

Annual Communications Update

Becky Box – Assistant Director, Central Services
Tim Baldwin & Philippa Sillis – Communications
Jo Hillard – Corporate Customer Service Manager
Andrew Howell – ICT Web Team Manager

Borough Council of
**King's Lynn &
West Norfolk**



Introduction

Becky Box – Assistant Director, Central Services

Borough Council of
**King's Lynn &
West Norfolk**



Introduction

- Overview
- Communications Team
- Customer Information Centre
- Web Team

Communications Update

Tim Baldwin – Communications

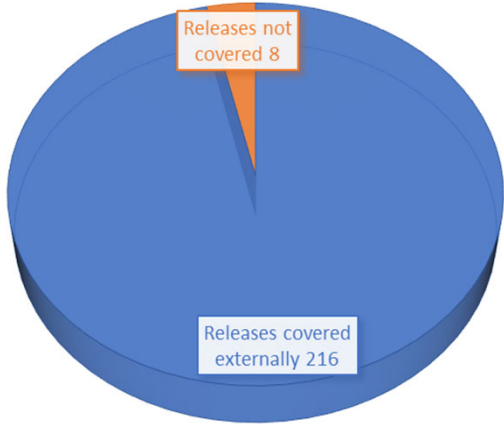
Philippa Sillis – Communications

Borough Council of
**King's Lynn &
West Norfolk**



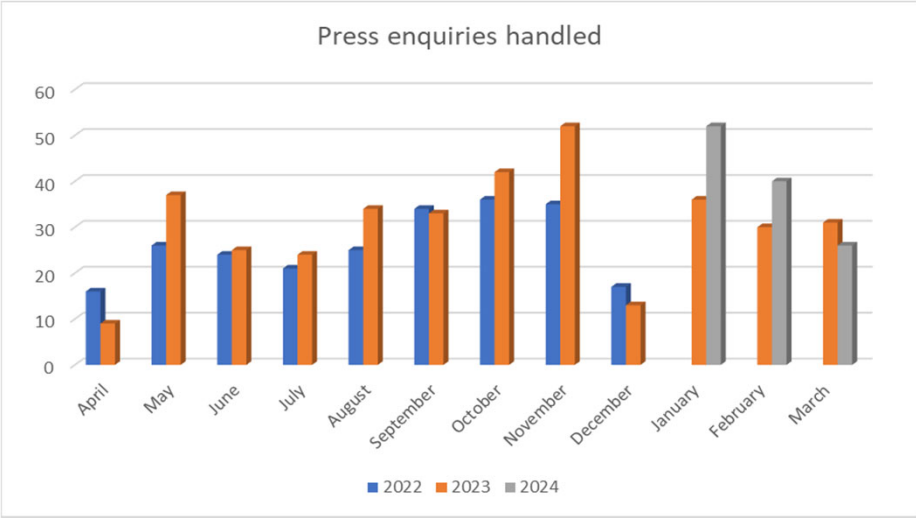
Media relations

NEWS RELEASES



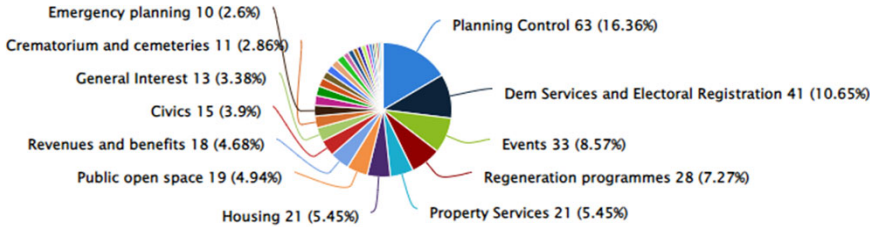
224 news releases sent out.
96.5% of our news releases covered by external media.

Press enquiries handled



378 press enquiries handled.
54 more than the previous 12 months.

Enquiries by category



KL Lynn News Eastern Daily Press *your local paper*



Figures are for April 2023 to end of March 2024 (12 months)

Projects

Borough Council of King's Lynn & West Norfolk

Think twice
Fly-tippers have been caught and fined in this area

Report fly-tipping

FOOD FOR THOUGHT

FREE TO ATTEND

- MONEY SAVING
- FAMILY FRIENDLY
- TASTING SESSIONS
- SWAP RECIPE IDEAS

Thursdays 9:30am-11:30am
21 September - 7 December 2023

Eternity Downham Market, Sovereign Way
Downham Market PE38 9SW

01553 616200
ask@kly.gov.uk

Ласкаво просимо святкувати з нами!
(You're welcome to celebrate with us!)

