



**GREAT
YARMOUTH**
BOROUGH COUNCIL



Community Cohesion Strategy

April 2009 (draft)

DRAFT

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Great Yarmouth Community Cohesion Strategy

Background

In 2006 the Norfolk Citizen's Panel found that in Great Yarmouth 58.4% of people surveyed felt that "people from different backgrounds get on well together in their neighbourhood". This was the lowest cohesion ranking for the County.

Great Yarmouth's Sustainable Communities Strategy pays significant reference to issues around cohesion in the borough now and in the future. This includes inter-generational differences, differences of cultural and ethnic background and issues of connectivity and isolation, particularly in the rural areas.

Cohesion is not just an issue of race; it covers a wide range of issues, including age, disability, life opportunities, class and social background.

Community cohesion is achieved when:

- There is a common vision and a sense of belonging for all communities
- The diversity of people's different backgrounds and circumstances are appreciated and positively valued.
- Those from different backgrounds have similar life opportunities.
- Strong and positive relationships are being developed between people from different backgrounds in the workplace, in schools and within neighbourhoods.

The relevant indicator is NI1 - *the % People who believe people from different backgrounds get on well together*

A range of activities and meetings have taken place over the past year to start to develop plans around developing a long-term strategy for cohesion. The Borough Council has employed a Community Cohesion Officer to work with partners in shaping this strategy and a multi-agency Steering Group has been formed. The Steering Group has consulted and put together the following draft Community Cohesion Strategy. Norfolk's LAA has set Great Yarmouth a target of improving its 2006 cohesion scores by 6% by 2010. This is an ambitious target and Great Yarmouth must respond with a robust strategy, which is targeted at addressing the root causes of cohesion issues in the borough.

Our delivery plan will work closely with the Great Yarmouth Sustainable Community Strategy 2008 -2011.

The Steering Group set up to draft the Great Yarmouth Community Cohesion Strategy and Action Plan has the below organisations represented.

Community Cohesion Officer Great Yarmouth Borough Council (GYBC)
Manager Neighbourhood Management
County Community Cohesion Officer
Communications and Diversity Manager GYBC
Police Ethnic Community Liaison Officer Norfolk Police

Chief Executive Community Connections
Culture, Sport and Leisure Manager GYBC
Norfolk County Council Children's Services
Great Yarmouth Voluntary Sector Partnership
Commissioning Officer NHS
Executive Director GYBC
Mental Health
Schools & Colleges
Media

During the course of meetings other organisations or groups will be asked to contribute. Also various community groups and research projects have been consulted, such as Age Concern, Youth Organisations and Disability groups. The strategy has been written with evidence based research.

**The Great Yarmouth Steering Group has identified 5 priority themes.
This is based on evidence collected. See appendix 1**

**Communications
Connectivity
Discrimination
Training & Research
Integration**

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Great Yarmouth Community Cohesion Strategy

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Acknowledgements

West Norfolk Partnership
Great Yarmouth Community Steering Group
Great Yarmouth Borough Council
Great Yarmouth Local Strategic Partnership
Neighbourhood Management 'Comeunity'

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This is the first Community Cohesion Strategy for Great Yarmouth and builds on previous commitments made through the Sustainable Communities Strategy. In the Sustainable Communities Strategy high level objectives have been set out under three theme headings theme three is 'A healthy and cohesive community' we need to develop that with the Community Cohesion Strategy.

Foreword by

Barry Coleman - Leader of the Great Yarmouth Borough Council and Chair Local Strategic Partnership.

Great Yarmouth's maritime history is built upon a rich fabric of cultures and communities which have helped to shape the borough we know today. From our rural parishes in the north and south to the urban centres of Yarmouth and Gorleston, our communities present a rich tapestry of local life within the borough. This tapestry is enhanced during the summer months with significant numbers of visitors to our coastal towns and villages. Whilst this mix presents vibrancy and opportunity it also presents challenges in the ways in which services are provided and the ways in which residents live and work together.

Our aim is to build stronger and more cohesive communities which bring together older and younger people, established and new communities and other sections of society in order to raise the quality of life for people living in the borough.

Our approach to community cohesion is a positive one, in which we recognise the challenges within our communities but are proactive in our response- a response which is not only the duty of the borough council but also a range of service providers from the statutory, private and community, voluntary and faith sectors. At the heart of our aspiration for stronger and more cohesive communities are communities in which local residents play an active part.

