



BUILDING BETTER FUTURES: NORTH LYNN COMMUNITY PLAN

Freebridge
COMMUNITY HOUSING

INTRODUCTION

As part of our 5 year strategy **Building Better futures, Freebridge Community Housing** are committed to building strong and sustainable communities.

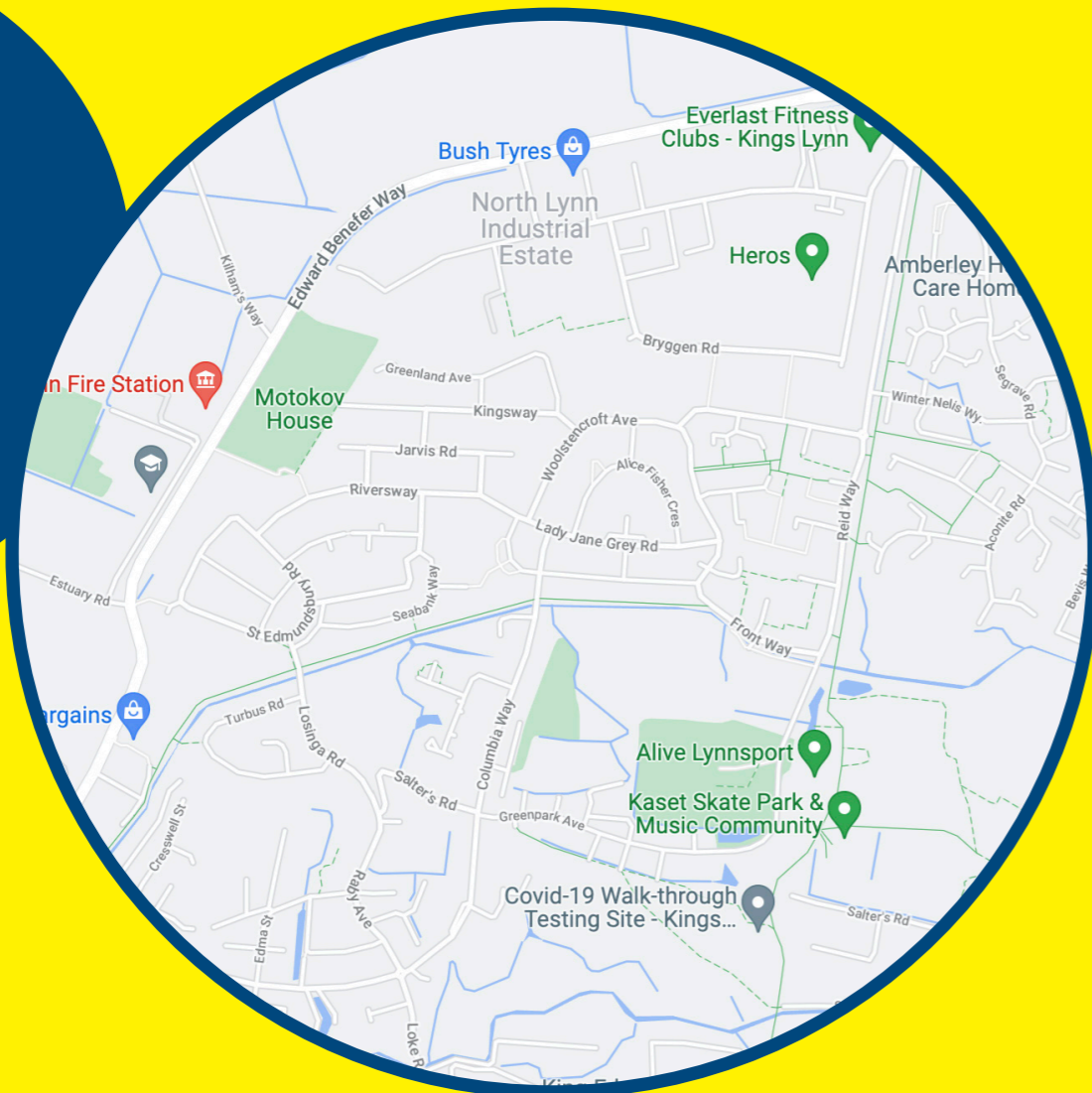
Within our Strategy we seek to 'create better Homes and communities and local spaces to be proud of'.

