

# Annual Communications Update

**Becky Box – Assistant Director (Central Services)**

**Jo Hillard – CIC Manager**

**Andrew Howell – Web Team Manager**

**Tim Baldwin – Communications Officer**

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



# Introduction

**Becky Box – Assistant Director (Central Services)**

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



# Council Information Centre

Jo Hillard – CIC Manager

Borough Council of  
King's Lynn &  
West Norfolk



# Overview of the Council Information Centre

- The CIC deals with customer enquiries through the call centre, main reception, online forms and web chat.
- The CIC's response to COVID-19
- Introduction of the Test & Trace calls
- Digital services are an important part of the CIC



# CIC's response to COVID-19

- Providing support and advice to customers and businesses throughout the pandemic
- Dealing with enquiries from vulnerable customers and absorbing the 'Community Hub' into the CIC
- Moving the CIC back to the second floor of King's Court
- The re-opening of main reception at King's Court



# Test & Trace calls

- Implemented a team to contact 'Positive' cases and 'Close' contacts identified by PHE and NCC
- Approximately 500 'Positive' cases contacted for Test & Trace
- Nearly 6,000 calls have been successfully made to 'Close' contact households
- New system introduced for self-isolation contact

# Digital services

- Just over 4,000 web chat conversations so far this year
- 85% of web chats prevented a call to the CIC
- Just over 3,000 'MyAccounts' created so far this year
- Work closely with the Corporate Web Team and Communications on website and social media updates
- Online forms played a big part

# Future developments

- Further online form integration with iDox Uniform
- Increasing take-up of web chat
- Upgrade to Windows 10
- Reviewing existing processes
- Video interpreting services

# Corporate Web Team Update

Andrew Howell – ICT Web Team Manager

Borough Council of  
King's Lynn &  
West Norfolk



# Overview of the Web Team

- We manage the Council's digital estate
- Continued demand for digital services, especially since the start of COVID-19
- Over 1.7 million website visits and 4.5 million page views in 2020/21
- Website visits up by 41% in 2020/21 and up by a further 30% in 2021/22
- Previous investment in mature and stable digital platform has again proven invaluable



# Web Stats

Stats from 01/11 to 31/10 each year

	User sessions	+/-	Page views	+/-
2018/19	973,741	-	3,266,076	-
2019/20	1,267,758	+30.2%	3,813,144	+16.8%
2020/21	1,787,746	+41.0%	4,535,442	+18.9%



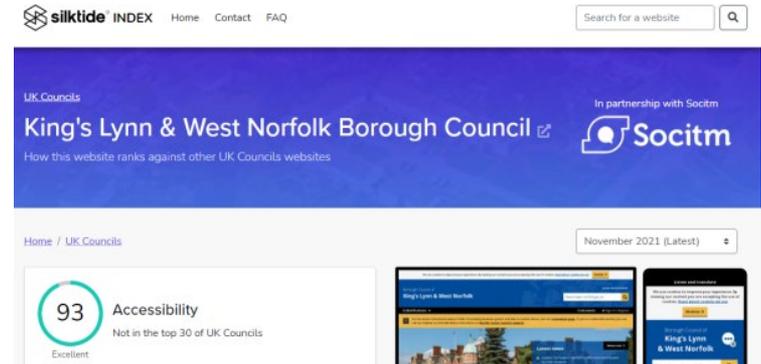
# New developments

- Priority has been to continue to support our response to COVID-19
- New website launched for Norfolk Climate Change Partnership
- New websites for Visit West Norfolk and Sail the Wash (launching soon)
- System integration work for Waste and Tourism services
- Content for climate change and West Winch Strategic Growth Area



# Website accessibility

- Legislation came into force in September 2020 around website accessibility:
  - ✓ Ensure equal access for all
  - ✓ Improves usability for all
  - ✓ Meet our legal obligations
- Currently ranked as excellent for website accessibility according to the Silktide Index of UK Councils.
- Recently passed an accessibility audit from the Government Digital Service (GDS)



# Future developments

- New corporate intranet planning starting in later this month
- Further integration work with back office systems (Simpleview, Whitespace and iDox)
- Investigate the use of new technologies to bring about further efficiencies and savings



