

**BOROUGH COUNCIL OF KING'S LYNN & WEST NORFOLK**

**CORPORATE PERFORMANCE PANEL**

**Minutes from the Meeting of the Corporate Performance Panel held on Thursday, 22nd September, 2016 at 6.00 pm in the Committee Suite, King's Court, Chapel Street, King's Lynn**

**PRESENT:**

Councillors B Anota, B Ayres, P Beal, C J Crofts, I Gourlay, G Hipperson,  
H Humphrey, A Morrison and D Tyler

**Portfolio Holders:**

Councillor B Long, Leader and Portfolio Holder for Environment  
Councillor A Beales, Deputy Leader and Portfolio Holder for  
Regeneration and Industrial Assets

**Deputy Cabinet Members:**

Councillors I Devereux and P Hodson

**Officers:**

Ray Harding, Chief Executive  
Honor Howell, Assistant Director  
Sharon Clifton, Communications Manager  
Andrew Howell, ICT Web Manager  
Ostap Paparega, Regeneration and Economic Development Manager  
Jemma Curtis, Regeneration Programmes Manager

CP42 **APPOINTMENT OF VICE-CHAIRMAN**

**RESOLVED:** That Councillor D Tyler be appointed Vice-Chairman for the meeting.

CP43 **APOLOGIES**

Apologies for absence were received from Councillors J Collop, N Daubney, Mrs K Mellish, G Wareham and Lord Howard.

CP44 **MINUTES**

The minutes from the Corporate Performance Panel held on 24 August 2016 were agreed as a correct record and signed by the Chairman.

CP45 **DECLARATIONS OF INTEREST**

None.

CP46 **URGENT BUSINESS UNDER STANDING ORDER 7**

None.

CP47 **MEMBERS PRESENT PURSUANT TO STANDING ORDER 34**

None.

CP48 **CHAIRMAN'S CORRESPONDENCE (IF ANY)**

None.

CP49 **EXCLUSION OF PRESS AND PUBLIC**

**RESOLVED:** That under Section 100(A)(4) of the Local Government Act 1972, the press and public be excluded from the meeting for the following item of business on the grounds that it involves the likely disclosure of exempt information as defined in paragraphs 1, 2 and 3 of Part 1 of Schedule 12A to the Act.

CP50 **HUNSTANTON SAILING CLUB PROGRESS REPORT**

The Panel received a progress report from Councillor Hodson, the Borough Council's representative on the Hunstanton Sailing Club Development Sub Committee and the Regeneration Programmes Manager.

The Panel was invited to ask questions.

Councillor Hodson and the Regeneration Programmes Manager responded to questions and comments from the Panel relating to the following:

- Upstairs bar area.
- Proposed future works – Stage 3.
- Young people's activities

The Chairman, Councillor Beal thanked Councillor Hodson and the Regeneration Programmes Manager.

**RESOLVED:** The Panel confirmed it wished to receive annual update reports to include details/age groups involved in the organised activities.

**RETURNED TO OPEN SESSION**

CP51 **PROJECT MANAGEMENT/COST: REFURBISHMENT OF KING'S LYNN BUS STATION**

The Panel received a presentation from the Regeneration and Economic Development Manager and the Regeneration Programmes Manager, a copy of which is attached to the Minutes.

The Panel was invited to ask questions/comment, a summary of which is set out below.

In responses to comments on the signage display signs, the Regeneration Programmes Manager advised that there had been a problem with the display signs during the current week, but the display signs were managed by Norfolk County Council who was aware of the problem and had put measures in place to remedy the situation.

Following further questions from the Panel, the Regeneration Programmes Manager advised that every bus operator held a licence agreement with the Borough Council to which fees were attached. Members were informed that there was a 24/7 standalone toilet available when the main toilets were closed.

In response to a comment regarding improved safety, the Regeneration Programmes Manager explained that she had spoken to the Borough Council's Anti-Social Behaviour Co-ordinator who had advised that the previous alcohol related incidents had reduced. However, all the crime statistics were not available from Norfolk Constabulary. It was noted that there was a current issue with rough sleepers in the car park which the Police were dealing with.

The Chairman, Councillor Beal thanked the Regeneration and Economic Development Manager and the Regeneration Programmes Manager for the informative and detailed presentation.

## CP52 **ANNUAL COMMUNICATIONS UPDATE**

The Panel received an annual update from the Assistant Director/Customer Information Manager, ICT Web Manager and Communications Manager.

The Panel was invited to ask questions, a summary of which is set out below.

The Assistant Director responded to questions on the telephone line being available to members of the public. She explained that there would always be a facility available for enquiries to be answered via the telephone as it was appreciated that not all transactions could be carried out via the Council's website.

Following a comment on channel shift, the Communications Manager explained that the purpose of channel shift was to encourage people to use the most appropriate channel for the transaction required.

Following questions on how a specific IT system was procured, the ICT Web Manager explained that all proposed systems were assessed against a cost/benefit analysis exercise. Members were advised that every proposed project had to be evidenced by a business case and presented to the ICT Group for a decision to be determined.

In response to questions regarding the quick turnaround responses required by the media, the Communications Manager explained that stories often appeared on twitter before hitting the press and that it was often difficult to locate a Member to give a response. However, she emphasised that if a Member was not available, a holding comment would be given in order to establish the correct facts before the Council gave a response.

The Chairman, Councillor Beal thanked the Assistant Director, Communications Manager and ICT Web Manager for the annual update.

**RESOLVED:** The Panel confirmed it wished to continue to receive an annual update.

CP53 **PANEL WORK PROGRAMME 2016/2017**

The Panel noted the Work Programme for 2016/2017.

The Chairman advised the Panel that currently there were no items scheduled for the next meeting on 9 November and invited Members to submit any items for consideration by the deadline of 3 October.

CP54 **DATE OF NEXT MEETING**

The next scheduled meeting of the Panel would be held on Wednesday 9 November 2016.

