



**BUILDING BETTER  
FUTURES:  
FAIRSTEAD &  
GAYWOOD  
COMMUNITY PLAN**

**Freebridge**  
COMMUNITY HOUSING

# INTRODUCTION

As with many urban areas, the communities based in Fairstead and Gaywood face a range of challenges, including issues with housing, health, community cohesion, environmental sustainability, and economic development.

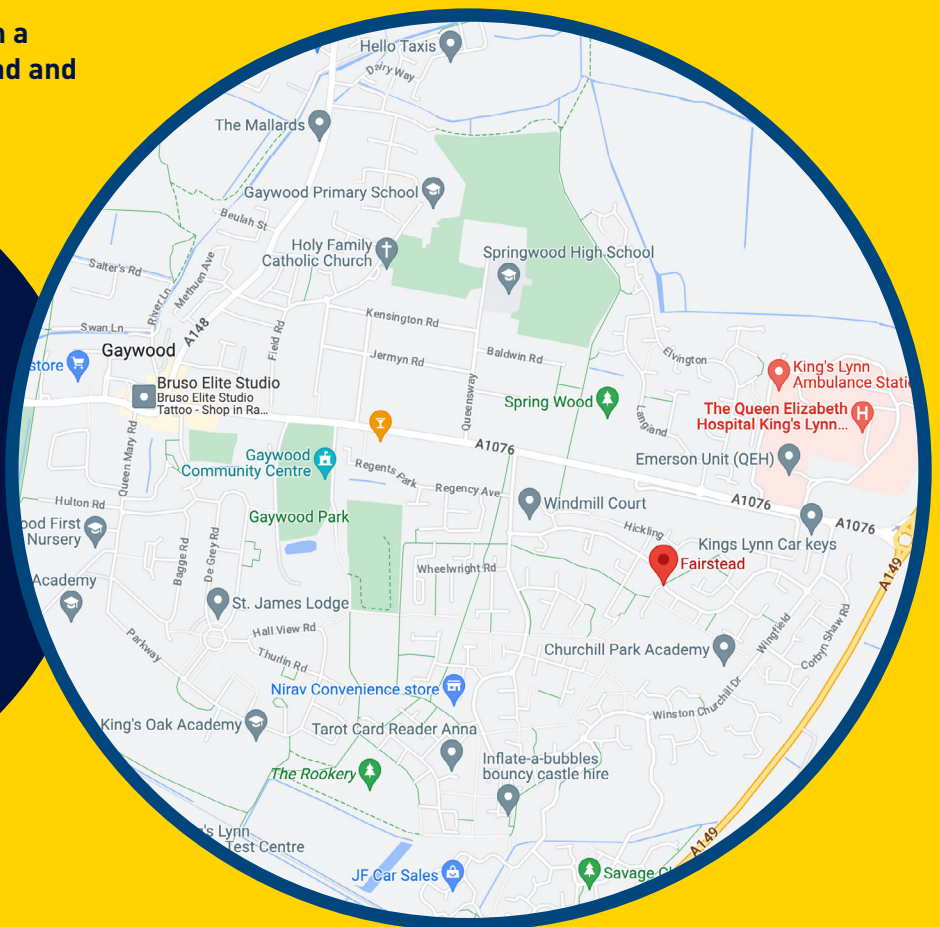
To address these challenges and build a brighter future for Fairstead and Gaywood, we have put together this neighbourhood plan following consultation with many hundreds of those living in and around the area. This plan is intended as a collaborative effort, to involve local residents, businesses, and organisations, as well as relevant local and national authorities. It will provide a framework for addressing the key issues facing the community to help create a more sustainable, equitable, and prosperous neighbourhood for all.

The purpose of this plan is to establish a shared vision for the future of Fairstead and

Gaywood and to identify strategies and actions to achieve that vision. It will consider a range of issues, including housing, community and culture, environment and open spaces, economic development, and infrastructure and services. It will also prioritise community engagement and participation to ensure that the plan reflects the needs and aspirations of local residents.

Ultimately, this neighbourhood plan is intended to be practical, achievable, and responsive to the needs of the communities in Fairstead and Gaywood. We believe that by working together and harnessing the strengths and resources of the community, we can create a vibrant, inclusive, and sustainable neighbourhood that we can all be proud of.

## THE PLAN AREA



Note: Many of the statistics that relate to the Fairstead and Gaywood areas in this report are taken from the Norfolk Insight website [www.norfolkinsight.org.uk](http://www.norfolkinsight.org.uk), with the Fairstead area linking directly to the Fairstead ward in the Borough Council of King's Lynn & West Norfolk, and the Gaywood area linking to the Gaywood Clock ward.



# VISION & OBJECTIVES

Our vision for Fairstead and Gaywood is to build a community where all residents feel safe, healthy, and empowered, where everyone has access to affordable and high-quality housing, and where economic opportunities are equitable and sustainable. We envision a community that is characterised by strong social connections and a sense of collective responsibility, where residents are engaged in the decision-making processes that impact their lives.

The four main objectives for the Fairstead and Gaywood Neighbourhood Plan are:

- To promote the health and wellbeing of all residents in Fairstead and Gaywood by improving access to healthcare, recreational facilities, and healthy food options.
- To ensure that all residents of Fairstead and Gaywood have access to safe, secure, and affordable housing that meets their needs.
- To promote sustainable and equitable economic development in Fairstead and Gaywood, which supports the creation of job opportunities, local entrepreneurship, and small business development.
- To promote social cohesion in Fairstead and Gaywood by building strong social connections and fostering a sense of collective responsibility.

By addressing these and other challenges, we believe that this neighbourhood plan can contribute to creating a more equitable, sustainable, and thriving community in Fairstead and Gaywood. We recognise that achieving these objectives requires a collaborative and integrated approach, and we look forward to working with residents, businesses, and organisations to implement these strategies and actions.