This strategy sets out how Great Yarmouth Borough Council and its partners of the Local Strategic Partnership aim to do this.

A handwritten signature in black ink, appearing to read 'Barry Coleman', with a long horizontal flourish extending to the right.

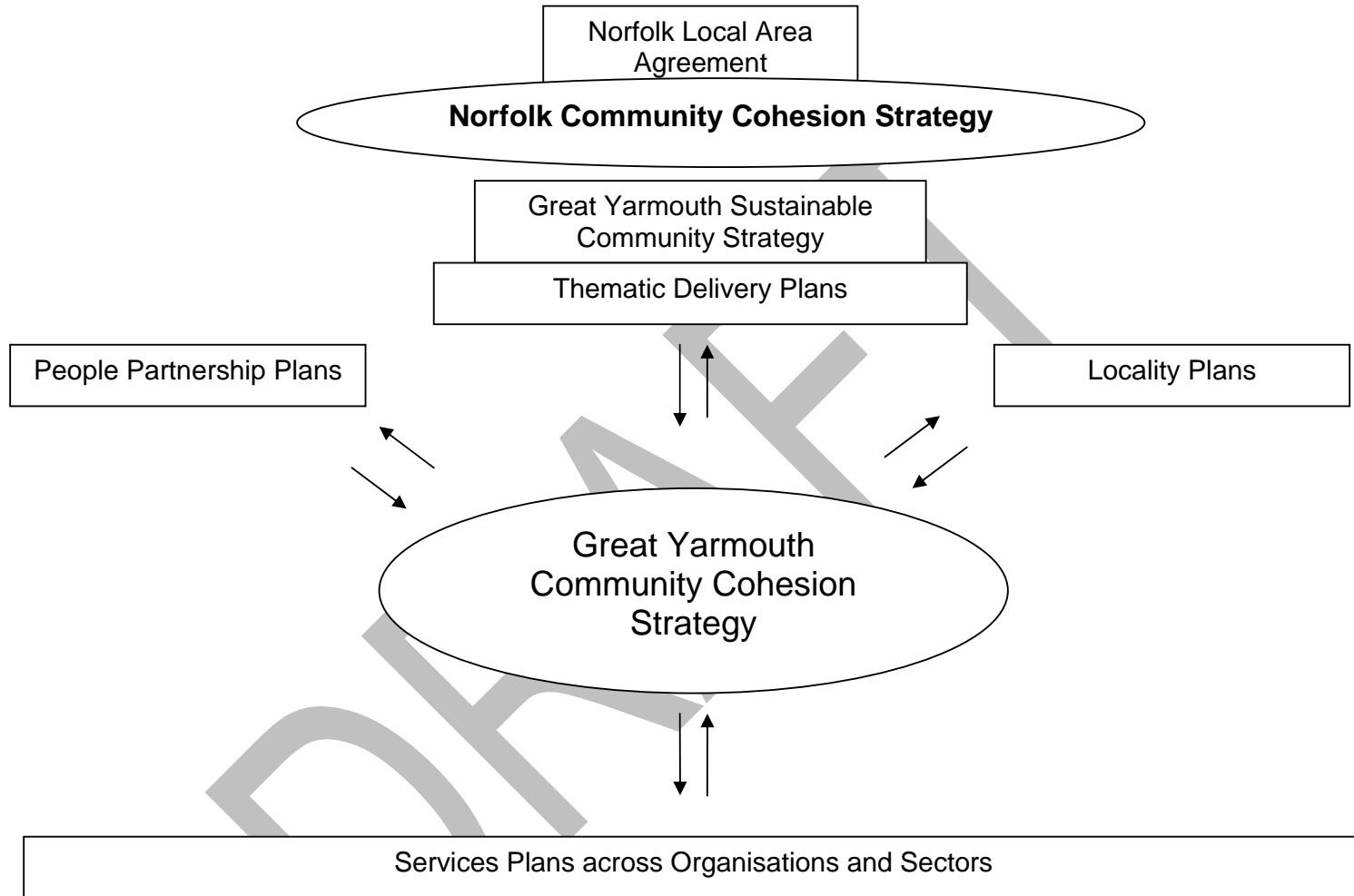
Introduction

Our community is enriched by empowering people to contribute more fully to society, whatever their background. Great Yarmouth acknowledges that discrimination and inequality occur in our society and it is therefore important to find ways to tackle them. These have a direct impact upon community cohesion of the borough.