**The meeting closed at 7.35 pm**



# King's Lynn Transport Interchange Project

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Ostap Paparega  
Regeneration and Economic Development  
Manager

Jemma Curtis  
Regeneration Programmes Manager

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



## Project Inception

### Funding:

- Section 106 Funding secured from Tesco Stores & Sainsbury's Ltd - £1m
- S106 Funding limited to;  
*‘revised layout, public realm improvements and improved train station pedestrian link’*
- Additional funding secured from Norfolk County Council

### Design development :

- User survey carried out December 2013
- Consultation with all transport operators
- Research of other bus stations
- Extensive Public Consultation carried out June/July 2014

















## Pre Refurbishment User Survey

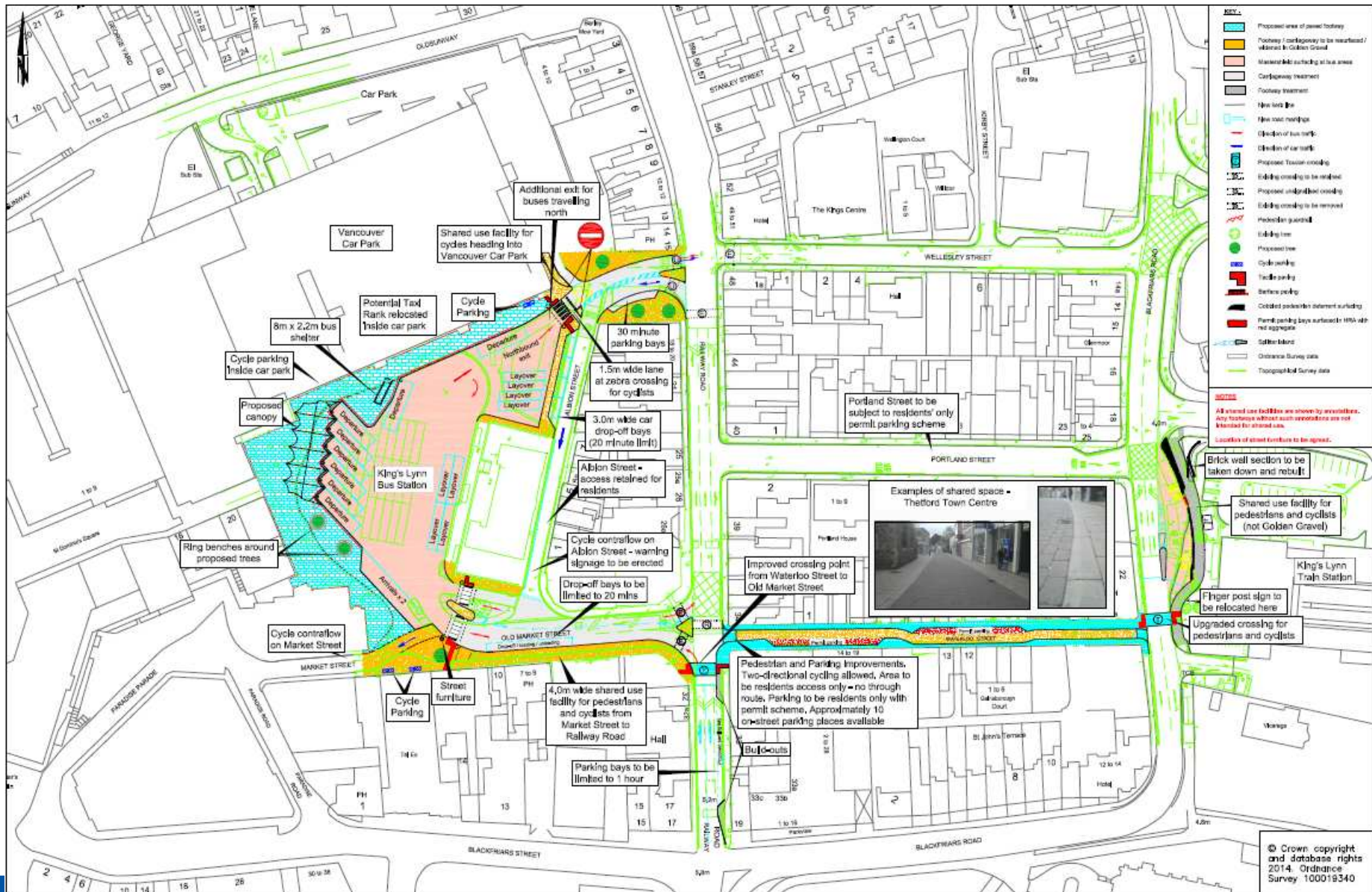
Issues identified by users & stakeholders:

- Poor shelter
- Poor signage
- Poor travel and visitor information
- Poor lighting
- Insufficient seating
- Inefficient use of layover space
- Poor pedestrian link between rail and bus station
- Dislike of people smoking in area
- Perception of anti social behaviour and 'unsafe'
- Safety issue of people crossing bus operational area
- Unwelcoming & unattractive gateway/arrival
- Full report available





# Final Layout



# After

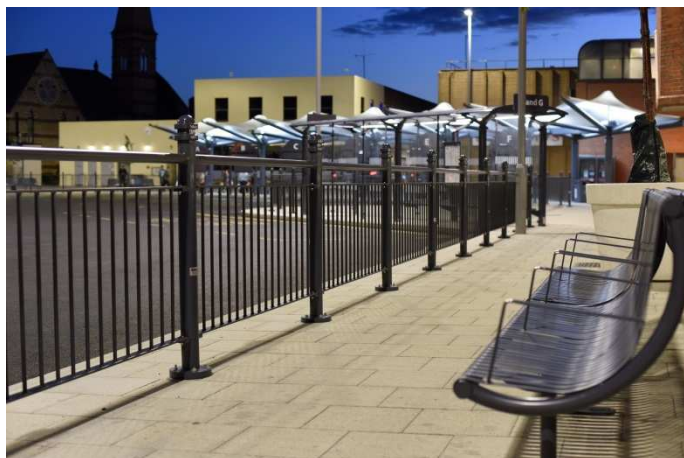


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# Design features



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## Delivery

### Contractors:

- CLC (building refurbishment)
- Norfolk County Council Strategic Partnership with LT (Highways & civils)
- Broxap (Canopy & Street Furniture)