# WHO LIVES IN FAIRSTEAD & GAYWOOD?

## PEOPLE LIVING IN FAIRSTEAD:



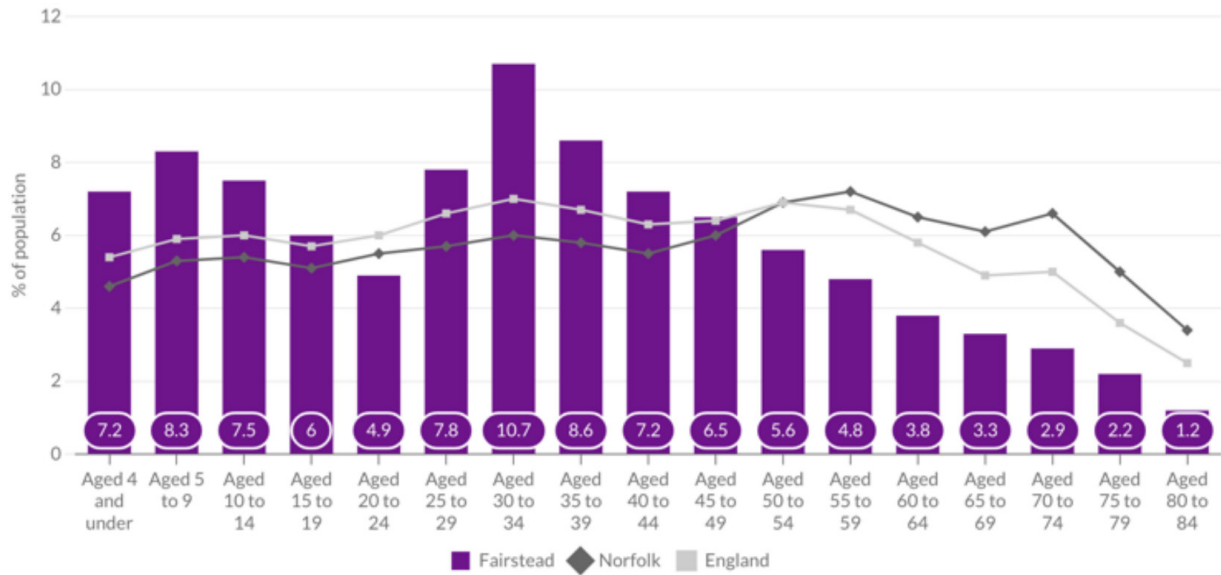
Population by sex for Fairstead (2021)



	Fairstead	Norfolk	England
Females	3,504	466,869	28,833,712
Females (%)	51.3	51	51
Males	3,329	449,251	27,656,336
Males (%)	48.7	49	49

Date: 2021 Source: ONS, Census 2021

### Population by five-year age groups (2021)

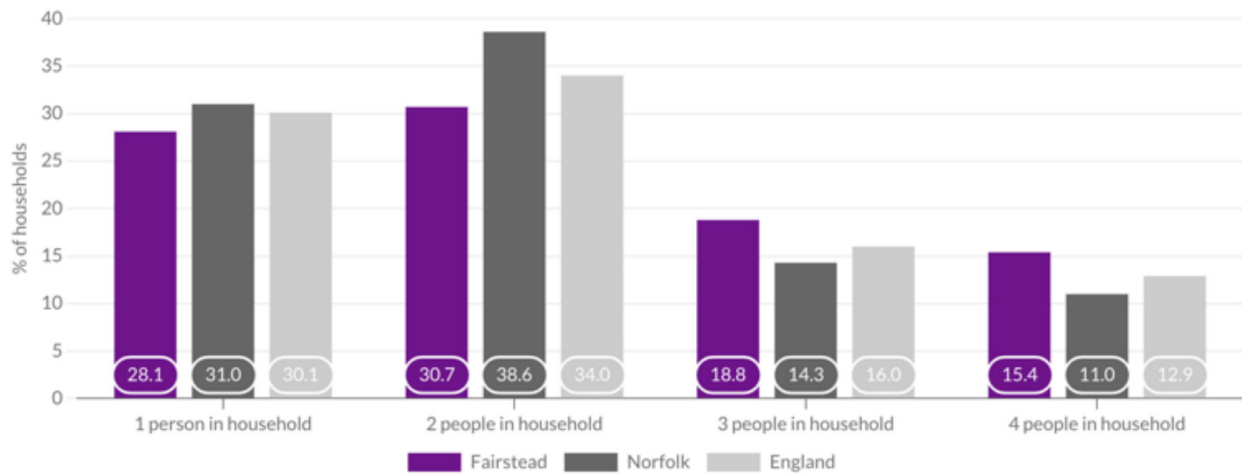


Source: ONS, Census 2021



## Household Size

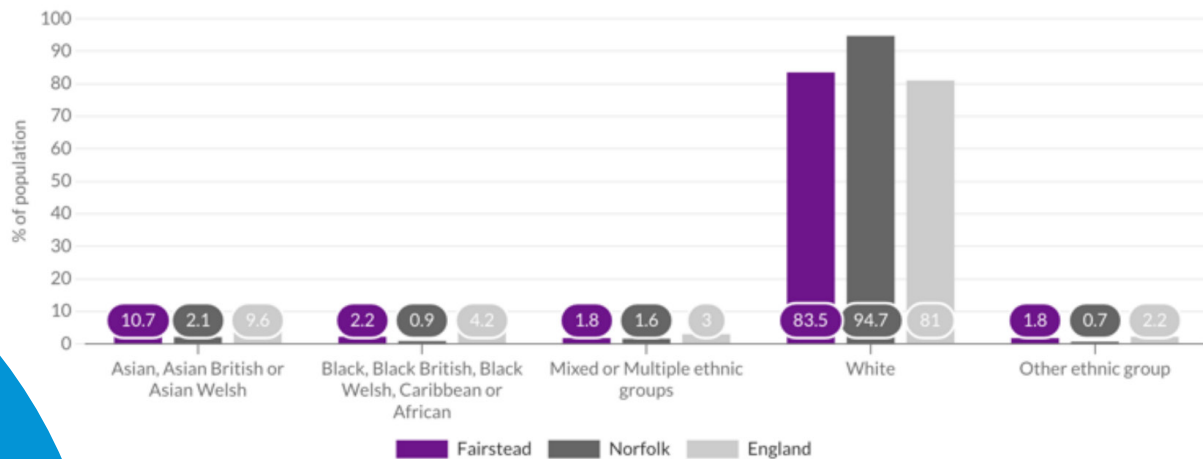
### Households with 1-4 people in household (2021)



## Ethnicity

This section displays census data about the number and percentage of people from each ethnic group. The way people describe their ethnic group is based on their culture, family background, identity or physical appearance.

### Broad ethnic groups (2021)



# WHO LIVES IN FAIRSTEAD & GAYWOOD?

## PEOPLE LIVING IN GAYWOOD:

Data pulled on Gaywood, Gawood Clock and Gaywood Chase.