Our roles as community leaders, service providers and employers place us in a unique position to work actively towards not only eliminating unlawful discrimination, but to build on this and to actively promote and increase community cohesion.

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How this Strategy works with other plans



Strategy Draft
About Great Yarmouth

Physical

About 20 miles east of Norwich on the Norfolk coast, the Great Yarmouth Borough Council area includes the major urban areas of Great Yarmouth and Gorleston and rural surroundings of 21 parishes stretching from Winterton in the north to Hopton in the south.

It has a total area of 42,958 acres – 17,385 hectares and 118 hectares of parks and open spaces.

Great Yarmouth itself is a medium-sized port and industrial centre as well as a major seaside resort near to coastal and marshland areas that are of national significance for their environmental interest as well as recreation.

Demographic profile

The Office for National Statistics estimates the population of the Borough at mid-2006 is 93,400 persons, an increase of 2.8% from 2001. The county of Norfolk has a total population of 832,400 for the same year. Between 2001 and 2006, Norfolk's population increased by 4.2% whereas across Great Britain, the increase was just 2.5% (mid-year population estimates: ONS)

Population Great Yarmouth has a total population of 93,400 in 2006, an increase of 2.8% from 2001. The county of Norfolk has a total population of 832,400 for the same year. Between 2001 and 2006, Norfolk's population increased by 4.2% whereas across Great Britain, the increase was just 2.5% (mid-year population estimates: ONS).

Age Structure of the Population From analysis of the age structure of the residents in the borough (Table 1), Great Yarmouth has similar demographics to those across Great Britain. However, in the age groups 15 to 29 years and 30 to 44 years, Great Yarmouth has fewer residents in these categories compared with Norfolk and has proportionally more residents in excess of 45 years than Norfolk.

Table 1: Age Structure of Great Yarmouth

Age Group (years)	Great Yarmouth Numbers			Great Yarmouth	Norfolk	East of England	Great Britain
	Males	Females	Total	%	%	%	%
Age Group: 0- 4	2,500	2,400	4,900	5.2	5.7	5.8	4.9
Age Group: 5-14	5,500	5,200	10,700	11.4	11.9	12.2	11.0
Age Group:15-29	7,700	7,700	15,300	16.4	19.6	18.1	17.2
Age Group:30-44	8,800	9,200	18,000	19.1	22.0	21.9	19.6
Age Group:45-64	12,800	13,000	25,700	27.5	24.9	25.4	26.9
Age Group:65-74	4,800	5,000	9,800	10.5	8.4	8.5	10.4
Age Group:75+	3,600	5,600	9,100	9.8	7.7	8.1	10.0

Source: Mid-year population estimates 2006 (ONS)

There are underlying changes in the make-up of the population, with significant increases in the proportion of residents of pensionable age and the very elderly.

There is a small ethnic minority population – 1.4% of the population as registered at the 2001 census. We know that this has increased since then. We have a long-established Greek Cypriot community. Some asylum seekers were placed in the borough in the 1990s but this population has since reduced. More recently workers from EU countries have been attracted here by Norfolk employers. The most significant population of which is Portuguese along with emerging eastern European communities. Great Yarmouth also has an established albeit dispersed Chinese community.

Deprivation

Index of Deprivation 2007

Under the Department for Communities and Local Government 2007 Index of Deprivation Great Yarmouth was ranked 58th worst by degree out of 354 local authorities. Great Yarmouth rates highest by Norfolk District in deprivation rankings

Norfolk Districts

District Rank of Average	Score
Breckland	213
Broadland	301
Great Yarmouth Borough	58
Kings Lynn & W Norfolk	137
Norwich	62
North Norfolk	160
South Norfolk	286

Like the 2004 Indices of Deprivation, the 2007 version was based on Super Output Area (SOA) levels. Each of the 32,482 English SOAs were assigned a score and ranking for the 2007 ID and all seven domains.

Twelve (20%) of Great Yarmouth's SOAs are in the worst 10% of the English SOAs with seventeen (28%) in the most deprived 20% of English SOAs.

