing the number of councillors from 90 across the two authorities to 55 and the elections to the

new council will take place on May 2nd. Also, given that Waveney and Suffolk Coastal will no longer exist, we obviously cannot continue with the same signage on buildings and vehicles, so these will all change – albeit gradually to keep costs down. But most importantly, we want you to be reassured that despite the changes, an incredible amount of work has gone in to ensuring that it will be ‘business as usual’ when the new council comes in to force on April 1. You will continue to pay your council tax in the same way, your refuse and recycling will be collected by the same friendly and efficient teams and a range of important services from Planning and Coastal Management to Housing and Environmental Health will continue in exactly the same way. With funding for council services in increasingly short supply, we face many challenges. However we are certain that the creation of this new council means we will be in the best possible position to overcome the obstacles we face. A huge amount of work has taken place to ensure that the transition to a new council is entirely smooth and we are incredibly excited by what we hope will be a very bright future for the whole of East Suffolk – from Felixstowe in the south to Lowestoft in the North.



“This is the latest step in a meticulously planned journey to ensure that local people receive the services they deserve and expect in the face of considerable financial challenges for local government.”

-Cllr Mark Bee

Get your walking boots on!

“The 2019 Suffolk Walking Festival kicks off on Saturday 11th May and it’s set to be the most exciting one to date.

Now in its 12th year, the walking festival has grown and grown to become one of Britain’s largest walking festivals and the only one in East Anglia. Last year participants took an incredible 24 million steps across Suffolk on over 100 walks in all corners of the county.

This year’s event offers over 120 walks and activities over 3 weeks. New for 2019 are a walk with a sheepdog on the fascinating and wild expanse of Orford Ness; a walk to Eye Airfield followed by a ride in a

vintage military vehicle to mark the 75th anniversary of D-Day; and a Night Safari in the ancient woodland of Priestley Wood. Plus many, many more.

The festival offers walks for all abilities from short strolls and health walks, to longer distance hikes and a challenge walk, covering some 80 miles across the county. The Festival Fringe are a series of events that get you close to nature in the very heart of the countryside. There are photography courses, art classes, mindfulness walks and a wild forage to collect the ingredients for your own cream tea!

The festival dates are Saturday 11th May

to Sunday 2nd June. Tickets go on sale in early March. To find out more visit www.suffolkwalkingfestival.co.uk or Like their Facebook page.”



www.suffolkwalkingfestival.co.uk

www.twitter.com/eastsuffolk

A new council for East Suffolk

Replacing Waveney and Suffolk Coastal with a new 'super district' council for east Suffolk means big changes... but for YOU, our residents and customers, it will be "business as usual"! Here are some of your key questions answered.

On 1 April 2019 Suffolk Coastal District Council and Waveney District Council will cease to exist and will be replaced by a single new district council called East Suffolk Council. You do not have to do anything! However you should be aware of the change that is taking place.

The new East Suffolk Council will continue to deliver the same services you received from either Suffolk Coastal or Waveney. This includes the billing and collecting of Council Tax, which you pay for services delivered by us, by Suffolk County Council, by your town or parish council and Suffolk Police. The new council will continue to operate from the same offices and you can contact the new council by email, by telephone, in person or in writing, in the same way you do now. You can also find out information and access services through the council's website www.eastsuffolk.gov.uk.

What is the Shadow Authority?

Because Suffolk Coastal and Waveney will not exist from 1 April 2019, your Council Tax bill for the 2019/20 financial year (which starts on 1 April 2019) is produced and issued by the East Suffolk Shadow Authority on behalf of East Suffolk Council.

The Shadow Authority, which must exist by law, consists of all 90 councillors of Suffolk Coastal and Waveney – and is responsible for ensuring a smooth transition to the new East Suffolk Council. It also ensures that all necessary measures are in place to allow for the functions and powers to transfer to the new council. The Shadow Authority will cease to exist on April 1.

Direct Debits – what happens?

If you pay your Council Tax by direct debit you do not need to take any action. The only change you will notice is that, from 1 April 2019, East Suffolk Council will collect your Direct Debits instead of Suffolk Coastal or Waveney. It is East Suffolk Council's name which will appear on your bank/building society statement.

You do not need to complete a new Direct Debit instruction. Details of the change will be supplied directly to your bank/building society (which may also separately notify you of the name change).

What if I owe money to the old councils? What if I am owed money?

If at 31 March 2019 you owe any Council Tax

to either Suffolk Coastal or Waveney this will STILL remain payable by you. The debt will pass to East Suffolk Council who will be responsible for its collection. If you are due a refund from Suffolk Coastal or Waveney, this will be paid by East Suffolk Council.

What about my Housing Benefit?

If you currently receive Housing Benefit from either Suffolk Coastal or Waveney, you do NOT need to complete a new application form (unless your circumstances change). East Suffolk Council will continue to calculate and pay your benefit based on the information you have previously provided.

Can I still contact my district councillor?

Although the new council begins operations on Monday April 1, elections do not take place until Thursday May 2.

The elections, with new ward boundaries, will see the existing 90 Suffolk Coastal and Waveney councillors reduced to 55 East Suffolk Councillors. East Suffolk Council will publish details of its new councillors, and how to contact them, following the elections.