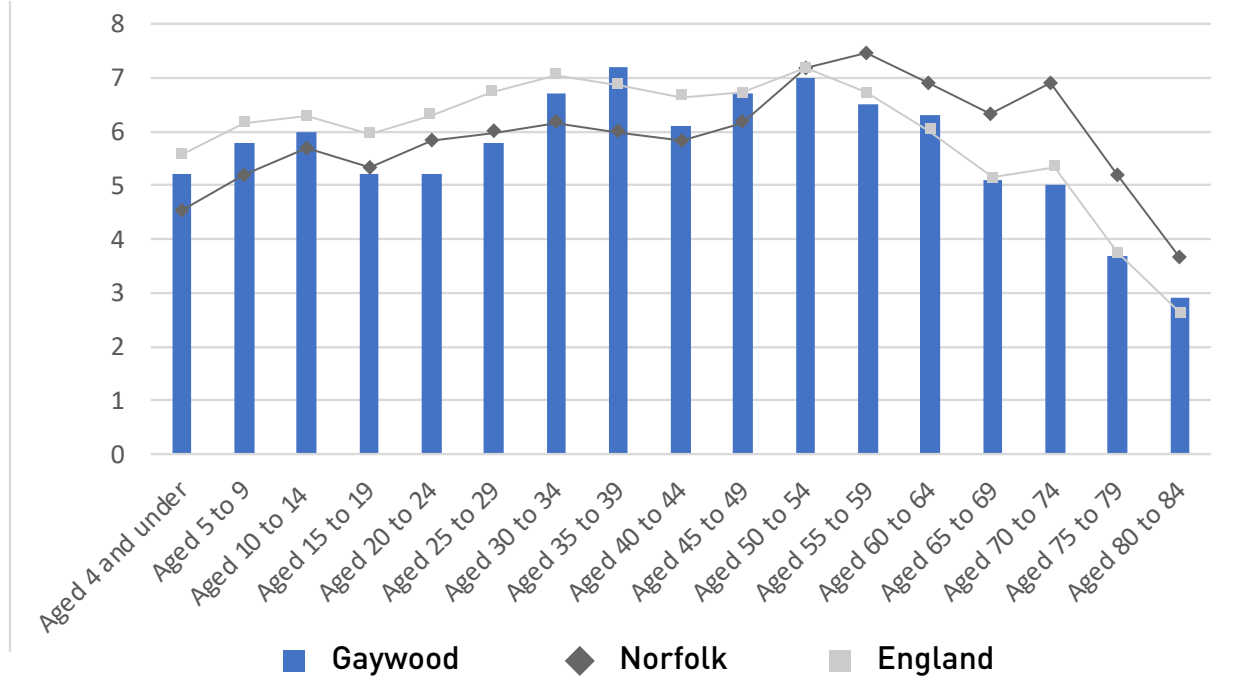
All persons	Female	Male
<b>14,447</b>	<b>7,469</b>	<b>6,978</b>

Population by sex for Gaywood areas



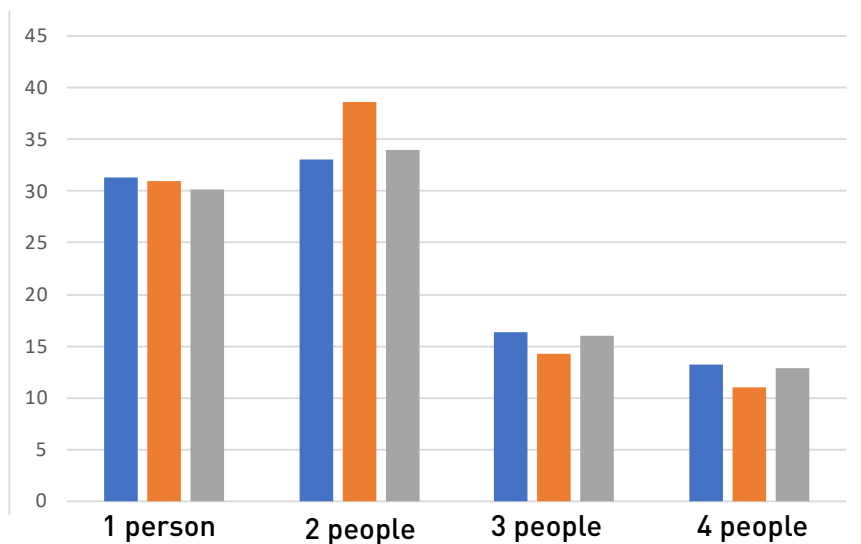
	Gaywood	Norfolk	England
<b>Females</b>	7,469	466,869	28,833,712
<b>Females %</b>	51.7%	51%	51%
<b>Males</b>	6,978	449,251	27,656,336
<b>Males %</b>	48.3%	49%	49%

## Population by five-year age groups (2021)

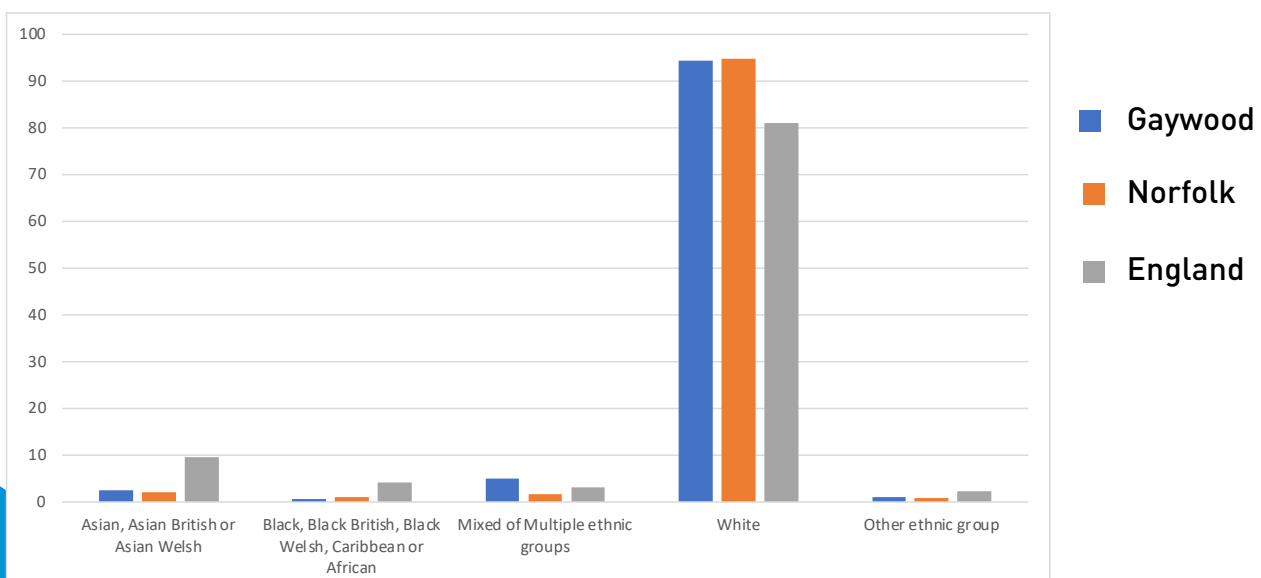


## Households

### Households with 1-4 people in household (2021)



## Ethnicity



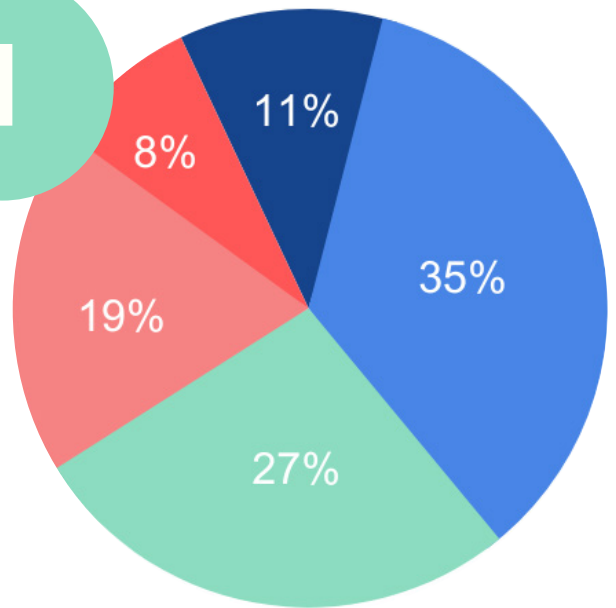
# WHAT'S IT LIKE TO LIVE IN FAIRSTEAD & GAYWOOD?