According to the Department for Communities and Local Government, England's most deprived 20% of LSOAs have the following characteristics on average:

- Just under a third of people are income deprived
- One in five of women aged 18-59 and men aged 18-64 are employment deprived
- Just under half of children live in families that are income deprived
- About a third of older people are income deprived

The majority of people - 71% - own their own homes. Social housing makes up 21% of accommodation, with about 8% privately rented.

Employment

Unemployment levels in the area fluctuate with the seasons and are at their lowest during the summer months. The level of unemployment (claimant count) for the Great Yarmouth Borough Council area for July 2007 was 3.8%, when for Great Britain as a whole the rate was 2.3%. In January 2007 the Great Yarmouth rate was 5.4%.

Unemployment is at its highest in the inner urban areas during the winter months when it reaches about 15%. About 37% of employees in Great Yarmouth work part-time.

In the rural areas, agriculture now employs less than 1% of the total workforce.

The tourism industry is worth around £462 million and accounts for approximately 32% of local employment.

Great Yarmouth Statistics

Population	93,900
Proportion of population Non-White	1.29% (2001 Census)
Electorate	71,855
Area	17,385 hectares
Sparsity (people per square mile)	1397.9
Parish Councils	21
Total dwelling stock	44,736 (2006 Norfolk Observatory) 45,364 (estimate March 2008)
Businesses	2,400
Rural Villages/settlement	19
Listed Buildings	403 Grade 1, 2 and 2* Listed Buildings
Coastline	15.24 miles

Setting the scene

Defining Community Cohesion

Cohesion is not just a race issue; it covers a wide range of issues including age, class and social background.

Community cohesion is achieved when:

- *There is a common vision and a sense of belonging for all communities*
- *The diversity of people's different backgrounds and circumstances are appreciated and positively valued*
- *Those from different backgrounds have similar life opportunities*
- *Strong and positive relationships are being developed between people from different backgrounds in the workplace, in schools and within neighbourhoods*

The above definition of community cohesion is set out in the Local Government Associations' Guidance on community cohesion (prepared jointly with the Office of the Deputy Prime Minister, Home Office, and Commission for Race Equality and Inter Faith Network) and is nationally accepted.

A cohesive community is one in which local people feel involved in the developments that take place around them and can have a real say in the way in which local services are planned and delivered. The signs of a strong community are also measured by the extent to which local people feel that in the area and together make a unique contribution to our future. Strong and active communities are also characterized by the extent to which people are taking an active part in their local neighbourhood and make a positive contribution.

In short cohesion lies at the heart of what makes a strong, safe and sustainable community.

The National Context

Community Cohesion became a hot topic in 2001. During that summer there were disturbances in several towns in the north of England between young people – particularly from white and Asian ethnic groups. Following this, the Home Secretary established the Community Cohesion Review Team under Ted Cante. The team produced a detailed report into the issues behind such disturbances and outlined a national strategy to tackle them.

The Cante report on the 2001 disturbances highlighted the ‘parallel lives’ of those from different cultures. It also raised concerns about the growing gap between rich and poor, and those that are positively engaged in society and those who are not. It commented that tensions may arise between racial or faith groups, between urban and rural, between new and longer term residents, or between generations.

Since the Cante report increased awareness of the community cohesion agenda, global migration and migration to the UK have been increasing, both as people seek refugee status or move as economic migrants.

In 2004, 10 new countries joined the European Union (EU). These were the so called ‘A8’ accession states of Poland, Slovakia, Czech Republic, Hungary, Slovenia, Estonia, Latvia and Lithuania, as well as Malta and Cyprus. Following this, in 2007 Romania and Bulgaria also joined (the so-called A2 countries) and Croatia will become a member in 2009. Citizens of these countries can live, and under certain circumstances, work in the UK. Following the inclusion of these countries to the EU, economic migration has increased across the EU, with large numbers of A8 and A2 migrants coming to work in the UK.

The arrival of large numbers of new economic migrants since the expansion of the EU in 2004 has been much debated in policy circles and the media alike. A common theme in reviewing the impact of this migration is the lack of robust data for the numbers of migrants. Between the 1 May 2004 and 31 December 2006 the Worker Registration Scheme recorded 579, 00 applications from the new EU countries. Recent work by the Institute for Public Policy Research estimates the true figure to be much higher, stating that the current population of A8 and A2 nationals resident in the UK is 665, 000, an increase of around 550,000 since early 2004. It is also estimated that a total of 1 million A8 migrants have arrived in the UK since 2004, but that around half of this group have already left the UK. As this strategy will go on to state the various impacts of this national increase in the arrival of economic migrants have been felt across Norfolk.