# Communications Update

Tim Baldwin – Communications

Borough Council of  
King's Lynn &  
West Norfolk



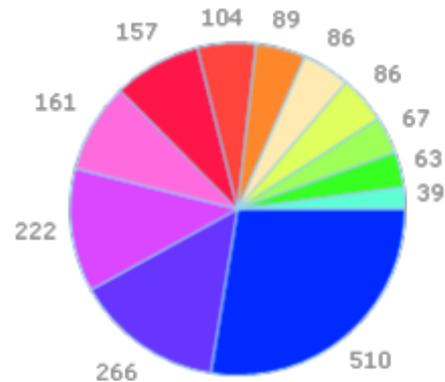
# Media relations

## Coverage by Category

01/11/2020 - 01/11/2021

Teams : Communications

Borough Council of  
King's Lynn &  
West Norfolk



- Planning Control
- Dem Services and Ele...
- General Interest
- Events
- Regeneration program...
- Chief Executive
- Leisure Facilities
- Emergency planning
- Civics
- Air Quality, contami...
- Public open space
- Personnel Services

Borough Council of  
King's Lynn &  
West Norfolk



# Covid response

**FACE COVERINGS**  
to be compulsory on public transport and in shops

**ALL INTERNATIONAL ARRIVALS**  
to take a day 2 PCR test and self-isolate until they receive a negative result

**ALL CONTACTS**  
of suspected Omicron cases must self-isolate for ten days, regardless of their vaccination status

**Borough Council of King's Lynn & West Norfolk News & Events**  
@BCKLWnewsandevents · 3.7 (6 reviews) · Government organisation

**If you've not had a vaccine yet, don't worry...** The NHS Worry Bus will be in the Tuesday Market Place on Monday 1 November, from 9.30am – 4.30pm



You may feel fine, but it's **GOOD TO KNOW**

Help stop the spread. Asymptomatic rapid testing now available at:  
Fairstead Community Centre  
Monday - Friday  
8am - 4pm

Logos for Norfolk County Council, NHS, and Public Health England.

**NHS vakcinacijos autobusas atvyksta į South Lynn**

- Tik pirmosios vakcinacijos COVID-19 dozės
- 18 metų ir vyresni

**NHS community health team (Zespół ds. zdrowia) przybędzie do South Lynn aby wykonać bezpłatne szczepienia przeciwko Covid-19. Rezerwacja nie jest wymagana.**

- W tych przychodniach podawane są tylko pierwsze dawki szczepionki przeciwko COVID-19 - nie trzeba się umawiać!
- Dla wszystkich osób w wieku 18 lat i starszych

**Enjoy the Bank Holiday safely.**

If you're meeting indoors, stick to a **group of 6 or two households**. Remember to **Open a window** to let fresh air in.

Logos for HANDS, FACE, SPACE and FRESH AIR.

# QE Hospital petition

**Petitions**  
UK Government and Parliament

**Coronavirus (COVID-19)**  
What you need to do  
[Read the latest information from Parliament about Coronavirus](#)

Petition

## Prioritise funding for a new hospital for King's Lynn & West Norfolk

A new hospital for King's Lynn & West Norfolk should be prioritised for funding in forthcoming funding announcements, and support provided to fast-track its design and build, to ensure the area has a modern, fit-for-purpose hospital that meets the needs of patients, staff and visitors.

[More details](#)

**Sign this petition**

**15,127** signatures

[Show on a map](#)

100,000



**Love West Norfolk**  
Published by Tim Baldwin · 26 August ·

Please sign and share the petition today:  
<https://petition.parliament.uk/petitions/590390>

- Love West Norfolk
- Love The Queen Elizabeth Hospital King's Lynn NHS Foundation Trust
- Sign the petition

**love WEST NORFOLK love THE QE sign THE PETITION**

Queen Elizabeth Hospital. Which is badly in need of a rebuild.

