

## CABINET MEMBERS REPORT TO COUNCIL

October-November 2024

### **COUNCILLOR LIZ WITHINGTON - CABINET MEMBER FOR COMMUNITY, LEISURE AND OUTREACH SERVICES**

For the period 1<sup>st</sup> October to 30<sup>th</sup> November 2024

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

##### **Community Connectors Portfolio Holder report: activity and achievements in October 2024**



##### **PositiviTea:**

Two PositiviTea events have been delivered this month:

1. 8<sup>th</sup> October – Men's mental health (Wells-Next-The-Sea)
2. 24<sup>th</sup> October – Living with long term health conditions (North Walsham)

The Webpage <https://www.north-norfolk.gov.uk/communityconnectors> has been updated to reflect upcoming PositiviTea dates.

##### **Falls & Frailty:**

Data from the NNUH continues to be received on a weekly basis. Referrals for North Norfolk average around 20-30 a week. Close collaborative work continues with the ICB and ICC teams.

In October, officers have made 124 calls to residents  
423 calls have been made to residents to date, plus 6 home visits.

##### **High Intensity Users:**

###### **October**

Community Groups Attended: 20  
Signposting Activities: 29  
Referrals Made from Group Attendance: 11  
Referrals Received: 30  
Communal Room visits: 3  
Attendance Allowance Claims Supported: 22

###### **YTD (figures from 01/04/2024)**

Community Groups Attended: 111

Signposting Activities: 140  
Referrals Made from Group Attendance: 38  
Referrals Received: 84  
Attendance Allowance Claims Supported: 43  
Blue Badge Applications Supported: 9

### **Age Friendly Communities:**

Work has commenced by the Older People Working group to establish the next potential areas for Age Friendly Development. Town and Parish Councils have been contacted to gauge interest, and a number of these have responded.

The Age Friendly Businesses and Sit You Down schemes continue to be live, across the district. Officers have met with colleagues from Age UK Norfolk to discuss further promotion.

### **North Norfolk Health & Wellbeing Partnership:**

Upcoming meetings:

North Norfolk Health & Wellbeing Partnership Meeting: Friday 15<sup>th</sup> November

Older People Working Group: Thursday 22<sup>nd</sup> November

### **Poppyland Radio:**

Two shows recorded on:

<https://www.poppylandradio.co.uk/shows/community-connectors>

Empowering Communities & The Lounge Next The Sea.

### **Community Grants**

NNDC's Rural England Prosperity Fund capital grant scheme for community initiatives continues to support projects in the District. Recent grants include: **North Norfolk Railway** - Improvements to the workshop shed and railway platform lighting improvements, helping to bring efficiencies and emissions reductions.

**Colby and Banningham Play Space** - the supply and installation of children's outdoor play equipment, seating and perimeter fencing.

**North Walsham Rugby Club** - mobile floodlights and a VEO camera system. to extend training hours, reduce carbon emissions and encourage volunteering.

**Green Park Community Space** - to connect to a mains electricity supply; the centre has for many years had to operate on a diesel generator. This will reduce emissions and bring the opportunity to run fridges and to operate a community shop.

## Visitor Economy

Visit North Norfolk (VNN) continues to promote collateral that is available to support members with marketing and to deliver ongoing marketing campaigns to promote North Norfolk more widely, with the most recent video seeking to highlight the archaeology of the Deep History Coast [here](#).

The annual VNN 2024 conference will take place at Fakenham Racecourse on 14 November. This will share an analysis of the latest market trends, an update on the activities of VNN and provide important opportunities for businesses operating in the local visitor economy to network. Renowned journalist and broadcaster Simon Calder will be the keynote speaker.

A cultural and tourism report has been completed. This sought to understand the value and role of culture as a driver for local economic growth. Notable findings include:

- Cultural tourists spend **266%** more than other tourist types
- North Norfolk is a levelling up **place for Culture** until 2025
- The cultural Sector contributes over **£250m** to Norfolk and Suffolk in GVA.

The recommendations from this report are presently being reviewed.

## Customer Services

Over the summer, Customer Services has been actively assisting residents in response to several council initiatives, including a campaign encouraging those in need to apply for Council Tax Support and raising awareness of Pension Credit. These initiatives followed the Winter Fuel announcement made by central government.

Alongside these efforts, the annual canvass and various reminders and reviews were sent out, contributing to an average telephone wait time of 8 minutes and 31 seconds over the past three months.

As we continue to encourage residents to explore alternative contact methods and self-service options, we're seeing a positive downward trend in wait times.

Customer satisfaction with contact accessibility is currently averaging 80%. However, overall satisfaction rates are rising, with October showing that 89% of surveyed customers were happy or extremely happy with their interaction with the council.

## 2 Forthcoming Activities and Developments.

We hosted a Women's Health PositiviTea last month at [The Treehouse Cafe](#).

The [Hop on the WOW bus - Norfolk & Waveney Integrated Care System \(ICS\)](#) came with an eye care clinic and discussions began about the WOW Bus having a regular presence at The Treehouse with dentists and learning disabilities teams on board. This will be happening from January which is another great success story brought about by connections made at PositiviTea events and through the Community Connector Teams.

