

## **CABINET MEMBERS REPORT TO COUNCIL**

**24 September 2025**

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

For the period July to September 2025

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

#### **Communications**

Continued audience growth on social media, representing steady and healthy growth on Instagram and LinkedIn, identified previously as targeted growth areas.

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

Successfully delivered another issue of Outlook magazine to North Norfolk households.

Supported Economic Growth in promoting North Norfolk High Street Matters and Invest North Norfolk events, such as the Cultural Partnership Workshop

Facilitated commercial filming interest in the area, supporting the film sector in North Norfolk, and worked with Norfolk Screen to land productions in the wider North Norfolk district. Supported and co-ordinated filming of Greater Anglia's unLondon campaign, a documentary on Miyawaki by the Japanese Broadcast Corporation (NHK) and numerous day-time TV productions.

Supported the Community Outreach Officers with graphic design, social media promotion, events coverage and photo/video production for their PositiviTea sessions across the district.

Supported Active Fakenham and the Fakenham Film Festival with promotion and judging on the panel.

Promoted accessibility at coastal locations, with promotion of beach wheelchair's location to Cromer Pier reaching over 250,000 people on social media.

Supported Stalham Area Business Forum with some video content to promote the Stalham Vintage & Collectors Street Market, viewed by over 20,000 people.

Supported North Norfolk's Environmental Services teams in promoting new commercial food waste service, with photo, video and graphics.

Completion and delivery of Battle of the Beaches social media campaign, raising awareness of coastal communities and coastal messaging, such as beach safety.

Supported Coastwise with photo, video and graphic design, working with consultants and the team on the delivery of engagement events to deliver coastal transition plans.

Support for housing team with homelessness with promotion of the Cromer Artspace Exhibition, a photograph gallery on street homelessness, and promotion of homelessness strategy survey.

Supporting the Green Futures project, to get young people involved with nature and the environment (Partner project with the North Norfolk Youth Advisory Board) by promoting and covering events with the Countryside Rangers.

### **Democratic Services**

The Committee workload continues to be heavy, with Development Committee and Licensing meeting frequently.

In July, a new Scrutiny Officer joined the team and they will be working with the Committee to progress a varied and full work programme over the coming months.

Two petitions have been submitted to the Council in recent weeks and these have been assessed and dealt with via the appropriate routes – one via Full Council and the other to Overview & Scrutiny Committee.

Our YouTube channel continues to attract engagement, with almost 300 subscribers. It can be accessed here: [NNDC eDemocracy - YouTube](#)

### **Electoral Services**

The team have been continuing with the Postal Vote renewal programme and making good progress. Focus has now shifted towards the Annual Canvass with preparations having been completed in terms of getting the register ready to send data to our print provider. Initial letters were dispatched to households on 4th September.

### **Human Resources**

Recruitment of Director of Resources, Assistant Director of Planning, Communication and PR Manager, plus two appointments in Environmental Health.

### **Legal**

Freedom of Information - The Council continues to meet its target in terms of

response times at or above 95% for the year.

Litigation - Focus remains on recovery of larger and longstanding debts at this time in conjunction, particularly, with the Revenues and Benefits teams, with a wide variety of enforcement action including insolvency/bankruptcy proceedings, orders for sale of properties. This is over and above multiple charging orders, and more legislation specific means of cost recovery (e.g. recovery of costs in relation to works undertaken by the Council on third party properties).

Coastwise - The Coastal Transition Lawyer continues to provide legal support to the Coastwise team.

Code of Conduct matters - Most matters have either not met the jurisdiction test, or where they have, have not warranted investigation, with words of advice being provided as part of the initial assessment process. Changes to the Code of Conduct Complaint forms should assist in reducing the number of complaints that fall outside the jurisdiction of this process, including complaints against Clerks and Complaints about the governance and internal processes and procedures of Town and Parish Councils.

Planning - The Council's Planning Lawyer continues to keep abreast of the increasing number of section 106 agreements and providing legal support and assistance in planning matters and has recently fended off a potential judicial review.

General - Eastlaw have recruited into the vacant Property Lawyer post.

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

### **Electoral Services**

Meetings have been held with counterparts from across the County in terms of early preparation and discussions about the Mayoral Elections scheduled to take place on 7th May 2026.

### **Human Resources**

The Employment Rights Bills will bring a range of legislative changes over the coming years, work is beginning to ensure policies and process are updated in readiness for this.

The HR team will be working in the coming months on ensuring readiness for any LGR processes.

## **3 Meetings attended**

**Meetings attended:**

- Mostly dominated by meetings on Local Government Reorganisation, and to a lesser extent, Devolution – numerous meetings.
- Assisted with recruitment interviews for Occupational Partnership Team Sergeant.
- Bishop of Lynn
- Nationwide
- Fakenham Town Council & Local members
- Anglian Water
- Friends of North Lodge Park
- Department for Education
- Holt Town Council & Norfolk County Council

**Meetings to Occur:**

- Bacton Gas Terminals
- Greene King
- NCH&C
- Norfolk Leaders Group
- Scottow Enterprise Park
- Representatives of Fakenham businesses
- Rural Services Network Conference -elements of.
- Anglian Water
- Jerome Mayhew MP
- Norfolk Parking Partnership
- Further frequent meetings on Local Government Reorganisation.