

CABINET MEMBERS REPORT TO COUNCIL

November 2024

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

For the period up to 30th November 2024

1 Progress on Portfolio Matters.

Community Connectors Portfolio Holder report: activity and achievements in November 2024



PositiviTea:

Three PositiviTea events have been delivered this month:

1. 6th November – Special Educational Needs & Disabilities – SEND up to 25 years. (Wells Coastal Health & Wellbeing)
2. 8th November – Living Well in Winter (The Venue – Holt)
3. 26th November – Living Well in Winter (Cromer Parish Hall)

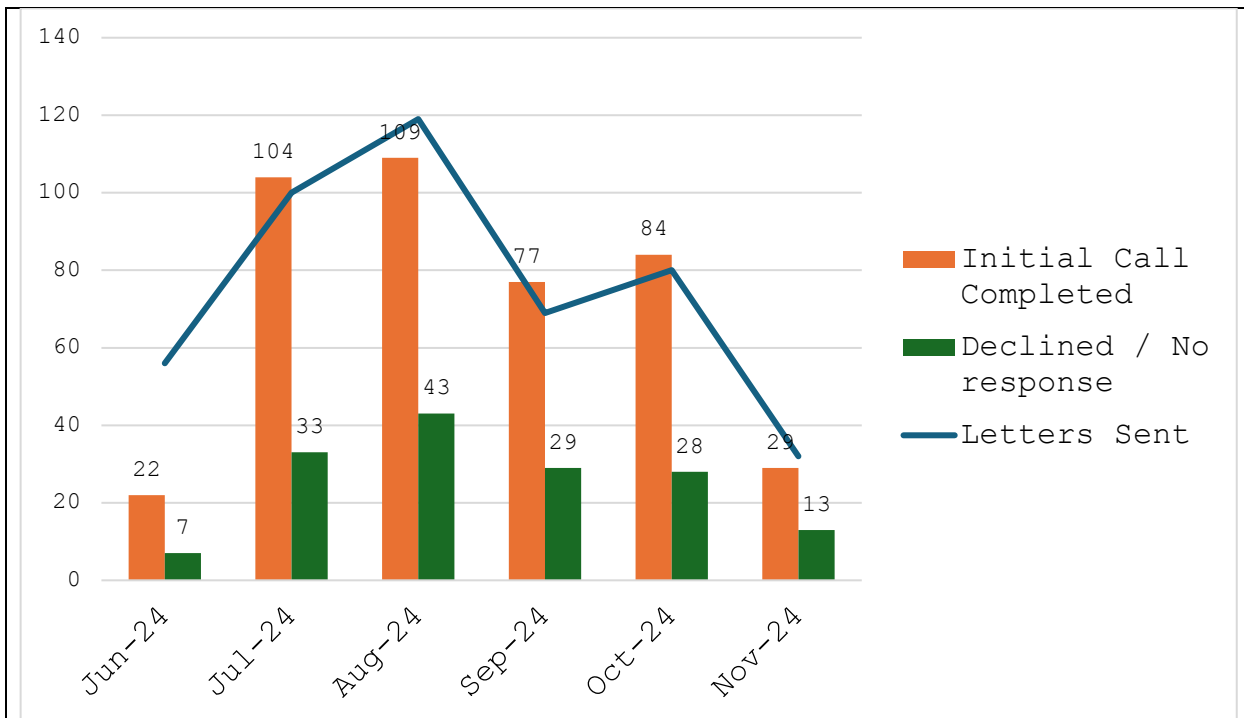
The webpage <https://www.north-norfolk.gov.uk/communityconnectors> has been updated to reflect upcoming PositiviTea dates

An interview around PositiviTea was completed for BBC Radio Norfolk on 5th November.

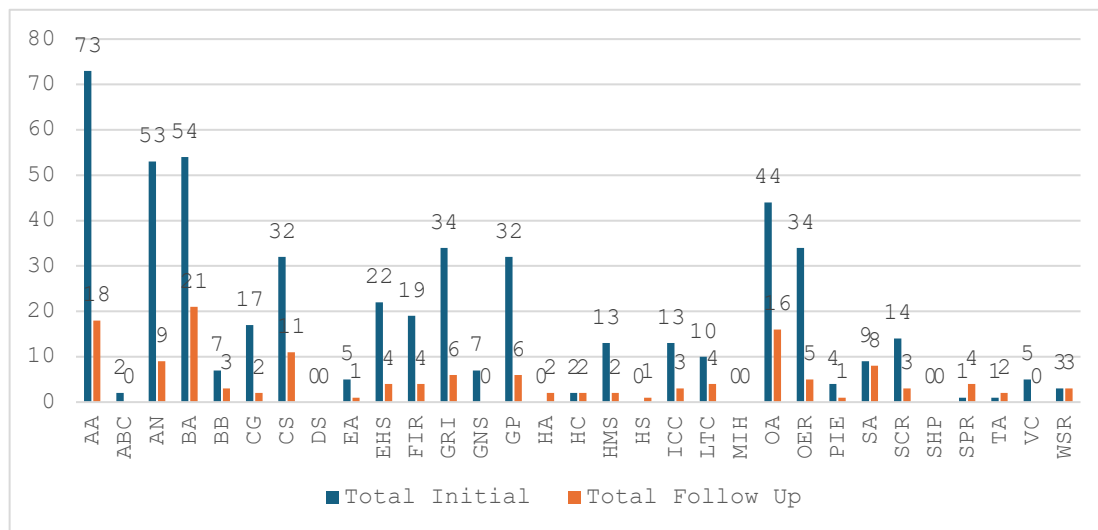
Falls & Frailty:

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 November, Officers have made 92 calls to residents
524 calls have been made to residents to date, plus 10 home visits.



Falls and Frailty contact status



Combined referral totals (both NNDC and Broadland Council) as part of the project, based on the agreed codes below.

AA – Aids and Adaptations	HMS – Handyman Service (Broadland and South Norfolk Only)
ABC – Assisted Bin Collection	HS – Hoarding Support
AN – Active Now Falls and Frailty Pathway Referral	ICC – Escalated to ICC for MDT review or intervention
BA – Benefit Advice	LCT – Long Term Condition Support
BB – Blue Badge Application	MIH – Make it Happen Funding Used
CG – Community Group Signposting	OA – Other Action
CS – Carer Support	OER – Other Exercise Referral
DS – Debt Support	PIE – Purchase of Items or Equipment
EA – Everyone Active Referral	SA – Safety Advice
EHS – Energy and Heating Support	SCR – Social Care Referral

FIR – Financial Inclusion Referral (North Norfolk Only)
GRI – Grant Funding Identified
GNS – Good Neighbour Scheme or Community Support Referral
GP – Signposting back to GP
HA – Housing Application (Or Suitability Assessment Referral)
HC – Hearing Concerns Referral /Signposting

SHP – Referred back to Social Housing Provider
SPR – Social Prescribing Referral
TA – Transport Advice
VC – Visual Concerns Referral / Signposting
WSR – Wellbeing Service Referral

High Intensity Users:

November

Community Groups Attended: 21
Signposting Activities: 45
Referrals Made from Group Attendance: 17
Referrals Received: 40
Communal Room Visits: 2
Attendance Allowance Claims Supported: 20

YTD (figures from 1/4/2024)

Community Groups Attended: 132
Signposting Activities: 185
Referrals Made from Group Attendance: 55
Referrals Received: 124
Attendance Allowance Claims Supported: 63
Blue Badge Applications Supported: 9

Age Friendly Communities:

The Older People Working Group has made the decision to commence Age Friendly work in Stalham. Community Connectors have started to make arrangements for community engagement and commencing work in the town.

The Age Friendly Businesses and Sit You Down schemes continue to be live across the district.

North Norfolk Health & Wellbeing Partnership:

The Partnership met on the 15th of November. Discussions commenced around the use of Better Care Funding for the 2025-26 period. This was delegated into a task and finish group to agree upon, and this group met on the 29th of November for the first time.

The Older People Working Group met on the 21st of November. Discussions centred on the next area for Age Friendly Communities work. Based on interest from the town council and data reviewed in the meeting, the group selected Stalham.

Upcoming meetings:

Wednesday 29th January 2025, 10am-12noon in the Committee Room

Wednesday 5th March 2025, 2pm-4pm in the Council Chamber

Poppyland Radio:

Two shows recorded on

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

Breast screening-why is it important? And Pension Credit and what's on in North Norfolk

Leisure Portfolio Holder report:**Leisure Contract**

EA returned strong participation figures across the 5 leisure facilities in October, attracting 44016 visits. This is an increase on October 2023.

Works have commenced on the Sport England Funded Solar Panel Works at Victory Swim and Fitness Centre. These works should be completed before Christmas.

Countryside

The Ranger team are working hard with practical management tasks and planned tree works across the 15 sites they manage. Storm Bert did not cause any significant damage across our sites and there were no closures put in place.

Over 80 children and 90 dogs are now booked in to see Santa at our Christmas Trail and Santa Paws events later in December.

