

BOROUGH COUNCIL OF KING'S LYNN & WEST NORFOLK

CORPORATE PERFORMANCE PANEL

Minutes from the Meeting of the Corporate Performance Panel held on Tuesday, 26th November, 2019 at 6.00 pm in the Council Chamber - Town Hall, Saturday Market Place, King's Lynn PE30 5DQ

PRESENT: Councillor S Dark (Chair)
Councillors B Ayres, P Beal, J Collop, A Dickinson, M Howland, H Humphrey, A Kemp, C Manning, J Moriarty (Vice-Chair), C Rose, A Ryves and D Tyler

Portfolio Holders

Councillor R Blunt, Development
Councillor I Devereux, Environment
Councillor B Long, Leader

Officers:

Sharon Clifton, Communications Manager
Ged Greaves, Senior Policy and Performance Officer
Andrew Howell, ICT Web Team Manager
Honor Howell, Assistant Director - Central and Community Services
Joanne Stanton, Revenues and Benefits Manager

CP58 **APOLOGIES**

There were no apologies for absence.

CP59 **MINUTES**

The minutes of the meeting held on 21 October 2019 were agreed as a correct record and signed by the Chair, subject to Councillor Rose be added to the list of apologies.

CP60 **DECLARATIONS OF INTEREST**

Councillor Dark declared an interest in the Call in – Norfolk County Council Minerals and Waste Plan – Preferred Options as he had previous involvement in the silica sand project and led a successful campaign on behalf of several parishes which got 3400 acres of Area of Search removed.

Councillor Dark also declared an interest as a County Councillor and it was a Norfolk County Council policy.

Councillor Kemp declared an interest as a County Councillor and stated that she had been involved in stopping the incinerator in King's Lynn.

Councillor Long declared an interest as a County Councillor and Vice Chair of Norfolk County Council Planning Committee

Councillor Humphrey declared an interest as a County Councillor.

CP61 **MEMBERS PRESENT PURSUANT TO STANDING ORDER 34**

Councillors G Hipperson, M Howland, A Kemp, G Middleton, M de Whalley, A Ryves for Agenda item CP61 – Call in Norfolk County Council Minerals and Waste Local Plan Review – Preferred Options Consultation.

CP62 **URGENT BUSINESS UNDER STANDING ORDER 7**

Called In Item – Norfolk County Council Minerals and Waste Local Plan review – Preferred Options Consultation

The Chair thanked the members of public for attending to observe the debate on the called in item and outlined the procedure that would be followed. The proposer and supporters of the call in would be allocated five minutes each to address the Panel. It was noted that a written submission had been received from Councillor Rust, which had been included in the Agenda.

The Chair invited Councillor Hipperson to present the call in of Cabinet Members Delegated Decision – Norfolk County Council Minerals and Waste Local Plan Review – Preferred Options Consultation.

Councillor Hipperson addressed the Panel and outlined the reasons for the call in of the Cabinet Decision as set out in Appendix 2 of the report and concluded by stating that Shouldham Warren should not be included in the allocation.

The Chair invited Councillor Howland to address the Panel.

Councillor Howland addressed the Panel and concurred with the comments made by Councillor Hipperson and added that he was supporting the call in as both Councillor Hipperson and himself share the same ward and had issues of wider and greater concern. The Panel was informed that inclusion of the site would lead to potential increased traffic congestion and carbon footprint and was not acceptable.

The Chair invited Councillor de Whalley to address the Panel.

Councillor de Whalley addressed the Panel and outlined his reasons for the call in as set out in Appendix 2 making specific reference to Policies WP10 and MW4b) and site SIL01. In conclusion, Councillor

de Whalley supported the exclusion of Shouldham Warrant in NCC's allocation.

The Chair invited Councillor Kemp to address the Panel.

Councillor Kemp addressed the Panel and outlined her reasons for the call in as set out in Appendix 2. Councillor Kemp referred to Policy !0 in the preferred options plan at page 56 of the NCC document and highlighted that this placed West Norfolk at risk. In conclusion, Councillor Kemp stated that the Borough Council's response should state:

- That the plan must state the incineration as a form of residual waste facility was not acceptable in West Norfolk where 65,000 residents voted against incineration in the Borough Poll.
- The borough council's response does not mention material considerations of the risks relevant to West Norfolk of fracking and should say that the plan should exclude fracking certainly in West Norfolk.

After emphasizing the above two comments, Councillor Kemp stated that if required she would attend the examination and advise the Inspector accordingly.

The Chair invited Councillor Ryves to address the Panel.

Councillor Ryves addressed the Panel and concurred with the comments made by Councillor Hipperson and outlined the reasons why he had called in the decision as set out in Appendix 2 make specific reference to Policies WP10, WP3, MW2 and MIN74, 77 and 206 and the threat posed to Shouldham Warren.

The Chair invited Councillor Middleton to address the Panel under Standing Order 34.

Councillor Middleton declared an interest as a County Councillor and addressed the Panel, a summary of which is set out below:

Councillor Middleton reported that he had undertaken research and had assisted Liz Truss MP in the Shouldham Warren campaign. Reference was made to Campaign against two silica sites (CATSS) and the part they had played. Those present were given an overview and result of the first consultation and Councillor Middleton outlined the objections raised by the MOD on SIL02 due to the close proximity to RAF Marham and that it had been removed from the allocation. Councillor Middleton outlined the objections as to why Shouldham Warren should not be included as an allocation and made reference to the Motion adopted by Norfolk County Council on 25 November 2019. In conclusion, Councillor Middleton stated that the borough council should play a part in supporting the residents to exclude Shouldham Warren from being a site for sand extraction purposes.

The Chair invited the Portfolio Holder for Development, Councillor Blunt to address the Panel.

Councillor Blunt advised that the Planning Policy Manager was in attendance to answer any questions from the Panel. He explained that he would place focus on the real issues that the majority of Councillors were concerned about, i.e. the inclusion of the area of search for silica sand extraction at Shouldham Warren.

Councillor Blunt explained that it was a Norfolk County Council Policy and reminded Councillors of the National Planning Policy Framework (NPPF) Section 17 Facilitating the sustainable use of Minerals sub section (f) as set out below:

f) set out criteria or requirements to ensure that permitted and proposed operations do not have unacceptable adverse impacts on the natural and historic environment or human health, taking into account the cumulative effects of multiple impacts from individual sites and/or a number of sites in a locality.

Councillor Blunt reported that there was a need to identify designated areas of search. The NPPF stated that mineral planning authorities should plan for the steady and adequate supply of minerals in one or more the following ways: designating specific sites, designating a preferred area and designating areas of search.

Councillor Blunt advised that Norfolk County Council had to find sites and explained that on 25 November 2019, Norfolk County Council decided to adopt a motion to plant one million trees over the next four years across Norfolk. So it appeared strange to consider on the one hand destroying wood land to facilitate Silica Sand Extraction and on the other to plant more trees.

The Panel was informed that in addition to the Norfolk County Council Silica sand requirement and shortfall document there was a strategic policy MP2: Spatial Strategy for mineral extraction, an extract is set out below:

Policy MP2: Spatial Strategy for mineral extraction – STRATEGIC POLICY *Within the resource areas identified on the key diagram, specific sites for sand and gravel or carstone extraction should be located within five miles of one of Norfolk’s urban areas or three miles of one of the main towns (detailed in the supporting text) and/or be well-related to one of Norfolk’s urban areas or main towns via appropriate transport infrastructure. Within the resource areas identified on the key diagram, specific sites or preferred areas for silica sand extraction should preferably be located where they are able to access the existing processing plant and railhead at Leziat via conveyor, pipeline or off-public highway routes. Areas of Search for silica sand extraction, of at least 20 hectares in size, will be defined*

from within the Leziat Bed silica sand resource, excluding the following planning constraints: a. Norfolk Coast Area of Outstanding Natural Beauty b. ancient woodland sites and 250 metres around them c. SSSIs and 250 metres around them d. 1km around The Wash SSSI e. The hydrological catchment around Roydon Common SSSI and Dersingham Bog SSSI f. Registered Common Land g. Designated heritage assets (Listed Buildings, Scheduled Monuments, registered historic parks and gardens, Conservation Areas) and 250 metres around each heritage asset h. Sensitive receptors to amenity impacts (residential dwellings, educational facilities, workplaces, healthcare and leisure facilities) and 250 metres around each sensitive receptor i. Agricultural land grades 1 and 2 j. Allocated, current and restored mineral extraction sites The designated areas of search for silica sand extraction will be those parts of the silica sand resource which are least constrained based on the above criteria; where a suitable future planning application for silica sand extraction may be approved.

Councillor Blunt suggested that in Section b – ancient woodland be amended to “woodland site” and explained that in order to achieve this he would instruct officers to create a section in the report supporting his argument and suggest that if the MP2 policy were amended as suggested taking into account the adoption of the motion to plant more trees in Norfolk that Shouldham Warren should not be included in the area search.

Councillor Blunt and officers responded to questions in relation to:

- Areas of search and an overview of the Norfolk County Council hierarchy in relation to the NPPF guidelines.
- The need for additional areas of search.
- Mechanism to bring forward areas of search.
- SILO1 and Roydon Common and measures put in the plan to safeguard such areas.
- MP2 Spatial Strategy for Mineral Extraction Sites.
- SILO2 and issues raised by Councillor Middleton relating to the areas of search, biodiversity, etc and explained that there were safeguards within the policy.