This plan sets out our commitment to working with our local communities, key partners and organisations on projects and initiatives that will have a real impact on the people that live within our neighbourhoods.

A community action plan has been created following an extensive consultation and

engagement projects over several months with residents in North Lynn. This included a consultation event at The Discovery Centre in October 2021, over 150 hours of localised community engagement and digital promotion, as well as multiagency and partnership engagement to create both the survey and action plan.

We received over 260 responses via online and paper submissions. We have used this feedback, as well as other local knowledge to create an action plan for the North Lynn area which when delivered in partnership, we believe will make a difference to life in North Lynn for the whole community.



THE PLAN AREA

WHAT IS A COMMUNITY PLAN?

North Lynn is one of the most inactive areas of West Norfolk. The life expectancy in North Lynn can be up to 15 years lower than surrounding areas and a high proportion of residents regard their health as poor compared to the rest of the region.

A community plan, is a document which sets out the organisations aims and objectives for promoting or improving the economic, social, and environmental, health and wellbeing of the area.

We have a thriving partnership environment, and it is through this positive, partnership activity that the community plan has been created.

The key themes explored within the consultation process and used within the action plan are as follows:

- Local amenities
- The environment
- Transport
- Business, leisure and tourism
- Community and social projects
- Population
- Tenant Satisfaction

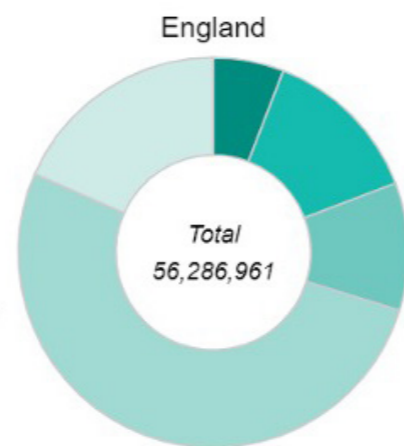
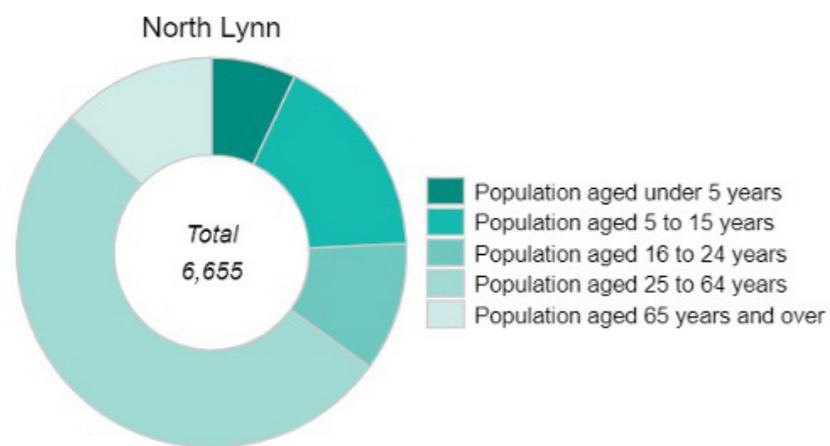


POPULATION

The North Lynn area of King Lynn has a range of different accommodation types including owner occupier, privately rented and social housing.

Freebridge Community Housing have just under 1,100 properties in the local area. There are 1,304 Freebridge tenants in the North Lynn area. The average tenant age is 50, with 122 residents living in sheltered housing and the remainder in 'general needs' or independent accommodation.