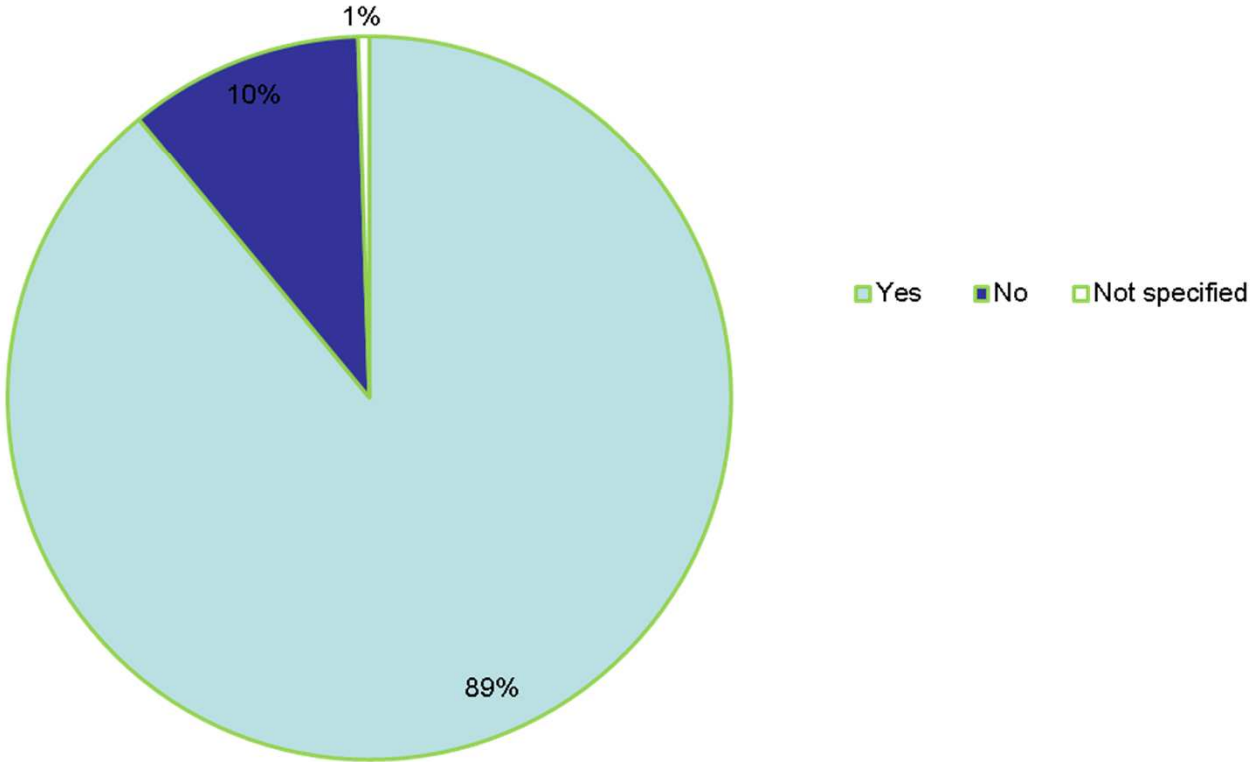
### Construction Programme

- Phased programme over 22 weeks January–July 2015
  - All southbound services relocated to Portland Street from 9<sup>th</sup> March – 29<sup>th</sup> June 2015
  - Closure of Railway Road
  - All services relocated for 1 week in June for bus station resurfacing works
- Scheme completed July 2015



# Post Completion User Survey

Do you remember the area before the changes?