Remember – business as usual!

Anything you are waiting for from Suffolk Coastal or Waveney as at 31 March 2019 (for example answers to emails, letters, applications) will be dealt with by East Suffolk Council. You do not need to resubmit these.



Signs of a big change



A huge amount of work is taking place to ensure the new East Suffolk Council begins operating as smoothly as possible - and there are some things that simply have to be achieved. Like changing the signs!

Waveney and Suffolk Coastal will no longer exist and therefore we obviously cannot continue with the same signage on buildings and vehicles. We are not simply changing our name; we are creating a brand new organisation for the whole of east Suffolk from Lowestoft in the north to Felixstowe in the south.

One of the main reasons for creating the new East Suffolk Council is so that we can continue to deliver outstanding services to people who need them most – and saving money has been

at the heart of this.

Waveney and Suffolk Coastal have been working together, streamlining operations and reducing costs, while providing high quality frontline services for over 10 years now and in that time we have made efficiency savings of over £22million.

Therefore any concerns about the costs relating to creating the new organisation need to be balanced against the money that we have actually been saving since 2008 – and £20,000 to make necessary changes is incredibly small in relation to over £20 million-worth of savings achieved so far. Additionally, the cost of this process is being carefully managed, with stickers to be used on a great proportion of signs for now and others only being replaced when required through natural wear and tear.

We are incredibly pleased with the work achieved to date to save money and this will continue. We are reducing the number of councillors from 90 across the two authorities to 55 and we will always work hard to ensure we protect the public purse and put our communities and services first.

We hope therefore that where there are small costs associated with creating the new council, people understand that it is a tiny fraction of the money we have been saving overall and will continue to save.

New number

The new East Suffolk Council will have a new phone number!

The current main switchboard and customer services number will cease to exist and will be replaced by one which will cover all of East Suffolk.

The new number is non-geographic but residents should be reassured that calls are charged at local rate wherever they dial from in the east Suffolk area.

03330 162 000

Investing in a brighter future

The new East Suffolk Council will be committing to a capital investment programme of more £200 million across the next four years, delivering critical projects for communities throughout the new local authority area. Schemes linked to leisure, flood protection and the building of much needed new homes form part of the programme which will run until 2023, with more than half of the funding coming from grant funding.

Closely linked to the Council's Business Plan, the Capital Programme is a key part of East Suffolk's Medium Term Financial Strategy. Capital expenditure within the Council is split into two main components, the General Fund Capital Programme and the Housing Revenue Account (HRA) Capital Programme. From the Council's General Fund, Capital investment for the period is anticipated to be £153.17m and from the Housing Revenue Account (which is kept separate and accounts for income from our council-managed social housing) capital investment is expected to be £56.10m.

The programme includes schemes where the Council has been successful in securing fund-

ing from external grants and contributions, and also schemes where the Council is proactively working with external bodies to secure funding. Critically therefore, the General Fund programme will benefit from over £90 million from external grants and contributions; and the programme funded by housing revenue will also be benefiting from receiving £13.36m from similar sources.

The leisure development investments will see the continuation of a programme to improve and upgrade east Suffolk leisure centres and also factors in work to replace the concrete beach hits on the seafront in Lowestoft.

Investment will also be made in the Lowestoft Tidal Barrier - A major project to construct a permanent tidal wall around the harbour to protect Lowestoft from future tidal surges, with a tidal gate located near to the Bascule Bridge to prevent surge water entering Lake Lothing.

We are also committed to commercial investment which will reduce our operational costs and also generate additional income. To achieve the best possible value for money over a long-term period,



we have set aside Capital funds of £10m to deliver our Commercial Investment plans. Meanwhile, capital investment in housing will see the council, among other things, oversee work on purchased properties that require redevelopment or modernisation to ensure that they are fit for purpose and provide the appropriate type of accommodation for the area. The development programme provides the financial resources to achieve this. The development of housing provision within the North of the District is paramount to the Housing Revenue Account's business plan and an affordable programme of land purchase and development has been drawn up to deliver the Council's objective.

New Lowestoft park will be on point

Lowestoft is set to celebrate the town's unique position as the most easterly place in the UK with the development of a new park in the north of the town below the lighthouse.

'The Ness' is to be established in 2019 with funding from the Coastal Communities Fund. Waveney District Council, local businesses and community groups secured £1 million in 2017 to regenerate the site, located off Whapload Road, adjacent to the Birds Eye factory. The location also includes the seafront walkway and the most easterly point in the UK. There are further plans to develop a public artwork at Ness Point, making it a cardinal point destination in line with Lands' End as the most southerly, and John O'Groats, the most northerly, which would help to further promote Lowestoft as a tourist destination.

Following consultation with local businesses and the community, Lowestoft Town Council - the land owner in partnership with Waveney District Council - aims to secure the future of the net drying racks which were used by the fishing industry in the heyday of the herring trade, create a play and picnic area and celebrate the history of the Denes, including: The Grit - Lowestoft's lost Beach Village, sea defences from WW1 and WW2, 'taking the waters' a popular Lowestoft activity in the 1700s and The Scores and Historic High Street. Cllr Michael Ladd, Waveney District Council's cabinet member for Tourism and Economic Development said: "Since being identified as a priority by our Coastal



Community Team, work has been going on 'behind the scenes' to develop this site into a destination we can all be proud of. The regeneration of the Ness, as it will now be known, will enhance this area, encouraging visitors to come and see the most easterly point in the country, as well as providing the local community with an accessible and enjoyable outdoor space."