Tuesday Market Place, King's Lynn
Thursday 24 August, 4.30pm-7pm

Join us to celebrate Ukraine Independence Day with free crafts and entertainment.

Find out more about Ukraine's culture and its shared history with parts like King's Lynn.

BEAT YOUR BILLS EVENT

↓ REDUCE YOUR OUTGOINGS
↑ INCREASE YOUR INCOME

We can help you with the cost of living. We can give you advice on accessing benefits, grants, discounts and more to keep your income up and your outgoings down.

Come and see us at:
The Place, King's Lynn
Tuesday 31 October
10am-2pm

Together we can beat your bills.

Borough Council of King's Lynn & West Norfolk

Cost of living help and support

COMMEMORATIVE COINS AND A SPECIAL BOOK TO MARK THE CORONATION OF HM KING CHARLES III

South East King's Lynn Growth Area Masterplan
(known locally as West Winch Growth Area)

Connectivity plan

SOUTH EAST KING'S LYNN GROWTH AREA MASTERPLAN SPD
Movement Corridors & Linkages Plan

01553 616200
ask@kly.gov.uk

WSP

The Electoral Commission

Borough Council of King's Lynn & West Norfolk

Local elections on 4 May 2023

You need photo ID to vote

- Pentru a vota, aveți nevoie de un act de identitate cu fotografie
- É necessária identificação fotográfica para poder votar
- Norint balsuoti, reikia asmens tapatybės dokumento su nuotrauka
- Do głosowania potrzebny jest dokument tożsamości ze zdjęciem

EUROPEAN ELECTION LICENCE

PASSPORT

Northfolk County Council
66+ BUS PASS

CELEBRATING OUR HERITAGE

500

TUDOR WRITING WORKSHOPS

Free

WEDNESDAY 29 MAY 10.30AM-12PM AND 1.30PM-3PM
THURSDAY 30 MAY 10.30AM-12PM AND 1.30PM-3PM
SATURDAY 1 JUNE 10.30AM-12PM AND 1.30PM-3PM

Workshops are free, booking is essential

Celebrate the 500-year anniversary of King Henry VIII's charter to King's Lynn and have a go at Tudor Writing.

Suitable for ages 8-16
To book a free place please visit storiesoflynn.co.uk/whats-on

Stories of Lynn Museum
Saturday Market Place
King's Lynn PE30 5DQ

Northfolk Museums Service

Norfolk Record Office

Borough Council of King's Lynn & West Norfolk

Projects – Food Waste Action Week



Borough Council of King's Lynn & West Norfolk News & Events
Published by Tim Baldwin · 18 March ·

Happy #FoodWasteActionWeek

Using your kitchen and outdoor caddies can:

- Create more space in your black waste bin
- Create green electricity to power our homes
- Create a nutrient rich biofertilizer used by farmers to grow crops
- Reduce CO2

If you didn't manage to get to one of our events you can request a food caddy by visiting www.west-norfolk.gov.uk/yourbins

#LoveFoodHateWaste
Norfolk Recycles
Food Savvy Norfolk

Please use your food caddies for food waste in West Norfolk - Her...

4 weeks ago · 7.2K views

Borough Council of King's Lynn & West Norfolk News & Events
Published by Luke Burridge · 21 March ·

Don't be alarmed if you see our crews emptying your food bin into a larger bin, and then see it being tipped into the bin vehicle, alongside other waste. #foodwasteactionweek

The vehicles our crews use have separate compartments for the food waste. To make their job quicker, our crews empty the contents of several food caddies into a wheelie bin and then empty this into the food compartment on the side of the vehicle.

Find out more here: <https://www.west-norfolk.gov.uk/info...> See more



See insights and ads

Boost

65

11 8

Remember to recycle

- All uneaten food & plate scrapings
- Tea bags & coffee grounds
- Mouldy or out of date food
 - Bread & pastries
- Dairy products (inc. egg shells)
- Rice, pasta & beans
- Meat, fish & bones (raw & cooked)

Remember any bag will do

Please do not recycle

- Packaging of any kind
- Liquids such as milk
- Oil or liquid fat
- Any material that is not food waste

See insights and ads

Boost post

14

21 shares

Borough Council of King's Lynn & West Norfolk News & Events
Published by Tim Baldwin · 21 March ·

Recycling food waste is important for both young and old.