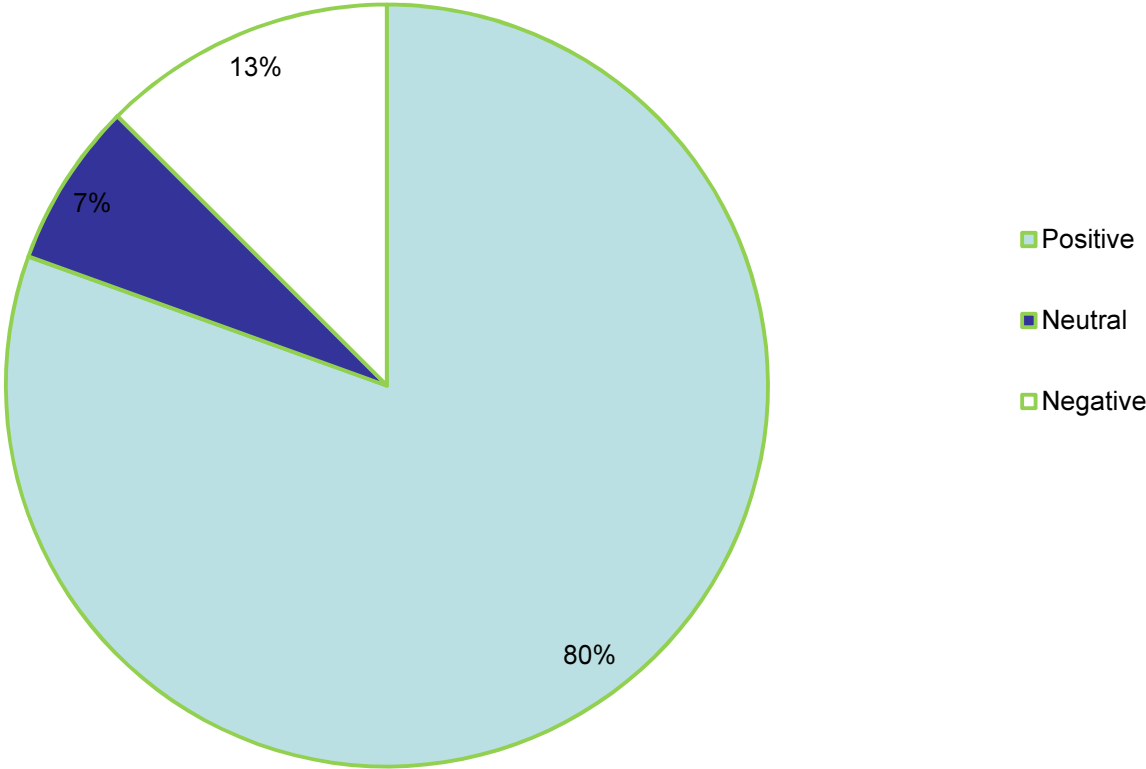


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# Post Completion User Survey

## Rating of Waiting areas and shelters

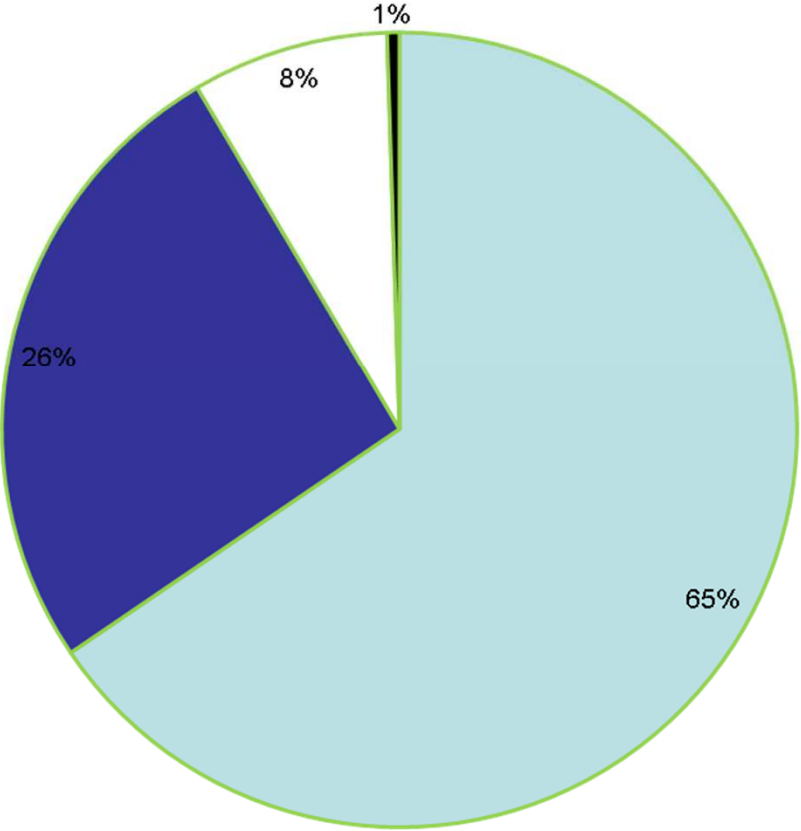


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# Post Completion User Survey