0:19 / 0:45

1,343 People reached    87 Engagements    [Boost post](#)

<https://petition.parliament.uk/petitions/590390>

Borough Council of  
King's Lynn &  
West Norfolk





ABOVE: Solar-powered waste bins in Hunstanton are just one of the green initiatives being introduced across the area by the Borough Council of King's Lynn & West Norfolk, led by the council's first portfolio holder for climate change Councillor Paul Kunes. It also includes the visually stunning project *The Intergalactic Harseatic League* (opposite), a time-travel experience taking place in King's Lynn town centre and online designed and produced by the art and technology organisation *Collusion*

## West Norfolk commits to tackle climate change

*It's an issue that affects every person on the planet, and the Borough Council of King's Lynn & West Norfolk is now making significant efforts to minimise the impact of climate change on our doorstep...*

**T**his autumn climate change is high on the global agenda with the significant milestone of the UN Climate Change Conference (COP26) in Glasgow. Countries around the world are affirming their commitment to tackling this enormous challenge and accelerating action.

Here in west Norfolk, the Borough Council of King's Lynn & West Norfolk shares this commitment - and made the declaration of a climate change emergency this summer.

"We announced a climate change emergency with a robust climate change strategy and action plan in place," says Councillor Stuart Dark MBE,

leader of the council. "In addition to this motion, we've also brought our net zero target forward to 2035 from 2050 - and we are committed to reviewing whether we could bring it forward even further to 2030. We're serious about tackling climate change and we're putting the foundations in place to take decisive, meaningful, and robust action to mitigate and minimise the impact in our district."

This includes adopting a corporate climate change policy, a climate change strategy and action plan, as well as incorporating a climate change policy into the council's local plan. The borough has also made a significant financial investment - provision has

been put forward for £1 million as a climate change budget over the next four financial years.

The work is being led by the council's first portfolio holder for climate change Councillor Paul Kunes.

"A key priority for us is getting our own house in order and we're taking steps to make our own buildings, interventions, and activities more environmentally friendly and reduce our carbon footprint," he says. "As well as my role, we've also appointed a full-time climate change officer to work with other staff on this important issue. We've paved the way to deliver significant actions for a greener future in west Norfolk."





This includes making the council's buildings more environmentally friendly - and earlier this year, the borough received a grant of £3.8 million through the public sector decarbonisation scheme to help decarbonise heat from its buildings. This is in addition to adding solar panels and improving the energy efficiency of a number of its buildings.

The council has also carried out £1.3 million worth of energy efficiency retrofit projects, and is set to invest £600,000 to improve the energy efficiency of street lighting across west Norfolk.

And waste and recycling lorries are now greener as they require 20% less diesel; they also use electric server technology for tail lifts. As a result, emissions from refuse collection are expected to reduce by 38%.

Whilst Councillor Kunes says there is more to do (such as making further changes in the council's energy consumption) it's already seeing some positive shifts. Having implemented the changes the council has seen a reduction of 59% in corporate emissions from 2009-10.

**PICTURES:** The environmentally-friendly initiatives currently being introduced by the Borough Council of King's Lynn & West Norfolk include Parkway (below) one of the greenest housing developments the area has ever seen



## EXEMPLAR HOUSING DEVELOPMENT

More recently, it was announced the Parkway scheme - that will bring 226 much-needed new homes to Gaywood - will be of the greenest developments west Norfolk has ever seen.

"We're putting additional infrastructure into the Parkway development to support environmentally-friendly measures at an additional cost of £17 million," Councillor Kunes explained. "As a result, the Parkway development will be an exemplar scheme which links firmly to our carbon reduction commitment. Our fabric-first approach will see each new home on this development being built with air source heat pumps and underfloor heating to maximise their efficiency and minimise their impact on the environment. Homes where roofs are aligned with the sun will have photo voltaic panels installed. Parking spaces will be electric charging laid, with ducts and draw strings ready, and garages will have electric vehicle charging points installed."

This eco-friendly approach also extends to the surrounding area.

"The design of the scheme means that we are removing as few trees as possible," says Councillor Kunes, "and for every tree that's removed a further three will be planted."

Work on the Parkway scheme is due to start next year.

## EVERYONE CAN PLAY THEIR PART

"We are starting to make progress but we know that to truly make a difference, we all need to work together," says the borough council's leader Councillor Stuart Dark. "Our chief executive leads the Norfolk Climate Change Partnership which includes local authorities and other agencies collaborating to find ways to tackle climate change - not just in our area but across west Norfolk as a whole."

