

## **Norwich Western Link planning application**

The planning application for the Norwich Western Link is now available. The Norwich Western Link is a 3.8 mile dual carriageway to connect the Broadland Northway from the A1067 Fakenham Road to the A47 west of Norwich.

[View, or comment on, the Norwich Western Link planning application FUL/2024/0022.](#)

A hard copy of the application is also available for inspection by appointment at county hall. To book an appointment email [nwlplanning@norfolk.gov.uk](mailto:nwlplanning@norfolk.gov.uk) or phone 0344 800 8020.

Interested parties currently have until 18<sup>th</sup> July to submit comments.

## **New Business Board seeks members to boost Norfolk's economy**

Experienced and influential members of the local business community have been given the opportunity to join the Norfolk Business Board.

The new board is looking for candidates who are interested in enhancing skills in the county and boosting the local economy.

The new board has been created following the integration of New Anglia Local Enterprise Partnership (LEP) into Norfolk County Council and Suffolk County Council.

The board will meet 4-6 times a year and work closely with partners such as district councils, neighbouring counties and national economic and trade bodies.

Norfolk Business Board representatives will:

- Be responsible for shaping the economic growth agenda for the county
- Use their expertise to shape and influence strategic thinking, policy, and funding decisions for the county
- Be a voice for industry to advocate across sectors, geographies, and business types. This will be at a local and, when required, national level.

- Help us to create an environment where local business can flourish and grow the economy

For an informal discussion email [c.starkie@norfolk.gov.uk](mailto:c.starkie@norfolk.gov.uk)

Further information about the role is available. [Visit the Norfolk Business Board representative recruitment page.](#)

## **Finalists for first ever Norfolk Rural Business Awards are announced**

The finalists for the inaugural Norfolk Rural Business Awards have been revealed.

The judges have drawn up a shortlist for each of the nine categories with the winners announced at the Royal Norfolk Show on Thursday 27<sup>th</sup> June. The ceremony will take place at the Long Acre Marquee at the Norfolk Showground.

Norfolk County Council have joined forces with the Royal Norfolk Agricultural Association (RNAA) to create the awards which were launched at the Norfolk Farming Conference in February.

The finalists (and winners) for the Norfolk Rural Business Awards were:

<p><b>Best Food Producer</b> - (sponsored by Fountain Fresh Imports)          DJ Barnard (winner)          Norfolk and Better Ltd</p>
<p><b>Best Drink Maker</b> - (sponsored by Woodforde's Brewery)          Barsham Brewery          The English Distillery (winner)</p>
<p><b>Best Rural Community Initiative</b> - (sponsored by Aviva)          Clinks Care Farm Ltd (winner)          Gressenhall Community Enterprise</p>
<p><b>Best Farming Innovation Adopter</b> - (sponsored by Lovewell Blake)          Ken Hill Farms &amp; Estate Ltd          Place UK Ltd (winner)</p>

**Norfolk's Unsung Hero** - (sponsored by Breckland District Council)

Max Hubble of Hub4Parts (winner)

David Holliday of Norfolk Brewhouse Ltd

**Best Farming Champion** - (sponsored by CLG Norfolk Ltd)

Ken Hill Farms & Estate Ltd

Mark Gorton (winner)

**Best High Growth Business** - (sponsored by New Anglia Growth Hub)

Albert & Arthur England Ltd

Bacon's Firewood (winner)

Walcott Farms

**Best Emerging Talent** - (sponsored by PlantGrow)

Felix Field

Tom Martin and Hannah Hetherington (winner)

**Best Sustainable Land Use/Farming Exemplar** - (sponsored by Birketts LLP)

Fischer Farms (winner)

Ken Hill Farms & Estate Ltd

## **Construction on long-awaited Long Stratton bypass begins following funding announcement**

The main construction work on the new bypass for Long Stratton has begun), following the approval of the full business case from government. This follows the preparatory works undertaken over the last month.

Construction of the road is expected to take 18 months, with the road expected to open by the end of 2025. The work will be undertaken by Octavius Infrastructure Limited who were appointed as the main contractor in January 2024.

The proposed new A140 bypass will be a single carriageway road that will provide a new roundabout junction at Church Lane to the north, extending from this junction on the east side of Long Stratton going south for approximately 3.9km, where it will re-join the existing A140 near Oakside farm.

The current estimated overall cost of the bypass is approx. £46.9m with funding primarily sourced from central government, a £14.5m commitment from the Greater Norwich Growth Board, local developer contributions and Community Infrastructure Levy (CIL).

Norfolk County Council has worked in collaboration with South Norfolk Council (SNC), Norfolk Homes Ltd and Norfolk Land Ltd to develop proposals for the long-awaited bypass, which was granted full planning permission by South Norfolk Council in September 2023.

### **Sleep Awareness Campaign aims to improve sleep and boost health for young people**

Norfolk County Council has launched a new Sleep Awareness Campaign which highlights the importance of good sleep for health and wellbeing in young people.

Specifically targeting those aged 14 to 25, it focuses on three themes including mobile phones, exercise, and natural light, providing tips for getting a good night's sleep and offering a range of resources to help achieve better quality sleep.

Evidence shows a link between sleep deprivation and depression and reduced mental wellbeing, which is particularly prevalent amongst young people. Adolescents should achieve between nine to ten hours of sleep every night, but early school starts and later bedtimes often mean young people are getting much less than the recommended level.

Norfolk County Council has produced five video shorts in conjunction with young people, to encourage them to:

- Schedule 'night shift' on their mobile from 8pm - 7am.
- Avoid using their mobile one hour before bed.
- Put their phone on 'do not disturb' mode when they go to bed.
- Get at least 20 minutes of daylight every morning.
- Do regular daily exercise.

It also encourages parents and carers to support their young people by setting a realistic time to go to bed, avoiding stimulating activities one hour before bed, and making sleeping areas warm and comfortable.

For more information and to access all the available tools and resources to support better sleep, visit [www.fylnorfolk.nhs.uk/sleepbetter](http://www.fylnorfolk.nhs.uk/sleepbetter)

## **More buses between Norwich and the North thanks to bus service improvement plan**

Residents living in the North of the county are set to benefit from the latest bus service improvements which will see more frequent buses, and later buses, operating between Norwich and Cromer/Sheringham and Holt.

The increased services, which are all operated by Sanders Coaches, begun on 2<sup>nd</sup> June and are funded by money that Norfolk County Council secured from the Department for Transport (DfT).

Improvements include:

- A later bus back from Norwich on the X55 service at 22:40 to allow a way back to North Walsham after evenings out in the city.
- Coupled with an increased frequency to the X44/44A service which operates between Sheringham and Norwich a new fast service X41 will be added and this will allow buses to run every half an hour throughout the day Monday to Saturday between Aylsham and Norwich previously every 45 minutes. This benefits those living on route in places such as Aylsham Marsham Hevingham St Faiths and Hellesdon.
- Extra buses on the fast X40 and new X41 journeys will get you to the City or Coast where you can join other services to explore Norfolk further.
- X41 fast buses will serve 3 stops in Aylsham - Burgh Road - Tesco and Norwich Road.
- With the introduction of the X41 from Burgh Road off peak 43 service buses will now serve the west of Aylsham travelling from Willow Park - via Cawston road then Norwich road on route to Norwich.

This is one of a number of service enhancements which are being funded by the £49.55 million funding which Norfolk County Council was successful in securing from the Department for Transport (DfT) to use on improving bus services across the County over the next three years.

Approximately £12 million of the funding has been allocated to provide new or expanded bus routes and increase service frequencies on key routes, including more evening and weekend services.