In the survey we conducted prior to putting together this plan we asked people all about their lives as residents of Fairstead and Gaywood, at the beginning of the survey we asked them three overarching questions about their neighbourhood, namely:

1. Do you feel you live in a safe neighbourhood?
2. Do you care about being involved in your neighbourhood? and
3. Do you feel like you belong in your neighbourhood?

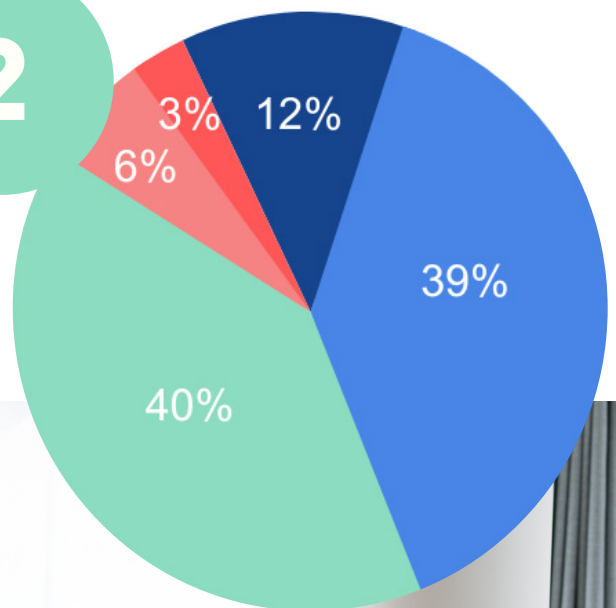
1

Do you feel you live in a safe neighbourhood?



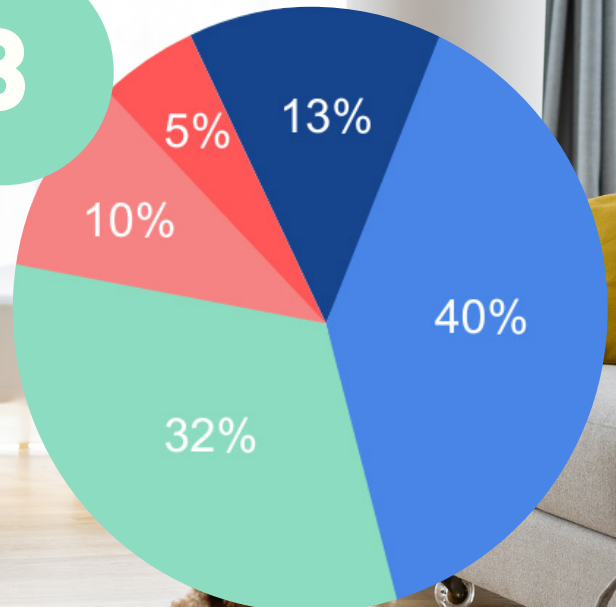
2

Do you care about being involved in your neighbourhood?

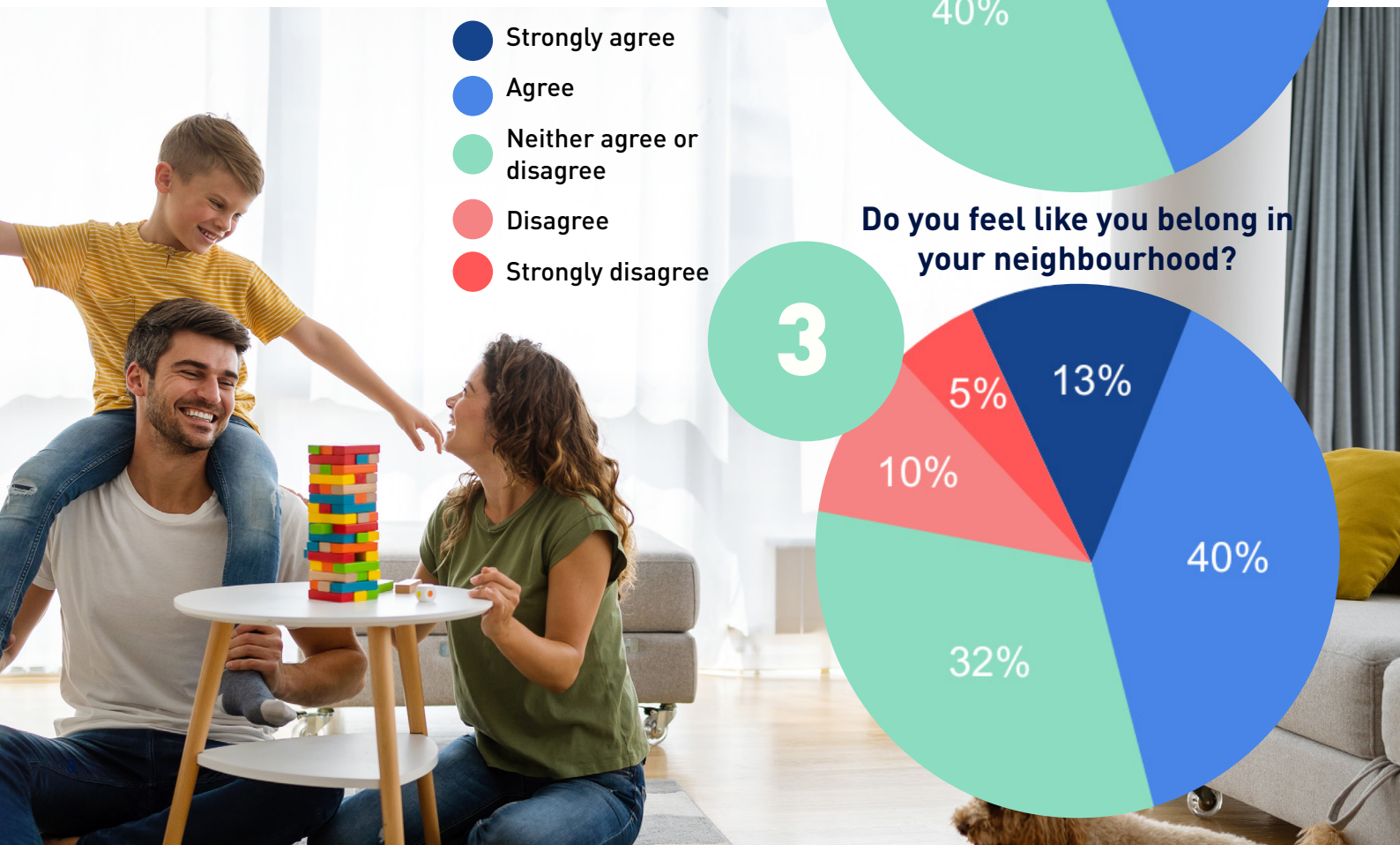


3

Do you feel like you belong in your neighbourhood?



