

SUMMER 2025

# LINK

You can view this magazine online at  
[southnorfolkandbroadland.gov.uk](https://southnorfolkandbroadland.gov.uk)







Chris Hind



Bruce Fleming

# Meet South Norfolk's Public governors

**Public governors at the Norfolk and Norwich University Hospital (NNUH) are responsible for holding the Non-Executive Directors accountable through regular meetings and assurance committees. They also engage with patients and staff to gather feedback and ensure the hospital's services meet community needs.**

Chris Hind has been a Public Governor representing South Norfolk for four years, focusing on improving patient care and embracing new technologies like robotic surgery and electronic patient records.

Bruce Fleming is in his second year as a Public Governor, contributing to the Trust's governance and supporting sustainability efforts. As a retired consultant, he brings clinical experience to his role, addressing patient and staff concerns.

Both governors are committed to enhancing healthcare services and welcome feedback from the community.

To become a member of NNUH, residents in South Norfolk may contact Janice Bradfield at the Membership Office on 01603 287634 or email [membership@nnuh.nhs.uk](mailto:membership@nnuh.nhs.uk)

## Useful contacts

**South Norfolk Council main switchboard:**  
**01508 533701 Monday – Friday 8.30am to 5pm**  
**Website: [southnorfolkandbroadland.gov.uk](http://southnorfolkandbroadland.gov.uk)**

 @SNorfolkCouncil  @SouthNorfolkCouncil

### Editorial

Marketing and Communications Team,  
The Horizon Centre,  
Peachman Way,  
Broadland Business Park,  
NORWICH, NR7 0WF,  
t: 01603 430124  
e: [jointcommsteam@southnorfolkandbroadland.gov.uk](mailto:jointcommsteam@southnorfolkandbroadland.gov.uk)

Advertisements featured in the Link do not mean the Council endorses those companies or services in any way. The Link is printed on paper made from recycled material. Events and services are correct at time of printing but may change.

## Support for anyone who is feeling vulnerable:

- ▶ All ages
- ▶ Help with obtaining the basic essentials
- ▶ Feeling isolated
- ▶ Worried about issues at home, including relationships
- ▶ Money issues

**Call Help Hub: 01603 430431**  
**e: [helphub@southnorfolkandbroadland.gov.uk](mailto:helphub@southnorfolkandbroadland.gov.uk)**



# Inside this issue

Celebrating local business excellence .....	6-7
Diss Leisure Centre picks up pace .....	11
Over £500,000 helps communities thrive .....	14-15
Journey into the past .....	16



Commemorating VE Day pg. 17

## *A message from the leader*

**Where should we build new houses?  
Answering this question will require decisions  
that will long outlive South Norfolk Council.  
As the government initiates a review of local  
government that will fundamentally change  
how we deliver services, it has also changed  
the targets that set out how many houses we  
have to build. Across the Greater Norwich  
area, the government is now requiring around  
700 new homes to be built every year.**

Prior to this change, in our local plan South Norfolk had identified potential sites for each house due to be built. Now because of this change (which removes a planning term called 'five-year land supply') South Norfolk will again be open to speculative planning applications that will be nearly impossible to reject.

We do not get to set our housing targets, but we do get to decide how we meet them, and I believe it is always better to be in control of your own destiny. That is why we are provisionally supporting the idea of a new town in South Norfolk, if the government will agree the majority of the 700 each year can be built there.

We know towns and villages across South Norfolk have taken their fair share of development. By building a new town from scratch, we can ensure essential infrastructure is installed from the start, rather than stretch existing roads, schools and doctors further.

Building in one location will help to protect the towns and villages we love, and preserve the local culture and identity of our homes.

I started by talking about how these decisions will outlive this council, over the coming pages, you will read about the changes to local government coming down the road, and our proposals to ensure the best services for residents are delivered at the cheapest cost.

**Leader of South Norfolk Council,  
Daniel Elmer**



# Shaping the Future of Local Services in Norfolk

**Over the next few years, important changes are being considered that could shape the way local services in Norfolk are delivered for decades to come. You may have heard two key terms in recent months: devolution and local government reorganisation. While they are happening at a similar time, they are not the same thing.**