Population by age group, 2019



Population by age group, 2019, numbers

Indicators	North Lynn	King's Lynn and West Norfolk (LTLA 2021)	Norfolk (UTLA 2021)	England
Population aged under 5 years	468	8,008	45,540	3,299,637
Population aged 5 to 15 years	1,147	18,627	108,568	7,517,042
Population aged 16 to 24 years	712	12,235	88,804	5,953,505
Population aged 25 to 64 years	3,478	72,844	442,182	29,163,061
Population aged 65 years and over	850	39,669	222,666	10,353,716
Total population	6,655	151,383	907,760	56,286,961

EMPLOYMENT

A high proportion of the population work in routine/semi routine work but also high levels of unemployment. Unemployment rates in North Lynn are higher than the rest of Norfolk and higher than the national average. The birth rate is also higher than the national average, so there are more children and younger working age adults than national profiles.



FACILITIES AND AMENITIES

Schools

In North Lynn there is one Academy Trust Primary School, Greenpark Academy which is located just off the Lynn Sport grounds, the Academy also has a nursery on site with mixed gender pupils and 48% of pupils are eligible for free school meals. Greenpark Academy have 196 pupils on the school roll with capacity of 258, with the age range of 3-11. The OFSTED report was completed on 12 September 2019 with overall effectiveness of requires improvement.

The nearest secondary school is based in Gaywood which is a 1 mile walk from Woolstencroft Avenue. King Edward VII Academy has a capacity of 1371 pupils and 1095 are currently enrolled, they also have a sixth form facility on site. The Academy was rated requires improvement on 24th June 2021.

Doctors

The doctor's surgery in North Lynn, St Augustine's Surgery is located on Columbia Way with parking facilities. The site also includes a café and a nursery on site.

Emergency hospital admissions

Emergency Hospital Admissions, 2015 to 2016, to 2019 to 2020, Standardised Admission Ratios (SARs)

Indicators	North Lynn	King's Lynn and West Norfolk (TLA 2021)	Norfolk (UTLA 2021)	England
Emergency hospital admissions for all causes (SAR)	180.4	120.3	89.8	100.0
Emergency hospital admissions for coronary heart disease (SAR)	214.5	136.3	94.0	100.0
Emergency hospital admissions for stroke (SAR)	138.0	106.9	109.0	100.0
Emergency hospital admissions for Myocardial Infarction (heart attack) (SAR)	188.2	120.8	107.8	100.0
Emergency hospital admissions for Chronic Obstructive Pulmonary Disease (COPD) (SAR)	317.1	119.0	78.2	100.0

Source: Hospital Episode Statistics (HES) NHS Digital

Shops in North Lynn

North Lynn has 3 small shops, 1 Retail Park with a supermarket and 2 post offices, all distributed fairly across and within a walking distance. The public can access basic needs such as bread, milk etc locally with flexible opening hours (8am-9pm).

The nearest Library is situated in central King's Lynn, 20 minute walk from Columbia Way.

Community Facilities

North Lynn benefits from 1 active Community Centre, The Discovery Centre which is situation just off Columbia Way with onsite nursery and parking facilities.

Discovery Centre is open with a range of partners on site including the health service, child sports groups, The Benjamin Foundation and West Norfolk Action Group. The Discovery Garden is also maintained by groups attending the centre. The community centre has a range of facilities on site including lettable space, a large sports hall, office accommodation and function room space.

Lynnsport is a short 10 minute walk from Discovery Centre and offers sport facilities, gym, green space and also a play park.

There is a large area of allotments in North Lynn opposite the Lynnsport grounds. A local mental health support charity called MIND run sessions on their allotment for anyone who is in crisis or in need of support.



TRANSPORT AND PARKING

There is very limited parking in North Lynn, some shops have 2/3 parking spaces outside. Parking has been highlighted as an issue from residents due to the number of parked cars on the side of the road and on the pavement, which adds to safety concerns.

There are several unused garage block locations that through consultation, local residents would like to see there repurposed or developed.

There are cycle routes and walking routes available to the shops and schools. There are cycle paths and walking paths available in North Lynn with some traffic, to remove the safety risk on the roads and pavements.

North Lynn is well served by public buses, with 2 running every hour/half hour from the town centre bus station. If you travel via these before 9am it costs just £1 per journey, Monday to Friday, against the normal daytime fare of £2, and the all-day flexible ticket, priced at £3.20. If you require a bus to the hospital you would need to walk to Gaywood which is located outside of North Lynn.