Undoubtedly issues around race and migration have played a key role in raising awareness and developing an agenda for community cohesion.

The Great Yarmouth Context

As the population of the Borough increases so too does the demand on local services, especially schools, to meet the specific needs of new arrivals to the Borough. This inevitably has a consequence on relationships within and between communities.

While the arrival of new groups of European workers over the past four years has brought energy, dynamism and vibrancy to the town, it has also been the source of local tension based on misunderstandings particularly in relation to council housing allocations and access to other public services. This often overshadows the contribution new arrivals have made to the local economy and the emergence of new and diverse businesses, particularly in the more deprived neighbourhoods.

The newer residents are largely economically independent but tend to be concentrated in the cheaper housing in the town centre which are often in poor condition due to neglect resulting from the structural changes in the holiday industry as mentioned in the Sustainable Community Strategy. Interviews carried out in Great Yarmouth for the purposes of identifying housing needs, (also in the Sustainable Community Strategy), highlighted that many of the newer residents have only a limited awareness of council services and still more limited usage. Although most (80%) said that they spoke and read English, almost a third felt that language was a barrier to gaining information and accessing services. 25% said that they had been the victim of racial abuse of some kind but under half of these had made a complaint to the police or other agency because of lack of confidence in it being followed up.

Community cohesion in the Borough is not assisted by its relative remoteness from the main centres of population in the rest of the country and also because of the way in which natural features dissent the area, particularly in the town of Great Yarmouth. The urban/rural make-up of the Borough also indicates that cohesion is as much about geographic divides as it is social. Connectivity is a significant issue for those living in the rural parishes.

At a very local level there is indication of tension between neighbours, particularly in those neighbourhoods where housing is heavily concentrated and there is little access to open space. These problems are often exacerbated in areas where there is a mix of land use, very often causing tension between residents and local businesses. In recent years there have been growing tensions between the needs of visitors and the needs of residents in terms of access and parking, largely exacerbated by the growth in day visitors to the resort, and the growth of out of town retailing. With increases in heavy port traffic imminent, these tensions are likely to worsen.

Cohesion issues prevail around concepts of tolerance, acceptance and diversity, particularly in relation to ethnicity, age, disability and sexual orientation. There is an overarching need to develop inter-group and inter-generational activities which promote mutual understanding and celebrate cultural differences.

Community cohesion is not just a current issue but also one for the future. As new developments are planned, provision will need to be made for new or enlarged schools, community centres, open spaces, and other public amenities. The overarching need will be to ensure the creation of flexible, mixed communities,

which will be sustainable over a long period of time and offer a range of tenure options. Developments in the area covered by 1st East will need to be harmonised with those beyond its boundaries.

Outline Map of the Borough of Great Yarmouth



Quality of Life

Perceptions of current quality of life

The LPSA report produced by Ipsos MORI for Great Yarmouth Borough Council in December 2007 showed that seven in ten (70%) of residents questioned said they were satisfied with their local area as a place to live.

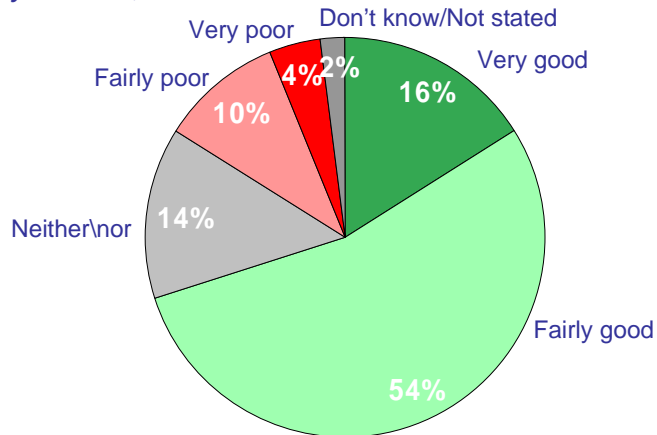
Similarly, the picture that emerges in the panel survey is one of overall contentment with quality of life, and moreover a sense that quality of life is generally stable, being largely unchanged from the past, and comparable to the rest of Norfolk.

