

Norfolk County Council updates 24th May 2024

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 – mobile phones, exercise, and natural light – providing tips and a range of resources for getting a good night's sleep.

Evidence shows a link between sleep deprivation and depression and reduced mental wellbeing. 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 worked with partner organisations and young people themselves to produce/coproduced five video shorts. These 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.

Parents and carers are encouraged 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 comfortable.

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

Finalists for first ever Norfolk Rural Business Awards

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

The judges have drawn up a shortlist for each of the nine categories, with the winners set to be announced at the Royal Norfolk Show on Thursday 27 June in the Long Acre Marquee.

The full list of categories and finalists can be found [here](#).

Major bus travel improvements proposed in Great Yarmouth

Residents in Great Yarmouth are being asked their views on Norfolk County Council's latest proposals to improve public transport across the town in a public consultation launched this week.

Funded through the government's Bus Service Improvement Plan, the proposed changes seek to make bus journeys quicker and more reliable, separate buses from general traffic and boost the local economy by enabling buses to travel in both directions through the interchange at the Market Gates shopping centre.

The project would see new bus stops and crossing points created as well as a number of changes to current highway arrangements across neighbouring streets to improve traffic flow across the town.

Residents can view more information on all the changes proposed within the wider project and complete an online survey [here](#), with large scale plans available to view from any of the following locations:

- Market Gates Shopping Centre
- Great Yarmouth Town Hall
- Kingsgate Centre, Queen Anne's Road
- Shrublands Community Café, Gorleston
- Great Yarmouth, Gorleston or Caister libraries.

Hard copies are available to take away from these locations if required.

The consultation is live until Sunday 16 June.

Government updates

Expanded and improved Sustainable Farming Incentive (SFI) offer for farmers published

Details of the expanded and improved SFI offer available to farmers from July have been published by the government this week.

The expanded offer will be open to new entrants for the first time and will initially comprise 102 'actions', designed in collaboration with the agricultural sector, including over 20 new options to support more sustainable food production.

In addition further new actions will support flood preparedness, helping businesses to become more resilient to the changing climate and challenging weather conditions.

The SFI scheme pays farmers to adopt and maintain sustainable farming practices that:

- recognise the importance of food production
- protect and enhance the natural environment and support farm productivity and resilience

It does this while giving participants flexibility as to how they achieve action objectives and taking an 'advise and prevent' approach to regulation and inspection rather than penalising them for mistakes.

Full details on the SFI scheme can be found [here](#).

Kind regards

james