## Rating of Seating & Lighting



- Positive
- Neutral
- Negative
- Not specified

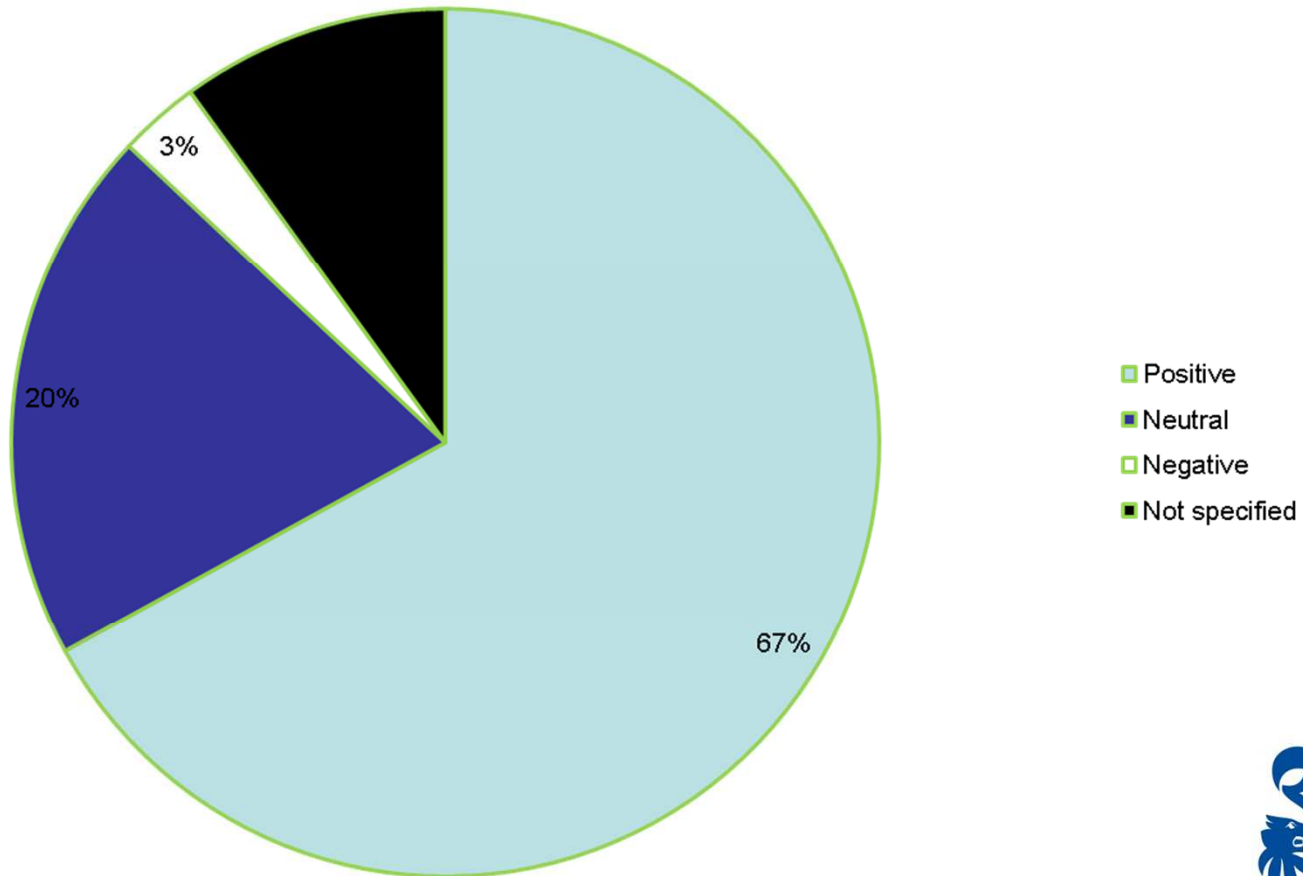
336





# Post Completion User Survey

## Rating of toilets

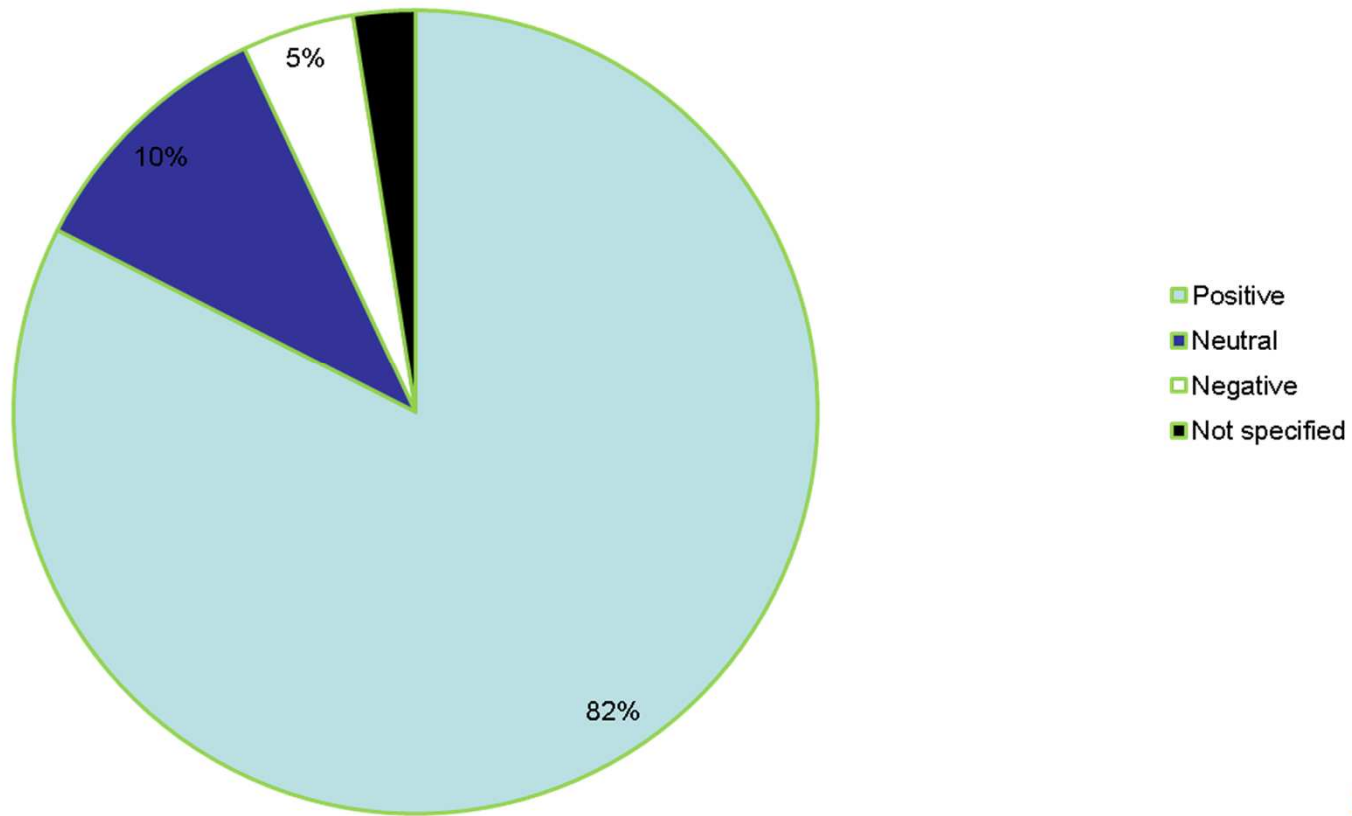


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# Post Completion User Survey

