



**Corporate Performance Panel**  
**Monday, 13th November, 2017 at 6.00 pm**  
**in the Council Chamber, Town Hall, Saturday Market**  
**Place, King's Lynn PE30 5DQ**

**Reports marked to follow on the Agenda and/or Supplementary Documents**

1. **Annual Communications Update** (Pages 2 - 36)

**Contact**

Democratic Services  
Borough Council of King's Lynn and West Norfolk  
King's Court  
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PE30 1EX  
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# Annual communications update

**Honor Howell – Assistant Director**

**Andrew Howell – Web Team Manager**

**Sharon Clifton – Communications Manager**

Borough Council of  
King's Lynn &  
West Norfolk



# 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 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

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# SOCITM Better Connected 2016/17

5

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

# 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


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**My Notifications** 5

**Based on my location:**

📍 19 Cedar Way, PE32 1UT

🏠 [Change or clear my location](#)



**My bin collection dates:** On

- 🗑️ Next brown bin collection on Thursday 2 Nov
- ♻️ Next black bin collection on Friday 3 Nov
- 🌿 Next green bin collection on Friday 10 Nov

**Planning applications near me:** On

- 📄 08/08/2017 | 17/01530/F | 1.84 miles away [View](#)
- 📄 24/07/2017 | 17/01417/F | 0.38 miles away [View](#)

**Displaying Council Tax breakdown for:**

📍 19 Cedar Way, Gayton, PE32 1UT

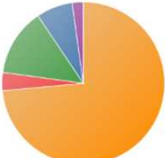
[Change your location >](#)

| Parish or area | Property band | Property amount |
|----------------|---------------|-----------------|
| Gayton         | C             | £1437.94*       |

\* The amount shown does not include any discounts, exemptions or Council Tax Support. To see personalised Council Tax information [sign in](#) or [register](#) for My Account.

The Council Tax breakdown for Band C properties in Gayton for 2017/2018 is shown below. To view the figure as a percentage, please click on the corresponding row in the table. The relevant figure will be shown on the pie-chart.

| Authority                                    | Amount   |
|--|----------|
| Norfolk County Council                       | £1057.17 |
| Adult Social Care Precept                    | £52.11   |
| Norfolk Police and Crime Commissioner        | £193.04  |
| Borough Council of Kings Lynn & West Norfolk | £103.88  |
| Parish precept                               | £31.47   |
| Special Expenses                             | £0.27    |



# New developments – New planning front-end

- Presents most recent and closest planning applications straight away
- Works even if Public Access is down

∞

Displaying planning applications near:

■ 19 Cedar Way, Gayton, PE32 1UT

[Change your location >](#)

| Date received | Address and proposal  | Distance |                           |
|---------------|---|----------|---------------------------|
| 08/08/2017    | The Old Workhouse Eastgate Drive, Gayton, Kings Lynn, Norfolk, PE32 1QF<br>☞ Proposal: Variation of condition 2 of planning permission 16/01521/F: To install air source heat pump rather than approved ground source heat pump | 1.84     | <a href="#">View &gt;</a> |
| 24/07/2017    | Orchard Farm Lynn Road, Gayton, Kings Lynn, Norfolk, PE32 1PA<br>☞ Proposal: Garage extension, minor external and internal alterations  | 0.38     | <a href="#">View &gt;</a> |

[View and comment on all planning applications near you >](#)

Search planning applications

Search term:  Date received within:


Set location: **PE32 1UT** [Change](#) Distance - within 5.00 miles:

Parish:  Ward:

Sort by:  [Reset search](#)

Page 1: Showing 1 to 10 of 21 planning applications. Page select: [1](#) [2](#) [3](#)

Orchard Farm Lynn Road Gayton King's Lynn Norfolk PE32 1PA



☞ Proposal: Garage extension, minor external and internal alterations  
 # Ref: 17/01417/F  
 # Received on: 24/07/2017  
 # Parish: Gayton  
 # Ward: Gayton  
 Ⓞ 0.38 miles away from your set location

