
Appendix G-15 – Norfolk Community Foundation Report



Together, Norfolk shines brighter

Great Yarmouth Third River Crossing – Community Engagement Project

Final Report – Results & Findings
(October 2018)

Introduction

1. We are pleased to present this report outlining the work we undertook to assist Norfolk County Council (NCC) with a community engagement project linked to the public consultation around the Great Yarmouth Third River Crossing Scheme.
2. The overall aim of the project was to identify and engage with hard-to-reach groups across Great Yarmouth and to capture the concerns and ideas of local residents most likely to be impacted by the scheme. A key part of the work was to raise awareness of, and encourage ongoing interest in, the scheme, and support individuals and groups to respond to the formal public consultation by Friday, 5 October 2018.

Our general approach

3. We started this project by engaging with an existing network of voluntary, community and social enterprise sector (VCSE) organisations already delivering activities in Great Yarmouth. Many of these are organisations and groups which we have grant-funded in recent years. Others are agencies we have worked with in partnership on various projects. Operating at a grass roots level within the town, we saw them as ideally placed to start the process of identifying, engaging with, and encouraging participation from, hard-to-reach groups, including older people, socially-excluded groups, young people and minorities.
4. The specific hard-to-reach groups that are supported by those we engaged with includes:
 - Vulnerable older people.
 - People with mental health problems.
 - Younger people (students and those not in employment, education or training).
 - Individuals and families in food and/or fuel poverty.
 - Tenants in social housing.
 - People who have experienced domestic violence or abuse.
 - People who are homeless or rough-sleeping.
 - People from minority ethnic groups, including refugees and asylum seekers.
 - People with disabilities.
5. We carried out a programme of telephone interviews with 30 organisations and groups, focused around:
 - Encouraging each to send an email response or letter from their own organisation expressing thoughts and views on the proposals for the river crossing scheme (to an email address specified on the NCC website).
 - Identifying ways in which each organisation might be able to raise awareness of the scheme and the public consultation process, and methods for encouraging participation from the hard-to-reach groups they work with.

- Identifying any particular barriers they can see to further community engagement which might be addressed as part of the project, e.g. in our role we offered to provide their clients with council information brochures (and survey forms), run small focus group discussions, or put them in touch with other experts that could help (e.g. NCC staff involved in the bridge project, language experts or translators).
 - Inviting them to attend a specific workshop discussion to build some consensus around proposed solutions to deal with perceived concerns around the river crossing scheme and to identify ongoing community development work which might deliver further social value in support of the new crossing.
 - Clarifying whether they would be interested in being kept informed about the bridge scheme as it progresses and any preferences they might have for receiving further information or news.
6. We developed a 'Telephone Interview Proforma' for this work which is reproduced in Appendix A.

Results and findings

7. We engaged with a total of 30 organisations providing a wide range of services and support to hard-to-reach groups across Great Yarmouth (see Appendix B).
8. While grateful for the chance to engage, and willing to raise awareness of the consultation process among their client groups, 7 of these organisations said that they felt unable to respond themselves to the consultation. In two cases, this was because the organisations provided outreach services into the community, but did not have an office location within the town. As such, they felt that they did not know enough about the area to respond. All of the other organisations agreed to provide an organisational response.
9. While we agreed that it would not be a major area of focus within the project, we were able to raise awareness of the public consultation process among many hard-to-reach client groups through the following:
- Delivering 8 sets of consultation brochures and survey forms to 7 different organisations for distribution to their customers and service users. In total, we delivered over 200 brochures and received positive confirmation that at least 40 people had gone on to complete an online or paper survey. While we cannot be sure of the precise numbers, we envisage that many more local people would have responded as a result of this.
 - Encouraging a major charity working with older people to put out messages on its social media platforms (Facebook and Twitter) advertising the public consultation. This reached some 4,500 older people across Norfolk.

- Writing a short paragraph for inclusion within the ‘pew sheet’ of a local church for its Sunday service. This reached 150 people over its three services that day, reminding people about the consultation process.
 - Encouraging the student coordinator of a local college to raise awareness of the consultation process among their student population.
10. Alongside this, we also attended one of NCC’s public consultation events and a business breakfast presentation on the third river crossing scheme hosted by the Great Yarmouth Chamber of Commerce. The latter was useful in enabling us to identify and engage with some additional VCSE sector organisations who were not part of our original network, but who had attended the business event.
11. Throughout this process of identification and engagement we were able to gather a wide variety of thoughts, ideas and comments from our VCSE network. Responding to the specific needs of some of the organisations concerned, we also held two focus group discussions to gather the views of people in hard-to-reach communities.

