Annual communications update

Honor Howell – Assistant Director
Andrew Howell – Web Team Manager
Sharon Clifton – Communications Manager
Corporate Web Team update

Andrew Howell – Web Team Manager
Overview of the Web Team

- We manage the digital estate (corporate website, intranet and 14 other websites)
- Increased demand for digital services
- Website visits up by 13.41% on same period in 2016/17
- Awarded 3 stars out of 4 in SOCITM Better Connected 2016/17 survey
## SOCITM Better Connected 2016/17

<table>
<thead>
<tr>
<th>Service</th>
<th>BCKLWN</th>
<th>Breckland</th>
<th>Broadland</th>
<th>Great Yarmouth</th>
<th>North Norfolk</th>
<th>Norwich City</th>
<th>South Norfolk</th>
</tr>
</thead>
<tbody>
<tr>
<td>Planning &amp; Building Control</td>
<td>3 star</td>
<td>3 star</td>
<td>2 star</td>
<td>1 star</td>
<td>2 star</td>
<td>2 star</td>
<td>2 star</td>
</tr>
<tr>
<td>Rubbish &amp; recycling (Order a bulky waste collection)</td>
<td>2 star</td>
<td>3 star</td>
<td>3 star</td>
<td>1 star</td>
<td>2 star</td>
<td>3 star</td>
<td>3 star</td>
</tr>
<tr>
<td>Council Tax (Apply for a single person discount)</td>
<td>4 star</td>
<td>3 star</td>
<td>3 star</td>
<td>3 star</td>
<td>3 star</td>
<td>3 star</td>
<td>2 star</td>
</tr>
<tr>
<td>Business (Order a temporary event notice)</td>
<td>4 star</td>
<td>4 star</td>
<td>2 star</td>
<td>2 star</td>
<td>4 star</td>
<td>1 star</td>
<td></td>
</tr>
<tr>
<td>Total number of stars for tasks (maximum 16)</td>
<td>13</td>
<td>13</td>
<td>10</td>
<td>7</td>
<td>9</td>
<td>12</td>
<td>8</td>
</tr>
<tr>
<td>Tools for accessing content (Navigation, A to Z, Search)</td>
<td>4 star</td>
<td>2 star</td>
<td>3 star</td>
<td>2 star</td>
<td>1 star</td>
<td>3 star</td>
<td>1 star</td>
</tr>
<tr>
<td>Mobile Test</td>
<td>3 star</td>
<td>3 star</td>
<td>3 star</td>
<td>1 star</td>
<td>1 star</td>
<td>4 star</td>
<td>3 star</td>
</tr>
</tbody>
</table>
Website governance

- We use SiteImprove to help ensure we meet our business objectives and user expectations
- Used by nearly 60% of UK councils
New developments - Notifications system

• Brings together planning and waste and recycling information in one place

• Remembers your set location as you move around the website
New developments – New planning front-end

- Presents most recent and closest planning applications straight away
- Works even if Public Access is down
New developments – Contact us

- Presents a range of contact options to the customer
- Designed to encourage Channel Shift, promote online options first
- Re-sold to Oxford City Council
Future developments

• New website for Invest West Norfolk (now live)

• Building new websites for Alive Leisure and Stories of Lynn

• Increase commercialisation

• Improve SEO/DCI Index score

• Re-design of homepage and mobile layout
Council Information Centre update

Honor Howell – Assistant Director
Council Information Centre & digital services

- Council Information Centre has seen significant changes in operational procedures over the last 12-18 months
- King’s Court enquiry counters
- Department of Work and Pensions
- Food waste bin liners
- Downham Market and Hunstanton
- Focused effort to ‘channel shift’ customers to less expensive contact channels
MyAccount (OneVu)

- The online customer account MyAccount launched in February 2017
- First council in the country to have the system
- Customers able to find out personalised information about housing benefit and council tax
- FAQ’s built on actual enquiries received by the CIC every day
Some facts and figures

- 10,111 accounts opened (as at 25.10.17)
- 43% of accounts created out of hours
- Age profiles
Some facts and figures

- 6,409 service requests have been submitted by customers through MyAccount
- 82.7% have been completed on target
- One customer has submitted 17 service requests since February
- Other regular users are Parish Clerks
- By ward – St Margarets & St Nicholas has the greatest number of accounts
Other digital developments

- Over 30 e-forms have been built
- 4,660 received to the end of September 2016. For 2017 this has increased to 12,505 – an increase of 63% in one year
- 95% of all benefit claims are made online
- We have launched a web chat facility
What’s next?