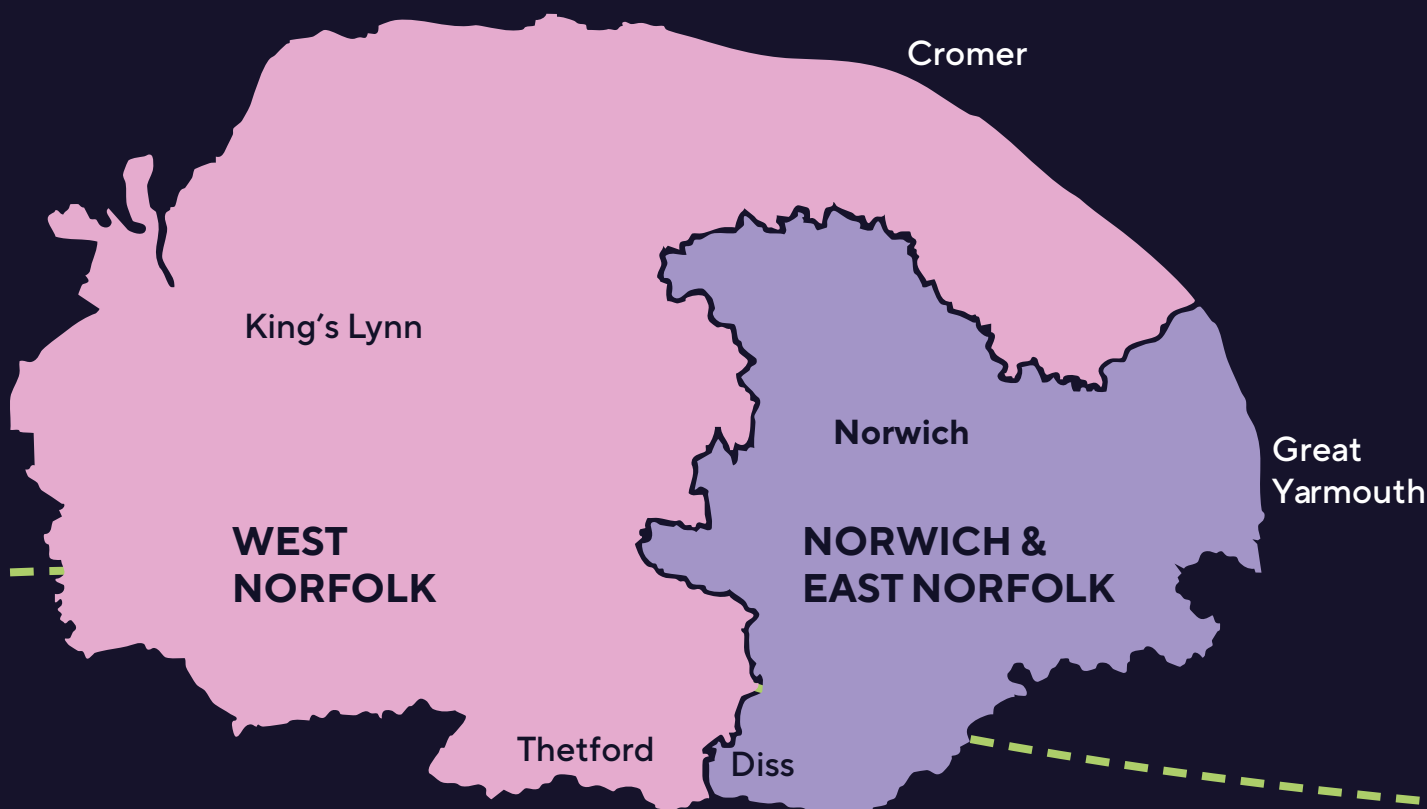
**Devolution** is about transferring powers and funding from central government to local areas. Under the government's proposals, Norfolk and Suffolk would form a Combined County Authority, led by a directly elected Mayor. The Mayor would have the power to make strategic decisions

on issues such as transport, housing, infrastructure and skills. This means more decisions that affect Norfolk would be made here, not in Westminster. Norfolk has been placed in the Government's Devolution Priority Programme, which means this process is moving forward quickly. The first mayoral election is expected to take place in May 2026.

**Local Government Reorganisation** is separate. While devolution is about who holds power, LGR is about how local councils are structured. At the moment, Norfolk has a two-tier system comprising a county council and seven district, borough or city councils. The Government

is requiring areas like Norfolk to consider replacing this structure with fewer, larger authorities known as unitary councils.

While no decisions have been made, work is under way to explore the best approach for Norfolk. South Norfolk Council's preferred option is to create two new unitary councils: one for Norwich and East Norfolk, and another for West Norfolk. This proposal balances the need for efficient service delivery with the importance of local identity and community connection.





## A Smarter, Simpler System

Two councils would be large enough to deliver value for money, yet small enough to remain close to residents. This model could save over £8.5 million each year by reducing duplication and running services more efficiently. That money could be reinvested in the things that matter to people, including better roads, improved waste and recycling services, and more support for families and older residents.

While unitaries aim to reduce duplication, having three separate authorities could still lead to some overlap in services or administration that larger unitary authorities would avoid.

## Protecting local identities

Any proposal for a Norwich Unitary on extended boundaries that includes rural areas such as Cringleford, Wymondham and Plumstead is problematic. The proposal lacks any economic or local identity rationale and seeks housing growth in the area between Cringleford and Wymondham termed the 'Strategic Gap'. This is to get the population number closer to the Government's 500,000 figure.

The Strategic Gap is there to preserve the rural character of the area and is outlined in the Greater Norwich Local Plan. These gaps are intentionally designed to prevent urban sprawl and maintain the separation and distinct identities of settlements. This is clearly at risk under the proposals for a three unitary model for Norfolk.

## Your Voice, Your Future

This is one of the most significant changes to local government in half a century. Local voices will play a crucial role in shaping what happens next. We want a system that not only works better in practice but one that people recognise, trust and feel proud of. A simpler and stronger council structure could help unlock new opportunities for investment, jobs and infrastructure across our area, while protecting the local

character and services that people value.