The North Lynn area of King Lynn has a range of different accommodation types including owner occupier, privately rented and social housing.

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Housing and living environment indicators, number of people or households

Indicators	North Lynn	King's Lynn and West Norfolk (LTLA 2021)	Norfolk (UTLA 2021)	England
Older people living alone, 2011	295	9,059	53,297	2,725,596
Overcrowded houses, 2011	273	3,019	16,416	1,928,596
Fuel Poverty, 2018	334	8,187	45,647	2,400,297

Source: Source: ONS Census 2011 / Department of Energy & Climate Change, 2018

COMMUNITY

The town centre is 0.4 miles away from North Lynn, appropriately 4-minute drive or 14-minute walk.

The Discovery Centre in North Lynn hold a range of community projects and events throughout the year, alongside many partners and other local organisations, accessible for the whole community.

North Lynn Methodist Church hold awareness, prayer & bible study, morning prayer, women's fellowship, community meals and puppet shows throughout the year.

Lynn Sport is embedded in the heart of North Lynn and have a range of leisure classes and services available at a cost to local residents.

'The walks' is a historic urban park in the heart of King's Lynn and dependant on where you live in North Lynn is a short walk away. The Walks is the only surviving 18th century town walk in Norfolk.

A £4.3 million Heritage Lottery Funded restoration has returned this 42 acre park to its former glory and added modern amenities making it the perfect place to enjoy a relaxing stroll and explore the history of the area.

Boasting a unique 15th century chapel, The Red Mount, a Grade II-listed church as well beautiful landscaping, a children's play area, toilets and a café. The local authority and other local organisations hold regular summer events here.

Localised support services also operate in the area including, NHS wellbeing services, Voluntary Norfolk, Family action and MIND.

HOUSING

HEALTH

Life expectancy for men and women is lower in North Lynn than it is in Kings Lynn and West Norfolk, Norfolk and England. There is a significant gap between North Lynn and its very close neighbours: people living just next door in Wootton can expect to live up to 8-9 years longer.

The population of North Lynn is relatively young with more younger and working age adults compared to the national population profile. But despite this there are some significant health issues. Levels of limiting long term illness and disability are significantly worse than England and emergency hospital admissions linked to a range of issues including heart problems, stroke, respiratory disease, self harm and alcohol related issues are all significantly higher than England.

The level of deaths for people under 75 from causes that are considered preventable is significantly worse than England. Lifestyle risk factors include smoking, unhealthy weight and being physically inactive. In North Lynn smoking prevalence, childhood obesity and adult inactivity levels are all estimated to be higher than Norfolk and England levels.

Covid-19 currently presents a risk to the health of people across the country. In North Lynn, there is a relatively low rate of vaccination compared to Norfolk and England: 62% of people aged 12+ in the area have had a first dose and 38% a booster or third dose (compared to 86% and 66% in Norfolk). The Covid-19 case rate in North Lynn is currently very high at 1,716 per 100,000 and increasing compared to a decreasing Norfolk case rate of 1,339.5.

North Lynn Facts



There are more younger and working age adults compared to national population profile



Fertility rate is significantly higher than national average – more babies are born here than typically in other areas



The proportion of socially rented housing in this area is higher than the regional average



A higher proportion regard their health as bad compared to the region.



Population who cannot speak English well or at all is 6.2% compared to 1.7% nationally



Income deprivation, child poverty and older people in deprivation levels all significantly worse than England



Emergency hospital admissions for coronary heart disease, stroke, heart attack and COPD are all significantly worse than England



Historically levels of limiting long term illness or disability are significantly worse than England



A much higher proportion of the population work in semi routine or routine occupations compared to the regional average



Prevalence of childhood obesity at reception and year 6 is significantly worse than England



Unemployment significantly worse than England



Emergency admissions for under 5s and 15-24 year olds significantly better than England



Deaths from cancer, circulatory disease and other causes considered preventable for the under



Hospital admissions for self harm and alcohol related harm are significantly worse than England

KEY OUTCOMES OF CONSULTATION

General points

Residents in North Lynn enjoy living in North Lynn due to its proximity to town centre.

