

## **CABINET MEMBERS REPORT TO COUNCIL**

**September 2023**

**COUNCILLOR ADAMS - CABINET MEMBER FOR STRATEGY, COUNTYWIDE WORKING AND EXTERNAL PARTNERSHIPS, PERFORMANCE, COMMUNICATIONS, HR AND LEGAL SERVICES**

For the period July to September 2023

### **1 Progress on Portfolio Matters.**

#### **Legal**

##### **Information Requests**

- FOI request figures show that the Council's current performance at responding to requests within the statutory 20 working days is at 95%. The national target is set at 90%.
- The legal service continues to provide advice and assistance to the wider Council in order to assist in this area and support the corporate responsibilities.
- In addition to this ongoing advice and assistance, the legal service has recently provided members with Information Governance training.

#### **Democratic Services**

##### **Register of Interest forms**

- The team has been working hard on processing the online register of interest forms for town and parish councillors.
- Reminders were issued to those councillors who submitted an incomplete form and this generated a considerable number of further forms.
- These have been uploaded to the website and we will now focus attention on those parishes with no forms submitted.

##### **Youth Council**

- A few members of the Youth Council met at the Council Offices on 31<sup>st</sup> August.
- They discussed their priority theme of mental health and received an update on Coastwise, which is seeking to engage with young people across the District.

##### **Town & Parish Engagement Forum**

- The Forum met on 12<sup>th</sup> September.
- The main focus of the session was Planning – including an overview of planning matters for towns and parishes, an update on enforcement and the new Section 106 software.

## **Human Resources**

The HR team have completed the move of the Council's employee appraisal process to Skillgate, the Council's e-Learning platform. The move has gone well, but the HR team will be making some small amends to the layout of the web pages.

Members are also able to access the Skillgate e-Learning platform. Here you can find access to hundreds of different learning topics. To access, open the intranet homepage, click quick links and click on the Skillgate tile.

## **Elections:**

The Electoral Services Team are currently well under way with the Annual Canvass which commenced in early July. Reminder forms have now been sent out to just over 6500 properties which are required by law to respond, but are yet to do so. The team will then concentrate on obtaining responses to the canvass ahead of publishing the revised register on 1<sup>st</sup> December 2023.

In addition to the Canvass, the team has planned and will be delivering the Referendum in respect of the Blakeney Neighbourhood Plan with the date of the referendum being Thursday 14<sup>th</sup> September.

Parish invoices are currently being finalised in respect of Local Elections held in May and these will be issued in October.

## **Communications and PR Team:**

During an exceptionally busy month from August 8<sup>th</sup> to September 8<sup>th</sup>, the Communications and PR team have:

- Produced the latest edition of Outlook magazine, set to be distributed to more than 50,000 homes in the district on September 18
- Produced finalised Corporate Plan presentation for website and Outlook magazine
- Supported an overhaul of public-facing signage in reception at NNDC Cromer offices
- Completed the 2023 Battle of the Beaches competition on our social media channels, with a total of more than 5,500 votes cast and a total audience reached of more than 250,000. Not only did the competition promote 16 of our great beaches, but we used it as a vehicle to reach that wider audience with messaging in support of coastal partners such as RNLI, Cromer Pier, the RSPCA and Friends of Horsey Seals; promoted our safer seals campaign and Visit North Norfolk and shared important beach safety and environmental messaging. West Runton beat Sheringham in the final by 786 to 729 votes.
- Produced assets for the 'Seal of Approval' scheme, for shop owners who volunteer to stop stocking flying rings to display

During this 30-day period, the team have also produced 82 news articles and videos across the Council's multiple digital platforms [www.north-norfolk.gov.uk](http://www.north-norfolk.gov.uk), Facebook, YouTube, Twitter, Instagram, LinkedIn and NextDoor and have released these to media where appropriate. These have been on a range of topics including:

- Battle of the Beaches

- NNDC/RNLI Safer Seaside event
- Mini-Monsters event at Pretty Corner Woods
- National Drowning Prevention Week
- Big Norfolk Holiday Fun Scheme
- NHS/Community Connectors presence at Cromer Carnival
- Beach BBQ safety messaging
- NNDC Job vacancies
- All to Play For event – Active Norfolk
- Abandoned vehicles information
- The Reef Triathlon
- UEA/NNDC Coastal Erosion monitoring project
- Orienteering at Pretty Corner Woods
- Stalham Village Street Market
- North Walsham HAZ cultural events
- Invest North Norfolk – UKSPF and RPF funds
- North Norfolk Walking Festival
- Bin Collection info/updates
- Coastal Art Group Summer Exhibition
- Elections team – annual canvass info
- Tributes to former Council Leader John Lee
- NNDC apprenticeships promotional video
- Benefits scam alert/guidance
- Chainsaw art – Holt Country Park
- Cedars Open Day – North Walsham
- Community Connectors radio show – Poppyland Radio
- Twin Tracks Briston-Melton Constable Upcycling Festival

We currently have a combined social media following of **42,152** people directly consuming regular content about the Council's activities on our channels, though it's important to note there is some overlap between channels, with some residents following us on more than one platform.

#### **Corporate PA Team:**

The Corporate PAs have welcomed a new member into the team. Kelly Sayer joined the team on 21 August and will primarily be supporting Martyn Fulcher.

The current team support structure is:

- Sandra King – PA to the Chief Executive and Leader
- Kaye Skinner – PA to the Director of Communities and the Chairman
- Emma Childs – PA to the Director of Finance (job share)
- Jeanette Wilson – PA to the Director of Finance (job share)
- Kelly Sayer – PA to the Director of Place and Climate Change

The team have had a busy couple of months preparing for the Corporate Peer Challenge and the Corporate Plan Workshops.

## **2 Forthcoming Activities and Developments.**

### **Legal**

#### **Information Governance**

- Information Governance training will shortly be rolled out to staff members with specific roles and responsibilities within this area of work.

## **3 Meetings attended**

#### **Meetings attended:**

- Norfolk Parking Partnership
- Transport East
- UK100
- Acton Bank Hub
- LINK
- Norfolk Leaders Group
- EELGA
- ENI Ltd
- Perenco
- LIDL
- Various Peer Review events and meetings.
- Various meetings with officers across the Council in addition to Business Planning, Cabinet and JSCC.

#### **Attended/Visited:**

- Holt Country Park
- Cromer Lawn Tennis Club tournament
- Cedars open morning, North Walsham
- North Walsham Development Brief Consultation event.

#### **Media interviews:**

- Newsquest (NN News and EDP)
- BBC Radio
- TV Tokyo