We believe this is an opportunity to build something better. We want local councils that are more efficient, more accountable and more focused on what matters most to our residents. We are committed to delivering excellent services, supporting thriving communities and giving people across Norfolk a bigger say in their future.

This is about putting people first. It is about creating councils that reflect the needs and ambitions of the places we call home, and building a local government that works for everyone, both now and in the years to come.



*Have your say and take part in our survey* →

# 6 Businesses net Top Awards at Carrow Road



In March, the district's most outstanding businesses were honoured at the **2025 Broadland and South Norfolk Business Awards**, held at Norwich City Football Club. Sponsored by Birketts LLP, the event celebrated innovation, resilience, and success within the local business community.

Cabinet Member Cllr Lisa Overton-Neal, said, "The event was a celebration of the incredible diversity and innovation within our district's business community – from global powerhouses to ambitious start-ups. It was inspiring to meet the passionate individuals behind these ventures and to see them receive the recognition they deserve for their dedication, hard work, and perseverance."



**New Business:** Beeyutiful Home at White House Farm in Sprowston. Owner Kate showcases her passion and creativity in every product, and her dedication, hard work, and community spirit have led to growing customer loyalty and exciting expansion plans.



**Business Growth:** Alpha 7 Motorsport Ltd, providing services to the Caterham 7 community. They have expanded from two cars to nineteen in record time and built a trusted national brand, driven by a passion for motorsport and a commitment to inclusivity.



**South Norfolk Small Business of the Year:** The Fat Radish Kitchen Company, their commitment to staff and craft shone through, with standout talent, sustainable growth, and clear plans for developing the business, team, and future apprentices.



**Excellence in Advanced Manufacturing and Engineering:** L&G Engineering, recognised for their innovation in burner technology, continuous growth through investment, and commitment to youth training.



**Business Innovation:** iBoxit, for tackling the environmental impact of expanded polystyrene with their biodegradable solution. Helping to reduce landfill waste and ocean pollution, while supporting the food industry.



**Environmental Impact:** The Locks Inn Community Pub at Geldeston, awarded for their carbon-neutral commitment and use of solar power.





**Tourism Business of the Year:** The Ironmongers Boutique in Aylsham, a stunning 4-star, Grade 2 listed hotel. Blending modern features with historic charm, they are playing a key role in the renaissance of this Norfolk market town.



**Excellence in Insurance, Financial and Professional Services:** Sekura.id, providing anti-theft solutions to retailers. Judges were impressed by how they have simplified a complex, highly regulated problem.



**Food and Drink Producer of the Year:** Simply Roasted Crisps, known for their triple-cooked crisps. Their unique cooking method gives them a distinct edge in the healthier food market.



**Employer of the Year:** GroWild Kindergarten Ltd, led by Holly and her passionate team. Their commitment to professional development, wellbeing, and a transparent and supportive environment sets them apart.



**South Norfolk Business Builder Exemplar:** The Fat Radish Kitchen Company, recognised for their innovative use of funding to drive growth. Their investments in equipment enabled them to expand their team, turn waste into fuel, and create an extra income stream.

## As voted for by you



**Highly Commended Businesses:** The Cheese Truckle for Business Growth, Norfolk Wealth Management for Excellence in Insurance, Financial and Professional Services, and Ampersand Brew Co for Food and Drink Producer of the Year.



**South Norfolk Retailer of the Year:** Albright of Diss, a craft and haberdashery shop that has embraced technology and AI to revolutionise their inventory, marketing, and customer engagement. Their commitment to customer feedback and community support ensured a plethora of nominations.



**South Norfolk Pub of the Year:** The Wheel of Fortune, a fantastic pub that has not only maintained strong community support but has grown its village presence with accommodation lodges and new shops, including a community food shop. A huge asset to the local community, reflected by the sheer number of nominations.

The Councils would like to thank sponsors: Woodforde's Brewery, Pasta Foods, CNC Building Control, Big Sky Living, Hethel Innovation, Panel Graphic, InTouch Systems, Citrus Security Shredding, Mirus Aircraft Seating, Adnams, FIG (Financial Industry Group), Jarrold Training, Pub is The Hub, and competition sponsor Holden Group.

BROADLAND & SOUTH NORFOLK

**Business Awards 2025**



# Florist blossoms with Business Builder

**In January, Tracey Cunningham opened the doors to Vintage Rose based at Ketteringham Hall, fulfilling her long-held ambition of becoming a florist.**

Tracey, who received support through our Business Builder Scheme, said: "I couldn't have done this without the help and support of the Council's Economic Development Officer Jane Bagley. She supported me every step of the way, from securing the premises and applying for a start-up grant, to connecting me with other business owners and helping me access a free marketing and social media course to promote my business."

Tracey's journey into floristry was far from straightforward. After battling a serious illness, she decided to pursue floristry at Easton and Otley College, where she excelled and earned a Level 3 qualification. Despite ongoing health challenges, she quickly found work in the industry. However, the physical

demands of the job forced her to quit, leading to a period of depression and anxiety.