Having a shopping list and buying only what you need is a way to avoid food waste. If we buy it locally we also reduce impacts on the environment, it also tastes great.

Cllr Chris Morley Cabinet Member for Finance visited our team when they were in Docking and was pleased to hear that using the Food Caddy for food waste reduces costs for councils in Norfolk, meaning more money can be spent on the important services w... See more



Today we are at Docking Market in Docking Village Hall as part of #FoodWasteActionWeek. Using your local market is a great way to reduce food waste by buying just what you need and eating what you buy.

Please pop in and say hello, you can also pickup a free food caddy & liners.

Food Savvy Norfolk... See more



Be the BINfluencer in your home

Reduce, reuse and recycle



Nationally 1.3 million apples, 5.8 million potatoes, 5.9 million glasses of milk and 240 million slices of bread are thrown away every year.

In west Norfolk we say please don't chuck it in your black bin, feed it to your food caddy. Around a third of what is placed in black bins is food waste, using your food caddy is environmentally friendly, will make your black bin smell better and create more space in your black bin.

Food waste from the collection goes to an anaerobic digester where it naturally produces methane gas, which is then used to generate electricity. Farmers use the material left at the end as fertiliser, which reduces the need to use chemicals on the land.

Find out more about what happens to food waste and request a free replacement kitchen or outdoor caddy here west-norfolk.gov.uk/foodwaste.



Fortnightly recycling collections

What can I recycle at home?

Plastic food pots, tubs & trays	Foil sheet & trays	Plastic bottles	Aerosols	Paper
Wrapping paper & newspapers	Cardboard	Tetra packs/cartons	Glass bottles & jars	Steel food & drink cans

Tubs, pots, trays and bottles can all be recycled at home, but make sure they are free of food and drink first.

That means rinsing out the leftover coleslaw and throwing away the last slice of ham before the packaging goes in the recycling bin.

Find out more at norfolkrecycles.com/bins-at-home/my-recycling-bin/

Consultations & Information

Borough Council of King's Lynn & West Norfolk News & Events
Published by 20 December 2023

Christmas waste and recycling collection dates start next week.

Weekly food waste collections will continue each week, so please remember to use your food caddy over the festive period. This will help create extra black bin space and is much more environmentally friendly.

You can check when yours will take place over Christmas and New Year by visiting <https://www.west-norfolk.gov.uk/yourbins>

CHRISTMAS & NEW YEAR 2023-24 WASTE AND RECYCLING DATES

Week 1	Week 2	Week 3
Normal Collection Day: Monday 29/12/2023 Recycled Collection Day: Tuesday 28/12/2023	Normal Collection Day: Monday 01/01/2024 Recycled Collection Day: Tuesday 31/12/2023	Normal Collection Day: Monday 08/01/2024 Recycled Collection Day: Tuesday 02/01/2024
Household: 29/12/2023 Business: 28/12/2023	Household: 01/01/2024 Business: 31/12/2023	Household: 08/01/2024 Business: 07/01/2024
Food: 29/12/2023	Food: 01/01/2024	Food: 08/01/2024

Borough Council of King's Lynn & West Norfolk News & Events
Published by 22 December 2023

A shop in King's Lynn which sold illegal vapes, vapes containing THC and illicit tobacco, as well as selling vapes to children, has been ordered to close following a court hearing.

Thanks to King's Lynn Police & Norfolk County Council Trading Standards for their support. #teamwork

https://www.west-norfolk.gov.uk/.../closure_order_granted...

THE BIG BEAT YOUR BILLS EVENT

Reduce your outgoings, increase your income.

locken The BIG Beat Your Bills - The start of Marshland St James journey to be a Norfolk Net Zero Community.

Residents in Marshland St James are invited to a Norfolk Net Zero Community event at Marshland Hall on Monday 12 February 2024.

It runs from 10am to 2pm & includes representatives from Carling, Broomfield, Housing Standards with free Beat Your Bills information, the Marshland St James Parish Council and the Wellies on Wheels bus from the @brandics.

https://www.west-norfolk.gov.uk/news/articles/164/marshland_st_james_residents_notified_to_start_the_net_zero_journey

Borough Council of King's Lynn & West Norfolk News & Events
Published by 14 February

It's Love West Norfolk Day, we want to thank all our public open space teams who keep our parks and green spaces looking amazing.