The Chair invited the Panel to debate the call in in accordance with the call in procedure set out in Standing Orders 15.33 and 15.34 and to consider the amendment to the Delegated Decision as outlined by Councillor Blunt.

Following a comment from a member of the Panel on a recommendation to request that the Plan be looked at again in light of the motion adopted by Norfolk County Council on 25 November 2019, Councillor Blunt expressed concern that this would delay the process and reiterated the proposal to amend the delegated decision as soon as possible, which would be subject to the call in procedure. Councillor Humphrey sought clarification on the call in procedure.

It was clarified that if the Panel determined to uphold the call in in may then take one of three courses of action:

- (a) report to Council, Cabinet or the relevant Portfolio Holder requesting that they amend or substitute the recommendations or decision; or
- (b) if the issue is considered urgent or straightforward, formulate a counter-recommendation or amendment; or
- (c) investigate the matter further at another meeting within thirty working days beginning with the day after the issue of the notification of the call in and then follow the same process as set out in paragraphs 5.2 and 5.3.

Councillor Moriarty proposed that the Panel uphold the call in and request that the Portfolio Holder for Development amend the delegated decision as outlined. The proposal was seconded by Councillor Rose. The Panel then voted on the proposal which was carried.

The Portfolio Holder, Development undertook to look at other aspects of the call in in more detail after the meeting.

RESOLVED: The Panel upheld the call in and requested that the Portfolio Holder for Development amend the delegated decision as outlined above, which would be subject to the call in process.

The Chair thanked the members of the public for attending to observe the debate of the call in and for Members' input.

The Panel adjourned at 6.57 pm and reconvened at 7.08 pm.

CP63 **CHAIR'S CORRESPONDENCE**

There was no Chair's correspondence.

CP64 **ANNUAL COMMUNICATIONS UPDATE**

The Panel received an annual update from the Communications Manager, Assistant Director and ICT Web Manager (copy attached).

Officers present responded to questions and comments from the Panel, a summary of which is set out below.

In response to a question on Sail the Wash, the ICT Web Manager explained that the Sail the Wash website contained three areas:

- Marketing/promotion to encourage visitors to come and sail the wash.
- Economic aspect – to enable visitors to stay and boost the local economy.
- Specific technical pilot information including mapping.

Following questions on the number of visits to the website and how these were priorities, the ICT Web Manager explained that the number of visits were monitored and the items on the front page of the website could be re-ordered if required.

In response to a question on how payments could be made when the website was unable, the ICT Web Manager explained that other payment methods were available and a message had been published on the front page of the website.

Following a question on the Council's Facebook account only to publicise events and not for news items, electoral registration purposes, the Communications Manager advised that the Council did use Facebook and social media for a number of items and gave examples of news releases and consultation exercise, not just events and undertook to check this was correct and that notifications were received by those who signed up to receive alerts.

In response to a question regarding the web chat facility, the Assistant Director Central and Community Services confirmed that the customer was given the opportunity to be provided with a transcript of the conversation. It was noted that the Borough Council retained a copy which could be attached to the customer's records.

Following a question on the number of internal and external visitors to the website, the ICT Web Manager explained outlined an internal and external visit and added that the IP address was recorded.

In response to questions on the importance of maintaining face to face and telephone contact with customers when required, the Assistant Director, Central and Community Services explained that it was important to be able to use technology in the correct way but also to maintain the face to face contact with customers and provide a telephone facility.

Following questions on a pre-Council briefing when a mapping tool for maps was demonstrated, the ICT Web Manager explained that the council was complaint with usage limits and that the mapping system was a extract from the council's GIS system which had a licensing agreement.

It was noted that reporting a fly tipping incident on line was now live and news releases had been issued and copied to parish councils. However, the Communications Manager undertook to liaise with the Assistant Customer Information Manager to provide further communications to parish councils in 2020.

The Communications Manager advised that the Borough Council worked with other partner agencies if it was necessary to target a specific audience.

The importance of communicating with the older population who did not necessarily access services digitally was highlighted. The Assistant Director, Central and Community Services explained that customers who were not able to access services digitally would be offered an alternative or efforts would be made to encourage customers to use digital services. The ICT Web Manager added that one of the council's corporate priorities was channel shift which was the most appropriate channel for customers to access which was not necessarily via the website.

The Leader commented that the annual update highlighted the important work being undertaken within Communications, Customer Information Centre and the Web Team and added that credit be given to staff undertaking this work, specifically recognising the high external scores for the website and the excellent feedback received from customers.

The Chair thanked the officers for attending and providing an annual update.

RESOLVED: The Panel noted the annual communications update and confirmed they wished to receive a further update in 2020.

CP65 **COUNCIL TAX SUPPORT: FINAL SCHEME FOR 2020/2021**

The Revenues and Benefits Manager presented the report and reminded the Panel that the council must review and agree its 2020/2021 Council Tax Support (CTS) scheme for working age people by January 2020. It must consult with the major preceptors then publish a draft CTS scheme for public consultation. The draft CTS Scheme was agreed by delegated decision and the public consultation ran from 7 October 2019 to 15 November 2019. The final CTS Scheme must then be agreed by full Council.

It was explained that the report detailed the results of the consultation and the recommended final CTS scheme for working age people for 2020/2021.

The key issues were outlined as set out in the report.

In response to a question on the how the consultation exercise was undertaken, the Revenues and Benefits Manager explained that a number of channels were used and gave examples of a press release, twitter, facebook, local press, email to Parish Clerks and the Members' Bulletin.

Councillor Moriarty commented that to encourage a higher response rate, could officer look at the form to ascertain if it was possible to make it mandatory to provide a comment to which the Revenues and

Benefits Manager agreed to investigate. It was highlighted that a paper copy could be requested and provided if required.

The Chair thanked the Revenues and Benefits Manager for attending and presenting the report.

RESOLVED: The Panel agreed that the draft CTS scheme for 2020/2021 which went to public consultation is recommended to Cabinet and Council as the final CTS scheme for 2020/2021.

CP66 **CORPORATE BUSINESS PLAN 2020-2024 - CONSULTATION ON REVISED PLAN**

In presenting the report, the Senior Policy and Performance Officer reminded Members that the Corporate Business Plan set out the broad framework for the council's work over the next four years. Following the borough elections, it was timely to review the four year plan and the report sets out a summary of feedback and a final version of the proposed priorities and objectives for the panel to consider.

The key issues were outlined as set out below:

- Current Corporate Business Plan ended in 2019/20.
- Member induction identified a range of potential issues.
- Initial draft priorities and objectives developed for member consideration.
- Panels consulted in October cycle of meetings.
- Final version of the priorities for consideration ahead of approval by Cabinet.

The Chair invited questions from the Panel.

There were no questions from the Panel.

The Vice Chair thanked the Senior Policy and Performance Officer on the work undertaken to produce the Corporate Business Plan 2020 – 2024 which was reiterated by the Chair.

RESOLVED: The Panel endorsed the draft Corporate Business Plan in Appendix A.

CP67 **CABINET FORWARD DECISIONS LIST**

The Panel noted the Cabinet Forward Decisions List.

Councillor Moriarty referred to the recent Chairs and Vice Chairs meeting when it had been raised that including information on the

Forward Decision List so that it was clear which Panel an item should go to, should Members request that the item is considered by a Panel.

CP68 **PANEL WORK PROGRAMME**

The Panel identified the two items below to be included in the future work programme:

- Planning Sifting Panel (May 2020).
- Unreasonably Persistent Complaints Policy (November 2020).

CP69 **DATE OF NEXT MEETING**

The next meeting of the Corporate Performance Panel will be held on 13 January 2020 at 6 pm in the Council Chamber, Town Hall, Saturday Market Place, King's Lynn.

The meeting closed at 8.20 pm

Annual Communications Update

Sharon Clifton – Communications Manager

Honor Howell – Assistant Director

Andrew Howell – Web Team Manager

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



Communications Update

Sharon Clifton – Communications Manager

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



New members, new team, new priorities

- New administration in May
- New Chief Executive
- New communications officer and senior designer
- Incorporation of CWA printroom into ours
- Emerging new corporate business plan
- Major funding streams
- Focus on green initiatives



Media relations

- We have issued between 3 and 4 releases a week (163 in total)
- We have handled approximately 18 media enquiries each month – down from 20 per month last year, but the enquiries tend to be more complex
- Organised briefings, photo calls, launches and campaigns

Media relations (continued)