Her passion was reignited last May when she was invited to help prepare flowers for a large wedding. "It lights up my soul," Tracey says. "I realised it was something I just had to do. I'd still do it even if I didn't get paid for it!"

Determined to achieve her dream, Tracey knew she needed to be her own boss to manage her physical limits. She learned about Business Builder from a friend and reached out to the Council. "Jane's support has been incredible," said Tracey. **"Setting up the shop wasn't without its challenges, and without Jane's compassion and drive, I might have given up. Knowing she was just a phone call away, always encouraging me, gave me the support I needed to succeed."**

Vintage Rose, named in honour of her father who used to grow roses, is stocked

with fresh and dried flowers and Tracey's reputation for beautiful bouquets and arrangements is growing.

Reflecting on her journey, Tracey said, "I'm so happy with how my life has turned around after such a long battle with recovery. I am incredibly grateful for Jane's support in helping me make my dreams a reality."

Our Business Builder programme offers training, advice and access to grants to help businesses of all sizes thrive in the district. We also host business breakfasts – a fantastic opportunity to network and learn about new opportunities. Plus, we can help with relocating and finding premises, and we recognise and celebrate outstanding businesses through our awards.

Visit our website to see how we can support your business and sign up for our Business Support Newsletter for regular updates.



# RACE TO SIGN UP FOR EAMA 10K

Our highly anticipated EAMA 10km run around Wymondham returns for its 7th year on Sunday, 16 November. With limited spaces available, we encourage everyone interested to register as soon as possible.



Cabinet member, Cllr Graham Minshull said: "Over the past few years this race has become more and more popular. The mostly flat lap that starts on Lady's Lane and loops around the countryside near Morley, is ideal for runners, and we have people coming from all over the country to take part."

"So if you're an experienced runner, or are just looking for your next fitness challenge, then sign up today to secure your spot on the starting line!"

Sponsored by East Anglian Motor Auctions, the event raises funds for the Council's essential community services and the Chair's chosen charity.

Entries are £18 per affiliated, £20 per non-affiliated person and £60 for corporate challenge entries of 4 runners. Don't miss out, visit our website to sign up.



# Get ready for a summer of fun and games

## KiDS CaMP

**With summer holidays just around the corner, it's time to plan some fun activities for the kids. And, what better way to keep them entertained, than at our award-winning Kids Camp? They're based at Long Stratton and Wymondham Leisure Centres, running from 23 July – 2 September.**

At Kids Camp, children aged 5-15 can unleash their creativity with arts and crafts, burn off energy with action-packed sports and games, and make a splash with fun and float swimming sessions. If that's not thrilling enough, children can

go bananas in our 3-storey tree top adventure soft play.

With a choice of activities at every session, no day is the same. It's so much fun, children won't want to go home!

All our activities are supervised by our experienced and fully trained staff and because we know parents and carers lead busy lives we offer flexible hours.

Choose from full-day (8:30 am to 5:00 pm) or half-day sessions, starting at just £22.50. Kids camp is Ofsted registered, so you can use childcare

vouchers and we also offer 10% off for Swim School members.

Spaces are limited, so book your child's spot today! Visit [southnorfolkleisure.co.uk](http://southnorfolkleisure.co.uk)



# Keeping gyms fit for purpose

We're not just investing in leisure at Diss; we have also made significant improvements to our leisure centres at Wymondham and Long Stratton. These upgrades are part of our ongoing commitment to providing first-class facilities for our community.

## *At Wymondham, visitors can now enjoy:*

- Brand new Flooring throughout the upper and lower gym.
- Five new pieces of equipment, including a Hack Squat and Pec Deck.
- Complete redecoration with new neon lighting, creating a vibrant and motivating environment.

Cabinet Member For Health and Leisure, Councillor Kim Carsok said: "Our Centres are incredibly popular, with nearly 1 million visits in the last 12 months. These upgrades will ensure customers can continue to access high quality modern facilities that offer great value for money."

## *At Long Stratton, the enhancements include:*

- All new cardio equipment, featuring Stairmasters, treadmills, cross trainers and bikes.
- New Flooring throughout the gym and class studio.
- A dedicated stretching and core area in the gym, offering more space for targeted workouts.

Our leisure centres offer over 130 fitness classes a week, catering for a wide range of interests and fitness levels. Whether you're looking to join a high-energy group class or prefer a more relaxed stretching session, there's something for everyone.

For more information or to join, visit [southnorfolkleisure.co.uk/join-now](https://southnorfolkleisure.co.uk/join-now)



Leisure  
South Norfolk  
Council



## 2 for 1 soft play

Two children for the price of 1, youngest child goes free. Voucher can only be used once and must be handed in at reception at Long Stratton Leisure Centre to redeem. Voucher cannot be redeemed online.

Terms and Conditions apply.  
Voucher expires 31 August 2025.



Bananas  
Soft Play



# Making a splash in Diss

**Diss Swim Centre was officially re-opened earlier this year following an investment of nearly £4 million.**

The Centre was reopened by gold medal winning, British Paralympic swimmer Jessica-Jane Applegate and the Council's Chair Sharon Blundell.