"Every single one of us can do our bit, and in the coming years, we will

## WHAT CAN I DO? Some ideas for reducing your carbon footprint...

- If you live within 5 miles or so from your work, then try walking or cycling to get to work. Even if initially you only do so a few days a week, ultimately these small actions add up.

- Roughly 46% of carbon on the road comes from journeys that last between 5 and 35 miles. An option to reduce your transport within this mileage range would be to explore the public transport options in your area.

- Consider composting your food waste. You can find more information about composting on the council's composting page.



- The electricity we use can also be generated renewably. Solar photovoltaic panels (solar pv) are a common source of renewable electricity that can be mounted to your home.

- No matter the size of your garden, you can always consider tree planting. Whether that be in pots or in the ground, or planting species that mature to relatively low heights. Whatever form of tree planting you do, it can help contribute to the absorption of CO2 emissions.

work with businesses and the public to understand how they can play their part to reduce emissions in west Norfolk. We need everyone to get involved and through our website we've highlighted some initial ways for the public to consider their carbon footprint and start to mitigate their pathway to net zero.

"We want to secure a sustainable future for west Norfolk and we're committed to achieving this through the actions of the council but also by working together to make the difference for all of us."

Borough Council of  
King's Lynn &  
West Norfolk



# How to Understand the planning process with The Borough Council of King's Lynn & West Norfolk

For those new to the planning application process, it can seem a daunting process, especially when you hear of projects taking years to receive permission. The truth is that most planning applications are decided within eight weeks, but whether you're making your own application or are using a specialist planning agent, it's well worth understanding the basics.

The simplest way to make a planning application is online via the Planning Portal ([www.planningportal.co.uk](http://www.planningportal.co.uk)), a private organisation which handles around 90% of the nation's planning applications.

Specially designed to make the process easier for homeowners, builders and developers, the Planning Portal leads you through a series of easy-to-follow questions and helps you complete the relevant forms, attach documents and drawings, calculate the appropriate fee and submit the application.

Before you begin make sure you can provide ownership details, although the Planning Portal also takes account of circumstances where parts of the site are shared, the purchase is yet to be completed, and where the ownership is unknown.

When it comes to submitting drawings they must be completed to prescribed scales and have a north point to indicate the plot's orientation. Existing and proposed elevations, floor plans and finished floor levels are all likely to be required. Depending on the nature and scale of the project, you may also need to include a flood risk assessment, heritage statement, tree survey, ecology survey and contaminated land report. The list of local requirements (and current fee structure) can be found on the planning



## "Save time and money by understanding the basics"

application pages of the council's website.

Once submitted, your application goes on a four-stage journey consisting of validation, registration, consultation and decision.

If your application is invalid you'll generally be told why within five working days of receipt (and advised on what further information is required), but once accepted you'll be given a planning case officer and an estimate of the date a decision is likely to be made. Your application will be available on the council's online public access system and in most cases will be dealt with within the statutory time limits - from eight weeks for minor applications to 16 weeks for proposals accompanied by an environmental statement.

Nearby residents will receive consultation letters, and we may also need to consult third party organisations and the relevant parish council. Our Statement of Community Involvement explains how we consult and publicise applications, a process that

normally takes 21 days.

Following the consultation period the planning case officer will compile a report that takes into account local planning policies, the views of local residents, and the thoughts of third party organisation. The decision to approve (or not) is either made at this stage under officer delegated powers, or the application is referred to the Planning Committee for a final decision.

For further information please check out the planning application pages of the Borough Council's website at [www.west-norfolk.gov.uk/info/20077/planning\\_applications](http://www.west-norfolk.gov.uk/info/20077/planning_applications)