- Strongly agree
- Agree
- Neither agree or disagree
- Disagree
- Strongly disagree





We also asked them to describe Fairstead and Gaywood in three words.

The good news is that the most common responses seem to indicate that many of those living in the area think that it's a great place to live:

“a lovely place to live”

“Good, safe, happy”

“very nice community”

“good friendly quiet”

That said it's clear that others have some real and understandable concerns:

“forgotten about”

“noisy, messy, neglected”

“dirty, unkept, unloved”

“ignored, tired, frustrated”

Over the following pages we'll look at the responses residents of Fairstead and Gaywood provided to us in respect of their experience of living and working in the area.



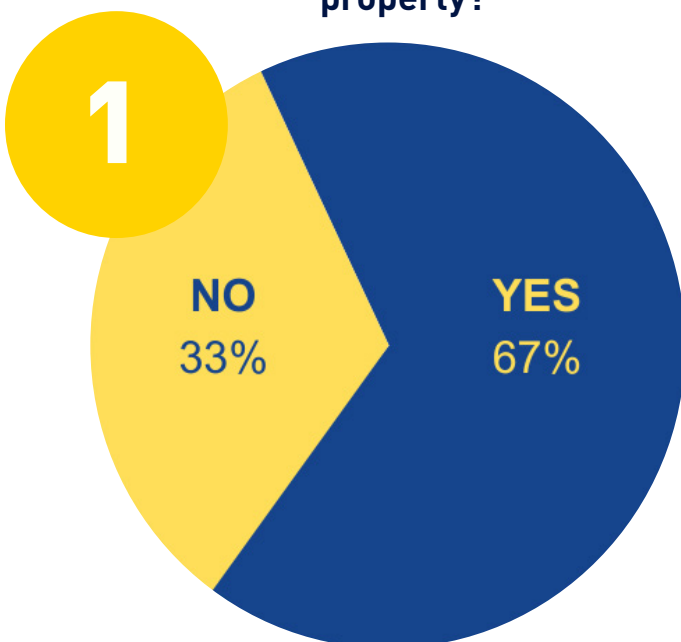
# HOUSING

The residents of Fairstead and Gaywood are less likely than the National average to own their homes, **28% compared to 32%**, less likely to be buying their home with a mortgage, **27% compared to 29%**, they are however more likely to be renting their home from a private landlord, **22% compared to 20%**, or a social landlord like Freebridge Community Housing, **20% compared to 17%**.

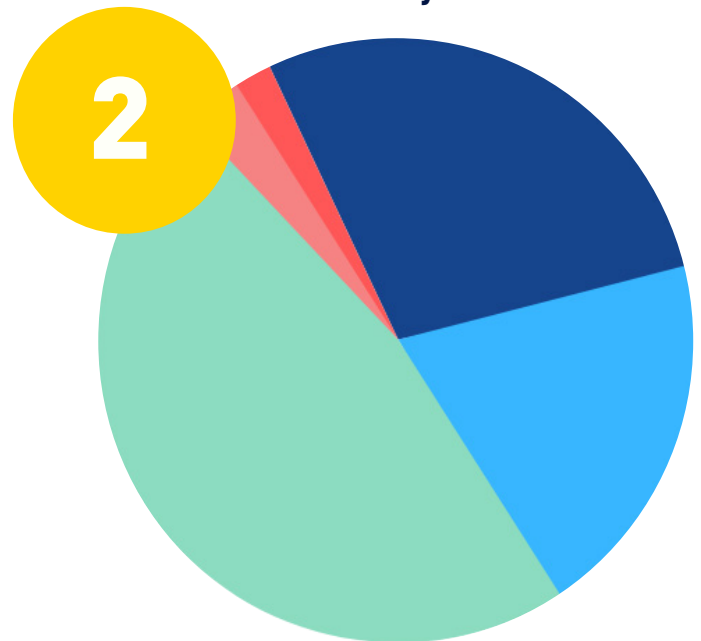
We asked people the views on a wide range of subjects in relation to being residents of the area, including the following questions about their homes and the Freebridge homes in Fairstead and Gaywood:

1. Do you live in a Freebridge property?
2. Who lives in your home? and
3. Describe the appearance of Freebridge homes where you live?

## Do you live in a Freebridge property?



## Who lives in your home?



Who lives in your home?	%
A single adult	28%
An adult couple	20%
A family with children	47%
A single older person	3%
An older couple	2%

# 3

Describe the appearance of Freebridge homes where you live?

Mine could do with paint.

Clean and tidy.

They look nice and modern.

Scruffy.

Some need tidying up.

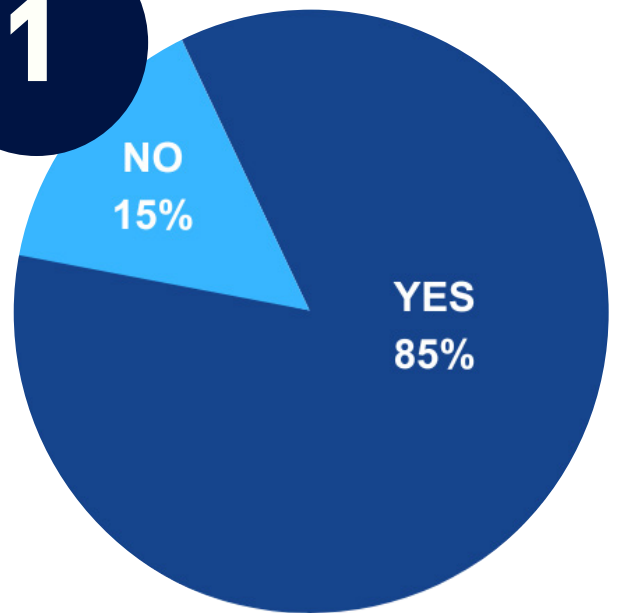
Housing is a critical issue for Fairstead and Gaywood, with many residents facing housing insecurity, poor housing conditions, and a lack of affordable and suitable housing options. We need to address these challenges and create a more equitable and sustainable community.



# COMMUNITY & CULTURE

Do you feel you have friends/ neighbours nearby that you talk to?