Importantly, perceptions of community cohesiveness – the extent to which people respect and get on with those from different backgrounds – appear to be closely tied to perceptions of quality of life. The more pessimistic panellists are about community cohesiveness – the more they feel that people from different backgrounds and ethnic groups do not get on and do not respect each other - the more negative they are likely to be about quality of life.

Panellists are generally positive about their current quality of life as Great Yarmouth residents. Seven in ten (70%) say their quality of life at present is either very good (16%) or fairly good (54%).

Current quality of life

Q All things considered, how good or bad do you feel that your quality of life is, as a resident of Great Yarmouth?



Base: 456 Great Yarmouth residents, 15 October – 30 November 2007

Looking at subgroups of panellists, those who agree that 'people from different backgrounds get on well together' are more likely to feel their quality of life is very or fairly good (84%) than those who disagree (52%). Similarly, 85% of those who agree that 'residents respect ethnic differences between people' feel their quality of life is very or fairly good, compared with 58% of those who disagree.

Homeowners are more positive about quality of life than social housing tenants. Over seven in ten (72%) of those who own their homes outright or have a mortgage feel their quality of life is good (very or fairly), compared with 55% of those who rent from the Council or a housing association. However it should be pointed out that only 44 participating panellists are in social housing, so this finding should be treated with a high degree of caution.

Also, satisfaction with quality of life is linked to age, as the table below shows. Two thirds (66%) of panellists aged 30-44 say their quality of life is good, compared with 76% of those aged 60 and over.

QGY 01 All things considered, how good or bad do you feel that your quality of life is, as a resident of Great Yarmouth?

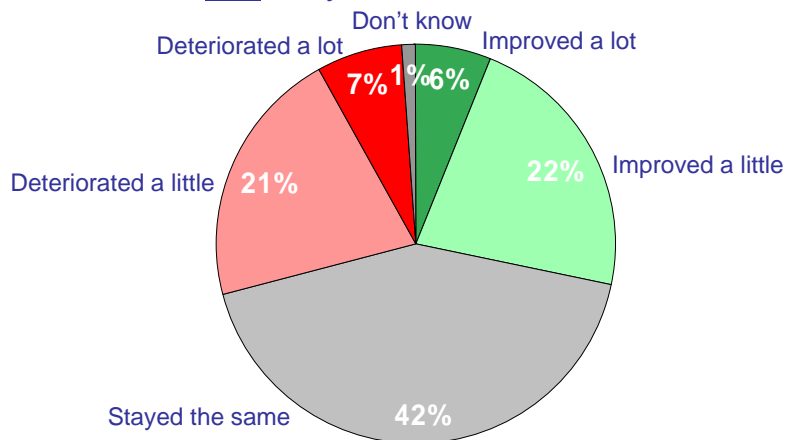
	Overall	16-29	30-44	45-59	60+
Base: All Great Yarmouth panellists	(456)	(30)	(95)	(152)	(178)
	%	%	%	%	%
Very good	16%	7%	7%	16%	29%
Fairly good	54%	62%	59%	54%	47%
Neither good nor poor	14%	8%	16%	17%	13%
Fairly poor	10%	18%	13%	8%	5%
Very poor	4%	5%	5%	3%	2%

Source: Ipsos MORI

There is no overall consensus amongst panellists on whether quality of life is better now than in the past. Over one in four (28%) feel that quality of life has improved either a lot (6%) or a little (22%), whilst the same proportion (28%) feel it has deteriorated a lot (7%) or a little (21%). However the single most prevalent feeling is that quality of life has stayed the same – 42% of panellists say this.

Ipsos MORI **Quality of life – now compared with the past**

Q *Has your quality of life improved, deteriorated or stayed the same over the past four years?*



Base: 456 Great Yarmouth residents, 15 October – 30 November 2007

Again, feelings about community cohesion and quality of life are correlated. Just one in five (19%) of panellists who agree that 'people from different backgrounds get on well together' say their quality of life has deteriorated (either a little or a lot) over the past four years, compared with 43% of those who do not agree.

Similarly, only 16% of those who agree that 'residents respect ethnic differences between people' say their quality of life has deteriorated compared with 38% of those who disagree.