The Ness will improve access, knowledge, participation and enjoyment of the north of Lowestoft and its unique maritime heritage. There will be new 'wayfinder' entry points and improved cycling and pedestrian access. An events programme is being developed to include festivals and activities for sports and leisure will be developed alongside the

cultural offer. The park, which will be completed by December 2019, will not see the site over developed; the area is a haven for wildlife with some unique flora and fauna and is enjoyed by local people as a wild landscape which is a compliment to the fantastic offer in South Lowestoft.

Lowestoft faced stiff competition for the funding with 248 applications from across the country made to the Government's Coastal Communities Fund. Projects worth a total of £80million were competing for £38.1m of funding and yet the strength of the Lowestoft bid, put forward by the town's Coastal Community Team, has ensured that the full sum will be delivered.

Council at the forefront with enterprising approach



With 'Enterprise Zone' status, Waveney District Council was one of the first areas in the country to benefit from a scheme designed to fast track development on vacant employment land and encourage business investment. And as a result, Lowestoft has seen outstanding investment and growth in jobs.

Over the past five years Waveney, along with its Enterprise Zone partners at Suffolk County Council and New Anglia Local Enterprise Partnership, have welcomed schemes at locations including South Lowestoft Industrial Estate, Mobbs Way Business Park, Riverside Business Park and Ellough. Phoenix Business recently opened on South Lowestoft Industrial Estate and includes a collection of 16 modern, small to medium industrial units. Since the launch last year a number of businesses are now operating out of

the site.

Mobbs Way has seen the creation of multiple new units and it is a great example of how Enterprise Zone Status can support development. 32 units have been developed with 27 of these units either sold or have businesses working out of them.

Now, to unlock further investment into the Enterprise Zones, Waveney in partnership with NALEP and Great Yarmouth Borough Council has commissioned a Development and Investment Strategy. The Strategy will put forward recommendation on how to invest funds to attract business and create new jobs.

Cllr Michael Ladd said "The investment strategy will provide Waveney and our partners with the business case for future investment enabling land development and increasing employment opportunities."

South Beach plans taking shape

Work to regenerate Lowestoft's South Beach and seafront area is progressing well, with several key projects now underway.

Working with Waveney District Council, Hemingway Design developed a vision highlighting the regeneration opportunities that the seafront presents. The seafront, in particular the South Beach, is the main tourist attraction for the town with the award-winning beach providing a huge draw to the majority of the 1.2m visitors who come here each year. Through new facilities, events and attractions, there is potential to broaden and enhance the visitor experience and encourage visitors to spend the day, or longer.

One of the main projects from the seafront vision was the creation of a brand new festival for Lowestoft, celebrating the town's most easterly location. The First Light Festival, a free 24-hour multi-arts festival will take place in June on the South Beach. The festival, celebrating Lowestoft's position as the first place that sun rises in the UK, will begin at noon on Saturday 22 June and will run continuously through changing tides, light and darkness, sun and stars until noon on Sunday 23 June. More information, including acts at www.firstlightfestival.com. Another project, to introduce new signage along the seafront, was completed in 2018. New 'wayfinding' signs were installed early last year, encouraging visitors to explore the seafront and the surrounding destinations from Pakefield to Ness Point.

Refurbishments are also underway on the former lifeguard station on the promenade near to Children's Corner. Before being used as a lifeguard station, this 1930s shelter enabled people to sit and enjoy unspoilt views of the coast. When complete, the shelter will once again provide a space for visitors and the community to enjoy, and to take pride in.

As part of the regeneration plans, we also want to make greater use of the public spaces along the seafront, such as the Royal Plain and Royal Green. These spaces could be enhanced to allow more seasonal events, food and street markets, and summer evening events which accord with the licence for the public space.

A number of redevelopment options are being discussed for the East Point Pavilion.

To help make our seafront a lively visitor destination, we're looking for bold and exciting new concession providers for the 2019 season and beyond.

As well as street food and drink vendors, we're looking for people interested in providing water sports, children's activities, deckchair hire, outdoor sports and exercise classes, artists and more. We're also open to ideas and so if you have a unique business that you feel would attract people to the seafront, please get in touch via

www.lowestoftsouthbeach.co.uk/commercial-opportunities



For more information about the 2019 Quality of Place Awards and to download the nomination form please visit our website

www.eastsuffolk.gov.uk/quality-of-place-awards

Quality of Place awards

In 2019, with the formation of the new East Suffolk Council, the Quality of Place Awards are being extended to include the whole of the new East Suffolk District.

The Quality of Place Awards were introduced in Suffolk Coastal District Council in 2010 to recognise and encourage an interest in the quality of the built and natural environment of the district and to promote an awareness of the need for high standards in all forms of design.