- Continue to maximise take up of MyAccount
- Launch online licensing forms with integrated payments
- Online brown bin application form will be live during November
- Work closely with the DWP to co-locate our services
- Continue to provide excellent customer service to the residents, visitors and businesses within the borough
Communications update

Sharon Clifton – Communications Manager
What a year!

• Following the launch of our digital newsroom we have also launched a weekly newsletter that people can sign up to receive

• We have set up a council news and event Facebook page to complement the newsroom and Twitter account

• We have provided communications numerous council projects and initiatives

• We have started exploring video, animation and geofilters to increase engagement, awareness and understanding
Digital newsroom

Council food waste move backed by new report
Thursday, 9 November 2017
A report from the recycling charity WRAP (Waste Recycling Action Plan) says using ordinary plastic bags in food waste caddies increases the amount of food waste being collected.

Bins and recycling news

King’s Lynn’s Christmas lights switch-on
Wednesday, 8 November 2017
King’s Lynn’s Christmas lights switch-on is an afternoon of festive fun from noon to 4:30pm on Sunday 26 November.

Events news

Downham Market food waste & recycling pop-up event
Thursday, 2 November 2017
This Friday, 3 November, organisations involved in recycling waste will be at Town Square in Downham Market from 10am to 1pm, to launch the Sainsbury’s Discovery Communities programme.

Bins and recycling news

Hunstanton wins silver at Britain in Bloom finals
Tuesday, 31 October 2017
Hunstanton in Bloom received a Silver Gilt Award in the RHS Britain in Bloom finals
Media relations

- We have issued between 3 and 4 releases each week
- We have handled approximately 25 media enquiries each month
- Organised briefings, photo calls and launches
- Been more proactive than reactive
Media relations (continued)

• This activity has resulted in 2,365 items of coverage in local media
  – 70% neutral
  – 14% positive
  – 13% (general interest articles monitored, but do not mention of us)
  – 3% negative

• Events, public open space, civics and regeneration programmes
  account for the majority of positive stories.

• Perversely, regeneration programmes, public open space and
  planning control account for the majority of the negative stories
  too.
Media relations (continued)

- Feature articles are becoming a more effective tool than traditional releases
Four August weekends, four fabulous events...

If you thought the festival season was over, you need to take a look at what’s on at King’s Lynn this August. The town is host to four fabulous events in August — one for each weekend of the month. Here’s a preview:

1. **Four August Weekends, Four Fabulous Events...**

2. **Life on the Home Front in 1940s King’s Lynn...**

   To take a trip back in time, our annual event celebrating life on the Home Front in 1940s King’s Lynn, takes place this August. This popular event has been a highlight of King’s Lynn’s calendar for many years, offering visitors a glimpse into the daily life of the people of King’s Lynn during the Second World War.

3. **Restoring a Sign of the Times for King’s Lynn...**

   The beautiful sign welcoming visitors to King’s Lynn will soon be returning to its home, and it will look better than ever! Stephanie Lewis takes a closer look at the locally-undertaken restoration work.

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Image: A page from a newspaper showing various articles and images related to King’s Lynn events.
A partnership bearing fruit at Orchard Place...

As nominations for the 2018 Mayor's Design Awards open, it's time to celebrate the very best of local expertise - in terms of architecture, design, construction and craftsmanship.

Pick your perfect home.
How to make sense of permission in principle

The government has recently introduced the concept of ‘planning permission in principle’. This allows developers to apply for planning permission in an early stage of development, which can help to speed up the planning process. The application is made by a council and, if successful, can be used as evidence that the development is likely to be allowed by the local planning authority. This can help to attract investment and encourage developers to bring forward new homes.

Principle

Permission in principle is a way of ensuring that developments are in line with the local plan and are sustainable. It is an essential part of the planning system and helps to ensure that new developments meet the needs of the local community.

How do you apply for permission in principle?

Applications for permission in principle must be made by the local planning authority and must include details of the proposed development, including the location, size, layout, and type of development. These details must be submitted in writing and must be accompanied by a fee.

How much will this cost?