Cabinet Member, Cllr Kim Carsok said: "This is a Fantastic transformation. We now have a dedicated swim centre where our staff can concentrate on teaching children and adults to swim. Giving our residents, especially the

young, confidence around water is important and swimming and aquafit classes have so many health benefits for people of all ages."

## ***The improvements included:***

- Re-shaping and re-tiling the swimming pool area
- Expanding and improving changing rooms
- Improving the entrance lobby and reception
- Creating a new pool viewing area

The £4 million investment was helped by £1.2m of Public Sector Decarbonisation Scheme Funding from central government to reduce the carbon footprint of the Swim Centre. This included installing air source heat pumps, new building cladding and insulation and solar panels on the roof.



# Helping us shape the future

**Hundreds of residents took part in the consultation around our new Community and Leisure Centre in Diss.**

Cllr Kim Carsok said: "Thank you to everyone who visited us or gave their views on our website. I'm happy to say that more than 95% of those responses have been positive and supportive of our plans.

"I would like to thank the Town Council for giving us their support and it's great to be working with them on this and other projects in the town. We have now collated all the responses we have received and they will

form part of our planning for the final designs of the new Community and Leisure Centre."

The initial plans for the new Community and Leisure Centre include a Changing Places room, a dedicated

spin studio, multi-use studio and changing area on the ground floor, while the first floor will be largely dedicated to a gym with fantastic views over the Mere.





# Community grant swings into action

**Two well-loved play areas in Hingham have received much-needed refurbishments, thanks to the support of our Community Action Fund (CAF).**

The Hingham Playing Field Association was awarded £20,000 from the Fund, which was used to refurbish and replace outdated and unsafe play equipment at Hingham Sports Hall and at the Welcomme Space in The Fields.

Local Councillor Josh Woolliscroft said: "These upgrades have transformed the spaces, creating much safer, more enjoyable play areas for the children in our community."

The Sports Hall playground now features a three-tower multi-play unit, new seesaw and roundabout, refreshed swings and a refurbished

balance trail with non-slip grips. A new safety surface overlay and two rainbow-colored recycled benches completed the transformation.

The Welcomme Space play area has a repainted zip wire with new cable, upgraded toddler swings, repaired playhouse and multi play unit, and new metal seating. The swing frame has also been repainted, the roundabout repaired and the safety surface upgraded.

Josh added, "Some of this equipment has been used by the parents and even the grandparents of the children who are using it today. These upgrades will extend the play areas' life and ensure another generation can enjoy many hours of outdoor fun. Thank you to everyone who has contributed."

In addition to our CAF grant, this vital project was made possible by £10,000 from the Hingham Playing Field Association, £21,557 from Hingham Town Council, and nearly £10,000 from local businesses, groups, and residents.

CAF funding of £1,000 to £15,000 is available for community initiatives that enhance local people's quality of life. For more information, or to see if your project is eligible, please contact your local District Councillor or visit our website.







- Do you need help in understanding the ISO standard requirements?
- Do you need an ISO consultant to help you simplify the process?
- Would you like a personalised solution to implementing ISO standards in your business?

We are a local company, working for local businesses. We offer a friendly flexible service which is tailored to the needs of your business.

By understanding your key aims and objectives, we structure a plan to ensure these goals are realistic and help you achieve your desired outcomes.



#### FIND OUT MORE TODAY

Web: [www.mmc-iso.com](http://www.mmc-iso.com)  
 Tel: 03333 582021  
 Mob: 07432 512224  
 Email: [liz@mmc-iso.com](mailto:liz@mmc-iso.com)

helpAlert

# WORRIED ABOUT FALLING?

## Personal alarms save lives



**Scan Me**  
to save £5



**Automatic fall detection**, works even if you're unconscious



**Shower-proof**, as most falls happen in the bathroom



**Linked to HelpAlert 24/7**, alerting family and emergency services



**Easy to use watch or pendant options**, just one button to press

Try our **FREE 14 day trial today!**

Call **01603 650603** or visit **HelpAlert24.co.uk**



# Fund helps communities thrive

**Over the past two years, we have invested £553,942 in 49 community projects through our Pride in Place grant. This substantial amount has been matched by the benefiting communities, contributing an additional £513,493.**

This investment has significantly enhanced our residents' health and wellbeing, while fostering a strong sense of community pride.

Our Cabinet Member for Health and Leisure, Cllr Kim Carsok (pictured below), said: "The grant's impact has been felt throughout the district, with numerous community projects flourishing. By closely supporting our communities and addressing their needs, we



now have improved facilities that bring people together, enhance their wellbeing, and help communities thrive."

The funding has been used for various projects aimed at improving the quality of life for local residents. These include the development of community buildings, promoting sustainability through green infrastructure, rejuvenating outdoor spaces such as play areas and green spaces, improving outcomes for young people and celebrating local heritage.

One such scheme to benefit was Yelverton Pond Project. Work on the village pond had been underway since 2017, when long-time resident Ted Cullum inspired a local team of volunteers to restore the once much-loved beauty spot. The project, began with tree and hedge reduction, and removal of a diseased ash tree. Excavation revealed the pond's clay bottom, and volunteers planted new saplings, creating a wildlife sanctuary.