[View and comment on this application >](#)



# 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

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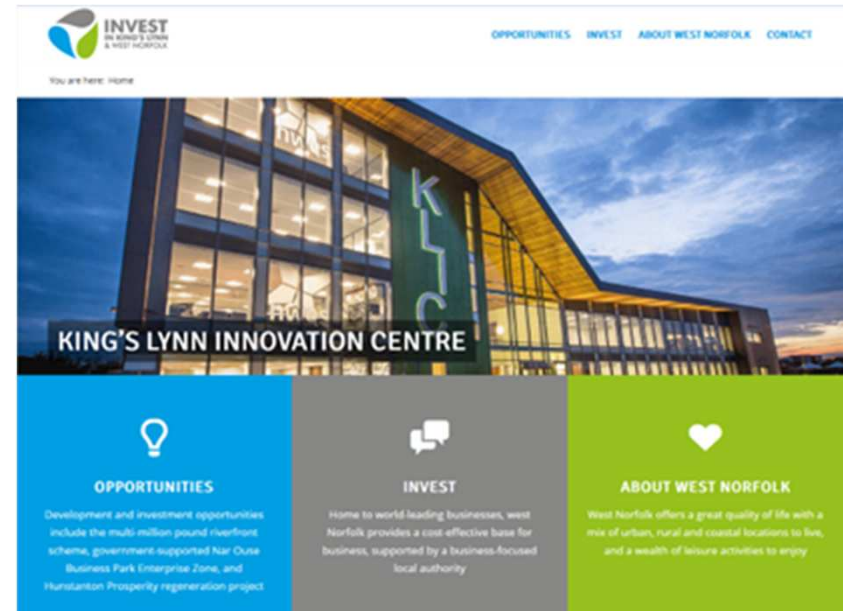
**Contact us**

1. Choose a topic    2. Choose a category    3. Choose an option

| Benefits                 | Claim Housing Benefit                       | Did you know?  |
|--------------------------|---|--|
| Council Tax              | Claim Council Tax Support                   | <p>You can claim Housing Benefit online</p> <p><a href="#">Claim Housing Benefit &gt;</a></p>  |
| Housing                  | Tell us about a change                      | <p><b>Live Chat Service</b></p> <p>Our <b>Live Chat service</b> is available until 5:00pm today and 9:00am to 5:00pm tomorrow.</p> <p><a href="#">Start Live Chat &gt;</a></p> |
| Planning                 | Check if you're entitled                    |  |
| Bins and recycling       | <a href="#">Provide supporting evidence</a> | <p><b>Still need to contact us?</b></p> <p>Phone us on: <b>01553 616200</b></p> <p>Our <b>telephone lines</b> are open until 5:00pm today and 9:00am to 5:00pm tomorrow.</p>   |
| Licensing                | Report suspected benefit fraud              |  |
| Environmental Health     | Can't find what you're looking for?         |  |
| Animals and pests        |   |  |
| Street care and cleaning |   |  |
| Other services           |   |  |

# 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

Borough Council of  
King's Lynn &  
West Norfolk



# 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

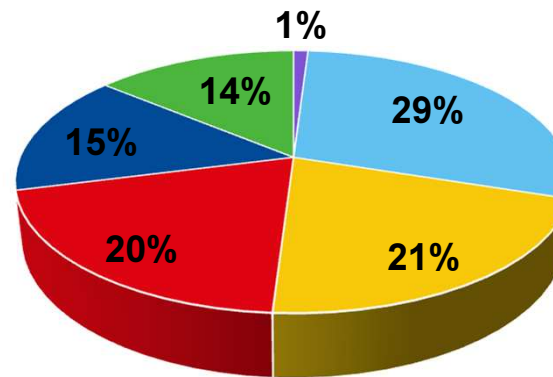
# MyAccount (OneVu)

- 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

# MyAccount

## Some facts and figures

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



■ 15 - 24 ■ 25 - 34 ■ 35 - 44  
■ 45 - 54 ■ 55 - 64 ■ 65 +

## 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**

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



## 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 FWRAP (Food 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



### Contact information

communications@west-norfolk.gov.uk

01553 616711 / 01553 616506

These details are for media enquiries only. For general council enquiries please contact us on 01553 616200.