Nominations for the 2019 awards open at the beginning of March. To qualify for an award a project must be within the East Suffolk District Council Area, have all necessary planning permissions and have been completed within the last two years.

We are accepting nominations in four categories:

- **Design** – this award is for any new buildings or extensions. The judges will be looking at the originality of the design, the overall architectural effect and the relationship of the building to its context.

- **Building conservation** – this award is for any works to buildings of local or historic interest undertaken with particular attention to the quality of conservation. These projects should preserve and enhance the character of the historic building. The judges will be looking for inventiveness and projects that have provided a new lease of life for a previously redundant or neglected building.

- **Nature and landscape** – this award is for landscape projects which contribute to local distinctiveness and benefit the local environment, wildlife or habitat. The judges will be looking at the benefit to the local environment and the interpretation and education information provided at the site.

- **Community** – this award is for any built or natural environment project that has been designed to benefit the local community. The judges will be looking at community engagement with the project and the public benefits of the scheme.

What we said we'd do...

As part of the east Suffolk Business Plan, which we published in 2016, Waveney District Council and Suffolk Coastal District Council, working together in partnership, made a commitment to deliver a wide range of 'outcomes' to benefit local people, communities, businesses and groups. We pledged to achieve no fewer than 71 key actions during the following three years, each reflecting one or more of our three key priorities - Economic Growth, Enabling Communities and Financial Self-Sufficiency.

The councils were determined to deliver the best possible services in challenging financial circumstances

and the Business Plan reflects a progressive approach to delivering what local people want and need.

ECONOMIC GROWTH

CREATING APPRENTICESHIPS

Our Business Plan states, as a specific ambition, that the Councils will work to create more apprenticeships, giving local young people a clear pathway from education into work and helping them acquire key skills which are essential for employment.

eastsuffolk.gov.uk/east-suffolk-business-plan

CREATING MORE APPRENTICESHIPS IN EAST SUFFOLK



WHAT WE DID?

Apprenticeship roles within the Councils are available to young people aged 16 and above. Our apprenticeship programme offers individuals the chance to gain valuable workplace experience and leads to a nationally recognised qualification.

The programme offers a host of benefits, including a fully funded qualification and training and development opportunities. A number of positions are available through the programme each year, in a variety of teams.

After their apprenticeship year is complete, the apprentices are encouraged to apply for alternative roles within the Councils. This gives them the opportunity to secure permanent employment and also creates a vacancy for a new apprentice.

We also work with local businesses to help promote the value of apprenticeships and to identify apprenticeship opportunities. Research shows that 74% of employers say that employing apprentices has improved their products or services and 78% say apprentices have improved productivity.

WHY WE DID IT?

We are committed to the apprenticeships programme, both internally and externally, as part of our strategy to improve the life chances of our young people. The programme helps to create a skilled workforce across a range of sectors, to increase productivity and economic growth.

The apprenticeship scheme gives young people a clear pathway from education into work and teaches them key skills which are essential for employment, such as questioning and listening, giving feedback and managing relationships. The scheme also benefits existing council staff by developing their supervisory and management skills, as well as enabling them to become mentors.



THE DIFFERENCE THIS MADE?

In 6 years, the Councils have welcomed almost 100 apprentices to the organisation and there are now 61 people currently in either apprenticeship roles or who have moved into permanent/fixed-term positions. Since the beginning of 2016, our rolling apprenticeship programme has seen 34 apprentices hosted in a variety of our service areas, including Planning, Housing and Revenues & Benefits. 5 of these have gone on to secure permanent employment with us. In addition, each year we host a further 7 apprentices within the Housing Maintenance Team where they learn specific trades such as plumbing and bricklaying. Our work with local businesses has also been successful. For instance, we brokered a relationship between Kingsley Health Care Academy and East Coast College with the latter agreeing to offer a Level 2 NVQ in Health and Social Care in tandem with students undertaking work experience with Kingsley. Of the 12 students who started on this new course, 8 are now employed permanently by Kingsley and half of these are being supported through their Level 3 NVQ. Our work has also helped Hoseasons identify a skills gap within their workforce in terms of creative digital media. With support from the Councils, East Coast College was able to introduce a new Level 3 NVQ in Creative Digital Media and as a result, Hoseasons now has a rolling programme of 5 apprentices each year.

"We are committed to offering local young people with opportunities to grow and fulfil their potential; our established apprenticeship scheme offers a secure route into permanent employment with plenty of additional benefits."

- Cllrs Haworth-Culf & Ladd

...and how we did it!

Across the next four pages, we would like you to see some examples of the work we have

done, how we achieved it and why we did it in the first place. As these case studies show, we mean

business in East Suffolk and are determined to address the challenges we face as proactively and effectively as possible.

As we become one new council covering all of East Suffolk, these achievements form the bedrock of our ambitions as one of the very first, combined 'super councils' in the country.

To see the full range of case studies, go to the council's website:

www.eastsuffolk.gov.uk/eastsuffolk-business-plan.

ENABLING COMMUNITIES - ECONOMIC GROWTH

EAT OUT EAT WELL

Our Business Plan sets out a vision where our residents enjoy healthy lives and our local businesses flourish. To achieve this, the Councils are promoting healthier lifestyles, helping people take responsibility for their own health and developing a strong, sustainable and dynamic local economy.

eastsuffolk.gov.uk/east-suffolk-business-plan

DEVELOP & LAUNCH A HEALTHY FOOD AWARD SCHEME



WHY WE DID IT?