Lee Osler

OFFICER MANAGER/  
DEPUTY SENIOR  
INFORMATION  
RISK OFFICER  
ENVIRONMENT &  
PLANNING SERVICE

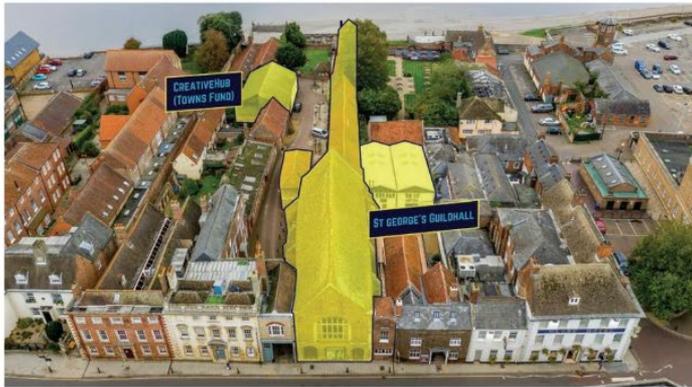


Borough Council of  
King's Lynn &  
West Norfolk



The Borough Council of  
King's Lynn & West Norfolk

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ABOVE: The revitalising of the St. George's complex in the centre of King's Lynn is just one part of an exciting programme of development following the award of a major government grant.

# The shining light at the end of the tunnel...

*Thanks to £25 million in government funding the Borough Council of King's Lynn & West Norfolk is looking forward to a bold new vision for the town to maximise its assets and realise its potential*

A bright future is on the horizon for King's Lynn, with the announcement of £25million in government Town Deal funding to support a broad range of initiatives, fully detailed within the Town Investment Plan.

The news was warmly welcomed by members of the Town Deal Board, including Chair Graham Purkins, MP James Wild, Leader of the borough council Cllr Stuart Dark MBE, and Principal of CWA David Pomfrett.

"Collaborative working between the Town Deal Board and the borough council in conjunction with valuable and constructive engagement with the local community enabled us to submit a strong proposal through which we've secured the maximum possible amount of funding," says Graham Purkins, Chair of the Town Deal Board

and Chief Technical Officer at local pharmaceutical company Merkin. "This is a significant achievement and I'd like to thank everyone involved for the hard work and commitment that has made this possible."

Projects included in the funding are split into the priority areas set out in the Town Investment Plan:

- New opportunities for skills and jobs for local young people and everyone affected by Covid-19 who now need to re-skill, linked to demand from local employers and opportunities in local sectors.
- Growing innovative businesses attracted by our connectivity and high quality of life and supported by the



networks and collaborative support that businesses need.

- A repurposed town centre with new experiences and businesses to increase footfall, enhance cultural opportunities, and bring the two together.



- A high-quality residential and leisure offering in the historic town centre and riverfront, attracting new people to live and work in the town while protecting its unique heritage.

- A sustainably-connected town through reduced congestion and better connections between the town, its catchment area and residential growth areas, creating safer walking and cycling routes and supporting remote working.

"All the projects within this plan have been developed through consultation with the public and engagement with the stakeholders and local businesses," says Cllr Stuart Dark MBE, Leader of the Borough Council of King's Lynn &

West Norfolk. "Without their responses and involvement, we wouldn't have achieved this significant investment for the town."

But now the really hard work begins. The Heads of Terms (already agreed by the Town Deal Board) need to be signed by 29th July.

The board then needs to prioritise which projects it wants to take forward since the current list totals more than £33m and the town received the maximum amount of £25m. The board will have just two months to prioritise the projects and submit a Town Deal Project Confirmations Document.

Then a full business case must be developed for each project which will need to be submitted to the Ministry of Housing, Communities and Local

Government for approval within the next year.

The council is also recruiting a Town's Fund Programme Manager as a dedicated resource for this programme.

As each project is taken forward, officers will need to check it meets the criteria of the scheme, as well as being within budget and deliverable within the timescales. Areas that could benefit from the funding include:

- Developments within the town centre that could provide both residential and commercial space, along with an increase in pop-up opportunities, increased leisure opportunities and improved perception of the area.



# Incinerator and petition – issues with an impact on us

By Stuart Dark, leader of the Borough Council of King's Lynn & West Norfolk

This month, my column focuses on two issues which could impact on us all.

Firstly, MVV Environment Ltd wants to build an incinerator in the Medworth Ward of Wisbech.

At this stage we have only been asked to provide a technical response. We have made it clear that we agreed a motion in February this year stating we would stand with our colleagues Wisbech Town Council, Fenland District Council and Cambridgeshire County Council in opposition of this proposal.