The views expressed by those we engaged with

12. The overwhelming majority of those we spoke to were extremely positive about the likely benefits that the proposed third river crossing would bring to the town in terms of economic prosperity, growth, jobs and traffic decongestion. Few had any significant objections to the proposed scheme or bridge designs being consulted on. Most of the thoughts and ideas put forward related more to the lasting legacy of the river crossing and the wider social value that could be generated through complementary projects and programmes.
13. One community organisation did have strong reservations about the proposed route of the river crossing from the Harfrey’s roundabout as it was concerned that the approach to the bridge might result in the loss of some or all of the land on which its community facilities are situated. Through our focus group discussions, we were able to capture the views of the hard-to-reach communities concerned and fed these back to NCC for consideration as part of the statutory consultation process.
14. A number of organisations voiced their concerns about the construction process and the likely disruption within the town until the crossing is completed. While recognising that much of this is unavoidable, the organisations concerned wanted better information on what is being proposed by the authorities concerned (and their contractors) to minimise the harmful effects of traffic congestion, air pollution, dust, noise and diversions etc.
15. The engagement process identified ideas for ongoing community development work which could deliver further social value in support of the new crossing:
- Investing in community projects which can demonstrate how they will take advantage of the new bridge crossing in enhancing or expanding their work with

hard-to-reach communities (e.g. in terms of better ease of access, providing for greater investment in outreach services, reducing social isolation etc.)

- Setting targets or quotas for the proportion of bridge-related job, apprenticeship and training opportunities that are made available to young people and other hard-to-reach groups in Great Yarmouth.
- Investing in new or existing travel schemes which can make best use of the new river crossing to stimulate travel to work, training or education. This would include opportunities for bringing greater numbers of people into the town and to enable more local people to take advantage of work, training and educational opportunities elsewhere in the county.
- Enabling the landscaped areas at both ends of the bridge to be maintained by a grant-funded VCSE organisation.
- Allowing VCSE organisations to identify how they could contribute to the launch and opening of the bridge in early 2023, e.g. how they could be funded to engage and involve hard-to-reach communities in projects focused around social inclusion, education, training, arts, music and culture, to best celebrate the completion and opening of the third river crossing. This would help to make the opening an inclusive event celebrated by many, rather than a 'ribbon cutting' ceremony attended by a select few.
- Running a community artwork competition or project to produce art installations that could be sited at the two approaches to the bridge.
- Launching a children's poster competition to advertise the formal opening of the bridge.

16. We believe that all of the above could be administered through a single community investment fund. This might be a ring-fencing sum (or proportion) of the procurement budget for the river crossing scheme which would be invested in community-focused programmes and projects aimed at improving community life and providing positive opportunities and life experiences for hard-to-reach communities in Great Yarmouth. This community investment fund could be run concurrently with the roll-out of the construction project (and beyond) and be branded as part of the scheme, so that residents see the wider benefits resulting from the bridge development.

Appendix A

Telephone Interview Proforma

We have agreed to assist Norfolk County Council in encouraging organisations in the voluntary, community and social enterprise sector (VCSE) to get involved in raising awareness of the public consultation process linked to the Great Yarmouth 3rd River Crossing Scheme (which ends on 5th October 2018).

This is likely to be people's last chance to have their say on the design and operation of the bridge, so we are keen to get people involved, particularly those from 'hard-to-reach' groups.

Norfolk County Council's 'Key Messages' for the scheme are:

- The Third River Crossing is **important to Great Yarmouth's future success**, helping to attract investment, enable growth and create jobs.
- The new bridge will **ease traffic congestion** on the town's roads, shortening journey times and improving journey reliability.
- Norfolk County Council is **on schedule** to appoint a main contractor in early 2019 and start construction in late 2020, with a finish date of early 2023.
- **This consultation** gives people the chance to comment on what the Third River Crossing and the areas either side could look like, how the council is proposing to operate the bridge and the possible effects on the surrounding area and the town.

Name and Organisation:	
Are you aware that there is a public consultation process underway for the GY 3 rd River Crossing scheme? (Link is: www.norfolk.gov.uk/3rc)	
Do you have any early thoughts about the potential impact of the crossing (positive or negative), ideas for improving what is being proposed or suggestions for ongoing community development work beyond the scheme itself?	
Could we encourage you to look at what is being proposed and send an email or letter as part of the public consultation? (To: gy3rc-st3consultation@norfolk.gov.uk)	
If you are happy to do so, could you let us know when you've done this?	

In what ways could you encourage your client groups to find out more about the river crossing scheme and complete an online (or paper) questionnaire?	
Would you be able to capture the numbers of your clients who do respond to the consultation and complete a questionnaire?	
Do you need any further help from us to encourage your client groups to get involved? <i>(We could run a focus group discussion, let you have some NCC consultation brochures, arrange for further information to be sent etc.)</i>	
Would you be willing to attend a sector-specific <u>Workshop Discussion</u> in Great Yarmouth to capture views on the river crossing scheme and any ongoing community development work beyond this? <i>(Date, time and venue tbc)</i>	
Are there other VCSE groups you think we should be talking to, to encourage more 'hard to reach' groups to come forward?	
Are you interested in receiving regular, ongoing updates from Norfolk CC on the third river crossing scheme? <i>(We can arrange this, but will need their consent under GDPR to pass on their details – we should have a form to enable this, when it is sent over from the county council)</i>	

Appendix B

List of Organisations Engaged With

Age Connected Great Yarmouth – works for the well-being of older people throughout the borough of Great Yarmouth to help make life a more fulfilling and enjoyable experience.

