

CABINET MEMBERS REPORT TO COUNCIL

23 July 2025

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

For the period April to July 2025

1 Progress on Portfolio Matters.

Communications

Supported Economic Growth with Invest North Norfolk events including promotion, graphic design requirements and coverage of the events.

Highlighting the work of Countryside Rangers and supporting the Green Futures project, to get young people involved with nature and the environment (Partner project with the North Norfolk Youth Advisory Board) and the countryside survey.

Supported Coastwise Team in highlighting developments around Happisburgh Car Park, promotion and graphic design requirements for the Coastwise cafes and coastal transition plans.

Promoting ongoing capital projects, such as Cromer Pier, the completion of the Mundesley and Cromer Coastal Management Schemes and Albert Street in Holt.

Continued audience growth on social media, including more bespoke/targeted use of video content on Instagram and TikTok in line with current consumer trends, and focused sector-based promotion on LinkedIn.

Supporting NNDC's involvement in Local Government Reorganisation and Devolution. Including via social media channels.

Continued to raise awareness of the coastal communities through Battle of the Beaches, which will continue into the first week of August.

Created, designed and finalised the next issue of Outlook magazine which will be delivered to North Norfolk households w/c July 21st.

Democratic Services

The Democratic Services Team has been very busy, with support for committee meetings taking priority in recent weeks.

The team has supported training sessions for members in scrutiny, licensing, and investigatory/disciplinary matters.

In July a new officer joined the team. Their role will focus on supporting the Council's oversight committees and they will work closely with the Committee Chairs on improving engagement between our GRAC and Scrutiny Committees and ensuring that the work programmes focus on adding value to the decision-making processes.

Electoral Services

The team have been focussing on contacting electors who are required to renew their postal votes before 31st January 2026. This amounts to some 13500 of our total absent voter list. The response has been good in comparison to other teams around the country with 50% response so far.

Human Resources

Attendance and Authorised Absence Policy - This has been updated and agreed with Unison and a new version is on the intranet and available to all staff.

Family Friendly Policy - Following legislative changes in April this policy has been updated in accordance with the changes and is available on the intranet.

International Women's Day (8 March) - The Council celebrated with a panel event featuring female peers from across NNDC, providing an opportunity for them to discuss their experiences as professional women and share insight on their journeys.

Reed Health Checks - A further day of health checks were carried out by Reed, as always this was welcomed by staff and resulted in a good turnout on the day.

Legal

Legal support to Coastwise continuing and progressing matters

Ongoing recruitment exercise to fill lawyer vacancies within the team.

Continuing to support the wider council to fulfil its statutory responsibilities under Freedom of Information and Data Protection legislation.

Performance for responding to statutory requests for information at 95%.

Providing a week's work experience for a university student.

2 Forthcoming Activities and Developments.

Democratic Services

The Town & Parish Council Forum will start to meet again in the Autumn. These sessions are usually virtual to maximise attendance but we hope to hold an in-person session at the Council Offices too so that clerks can meet and engage with key Council officers.

Electoral Services

Work has begun on the Annual Canvass of electors and also an election petition has been received for the recent vacancy on Wells Town Council so a Notice of Election will be published later in the month.

Legal

Training for Legal Officers on Housing reviews

Review of teams Business Continuity Plan and Business Impact Analysis document

3 Meetings attended

Meetings:

Attended meetings with MPs, and numerous discussions with partner Councils and providers in respect of Local Government Reorganisation, including attendance at LGA Conference and Norfolk Show.

We also hosted Town and Parish Briefings, and I have attended various other smaller individual events on Local Government Reorganisation, including one held at Norwich Cathedral, and briefings for other political groups (e.g. North Norfolk Labour Party).

I also met with UEA Students, Friends of North Lodge Park, Freebridge Housing Association, Cash Access UK, Norfolk & Norwich University Hospitals Trust, Anglian Water, Walcott Parish Council, Cromer Tennis Club, Norfolk Leaders Group, UEA, Friends of North Lodge Park, Stody Estate & Raynham Estate.

I attended:

Local Plan Hearings, Annual Business Forum (Holkham), event for reopening of Pier Dressing Rooms, Visit to Sizewell C, Coastwise events (various), Bluefield Battery Storage consultation event (Hempton Memorial Hall), VE Day commemorations, Holt LIDL consultation, Stalham Independent Living ground breaking event, Local Government Association Conference – Liverpool (30th June to 3rd July), Coastal Practitioners Conference, Norfolk & Norwich Festival event, Sands Agricultural Machinery opening event, Holt Country Park, Broadland Housing Association (Salhouse) and Cromer Pier

Show opening.

To occur 9th – 23rd July:

Various ongoing Local Government Reorganisation meetings, further meetings with MPs, Sheringham Town Council and NatWest.