

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

**CORPORATE PERFORMANCE PANEL**

**Minutes from the Meeting of the Corporate Performance Panel held on Wednesday, 29th May, 2024 at 4.30 pm in the Council Chamber, Town Hall, Saturday Market Place, King's Lynn PE30 5DQ**

**PRESENT:** Councillor Long (Chair)  
Councillors J Bhondi, P Bland, R Blunt, Mrs J Collingham, S Nash, J Osborne, C Rose, S Sandell and Mrs V Spikings

**PORTOLIO HOLDERS PRESENT:**

Councillor A Beales - Leader  
Councillor S Ring – Deputy Leader

CP1 **APOLOGIES**

Councillor A Ryves (Cllr Bland sub) and Councillor Sayers.

CP2 **APPOINTMENT OF VICE CHAIR FOR THE MUNICIPAL YEAR**

[Click here to view the recording of this item on You Tube.](#)

**RESOLVED:** Councillor Blunt was appointed Vice-Chair of the Corporate Performance Panel for the 2024-25 Municipal Year.

CP3 **MINUTES**

**RESOLVED:** The minutes from the previous meeting were agreed as a correct record and signed by the Chair.

CP4 **DECLARATIONS OF INTEREST**

There was none.

CP5 **URGENT BUSINESS UNDER STANDING ORDER 7**

There was none.

CP6 **MEMBERS PRESENT PURSUANT TO STANDING ORDER 34**

There was none.

**CP7 CHAIRMAN'S CORRESPONDENCE (IF ANY)**

There was none.

**CP8 ANNUAL COMMUNICATIONS UPDATE**

[Click here to view the recording of this item on You Tube](#)

Officers provided the Panel with the Annual Communications update. A copy of the presentation is attached.

The Chair thanked officers for the presentation and invited comments and questions from the Panel, as summarised below.

**Communications**

In response to a question in relation to how successful the communications had been, the Digital Communications Officer responded that when the content had been gathered, for example the floorboards at the Guildhall, it was how much the content had been used elsewhere and how many people had engaged in the post put on social media. The footage which was gathered at the time had been used on The One Show and Channel 4 news, which benefitted this area, the journalists were not necessarily based in the area, so if the information could be provided to them, they were happy to take it.

The Communications and Engagement Officer added that there was a variety of different ways of measuring the activities that were carried out. With some of the campaign work, other metrics were used, and she cited the elections work which had been carried out last year and which had been measured by the number of people who could not vote because they did not have the correct ID.

In response to a comment regarding other media platforms that could be used, the Digital Communications Officer advised that TikTok and Snapchat had been looked at. The Council did have a Snapchat account which was rarely used but could be considered if wanting to target young people and their parents. In terms of TikTok, this was not used at the moment, but would be kept under review.

**Council Information Centre**

In response to a comment, the Corporate Customer Services Manager explained that in relation to the people who were regarded as digitally excluded, a lot of the different digital technology that was being brought in was aimed to help people like herself and other customers to deal with their enquiries, which in turn helped to free up capacity on the telephones, so that helped the advisors to be able to spend time with the customer. She advised that in some instances advisors had spent

20-25 minutes on a call with a customer and often filled out a form on the customer's behalf.

Councillor Mrs Spikings stated that this was not highlighted anywhere that help was available. The Corporate Customer Services Manager agreed to take those comments on board and look into the matter.

The Chair added that it was the harder to reach groups that needed to be targeted and the message that staff were available on the telephones to speak to people and they were not forced to use the webchat.

The Corporate Customer Services Manager added that it was about giving customers choice regarding their chosen method of communication.

Councillor Blunt asked whether Artificial Intelligence was being used in the webchat. The Corporate Customer Services Manager advised that AI was not being used at the moment but would look to use it in the future as it could help with quick and straightforward enquiries, which would free up advisor's times for other things.

The Corporate Customer Services Manager also undertook to look at the options priority for when people called the Council.

#### Corporate Web Team

ICT Web Team Manager confirmed that the new intranet would share-point on-line.

He also explained that there was a Security Team that sat within the Technical Services remit. He advised that there was a Security Officer starting soon within the team who would be responsible for IT safety.

Reference was made to the ratings for the website and whether there was one thing that could be improved for users.

