

## SUFFOLK COUNTY COUNCILLOR'S REPORT – JANUARY 2019



### *Cllr Stephen Burroughes - Framlingham Division*

- **FITNESS ACTIVITY WORTH £270M TO SUFFOLK ECONOMY**

A report published in December 2018 revealed the importance of the Sport and Physical Activity sector to the Suffolk economy. Undertaken by specialist economic development and regeneration consultancy Hatch Regeneris, the report shows that the sector contributes £270m a year to the Suffolk economy. This accounts for over 10,000 jobs or 3% of all employment in Suffolk and is almost double the proportion seen at national levels. The report shows that employment in the sector has grown at a faster rate than all other sectors in Suffolk - up 60% in the last 5 years. By contrast, employment in financial and professional services has grown by 10% over the same period.

The report highlights the importance of continuing the drive towards increasing participation in sport and physical activity as a way of both improving productivity and reducing the spend on health and social care. It estimates that a reduction of just 10% in Suffolk employee sickness rates would give the Suffolk economy a boost of £42m annually.

The report recognises both the importance of the sector in providing a stepping stone into employment as well as a gateway into higher skilled jobs. The report highlights the need for organisations in Suffolk work together to respond to the future skills needs of a growing sector. The report also acknowledges that Suffolk has a busy annual sporting calendar with potential to grow further. Events like the Great East Swim generate an estimated £¾ million to the county annually.

- **CONSULTATION ON PROPOSED CHANGES TO CITIZENS ADVICE (CAB) FUNDING**

Suffolk County Council is carrying out a consultation to understand the equality impacts there may be as a result of proposed changes to the local Citizens Advice (CAB) grant funding which the authority currently provides. At the Council's Scrutiny meeting on 22 November 2018, the committee considered details of proposed savings totalling £11.2m that will enable the council to balance its budget. Amongst these savings was the proposal to remove the funding grant that the county council gives Suffolk's CABs.

Committee members recommended changing the proposal to a phased reduction – a recommendation that was later agreed by Cabinet. It is now proposed that the grant will reduce by half to £184,000 in 2019/20 before ending in 2020/21. A consultation regarding this decision started at 12 noon on Monday 17 December and will run until 5pm on Wednesday 23 January.

- **SUPPORT FOR NEW PARENTS STRUGGLING WITH THEIR BABY'S CRYING**

In December 2018, Suffolk County Council's Public Health team launched a campaign to help new parents and carers to cope with their baby's crying. A new resource has been developed for parents and carers, in the form of a 'User Guide' with hints and ideas to help them settle their babies and think about their own wellbeing in the process. The booklet has been designed with input from health visitors and parent support groups. The booklet recognises that parents can often become frustrated and stressed when babies cry. It reminds parents to 'Keep Calm and...' try different ways to settle their baby, or to Keep Calm and Step Away, taking five minutes for themselves.

The campaign will help parents find ways to bond with their babies and maintain their own wellbeing and that of their child. In one UK survey, one in every nine parents said they had been so stressed by their baby crying that they'd shaken them. This can result in serious injury such as Non-Accidental Head Injury (NAHI), also known as 'Shaken Baby Syndrome'. Parents and carers can visit [www.healthysuffolk.org.uk](http://www.healthysuffolk.org.uk) to find out more about the support available and download the Keep Calm booklet.

The Keep Calm booklet will be available via Health Visitors or local Children's Centres, as well as some independent nurseries, charities, baby groups and other Suffolk services. If local organisations would like to order booklets for display and distribution, they can contact [keepcalm@suffolk.gov.uk](mailto:keepcalm@suffolk.gov.uk).

- **LOWESTOFT THIRD CROSSING GETS OFFICIAL BACKING**

The government authority responsible for overseeing projects of national importance, has started its examination into the proposed Lake Lothing Third Crossing. Following a preliminary meeting held at The Ivy House Country Hotel in Oulton Broad on 5 December 2018, the Planning Inspectorate has now started its six-month examination during which there will be several opportunities for people to provide their views on the project. The first stage of this examination was an open floor hearing at which local leaders Peter Aldous MP, Councillor Mark Bee (leader of Waveney District Council) and Councillor Matthew Hicks (leader of Suffolk County Council) all spoke to give their full backing to the project. Also speaking in favour of the project were representatives from other local and regional organisations such as Lowestoft Town Council, Chamber of Commerce and the New Anglia Local Enterprise Partnership.

Once complete, the crossing will bring many benefits to the area, such as reducing congestion in the town and improving connections between the north and south of Lowestoft. The road network will be able to operate more efficiently, and the iconic design of the bridge presents the opportunity to introduce a new focal point for the town, enhancing its identity. It will also help to regenerate the area and attract new investment for the local economy.