Age UK Norfolk – provides essential support to those over 50 throughout Norfolk, from telephone befriending to advocacy.

Centre 81 Limited – supports people in Great Yarmouth who cannot access ordinary public transport. This may be due to disability, but can also include services for those who have no public transport operating in their area.

City College Norwich – provides outreach services, including apprenticeships, for students and young people in Great Yarmouth.

Community Roots (MIND Community Garden) – a large community horticultural space based in Southtown, Great Yarmouth, which hosts a range of activities, events and workshops to help people suffering from mental distress live full and independent lives.

DIAL Great Yarmouth – provides information and advice to disabled and vulnerable residents across the borough of Great Yarmouth. This includes specialist advice and support on all aspects of the benefits system including help to complete complex benefit claim forms.

East Anglia Anchorage Trust – helps children, young people and families to deal with challenges in their lives, bringing hope, opportunity, stability and independence.

East Coast College – a further education college based in Great Yarmouth which offers a wide breadth of educational and vocational training courses for students and young people.

East Coast Hospice – provides palliative care for people in the borough of Great Yarmouth.

East Norfolk Sixth Form College – a college based in Gorleston, Great Yarmouth, with some 1,600 students, providing a wide range of educational courses for young people.

Flagship Group - provides homes for affordable and market rent in across East Anglia, including Great Yarmouth.

Fresh Start, New Beginnings – works throughout Norfolk and Suffolk to provide a therapeutic service for children and young people up to 21 years who have reported being sexually abused and to offer support for their families.

Governors for Schools – aims to improve educational standards in schools so that children and young people have the chance to realise their potential. It finds, nurtures and supports a committed network of governors to drive systematic change.

Great Yarmouth Community Trust – works to make Great Yarmouth a place where everyone can thrive by supporting local children, adults and families to reach their potential. It does this through core charitable objectives: activities that relieve poverty, promote education or improve wellbeing. Services include a community hub building, a friendship club and various social enterprises – including a Nexus Engineering Skills Centre and 6 nursery childcare groups.

Great Yarmouth & Gorleston Young Carers – works with young people aged 8 to 25 who are caring for their parents or another family member.

Great Yarmouth Minster – provides a range of pastoral care and support to different people in the local community. This includes a Pathway Cafe which provides a meals service to those in need in the parish of Great Yarmouth.

Great Yarmouth Sailing Club – an informal club located on the Gorleston side of the inner harbour and fronting onto the promenade in the town.

Great Yarmouth Yacht Station (Broads Authority) – a yacht station on Tar Works Road, Great Yarmouth.

Green Light Trust – an environmental charity set up to educate and inform the UK public on

environmental matters. Its Big Lottery funded project, Operation Green, is based in Great Yarmouth and is transforming four neglected green spaces around the town, working with local communities and communities of interest.

GYROS - supports newcomers and migrant communities in the borough of Great Yarmouth and others parts of Norfolk and Suffolk. It helps people to settle and integrate into their local community.

Herring House Trust – a registered charitable Housing Association working for single homeless people in the Borough of Great Yarmouth.

Inspired Youth – a Norfolk-based social enterprise focused on bringing together local employers with local young people. It delivers a variety of projects and a range of activities for schools to inspire young people to broaden their horizons and raise aspirations. This includes children and young people post-16 and some disadvantaged groups. It has run projects in Great Yarmouth.

Lowestoft Sea Anglers (also covers GY and Gorleston) – a leisure and community group operating in the Great Yarmouth and Waveney area.

Norfolk Community College - provides support to people aged 25 and above who have been out of work for a long period of time, and who need extra support to find employment. This might include support to learn new skills, to retrain for a new job, or to become self-employed. The college also provides access to specialist support to help overcome some of the barriers to employment, e.g. housing problems, debt and mental health.

Salvation Army (Great Yarmouth Foodbank) - a partnership of three churches which provide some of the basic food needs of people in crisis across the Great Yarmouth borough and surrounding areas. It also signposts people to other support groups in the town.

Shine (East Norfolk) - provides a range of services and activities for children and young people with additional needs or disabilities in Great Yarmouth and their families. This includes short breaks, nursery and full day care services.

Shrublands Youth and Adult Centre - provides a variety of educational, recreational and

leisure activities at the Shrublands Youth & Adult Centre in Gorleston, Great Yarmouth,

St Andrews Church, Gorleston - a local church with a congregation of around 200. It provides a range of community services for children, young people and older people, e.g. parents & toddler groups, youth work, a church café etc.

St Georges Theatre Trust – a charity which operates the St George's Theatre on behalf of Great Yarmouth Borough Council. It delivers a programme of arts events to advance public education and help develop a deeper understanding of the arts in the borough and surrounding area.

Willow Tree Garden – enables people with all sorts of disabilities to have a go at educational activities at the Willow Tree Garden, which is located in Belton, Great Yarmouth.