### Like our news and events page on Facebook

297 people like this. Sign Up to see what your friends like.



## 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

**Time to celebrate our irreplaceable heritage...**

As Historic England launches a campaign to find the 100 places in the country that have helped shape the nation's story, the Borough Council of King's Lynn and West Norfolk is asking for your favourite...

**CUSTOM HOUSES AND TOWERS**  
The most important house in the historic town of King's Lynn...  
**CUSTOM HOUSE**  
An elegant classical building...  
**THE LIBRARY**  
An 18th-century public library...  
**SOUTHWATE**  
King's Lynn once had extensive town defences...  
**KING'S LYNN MINSTER**  
One of the largest town churches in the country...  
**ST NICHOLAS CHAPEL**  
England's largest surviving town church...  
**RED MOUNT CHAPEL**  
This tiny chapel is one of the most beautiful in England...  
**CUSTOM HOUSE**  
An elegant classical building...  
**THE LIBRARY**  
An 18th-century public library...  
**SOUTHWATE**  
King's Lynn once had extensive town defences...

Borough Council of King's Lynn & West Norfolk







# Four August weekends, four fabulous events...

If you thought the festival season was over, you need to think again – as King's Lynn is about to host four fabulous events in August, one for every weekend of the month. Here's a preview...

**F**ollowing a hiatus since last year's event, King's Lynn is set to host four fabulous events in August, one for every weekend of the month. Here's a preview...

**MON AND ROCKERS**  
on August 12 (12noon-4pm)  
Tuesdays Market Place, King's Lynn  
**FREE EVENT**

Organised by the Linnorians Quarter, the event will feature a variety of stalls, including a vintage car show, a live music performance, and a raffle. The event is free to attend and is open to all.



ROLLS IN THE TOWN...  
The 'Rolls' will be on display from 12noon-4pm on August 19th at the Market Place.



Local Life



# Life on the Home Front in 1940s King's Lynn...

To coin a phrase, it was the worst of times and it was the best of times. **Stephanie Lewis** previews a popular free event that transports King's Lynn back to the days of World War Two

**O**n Sunday 24th July, one of King's Lynn's most popular events returns to take the town back to the 1940s. The event is a day-long celebration of life on the Home Front in 1940s King's Lynn. It is a free event for those who wish to attend. The event is a day-long celebration of life on the Home Front in 1940s King's Lynn. It is a free event for those who wish to attend.



WORKING ON THE SIGN...  
The sign is being restored and repainted by Henry Davies (right) at his workshop. The sign was last repainted in 1980 when it was last restored. Back in 2014 it was repainted.

# 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

**N**orfolk is famous for its green and white flag signs, and visitors to King's Lynn may wonder why such an important and beautiful sign is in need of restoration. The sign is a beautiful example of a traditional Norfolk flag sign. It is a sign that has been used for centuries to welcome visitors to the town. The sign is a beautiful example of a traditional Norfolk flag sign. It is a sign that has been used for centuries to welcome visitors to the town.

Borough Council of King's Lynn & West Norfolk





## A partnership bearing fruit at Orchard Place...

...A collaboration between Lovell and the Borough of King's Lynn & West Norfolk is set to deliver over 350 new homes.

An in-  
Cou  
new



ABOVE: 11 Perry Street in Great Yarmouth, a development of 14 flats that won both the award for Small Residential Homes and the Overall Best Award at the last Mayor's Design Awards. It's been set to replace a vacant building. Credit: Commercial assets for their work on the project.