The team are looking forward to considering the implications from the Cultural Feasibility study and how this can be used to support the local economy and growth of the creative sector- which is currently the fastest growing sector in the UK and explore the links with culture, arts and heritage and the North Norfolk tourism economy.

Using new software Social Value engineering the team are also looking to how the benefits to the local economy from improved health and wellbeing, sustainable communities and reduced costs to the NHS, as a result of a strong cultural and arts base. It is important we understand how this can financially contribute to the local economy. We will begin to measure the impact this can have from specific projects being proposed or developed and explore how further value can be added as we develop projects and support businesses

### **Leisure Contract**

Everyone Active returned strong participation figures across the 5 leisure facilities in September, attracting 43230 visits. This is an increase on September 2023.

The Reef Triathlon was delivered by the Leisure Team in early October and proved to be a huge success once again. The event sold out with 125 participants signing up and 107 taking part on the day (around 10% drop out is normal for this type of event). Participants from 9 different counties joined in, 44% female and 56% male, and an excellent 26% of attendees were taking part in their first ever triathlon. Every age group from 17-18 all the way up to 75-79 were represented.

### **Countryside**

Two Halloween events were delivered by the team in half term which saw 109 children and 94 adults brave the woods as part of a hide and seek event and a fancy dress trail. Feedback from the events was positive.

The Children's Father Christmas trail on December 23<sup>rd</sup> is sold out already and two Santa Paws events are selling very well too. These will be the last events of the year. Santa Paws events have been increased this year due to

last years popular demand.

The Rangers management work has turned again to the more practical tasks including ride management and tree works, and the volunteer groups at Holt and Pretty Corner continue to do very well.

### **Holt country Park**

The new staff facilities are all in place now at the Holt country Park. These provide warm and dry spaces with drying facilities and a refreshment space for our staff members and volunteers who are working in all weathers to maintain and improve this important Green flag space.

The new facilities also support staff in the revenue creation and cost saving activities the team undertake. Being able to sell firewood and run events as well as construct our own benches, woodland signage and fencing posts etc means that these are not outsourced and at a greater cost to North Norfolk Residents. The Green Flag status is also dependent on the team continuing to generate improvements in the park and being able to self-source these items supports them in bringing forward improvements at less cost.

### **Beaches/RNLI**

The end of season de-brief with the RNLI did not throw up anything of much significance. We are awaiting the official report, but the feedback was that the season was quiet and uneventful.

### **Markets**

The main season is now over but the Saturday market at Sheringham remains busy, and the Food and Makers bolt on market was a good success. Our Festive Market is set for the 7<sup>th</sup> December and all the **18 extra pitches have now been booked** for this. Cromer has picked up a few extra traders in recent times.

### **Physical Activity Development**

At present the final Big Norfolk Holiday Fun sessions will take place over Christmas and New Year, although no official announcement has been made about this funding just yet. We are entering into discussions locally to see how we may be able to continue some provision in the district should the funding be withdrawn as expected.

An extra £1500 was secured for Stalham High School's Opening Schools Fund project thanks to an underspend in the district. This will see a fitness facility developed on site to support the pupils and the local community. Conversations around introducing a junior park run at this site are also continuing.

£9000 of funding has been secured for Physical Activity projects to be delivered at libraries in Stalham and North Walsham. These will include Walk & Talk, seated exercise and Tai Chi, and sessions are due to start in the new year.

### **Pier Pavilion Theatre**

The summer show attracted 26331 visits which is almost exactly the same as last year. Concert visits have easily exceeded their target with 22832 booked by the end of quarter three – 3000 over the annual target. Early sales for the Christmas show are strong with opening night taking place on November 16th this year, which is a week earlier due to last year's successful run.

### **Customer Services**

One of the main ways our Customer Service Advisors encourage self-service is by promoting our online forms. When speaking with customers, advisors email relevant web links for their future use. Our contact centre has also recently been upgraded to include text messaging, which will further help us promote these services.

In the near future, our colleagues in Environmental Services will begin sending renewals to residents who use the Garden Bin service. Over the past year, we have been collaborating closely with IT to develop a new Garden Bin Interface, which is expected to significantly improve our ability to manage the incoming contacts related to this service.

### **3 Meetings attended**

Integrated Care System (ICS) Conference, Norfolk Anti Poverty Alliance, Dementia Café development, Positivitea- Mens Mental Health and Winter Well, Community Alcohol Partnership (CAP), Dementia Awareness Session for Staff and Members, North Norfolk Health and Wellbeing Partnership.

Creative Sheringham, Culture and Tourism Feasibility Study, FLASH Project Group and Steering Group, Visit North Norfolk, Experience Sheringham Norfolk Arts Forum Executive Committee, Norfolk Records Office Committee, Norfolk Joint Museums committee, Sheringham Wayfinding Scheme Transport East Webinar for Local authorities RSN Digital Switchover Social Value engineer

Flash Board and Steering Group Tennis Club x2 Healthy Aging Alliance Holt Country Park