The planning application, once submitted, will be decided by the Secretary of State. We discussed this matter at a special planning meeting on August 13 and have made our opposition to this proposal clear at this pre-planning stage.

We will reiterate this throughout the process. An incinerator of the size proposed, in the location proposed, close to our historic town, is not appropriate and we

will continue to oppose it.

Secondly, our ongoing campaign to support the Queen Elizabeth Hospital's Management's bid for a new hospital. The Love West Norfolk petition has 7,500 signatures, far short of the 100,000 we need to trigger a debate, and a way off the 10,000 required for a response from government.

We will continue to push the matter with local MPs and ministers. I will be writing to Sajid Javid, the new Secretary of State, and will be urging the West Norfolk Strategic Partnership to do the same. Time is running out, and we need to do everything we can to ensure that the QEH is on the list for funding.

If you or any of your friends or family have not yet signed the petition, please do so.

We are doing what we can to support our NHS colleagues and we need you to do the same. Visit <https://petition.parliament.uk/petitions/590390>.

To finish on a lighter note, our Summer of Play has proved very



popular.

It runs until the end of the school holidays, so anyone wishing to take advantage of low and no cost activities should check [www.alivestnorfolk.co.uk](http://www.alivestnorfolk.co.uk).

This weekend sees the GEAR event taking place on Sunday and the annual Pride event on Saturday. The following weekend we have Fun in the Park – for more details on all our events visit [www.west-norfolk.gov.uk/events](http://www.west-norfolk.gov.uk/events)

## Talk of the Town Fund

Written by

**Harry Seaton**

A new monthly column from Vision King's Lynn about how the Town Fund deal can benefit King's Lynn

# Young people: Help to shape future

**K**ing's Lynn has been my home for 97.6 per cent of my life, and whilst that is only 24 (very nearly 25) years of life, it still feels very significant.

I didn't go to university, but I did try London for seven months! Turns out I am more of a Norfolk boy than I thought.

I attended local schools and colleges and performed in local venues. I even used to busk in the street every weekend. Now I run two businesses in the town, both digital marketing companies and, whilst I spend a lot of time away from the town, I've firmly chosen it as my base.

Ask a group of people what they think of their hometown and you'll always be met with mixed responses. Some of my friends bought houses here as quickly as they could, oth-

ers couldn't get away quick enough.

Love it or hate it, there will always be things you would change.

I know I certainly have a few suggestions.

It is definitely tough, as a young person, to feel like you really have a voice in decisions as important as spending millions of pounds on renovating the town. Often, it can feel like it's a box that needs to be ticked and the input doesn't amount to much.

This isn't that. I joined the Vision King's Lynn board the moment I realised that. As the youngest member of the board, I'm now asking you for help, and they are too.

We have two opportunities for you, if you're aged 16-25 like I am. They're both quick and easy surveys.

One will help shape the future of Kings Lynn. The other is for those interested

in launching businesses in the town like I have done. It'll take no time at all, and the first survey actually enters you into potentially winning one of six £50 High Street vouchers.

If I'm completely honest, it requires a lot of selflessness. By the time these changes come into place, you might not be 16-25. I certainly won't be, I only have 14 months left as it is!

You'll be creating something wonderful for the next lot to enjoy though, and if you do stick around like I intend to, I'm sure we'll all enjoy the improvements too.

Young People survey: <https://www.surveymonkey.co.uk/r/72MFRQQ>

Pop-Ups survey: <https://www.surveymonkey.co.uk/r/7CQ8NJX>

\*The closing date for both surveys is 5pm on Sunday, October 24.



Harry Seaton



# FOLK *in the* TOWN

TUESDAY MARKET PLACE  
24 & 25 July 2021

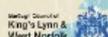
## SATURDAY

The Browns 11.30 am  
Kevan Taplin 12.15 pm  
Blakeney Old Wild Rovers 13.15 pm  
The Lighters band 14.15 pm  
The Larks 15.15 pm  
The Annie Duggan Band 16.15 pm  
Alden & Patterson and The Shackleton Trio 17.00 pm