## Make an impact on the Mayor's Design Awards

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

It's time for your grand designs to reach a greater stage, as the nominations for the Mayor's Design Awards 2018, organised by the Borough Council of King's Lynn & West Norfolk in association with RL Magazine, open in November. These prestigious awards recognise local architectural excellence and craftsmanship and highlight the role good design plays in making our community an attractive place to live and visit.

Having travelled across our borough since becoming Mayor I've seen at first-

hand the vision and skills of our local designers, architects and builders. Through the many magnificent buildings that our 'lovely' King's Lynn City Council boasts, it's easy to see how quality design and careful craftsmanship can make such a difference in the local community – whether it's a completely modern build or enhancing something back to its original splendour. These talented people are all trying to make their borough a more desirable place to live. It's certainly been an eye-opener for me and I hope many of the schemes I've

seen will be nominated for awards when they open in November.

In fact, Carl's keen to ensure next year's awards recognise the high standards the Mayor's Design Awards have set over the last 17 years.

Please nominate and encourage others to nominate schemes that are innovative and attractive and that enhance our local area. Let us rightly reward the people responsible for the most wonderful designs.

The Mayor's Design Awards focus on single submissions by local architects, designers and contractors, and the



Strived to create and build the new homes in the King's Lynn area. It's a real achievement for the Borough Council and the local community. The Mayor's Design Awards are a fantastic opportunity to celebrate the very best of local expertise and craftsmanship. The Mayor's Design Awards are a fantastic opportunity to celebrate the very best of local expertise and craftsmanship. The Mayor's Design Awards are a fantastic opportunity to celebrate the very best of local expertise and craftsmanship.

### BUILDING FOR THE WHOLE COMMUNITY

- Enhancements
- Green or small residential developments
- Workspaces and shared developments
- Landscaping and entertainment
- Community amenities
- Parks and public spaces
- Craftsmanship

Please note that the categories may change in respect of the year and numbers of schemes nominated, and all submissions will be assessed by the Mayor and a panel of judges. The judges will be looking for schemes which bring pleasure through design, demonstrate an understanding of the local context and a commitment to the community.

RL Magazine has always been a pleasure to have the local area. It's a wonderful celebration of our local area. It's a wonderful celebration of our local area. It's a wonderful celebration of our local area.

During the award's 17 year history, there have been an immense range of schemes nominated for the awards. Judges have awarded everything from award-winning schemes to innovative new builds and innovative commercial architecture. Anyone seen excellence in building or schemes with the approval of the Mayor for King's Lynn will be available to nominate.

Anyone seen excellence in building or schemes with the approval of the Mayor for King's Lynn will be available to nominate. Anyone seen excellence in building or schemes with the approval of the Mayor for King's Lynn will be available to nominate.



## Pick your perfect home...

Stunning new homes in the heart of King's Lynn and West Norfolk. Pick your perfect home...  
**LOVELL HOMES**



King's Lynn & West Norfolk

**LOVELL HOMES**

Borough Council of King's Lynn & West Norfolk





# How to make sense of permission in principle

The government has recently introduced the concept of 'planning in principle' – **Stuart Ashworth** of the Borough Council of King's Lynn & West Norfolk explains what it means for you

**E**arlier this year, and as an addition to the traditional planning application process, the Government introduced the first phase of an alternative way of obtaining planning permission for housing-led development, known as 'permission in principle' (PIP). The PIP consent route has two distinct stages; the first stage (or permission in principle stage) establishes whether a site is suitable in

principle for housing-led development, and the second stage for technical details consent (TDC) stage is when the detailed development proposals are assessed.

### HOW DO YOU OBTAIN PERMISSION IN PRINCIPLE?

At present, the only way to obtain PIP is through a site being placed on Part 2 of a council's two-part 'brownfield land register' – a register the council must

keep of previously developed (or brownfield) sites deemed suitable for residential development in its area.