The ICT Web Team Manager advised that a number of metrics were used and what had been found was that people were not unnecessarily unhappy with the website, but it was the decisions that they were unhappy with particularly around planning applications. The team was always open to feedback and invited the Panel to let him know of any comments / feedback.

Reference was made to the Licensing and Appeals area on the website not being very user friendly. The ICT web Team Manager advised that the application sat within the Business Team, and he was aware that officers were keen to look at other options.

The Chair referred to the decrease in the level of usage and asked whether people were accessing information in other ways ie. social

media rather than the website. The ICT Web Team Manager advised that this was probably correct, and it was important that people could access information in a way that they could understand. What they did not want to see was phone calls increasing in the CIC.

The Chair thanked the Officers for the update and attending the meeting and asked for thanks to be passed to their teams.

**RESOLVED:** That the update was noted.

## CP9 **CABINET REPORT - DATA PROTECTION POLICY REVIEW**

[Click here to view the recording of this item on You Tube.](#)

The Information Governance Officer presented the report which presented a revised Data Protection Policy which refreshed the policy to bring it in line with Data Protection Legislation, ICO guidance and best practice. The Corporate Performance Panel were being asked to consider the revised policy prior to it being presented to Cabinet.

The Chair thanked the Information Governance Officer for the report and invited questions and comments from the Panel, as summarised below.

- A review needed to be carried out every 2 years or when there was a legislative change.
- In relation to timings of FOI requests, for last year, overall, there had been 781 requests, which 71% were compliant, which meant that a response had been provided in 20 working days.
- What mechanisms were in place if a request for information had been submitted incorrectly and the information under one form or another as an FOI or SAR? In response it was explained that one piece of officer guidance which had been produced was an FOI / Data Protection request Guidance note which explained that any request did not have to be in writing, and it should be directed to the corporate mailbox which was monitored by the Corporate Governance Team and allocated appropriately.
- Would there be a link for Members rights to information and a SAR or FOI request. It was explained that Members could access information under Members Access Rights as well as through FOI and SAR. It was advised that prior to April 2023 the service was dealt with by Eastlaw, and now brought it in-house function so the process had been changed. If any Member had any requests or was struggling to get information they required to please email FOI or Data Protection. The understanding around the legislation came under the Corporate Governance Team as to who was entitled to what.

**RESOLVED:** That the Corporate Performance Panel support the revised Data Protection Policy for submission to Cabinet.

CP10 **NOMINATIONS TO OUTSIDE BODIES - HUNSTANTON SAILING CLUB**

[Click here to view the recording of this item on You Tube.](#)

The Panel were invited to nominate a representative to serve as an observer on the Hunstanton Sailing Club Development Sub-Committee. The Panel considered that as the Council no longer had a financial interest in the Sailing Club, no representative would be proposed.

**RESOLVED:** That the Panel does not nominate a representative to serve as an observer on Hunstanton Sailing Club Development Sub-Committee.

CP11 **APPOINTMENTS TO TASK GROUPS AND INFORMAL WORKING GROUPS**

[Click here to view the recording of this item on You Tube.](#)

As set out in the report the Panel were requested to consider the Informal Working Groups that they had previously established and review their Membership as appropriate.

**RESOLVED:**

1. That the Taxi Testing Contract Informal Working Group continue to operate with members Nash, Long, Osborne, Lintern and Ryves.
2. That the Constitution Informal Working Group continue to operate with members Beales, Bearshaw, Coates, Long, Osborne and Ryves
3. That the following Informal Working Groups be disbanded as they have concluded their work:
  - Review of Persistent Complaints Policy Informal Working Group
  - Meeting Arrangements Informal Working Group
  - Freedom of the Borough Informal Working Group

CP12 **PORTFOLIO HOLDER QUESTION AND ANSWER SESSION**

No questions had been submitted in advance of the meeting.

CP13 **PANEL WORK PROGRAMME, CABINET FORWARD DECISIONS LIST AND SHAREHOLDER COMMITTEE WORK PROGRAMME**

[Click here to view a recording of this item on You Tube](#)

The Leader stated that due to the General Election being called on 4 July 2024, Informal Working Group meetings would be postponed and rescheduled following the election.

Amendments to the Work Programme would be made, as follows:

Remove Hunstanton Sailing Club from 17 July 2024.