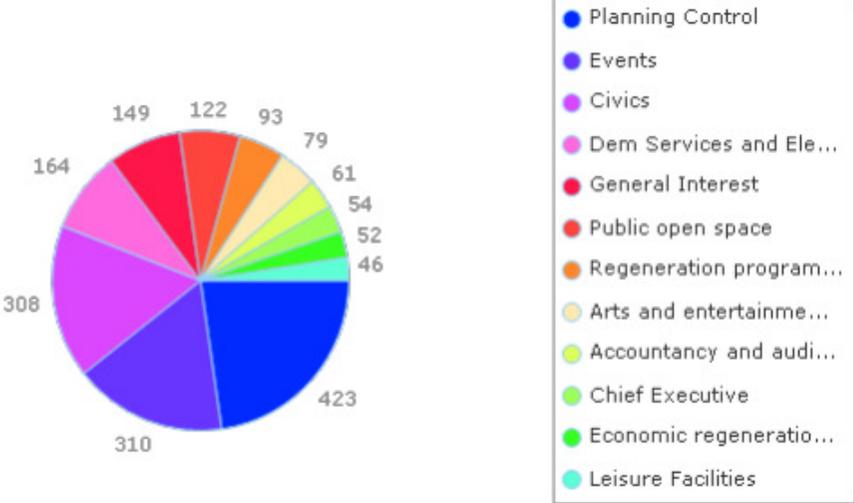
- This activity has resulted in 2204 items of coverage in printed media alone:
 - 73% neutral (down from 74% last year)
 - 15% positive (up from 10% last year)
 - 9% negative (up from 3% last year)
 - 3% uncategorised
- Events, public open space, civics and regeneration programmes account for the majority of positive stories
- Planning control (SW), public open space, accountancy (KLIC) and regeneration make up the majority of negative stories



Media relations

Coverage by Category

01/11/2018 - 31/10/2019



Digital newsroom

Newsroom

Share your views on town centre at Tuesday Market Place drop-in event

Tuesday, 19 November 2019

People visiting King's Lynn on Sunday 24th November could win £100 in vouchers to spend in the town centre for sharing their thoughts about how they use the town centre and how they feel about it.

[Newsroom news news](#)



Children invited to Christmas light parade preparation workshops

Thursday, 7 November 2019

Stories of Lynn, in the Saturday Market Place, will be hosting two free drop-in workshops in November to make Christmas items for the light parade that takes place at the end of the month.

[Newsroom news news](#)



2020 Mayor's Design Awards launched

Tuesday, 12 November 2019

Nominations are being sought for the Mayor's Design Awards, which are once again being organised by the Borough Council of King's Lynn & West Norfolk in association with KL Magazine.

[Newsroom news news](#)



QE Hospital Central Delivery Suite Bereavement Fund receives donation from Mintlyn Crematorium

Thursday, 7 November 2019

Representatives from the QE Hospital in King's Lynn were given a cheque for £8000 to be donated to the Central Delivery Suite (CDS) Bereavement Fund at Mintlyn Crematorium on Wednesday 6 November.

[Newsroom news news](#)



Parliamentary general election takes place this December - make sure you are registered

Monday, 11 November 2019

A UK Parliamentary general election will take place on Thursday 12 December 2019.

[Newsroom news news](#)



Date for Upwell and Delph by-election

Thursday, 7 November 2019

A request to hold an election to fill one vacancy on the Upwell & Delph ward of the Borough Council of King's Lynn & West Norfolk has been received.

[Newsroom news news](#)



Help to celebrate VE Day and VJ Day in west Norfolk

Monday, 11 November 2019

A new one-off fund to help communities in west Norfolk celebrate VE Day on 8 May 2020 and VJ Day on 15 August 2020 has been launched.



Your views needed to help shape the town's Future High Street Fund bid

Thursday, 7 November 2019

Efforts to secure millions of pounds of transformational funding for King's Lynn stepped up this week with the inaugural meeting of the Future High Streets Fund Consultative Board.



Media relations (continued)

- Feature articles are becoming a more effective tool than traditional releases

“The Hanse Festival celebrates everything we have to be proud of about our town – its history, its people, its international links, and its stunning architecture...”
 – Nick Daubney, Mayor of King’s Lynn & West Norfolk



ABOVE: Although our political relationship with Europe is somewhat of a thorny issue at the moment, the Hanse Festival in King’s Lynn is a fascinating and fun-filled reminder that the town has always had a successful commercial and cultural relationship with the continent

A celebration of King’s Lynn’s European heritage

Once one of the country’s busiest ports, King’s Lynn has always been an important part of Europe, and its rich heritage and proud trading past with the continent are celebrated in next month’s Hanse Festival

The rich and colourful Hanseatic heritage of King’s Lynn will be celebrated once again next month with the return of the ever-popular Hanse Festival on 12th May 2019.

“The Hanse Festival celebrates everything we have to be proud of about our town – its history, people, cultural events, international links and stunning architecture,” says the Mayor of King’s Lynn & West Norfolk Cllr Nick Daubney. “It draws people to the historic waterfront and naturally focuses on the town’s maritime past – and its position as one of the country’s most significant ports in medieval times.”

The annual festival, which returns for the 11th time this year, celebrates the town’s past and current membership of

the Hanseatic League.

Music will be playing, people representing Hanseatic nations will be sewing flags, and thanks to Rachael Williams, the Learning and Engagement Officer from Stones of Lynn, children from local schools will be getting involved with the festival parade again this year. They’ll form a procession of walking boats they’ve designed – and each of the boats will have their sails raised, every sail featuring merchant marks of the time.

Rachael will also be including the Sea Cadets in the activities – they’ll be learning merchant shipmen skills including balance beams work to make them steady on board ship when the weather is stormy, and walking the plank – in case the pirates that plagued

the sea in those times forced them to do so. Other activities include knot tying and rope coiling.

At the Hanse Festival itself, children will be able to try their hands at building small boats. Races will take place to see which boats cross the tank of water the fastest – powered only by the wind of a fan.

The King’s Lynn Hanse Regatta will take place over the Hanse Weekend, with races beginning at 10am on Saturday and noon on Sunday.

Organised by the King’s Lynn Coastal Rowing Club, the regatta will feature boats from all over the country.

Popular events from previous festivals return, including Discover Hanseatic Lynn walks and lectures at Marriott’s Warehouse. A training workshop for



ABOVE: From modern music to historic re-enactments, the Hanse Festival is a fantastic celebration of the important role King’s Lynn has played in Europe since the 13th century

young Hanse sailors, which will take place at the Hanse House on the South Quay, will offer an opportunity to purchase stores for the journey, and in the Minster churchyard there will be a falconry display.

The King’s Lynn Town Guides will lead the Discover Hanseatic Lynn walks. Each will be an hour-long tour of the town’s key Hanseatic buildings. The walks are free to attend, but must be booked at the Tourist Information Centre.

Music will be provided on the main stage in King’s Salthouse Square opposite the town’s iconic Customs House, courtesy of the Norfolk Shantymen, The Shackleton Trio and Bear Club.

Bear Club performed at Festival Two last year, and were so popular they were invited back for the town’s Christmas Lights switch-on event.

Organisers felt they’d be the perfect addition to the Hanse Festival. The Shackleton Trio performed at Folk in the Town last year on the Tuesday Market Place, and appeared as the Georgie Shackleton Trio at the Hanse Festival in 2017. They enthralled the audience with tales of Lonesome Georgie – a very lonely tortoise. And, of course, no maritime-linked festival would be complete without an appearance from the Norfolk Shantymen.

A further music event is a showcase for Folk in the Town – where local acoustic, roots and folk musicians and bands can book a slot to try to win a place at Folk in the Town.

All the latest information on the Hanse Festival can be found online at www.kingstynnhansefestival.co.uk

The Hanseatic League Then & Now

The Hanseatic League was a historic and powerful trading alliance which began in Germany in the 13th century and dominated Baltic and North Sea trade for three centuries. The alliance brought wealth and prosperity to King’s Lynn, as it became one of the league’s main UK ports. Merchants thronged the Great Ouse waterfront. The Hanseatic warehouse was built by German merchants. Lynners built fine homes, guildhalls and churches alongside the busy river. The legacy of these great merchants can still be seen today.

The new Hanseatic League was created in 1980, its purpose to keep the spirit of the original league alive in terms of a social and cultural alliance. The new Hanse consists of 192 cities across 16 countries, and in July 2005 the Borough Council of King’s Lynn & West Norfolk became the first English city to become a member of the new Hanse.

The Mayor of King’s Lynn & West Norfolk, Cllr Nick Daubney represents England on the International Commission for the league and sits alongside representatives from each of the other member countries. It’s hoped that membership of the Hanse (which is free) will help with international networking, raising awareness of King’s Lynn across the member countries and increasing overall recognition – both locally and further afield – of this important facet of King’s Lynn’s rich heritage.



ABOVE: Mayor of King’s Lynn & West Norfolk Cllr Nick Daubney (far right) with his wife Cheryl and Dr. Paul Roberts (second left) at last year’s Hanse Festival in King’s Lynn





RAISING HOUSING STANDARDS AND INCREASING PROVISION

How the Borough Council of King's Lynn & West Norfolk is addressing the area's housing need and helping people climb the property ladder



The last time that the Borough Council of King's Lynn & West Norfolk was an owner of social housing was 2006 – shortly before the creation of Freebridge Community Housing and the subsequent transfer of the borough council's entire housing stock.

Now, some 15 years later, the borough council has established a new wholly-owned, not-for-profit company called West Norfolk Housing Company (WNHC). The company has been granted registered social landlord status which means it can now develop and

rent much-needed affordable housing.

WNHC will help secure investment in new homes in the borough to meet identified need. Changing circumstances, including the need for additional forms of temporary accommodation as well as the need to increase the supply of affordable housing, means the borough council is now actively involved in helping to directly deliver housing to meet local needs.