## SUNDAY

Yve Mary Barwood 11.30 am  
The Fried Pirates 12.25 pm  
Kelly Bayfield (David Booth) 13.20 pm  
The Bounty Hounds 14.15 pm  
Schrodingers Strings 15.15 pm  
The Boxwood Chessmen 16.15 pm  
The Salts 17.00 pm

[west-norfolk.gov.uk/folkinthetown](http://west-norfolk.gov.uk/folkinthetown)



# WEST NORFOLK WELCOMES

## KING'S LYNN SUMMER EVENTS

Folk in the Town  
Tuesday Market Place - 24 & 25 July

Hanseatic Festival of Watersports  
Quayside - 31 July & 1 August

### Still to come this Summer...

GEAR 10K • Silent Disco  
Showtime Circus & D.I.S(NEY).C.O • Mini Meet  
Classic Car & Heritage Open Day  
Mods & Rockers and more.

[west-norfolk.gov.uk/events](http://west-norfolk.gov.uk/events)



Borough Council of  
King's Lynn &  
West Norfolk



Bring a picnic & blanket/ chairs

# FUN IN THE PARK

It's fun, free and for you!

Funfair • Food and drink

Live music on Saturday and Sunday courtesy of Festival Too



Bank Holiday weekend  
**Friday 27 – Monday 30 August**  
The Walks, King's Lynn

### SATURDAY

Planet Abba • Revival • Covés  
Dear Monday • \$ebbuko • Andrew Girling

### SUNDAY

Tasha Leaper as Madonna • Bear Club  
Jessie's Ghost • Kingdom Keys • Kill Me Kate



Alcohol permitted: anti-social behaviour is not. Please behave responsibly.  
Gazebos not permitted, unless prearranged. Organisations that wish to have one please email [events@west-norfolk.gov.uk](mailto:events@west-norfolk.gov.uk)



# MINI MEET

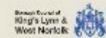
*in the market place*



## Sunday 5 September 10am-3pm

Tuesday Market Place, King's Lynn, PE30 1JW.  
Live music, trade stalls and awards for the best Minis  
– come and celebrate everything that's great about this iconic car at this free family event.

[west-norfolk.gov.uk/minimeet](http://west-norfolk.gov.uk/minimeet)



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



# Also heard on



Borough Council of  
King's Lynn &  
West Norfolk



# Social Media – Twitter Top tweets

**Top Tweet** earned 6,210 impressions

Let's call on the Government to prioritise our region's road network & agree to **#JustFundIt #JustDualIt**  
[pic.twitter.com/XOO6Vx9bh](https://pic.twitter.com/XOO6Vx9bh)



🔍 1 🗨 6 🍷 14

**Top media Tweet** earned 3,388 impressions

Yesterday was National Police Memorial Day. Serving officers were invited to **@KLTownHall** and the building, along with the **@Kicornexchange**, were lit up blue in the evening.

[west-norfolk.gov.uk/news/article/1...](https://west-norfolk.gov.uk/news/article/1...)

**@NorfolkPolice @KingsLynnPolice**  
[pic.twitter.com/monzpTGFC7](https://pic.twitter.com/monzpTGFC7)



**Top Tweet** earned 6,742 impressions

The NHS launches a new COVID-19 vaccination centre at the Town Hall in Downham Market today as part of the vaccination programme.

Clr Stuart Dark, Cabinet Member for Environmental Services & Public Protection, is delighted to see the centre, run by **@TeamQEH**, open.  
[pic.twitter.com/eMT4oTPRtz](https://pic.twitter.com/eMT4oTPRtz)



**Top media Tweet** earned 3,133 impressions

⚠️ Time is running out to sign the petition for funding for a new hospital 🗨  
[petition.parliament.uk/petitions/5903...](https://petition.parliament.uk/petitions/5903...)

Realistically you have until 9 September to sign, make a difference & support our hospital. **@TeamQEH**.

200 props are holding up the roof of the hospital.

[petition.parliament.uk/petitions/5903...](https://petition.parliament.uk/petitions/5903...)  
[pic.twitter.com/lvxFXRczut](https://pic.twitter.com/lvxFXRczut)



**Top Tweet** earned 3,847 impressions

Good luck to **@officialKLTown** who host Wealdstone today. Some of the players have a message for fans and everyone in west Norfolk.