Last year, we awarded the Parish Council a grant of £19,584.50 from the Pride in Place fund to create a new accessible seating area, making this beautiful haven accessible for everyone to enjoy.

Jeremy McNulty, Chair of the Parish Council, said: "We owe a debt of gratitude to everyone who made this project possible and to those who will continue to maintain this valuable community asset. We would like to thank the Pride in Place team for their support and guidance throughout the entire process from application of funds to completion. We could not have achieved this significant project without their help."

Tharston and Hapton Parish Council also received a grant to put towards the finishing touches of their brand-new community space. During the COVID pandemic, local people realised they had nowhere to meet up. The Parish Council decided to create a dedicated community area, which included a cabin and facilities for events and play equipment. Our £25,000 grant paid for a sensory and commemorative garden with WW2 benches, wildflowers and an accessible path to link up the areas. This area is now regularly enjoyed by 300 local people.

In Loddon's Library Annexe a new fitted kitchen, accessible toilets and shower room have been installed with help from a £19,500 grant. The Annexe is home to Loddon Community Gym, the Parish Council office and the Chet Valley Community Larder and

Fridge. The much-needed new facilities will make it easier for residents of all ages and abilities to use the gym.

Cllr Carsok said: "**We are fortunate to have such dedicated volunteers who take immense pride in their communities and strive to make a difference. Thank you to everyone who has helped bring these projects to life, creating a legacy that will be cherished by future generations.**"

The Pride in Place grants were funded through central government's Shared Prosperity Fund. The scheme has now closed. For more information about other funding that is available, please visit our website.



**Scan me**





# Heritage project honours America's Friendly Invasion

Earlier this year, we launched "The Friendly Invasion" project which aims to share the powerful stories and experiences from a time that transformed East Anglia more than any event since the Norman Conquest.

One of the most iconic sites is Thorpe Abbotts airbase, home to the 100th Bomb Group—the "Bloody Hundredth"—renowned for their bravery and heavy losses, and recently brought to life in Apple TV+'s *Masters of the Air*.

Funded by a £20,000 Pride in Place grant, the TFI Project is a collaborative effort by heritage organisations across East Anglia. Its mission is to ensure the stories of this pivotal era are not forgotten.

Central to the project is an online information hub on the Visit East of England website, featuring an archive of the Friendly Invasion story and a guide to local museums. Additionally, a new festival website promotes events that celebrate the lasting impact of these brave individuals.

Visit [thefriendlyinvasion.org.uk](http://thefriendlyinvasion.org.uk) to discover live performances, activities, and community events that bring people together.



## Journey into the past

In Harleston, Wymondham, and Diss, you can take self-guided walking tours that trace the footsteps of the American airmen who once filled these towns during their off-duty hours. These trails reveal the places they visited and help you reflect on the extraordinary impact of nearly 9,000 USAAF personnel stationed within just five miles of Harleston — a town that then had a population of only 1,600.

The project also extends to Aylsham and Haveringland, north of Norwich, offering even

more opportunities to explore East Anglia's wartime heritage.

Cabinet Member, Cllr Minshull said: "The Americans had a huge impact on local people. When they arrived in 1943, Britain had already been at war for four years, rationing and black outs were in place and all the able-bodied men were away fighting. Suddenly thousands of Americans arrived and were being bought into the towns by the truck load, taking over the pubs, the dance halls and bringing with them candy and cola. The towns buzzed back into life and their presence changed local culture forever. These tours take you to the pubs, dancehalls and street corners that hummed with life and reveal some of the fascinating stories of the Friendly Invasion."

Download the tour maps, visit [thefriendlyinvasion.org.uk](http://thefriendlyinvasion.org.uk) or follow [facebook.com/thefriendlyinvasionfestival](https://www.facebook.com/thefriendlyinvasionfestival)



# 80 flags for 80 years

**In May we launched a district-wide tribute to commemorate the 80th anniversary of VE Day, marking the end of World War Two.**

As part of the initiative, Union Flags were flown outside all Council buildings, and 80 flags were distributed to local businesses and parish councils—one for each year since the war's end.

Council Leader Daniel Elmer said: "As we marked 80 years since the end of World War 2, it was vital to remember the sacrifices made for our freedom. Flying the Union Flag across South Norfolk served as a powerful symbol of unity, resilience, and gratitude."

The tribute honoured not only those who served, but also the millions who supported the war effort at home and across the Commonwealth.



Cllr Sharon Blundell flying the flag

## Commemorating VE Day

**On 8 May, we proudly commemorated the 80th anniversary of Victory in Europe (VE Day), a momentous occasion marking the end of World War Two in Europe.**

To help our communities honour this historic milestone, we awarded over £9,000 in grants to support commemorative events across our parishes and towns. Thanks to this funding, 32 community-led events were brought to life — each one reflecting the spirit of remembrance, unity, and celebration.

Events included traditional afternoon teas, parades, historical workshops, 1940s-themed music and dancing, and poignant remembrance services. These gatherings not only paid tribute to those who served but also brought neighbours together to reflect on the enduring importance of peace and community.