They also feel the most important thing to them where they live is safety, cleanliness, peace and quiet.

However when describing North Lynn in 3 words people used words such as: disgusting, high levels of crime, dirty, friendly, fun, and quiet so it was a real mix of answers.

Residents described the appearance of Freebridge homes as outdated, run down, council houses. Residents also wish that Freebridge could help them with traffic in North Lynn, fly tipping, anti-social behaviour, update the look of Freebridge homes.

73% of responders have not visited Discovery Centre.

80% of responders would not be interested in volunteering for any projects at the Discovery Centre or part of the wider community, however 20% would be interested.

Respondents would like to see less rubbish in North Lynn as well as better security and to reduce crime in the area.

North Lynn residents have said that they would like updated properties and repairs completed on time.

There was mention throughout the survey of dog fouling and excessive litter in the streets.

Support Needs including Health and Inactivity

A significant number of the North Lynn Community have friends/neighbours nearby that they can talk to and are supported by them.

By looking at the graphs you can easily spot the high volume of residents which do not attend any local groups. The residents that do attend local groups mostly visit the church and attend events at the church.

A high volume of residents (39%) felt as though they already do enough physical activity and are not interested in doing more, however 28% of residents do not do enough physical exercise and would like to do more.

50% of respondents are happy with their activity levels, however 27% would like cheaper activities due to affordability. There was also a comment section with a high volume of more evening activities, activities for the elderly, activities with child care and updated gyms. Walking groups and local cycling routes were also mentioned as things the local residents would like to see.

48% of people would access a health service for information in relation to their own health and wellbeing.

Safety

Through the responses of the survey it is clear one of the most important things to the local residents living in North Lynn is how they want to feel safe, the location of where they live and also within the neighbourhood.

Reoccurring factors from the responses include anti-social behaviour, high levels of crime, drug use and safety in their own homes. There is also significant mention of scams and cold callers in the local area which have made some residents feel unsafe. Residents would like to use the green spaces around the estate during the day and in the evening, however they feel unsafe. Some of the green spaces in the evening can be intimidating as used by local children congregating in large groups, and there being limited lighting on walk/cycle paths.

We will continue to work both internally with our Tenancy team to ensure safety of our residents but also external agencies including the Police, Borough Council of Kings Lynn and West Norfolk, and Alive at Lynnsport to work together to combat and reduce some of the concerns raised by the residents.

Transport

North Lynn residents mostly use a car for transport.

Transport is easy to access for key places such as work & schools.

Residents are also concerned about anti-social behaviour, crime, traffic/parking, fly tipping/waste.

There is lack of parking in North Lynn, most parking is on the pavements and the results highlighted concerns from residents around the garage blocks on the estate.

The parking concerns onto the estate also feed into the safety concerns the residents have with children playing outside. Visibility when crossing the road is difficult because of the amount of cars parking on the side of the road and pavements.





Facilities, Amenities and Community Based Services

67% of respondents feel there is enough leisure and recreation facilities available. However residents left comments such as: no groups to learn new skills, community groups to help elderly/disabled, more green space, more swimming pools, new play parks and a need for free adult education.

64% of respondents feel there are no services or facilities that are missing from the area. However, there were comments raised by the public with improvements: More community centres, dentists, youth clubs, free activities, more recycling bins, cafes for community to use and socialise in.

A high volume of people have not visited Discovery Centre since it re-opened, and many of the comments consisted of people not knowing the centre is open, did not know the centre existed, and do not know what the centre offers which makes it clear we need to promote the centre better as we hold many youth groups and provisions at the centre already.

A high percentage of people have said that the Discovery Centre should offer Youth clubs/children's activities.

There was a clear response of 85% not attending any groups during their spare time, however 15% do attend a local group. The 15% of responders which answered yes mostly go to church.



Energy and Recycling

Many residents in North Lynn use solar panels and a high level of residents use LED bulbs in their households.

A low number of people who answered the survey tell us that they use composting, although a very high number of residents reduce, reuse, recycle.

Landscape (including Open Spaces)

Within the consultation results we can see that the majority of respondents have a garden or an outside area to access.