The report of the Taxi Testing Informal Working Group would need to be rescheduled to a later meeting.

**RESOLVED:** The Work Programme, Cabinet Forward Decisions List and Shareholder Committee Work Programme was noted.

CP14 **DATE OF NEXT MEETING**

The next meeting of the Corporate Performance Panel was scheduled to take place on Wednesday 17<sup>th</sup> July 2024 at 4.30pm in the Town Hall.

**The meeting closed at 5.51 pm**

# Annual Communications Update

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**Becky Box – Assistant Director, Central Services**  
**Tim Baldwin & Philippa Sillis – Communications**  
**Jo Hillard – Corporate Customer Service Manager**  
**Andrew Howell – ICT Web Team Manager**

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



Minute Item CP8

# Introduction

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**Becky Box – Assistant Director, Central Services**

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





# Introduction

- Overview
- Communications Team
- Customer Information Centre
- Web Team

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# Communications Update

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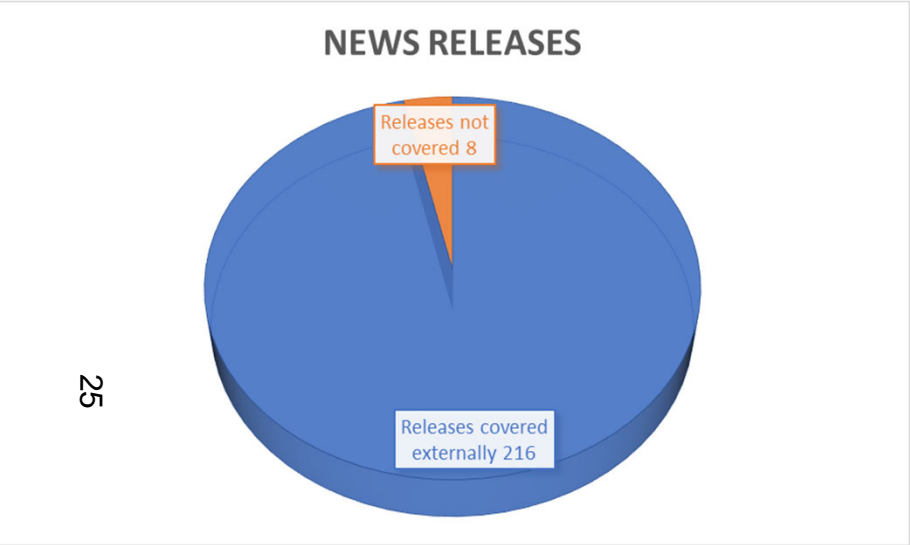
**Tim Baldwin – Communications**

**Philippa Sillis – Communications**

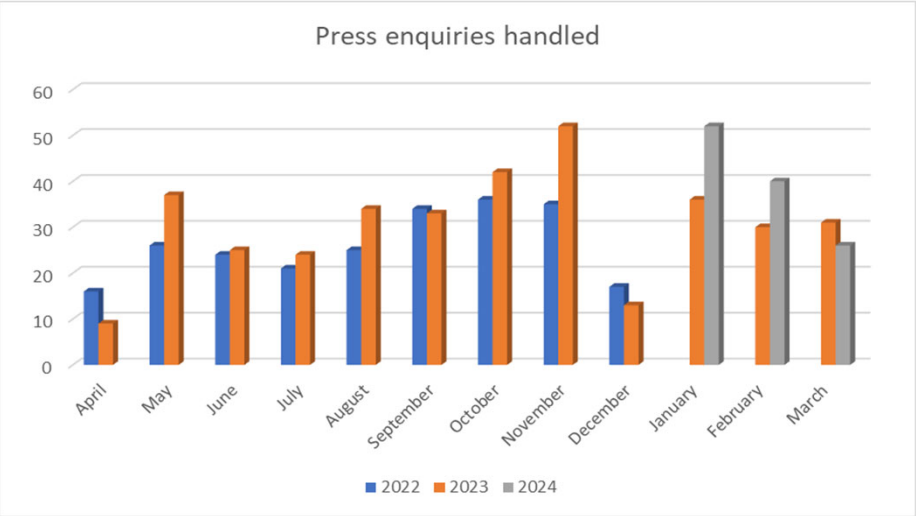
Borough Council of  
**King's Lynn &  
West Norfolk**



# Media relations



224 news releases sent out.  
96.5% of our news releases covered by external media.