The supply of new affordable housing has been constrained in recent years, and a slowing down of the housing market has resulted in

"THE BOROUGH COUNCIL IS NOW ACTIVELY INVOLVED IN HELPING TO DIRECTLY DELIVER HOUSING TO MEET LOCAL NEEDS..."

fewer properties being secured through planning obligations.

In King's Lynn, 15% of housing on qualifying sites must be affordable (20% in other areas) and 'qualifying sites' in King's Lynn, Hunstanton and Downham Market are defined as developments containing 10 or more dwellings – in rural areas, qualifying sites contain five or more dwellings.

To increase the supply of affordable housing, WNHC will work with other partners, including other registered social landlords, to

manage and maintain homes. Working with others in this way means that established local services can be used in order to benefit from economies of scale and avoid starting from scratch and unnecessary replication.

The new WNHC is already the landlord of seven new flats at Broad Street in King's Lynn that are being used as temporary accommodation for families while permanent accommodation is found for them.

It will also be purchasing homes from the borough council that have been built on the council's developments at the Nar Valley Park and the Lynnsport sites. These homes will be a mixture of affordable rented homes managed by Broadland Housing Association and 'shared ownership homes' for sale.

The first shared-ownership homes offered by WNHC were a 3-bedroom house available at Nar Valley Park and 2- and 3-bedroom houses on the Dewside development at Lynnsport and demand for all the properties was very high.

To see the latest shared-ownership properties available from West Norfolk Housing Company, please check either of the websites at www.help2buyese.org.uk or www.rightmove.co.uk



SHARED OWNERSHIP

Shared ownership provides people who wish to buy a property but can't afford to buy outright an opportunity to get their feet on the first steps of the property ladder.

Shared ownership enables people to buy a share in their home via a mortgage or savings and to pay a reduced rent on the remaining part which is owned by the landlord.

The initial percentage that can be bought is between 25% and 75% based on affordability criteria.



BNHC: The West Norfolk Housing Company (WNHC) is owned by the Borough Council of King's Lynn & West Norfolk and is developing a number of affordable housing to meet the area's current and future housing needs

Away from privately-owned homes, the ever-growing demand on private rented property and increasing regulatory demands on landlords has left the area with a dearth of good quality rental properties available on long-term tenancies.

To address this issue, a new company has been set up by the borough council to deliver and manage a portfolio of up to 175 properties over the next five years.

West Norfolk Property is a wholly-owned local authority company, and has been established to hold private rented accommodation on the council's own development sites.

The main aim of the company is to provide modern, high quality properties that will be available for long-term rentals to give people a sense of security.

"Getting on the housing ladder is tough for people because of the requirement for a substantial deposit, and that leaves many people choosing to rent privately," says Cllr Adrian Lawrence, cabinet member for Housing at the Borough Council of King's Lynn & West Norfolk.

"Demand is high, and there isn't much to choose from, so by entering the private rental market we hope to stimulate the market and improve standards for rental properties. We hope to have our first properties available for rent towards the end of 2020."

It may be very early days in the development of this portfolio, but during 2020 the council will be seeking an experienced organisation to provide professional management of these properties.

A specification is currently being put together for the tender of these services, and once available, the tender will be advertised on the borough council's website. Interested parties should visit www.west-norfolk.gov.uk/tenders



BNHC: Although the supply of new affordable housing has been constrained in recent years, the borough council is building a portfolio of new, shared ownership and rental properties

Borough Council of King's Lynn & West Norfolk



HOUSING
The Borough Council of King's Lynn & West Norfolk, King's Court, Chapel Street, King's Lynn PE30 1EX
Tel 01553 616200 | Web: www.west-norfolk.gov.uk





WHAT'S IN A NAME – AND WHAT'S IN A NUMBER?

The Borough Council of King's Lynn & West Norfolk explains why we should give more thought to 'No.25', 'Hill House' and 'Beach Road'

Few of us know that in 1959, Norfolk saw the introduction of the modern postcode system, and while it's become such a part of our lives now that we all know our postcode by heart, not many of us give much thought to the naming of streets or whether our homes should have names or numbers. However the Borough Council of King's Lynn & West Norfolk says that it's something we should all be paying more attention to. It could, in fact, save lives. Years ago, everyone would be familiar with the properties down their lane or street regardless of whether they had names or numbers. But as villages have been infilled with housing and more developments have sprung up, the need to have a standard approach to

numbering has increased. In fact, some villages have gone through a complete renumbering process to make it easier to navigate. Easy-to-find addresses are convenient for everyone when it comes to parcel deliveries, but they're absolutely vital when it comes to emergency services finding a property at a time when every second counts. It's particularly important when you take you to a postcode location rather than a specific address – and realise that new developments are not instantly available on such systems. The law on street naming and numbering dates back to the 1925 Public Health Act (Sections 17, 18 and 19) which in itself references the

Town and Improvement Clauses Act of 1847, so the practice is not a new requirement. However, as development has increased there has become a genuine need to ensure that street names and numbers are appropriate, logical, consistent and clearly displayed. Developers work with the borough council to put together street naming and numbering schemes in accordance with the guidance on council's website.

HOUSING BY NUMBERS
In accordance with National Street Naming and Numbering conventions, properties should be numbered as follows:

- As you enter a street, odd numbers should be situated on the left and even numbers situated on the right.

'IT IS ACTUALLY A LEGAL OBLIGATION TO DISPLAY A HOUSE NUMBER. IF A PROPERTY HAS BOTH A NAME AND A NUMBER, THE NUMBER MUST BE DISPLAYED'

- A small development including cul-de-sacs may be numbered consecutively, for example 1 to 8
 - If one or more dwellings are built between two others, an alphabetic suffix will normally be added to the number
 - Small groups of low-rise flats should, where possible, be numbered into the street numbering scheme
 - Blocks of flats and apartments may be given a name, with each dwelling being numbered consecutively – for example Building One/ Flat A, Building One/ Flat B, etc. Letters (or numbers) for flats contained within a block should be displayed at the entrance to the building
 - There is no sanction given to manipulation of numbering to secure a 'prestige' address or to avoid an address which is thought to have undesired associations such as the numbers '15' and '666'
- WHAT'S IN A NAME?**
When a new housing development is built, all new street names must be authorised by the Address Officer, in accordance with the following guidance:
- The name should, when possible, have a proven historical connection to the land intended for development
 - The name will not be the same or similar to any existing name in the area. This can be checked by



NOTE: Sandpiper Way in King's Lynn is a perfect example of a road sign that fully complies with the National Street Naming and Numbering conventions – and laws that date back to 1847

contacting the Address Management Team at the council

- If the development contains a new network of streets, a theme may be chosen (types of trees, famous historical figures) taking care not to repeat a theme already being used locally
- If no suitable historical name can be found for the land then a historical name related to an adjacent area may be suitable
- A cul-de-sac should use one of the following suffixes – Close, Court or Yard to avoid any confusion that it may be a through way
- Consent from the Lord Chamberlain's office is required for names with reference to the Royal family or if the use of the word 'Royal' is suggested
- Street name plates must comply with Department of Transport circular 5/93 in terms of design and placement

WHAT HOMEOWNERS NEED TO KNOW

- It is actually a legal obligation to display a house number, and if no number is allocated then the house name should be displayed. If a property has both a name and a number, the number must be displayed
- The number should be clearly visible and legible from the roadside
- If there is a long drive, the house number should be displayed both on the property and at the access point with the road
- Ensure that trees, shrubs and even weeds don't obscure these details
- Check the number can be seen at night and in bad weather

BUSINESSES MATTER TOO

It's important to note that these rules don't just apply to residential homes. Property owners and landlords in town centres, or on industrial estates and other areas where businesses and shops are located all have the same responsibility for ensuring that their street number is properly displayed.

You can find out more by visiting the website at www.west-norfolk.gov.uk/addressmanagement or by e-mailing the Address Management Team at am@west-norfolk.gov.uk

SNETTISHAM PARISH COUNCIL CASE STUDY

The borough council will only consider the renaming or renumbering of existing streets and buildings if a risk is posed to the ability of the emergency services to locate a property – or if the proposed changes will solve any problems with postal services and deliveries. In recent years the street naming and numbering team have become involved in resolving such issues in Sandringham, Castle Rising, Snettisham, Shouldham and Barroway Drive and have done this by working collaboratively with the respective parish councils.

In Snettisham recently, four properties became isolated from the street to which they had been addressed originally – a development created between the street and the properties themselves meant they couldn't be found easily.

Working closely with the homeowners, the issue was resolved through the creation of a new street name and the verification of all the individual house names.

Barroway Drive was originally a street and new development over the years saw it growing into a village in its own right –

but there were no street names. Barroway Drive has since been designated as a village, and its main street is now The Drive, with other streets branching off it and properties on The Drive being renumbered to make it easy to find people. This was achieved through close liaison with a parish and ward councillors and public meetings.

Meanwhile, the parish councils in Burnham Market, Shouldham and South Wootton felt the street numbering in areas of their villages had started to fall due to either development or the traditional numbering being gradually dropped over the years. The Address Management team worked closely with these parishes to review, re-number or even introduce new numbering so that a fit-for-purpose scheme is now in place.

In some areas, such as Castle Rising and Sandringham, the lack of street name plates has been an issue for emergency services, deliveries and visitors – but new name plates in keeping with the character of the villages have now been installed to resolve the issue.