These sites on Part 2 of the register will have already gone through a process of publicity, notification and consultation to ensure there's still a level of public involvement in the process. However, it should be noted there is no requirement at present for councils to provide a Part 2 of the register – so for the time being this

element of the register will be voluntary. All councils must have a basic brownfield register in place by 31st December 2021.

If PIP is granted, its scope is limited to location, land use and the amount of development – with other matters to be considered at the technical details stage (TDC).

### HOW WILL TECHNICAL DETAILS CONSENT WORK?

Following the granting of PIP the site must then receive Technical Details Consent (TDC) before development can proceed. The granting of TDC has the effect of granting planning permission for the development, and other statutory requirements may apply at this stage – relating to protected species or listed buildings for example.

An application for technical details consent must be in accordance with the relevant PIP and must be determined within five years of the PIP being granted.

It is at this stage that a lot of the information typically required through a planning application will need to be submitted, and councils can attach planning conditions to a Technical Details Consent in the same way they would with a planning application. TDC can be refused by a council, but there is the right of appeal for applicants – again in the same way that a planning application can be appealed.

### FUTURE EXPANSION OF PIP AND TECHNICAL DETAILS CONSENT...

Further legislation is proposed by the Government to expand the use of these powers to make it possible to obtain a PIP through a Local Plan allocation or through an application to the council for non-major (less than 20 dwellings) development. This will make the PIP regime much more usable and available, and the Government is committed to its expansion.

With regards to Local Plan allocations, this will effectively grant outline consent for sites allocated in a Local Plan. This will increase the importance of allocations in a Local Plan, and residents will need to make any comments on the principle of developing a site at that plan stage – because if they wait until the Technical Details Stage, the principle will already have been established and the issues will be restricted to the technical details of the application only.

### HOW MUCH WILL THIS COST?

There is no fee for a site to be included on a council's brownfield land register, but there is likely to be a fee for submission of an application to a



council. The Government has promised to amend the fee regulations (they've confirmed they'll be increased by 20% across the board in the Autumn) and this will need to include PIPs and TDC.

### WHY THE NEED FOR PIP AND TECHNICAL DETAILS CONSENT?

In essence, the Government is looking to speed up, simplify and provide more certainty into the planning process in the continuing drive for more housing across the country. It's seeking to reduce the number of times developers have to seek permission to develop a site.

In relation to the plans for PIP for allocations in a Local Plan, the Government is undoubtedly looking to provide more certainty to developers and housebuilders. Whilst having an allocation in a Local Plan under the current system should give a degree of certainty to developers, many subsequent outline applications across the country often run into difficulties when they're submitted. It's often at that stage that opposition to a scheme grows. Getting PIP through an allocation in the Local Plan will therefore provide the opportunity for developers to avoid what can be potentially controversial and often unpopular planning applications – which may ultimately be refused by

councils despite having gone through an allocation process in the Local Plan. With regards the new PIP application process, it's perhaps less clear cut what the specific benefits will be at present. The Government's argument is that outline planning applications still require a great deal of information up front; meaning developers have to expend significant time and costs without any certainty that a certain development will be able to go ahead in principle.

They say that PIP offers an alternative route for providing early certainty on the in-principle matters: use, location and amount of development. This will allow developers to spend money on a proposed development with more certainty around the principle – perhaps helping obtain finance for any proposed scheme.

However, a lot of information will still be required for TDC, and there's no guarantee the same issues or problems won't arise at that stage. It therefore remains to be seen whether developers take up PIPs and then TDC as useful alternatives to the current planning permission regime.

For a full rundown of permission in principle and technical details consent, please refer to the frequently asked questions on the Gov.uk website.



## 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.



**Mayor's Business Awards 2018**



The winners of last year's Mayor's Business Awards

**Send us nominations for**

Today we begin our search for the brightest and best of West Norfolk's business community as we launch the Mayor's Business Awards 2018.

Now the time has come to nominate your colleague or your company as you see it with a chance of winning one of the glowing trophies that will be presented during the ceremony at Lynn's Corn Exchange in March.