Great Yarmouth panellists tend to feel that their quality of life is no better or worse than that of other people in Norfolk. Over three in five (62%) say their quality of life is 'about the same'. Similar proportions (19% and 15% respectively) say their current quality of life is either better or worse than other people living in Norfolk. Given the fact that Great Yarmouth Borough Council operates under different, often more challenging, circumstances to most other districts in the county, this should be seen as a positive finding – and one which reflects the close sense of association with their local district evident in our recent qualitative workshop discussions with Great Yarmouth panellists.

Reports such as this provide some evidence of community perceptions however; there are particular limitations with such methods i.e. representativeness of respondents, particular types of methodology used. It would have been advantageous to have had a more representative sample, to enable more comparison between different areas within Great Yarmouth, but it should be acknowledged that this is not always possible within research projects of this kind when opportunistic samples are provided. A range of community-based data exists at a local level which helps to enrich official statistics and give a more holistic picture of cohesion in Great Yarmouth.

Targets

The relevant Local Area Agreement indicator adopted for Norfolk in 2008 is

NI 1 – the % of people who believe people from different backgrounds get on well together in their locality.

Great Yarmouth has been set a target to achieve a 5% increase over three years. This is acknowledged as an ambitious target yet one which will ensure we prioritise our vision for cohesive communities being fundamental to the delivery of Great Yarmouth's Sustainable Communities Strategy.

It is also acknowledged that performance against this mandatory target will be influenced by external factors, which fall is beyond the control of local agencies. A range of supplementary indicators which help us to measure the effectiveness of activity undertaken to build cohesion will need to be identified.

In order for Great Yarmouth to achieve these outcomes a work programme which pays particular focus on positive reinforcement will be paramount to building a sense of inclusion, identity and pride across our communities. A range of consultation data exists which has informed the development Great Yarmouth's Community Cohesion Strategy. These has been bought together by a cross-sector steering group and supplemented by addition community engagement and will be monitored on a bi-monthly basis.

Key themes identified include;

- **Connectivity and Place**; exploring issues of geographic isolation, access and barriers to services and a sense of place.
- **Positive Communications**; celebrating the positive, promoting the identity of the borough and providing accurate and consistent information.
- **Challenging Discrimination**; through positive reinforcement and pro-actively challenging discriminatory practices.
- **Training and Knowledge**; building knowledge and awareness for those serving our communities.
- **Integration and Community Building**; supporting integration within communities and empowering local residents to get more involved.

Resources

An Area Based Grant directly from the Department of Communities and Local Government has been allocated to Great Yarmouth.

The allocation of this spend should be used to develop activities which help to build more cohesive communities in Great Yarmouth. The cohesion work plan will not only be informed by funded projects in this fund but will also seek to incorporate work of other partners around community cohesion in Great Yarmouth. It is also recognised that the work plan pays reference to areas of work which do not fall within the remit of partners locally. In these instances the role of the Cohesion

Steering Group will be to drive an influencing role on others responsible for such actions.

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Appendix A: Draft Action Plan

THEMES	TYPES OF ISSUE	PROPOSED ACTIONS	Lead	Timescale
CONNECTIVITY AND PLACE	Rural Isolation	<ul style="list-style-type: none"> Explore the development of community hubs working closely with Parish Councils and Community Associations. 	GYBC/ VCS	
	Access and Barriers to services.	<ul style="list-style-type: none"> Raise awareness of services available. Address gaps in current provision. 	GYBC/ VCS/ NCC/ PCT/ Police	
	* Neighbourhood disputes	<ul style="list-style-type: none"> A mediation project focusing on conflict resolution to target neighbourhood incidents. 	To be confirmed	
	Pride of Place	<ul style="list-style-type: none"> Support community projects which demonstrate community pride and inclusion. 	Through PB Pilots	
POSITIVE COMMUNICATIONS	Myths/Perceptions	<ul style="list-style-type: none"> Work with a range of partners to provide accurate information, dispelling myths and perceptions. Promote the positive communication of good news stories. 	To be confirmed	
	Branding/Image	<ul style="list-style-type: none"> Support the development of a positive outward facing image of the borough which encourages community pride and self-esteem. 	Incorporated in WNF branding work	
	*Awareness	<ul style="list-style-type: none"> Support planned work in Schools to promote awareness and understanding between young people. 	NEAD	
	*Under-reporting of Hate Crime	<ul style="list-style-type: none"> Support a refreshed multi-agency protocol and an awareness raising campaign. 	Norfolk Multi Agency Protocol – “Tackling Hate Crime Together” (the MAP)	
CHALLENGING DISCRIMINATION	*Hate Crime	<ul style="list-style-type: none"> Support communities to report hate crime and ensure organisations provide appropriate support through Norfolk Ambitions (County Strategy) & the Multi Agency Protocol – Tackling Hate Crime 	Norfolk Multi Agency Protocol – “Tackling Hate Crime Together” (the MAP)	
	Bullying & Harassment	<ul style="list-style-type: none"> Support communities through Norfolk Ambitions (County Strategy) & the Multi Agency Protocol – Tackling Hate Crime 	Norfolk Multi Agency Protocol – “Tackling Hate Crime Together” (the MAP)	
TRAINING AND KNOWLEDGE	*Front line staff	<ul style="list-style-type: none"> Provide a training programme for front-line workers across organisations to promote community cohesion. 	GYBC	