Rating of signage

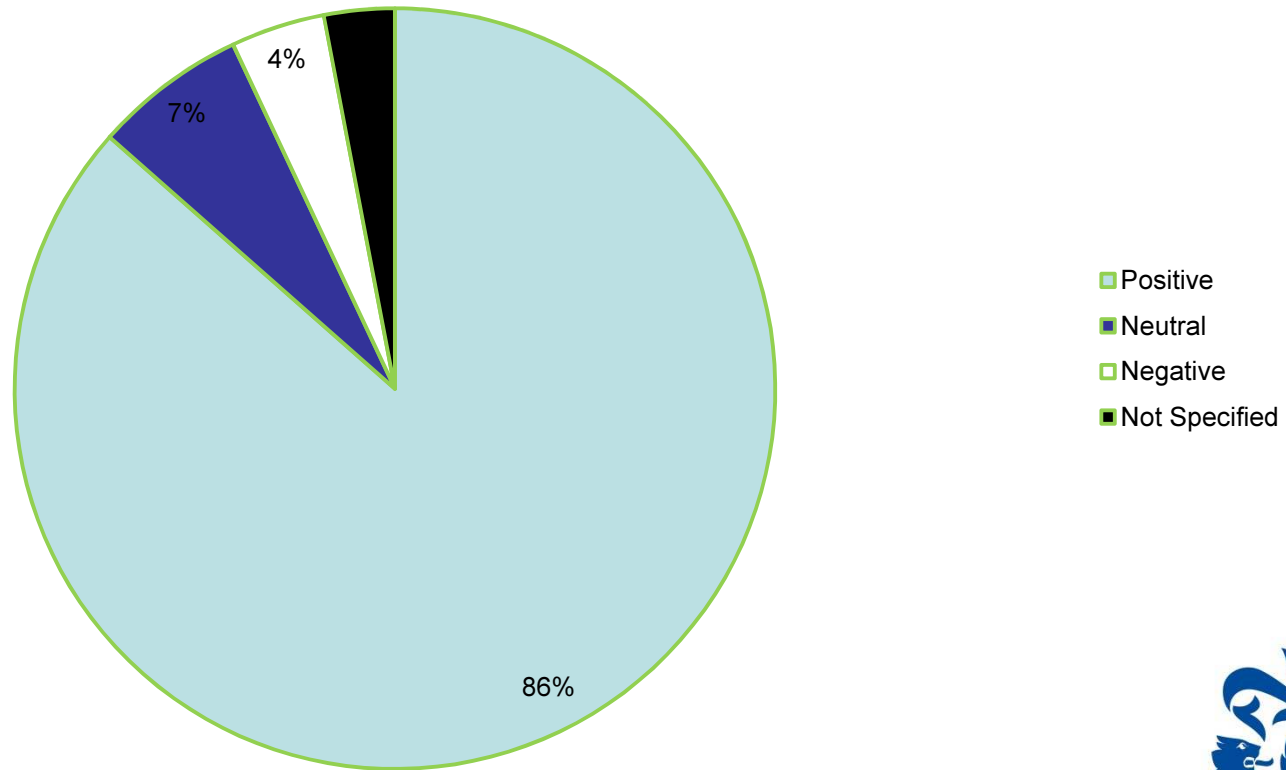


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# Post Completion User Survey

## Rating of Access to Buses



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## Users Feedback

*‘Brilliant shelter and seating area. Easier for bus drivers. Nice and clean. Much better than before.’*

*‘Approves of no smoking area, even though a smoke. Good and spacious for mobility scooter.’*

*‘There's more seating and the shelter helps with the rain. It's a lot better now.’*



# Post Project Review

## What went well

- Communications Plan
- Temporary use of Portland Street for south bound services
- Cooperation of bus operators
- 2 staff to assist/direct passengers
- Road closures – minimised disruption
- Community involvement – Civic Society & Lynn Museum
- Cost effective design features

## What didn't go well

- Contractor issues with Broxap
- Site signage during on site works
- Taxi Rank objections





## Outcomes



- Number of bus services increased
- Footfall increase
- Reduced perception of anti social behaviour
- Reduced maintenance costs
- Award winning – Mayor's Award for Design Community Scheme



**Any Questions?**





# Corporate Communications

Presentation to Corporate Performance Panel

**Sharon Clifton**

Communications Manager

**Honor Howell**

Assistant Director

**Andrew Howell**

Web Team Manager



# Overview

- Introduction
- Update from the Corporate Web Team
- Update on Council Information Centre/Digital Transformation
- Update from the Corporate Communications Team
- Questions



# Presentation to Corporate Performance Panel

## Corporate Web Team

**Andrew Howell**

Web Team Manager



# Overview of the Web Team

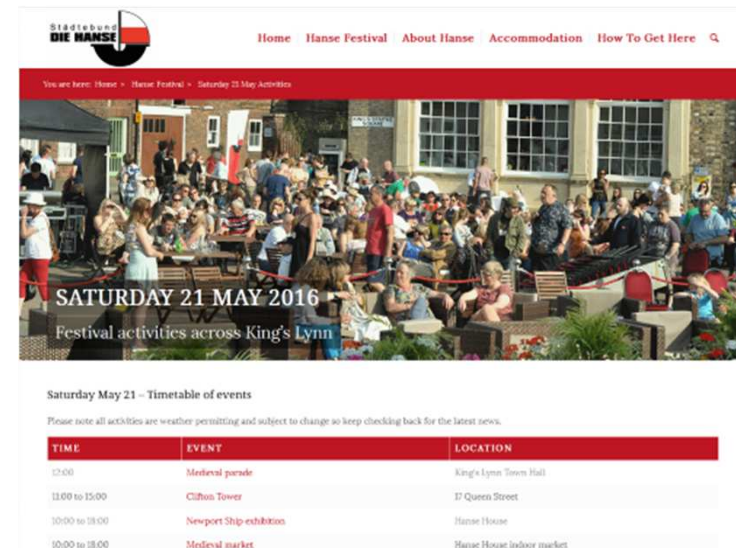
- Demand for our services is higher than ever:
  - Citizen account (OneVu)
  - New forms (78 forms being built to bring new services online)
  - Integrated form payments
  - Back office system integration
  - Supporting corporate website, intranet and 14 other websites (GEAR, Alive Leisure, Town Hall etc)
- Recently expanded from 2.5 to 4 FTE posts
- 2 developer posts and 1 post for overseeing web content





# Since our last update

- New websites for King's Lynn Town Hall and the Hanse Festival



- Supporting the work of the corporate Channel Shift project
- Redevelopment of west-norfolk.gov.uk