Our team won several trophies and certificates at last year's **Anglia in Bloom** for the protection and improvement of the physical and natural environment.

#LoveWestNorfolk had a sneaky peek at the borough council plant nursery this week ahead of May when all the plants are bedded in for the summer... See more



Borough Council of King's Lynn & West Norfolk News & Events
Published by Luke Burridge 9 January

Take a look at this amazing Adult Gym that was completed in Bircham, another community project completed with help from Community Infrastructure Levy funding.

There is still time to put in an application for funding to help improve your community, deadline to apply is 1 February 2024.

http://www.west-norfolk.gov.uk/.../new_and_improved_cil...



Borough Council of King's Lynn & West Norfolk News & Events
Published by 23 February

If flooding is affecting your toilets and showers at home we have opened up our leisure centres at Oasis, Lynnsport, St James and Downham for you to use their washing facilities. Just explain when you get there and you'll be given a warm welcome by the team.

Please pass this message on to anyone you know who might need it but doesn't use social media.

Alive Oasis Alive Lynnsport Alive St James Pool Alive Downham Leisure

Borough Council of King's Lynn & West Norfolk News & Events
Published by 20 December 2023

A borough council development of homes in Hunstanton is about to go on the market – with preference to buy given to local people.

The apartments of Styleman Court, off Southend Road, will provide 32 much-needed homes in the town.

https://www.west-norfolk.gov.uk/.../styleman_court_sales...

Borough Council of King's Lynn & West Norfolk News & Events
Published by Tim Baldwin 5 March

Tree-mendous planting in The Walks and Tower Gardens in King's Lynn yesterday.

https://www.west-norfolk.gov.uk/.../tree-mendous_planting...



Borough Council of King's Lynn & West Norfolk News & Events
Sponsored

Live in North Lynn with a bagged collection? This week is recycling week. Please leave it outside your house.

[west-norfolk.gov.uk/yourbins](https://www.west-norfolk.gov.uk/yourbins)

Live in North Lynn with a bagged collection? This... [Learn more](#)

FREE

SHAKESPEARE'S BIG BIRTHDAY BASH

ON SATURDAY 22ND APRIL AND SUNDAY 23RD APRIL 2023

12NOON - 4PM

ST GEORGE'S GUILDHALL, 29 KING STREET, KING'S LYNN PE30 1HA

Sunday 23rd April 2pm
Feature film "Gnomeo and Juliet"

Saturday 22nd April 2pm
Feature film "Bill"

Saturday 22nd April at 7pm
Free talk 'Eating With Shakespeare' by Brigitte Webster

Creating Communities

Free drop-in event for South Lynn residents

12 August 2023, 10am-2pm
St Michael's School, South Lynn

Free prize draw

Light refreshments available

Free to attend

MINI MEET

in the market place

Sunday 3 September
10am-3pm

Borough Council of King's Lynn & West Norfolk

HM THE KING & HM THE QUEEN'S CORONATION MESSAGES FROM SCHOOL CHILDREN IN WEST NORFOLK

Your Majesties,

We offer our warmest congratulations on your Coronation. May your reign be a long, healthy and prosperous one.

To mark your Coronation, the Borough Council of King's Lynn & West Norfolk gifted all nursery and primary school aged children living in the borough with a specially commissioned Coronation coin. We also invited them to draw or write a message to you, our King and Queen, in celebration of this momentous event.

Contained within the pages of this book are the messages that pupils from every primary school in the borough have carefully crafted to demonstrate the uniquely special place the Royal Family has in the hearts of the people of west Norfolk.

God bless you both.