1



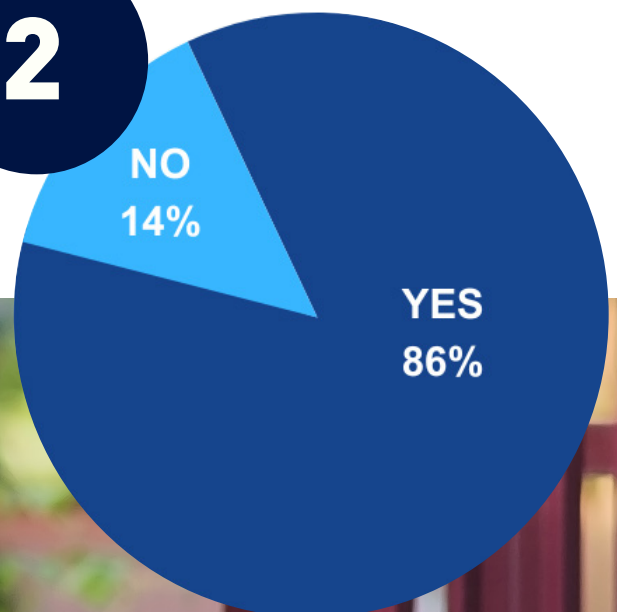
When we surveyed people about their lives as residents of Fairstead and Gaywood, over 50% of those who responded said they **cared about being involved with my neighbourhood**, but less than 10% said that **they were members of any local community groups**.

We asked people the views on a wide range of subjects in relation to being residents of the area, including the following questions about community and culture:

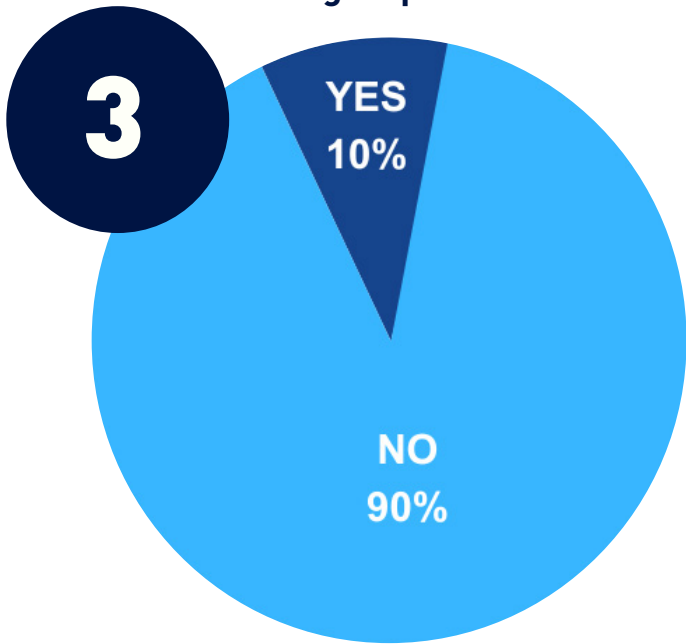
1. Do you feel you have friends/ neighbours nearby that you talk to?
2. Are you well supported by friends and family? and
3. Do you attend any local groups?

Are you well supported by friends and family?

2



## Do you attend any local groups?



It's clear from the responses we got that many people have connections with friends and family, although at the same time many do not. So, the importance of fostering a strong sense of community, celebrating cultural diversity, and promoting social cohesion in the area, is clear. By prioritising community engagement and cultural initiatives, we need to help support a vibrant and inclusive neighbourhood where residents feel a sense of belonging and pride.



# HEALTH & WELLBEING

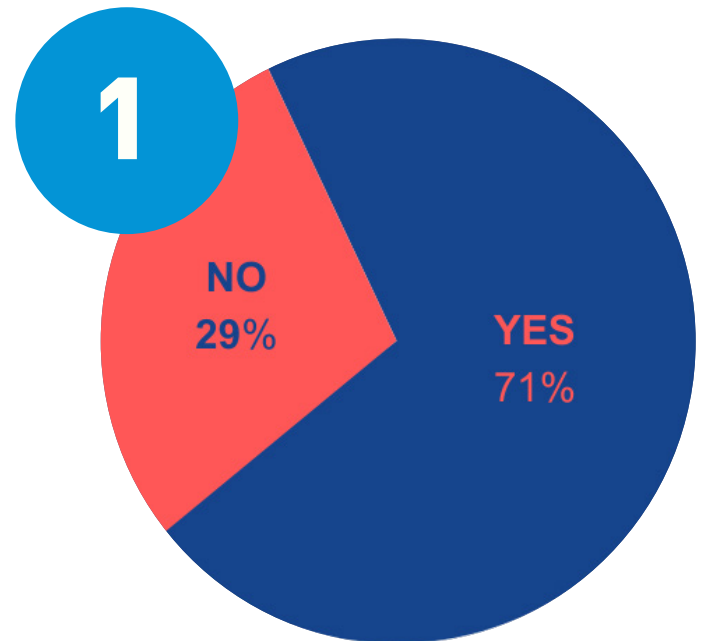
In the past three months, would you on average have done a total of 30 minutes or more of physical activity per week (outside of your job)?

Across Norfolk the average life expectancy is approximately 80 years for men and around 84 years for women, however this figure varies greatly dependent on the area within the county, and data for locations in Fairstead and Gaywood show that the figures are **as low as 74 years for men and around 79 years for women.**

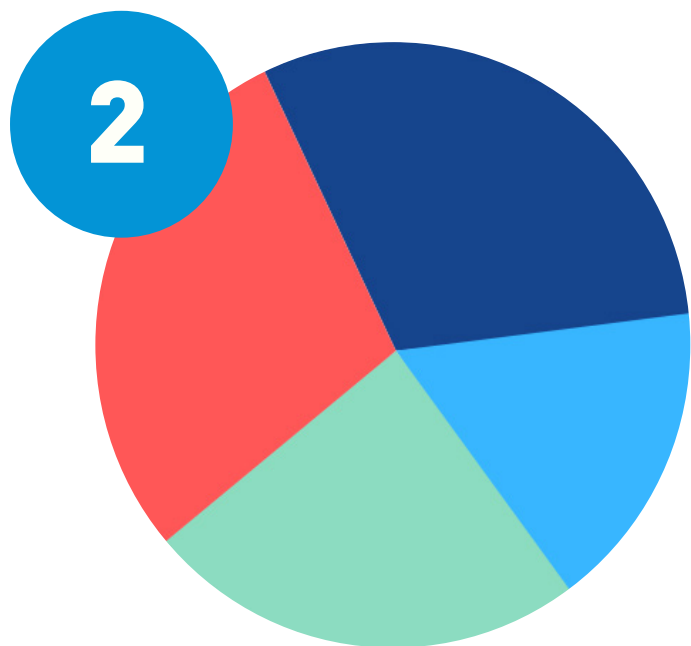
Over **40% of those who responded said that they felt they didn't do enough physical activity at the moment** with most of those stating that they would like to do more. It's clear that people's mental health is as important as their physical health in respect of their overall wellbeing, and as we've already seen **85% of respondents had friends and neighbours living nearby that they could talk to**, with over **85% again telling us that they felt supported by friends and families** – however, that still means that there are many people in the area who don't have these support networks in place.