More ways to celebrate summer in King's Lynn

Thanks to a series of free events supported by the Borough Council of King's Lynn & West Norfolk over the next few weeks, there's never been a more exciting time to head for the centre of King's Lynn...

July is festival month in King's Lynn, but there's even more to look forward to over the next few weeks, thanks to a series of fantastic free events supported by the Borough Council of King's Lynn & West Norfolk. The world-renowned King's Lynn Festival and Festival Too (which is now one of Europe's largest free festivals) are hugely popular, but as we head towards the school holidays a number of special events will be encouraging people into the centre of King's Lynn, supporting local businesses, and giving everyone the perfect opportunity to enjoy themselves. And it all starts on the weekend after Marti Pellow and Sive wrap up Festival Too – when the centre of King's Lynn will be transported back to wartime.

FORTIES LYNN

21st July (10am-4pm)
Town Hall, Stories of Lynn, Lynn Museum and the Tuesday Market Place
Here's your chance to discover what it was like to live in King's Lynn during the war. Organised by Norfolk Museums Service, you'll be able to take part in a tea dance at the Town Hall, hear from an ARP Warden, and meet a British Red Cross nurse, who'll be sharing tales she heard from the soldiers at Dunkirk as she washed, bandaged and comforted them. A captured German airman will be in the cell at Stories of Lynn, and you'll be able to hear his story of being shot down over West Norfolk. Meanwhile, a Royal Naval Patrol Service Sailor will be talking about how mine sweeping in the North Sea and English Channel kept the vital convoys safe.

You'll be able to make your own 'Spitfire Badge' (originally used to raise funds for the RAF) and you can also inspect the fascinating 'bomb map' displaying what buildings and structures were targeted around King's Lynn. At Lynn Museum, you'll be able to meet a Land Army Girl, learn about rationing, and try some of the mashed potato bluffers that were invented using the ingredients available at the time. And don't forget to visit the sweet shop with your ration coupon – and discover the wartime 'make do and mend' crafting skills.

Meanwhile, the Tuesday Market Place will be hosting Eddie Seales' Big Band, who'll be playing swinging nostalgic tunes to get your toes tapping. Sarah Mia will be playing 1940s songs, with some rousing speeches from Winston Churchill during the interludes.



513



ABOVE: The Tuesday Market Place in King's Lynn will be the focus for a full calendar of free events over the next few months, featuring everything from classic cars to folk music and from 1940s fashions to mods and rockers

The Dad's Army Volunteers and Civil Defenders will be around the centre of King's Lynn, and there'll be the rare opportunity to visit the air raid shelter under the Tuesday Market Place. There'll also be a range of 1940s fashion, vintage bric-a-brac, military and homefront memorabilia available in the Stone Hall.

For more details of Forties Lynn, please visit the website at www.west-norfolk.gov.uk/fortieslynn

FOLK IN THE TOWN

27th-28th July (11.45am-6pm)

Tuesday Market Place

For the fourth year running, the centre of King's Lynn will be filled for two days with traditional folk, Americana, folk rock, bluegrass and everything in between with folk in the Town.

Headlining the show on Sunday will be Gentlemen of Few, a group who made it to the final three acts in the 2014 BBC Radio 2 Young Folk Awards. Passionate fans of folk and blues music, this six-piece have been writing and touring together for 10 years now, and have been described by television presenter and radio DJ Chris Evans as "so young, yet so amazing."

Also performing this year will be the winners of the Showcase events that took place in King's Lynn and Hunstanton recently. Each winner

picked up £100 and a prize spot at Folk in the Town – and local duo Tabernacle Dusk (who won in King's Lynn) can't wait to play on the main stage.

Other confirmed artists include The Ann Duggan Band, who've been described by Maverick Magazine as a "duo not to be missed, delivering a rollicking roller coaster of a show that take you on a journey that's entertaining and engaging – this is musicianship at its best!"

Returning to perform in King's Lynn are the ever-popular Shackleton Trio, a highly original and energetic group influenced by British, American and Scandinavian folk traditions – although they add a distinctive East Anglian twist. For the latest information and full details of performers, please visit the website at www.west-norfolk.gov.uk/folkinthetown

MODS AND ROCKERS

11th August (10am-3pm)

Tuesday Market Place

The bikes are back in town for the Mods and Rockers classic scooter and motorbike meet in August – and whether you're into Lambrettas and Vespas or Triumphs and Harleys, this event always gets people's engines revving.

Trophies will be awarded to the best motorbike, custom motorbike, scooter,



custom scooter, oddity and people's favourite, although it's not just about the bikes. Judges will be on the hunt for some 1960s style too, and the best-dressed people on the day will also be picking up a trophy.

Entertainment this year includes live music from The Groove Hounds, a spot of ska will be provided by Skarna, and rock 'n' roll fans will be treated to a performance by Shake Rattle Roll. Throughout the day, DJ Sue Simper will be playing myrm and soul, and it promises to be a great day out for the whole family. You can follow the event by searching for @modsandrockersk on Facebook.com.

FURTHER AHEAD...

In September, the Tuesday Market Place will be full of iconic minis and classic cars, and there's still time for exhibitors to sign up for these events on the Borough Council of King's Lynn & West Norfolk website.

While Heritage Open Day will once again offer people the opportunity to glance behind the door of historic buildings in Lynn, another family event will also be held in the Tuesday Market Place, giving children the chance to meet their heroes and heroines.

For further details of these and all other events in King's Lynn, please visit www.west-norfolk.gov.uk/events



Sunny Hunny welcomes music and soap boxes!

Hunstanton's summer of fun doesn't come to a stop at the end of August, as that's only the start of a packed programme of free events organised by the Borough Council of King's Lynn & West Norfolk



ABOVE: At the launch of this year's Hunstanton Soap Box Derby are Andrew Sealie in last year's winning vehicle (representing race sponsors Sealies) and Cllr Elizabeth Nockolds. Behind them are Pat Richardson (last year's winner of the veteran's race) and his grandson Oliver with their Apollo 11 kart design - Oliver is old enough to compete in the main race this year.

The Hunstanton Heritage Gardens stretch from The Green, through to the Esplanade Gardens, along the tops of the cliffs to the ruins of St Edmund's - and have been fantastically popular this summer hosting free events including outdoor cinema screenings, open air theatre, and lots of children's activities throughout the school holidays. And now there's even more to look forward to in the gardens as we head into September!

SOAP BOX DERBY 2019
The Green, Hunstanton
22nd September (10am-4.30pm)
Racers arrive at 10am and the first race is at 11.30am.

It's not very often you see someone driving a bath tub with a steering wheel through the streets of west Norfolk being chased by a giant racing lemon. The return of this much-loved event ensures more craziness is on its way back to Hunstanton.

First held in the town in 1953, the Borough Council of King's Lynn & West Norfolk revived the soap box derby in 2017, and it's got bigger and more

popular each year. Families can enjoy a carnival atmosphere while watching the wacky vehicles racing, and there's also live music and a gin tent to enjoy.

There's a new, faster, course for 2019 that starts at Greengate, has a couple of sharp turns, and ends up on Beach Terrace Road, overlooking the sea.

Patrick Richardson from Hunstanton won the veteran class last year, and has created an Apollo 11 rocket with his grandson Oliver to race around the course this year.

"The new course is absolutely brilliant, much faster and much more exciting," he says. "It'll be a great family day out. I'm hoping they suspend the 30mph speed limit round here for the day as we're expecting to exceed that!"

Equally excited is Ed Napolitano, who'll be racing for a hat-trick of wins following his successes of 2018 and 2017.

"I'm really looking forward to it," he says. "I'm pleased to see the track is similar to some of the suggestions I made to the council, and it should be faster than last year."

Entries are now open to take part in the race, and there are four categories based on the age of the driver: one for



10-12 year olds, one for 13-15 year olds, one for adults aged over 16, and one for the over 65s.

As well as earning a place on the podium, the top three teams in each category will receive a prize. Additionally, a 'Concourse of Elegance' will be awarded to the best-looking soap box karts.

"The Soap Box Derby was a wonderfully successful event in 2018, and we're delighted it's back this year, once again supported by Sealies," says Cllr Elizabeth Nockolds, deputy leader and cabinet member for Culture, Heritage and Health at the borough council. "The Soap Box Derby will be a wonderful day packed with free family entertainment, so even if you're not taking part, make sure you come along and enjoy the fun."

If you fancy entering your own soap box kart, visit the website at www.west-norfolk.gov.uk/soapboxderby for more information and details of how to sign up.

HUNSTANTON MUSIC FESTIVAL

7th September (11am-6pm)
The Green, Hunstanton

Organised by the Hunstanton & District Festival of Arts in association with the Borough Council of King's Lynn & West Norfolk, this event is being held outside for the first time and is being headlined by The Sheringham Shansymen. Local lifeboatmen and friends formed this popular shanty singing group in 1988. They support and wear the RNLI badge on their uniform, and the only organisation outside the RNLI allowed to do so.