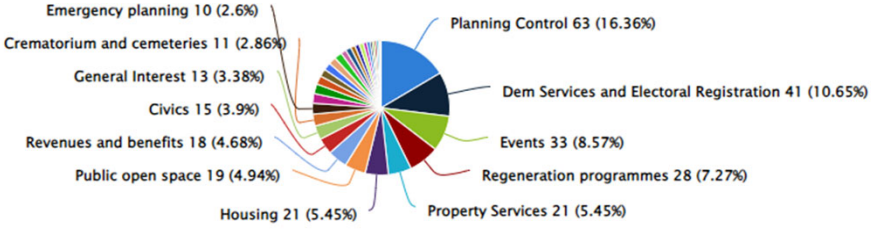


378 press enquiries handled.  
54 more than the previous 12 months.

**KL** Lynn News Eastern Daily Press *your local paper*



## Enquiries by category



Figures are for April 2023 to end of March 2024 (12 months)

# Projects

Borough Council of King's Lynn & West Norfolk

## Think twice

Fly-tippers have been caught and fined in this area

Report fly-tipping

## FOOD FOR THOUGHT

FREE TO ATTEND

- MONEY SAVING
- FAMILY FRIENDLY
- TASTING SESSIONS
- SWAP RECIPE IDEAS

Thursdays 9:30am-11:30am  
21 September - 7 December 2023

Eternity Downham Market, Sovereign Way  
Downham Market PE38 9SW

01553 616200  
ask@kly.gov.uk

## Ласкаво просимо святкувати з нами!

(You're welcome to celebrate with us!)

Tuesday Market Place, King's Lynn  
Thursday 24 August, 4.30pm-7pm

Join us to celebrate Ukraine Independence Day with free crafts and entertainment.

Find out more about Ukraine's culture and its shared history with parts like King's Lynn.

## BEAT YOUR BILLS

THE BIG EVENT

REDUCE YOUR OUTGOINGS  
INCREASE YOUR INCOME

We can help you with the cost of living. We can give you advice on accessing benefits, grants, discounts and more to keep your income up and your outgoings down.

Come and see us at:

**The Place, King's Lynn**  
Tuesday 31 October  
10am-2pm

Together we can beat your bills.

## Cost of living help and support

## COMMEMORATIVE COINS AND A SPECIAL BOOK TO MARK THE CORONATION OF HM KING CHARLES III

## South East King's Lynn Growth Area Masterplan

(known locally as West Winch Growth Area)

## Connectivity plan

SOUTH EAST KING'S LYNN GROWTH AREA MASTERPLAN SPD  
Movement Corridors & Linkages Plan

The Electoral Commission

Borough Council of King's Lynn & West Norfolk

## Local elections on 4 May 2023

**You need photo ID to vote**

- Pentru a vota, aveți nevoie de un act de identitate cu fotografie
- É necessária identificação fotográfica para poder votar
- Norint balsuoti, reikia asmens tapatybės dokumento su nuotrauka
- Do głosowania potrzebny jest dokument tożsamości ze zdjęciem

EUROPEAN ELECTION LICENCE  
PASSPORT  
Northfolk County Council  
66+ BUS PASS

## CELEBRATING OUR HERITAGE 500

### TUDOR WRITING WORKSHOPS

Free

WEDNESDAY 29 MAY 10.30AM-12PM AND 1.30PM-3PM  
THURSDAY 30 MAY 10.30AM-12PM AND 1.30PM-3PM  
SATURDAY 1 JUNE 10.30AM-12PM AND 1.30PM-3PM

Workshops are free, booking is essential

Celebrate the 500-year anniversary of King Henry VIII's charter to King's Lynn and have a go at Tudor Writing.