The Mayor's Awards for Outstanding Business Achievement are now in their 20th year and are a popular and prestigious event.

There are five award categories, all aiming to reward business enterprise and excellence, skill and endeavour across the whole field.

Organised by the Lynn News in partnership with the Borough Council of King's Lynn and West Norfolk, the award ceremony recognises the diverse businesses that have

managed to offer and give you the chance to delight when you think about the firm you work for.

Council leader Brian Long said: "As a council we encourage the vital role that businesses play in the local economy."

"As a result, we listen to their views and comments and do what we can to support them. In recent times this has included working with the college to develop a university centre to help drive local skills and working with the Local Enterprise Partnership (LEP) to develop the King's Lynn Innovation Centre."

Your business support of four is all we need to provide advice and support for business owners and support for business owners in the face of the challenges they face.

Local business conditions demonstrate hard work, dedication, innovation and



Leading the 2018 Mayor's Business Awards recently, West Norfolk's Mayor, Alistair Beales, with award winners from King's Lynn.

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

There is much happening in King's Lynn and West Norfolk at the moment, it is difficult to capture it all, writes Alistair Beales, borough council cabinet member for corporate projects and assets.

One of the most noticeable projects is the multi-million-pound, private sector-led development scheme in the town centre, which will provide new retail units anchored by an HM Store.

We are delighted to have been able to support this project through a reorganisation of the town, and are pleased to see the work is already well underway.

The town's master plan has just been published, following consultation, for the potential development of the East Quay and South Quay area of the King's Lynn waterfront. This £10 million

mixed use scheme is led by the borough council.

Our next steps will be to progress a further phase of surveys and the design of infrastructure required for the site.

The key to this project will be attracting appropriate investors/Developers, so we are at the very early stages of this scheme.

The Nar Osse Business Park 'Space to Innovate' Enterprise Zone is a prime site of employment land. Activities have already been provided to the parameters of the site and a further 60.3 million of infrastructure works will be undertaken to enable commercial development on site from 2019.

The £2.5 million King's Lynn Innovation Centre is already on the site, and has become home to 17 businesses



Alistair Beales

**Challenges remain but plenty of hope too**

Economy is growing despite Brexit uncertainties

By Celia Ferns-Brown, Business Central, Caerleon, Monmouthshire

Last year, we said that tourism and accommodation businesses were reporting a good year.

This has been borne out by the latest key tourism figures for 2017 published September 2017, which show that the overall value of tourism in west Norfolk increased by 3.2 per cent on the previous year.

It is thought that tourism brings £250 million into our own local economy and that our tourism jobs account for nearly 18 per cent of all employment in our area.

Unemployment in business is very low indeed and many businesses are employing more people than they did last year. This does not ignore the fact that there have been some notable redundancies

recently, but it is hoped the low unemployment figures in this area and the demand for skilled workers will mean that those who lost their jobs will soon find employment again.

Brexit uncertainty continues to create challenges for business across the county and West Norfolk is no different.

On the whole, businesses are still cautiously optimistic and very much getting on with the job, whilst keeping an eye on the bigger picture.

Planned investment continuing with work now well underway at RAF Marham on their £400-million project to provide new facilities to accommodate the F35 Lightning.

Construction on Alden Paper's £45-million new Combined Heat and Power energy plant is under way and is expected to be operational in the first quarter of 2018.

Other big expansion have

undertaken major investment including £40 million at Beal and £10 million at Mars Food UK.

Investment in other parts of the county helps to boost business confidence in the area. The business improvement district is now established in the town's retail area. The former Beales department store has been demolished to make way for new retail units, anchored by HM.

The Heritage Lottery Townscape Heritage Initiative is now starting to pay dividends with some major improvements to properties in the Saturday Market Place and St James Street, creating new homes and businesses in the historic town of town.

