

CABINET MEMBERS REPORT TO COUNCIL

17 June 2026

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

For the period April to June 2026

1 Progress on Portfolio Matters.

Democratic Services

From 29th June, the home address of elected member' will be redacted from their register of interest – unless they request for it to be shown. The Democratic Services Team will be working through District, Town and Parish registers in the coming weeks to redact several hundred records.

Subscriber numbers to the Council's eDemocracy YouTube channel continue to grow, with engagement increasing month on month. More information can be found here: [NNDC eDemocracy - YouTube](#)

Legal

- Officers delivered an Information Governance Workshop to key officers from the Borough Council of Kings Lynn & West Norfolk
- We continue to support Coastwise and progressing key property and contract matters.
- Continuation of legal support to securing debts owed to the Council.
- Support and advice to the LGR process.
- 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 or above 95%. There is a noticeable increase in FOI and Subject Access Requests this year, possibly connected to the accessibility of AI

Communications

In line with previous months this has been a very strong period of growth across NNDC's multiple platforms. On social media we delivered 2.19m individual views across channels. The Communications team produced and published 25 bespoke videos. On our social media platforms – Facebook, YouTube, Instagram, TikTok, Nextdoor, Threads and X) we have added 1,663 new followers, delivering on our objective to grow our reach through audience

expansion. There have been a number of standout pieces of content: our campaign to surface and share Pier Memories ahead of the 125th Anniversary has achieved 143k views, with video messages from Sir Stephen Fry and Bradley Walsh performing particularly strongly; and retaining our Blue Flag status drove 276,800 views across channels.

The Communications team has facilitated media coverage on some key projects including extensive coverage around Coastwise's demolitions in Happisburgh with output on BBC, ITV, EDP and international documentary makers. We also secured Network ITV coverage of the Happisburgh Church digital project. Across our media partners we have responded to requests for information or comment to BBC, ITV, EDP, Guardian, Telegraph, Daily Mail, Great Yarmouth Mercury, Greatest Hits Radio, Reach, Haymarket, The Stage and Arts Professionals.

We have collaborated with 11 charity and community groups over the period with a further five scheduled in the remaining part of June.

Comms have supported Officers and Members with messaging around Fakenham Sports and Leisure Hub construction milestones; NCC Elections; election of the new NNDC Chair; Pride month; the; Local Plan, beach and water safety; Blue flags; healthy living; waste and littering; bin collections; Renters' Rights; UKSPF grants; planning developments; markets; seal safety; Holt Country Parks multipurpose classroom; car park charges; knotweed in Overstrand; connectivity; rat and vermin measures; and Council Tax.

The team has also dedicated a considerable amount of time to the commemoration of Cromer Pier's 125th anniversary, including content creation; business outreach publicity; sponsorship; event planning and management.

Elections

The elections team successfully delivered the Norfolk County Council elections which were reinstated back in mid-February. The turnout on the day was much higher than has previously been seen at County Council elections with a turnout of 50% received across the 10 County Divisions in North Norfolk.

Human Resources

The HR team have been working hard to roll out significant training to officers and members as below,

- Prevention of Sexual Harassment
- Equalities
- Protected Characteristics
- Risk Management
-

2 Forthcoming Activities and Developments.

Elections

Plans are now being made for the Suffield Park District Ward election and also an election to fill a vacancy on the Town ward of Cromer Town Council and focus is also now on delivering a full annual canvass which will start in July and run until December and plans are being made to engage with 16 and 17 year olds who will be able to join the register from late 2027 once secondary legislation has been passed.

Democratic Services

A new Council Chair was elected at the AGM on 20th May. Cllr Matthew Taylor is the youngest ever Chair at 25 years old. He will championing young people, particularly those in uniform such as the cadets, scouts and guides.

Legal

- Review of team plan
- Review of all service area's Record of Processing Activities under GDPR

Human Resources

Preparations are ongoing in relation to LGR and the Employment Rights Act.