Councillor Margaret Wilkinson,
Mayor of the Borough of King's Lynn & West Norfolk

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KING'S LYNN Christmas Lights SWITCH ON

26 NOVEMBER 2023, TUESDAY MARKET PLACE

LIGHTS ON AT 5PM

CLASSIC CAR DAY

10 September 2023
10am - 4pm
Tuesday Market Place

Borough Council of King's Lynn & West Norfolk

west-norfolk.gov.uk/classiccarday

Help your favourite charity win a 5th Birthday Bonus

www.westnorfolkwins.co.uk

Uncovering the floorboards at the Guildhall



[Watch the timelapse video of the floorboards being uncovered here.](#)



Council Information Centre

Jo Hillard – Corporate Customer Service Manager

Borough Council of
**King's Lynn &
West Norfolk**



Meet the Council Information Centre team



Overview of the Council Information Centre

The CIC deals with customer enquiries received by telephone, at main reception, through online forms & web chat

The CIC deals with enquiries relating to:

Benefits

Care & Repair

Careline

Clean-up

Council Tax & Business Rates

Electoral Registration

Environmental Health

Housing

Income Payments

Licensing

Lily

Planning

Switchboard


Waste & Recycling

Telephone and Main Reception enquiries

- Just over 97,000 telephone conversations, excluding switchboard
- 84.3% of telephone calls answered within 90 seconds
- What service do we receive the most amount of calls for?
 - **38% of our calls are for Council Tax**
 - **13% of our calls are for Housing**
 - **8% of our calls are for Benefits**
- At Main Reception we saw nearly 14,000 customers and visitors
- and spoke to nearly 17,500 customers on switchboard

*Statistics from April 2023 to March 2024

Contact through our digital channels

- Just over 5,200 web chat conversations
- 90% of web chats prevented a call to the CIC
- 86% of customers using our web chat service rated it 
- Work closely with the Corporate Web Team & Communications on website and social media updates
- Online forms play a big part in the CIC
- Supporting the Corporate Web Team to produce online forms

*Statistics from April 2023 to March 2024

CLC priorities for 2024-27

- Upgrade or replace our telephony system
- Upgrade our web chat system and increase take-up
- Look at new methods of communication, for example, WhatsApp and SMS
- Look at new methods of consultation to establish satisfaction across all channels
- Continue working with NCC on combatting digital exclusion in West Norfolk



Corporate Web Team

Andrew Howell – ICT Web Team Manager

Borough Council of
**King's Lynn &
West Norfolk**



Overview of the Web Team

- Our role is to manage the Council's digital estate
- Team consists of 4 members of staff (3.8 FTE) – 2 developers and 1 content expert
- Manage a portfolio of 20 websites plus associated digital services
- Continues to be a high demand for digital services though a fall from peak COVID times