The King's Lynn Innovation Centre, based within the Nar Osse Business Park 'Space to Innovate' Enterprise Zone, is already home to 17 businesses, which is a really encourag-

**Awards recognise excellence of commerce in this borough**

West Norfolk Council says it is delighted to be working in partnership with the Lynn News to continue the long tradition of celebrating local business success through the Mayor's Business Awards.

Originally established in 1970 by the then Mayor, Cllr Len Dainton, the awards provide the perfect opportunity for local businesses to showcase their success.

In addition to supporting these awards, the council sponsors the Mayor's Business of the Year Award.

This prestigious award with honours businesses that have made a noteworthy achievement during the last year during a period of retreating in the last year.

Peter Haddon, cabinet member for performance, said: "As a business man myself, it is a growth area for me to be involved in these awards."

"Having businesses so vital to our local economy and it is only right that we recognise and celebrate the contribution that they make."

"The innovation and entrepreneurship demonstrates many of our local businesses in these challenging times is something that we should all applaud."

"I am looking forward to reading the nominations and hopefully meeting some of the nominees through this process."

The borough council's part of judges, which will be led by the mayor, Carol Bower,

will be looking for evidence to support such application.

Mrs Bower said: "I would strongly urge business, both large and small, to take part."

"We want to hear about the challenges they have faced and overcome and what innovations they have used."

"We want to acknowledge and celebrate local business success stories, but we can't if we don't receive nominations."

"Use of good practice in environmental sustainability. To enter, complete the online entry form which you will find at [www.westnorfolk.gov.uk](http://www.westnorfolk.gov.uk)

- Marketing, promotion and growth;
- Use of innovation and development of new products and services;
- Growth of new markets and customer base of business;
- Management, training and development of staff;
- Control and management of business performance;
- Use of good practice in environmental sustainability.

To enter, complete the online entry form which you will find at [www.westnorfolk.gov.uk](http://www.westnorfolk.gov.uk)



Borough Council of King's Lynn & West Norfolk



A multi-million expansion of Fife Paper's site is just one part of the current

Borough Council of King's Lynn & West Norfolk



# Regenerating new life in Lynn

Regeneration in King's Lynn writes West Norfolk councillor Alistair Beesley.



There is so much happening in King's Lynn and West Norfolk at the moment it is difficult to capture it all.

One of the most noticeable projects is the multi-million pound, private sector-led redevelopment scheme in Lynn town centre, which will provide new retail units as anchored by an H&M store. We are delighted to have been able to support this project through a renegotiation of the lease and are pleased to see work is already well underway.

The riverfront master plan has

just been published, following consultation, for the potential development of the Boat Quay and South Quay area of the Lynn waterfront. This £120m mixed-use scheme is led by the borough council. Our next steps will be to progress a further phase of surveys and the design of infrastructure required for the site.

The key to this project will be attracting appropriate investors/developers, so we are at the very early stages of this scheme.

The Nar Ouse Business Park 'Space to Innovate' Enterprise Zone is a 15ha site of employment land. Utilities have already been provided to the perimeter of the site and a further £8.5m of infrastructure works will be undertaken to enable commercial development on-site from 2019.

The £5.5m King's Lynn Innovation Centre is already on the site and has become home to 17 businesses since it opened last June.

The council's 550-home major



housing project with a gross development value of £75m is certainly helping to meet housing need in the area and bringing other benefits including local jobs and

new play area and butterfly shelters being refurbished and of course the installation of the Henry, La Strange statue – which received substantial funding from members of the community.

... Heritage Initiative.



## Local apprentices given a start with these starter homes

Three apprentices are kicking start their construction careers through a major new homes development in King's Lynn.

They will hone their practical skills as members of the team from housing developer Lovell, delivering the 100 homes which make up the Orchard Place development, off Marsh Lane.

The development is being created through a new partnership between Lovell and West Norfolk Council which is bringing much needed new homes to the area, as well as an important sustainable legacy in the form of job and training opportunities.

