

## **CABINET MEMBERS REPORT TO COUNCIL**

**10th September 2020**

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

For the period July to September 3rd 2020

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

Our Tourism Manager continues to promote our area as well as giving support to our Tourism industry. The Visit Britain's 'We're Good To Go' scheme is regularly highlighted, as it's a new UK wide tourism industry standard mark, which reassures customers that they are adhering to Government and Public Health guidance. The visitwestnorfolk web-site has increased the users from 10,000 in 2019 to 60,000 this year. A new page has been placed on the web-site specifically to attract more possible production interest from the film industry creatives. The page has a new drone/landscape footage of KL town streets and architecture, with coastal areas and rural Downham Market to be added in the future. Together with a member of our Comms team and our Tourism Manager are members of the Norfolk County Councils Film Assets project steering group. One of their aims is to target the international film industry and showcase what Norfolk can offer.

We are members of Visit Norfolk and the Visit East of England Board at which our Tourism Manager attends weekly meetings of the Marketing Group. The Government has awarded E of E Board a grant for a campaign named 'Unexplored England/Summer Safely' campaign. This grant will cover the costs of the entire campaign including a late summer season extension for the month of September. This campaign is to reinforce our region as a safe space with wide-open landscapes that can be enjoyed and explored in late Summer as in traditionally peak times. The Visit Norfolk website has had an increase in users of an extra 100,000 this July and almost 2million views. Travellers are being encouraged to 'Know Before You Go', to ensure places are open and many are asking customers to pre-book before arrival.

Our District Discharge staff have had 129 referrals from the QEH since April. Many of the patients are in need of adaptations for access, bathing or stair lifts and some for Careline or key safes requests. Our staff have not returned to the QEH until a H&S assessment has been written and signed off. In the meantime referrals are not hindered as the therapists at the QEH are helping to facilitate virtual assessments or by phone contact. The aim is for staff working from the QEH late September/ October.

Until recently the LILY team have been able to utilise staff from other departments of the Council. They have all helped with calls out to residents

and Lily advisors. The LILY team are working towards closing client cases who are able to get back to normality, in preparation for a further spike and also an increase in demand due to poor mental health, closure of voluntary groups, bereavement or unemployment. LILY advisors are experienced in a wide remit of support and are prepared to be working as part of the vulnerability hub to work alongside the Council within the Local Outbreak Control plan preventing and managing outbreaks in high risk locations, workplaces and communities.

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

Lynn Museum will not be opening until later in the year, once the risk assessments and safe systems of work are completed. The staff have been working behind the scenes to bring the fascinating history of west Norfolk to our residents by producing watch-along events via their twitter account. The last one held was to celebrate Festival of British Archaeology which centred around the Time Team 1999 episode at Bawsey church ruins. Regularly the Museum place on Twitter photographs of objects and or paintings from the collections with an inscription describing the item. On the 19th September a Virtual Tour of the museum will be given.

The newly appointed AWN Community Development Manager is encouraging our residents to take part in the National Fitness day, 23rd September. It is suitable for everyone to join in the Alive Active Mile. It can be completed through any form of physical activity, walking, swimming etc.

The Stories of Lynn has been opened since July 4th with holiday activity events for children. Over 120 children attended enjoying making a museum in a jar, making and decorating kites and continuing with one of the activities which was on the S of L web-site for commemorating VJ Day. The activity involved using origami to make a crane bird which is an important symbol of piece in Japan. The cranes will eventually be joined with those made at Thetford museum and sent to Japan to celebrate new friendships Norfolk and Japan.

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

Meetings attended via Microsoft TEAMS;  
Lorraine Gore Chief Executive  
Duncan Hall Assistant Director  
Martin Chisholm Assistant Director  
VJ Day working group  
Phillip Eke Tourism Manager  
Alive WN  
Joint Norfolk Museums Committee  
Towns Fund Board  
Hunstanton Town Council Liaison Forum  
via ZOOM;  
British Crafts & Conservation Foundation

Cabinet  
Visit Norfolk Board  
KL Festival Board  
CPP Panel  
R&D Panel  
Meetings;  
Deputy Chief Exe of QE Hospital Trust  
AWN Community Development Manager