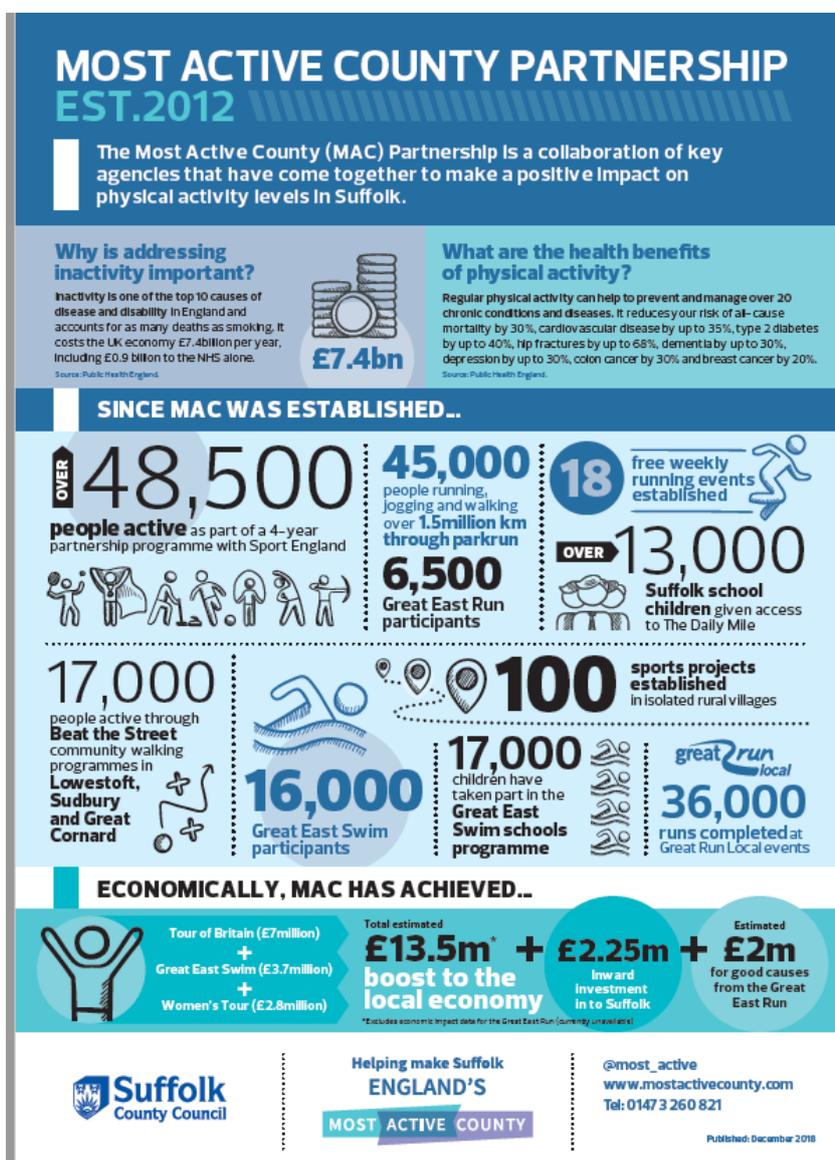
- **ENTRIES FOR THE 2019 GREAT EAST RUN OPEN ON MONDAY 7TH JANUARY 2019**

Following the resounding success of the event over the past two years, entries for the 2019 opened on Monday 7 January. The run will take place on Sunday 22 September 2019 and is expected to sell out quickly with over 2,000 people already registered on the reminder service. The formal launch of the event will take place in February, with entry being promoted through the local media, the official website, social media and direct mail to those on the reminder service. The number of places available for the 2019 event has been increased by 500 to 4,000. Places for the 2018 event sold out within 3 months of the launch in January 2018 and it is anticipated and hoped that the same will happen again in 2019. Full details of the route can be found on the official website [www.greatrun.org/great-east-run](http://www.greatrun.org/great-east-run)

- **UPDATE FROM THE MOST ACTIVE COUNTY TEAM**

Inactivity is a global public health issue. It accounts for as many deaths as smoking and costs the UK economy a staggering £7.4billion a year. Regular physical activity can help to prevent and manage over 20 chronic conditions and diseases. Suffolk County Council is spearheading efforts to address inactivity in Suffolk through the Most Active County Partnership, which brings together key agencies to work collaboratively to make a positive impact on physical activity levels in the county.

Below, is a one-page infographic capturing some of the headline outcomes of the programme to date. Sitting behind these impressive statistics are some amazing stories of how physical activity has transformed people's lives. A selection of these stories can be found at <https://www.mostactivecounty.com/real-stories/>.



For further information or questions please contact me at: [stephen.burroughes@suffolk.gov.uk](mailto:stephen.burroughes@suffolk.gov.uk)

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