

## **CABINET MEMBERS REPORT TO COUNCIL**

**19 November 2025**

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

For the period September to November 2025

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

#### **Communications**

Our audiences on social media platforms continue to grow steadily, with particularly good results on Instagram and TikTok in line with a targeted growth strategy and platform diversification.

Strong pickup from key media on the Fakenham Leisure centre redevelopment groundbreaking event. Further good engagement in Fakenham thanks to participation in the Academy's careers fair.

Continued strong performance in identifying, facilitating and building collaborative commercial filming opportunities in North Norfolk, particularly filming of the BBC drama "But When We Dance" in the Fakenham Area.

Facilitated successful coverage of 'Omaze' house planning decision at the Development Committee, and supported the committee Chair in media interviews, mitigating risk for the council in a high-profile case. Explored further lessons from this high-profile case to enhance future media coverage of controversial planning and development issues.

Supported the Overstrand knotweed project with resident outreach, info posters, letter drop and social media updates.

Supported the Energy Officer's work through facilitating a media interview and social media posting around October energy tariff price cap.

Supported the Coastal team with coverage of SIG event and annual meeting in North Norfolk.

Collaborated with Coastwise on Happisburgh Church project groundwork. Supported Coastwise with further transition location related social media and planning work.

Supported Members and officers with postings on digital connectivity, housing land supply, energy efficiency, shared ownership, housing allocation, growth hubs, Invest North Norfolk, PSPO consultation, land charges, fly

tipping.

Supported Chief Executive on high-profile media MP fact finding visit to Bacton Gas terminals.

### **Democratic Services**

Engagement with the e-democracy YouTube channel continues to rise, with almost 300 subscribers and some committee meetings regularly achieving over 150 views.

The Members' Yearbook for 2026/2027 has been published.

Work on the schedule of meetings for 2026/2027 is almost complete and the final calendar will go to Full Council in December for approval.

Members were invited to attend a joint session with a neighbouring council on personal security. Feedback has been positive, and we will continue to work with the Force Elected Officials Advisor for Norfolk Police, to ensure members feel safe when carrying out their roles in the community.

### **Elections**

The Electoral Services team continue to make good progress with the Annual Canvass and the Postal Vote renewal programme.

Plans are also being made for next year's Combined Authority Mayoral elections and Norfolk County Council elections.

### **Human Resources**

The Workforce Development and People Strategy is in the final stages of drafting and was presented to JSCC on 5<sup>th</sup> November.

We are currently in the process of reviewing and updating the Supporting Employees Experiencing Domestic Abuse Policy.

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

### **Democratic Services**

Preparation is underway on providing training for members who sit on Licensing sub-committee panels. This will focus on questioning techniques and engaging positively with witnesses.

The Overview & Scrutiny Committee is holding a session on mobile connectivity on 28th January. All four mobile network providers have been invited to attend to respond to questions on 'not spots' across the District and

their plans to improve coverage.

### **3 Meetings attended**

**Meetings attended:**

Greene King, NCC Highways - Stalham, Norfolk Constabulary, other District Leaders in respect of LGR and devolution, Coastwise drop in - Overstrand

**Meetings to Occur:**

Local Government East (Various discussions and events), JSCC, MHCLG, Town and Parish Councils Briefing - Hickling.