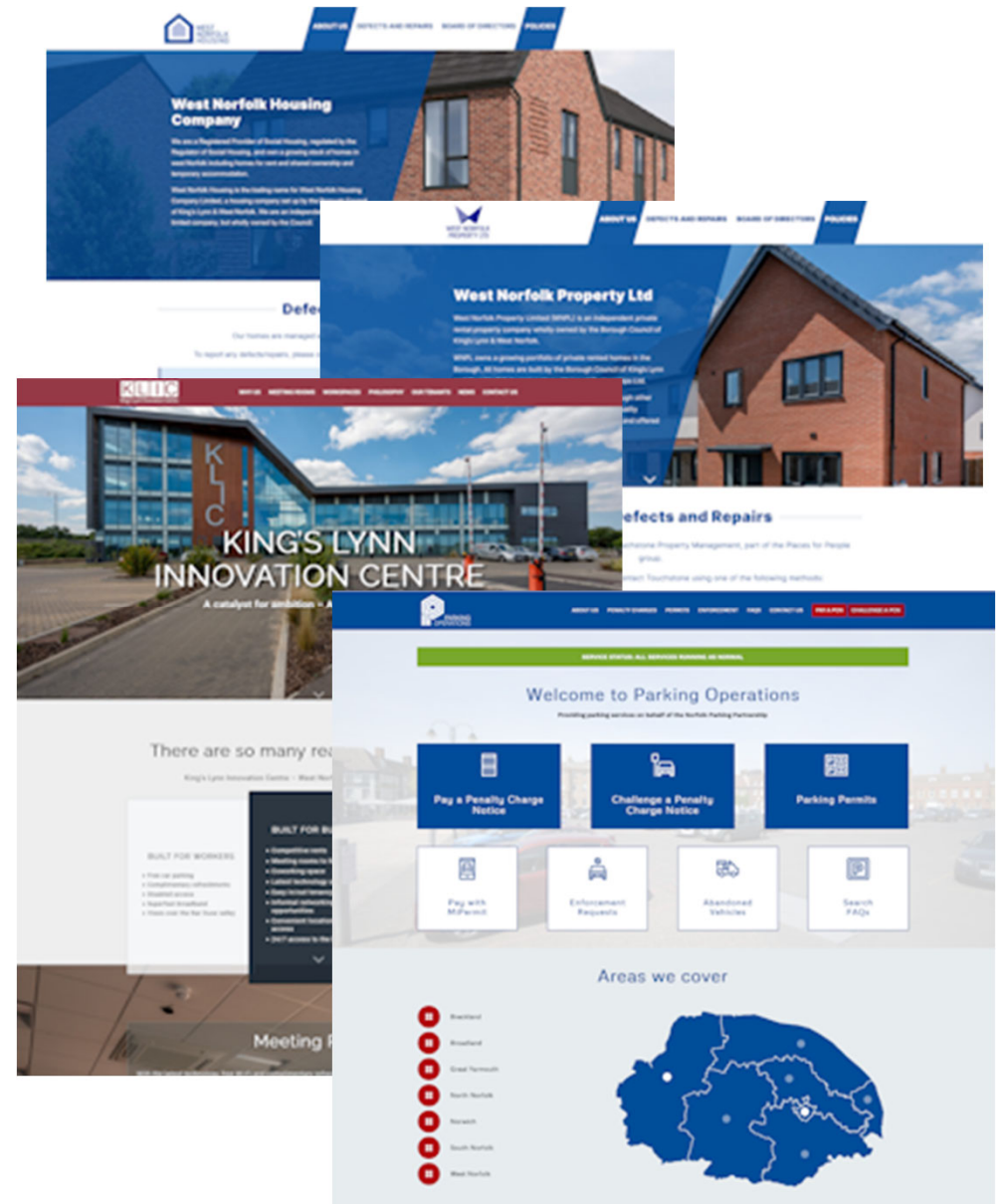
Web stats

*Stats from 01/04 to 31/03 each year

	User sessions	+/-	Page views	+/-
2018/19	903,638	-	3,094,288	-
2019/20	1,057,280	+17.0%	3,499,088	+13.1%
2020/21	1,545,136	+46.1%	4,313,852	+23.3%
2021/22	1,861,556	+20.5%	4,613,062	+6.9%
2022/23	1,935,974	+4.0%	4,655,292	+0.9%
2023/24	1,737,617	-10.2%	4,479,191	-3.8%

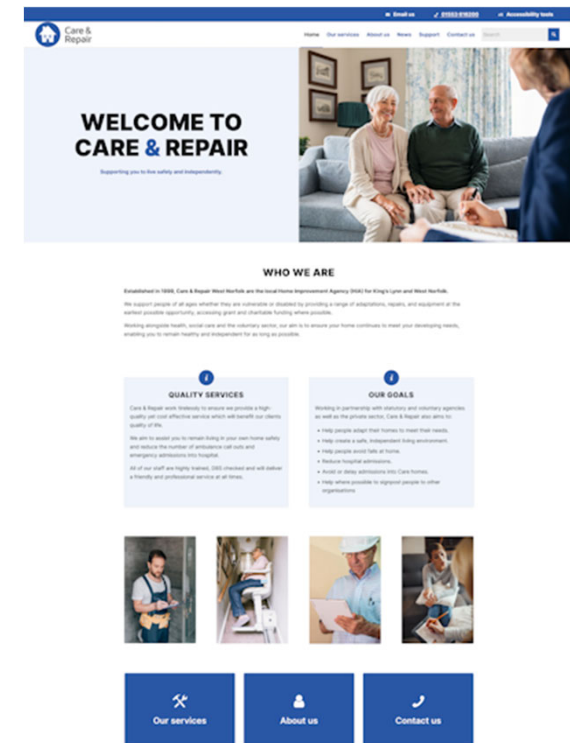
New developments

- New website and integrated forms for Parking Operations
- New websites launched for KLIC, West Norfolk Housing Company and West Norfolk Property Ltd
- Work progressing on the new intranet
- Some legacy web applications rewritten due to decommissioning of old servers



Future developments

- New Care and Repair website launching very soon
- Further improvements to the web infrastructure to migrate legacy servers
- Continue to work with service areas to facilitate further efficiencies and savings
- Work on the new digital transformation programme and website enhancements
- Investigating use of new tools such Microsoft Copilot



Thank you – Any questions?

Borough Council of
**King's Lynn &
West Norfolk**

