

CABINET MEMBERS REPORT TO COUNCIL

17 December 2025

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

For the period November to December 2025

1 Progress on Portfolio Matters.

Communications

Another strong month on NNDC social media platforms saw engagement continue to grow, and followers increase.

Considerable work around the EFRA committee and evidence submitted by Coastwise, including creating bespoke on the day content following the team for our platforms, along with managing some adverse press coverage.

Collaborated across the Three Unitary Authority comms group to support public engagement around the Government consultation stage of LGR and responded to media requests around Future Norfolk proposals.

Further messaging around the Overstrand knotweed project with new info boards and signage updated and installed.

Delivered fresh content on Flash rebuild project developments including a video of the initial demolition stage.

Supported officers with content around primate licensing, refuse collections, Remembrance Day, housing allocations, local plan, Holt Country Park, dog breeder enforcement activity, protected tree enforcement action and White Ribbon Day.

Relaunched the Comms Page on the Intranet with an updated look and new social media policy.

Supported the Norfolk Screen sector with commercial filming opportunities and facilitating Norfolk students with first productions.

Legal

Legal support to Coastwise continuing and progressing matters.

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 97%.

Secured conviction against an individual for unlawful removal of significant number of protected trees in East Runton.

Various legal actions underway in relation to recovering significant or longstanding debts totally in the region of £100,000 via insolvency proceedings and forced sale of properties.

Determined two asset of community value applications - Benjamin Court and Weybourne Methodist Chapel – both of which were successful.

Negotiated Land Registry licence agreement.

Negotiating funding and options agreements to support more affordable housing in the area.

Advising on domestic food waste arrangements.

Advising/supporting the Flash project.

Various longstanding property actions have reached or close to reaching a conclusion.

Elections

The Revised Electoral Register was published on 1st December after the completion of the annual canvass, 92% return rate achieved.

The postal vote renewal programme continues with almost 75% having renewed or updated their voting method preference. We still have until 31st January 2026 before any non-responders have their postal vote removed. The Elections team have gone above and beyond the legislated requirement in terms of the numbers of contacts made with postal voters and there is no plan to send any further communications out at a cost to the Authority.

Work has also been completed in relation to potential ward/division boundaries for the North Norfolk area in terms of elections to a shadow authority as part of LGR.

Human Resources

We are pleased to welcome a new HR advisor to the team following a vacancy arising in September 2025.

A team of 5 officers from NNDC attended the Tri Sector Challenge in mid-November, the event took place at Chelmsford Racecourse, requiring those attending to assume roles in a fictitious Council, feedback from those attending has been positive in terms of personal development.

2 Forthcoming Activities and Developments.

Elections

Plans for the May 2026 Norfolk County Council Elections are now underway with poll and count staff contacted for their availability to work.

The Government announced on 4th December 2025 that the election of a mayor for Norfolk and Suffolk Strategic Authority proposed for May 2026 will then take place in May 2028, after Local Government Reorganisation has established new unitary authorities within the area.

3 Meetings attended

Meetings attended:

ICB, NCH&C, DTZ Investors, Felbeck Trust, Norfolk Leaders Group, Norfolk Railway Foundation, and numerous internal meetings.

Visits carried out:

Benjamin Court and various Local Government East events and Seminars.