Beaches/RNLI

Bathing water classifications were recently released, and all 6 North Norfolk beaches have been classified as 'excellent'. This means that applications can now be submitted blue flag status in all six of these locations. The closing date is noon 14th January 2025

Markets

The team have worked hard in preparing for and booking in a great number of stalls for the Special Christmas Market on the 7th December. This was a sold-out event which was in addition to the existing Saturday Market. Last years Christmas market and the advertising for this generated a number of new Stalls for the Main market which benefitted the Main Market numbers throughout the year. Sadly, due to the safety alerts issued around Storm Darragh this market had to be cancelled for safety reasons. Next year, there are a number of Additional markets already planned as part of a yearlong programme to support the Main Market and also local events linked to the town centre and local economy.

Physical Activity Development

Internal conversations are taking place to see if we can deliver an offer to our residents which seeks to benefit those who will no longer be able to access Sport and Physical Activity in the holidays if/when The Big Norfolk Holiday Fun programme ceases.

The Cromer 3G Football Facility project application has now been submitted and will be heard by The Football Foundations Panel imminently. We expect a decision early in the New Year.

With the Government funding being approved for the Swimming pool at the Fakenham Leisure Centre this project is moving ahead and will not only bring a much-needed swimming pool for this area in the district but also improvements to the current leisure facility.

Pier Pavilion Theatre

The Christmas Show opened one week earlier this year, on November 16th, and will run until 29th December. Sales were up on the previous year at the time of writing.

The works to significantly improve the dressing rooms and backstage area are due to commence on January 6th and should be complete in 10 weeks.

Culture Portfolio Holder report:

Funding and Programmes

We continue to support community groups coming forward for funding from the Rural England Prosperity Fund (REPF). As we are nearing the end of this funding cycle, the team are working to ensure projects that have funding allocated are able to complete.

The latest projects to complete and claim the grant are Colby and Banningham Play Space and East Anglian Cruising Club (see pictures).



The team supported the development of a bid to the Hornsea 3 Legacy Fund for an indoor and outdoor community eco-learning space at Holt Country Park (further details and the outcome of which will be reported once known).

Tourism

Visit North Norfolk held its annual autumn networking event/conference in partnership with the Council on 14th November at Fakenham Racecourse. The event attracted approximately 140 delegates, who were treated to presentations about consumer trends for 2025, the success of recent marketing campaigns and an extremely animated and entertaining address from this year's guest speaker, travel journalist and broadcaster Simon Calder, who gave his very positive reflections on our destination and how businesses can thrive in an increasingly challenging and competitive market. Simon shared insights from his international travels and his views on the future of domestic and inbound tourism.

News was shared about the forthcoming VNN Marketing campaign 'Nip Back to North Norfolk'.



Customer Services Portfolio Holder report:

It's been business as usual in Customer Services with over 5,000 customer contacts received in the month of November. The average wait time to speak to an advisor for November was 6 minutes and 19 seconds, a significant improvement from the summer however this also reflects a drop in customer contact as we approach the winter months.

Our customer satisfaction survey received a 15% response rate for the enquiries resolved by Customer Services in November. Of those completing the survey, 85.40% of customers has expressed satisfaction with their ability to contact the Council, 93.80% were satisfied with the helpfulness of the advisor, 93.00% were satisfied with the advice provided and 89.80% satisfied with their overall experience of contacting the Council.

With detailed reporting available we can analyse our customers contact. For November over 30% of contacts have been in regarding Revenues Services in relation to recovery reminders, summonses, and various reviews.

During November and December, Environmental Services issued emails and letters to their non-direct debit customers, requesting payment for the for the 2024/25 garden waste service. Over 7% of customer contact has been in relation to these outbound correspondence. With the vast majority of customer now paying by direct debit, the impact of those not paying this way has significantly reduced over the past year.

Reporting is now available on the usage of our online forms. This data, along with the contact centre data enables us to paint a true picture of the how and why our services are accessed, and will help us to shape the development, and promotion of services moving forward.

2 Forthcoming Activities and Developments.

Leisure Portfolio Holder report:

Development of an active spaces strategy.

Customer Services Portfolio Holder report:

All Customer Service Advisors will be back and ready to manage the anticipated surge in contacts following the Christmas break.

In January, we will also begin working closely with colleagues across the council to prepare for the end of the financial year. This period typically sees an increase in contact volumes across all channels, which we will strive to handle efficiently.

Work is ongoing to develop an online Revenues contact us form. This will enable the automation of customer contacts, and significantly reduce the manual process of scanning and uploading customer documents onto their council tax accounts. This should also reduce the turnaround time in processing customer enquiries. We are hoping to have this live before year end commences.

Work should begin to develop a new workflow system in conjunction with C3, our contact and CRM system provider. This will enable a smoother, more efficient hand off resulting in reduced processing time and an improved customer experience.

3 Meetings attended

Culture Portfolio Holder report:

Visit North Norfolk Conference – 14th November 2024