Seven recruited apprentices Harry Knight, from Torrington St Clement, Lukas Mirovic from Lynn and Josh Philip from Lynn and Josh Philip from Lynn are the first to benefit. Working

These young people will become the workforce of the future. It is vital that they can gain real life experience alongside their qualifications so that they can develop into fully defined, much-needed tradespeople."

Lovell regional managing director Simon Moller said: "Delivering training opportunities for local people is an integral part of our large-scale housebuilding programme in partnership with the Borough Council of King's Lynn and West Norfolk. We want the work we're doing in the area to bring about lasting long-term benefits, with investment in new jobs and training alongside the new homes now taking shape. We're delighted to welcome Lukas, Harry and Josh to the Lovell team and look forward to helping them progress to the next stages of their construction careers."

Over the next two years, each and

advantage of being on a large development like this is that there are a lot of different issues types to get a range of experience and challenge to learn different things."

Lukas Mirovic, 23, is also making the most of the opportunity to work on site, having already completed his initial NVQ Level 2 carpentry qualifications. He says: "It's getting the experience I need that will help me get a job and feel confident about my work. I like the way that every day is different. Working for a company like Lovell also opens up other opportunities for me such as training to be a site manager in the future."

Each of the three trainees will be working on the houses, with Lovell providing tools and clothing for much of the work as well as funding their apprenticeships, inclusive of their tuition fees. Each



# Cautious optimism continues

Economy in West Norfolk writes West Norfolk councillor Peter Hodson.



Last year we said tourism and accommodation businesses

low indeed and many businesses are employing more people than they did last year.

This does not ignore the fact that there have been some notable redundancies recently, but it is hoped the low unemployment figures in this area and the demand for skilled workers will mean those who lost their jobs will soon find employment again.

Brexit uncertainty continues to create challenges for businesses across the country and West Norfolk is no different. On the whole, businesses are still cautiously optimistic and very much keeping an eye on the bigger picture.

anned investment is continuing to work now well under way RAF Marham on its £400m project to provide new facilities to accommodate the F35 Lightning. A new combined heat and power plant is under way

and is expected to be operational in the first quarter of next year. Other big companies have undertaken major investment, including £40m at Bepak and £29m at Mars Food UK.

Investment in other parts of the town also help to give businesses confidence in the area. The Business Improvement District is now established in the town's retail area. The former Seales department store has been demolished to make way for new retail units, anchored by H&M.

The Heritage Lottery Townscape Initiative is starting to pay dividends, with some major improvements to properties in St James Street, Market Place and homes and business uses in the historic area of town.

The King's Lynn Innovation Centre, based within the Nar Ouse Business Park 'Space to Innovate' Enterprise Zone, is already home to 17 businesses, which is a really

encouraging start. The Enterprise Zone itself offers potential businesses a range of benefits including simplified planning, reduced business rates and superfast broadband.

A more detailed masterplan for the site will shortly be available and we welcome enquiries from investors, developers and business occupiers.

The riverfront masterplan to develop a key area along the water front to provide a mixed use development of housing, a boutique hotel and some commercial development has also been approved and for which soft market testing will soon take place.

I have no doubt that it will be another challenging year for many of us, but always, we will continue to work with and listen to local business growth and investment in West Norfolk.

Borough Council of King's Lynn & West Norfolk



## 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.



The screenshot shows the Snapchat Geofilter interface. At the top, it says 'Geofilters' with a yellow 'Create' button. Below that is a 'METRICS' section for the 'Month To Date' period, with a download icon. The metrics are presented in a table with four columns: Swipes (804), Uses (515), Views (39.2K), and Usage (64.1%). Each metric has a small information icon to its right.

| Geofilters |        |         |         | Create  |
|------------|--------|---------|---------|---|
| METRICS    |        |         |         | Month To Date  |
| Swipes ⓘ   | Uses ⓘ | Views ⓘ | Usage ⓘ |   |
| 804        | 515    | 39.2K   | 64.1%   |   |

- 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?**