

## **CABINET MEMBERS REPORT TO COUNCIL**

**6 September 2018**

### **COUNCILLOR MRS EA NOCKOLDS CABINET MEMBER FOR CULTURE, HERITAGE & HEALTH**

For the period 19 July to August 28th 2018

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

Following our successful bid to 'Combating Loneliness and Reducing Social Isolation' Fund Lily 4 was launched on 1st July. Lily 4 was awarded £164,345 per annum for 3 years. This funding means we will be working with all adults hence the name change to just 'Lily'. The Borough Council are also contributing to the project. Our graphics team designed a new Lily logo to fit with the new Lily age group of 18 plus and our Communications team have helped to ensure wording is easy to understand on both the directory categories and the marketing materials. Lily branding has included a complete redesign of the directory, social media and marketing materials. The Lily directory is currently being rebuilt with new categories. Lily 4 has already reached over 4000 people on Facebook during July and early August. According to Google statistics, in July, the Lily online directory had 3,336 users.



The Lily infopoint at the QEH has been updated to show the new logo and age group.

Lily 4 will concentrate on supporting residents in West Norfolk to access social activities to support their health & well being. The team will also continue to signpost and refer residents to relevant support services if appropriate. Our Lily Co-ordinator has been working with 23 Lily Advisors across the 5 voluntary organisations as well as the Library Service staff and volunteers who will be 'Lily Champions'.

Continuing the West Norfolk brand which is recognisable with existing platforms, the Leader Trail project, both web-site and mobile application, is going to be named 'Explore West Norfolk'. A second mobile application will be named 'Walk West Norfolk Trails'.

The website and Mobile App prototype has been agreed although the logo is still being worked on. Photography of participating venues are in process and is due to be completed within the next two weeks. The promotional videos are in process and due to be completed by the end of September.

The Norfolk Museums Kings Lynn staff have completed the work on improving the interpretation and display at the South Gate. The new displays, which includes replica furniture, smells, food objects, brass rubbings, clothing to wear and Interpretation panels are all in place. The South Gate opened to the public on 4th August. Its thanks to many loyal volunteers that the building is open 3 afternoons each week until mid September.

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

To commemorate the centenary of the ending of the First World War a land art project, named 'Return to the Battlefields', will be installed in the Tower Gardens. The project will involve working with the local branch of the British Legion, 600 children from local schools and the Outreach Officer at Stories of Lynn. 600 mini soldiers will be decorated and a name from the cenotaph will be placed on each one by the school pupils. The children will also attend an activity day to learn about their soldier from the Records and view the Roll of Honour held in the Archive Centre.

Within this project 2 fullsize 'There but not There' World War Tommies, purchased by ourselves and the Rotary Club, will be installed overlooking the battlefield consisting of the mini soldiers.

The Soap Box Derby at Hunstanton on the 23rd September is being sponsored by Searles of Hunstanton. The registration of entrants is complete as 50 groups applied well in advance of the closing date.

As it's the 20th anniversary of the start of investigations into Seahenge and the 10th anniversary of the display of the Seahenge at the Lynn Museum colleagues from the NCC Historic team and the WN & KL Archaeological Society are working together to stage a Seahenge conference on 10th November. There are proposals for a school conference event during the same week.

## **3 Meetings Attended and Meetings Scheduled**

Portfolio meetings with;

- Ray Harding Chief Executive
- Lorraine Gore Exe Director Finance
- Chris Bamfield Exe. Director Commercial Services
- John Greenhalgh Environmental Health Manager
- Roger Partridge Hunstanton Heritage Gardens Outreach Officer
- Racheal Williams Stories of Lynn Education & Outreach Officer

Environment & Community Panel

Regeneration & Development Panel

Alive Management & Alive Leisure Joint meeting

Joint Norfolk Museums Service Committee

Local Education Cultural Partnership Board

KL Festival Board meeting

West Norfolk & Kings Lynn Girls Schools Trust  
Annual Allotment presentation Awards  
Anglia In Bloom Judging Kings Lynn  
Britain In Bloom Judging Hunstanton  
Heritage Action Zone Board meeting  
KL & Area Museums Committee  
South Gate volunteer team