The community also state different comments about the parks and recreational green spaces, with high volume of improvements that they would like to see such as: gates around the play parks, more facilities at the parks ie outdoor gym, more seating was a popular response, keeping them clean and free from litter and concerns around Youth ASB and crime.

The general response was that North Lynn had enough play park facilities however the local community would like to see some improvements made to these.

A popular response was also in relation to the closed community centre at St Edmundbury Road and the long term plan for this site as residents have expressed this is unsightly and unkept/not maintained.

Monitoring and Review

The North Lynn Action plan will be monitored by the Board, Senior Leaders and colleagues at Freebridge Community Housing, in conjunction with local partners.

We are committed to enabling the local residents of North Lynn to hold us and partners to account for delivering the plan, and ensuring it achieves its aims, so we will provide quarterly updates and opportunities to provide feedback to the local community.

An annual report will provide more detailed feedback around outcomes and the impact these have had on and for the community, and will inform the plan going forward, which will remain a dynamic and shared plan.



OUR COMMUNITY PRIORITIES AND ACTION PLAN

Following the consultation results, we have worked closely with partners to identify key priorities. For each of our priorities we will have community and partner led ambitions and actions. Here is a list of suggested priorities that will be put in place. Some actions may evolve and change dependant local need.

Priority one: Environmental impact, safety and Creating local spaces to be proud of.

- Encourage residents to minimise impact on the local environment
- Support recycling campaigns
- Support initiatives to reduce food waste
- Work with local partners to reduce litter and waste
- Launch community litter picks.
- Work with young people to develop proposals for additional activities like a youth club or youth café
- Work in partnership to Launch Activities encouraging the youth involvement - for example, tidy up the village litter picks
- Explore and support discussions with the community, local authority, our own Tenancy Team to increase presence on the estate and local police on problems of anti-social behaviour.

Priority two: Health, wellbeing and activity.

- Support and encourage opportunities to improve physical, mental health and wellbeing
- Work with partners to implement a range of low cost food based schemes using the kitchen at Discovery Centre to help with projects. Garden at Discovery Centre can help with the food projects
- Contribute to the development and growth of walking and cycling routes
- Support older residents to retain their independence and maintain a good quality of life.
- Encourage and support further engagement to strengthen community spirit and cohesion
- Develop social networks to reduce social isolation in communities
- Introduce community fridges
- Introduction of youth Groups at the discovery Centre
- Continue to work with partners to address homelessness
- Community litter picks - to be completed as an Impact day or part of our Out and About events.

Priority three: Skills and Education:

- Promote the take-up of skills and training programmes via internal projects including Tenancy and Life Skills, or external agencies coming in to run workshop
- Support the implementation of scheme to reduce financial and digital exclusion
- Provide targeted support and advice to boost wellbeing empowerment and confidence.
- Launch a community champion network.

These priorities will support the local community with wellbeing, isolation, skills, safety and the health of our local residents. In addition to this we will implement projects and schemes to support waste management, litter and managing flytipping.

We will work with local organisations and internal Tenancy Teams to support residents to manage anti-social behaviour and to feel safe in their homes and proud of their neighbourhoods.

These actions are expected to evolve throughout the year based on local needs. Projects will be monitored and reported back to the local community via several different mediums including community events held at the Discovery Centre.

Partnership working is key to implementing and delivering the majority of the actions within this plan. We have strong links with our partners and regularly meet with all our partners and service providers at Discovery Centre to ensure these actions are delivered.

PARTNERSHIPS AND CO-CREATION

During the consultation stage, we held a launch event at the Discovery Centre. We worked with local partners to provide information and support on the day and gave the local community to opportunity to complete a survey with a member of the team. A range of local partners attended the day including.

- NHS Wellbeing services
- Alive
- Hygiene Bank
- LILY
- North Lynn Methodist Church

Freebridge have worked in partnership with a range of local partners including The local authority, health and social care and voluntary and community sector partners in the development of an action plan and we will continue to work together in the delivery of these actions. We have shared the results, outcomes and findings of the consultation at several multiagency meetings and will continue to share knowledge, work together and support the delivery of key community actions.

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