# Rhino Tree Care

Professional Tree Surgery & Chipper Hire

- Felling & Pruning • Hedge Cutting
- Site Clearance & Chipping
- Conifers Removed • Stump Grinding
- No Job Too Small

FREE  
Estimates

**Tel: 01603 411090**

or  
visit

**[www.rhinotreecare.com](http://www.rhinotreecare.com)**

## **C.W PAVING LTD**

### **BLOCK PAVING SPECIALIST**

**BRICKWEAVE • TARMAC • CONCRETE**

**• TAR & CHIPPINGS • SHINGLE**

**• PATIO & GARDEN WALLS • TREE SURGERY**

**• DECKING & FENCING • DRAINAGE**

**• ALL WORK GUARANTEED • FREE ESTIMATES**

**(01603) 411090**

**[www.cw-paving.co.uk](http://www.cw-paving.co.uk)**





# Delivering affordable housing

**Looking after the welfare of our residents is a priority for the Council and our commitment to providing high-quality, affordable homes has delivered outstanding results. Over the last year, working with our partners, we delivered 333 affordable homes, nearly double our target of 169.**

Cabinet Member, Cllr Graham Minshull (pictured), said: "This is fantastic news and a great achievement. The exceptional delivery of these much-needed affordable homes is a direct result of the dedication of our Housing Enabling Team and the strength of our partnerships working. By working together with our partners and our communities, we can make a real difference to people's

lives and ensure that everyone has access to safe and secure housing and a key to their own front door."

We are providing new affordable homes across the district including the successful delivery of the first 35 affordable homes at Saffron Housing Trust's 151-home development in Harleston and the completion of a scheme in Great Moulton, providing four homes specifically to meet local needs.

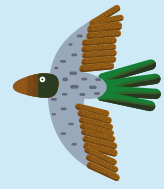
Another 77 of the new homes were delivered in locations including Cringleford and Wymondham. These included 55 homes for affordable rent and 22 for affordable home ownership, providing a range of options to meet housing needs.

The newly completed homes also demonstrates our focus on quality and variety, with 1, 2, 3 and 4 bedroom houses, bungalows and flats, all built to high standards. This mix of homes ensures that the new developments cater to a wide range of households and contribute to building sustainable and inclusive communities.

With the demand for affordable housing increasing every year the Council is already planning for the future. With more partnership working and more affordable housing projects, we can ensure that we continue to deliver the affordable houses that young people and families need.



# GREEN GRANTS GIVE NATURE A HAND



**We're encouraging communities to enhance green spaces and boost biodiversity through our Nature Conservation Fund, offering grants of up to £10,000.**

This pilot scheme is designed to support projects that benefit both the environment and local residents. There are five grants of up to £10,000 available.

Council Leader, Cllr Dan Elmer, said: "This funding represents a significant investment in South Norfolk's environment. The Council is committed to supporting our local communities in creating thriving green spaces that everyone can enjoy."

"We are eager to fund projects that will not only enhance biodiversity and combat climate change but also provide valuable spaces for families, friends, and the community to enjoy the outdoors."

Funding is available for projects that tackle carbon emissions, enhance local ecosystems, support a diverse range of plant and animal life, or create and improve accessible green spaces.

Eligible projects might include creating circular walks, establishing wildlife-attracting ponds, or planting mini-forests.

Town and Parish Councils can express their interest and community groups are also encouraged to participate, provided they have the support of their local Council.

To see if your project is eligible, visit our website.

Scan the QR code to find out more.



## New green vision for Greater Norwich

**In May, the Greater Norwich Growth Board (GNGB) launched its Green Infrastructure Strategy.**

The strategy, developed in partnership with public, environmental, educational, health and third sector organisations, focuses on delivering environmental benefits to residents including: nature-rich places, active and healthy communities, thriving

economies, improved water management, and resilient, climate-positive environments.

Cllr Sue Holland, Chair of the GNGB said: "This strategy demonstrates our commitment to sustainable growth while supporting the environment. Our collaborative approach will help guide the development of green spaces across the area and by working together, we can create a greener, healthier,



and more resilient Greater Norwich for current and future generations."

The GNGB is a unique partnership of Norfolk County Council, Norwich City Council, South Norfolk District Council, and Broadland District Council.





# Pocket park set for transformation

**Rothbury Park in Wymondham is set to undergo a significant transformation, thanks to over £200,000 in funding from the Greater Norwich Growth Board (GNGB) and South Norfolk Council. This initiative, spearheaded by voluntary group Greening Wymondham, in collaboration with Wymondham Town Council, aims to transform the underused pocket park into a vibrant, biodiverse community space.**

In March, the GNGB allocated £144,000 to the project, supplemented by £83,450 from S106 funds—money collected from developers for local amenities. Wymondham Town Council put forwarded £20,000 and Greening Wymondham raised over £3,000 to enhance the park, located just north of the town.

Cllr Kim Carsok, Cabinet Member for Health and Leisure (pictured), said: “This investment will significantly benefit local residents of all ages. They will have access to a safe, welcoming space that promotes physical and mental well-being and fosters community cohesion.