Read more and please sign **@TeamQEH** petition here:  
[petition.parliament.uk/petitions/5903...](https://petition.parliament.uk/petitions/5903...)  
[pic.twitter.com/ZF9IK6uHJe](https://pic.twitter.com/ZF9IK6uHJe)



**Top Tweet** earned 5,151 impressions

Yesterday was **#StJohnsDay2021**. The **@Kicornexchange** and **@KLTownHall** were lit up green to celebrate the amazing **@stjohnambulance** volunteers who work alongside us in our community! 🚑❤️  
**#TeamSJA** [pic.twitter.com/nKWWhjqdoka](https://pic.twitter.com/nKWWhjqdoka)



**Top media Tweet** earned 5,503 impressions

There are around 200 props in over 40 areas of **@TeamQEH** in King's Lynn. Our Chief Executive, Lorraine Gore, explains why West Norfolk needs funding for a new hospital now.

[i: west-norfolk.gov.uk/news/article/9...](https://i.west-norfolk.gov.uk/news/article/9...)

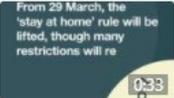
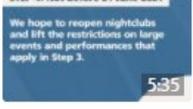
Thanks to our partners including **@freebridge** & **@cwa\_college** for backing this. [pic.twitter.com/hMfhfSKmau](https://pic.twitter.com/hMfhfSKmau)



Borough Council of  
King's Lynn &  
West Norfolk



# Social media – Facebook: most viewed videos

Video	Date added	Minutes viewed ↓			
 Smart litt... 0:32	13/09/2021 15:00	2,195	 Dersingh... 1:04	07/05/2021 18:52	959
 The Mayo... 3:01	13/02/2021 12:00	2,036	 Message... 0:59	01/02/2021 07:48	882
 Food was... 0:19	14/07/2021 15:35	1,612	 Love Wes... 0:03	08/07/2021 12:32	761
 From 29... 0:33	24/03/2021 14:11	1,433	 NORA 4... 1:58	06/09/2021 10:37	699
 West... 9:45	16/04/2021 07:42	1,343	 Love Wes... 8:30	14/02/2021 18:00	684
 Food was... 0:19	20/07/2021 10:38	1,046	 Mayor... 1:43	02/07/2021 10:45	682
 The funfa... 0:12	28/08/2021 08:31	988	 Coronavir... 5:35	23/02/2021 07:39	624

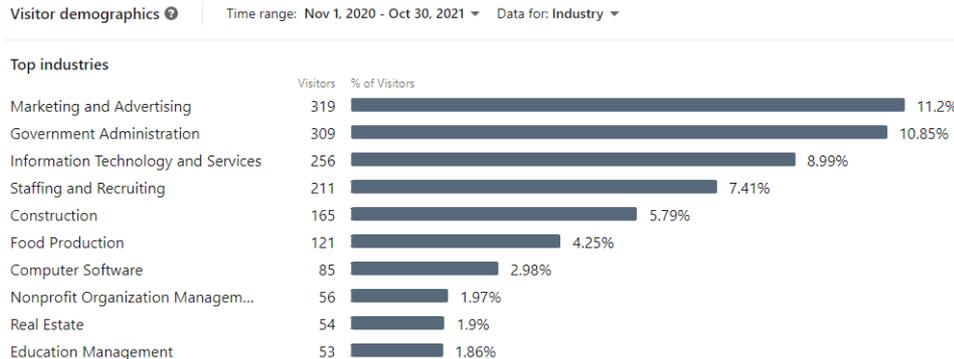


# Social media – Instagram & LinkedIn

The borough council Instagram account currently has 1099 followers on Instagram.



The borough council LinkedIn account currently has 1348 followers.



# Conclusion

**Becky Box – Assistant Director (Central Services)**



# Future developments

- Build on the vital role played supporting the public during the pandemic
- Increase the effectiveness of internal communications and engagement with employees
- Ensure appropriate resources provided to deliver effective engagement and consultation with the public (including for key Corporate Projects)
- Continue to ensure provision of a speedy and proactive service
- Utilise additional budget/resource carefully to meet these challenges



**Thank you – Any questions?**

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**King's Lynn &  
West Norfolk**

