

Latest Covid Update

Headline position:

The total number of cases since 1 July is 7,968 in Norfolk, of those 1,642 have occurred in the last 14 days.

There are 181 people in hospital, and 12 patients in critical care.


- For the time period 22/11/2020 to 28/11/2020 the Norfolk seven-day incidence per 100,000 is 87.8, East of England is 115.2 and England is 155.4. Broadland is 120.1 and South Norfolk is 97.3.
- The reduction in case rates in South Norfolk is continuing.

Business Support Grants:

Local Restrictions Grant. Payments continue to be made to those businesses registered for Business Rates that were prevented from opening during the period of National Restrictions that finished on 2 December. This scheme remains open and we're still proactively approaching businesses, that are eligible, to come forward to claim their grants.

Local Restrictions Support Grants (LRS) - Applications Received


Data up to and including 03/12/2020



Authority	Broadland		Allocation	£	1,500,570
Sub Category	Applications	App. Value	No Paid	£ Paid	
Hair / Beauty / Personal Services	116	£ 155,410	115	£ 154,076	
Hospitality (Accom)	212	£ 291,468	204	£ 280,130	
Hospitality (Food)	28	£ 42,680	26	£ 40,012	
Leisure / Sport / Recreation	132	£ 193,406	131	£ 192,072	
Other	132	£ 197,072	97	£ 149,050	
Pubs	60	£ 118,346	59	£ 117,012	
Retail	178	£ 259,770	159	£ 234,424	
Grand Total	858	£ 1,258,152	791	£ 1,166,776	
	% of allocation	80%		78%	
	Grant Allocation Remaining	£ 299,110		£ 333,794	

Local Restrictions Support Grants (LRS) - Applications Received

Data up to and including 03/12/2020



Authority	South Norfolk		Allocation	£	1,773,630
Sub Category	Applications	App. Value	No Paid	£ Paid	
Hair / Beauty / Personal Servio	90	£ 120,726	90	£ 120,726	
Hospitality (Accom)	176	£ 252,772	168	£ 240,434	
Hospitality (Food)	46	£ 72,688	44	£ 68,354	
Leisure / Sport / Recreation	163	£ 243,420	157	£ 235,416	
Other	134	£ 191,746	97	£ 142,388	
Pubs	80	£ 134,696	80	£ 134,696	
Retail	231	£ 342,128	206	£ 305,780	
Grand Total	920	£ 1,358,176	842	£ 1,247,794	
	% of allocation	79%		70%	
	Grant Allocation Remaining	£ 455,806		£ 525,836	

Additional Restrictions Grant. SNC has received additional funding from Government to set up an Additional Restrictions Grant (ARG) to provide further support to businesses. SNC will use this to pay discretionary business grants to qualifying businesses that are not covered by other grant schemes or where additional funding is needed. The first phase of this additional discretionary award scheme was launched on the 3 December and will remain open until midnight on the 23 December. Applications are already being received and progress of the grants awarded will be provided in future updates.

Covid Support Advisors:

SNC have recruited to a number of Covid Support Advisor roles who have been out and about in our communities since the lifting of lockdown on the 2nd December.

These roles will provide advice, support and encourage the correct behaviours from residents in community locations, aiming to continue to manage the spread of the virus. They will also support the national and local testing regime with enhanced contact tracing.

Help Hub - telephone access:

Calls to the help hub have not seen significant increases during lockdown; we anticipate that many now understand the services which are available to support them and how to access them. We have been opening the phone lines at the weekends to offer additional support, but have received no calls.

Employment Navigation:

SNC have two officers redeployed in the Help Hub who will be acting as employment navigators; they will be supporting those who are short term unemployed and those whose jobs have been lost due to the Covid-19 pandemic.

South Norfolk Leisure Centres Re-opening:

Wymondham Leisure Centre, Long Stratton Leisure Centre, Framingham Earl Sports Centre and Kett's Park have been welcoming customers back to their COVID-19 secure facilities since the lifting of lockdown.

The team have worked incredibly hard to ensure all our facilities are as safe as possible and that our members can exercise with confidence.

Extended Retail Opening Hours:

A ministerial statement was issued on 30 November 2020 making clear that as a matter of urgency, 'local planning authorities should take a positive approach to their engagement with retailers to ensure planning controls are not a barrier to the temporary extension of retail opening times in December and January'.

From 2 December, the Councils' planning enforcement function has relaxed local restrictions to enable retail opening hours to be extended across South Norfolk for the Christmas period. No permission is required, but businesses are asked to be mindful and considerate if there are local residents who may be affected by the extended opening.

If the extended hours of operation do give rise to complaint, we will work with the businesses to see if there is a way of mitigating this. The Council will not undertake planning enforcement action which would result in the unnecessary restriction of retail hours during this period.

To ensure the reopening of shops is safe and in line with social distancing rules given the high volume of shoppers expected before Christmas and the subsequent sales in January, Central Government wants to see retailers given the option to extend their daily opening hours from Monday to Saturday. This will help to spread footfall, ease transport pressures and make shopping in a socially distanced way easier by giving shoppers greater flexibility to choose when they shop and avoid peak times.

Whilst recognising that longer retail opening hours could have a temporary impact on local residents, this needs to be balanced with the significant public interest in ensuring there is a safe retail environment during this busy period; in helping local residents undertake Christmas shopping given many shops have been closed over the last month; and in supporting the commercial viability of local shops in our high streets and town centres during this challenging period.

Please note that this procedure will be kept under review in light of any further updates and changes from the government in response to the COVID-19 pandemic.

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