In the survey we conducted we asked people all about their lives as residents of Fairstead and Gaywood, including the following questions about their health and wellbeing:

- 1. In the past three months, would you on average have done a total of 30 minutes or more of physical activity per week (outside of your job)?**
- 2. What is your view on the amount of physical activity you do? and**
- 3. What, if anything, would help you to get more active?**



## What is your view on the amount of physical activity you do?



What is your view on the amount of physical activity you do?	%
I feel I already do enough physical activity, and am not interested in doing more	<b>30%</b>
I feel I already do enough physical activity, but I would like to do more	<b>17%</b>
I feel I don't do enough physical activity, and I would like to do more	<b>24%</b>
I feel I don't do enough physical activity, and am not interested in doing more	<b>29%</b>



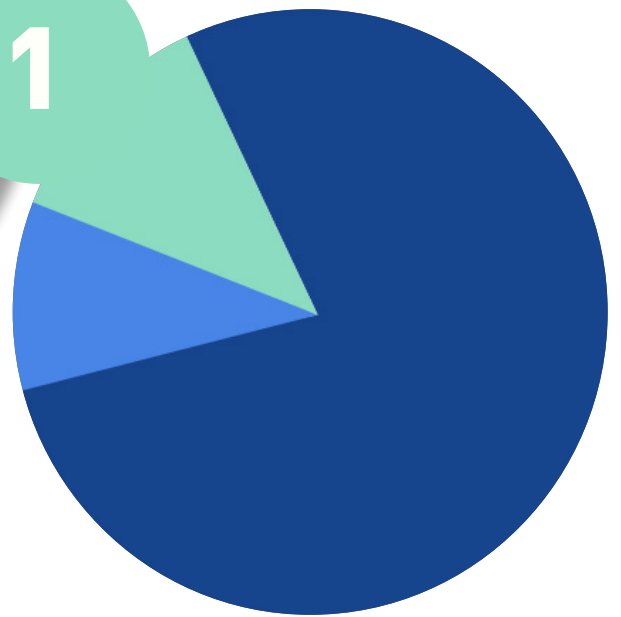
The health and wellbeing of residents of Fairstead and Gaywood is a top priority of the neighbourhood plan. We recognise that health and wellbeing are essential to living a happy, fulfilling, and productive life, and that a healthy and resilient community benefits everyone.

## 3

What, if anything, would help you to get more active?	Here are the five reasons respondents have us:
01	<b>Cheaper activities</b>
02	<b>Better access to outdoors</b>
03	<b>Better facilities</b>
04	<b>More information</b>
05	<b>Support to find/start a new activity</b>

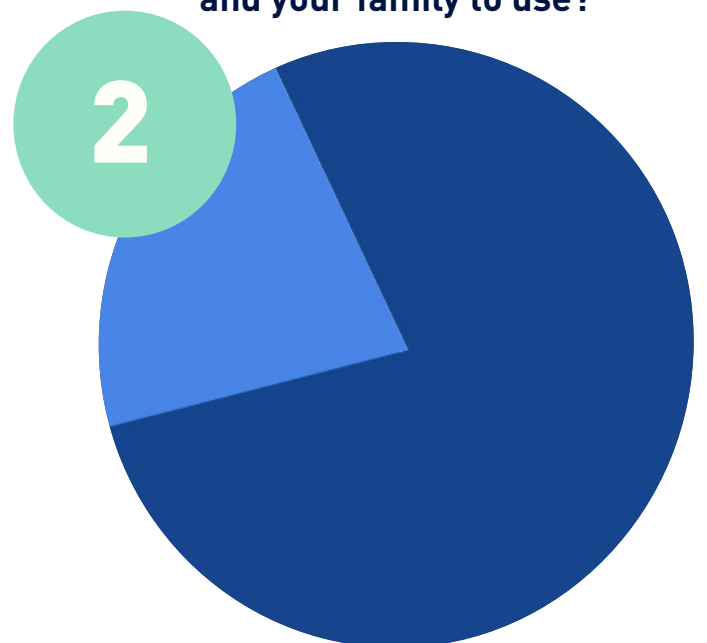
# ENVIRONMENT & OPEN SPACES

Do you have a garden?



	%
Yes (Garden)	78%
Yes (Communal)	10%
No	12%

Are there enough park and recreational green spaces near where you live for you and your family to use?



	%
Yes	78%
No	22%

Preserving and enhancing the environment and open spaces within Fairstead and Gaywood is crucial for the well-being and quality of life of its inhabitants. When we surveyed people about their lives as residents of Fairstead and Gaywood almost **80% of those who responded said that there were enough parks and recreational green spaces near them**, but lots of the comments that followed explained that they didn't use them as much as they could, and detailed a variety of suggestions to encourage people to use them more, from **increased accessibility for people who struggle to get out and about**, to **better play equipment for young people**, from **additional planting of trees to encourage wildlife**, to **regular litter picks to keep existing areas clean and neat**.

In the survey we conducted we asked people all about their lives as residents of Fairstead and Gaywood, including the following questions about the environment and open spaces:

1. Do you have a garden?
2. Are there enough park and recreational green spaces near where you live for you and your family to use? and
3. What would make you use them more?



What would make you use them more?	Here are the five reasons respondents have us:
01	<b>More seating areas.</b>
02	<b>Better and increased lighting.</b>
03	<b>More play equipment for children.</b>
04	<b>Better neighbourhood policing.</b>
05	<b>A wider number of facilities.</b>

3

We recognise that we need to support the protection of natural resources, the creation of green spaces, and the promotion of sustainable practices to foster a healthier and more sustainable community in the Fairstead and Gaywood area.



# ECONOMIC DEVELOPMENT

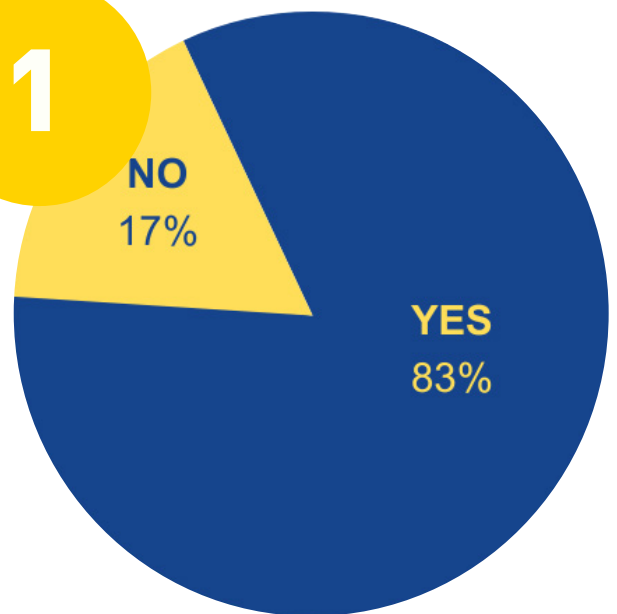
Unemployment in the Fairstead and Gaywood area is higher than the level recorded across King's Lynn and West Norfolk, and the East of England, with high numbers of people who haven't worked recently, and a significant number of those who have never worked. So, it perhaps comes as no great surprise that of those people who responded to us **over 50% felt that there isn't enough access to employment support in their area.**