As detailed in the East Suffolk Business Plan, we want to have healthy residents and are working to promote healthier lifestyles. The EOEW scheme aims to encourage businesses to offer healthier choices to customers. According to research from the Food Standards Agency, consumers feel healthy eating is an important influencing factor when deciding what food to eat both inside and outside the home. Combined with links between diet and increasing obesity, heart disease and some cancers, it is more important than ever for food outlets to help customers make healthier choices.

As well as promoting health, a key part of the scheme is to recognise and promote local businesses through press and social media coverage; this also encourages other businesses to sign up for assessment.

WHAT WE DID

Working with Suffolk County Council Public Health and other district councils, the 'Eat Out Eat Well' (EOEW) scheme was launched in January 2016. Any Suffolk food business with a food hygiene rating of 3 or above can apply for accreditation, free of charge.

Food and Safety officers assess each business, looking at levels of fat, sugar and salt in food, children's foods, the availability of fruit and vegetables, cooking methods and the promotion of healthier choices. Businesses may then be given a bronze, silver or gold award.

Awards are presented on site by the relevant Cabinet Member for Community Health and promoted through the press, online and on social media, tagging awarded businesses where possible for further promotion. Customers are encouraged to look for the EOEW symbol when choosing where to eat.



17
east Suffolk
businesses
awarded
so far...



THE DIFFERENCE THIS MADE?

Since the launch of the scheme in 2016, 17 businesses in east Suffolk have been presented with EOEW awards. Business owners have reported that the award is 'good for business' and are grateful for the recognition of their efforts to introduce healthier choices.

Social media posts promoting these awards are well received and help to raise the profile of these businesses, as well as the profile of the Food and Safety team. Businesses are able to promote their EOEW award, increasing customers and enhancing their reputation as a responsible business putting customers first. Some businesses who have introduced healthier options are seeing a growth in sales.

"This award is good for our business, being a culmination of many years work. It is nice to help change habits to healthier eating in Suffolk... Thank you for recognising us for our effort and there is more to come."

- GERARD AMIEL & JANE UNITE
OWNERS OF LE ROC, SOUTHWOLD

What we said we'd do...

FINANCIAL SELF-SUFFICIENCY

ONE STOP SHOPS

Our Business Plan sets out a vision where our services are designed with customer needs as a priority, that services are easily accessible and that customers receive a consistent, accurate and holistic service at the first point of contact.

eastsuffolk.gov.uk/east-suffolk-business-plan

DELIVER IMPROVED CUSTOMER SERVICE HUBS ACROSS EAST SUFFOLK



WHAT WE DID?

New improved customer services facilities were created at Woodbridge Library and the Marina Centre in Lowestoft and build upon successes at Felixstowe and Beccles Libraries. At Woodbridge Library, partnership working between Suffolk Coastal and Suffolk Libraries allows staff to work together, providing a huge range of services to customers in the heart of the community. Additional services have been introduced, as well as weekly Housing Needs drop-in surgeries and in house help from the Citizens Advice Bureau. The Marina Centre was redesigned and fully refurbished in order to house teams from both Waveney District Council and Suffolk County Council. Located in Lowestoft's town centre, the Marina accommodates 150 staff and delivers an extensive range of services. Both facilities, which are the 'face to face' point of customer contact for the Councils, were completed in



Delivered
on time
and on
budget!



WHY WE DID IT?

The new 'one stop shops' were created as part of wider accommodation projects to reduce costs, become more financially self-sufficient and improve customer services facilities across east Suffolk. The new 'hubs' are ideally located within the community allowing customers to easily access a wider range of council services whilst the improvements allow staff to handle customer queries more efficiently and holistically at the first point of contact.

Public access terminals, free wifi and payment stations are widely available, allowing customers to access council services online, with support from staff if required. Customers can also make appointments to see staff from other Council services, such as Planning.

Partnership working with organisations such as Suffolk Libraries and Suffolk County Council encourages co-operation and collaboration, whilst offering customers access to more services in one place. Co-location with Suffolk Libraries is an innovative step and increases the sustainability of key community buildings.



We are really pleased with the positive feedback being received from customers and staff since the improvements. Both centres are brighter, more inviting and enhance the customer experience."

- EAST SUFFOLK COUNCILS



THE DIFFERENCE THIS MADE?

The changes have been received positively by customers and staff at both locations and due to increased staff numbers, the Councils are able to resolve more customer enquiries in a quicker time.

At Woodbridge Library, footfall has increased since the improvements due to its convenient town centre location and the improved layout makes it easier to serve customers.

At the Marina, more efficient working has led to reduced footfall and decreased call waiting times. Floorwalkers were introduced to enhance the customer experience, guiding customers to self-serve terminals and preventing queues. Staff now have more time to help customers to use the self-serve facilities, providing as much support as necessary.

...and how we did it!

