

CABINET MEMBERS REPORT TO COUNCIL

22 June 2022

COUNCILLOR TIM ADAMS – LEADER OF THE COUNCIL

For the period 17 June 2022 – 15 July 2022

1 Progress on Portfolio Matters.

Elections

The preparations for the 2022 Annual Canvass are progressing well with the data matching exercise once again providing a good result in terms of the number of properties who will receive a 'light touch' canvass. Initial letters will be despatched on 8th August and the team will then work at delivering the usual high return rate from households within the district.

The informal polling place review has been a success and is now drawing to a close with only a few more wards left to visit this month. A very small number of changes will be proposed where necessary and these will be consulted on with members, parish councils and electors later in the year in a small interim review. Any adopted changes will be implemented at the next scheduled elections in May next year.

Further preparations for May 2023 will shortly be escalating and internal staff will soon have the opportunity to advise on their availability to work at these elections in a variety of roles. We will also be shortly attending a seminar in Birmingham to learn more about the implications of the 2022 Elections Act so we can factor this into our planning for these elections.

Communications

The Communications Team have made progress increasing the Council's social media following, growing Facebook by 420 followers and Twitter by over 220 followers, improving the Council's reach in the district.

We currently have a combined social media following of 38,189 people directly consuming regular content about the Council's activities on our channels – a monthly increase of over 900 across channels - though it's important to note there is some overlap between channels with some residents following us on more than one platform.

The team ran a successful social media competition for to win a week's use in one of the Council's beach chalets, which had over 2000 entrants and reached over 22,000 users, representing a successful first larger scale marketing competition through social media and an innovative way to advertise the Council's beach huts and chalets.

As the peak summer months approach, the team continue to post important summer safety messaging, such as beach safety, weather warnings, safe use of jet-skis, seal safety, safe use of beach BBQs and supporting messaging from partner agencies, such as RNLI.

The Council's re-launched Outlook magazine was successfully delivered to c50,000 North Norfolk households. The 24 page magazine, produced on recycled paper is also available as a digital download and in accessible formats.

Following on from Net Zero, the team will look to begin promoting the Council's sustainability event Greenbuild, announcing the speakers and hosts, and promoting the

return of the physical festival to North Norfolk, which will be held in Fakenham.

As in the previous reporting period, work continues on the promotion and communication on the progress of the North Walsham Heritage Action Zone programme where good progress has been made on works to the new bus interchange facility and cultural programmes, The Cedars building and the Church approach area before works to the Market Place commence in the autumn.

HR

The HR team has welcomed a new HR Advisor to the team, Tracy joined the team late June, and will be supporting the Resources Directorate.

As the media is reporting, the COVID rate is increasing, both regionally and nationally. The HR team is continuing to monitor COVID related absence; this is currently not impacting service levels.

The council has a new benefit that is available to both Officers and elected members, through the employee assistant programme. This benefit is a private GP referral service, for consultations, which are available both evenings and weekends, via a video conferencing scheme.

Corporate Delivery Unit

The Corporate Delivery Unit continues to support the Corporate Leadership Team, Management Team and Service Managers to embed project management and governance arrangements for large and medium projects across the organisation.

Corporate PA Team

The Corporate PA Team provide on-going support to the Chief Executive and Directors as well as Management Team with a huge number of projects across the organisation, including the Levelling Up bid. The portal for applications opened on the 15 July and will remain open until 12 noon on the 2 August.