The cost of applying for permission in principle will vary depending on the size and complexity of the development. However, the cost should be considered in the context of the potential benefits that the development can bring to the local community.
Other activities

• Web copy – Hanse Festival, Invest in West Norfolk

• Prospectus – Nelson Quay, Nar Ouse Business Park

• Comment pieces

• Support for major projects – One Public Estate, Riverfront, Channel Shift, Major Housing, Fields in Trust etc.
Send us nominations for
Mayor’s Business Awards 2018

Massive investment in the town and its surrounding areas is really starting to pay off” says Alistair Beales

Challenges remain but plenty of hope too
Economy is growing despite Brexit uncertainties

Awards recognise excellence of commerce in this borough

Borough Council of
King’s Lynn & West Norfolk
Regenerating new life in Lynn

Just been published, following consultation, for the potential development of the Blue Quay and South Quay area of Lynn housing. This £153m mixed-use scheme is led by the borough council. Our next steps will be to progress a further phase of funding for the development required for the site.

The key to this project will be attracting worthwhile investors and developers and they are the new stages of the scheme.

The Nea Quay Business Park, which is a 15ha site of employment land, has already been provided in the planning permission for a further 10,000sqm of infrastructure works will be undertaken to enable commercial development on site from 2019.

The £5.5m King’s Lynn Innovation Centre is already in the site and has been delivered in 10 business units, which are already occupied.

The council is 50% owner major.

Cautious optimism continues

Economy in West Norfolk continues

Peter Haddon

Another example of the new businesses that are being established is the new business in the Enterprise Zone. The new business is expected to be operational in the first quarter of next year. Other biogas companies have undertaken major investment, including Edin’s in Broughton and Eglin at Holyhead.

Investment in other parts of the town is also helping to grow businesses. Businesses in the town are now more established in the town retail area. The former Basset shop is now occupied by a new restaurant, which is now occupied by Basset.

The Heritage Lottery funded ‘The Nea Quay Business Park’ has been awarded £15m by the Heritage Lottery Fund and is due to be completed in 2019. The Nea Quay Business Park is expected to be operational in the first quarter of next year. Other biogas companies have undertaken major investment, including Edin’s in Broughton and Eglin at Holyhead.

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Local apprentices given a start with these starter homes

This apprenticeship scheme is part of the ‘Lynn Innovation Centre’ which is a new business development in Lynn. The business development is expected to be operational in the first quarter of next year. Other biogas companies have undertaken major investment, including Edin’s in Broughton and Eglin at Holyhead.

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Social media

• Since our Twitter account opened in July 2010 we have attracted 5137 followers

• In 2017 alone we have posted 1221 tweets

• Those tweets have made 1,013,000 impressions

• On average each tweet is seen 829 times (some only 5 times some as many as 8939 times)

• Our Twitter activity is directly driving traffic to specific web pages

• Top tweets are generally event based – however info about high tides and the election last year also featured
Social media (continued)

- Created borough council Facebook page in June 2017

- We have 288 likes and 306 followers – a small but growing, and engaged audience

- 33 posts on Facebook in the past month

- These 33 posts have reach 9,477 people and had 15,732 impressions. On average our Facebook posts are seen 477 times

- We have 17 times more followers on Twitter, but get only twice the impressions we get on Facebook.

- Over the next 12 months we will be concentrating on increasing our Facebook audience as it is clearly a more effective tool for promotion.
Social media (continued)

• We developed a Geofilter for Snapchat to be used in The Walks during our firework display. This included our logo to ensure people knew who had organised the event.

<table>
<thead>
<tr>
<th>METRICS</th>
<th>Swipes</th>
<th>Uses</th>
<th>Views</th>
<th>Usage</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>804</td>
<td>515</td>
<td>39.2K</td>
<td>64.1%</td>
</tr>
</tbody>
</table>

• For an investment of £23 awareness was raised with 39,000 views.
A note about Graphics and Print

• Print room was relocated to the depot last November, with new equipment following a tender process. Annual lease costs reduced, space released in main building to accommodate DWP.

• Graphics are in more demand than ever – print materials still require same amount of design even if fewer are printed. Requests for digital assets on the increase such as web graphics, Facebook banners, twitter images. Increasing number of requests for animation and video too.

• Floor copiers currently out to tender with current contract expiring in 2018.
Coming up

• Undertake a review of media protocols with the portfolio holder and communicate any changes – this needs to encapsulate the need for a speedy response

• Review social media guidelines

• Support and assist other staff members who are establishing a social media presence – LILY, Town Hall, Stories of Lynn, Invest in West Norfolk and others

• A focus on internal communications
Thank you

Any questions?