# Website usage – west-norfolk.gov.uk

## 2015/16

- 9% growth in web traffic in 2015/16
- Over 3.1 million page views and 1 million user sessions

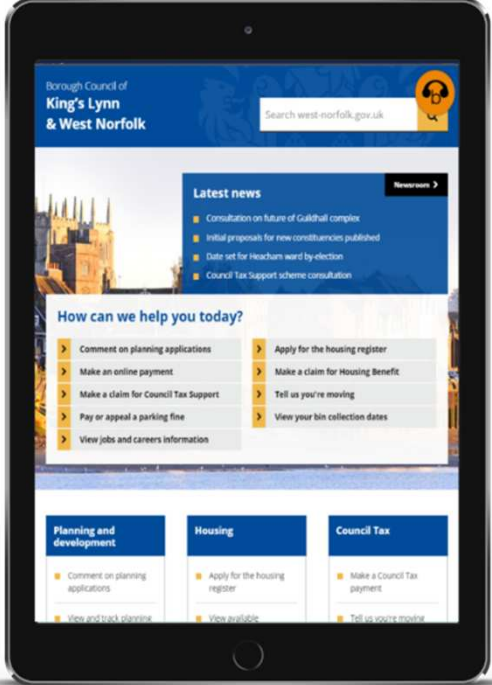
## 2016/17 (so far)

- 18% increase in web traffic and 8.2% increase in website visits
- And it's only likely to increase...



# New website features – Responsive design

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Responsive across desktop, tablet and mobile devices



# New website features – Use of location

- Use of location based information to provide information to customers throughout the website:
  - Bin collection dates
  - Nearby planning applications
  - Find your councillor
  - Council Tax charges
  - Nearest play areas

## Bin and recycling collection dates

Displaying information near:

19 Cedar Way, Gayton, PE32 1UT

[Change your location](#)

Your black, green and food bin collection is normally FRIDAY (Week 1)

Your brown bin collection is normally THURSDAY (Week 2).

Select a bin to find out what goes in it.

### Current collection dates

Friday 16th September 2016:



Thursday 22nd September 2016:



# New website features – Task orientated content

- All pages have been re-written
- Use of Plain English and content written in an active tone
- Website is task focused

## Planning and development

> Comment on planning applications	> Make a planning application	> View weekly list of planning applications
> Find out about permitted development	> Appeal a planning decision	> Report a breach of planning

### Planning applications

Find out how to make a planning application, and comment on an application in your area

### Address management

We are responsible for all property numbering and street naming throughout West Norfolk.

### Planning policy

Information on our planning policy which guides the future developments within West Norfolk

### Conservation and listed buildings

Find out about our conservation areas and how to get listed building consent

### Planning enforcement

Report a breach in planning, and how we investigate complaints

### Trees, hedges and landscapes

Information about trees, tree preservation orders, hedges and landscape management





# New website features – Predictive search results

- Use of predictive search results to signpost customers to the right information

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The screenshot shows the website interface for the Borough Council of King's Lynn & West Norfolk. The search bar at the top right contains the text 'bin' and has a magnifying glass icon. A dropdown menu displays predictive search results for 'bin', including: Assisted bin collections, Bin and recycling collection dates, Black bin, Brown bin - Apply for garden waste service, Brown bin - Cancel your garden waste service, Brown bin - What goes in your bin, Cabinet members, Communal bins, Food waste bin, Garden waste bin, Green bin, Litter and litter bins, and Missed bin collections. The main content area is titled 'Bins and recycling' and contains several sections: 'View your bin collection dates', 'Report a missed bin collection', 'Request a new or replacement bin', 'Request an assisted collection', 'Bin and recycling collection dates', 'What goes in each bin', 'New or replacement bins', 'Garden waste and composting', 'Assisted bin collections', 'Bulky item collections', and 'Hazardous household waste'. Each section has a brief description of the service.





# New website features – Improved accessibility

- New website meets Double-A compliancy for web accessibility
- Increased choice of options for users to customise the site

## Change colours and fonts

This page allows you to adapt our website to suit your needs. The settings you choose on this page will be saved for future visits. Should you wish to return to the standard settings, use the "Reset" button.

### Choose your text preferences

Text size

Font

Letter spacing

### Choose your colour preferences

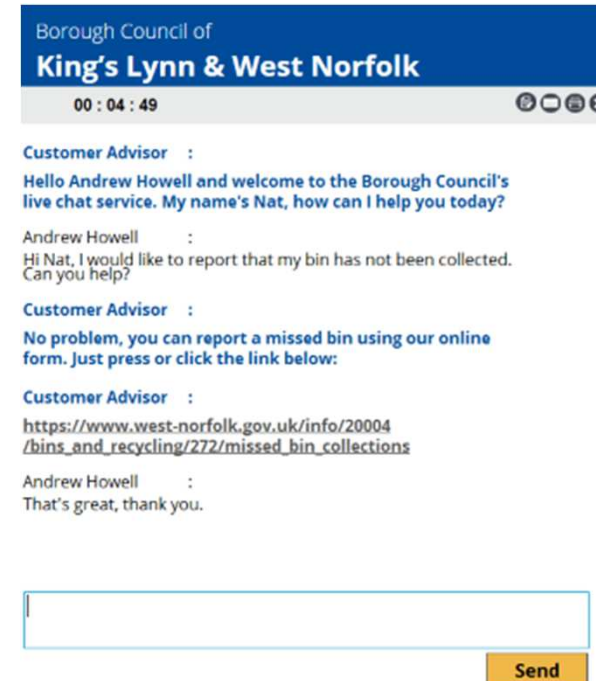
Standard  High contrast  Cream  Blue

- Browsealoud reading and translation support



# New developments

- Web chat about to go live
- New forms and services to support the rollout of OneVu
- Integration of forms into iDox service requests for licensing and waste
- Making planning applications easier to find
- Finding efficiencies and cost savings through streamlined processes and channel shift
- Refreshing websites for Careline and Care and Repair



