

## **CABINET MEMBERS REPORT TO COUNCIL**

**25 June 2019**

### **COUNCILLOR BÜTIKOFER - CABINET MEMBER FOR CORPORATE ASSETS**

For the period May 2019 to June 2019

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

##### **Elections, Local and European**

The communications team supported the successful delivery of the Local and European Elections in May. The team ensured the timely publication of statutory information on both the Council's website and in print for both the pre and post-election periods. The team supported both election counts, communicating live time results at the Local Election count using a web-based map detailing outcomes for each ward as they were announced.

##### **Project support**

The team has continued to provide communications support including social media, PR, website and design to the following projects. We are looking to build further resilience in this area:

- Landscaping
- Deep History Coast
- Mammoth Marathon
- Local Plan consultation
- Infrastructure improvements on Cromer Pier
- Greenbuild (prep)

##### **InPhase**

Work is continuing to populate 'InPhase', the Council's performance management system which has been introduced to replace 'TEN', a system that is at the very end of its lifespan. InPhase will, in the long-term, allow for automated data collection and reporting from different systems used within the organisation and will offer a more dynamic way of interpreting data and reporting performance.

##### **Antiques Roadshow**

Following a visit of the BBC Antiques Roadshow film crew to Cromer and Cromer Pier in May 2018, the second of two episodes of the Sunday evening show aired on 9 June, attracting further positive coverage for the district.

##### **New Members**

The Communications and PR Managers met with more than half of the new

Member cohort post-election as part of the Members' Induction programme. The sessions (three held) were designed to introduce Members to the set-up of the communications team, outline its function and what support the team can offer to Members and offered an opportunity for the team to develop effective working relationships with the new cohort.

### **PR and marketing**

In addition to specific project work, a diverse range of reactive and proactive news releases and digital media content has been issued in the last four weeks. This has ranged from opening the nomination process for the Graham Allen Awards, the arrival in Cromer of the Bagot Goats, advice regarding palm oil on the beach, the future of the former Town Council building in North Walsham, 'Open for Business' messaging following the appearance of the sinkhole in Sheringham to the hugely positive news that North Norfolk was awarded no less than six Blue Flags, the only district in the county that has been awarded any Blue Flags this year. Coverage highlights have included features in national publications, Local Authority Building and Maintenance magazine (Cromer Pier) and Country Life magazine (goats).

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

### **Norfolk Day – 27 July**

Work is underway to ensure the work of the Council is showcased appropriately on 27 July.

### **Deep History Coast launch event – 16 July**

Support being given to the DHC project group to help organise a launch event to celebrate the various strands of the project, including the app, Discovery Trail and the forthcoming development of the North Norfolk Information Centre.

### **Sporting Centre of Excellence presentation evening (endurance running) – 24 June**