FINANCIAL SELF-SUFFICIENCY

PREVENTING FRAUD

Our Business Plan sets out a vision where we work together with other local authorities to reduce costs and deliver more streamlined and resilient services to our communities.

eastsuffolk.gov.uk/east-suffolk-business-plan

WORKING TOGETHER TO COMBAT FRAUDULENT ACTIVITY



WHAT WE DID?

Working in partnership with Ipswich Borough Council, Suffolk Coastal and Waveney District Councils have successfully prevented more than £4.3 million of public money being lost to fraud in the past year. Since forming in 2015, a team of five anti-fraud specialists from across the three councils have been undertaking investigations into possible fraudulent activity across the three districts. This includes fraud in relation to Right to Buy applications, Blue Badge schemes, bus pass misuse, housing benefit, council housing sub-letting and council tax fraud. In addition to preventing £4.3 million in the past twelve months, the team also prevented more than £3.2 million of fraudulent activity in their first twelve months of work. Last year, 29 fraudulent Right to Buy applications were prevented in Ipswich, saving almost £2 million, with a further 21 Right to Buy applications stopped in Waveney saving another £2 million.



WHY WE DID IT?

By investigating suspicious activity and preventing fraud, the Councils are ensuring public money is used for its proper purpose - to provide essential services.

Fraud can affect all aspects of the community - by actively preventing fraud and encouraging members of the public to report suspicious activity helps increase public confidence in the Councils response to fraud and the importance of reporting it. It also makes it easier to share issues of fraud and help protect the public against scams. Also, developing a stronger, more collaborative approach with other organisations enables the sharing of resources and links with the Councils' Business Plan aims of financial self-sufficiency.



THE DIFFERENCE THIS MADE?

The Corporate Investigations team are confident that collaborative working and sharing of information and experience has led to an increase in fraud prevention.

The team are working to build stronger defences against fraudsters and are dedicating more resources to combat fraud at its source.

Other authorities have expressed an interest in working with the team to further reduce activity in other areas.

Residents are encouraged to report potential fraud via a dedicated fraud hotline (01394 444 444) and email address: fraud@eastsuffolk.gov.uk. This makes it easier for members of the public to report issues in confidence.



£4.3 MILLION OF
FRAUDULENT ACTIVITY
PREVENTED

"We have a zero tolerance approach to fraud. We are here to provide a public service and provide value for money - we will prosecute if necessary."

- SIOBHAN MARTIN

Local views crucial in Southwold decision

Local people have been asked to express their views on proposals for the future management of Southwold Harbour.

Councillors from Southwold Town Council and Waveney District Council have proposed the creation of a new strategic body which would oversee harbour operation, bringing expertise and experience to the management of the port. The consultation began with an initial drop-in event in Southwold and also included an online survey for stakeholders and members of the public to complete. Information gathered from the consultation is being considered before a final recommendation is made for councillors to consider this month. Cllr Mark Bee, Leader of Waveney District Council, said: "This consultation is a critical part of an open and transparent decision making process about Southwold Harbour. We want local people to be central to the harbour's future and their voice matters. "The model being considered during this consultation would provide additional openness and accountability about port decisions, address concerns which have



already been voiced by various stakeholders but also allow Waveney District Council a level of control when committing to the considerable investment that the harbour needs.

"Local influence is absolutely vital but we must also ensure the future viability and sustainability of the harbour and we believe these proposals get the balance

just right."

The structure being considered would establish a Harbour Management Committee as a means of governing the Southwold Harbour Lands and would consist of a group of Councillors and experts committed to securing long-term investment, while also reinforcing transparency and local involvement.

Full details of the proposals can be found at eastsuffolk.gov.uk/southwold-harbour.

www.eastsuffolk.gov.uk/southwold-harbour

Taking a stand against domestic abuse

Domestic abuse has some horrifying statistics and Waveney District Council has signed up to an important campaign which seeks to address this terrible crime.

- 1 in 4 women and 1 in 6 men will be affected in their lifetime
- It results in 2 women per week and 30 men a year being murdered
- It accounts for 16% of all violent crimes committed
- It is estimated a victim will be assaulted 35 times before calling the police
- It has more repeat victims than any other type of crime
- It is the single most quoted reason given for being homeless
- 400 people commit suicide who have been admitted to hospital for domestic abuse in the 6 months prior to taking their life.

Domestic abuse can take many forms, the most widely known is physical abuse towards a partner, child or relative, but it can also be emotional,

financial, sexual abuse, or anything else that makes a person's behaviour at home cause their partner or child to feel afraid.

Waveney District Council both as a landlord and an employer has a responsibility to ensure it supports victims of domestic abuse and where possible pursue legal actions against perpetrators. As part of this responsibility we are proud to tell you we have signed up to the Chartered Institute of Housing's 'Make a Stand' campaign against domestic abuse. We have to ensure all four of these pledges are in place by September 2019 and we are making excellent progress towards this and aim to have them completed much earlier than the deadline set.

If you or anyone you know is experiencing domestic abuse you can call the national domestic abuse helpline on 0808 2000 247, or for local support Lighthouse Women's Aid on 01473 745111. In the event of any emergency dial 999.