In the survey we conducted we asked people all about their lives as residents of Fairstead and Gaywood, including the following three questions about employment and economic development in the area:

1. **Is transport easy to access for the key places such as your work and schools?**
2. **Do you think there is enough access to education for adults in the area?** and
3. **Do you think there is enough access to employment support in your area?**

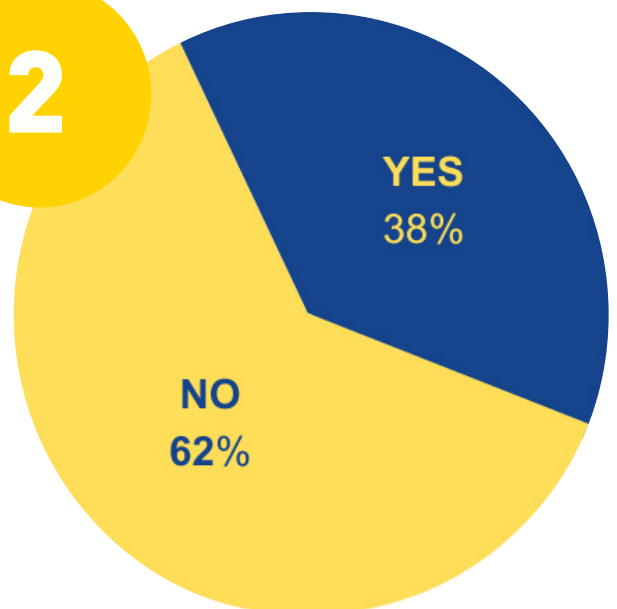
Is transport easy to access for the key places such as your work and schools?

1

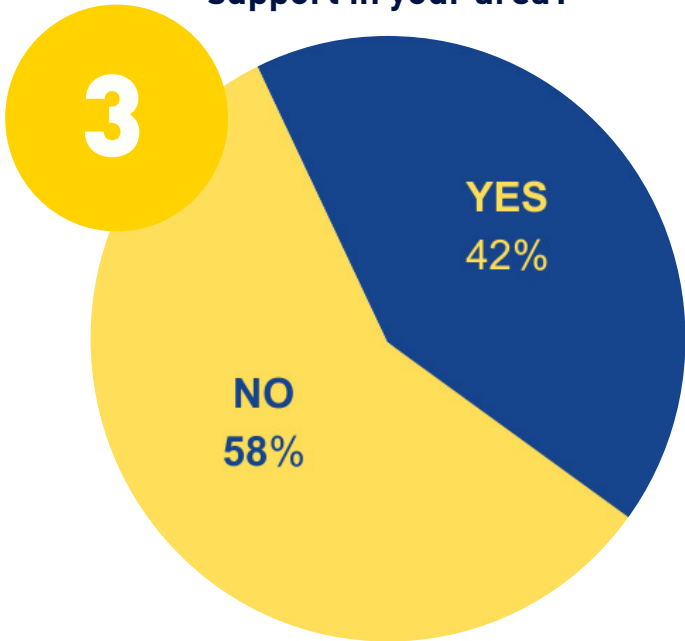


Do you think there is enough access to education for adults in the area?

2



**Do you think there is enough access to employment support in your area?**



Fairstead and Gaywood are diverse areas with many small businesses and entrepreneurial residents. However, the community faces significant economic challenges, including high levels of unemployment, low incomes, and a lack of economic opportunities, Freebridge needs to help support economic development in the area so we can ensure that Fairstead and Gaywood becomes a prosperous and resilient community.



# NEIGHBOURHOOD PLAN ACTION PLAN OVERVIEW

As we stated at the start of this plan the communities based in Fairstead and Gaywood face a range of challenges, including issues with housing, health, community cohesion, environmental sustainability, and economic development.

Freebridge will work in partnership with others to achieve progress in all the areas highlighted throughout this plan and will share regular updates on the results realised to those in Fairstead and Gaywood, and the wider community, through a number of communication channels.

A formal report will also be produced for assessment by the Freebridge Board and the Freebridge Customer Voice group every six months.

Below are suggested actions associated with the priority areas raised earlier in the report.

Actions may evolve as time passes dependant on the needs locally, and the availability of additional support from other local organisations.

## PRIORITY #1

**To promote the health and wellbeing of all residents in Fairstead and Gaywood by improving access to healthcare, recreational facilities, and healthy food options.**

### SUGGESTED ACTIONS

- The Placeshaping Team will work with existing partners, local organisations and businesses to support the establishment of community gardens, food co-ops, and healthy eating initiatives to increase access to fresh and nutritious food.
- The Placeshaping Team will work with existing partners, local organisations and businesses to support the establishment of a social supermarket and community fridge(s) to provide residents who need it greater access to affordable food.
- The Placeshaping Team will work with existing partners, local organisations and businesses to increase awareness of access to mental health services including the promotion of community-led initiatives that support mental health and wellbeing.
- The Placeshaping Team will work with existing partners, local organisations and businesses to support and promote active travel options such as walking and cycling to improve physical activity and mental health.
- The Placeshaping Team will work with existing partners, local organisations and businesses to support the organisation of community clean-ups, establishing community gardens/allotments, and encouraging sustainable practices in homes and businesses.
- The Placeshaping Team will work with existing partners, local organisations and businesses to support and promote information about access to recreational facilities in and around the area.

## **PRIORITY #2**

**To ensure that all residents of Fairstead and Gaywood have access to safe, secure, and affordable housing that meets their needs.**

### **SUGGESTED ACTIONS**

- The Placeshaping Team will work to support the improvement of the quality of existing housing, addressing issues around the state of repair of some properties, through the running of the annual Out & About programme
- The Placeshaping Team will work with the Tenancy Team at Freebridge to explore and support discussions around and anti-social behaviour.

## **PRIORITY #3**

**To promote sustainable and equitable economic development in Fairstead and Gaywood, which supports the creation of job opportunities, local entrepreneurship, and small business development.**

### **SUGGESTED ACTIONS**

- The Placeshaping Team will work with existing partners, local organisations and businesses to support the provision of provide skills development programmes, vocational training, and job placement services that support residents in accessing employment opportunities.

## **PRIORITY #4**

**To promote social cohesion in Fairstead and Gaywood by building strong social connections and fostering a sense of collective responsibility.**

### **SUGGESTED ACTIONS**

- The Placeshaping Team will work with existing partners, local organisations and businesses to support community-led initiatives such as community events, clubs, and volunteering opportunities that promote social connections and community cohesion.
- The Placeshaping Team will work with existing partners, local organisations and businesses to support community clean-ups, establishing community gardens, and encouraging sustainable practices in homes and businesses.
- The Placeshaping Team will work with existing partners, local organisations and businesses to support the establishment of platforms for open dialogue and collaboration, ensuring that residents have a voice in shaping the future of the Fairstead and Gaywood
- The Placeshaping Team will work with local art organisations, schools, and community centers to facilitate art workshops, exhibitions, and public art installations that reflect the spirit and identity of Fairstead and Gaywood.