Meanwhile, The Fried Pirates will be taking to the stage with their upbeat folk and Americana tunes, having wowed the crowd at King's Lynn's Folk in the Town. The Melodybeats will bring some rock, country and pop to the proceedings, the King's Moors will be dancing, and the Springwood Big Band will be belting out big tunes. Completing the line-up will be award-



HUNSTANTON HERITAGE GARDENS

In June 2016, the Heritage Lottery Fund (HLF) - now the National Lottery Heritage Fund - awarded funding towards a £1.5m project to restore and enhance Hunstanton's Heritage Gardens, focusing on Hunstanton's seafaring heritage. Green spaces were central to the vision of the town's founder, Henry L'Esrange Stylerman Le Strange, for a purpose-built Victorian resort. The gardens are still greatly appreciated by locals as well as the many visitors to the town.

This project ensured the comprehensive restoration of this important seaside park. As well as restoration and repairs to the gardens, a wide-ranging programme of activities to educate, inform and inspire existing and new audiences has been developed to encourage greater and more diverse uses of these wonderful green spaces.

FURTHER AHEAD...

In October, Hunstanton will be hosting a stargazing evening, murder mystery event and kids' Halloween. For details about these and all other events in Hunstanton Heritage Gardens please visit www.west-norfolk.gov.uk/hunstantonevents



ABOVE: An aerial view of The Green in Hunstanton - one of the prettiest race tracks you could hope to compete on and the perfect venue for next month's Hunstanton Music Festival





ABOVE: Helping deliver the Townscape Heritage Initiative project are Steven King (left), THI Project Officer for the Borough Council of King's Lynn & West Norfolk, and local property developer Wyndham Space (right)

Looking back at history to build a brighter future

Over the last five years, the Townscape Heritage Initiative has breathed new life into one of the most historic areas of King's Lynn – looking to the future with one eye on preserving the past...

Back in 2014, the Townscape Heritage Initiative (THI) was awarded £1 million from the National Lottery Heritage Fund (formerly known as the Heritage Lottery Fund), a figure which was matched by the Borough Council of King's Lynn & West Norfolk to create a £2 million fund to conserve, enhance and regenerate the historic shopping streets in the town's St Margaret's Conservation Area.

The area covers the traditional shopping streets of Tower Street, St James' Street, Saturday Market Place and the south end of the High Street, and the THI project aimed to enhance and protect the heritage of the area – primarily through the repair of its many historic buildings.

Over the last five years, these repairs have helped stimulate economic activity in the area and return empty buildings back into use.

The THI has also encouraged and funded wider community enjoyment and appreciation of the town's heritage through a programme of talks, arts projects, education and training – together with a community event held in the Saturday Market Place to celebrate the history of the area and its future.

All building work was required to be carried out using traditional materials and methods, and the project ensured that surviving architectural features were restored to their authentic historic design.

While some of the funding

contributed towards the cost of enhancing the Saturday Market Place, one of THI's most notable success stories concerns the old Courts building at 29–34 St James Court. This neglected area was taken on by property developer Wyndham Space (owner of local building company Space Building) to create a number of modern two- and three-bedroom properties, featuring a residents' courtyard with direct access to the town centre.

Standing in the new courtyard, Wyndham is keen to point out how the original stonework has been incorporated into the restored building and pleased that most of the flats have already been taken.

"Working with Steven King, Pam Lynn and the borough council, we've created



ABOVE: As part of the THI project, the once-neglected area of St James Court in King's Lynn was taken on by property developer Wyndham Space, who has created a number of modern two- and three-bedroom properties

"The project is aimed to enhance and protect the heritage of the area..."

six very attractive town houses in a disused area of King's Lynn," he says. "The combination of the original style and stone with modern interiors and a courtyard has worked really well – it's transformed the area."

Steven King is the borough council's THI Project Officer, and he couldn't agree more. "This is a great example of how the THI is enhancing a part of King's Lynn Town that used to be the 'place to be' but has been slightly underused more recently due to business closures," he says. "The speed at which Wyndham has let these properties shows the interest in living in this up-and-coming area. As well as creating more residential properties in town, THI has also improved the exterior look of business premises like Fenton Insurance Brokers. And future work in the Saturday Market Place will create amazing flats and apartments overlooking the Minster and renovated business premises."

The Fenton Insurance Building, once known as Greyfriars Chambers, was

originally built as a public house in the 19th Century and was radically altered in the 1930s to complement the newly-rebuilt Theatre Royal opposite, which is now a bingo hall. It is one of the very few Art Deco influenced buildings in the town.

As part of the THI repairs, the building was re-roofed, cement-based render was removed, and the facade was re-rendered with a lime render that allows the building to breathe. Windows

reflecting the Art Deco period were re-installed, and striking Art Deco features including cream and green tiles, chevron-shaped design details and window canopies were reinstated and refurbished.

The Townscape Heritage Initiative scheme is expected to end in September, having restored and repaired some 20 properties in the process and regenerated an important part of King's Lynn town centre.



ABOVE: Before and after images record the recent transformation of the building once known as Greyfriars Chambers in King's Lynn





Christmas in King's Lynn – shop, eat, drink, enjoy!

There's plenty to discover in King's Lynn this festive season – so it's time to start planning your visit now to make the most of it!

With over 200 independent retailers sitting alongside big-name stores such as Marks & Spencer, Debenhams, TK Maxx, Boots, Wilkinson, Primark and the new H&M (due to open on November 7th), King's Lynn has plenty to offer shoppers this Christmas. Add a superb range of pubs, restaurants and cafes, street entertainment, a weekly festive fair, live music, Farmers' Market, and of course the Christmas Lights Switch-on event, and you'll soon be feeling festive, and supporting your local town centre.

CREATE YOUR OWN CHRISTMAS BAUBLE AND JOIN THE PARADE Stories of Lynn, based at King's Lynn Town Hall, is hosting two free workshops for families to create light-up Christmas baubles made from recycled materials. The workshops take place on 17th and 24th November between 11am and 3pm. Everyone taking part in the workshop, along with children from a local school, will be invited to join a light parade and take part in the switch-on of the King's Lynn Christmas lights.

CHRISTMAS LIGHTS SWITCH-ON King's Lynn's annual Christmas lights switch-on event will be on 28th November 2019. The fun starts at 4pm with a small number of fairground rides in the Tuesday Market Place; a festive fair with Liquor and Loaded, Bank House and Goldings/Dough Dealers; a mix of craft and artisan food traders from previous Farmers' and Craft Markets; and live Christmas music in the bandstand. The light parade will get ready at Stories of Lynn at 5pm, ready to leave at 5:30pm. The glowing and flashing parade will arrive in the Tuesday Market Place for 6pm, and you're welcome to get involved by getting creative with a festive costume – whether it lights up, is bright, sparkly or glow in the dark. Music will then play from the main stage. Britain's Got Talent champions, Twist and Pulse will hopefully take a break from pantomime rehearsals for a special appearance on the main stage, before the countdown to the switch-on at 7pm.

LATE NIGHT SHOPPING Late-night shopping takes place every Thursday from 28th November through to 19th December. Cheeky roller-skating elves and glowing ballerinas will delight shoppers as they go through the streets, adding to the festive feel.



AROUND: The centre of King's Lynn will be packed with festive cheer over the next few weeks as the town gets ready for Christmas with a series of fun events for all the family

CHRISTMAS WINDOW DISPLAY COMPETITION Retailers and other businesses in the King's Lynn Bid area are being encouraged to get involved and create a festive window display to form a trail through the town. To take part email info@discoverkingslynn.com, and you'll be sent a window sticker which must be part of your Christmas-themed display. Judging takes place on 6th December. Not only will entrants get more attention from their fabulous display, but they could win a hamper for their staff, a social media workshop for five people from To The End, or up to £2500 of advertising with KL M 96.7 and Your Local Newspaper.

FESTIVE FAIR The Festive Fair takes place over four weekends, beginning on 28th November, at the following times: Thursdays and Fridays 4pm - 8pm, Saturdays 10am - 6pm, Sundays 11am - 4pm. Live traditional, acoustic and festive music will be on the bandstand including performances from the Rock Choir and the town band. There'll be fairground rides for little ones while adults can enjoy the food and drink stalls in a heated marquee, and artisan food and craft gift stalls featuring both new and regular traders.

FESTIVE FARMER'S MARKET On 7th December over 30 stalls, including some regular Farmers' Markets favourites, along with an organ player and choir will really get shoppers into the Christmas spirit.



PANTOMIME MAGIC WITH ALADDIN Let the Genie grant your wishes and join Alive Corn Exchange for another magical pantomime, with performances from 10th December to 5th January. Widow Twankey wants a husband, evil Abanazar wants the magic lamp, Aladdin wants adventure and Wishee Washee wants a new vest – can the Genie grant their wishes? The team behind last year's production of Sleeping Beauty promise you another show jam-packed with all of the essential pantomime ingredients plus top-class live music, a fabulous cast, featuring Lisa Matheson, Steven Pinder, Ian Marr, Scott Cripps and Britain's Got Talent champions Twist and Pulse, dazzling sets, and a magic carpet ride through a spectacular adventure! Book online at kingslynncomexchange.co.uk



CRAFT YOUR OWN VICTORIAN CHRISTMAS This is a special free festive event at Stories of Lynn for families to prepare some traditional Victorian treats to take home. Taking place from 11am to 5pm on 14th December, families can drop in to take part in making table decorations, chocolate logs, wreaths, stained glass biscuits, printing their own wrapping paper and making Christmas cards and labels. There may even be a special visit from Father Christmas himself – but only if the children and their parents are very good!