By signing up to this campaign we make four pledges as an organisation:

- To put in place and embed a policy to support residents who are affected by domestic abuse
- To make information about national & local domestic abuse support agencies available on our website and other accessible places to ensure information is readily available to residents and staff
- To put in place a HR policy or amend an existing policy to support members of staff who may be experiencing domestic abuse
- Appoint a champion at a senior level in our organisation to own the activity we are doing to support residents and staff experiencing domestic abuse

www.cih.org/makeastand

12 www.eastsuffolk.gov.uk

Building new homes, meeting demand

The Council owns and manages over 4,479 affordable homes across the District, yet we have been working hard to deliver even more new affordable housing.

By developing our existing landholdings and acquiring new properties, we are doing all we can to improve housing opportunities for local people in most need.

This year, three schemes are due to be ready in Southwold, Lowestoft and Blundeston delivering a total of 54 separate homes. All 54 of these will be made available for affordable rent to our residents. In Southwold we are developing 10 two & three-bedroom houses and 10 one & two bedroom apartments on the former Duncan's Yard site on St Edmund's Road, with applicants for the homes with a local connection to Southwold and Reydon have been given first priority when allocating the homes. The Council acquired the site in 2016 and are very pleased to deliver affordable housing for local people in an area of high second home ownership which has been a primary concern to locals and the Town Council.

In Lowestoft we are building 12 one-bedroom and six two-bedroom apartments on a brownfield site owned by the Council at Albany Road. Making best use of the land we currently own is a key opportunity to develop affordably and add to our housing stock.

Meanwhile, the Council has entered into contract with a local housebuilder to pur-



chase 10 one-bedroom apartments and six two bedroom houses in Blundeston. These properties are being built by local developer Badger Building who are developing the wider prison site.

Each scheme will be ready in 2019 and we are continuing to explore new opportunities in both Suffolk Coastal and Waveney to contribute to the affordable stock in our area.

A new life for an old house

Thanks to the intervention of Waveney District Council, a neglected property which has been empty for more than 20 years will be refurbished and brought back into use.

The mid-terrace house in Lowestoft has been unoccupied since 1995 and as a result has fallen into disrepair. Officers from Waveney District Council's Private Sector Housing Team have now purchased the building and it will be repaired, refurbished and made available to meet local housing need.

Cllr Chris Punt, Waveney's Cabinet Member for Housing said: "Not only can empty homes cause problems for neighbouring properties and attract anti-social behaviour, the national shortage of housing means these properties are sorely needed by local people.

"We made a strong commitment in the East Suffolk Business Plan to reduce the number of long-term empty properties in the district and we will use all our influence

to ensure this work continues."

The Council works with the owners of empty properties to encourage them to bring them back into use where possible.

Where this is not an option, the Council can

opt for compulsory purchase, forced sale and occasionally may be able to provide financial support where funds are made available.

Having an empty home in poor condition adjoining your home could result in damage to your property such as dampness along the party wall. To report a property which you believe

has been empty for more than six months, or to discuss options if you are the owner of an empty property, please call 01502 523119 or email

ps.housing@eastsoffolk.gov.uk.



Funding boost for boating lake regeneration

Southwold Town Council, in partnership with The Southwold Coastal Community Team (of which Waveney District Council is a member), has been awarded £15,000 from the Coastal Revival Fund to develop a vision for the restoration and regeneration of Southwold Boating Lake.

The boating lake, which dates back to 1900 and is owned by Southwold Town Council, has provided a recreational destination for boating and model yachting for generations. The model yacht lake, connecting lagoon and wildlife area are rich in biodiversity and present a unique opportunity for creating a sustainable tourism offer. Southwold's Coastal Community Team highlighted the importance of the boating lake as a heritage, tourism and wildlife area in their Economic Plan, which was published in June 2017. Cllr Michael Ladd, Waveney District Council's Cabinet Member for Economic Development and Tourism and Chair of the Coastal Community Team said: "This funding is great news for the Coastal Community Team and will allow the project to take a step forward, with the identification of future development and investment options for the whole of the boating lake site. We are particularly keen to focus on green tourism and something which can be enjoyed by visitors and the local community throughout the year." The vision will incorporate the whole of the 20 acre site, including the tearooms to the front, the model yacht pond and the large lagoon area at the rear of the site which encompasses an area of rich natural habitat. The funding will enable the team to

commission a feasibility study and an appraisal of the various options. The study will also consider how signage could be improved directing people to the lake and how the site could be linked to other destinations within Southwold. The CCT, formed in 2017, is led by a steering group comprising representatives of Southwold Town Council, Reydon Parish Council, Southwold and Reydon Society, Waveney District Council and other key business and community representatives. The project to regenerate the boating lake will be managed by the Town and District Councils. Both the Coastal Revival Fund and the Coastal Communities Fund are intended to help improve the economic sustainability of coastal assets and coastal communities more broadly. For more about the Southwold CCT, please visit www.eastsuffolk.gov.uk/southwold-coastal-community-team.

The Town Council has also passed stage one of the Coastal Communities Fund process and has been invited to apply for £950,000. This will be used to support their 'Southwold Enterprise Hub' project to create new business premises and the establishment of a Southwold Development Team to work with, and support, the local business community and develop new initiatives to support and extend the traditional visitor season. A decision on this is expected in March 2019



For more information on our support for local businesses, follow us on Twitter! @ESMBiz

New festival does the business

The first ever East Suffolk Business Festival, which took place between 29th October and 9th November 2018, was a resounding success, with over 1,000 delegates attending 31 events over the two week period.