# Presentation to Corporate Performance Panel

## Digital Transformation

**Honor Howell**

Assistant Director



# Council Information Centre

- Council tax (billing and recovery)
- Business rates (billing and recovery)
- Housing benefit/council tax support
- Licensing
- Planning
- Electoral Registration
- Waste & Recycling
- Environmental Health
- Housing (CBL, advice, standards, homeless)
- Clean-up
- Careline, Care & Repair and Handyperson are in progress





## In a typical year we will.....

- Respond to over 100,000 telephone enquiries
- Answer 10,500 emails a year
- Meet and greet 20,000 visitors to Kings Court
- Sell 10,000 rolls of caddy liners
- Set up 5,000 payment plans
- Use 8 different computer systems to access information we need
- At our busiest, it isn't unusual to have 10-15 people in the queue to speak to us



# Council Information Centre - Update

- Multi-channel contact centre
- Responding to emails, e-forms and telephone calls
- Online Support Officers
- Moving away from counter based enquiries
- Assisted self service
- Booked appointments where appropriate
- 'Nudging' customers to access services online
- Supporting and enabling customers to change behaviour when accessing services and submitting requests
- Reduction in opening days at Downham Market and Hunstanton offices
- Customers able to upload documents



# Digital Transformation

- Corporate priority
- Lead on projects for:
  - Online benefit claims
  - Revenues forms (change of address etc)
  - E-forms (clean up, waste, dog fouling, fly-tipping)
  - Online customer account (OneVu)
  - Digital skills
  - Web Chat



# OneVu

- Cloud based
- Development partnership
- Influence on design, look and feel and functionality
- Customer can view personalised information as well as make, view and track requests for service
- Access services 24/7
- Launching late autumn



# Presentation to Corporate Performance Panel

## Corporate Communications

Sharon Clifton  
Communications Manager





# All change

- We have changed the language on our website to make it user friendly
- We are supporting channel shift by embedding positive, persuasive language in our internal and external communications
- We have launched our new digital newsroom



# Digital newsroom

## Donations sought for Henry Le Strange statue

Thursday, 15th September 2016

The campaign to erect a larger-than-life statue of Henry Le Strange in Hunstanton is gathering pace, and the organisers are now asking for existing pledges to be turned into donations.

Regeneration news



## Recycle right campaign launched

Thursday, 15th September 2016

As part of National Recycle Week, the Borough Council of King's Lynn & West Norfolk is launching a major new campaign aimed at encouraging people to recycle the right things in the right way.

Bins and recycling news



## Initial proposals for new constituencies published

Wednesday, 14th September 2016

The independent Boundary Commission for England (BCE) has published its initial proposals for new Parliamentary constituencies.

Council and democracy news



## Date set for Heacham ward by-election

Tuesday, 13th September 2016

A request to fill a vacancy in the Heacham ward of the Borough Council of King's Lynn & West Norfolk has been received. Election day has been fixed as Thursday, 20 October 2016.

Council and democracy news



contact us on 01553 616200.



## Tornado Trail 2016



## Community tweets

**Norfolk Police** @NorfolkPolice  
Just over a week to our @ChildSafetyNfk online #CSEconf2016. It's not too late to book > [ow.ly/gyed304kUQ9](http://ow.ly/gyed304kUQ9)



**FoodStandardsAgency** @foodgov  
Great news from @WRAP\_UK. We look forward to playing an active part in #Courtauld2025 to reduce #FoodWaste: [bit.ly/2d5i3BF](http://bit.ly/2d5i3BF)



# Campaigns

- Bob and the #recycleright campaign

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HEY BOB, YOU CAN'T PUT NAPPIES IN THE RECYCLING!

DID YOU KNOW PUTTING THE WRONG THINGS IN YOUR RECYCLING COSTS LOCAL TAXPAYERS AROUND £1/4M PER YEAR!

£1/4 MILLION

LATER THAT DAY...  
I'VE GOT IT! - CARDBOARD NAPPIES!

OH BOB!

**Recycle right**  
Check bin stickers for what can be recycled.  
Go online at [west-norfolk.gov.uk](http://west-norfolk.gov.uk) to find out more about recycling.

Brought to you by the Borough Council of King's Lynn & West Norfolk

Lynn News and ApolloAcademiesTrust liked a Tweet you were mentioned in  
 Sep 17: A great article in today's @LynnNewsCitizen about our new recycling initiative with @WestNorfolkBC  
[pic.twitter.com/mkxOx23Cs6](http://pic.twitter.com/mkxOx23Cs6)

Lynn News and ApolloAcademiesTrust Retweeted a Tweet you were mentioned in  
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[pic.twitter.com/mkxOx23Cs6](http://pic.twitter.com/mkxOx23Cs6)

Howard Junior School @HowardJuniorSch · Sep 17  
 A great article in today's @LynnNewsCitizen about our new recycling initiative with @WestNorfolkBC

Youngsters at Howard Junior School get in the recycling spirit with Year 3 teacher Kelly Benerfer MLNF16PM09106

**Recycling under the spotlight in new campaign**



# Media relations

- Speed
- Code of Practice for Local Government publicity
- Protocols
- Advice and support



# Social media

- Twitter @WestNorfolkBC
  - 4,404 followers
  - 100,000 tweet impressions per month
  - 2,000 people looking at our profile each month
- Street Life
- Facebook for venues and events
- Flickr and YouTube





# Social media

- Review of guidelines
- Training and support for staff and members



## Coming up

- Circulate revised protocols
- Share revised social media guidelines
- Continue to embed channel shift into everything we do
- Work with councillors to produce blogs and more audio/visual content for social media and the newsroom



# Thank you

Any questions?