Look out for crafting and making sessions taking place throughout December in venues across the town.



Festive King's Lynn is brought to you by Discover King's Lynn in partnership with the Borough Council of King's Lynn & West Norfolk.



Social Media - Twitter

- Since opening our Twitter account in July 2010 we have gained 6668 followers (up nearly 700 on last year) split evenly between male and female
- The Tweets we have posted in the past 12 months have gain 984,900. Impressions vary across the year – May 18 was 113.7k yet May 19 (elections) was 256k
- Top Tweets are on the next slide

Tweets	Top Tweets	Tweets and replies	Promoted	Impressions	Engagements	Engagement rate
	WestNorfolkBC @WestNorfolkBC · Aug 8	The organisers of Houghton Festival have announced that they are cancelling this years event. Please do not travel to the event. #houghtonfestival @houghtonfstvi pic.twitter.com/lbAbkhmNAV6		12,959	951	7.3%
Promote						
Tweets	Top Tweets	Tweets and replies	Promoted	Impressions	Engagements	Engagement rate
	WestNorfolkBC @WestNorfolkBC · Apr 8	If you're voting by post in the borough & council elections this is what you do. ow.ly/T7xq30omjCA		9,239	42	0.5%
Promote						
	WestNorfolkBC @WestNorfolkBC · Oct 2	Liking the look of this, a bit was shot in King's Lynn. The Personal History of David Copperfield. Can't wait. 🍿 you.tube.beIoHG7FnBDY0Q #CopperfieldFilm pic.twitter.com/BaP4tqzrn		7,488	268	3.6%
Promote						
	WestNorfolkBC @WestNorfolkBC · Jul 26	And off we go. The #NorfolkDay flag is being looked after by our Chief Exec Ray. We're heading to @BreckCouncil now. #NorfolkRelay19 @norfolk pic.twitter.com/vcPrzXm5LH		6,991	114	1.6%
Promote						
	WestNorfolkBC @WestNorfolkBC · May 3	Final results Conservative 28, Independent 15, Labour 10, Green 1, Lib Dem 1. Conservatives retain control by a majority of 1.		6,363	125	2.0%
Promote						
	WestNorfolkBC @WestNorfolkBC · Jul 27	Unfortunately the forecast for Hunstanton has got worse. Tonight's outdoor cinema screening of Bohemian Rhapsody has been cancelled.		5,046	73	1.4%
Promote						

	WestNorfolkBC @WestNorfolkBC · May 3	Burnham Market and Docking ward declared. Sam Sandell - Conservative Party elected. #localelections19		4,459	74	1.7%
Promote						
	WestNorfolkBC @WestNorfolkBC · May 3	Watlington ward declared. Jim Bhondi Independent elected. #localelections19		4,455	68	1.5%
Promote						
	WestNorfolkBC @WestNorfolkBC · May 3	Bircham with Rudhams ward declared. Chris Morley Independent elected. #localelections19		4,417	72	1.6%
Promote						
	WestNorfolkBC @WestNorfolkBC · May 3	Terrington ward declared. Two seats. Paul Kunes (677) Conservative and Sandra Squire (638) Independent elected. #localelections19		4,262	80	1.9%
Promote						
	WestNorfolkBC @WestNorfolkBC · Jul 26	The team from @NorthNorfolkDC are here & handing the flag over to Ray Harding. #NorfolkRelay19 #NorfolkDay @Norfolk pic.twitter.com/GKrmTgOyD3		4,165	65	1.6%
Promote						
	WestNorfolkBC @WestNorfolkBC · May 3	Hunstanton ward declared. Two seats. Paul Beal (486) Independent and Carol Bower (524) Conservative elected. #localelections19		4,155	38	0.9%
Promote						
	WestNorfolkBC @WestNorfolkBC · May 3	Just seven more wards and 13 seats to declare. Current picture : Con 19, Ind 12, Lab 9, Green 1, Lid Dem 1. #localelections		4,154	58	1.4%
Promote						

Social media - Facebook

- Created Borough Council News and Events Facebook page in June 2017
- We now have 2506 likes and 2614 followers – up by a thousand on the figures reported last year
- 73% of our followers are women.
- The most engaged followers are aged between 35-44 – 69% of whom are women

Social media – video content

- The number of people engaging with video and live streams has massively increased and is expected to rise even more in 2020.
- Video content frequently generates more engagement, especially as people watch content on their mobile devices.
- We have been experimenting with increased video content since June on all social media channels, the news pages of the borough council website and Internal Affairs.
- This year 32,700 minutes of our video content has been viewed via Facebook – an increase of 239% on last year. We will continue to introduce more video in 2020.



Social media – Facebook: most viewed videos

521

Video	Published	Minutes...	3-sec video views
Here's what the drivers see. One lap of the Hunstanton 2019 Soap Box Derby. More...	● 22/09/2019 06:14	4.4K	10.7K
OF COURSE we were planning something special for the 10th anniversary of...	● 07/11/2018 02:39	3.3K	6.8K
A birds eye view of a kart racing down the 2019 Hunstanton Soap Box Derby cours...	● 22/09/2019 06:08	2.9K	7K
2018 Hunstanton Soap Box Derby	● 05/09/2019 07:36	2K	4.8K
#DDay75 veterans led the way to our remembrance in Tower Gardens today.	● 06/06/2019 13:17	1.9K	6.6K
2018 Hunstanton Soap Box Derby	● 02/07/2019 23:47	1.7K	4.2K
Scooby Doo where are you? #HunstantonSoapBoxDerby2019	● 22/09/2019 07:10	1.6K	5.2K
Hunstanton Soap Box Derby 2019	● 23/09/2019 12:34	1.5K	2.2K
Remembrance Sunday parade from the Town Hall to Tower Gardens.	● 10/11/2019 02:44	1K	1.3K

Video	Published	Minutes...	3-sec video views
Some racers are losing parts of their karts at the Soap Box Derby in Hunstanton....	● 22/09/2019 05:07	990	3.9K
Apollo 11 has just flown down the course. #HunstantonSoapBoxDerby2019	● 22/09/2019 07:05	907	3.4K
Fawkes in the Walks 2019	● 04/11/2019 03:50	860	1.8K
The Mods & Rockers are in town. Come & join us in the Tuesday Market Place. Her...	● 11/08/2019 04:17	672	1.6K
It's the circle of life. #HunstantonSoapBoxDerby2019	● 22/09/2019 07:19	628	2.9K
The Peace Poles in Hunstanton	● 06/09/2019 00:05	617	3.1K
The crowd are loving the fireworks. 🇬🇧	● 01/11/2019 13:18	500	1.2K
The fireworks are still going. 🇬🇧	● 01/11/2019 13:25	447	1.1K
Lots of racers here in Hunstanton already for the Soap Box Derby.	● 22/09/2019 02:34	410	1.2K
High tide on the South Quay.	● 01/10/2019 00:00	369	1.4K

Social media - Instagram

The borough council Instagram account went live in May 2019 and currently has 421 followers & we have posted 51 times.

421

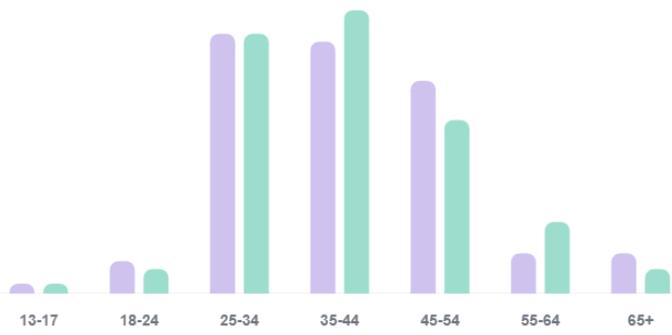
Total followers

▲ 11 from previous 7 days

Age and gender of your followers

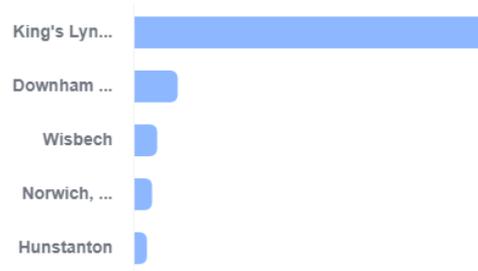
Metrics are estimated.

30% Men 70% Women



Towns/Cities

The top towns/cities where your followers are located. Metrics are estimated.



68% put their location as King's Lynn.
7% as Downham Market.
1% as Hunstanton

Borough Council of King's Lynn & West Norfolk

Social media - SnapChat

- To increase awareness of who organises and pays for Fawkes in The Walks, we created a SnapChat filter.
- Over 21,000 viewed this.