“Families and friends can enjoy picnics while children play, and older residents can engage in gentle exercise or relax on the new seating. The new trees and planting will provide year-round interest, attract wildlife, and improve air quality. I am confident that Rothbury Park will become a cherished community space for years to come.”

The park’s new amenities will include an accessible hard-surfaced path linking the two main entrances, natural

log-based play equipment, new seating and picnic tables, cycle racks, and enhanced landscaping. Existing play equipment will be replaced, and sensory planting will be added.

Wymondham Town Council is encouraging local volunteers to help with new planting initiatives and to join the Friends of Rothbury Park group for ongoing maintenance. For more information, please contact [Office@wymondhamtc.co.uk](mailto:Office@wymondhamtc.co.uk).

For more information about the Greater Norwich Growth Board and the projects that have been funded, please visit: [greaternorwichgrowth.org.uk](http://greaternorwichgrowth.org.uk)

# Food waste recycling collection coming soon!



**From April next year, we're introducing a weekly food waste collection service, rolling out to all households by the end of September.**

Each household will receive an indoor kitchen caddy, an outdoor food waste bin, and free liners to help keep the caddy clean. You'll be able to simply place your food waste—such as peelings, plate scrapings, and tea bags—into the caddy. When it's full, empty it into your outdoor bin, which will be collected weekly on the same day as your regular waste and recycling.



The collected food waste will be processed at an anaerobic digestion facility, where it will be turned into renewable energy and fertiliser, reducing the need for fossil fuels and chemical fertilisers.

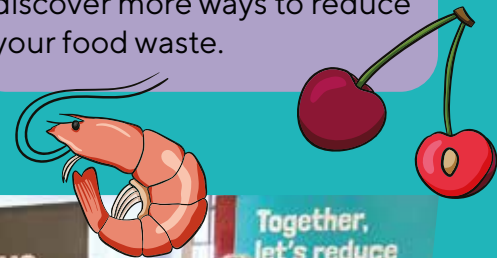
Look out for more details in the next edition of The Link or follow us on Facebook.



## Spreading the word on Food Waste!



During Food Waste Action Week, our enthusiastic recycling team was out and about, meeting residents in supermarkets across the district. They chatted with over 1,000 people, sharing their best tips on reducing food waste and encouraging everyone to buy their fruit and veg loose. Visit our website to discover more ways to reduce your food waste.



## New Commercial Food Waste Service

Since 1 April 2025



### Get ready for Simpler Recycling

Businesses with 10 or more full-time employees must separate food waste for collection under new government legislation.

We're making it easy for South Norfolk businesses with a hassle-free food waste collection service.

- ✓ Stay compliant with new waste legislation
- ✓ Cost-effective collections straight from your business
- ✓ Simple sign-up process - get ready in minutes



**Order your food waste bin today!  
Get in touch to request a quote**





## THE MAYFIELDS



castlemeadow  
CARE

Every day, our wonderful team at The Mayfields provide outstanding and personalised 24-hour support and care for our residents and our residents who are living with dementia. It is a joyful place to live. We also offer the flexibility of short stays for respite care.

### TESTIMONIAL

*"My mum has been a resident at The Mayfields since November 2021 and has received excellent care. The staff are compassionate, professional and supportive. The management is always there to sort out requests. My mum really enjoys living at The Mayfields and has made so many friends, she always says the food is lovely. I would recommend The Mayfields to anyone looking for very good"*

01508 535500 [themayfields@castlemeadow.co.uk](mailto:themayfields@castlemeadow.co.uk)

THE MAYFIELDS, SWAN LANE, LONG STRATTON, NORWICH NR15 2UY



SCAN NOW TO  
LEARN MORE



THE SOLAR PANEL  
CLEANING  
SPECIALISTS LTD

[www.thesolarpanelcleaningspecialists.co.uk](http://www.thesolarpanelcleaningspecialists.co.uk)

**Expert Cleaning for Maximum  
Solar Efficiency and Savings**

Trusted local experts in solar panel cleaning

Call Gary on 07796 503096 // 01508 471994

[info@thesolarpanelcleaningspecialists.co.uk](mailto:info@thesolarpanelcleaningspecialists.co.uk)



# Loads 4 Less

**Removals/Packing/Storage**

*Moving Towards Sustainability*

**[www.loads4less.co.uk](http://www.loads4less.co.uk)**

# TOILETS<sup>+</sup>

Portable Toilet Hire Specialists



**For all your Portable Toilet needs  
visit [toilets.co.uk](http://toilets.co.uk) or call 0800 606 100**

**CONSTRUCTION** **EVENTS** *Luxury* **SERVICING** **WELFARE**

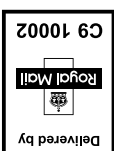
**Our Corporate Partnerships help  
you to reach 250,000 residents  
and 10,000 businesses**  
through print, digital and event sponsorship.



To find out  
more, scan  
the QR code

**[partnerwithus@southnorfolk  
andbroadland.gov.uk](mailto:partnerwithus@southnorfolkandbroadland.gov.uk)**

**Impact your community, elevate your brand**



Return Address  
South Norfolk Council  
The Horizon Centre  
Peachman Way  
Broadland Business Park  
Norwich NR7 0WF