	*Community Champions/Elected	<ul style="list-style-type: none"> Provide training programmes for elected members and community members to champion cohesion in their neighbourhoods. 	GYBC	
	Monitor population figures	<ul style="list-style-type: none"> Work with partners to identify a clearer picture of the make-up of the borough's population. 	GYBC	
	Understanding rural issues	<ul style="list-style-type: none"> Utilise Great Yarmouth's role in the National Empowering Authorities Network and resources available to explore rural issues of cohesion. 	GYBC	
INTEGRATION AND COMMUNITY BUILDING	Isolation experienced by various sections of the community, including people with mental health issues, older people, black and minority ethnic groups, newcomers, young people, people with disabilities, unemployed people.	<ul style="list-style-type: none"> Support cultural, sporting and community events and activities which promote the integration of different groups. Empower local communities to become more involved in decision-making through, for example, participatory budgeting. 	SeaChange Arts Out there Festival 2009 + Others to be determined People Partnerships/Locality Boards	

*** Priority projects for 09/10**

It is proposed that Area-based Grant is used to support the following projects;

Training for front-line staff across organisations and sectors

A Mediation project

Myth-busting Information

Outthere Festival 2009

Participatory Budgeting Pilots and the roll-out of Locality Working

And subject to the outcome of other current funding programmes;

An inter-generation project

Migrant Worker integration activities

Further work not funded by ABG but to be supported as part of the action plan will be;

Norfolk MAP (Multi Agency Protocol) Tackling Hate Crime

Positive Communications

NEAD Schools Work (Norfolk Education & Action for Development)

Appendix B : Evidence Base

The priority themes identified in the strategy relate directly to both statistical and anecdotal evidence collected from the following sources.

CONNECTIVITY	Types of Issue	Evidence Source
	Rural Isolation	Community Connections (Martham CLIP)
	Access to services	Community Connections (Martham CLIP) – Disability Forum - CAB
	Transport	Community Connections (Martham CLIP) – Disability Forum – Centre 81
	Language barrier	ESOL – GYROS
	Further analysis of need	Priory Research – Community Connections
	Housing	Connexions – GYBC – Shelter – Environmental Health
	Leisure – Sport	GYBC – SeaChange
COMMUNICATIONS	Myths/Perception	Environmental Health – Community Connections – GFS Platform
	Brandings	Research – surveys
	Awareness	Environmental Health – Voluntary & Community Sector
	Hate Crime reporting	Police – Multi Agency Protocol
DISCRIMINATION	Under reporting Hate Crime	Multi Agency Protocol – Police Statistics
	Bullying & Harassment	Schools – workplace
	Disability	People First – DIAL – Centre 81
	Champions/elected members	GYBC
INTEGRATION	BME	Community Connections – GYROS

	Young/old	Connexions – Age Concern – OPN – Local Youth organisations
	Disability	Disability Forum – Centre 81 – DIAL – Day Centre NCC
	Sexual Orientation	Police – BLAH
	Mental Health	Julian Housing – MIND
	Migrant workers	GYROS – Portuguese Association – Environmental Health - NORCAS
	Newcomers	GYBC – GYROS (Welcome to Norfolk Website) – NORCAS – Portuguese Association
	Young white males	Connexions
	Single parents	GFS Platform – Community Trust

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