Other activities

- Support for major projects through the development of comms plans, consultation materials and social media events/content:
 - Shared housing
 - Vision KL
 - Homelessness Strategy
 - Lottery
 - OPE
 - Southern Seafront Hunstanton
 - Sail the Wash
 - Major Housing
 - Future High Streets Fund
 - Towns Fund, In Bloom
 - Cinema at Corn Exchange
 - West Winch Growth Area

Other activities continued

- Comment pieces in business supplement
- Articles in LGC
- Involvement in county comms groups – County Lines, Domestic Abuse and Waste Partnership



Work plan

- Review of social media guidelines and delivery of social media training to members
- Communicating the new corporate business plan
- Supporting the elections
- Working with the new chief executive and management team on key priorities set by the administration
- Focus on internal communications in line with IT roll out and new intranet

Council Information Centre & Digital Services

Honor Howell – Assistant Director

Borough Council of
King's Lynn &
West Norfolk



Overview

- Promotion of digital services
- Working with the Web Team to deliver integrated services
- Launch of web chat
- Technology changes
- Alive Leisure transfer
- Corporate complaints
- Payment systems
- Customer service
- Improving skill sets to manage complex and difficult conversations



Digital Services

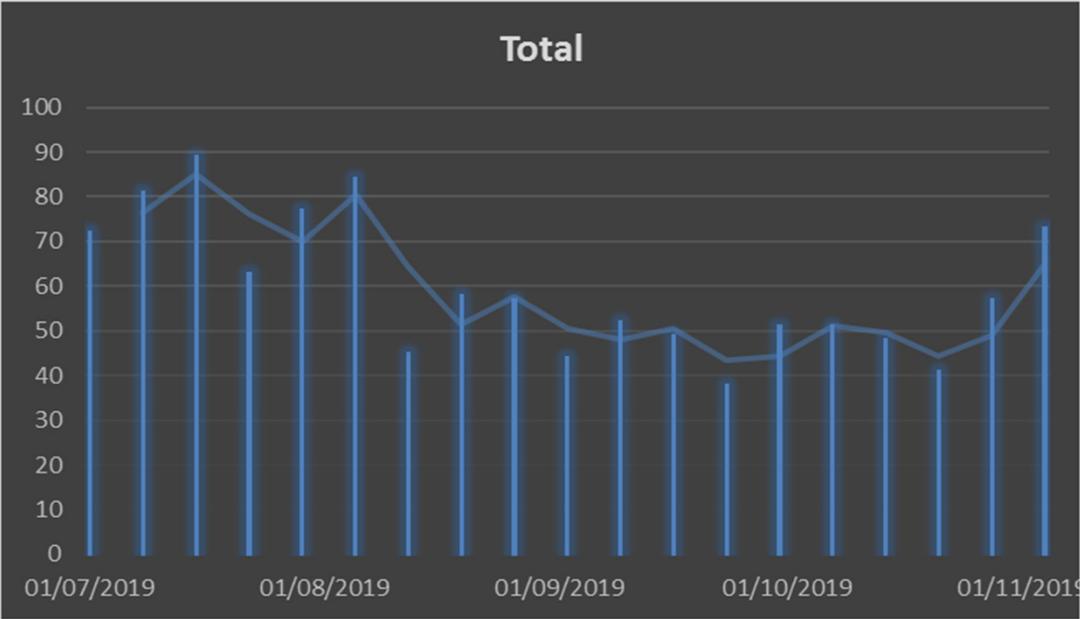
- Fly-tipping integrated e-form with location mapping, preventing repeat reports
- Food registration
- MyAccount take up
 - 23,280
 - 49% out of hours
 - More people accessing forms create a MyAccount than continue as guest

Web chat

- Bespoke web chat system developed by the Web Team
- Customers are given the option to chat if they have been on the same page for 30 seconds or via the 'Contact Us' area
- Advisors are able to manage multiple 'chats' at the same time

Web chat – take up

531



Customer satisfaction

- Customers are offered the option of leaving feedback at the end of the chat
- This is not mandatory
- Since April, 232 customers have provided feedback
 - 196 ***** (Excellent)
 - 20 **** (Very good)
 - 4 *** (Satisfied)
 - 3 ** (Poor)
 - 9 * (Very poor)
- 93% of customers rate the live chat service very good or excellent



Technology changes

- Corporate email difficult to manage
- Have been working to remove the option as a form of contact
- Inbox removed 1st July 2019
- Changes to IVR queue options
- Resulted in a 33% reduction in calls to our switchboard



Payment systems

- Large project to make changes to payment systems and branding for the transfer of Alive Leisure to Alive West Norfolk
- Major upgrade to Pay360 in January 2020
- Looking at options for the Corn Exchange cinema payment services

Complaints management

- Revised procedure to handle complaints rolled out across the authority
- Updated complaints policy
- Training booked in
- More detailed management information on trends and reasons for complaints

Customer Services

- Continue to train staff to 'multi-skill'
- Working collaboratively with the DWP and the CCG on the ground floor
- Extra training being given around handling complex and challenging conversations
- Working closely with Housing Needs and Housing Options to provide services

Headlines

- More homes, more customers
- National factors – Welfare Reform, Universal Credit, Housing legislation all have an impact
- In the last year:
 - 14% overall reduction in telephone calls
 - 13% reduction in revenues calls
 - 25% reduction in benefit calls



Corporate Web Team Update

Andrew Howell – Web Team Manager

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



Overview of the Web Team

- We manage the Council's digital estate
- Increased demand for digital services
- Over 900,000 website visits in 2018/19 with over 3 million page views
- Website visits up by 15% on the same period in 2018/19
- In top 5% of councils in Sitemorse rankings Q2 and Q3 2019



Increased digital take up – Submitted forms

Month	2016/17	2017/18	2018/19	2019/20
April	547	1,700	2,183	5,141
May	548	1,785	3,551	3,223
June	630	2,236	3,264	3,134
July	882	2,147	3,433	3,038
August	1,127	2,295	3,381	2,947
September	1,473	2,385	3,604	2,853
October	1,491	2,479	3,564	
November	1,507	2,485	1,436	
December	1,207	1,866	2,612	
January	1,846	3,158	2,786	
February	1,760	2,295	2,475	
March	2,513	2,876	3,041	
Totals	15,531	27,707	35,330	20,336
% Change		78% increase	28% increase	5% increase

540



New developments

- Website accessibility
- Technical support for projects such iDox integration for fly-tipping reports
- New website for Alive West Norfolk including online membership sign-up and integration with Legend back office system

The screenshot shows the Alive website homepage. The top navigation bar includes links for VENUES, MEMBERSHIPS, ALIVE CARD, FITNESS, SWIMMING, ACTIVITIES, COMMUNITY, and SIGN IN. The main banner features the Alive logo and a large offer: "Join Alive for £25 per month Unlimited Gym, Swim & Classes". A "JOIN ONLINE TODAY" button is visible on the left. Below the banner, there are three sections: "MEMBERSHIPS" with a child jumping, "ALIVE CARD" with a hand holding a card, and "UPCOMING CLASSES" with a dropdown menu and a list of classes.

UPCOMING CLASSES	
All venues	
Pilates Express	TODAY 5:45 PM
Alive Lynnsport	Book
Alive Circuits Express	TODAY 6:00 PM
Alive Oasis	Book
Body Combat	TODAY 6:45 PM
Alive Lynnsport	Book



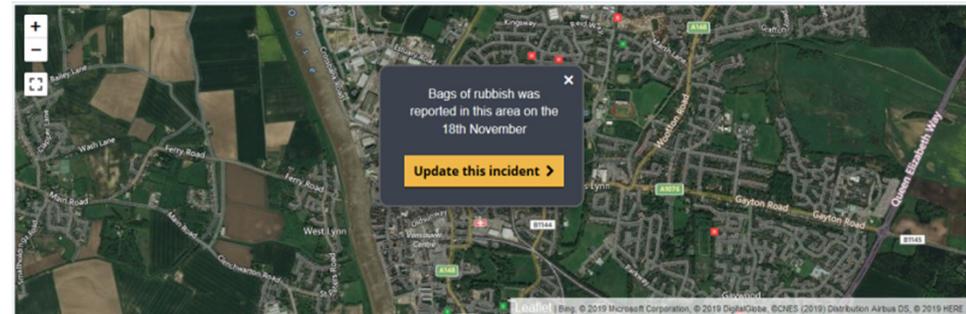
New developments – Website accessibility

- Strict legislation came into force in September 2019 about website accessibility:
 - ✓ Ensure equal access for all
 - ✓ Improves usability for all
 - ✓ Meet our legal obligations
- Legally we need to be WCAG 2.1 Double A compliant by September 2020. We are very close to being Triple A compliant.



New developments – iDox integration

- Pre-integration, CIC advisors had to update 3 systems when dealing with fly-tipping
- Used to take 30 minutes per query (approx. £6 each)
- Integration has taken that down to about 5 minutes per query (approx. £1 each)
- Cost saving of £6,500 in officer time based on average of 1,300 fly-tipping reports per annum



Report fly-tipping

If the fly-tipping you're reporting is a new incident that isn't on our map, you can report this online. You can now track the progress of your report through registering for our My Account service.

Registering for an account is easy and will allow you to securely access our services 24/7.

To report fly-tipping you'll need to know:

- where the rubbish is (you'll be able to use the map facility within our form to plot the location of the rubbish. This will help us find and clear it quicker)
- the type of rubbish that's been dumped

[Report fly-tipping >](#)



Website governance – SiteImprove scores

2017



2019



Future developments

- Further iDox integration work
- Website personalisation
- Investigate the use of AI and chat bot technology
- New websites for Sail the Wash and Careline
- Online bookings and website for new cinema
- New corporate intranet

Thank you

Any questions?