The events were held in numerous locations across East Suffolk, and covered topics ranging from filming, social media and regeneration to Brexit, Google Analytics and electric vehicles. In addition, the Festival brought together many local business support and training agencies from across the district, making them more accessible to businesses that could benefit from their services.

The Festival offered advice and guidance to over 1,500 businesses and provided training for 127 individuals on topics such as GDPR, Digital Marketing and business start up. The Festival was a great demonstration of the Economic Development team's commitment to supporting local economic growth and raised the profile of the East Suffolk business community, with news coverage on Look East, press coverage in local newspapers and a flurry of activity on social media using the hashtag #esbf. The Business Festival will take place again this year, with dates to be confirmed soon. Watch this space!



A brighter future for local fishing industry

A partnership of local councils and businesses has secured over £130,000 in funding to identify and explore opportunities for the fishing industry.

The partnership, known as 'REAF' has been awarded £97,863.75 from the Marine Management Organisation to carry out the project with confirmed match funding taking the total to £130,485. Match funders include Seafish, East Suffolk Councils, Norfolk County Council & Suffolk County Council

The purpose of the project is to:

1. Review current state of the fishing industry across East Anglia
2. Identify the opportunities that the decision to leave the EU could offer.
3. Identify the investment/actions required to maximise any opportunities, and prepare a strategy for implementation.

Reaf has been established by a group of dedicated individuals within the fishing industry and community leaders who want coastal communities in East Anglia [and Essex] to reap the benefits of responsible stewardship of the fisheries in UK waters. The UK Government has made it clear that

when the UK leaves the EU it will remain committed to long-term environmentally sustainable fisheries policies.

The aim at the conclusion of the project will be to have in place:

- A full understanding of the commercial fishing and aquaculture industries in the region, and the current and prospective state of the fish stocks in the southern North Sea. At present, Defra acknowledges that its own information is very patchy and incomplete.
 - A strategy linking all the different elements of the industry including the future catch potential, quota distribution, the fleet size and composition, the service needs in ports, harbours and other landing places, other support services and transportation, storage and processing, trading and markets, skill needs, training and recruitment, and securing effective management in line with science.
 - A clear action plan for a profitable regional fishing industry firmly enveloped within sustainable fisheries policies.
- Cllr Michael Ladd, Cabinet Member for Economic Development said:



"It's great news that funding has been secured for this innovative and locally led study of the East Anglian fishing industry. It will enable us to produce a plan for making the most of the opportunity that Brexit presents to revitalise the industry in Lowestoft and other ports along the East Anglian coast. It will establish the current state of the industry, will seek to quantify the "Brexit Dividend" and will identify what investment is needed in infrastructure, equipment and skills in order to bring the maximum benefit to our area."

Silver screen loves super Suffolk!

Screen Suffolk is the central point of contact for anyone looking to film in Suffolk and is helping put the county on the cinema map!

Primarily, they handle filming on council-owned land and property; anything from parks to beaches and roads - and they also manage filming at private properties who have registered to take part.

In 2018 two major films were shot in Suffolk. The first was a currently 'untitled' film by Richard Curtis and directed by Danny Boyle, which used locations such as Halesworth, Shingle St and Dunwich. The second is a period piece 'The Personal History of David Copperfield', with Dev Patel and Tilda Swinton, Directed by Armando Iannucci. Both are due to be released in Autumn 2019.

It is estimated that Film and TV productions spend on average £11,500 per day on locations, local employment and services such as hotels, taxis and restaurants. Successful productions can also attract new visitors and tourism once locations are seen on the big screen. With over 300 filming days since we started, that's a considerable boost to the local economy.

Screen Suffolk also work with colleges and

emerging talent, organising work placements and delivering presentations about the industry. They have a database of young people looking for training and career opportunities and on the two feature films that shot here last year over 80 days of paid marshal work was arranged.

The database is used by incoming productions, so if you're a budding filmmaker looking for your first break, or an

established Producer, please register on the website! They also have 360+ locations listed for filming and these range from private houses through to ex RAF bases.

If you have a location that could be used, then please get in touch:

info@screensuffolk.com. And for news and more information go to www.screensuffolk.com.



FOOTBALL INDUSTRY COLLEGE

BEHIND EVERY PLAYER



IS A TEAM...

2019 - EDUCATION - BTEC LEVEL 3 SPORT & EXERCISE SCIENCE - A LEVELS

Currently in year 11 and have a passion for football (playing or non-playing)? Unleash your potential, gain a BTEC or A-Level qualification and kick off your future career.

PROGRESSION ROUTES & PATHWAYS

University | Apprenticeships | Employment | Football Industry Careers (including playing, coaching, design & construction, physiotherapy, officiating, refereeing & refereeing)

BARNARDS
SOCCER CENTRE



RECRUITING FOR SEPTEMBER 2019 - REGISTER ONLINE AT

WWW.FOOTBALLINDUSTRYCOLLEGE.COM