Suitable for ages 8-16  
To book a free place please visit [storiesoflynn.co.uk/whats-on](http://storiesoflynn.co.uk/whats-on)

Stories of Lynn Museum  
Saturday Market Place  
King's Lynn PE30 5DQ

Northfolk Museums Service  
Norfolk Record Office

Borough Council of King's Lynn & West Norfolk

# Projects – Food Waste Action Week



Borough Council of King's Lynn & West Norfolk News & Events  
Published by Tim Baldwin · 18 March ·

Happy #FoodWasteActionWeek

Using your kitchen and outdoor caddies can:

- Create more space in your black waste bin
- Create green electricity to power our homes
- Create a nutrient rich biofertilizer used by farmers to grow crops
- Reduce CO2

If you didn't manage to get to one of our events you can request a food caddy by visiting [www.west-norfolk.gov.uk/yourbins](http://www.west-norfolk.gov.uk/yourbins)

#LoveFoodHateWaste

Norfolk Recycles  
Food Savvy Norfolk

Please use your food caddies for food waste in West Norfolk - Her...

4 weeks ago · 7.2K views

Borough Council of King's Lynn & West Norfolk News & Events  
Published by Luke Burridge · 21 March ·

Don't be alarmed if you see our crews emptying your food bin into a larger bin, and then see it being tipped into the bin vehicle, alongside other waste. #foodwasteactionweek

The vehicles our crews use have separate compartments for the food waste. To make their job quicker, our crews empty the contents of several food caddies into a wheeled bin and then empty this into the food compartment on the side of the vehicle.

Find out more here: <https://www.west-norfolk.gov.uk/info...> See more



See insights and ads

Boost

65

11 8

✓

✗

**Remember to recycle**

- All uneaten food & plate scrapings
- Tea bags & coffee grounds
- Mouldy or out of date food
  - Bread & pastries
- Dairy products (inc. egg shells)
- Rice, pasta & beans
- Meat, fish & bones (raw & cooked)

**Please do not recycle**

- Packaging of any kind
- Liquids such as milk
- Oil or liquid fat
- Any material that is not food waste

Remember any bag will do

See insights and ads

Boost post

14

21 shares

Borough Council of King's Lynn & West Norfolk News & Events  
Published by Tim Baldwin · 21 March ·

Recycling food waste is important for both young and old.

Having a shopping list and buying only what you need is a way to avoid food waste. If we buy it locally we also reduce impacts on the environment, it also tastes great.

Cllr Chris Morley Cabinet Member for Finance visited our team when they were in Docking and was pleased to hear that using the Food Caddy for food waste reduces costs for councils in Norfolk, meaning more money can be spent on the important services w... See more



Today we are at Docking Market in Docking Village Hall as part of #FoodWasteActionWeek. Using your local market is a great way to reduce food waste by buying just what you need and eating what you buy.

Please pop in and say hello, you can also pick up a free food caddy & liners.

Food Savvy Norfolk... See more



## Be the BINfluencer in your home

Reduce, reuse and recycle



Nationally 1.3 million apples, 5.8 million potatoes, 5.9 million glasses of milk and 240 million slices of bread are thrown away every year.

In west Norfolk we say please don't chuck it in your black bin, feed it to your food caddy. Around a third of what is placed in black bins is food waste, using your food caddy is environmentally friendly, will make your black bin smell better and create more space in your black bin.

Food waste from the collection goes to an anaerobic digester where it naturally produces methane gas, which is then used to generate electricity. Farmers use the material left at the end as fertiliser, which reduces the need to use chemicals on the land.

Find out more about what happens to food waste and request a free replacement kitchen or outdoor caddy here [west-norfolk.gov.uk/foodwaste](http://west-norfolk.gov.uk/foodwaste).



## Fortnightly recycling collections

What can I recycle at home?

Plastic food pots, tubs & trays	Foil sheet & trays	Plastic bottles	Aerosols	Paper
Wrapping paper & newspapers	Cardboard	Tetra packs/cartons	Glass bottles & jars	Steel food & drink cans

Tubs, pots, trays and bottles can all be recycled at home, but make sure they are free of food and drink first.

That means rinsing out the leftover coleslaw and throwing away the last slice of ham before the packaging goes in the recycling bin.

Find out more at [norfolkrecycles.com/bins-at-home/my-recycling-bin/](http://norfolkrecycles.com/bins-at-home/my-recycling-bin/)

# Consultations & Information

**Borough Council of King's Lynn & West Norfolk News & Events**  
Published by 20 December 2023

Christmas waste and recycling collection dates start next week.

Weekly food waste collections will continue each week, so please remember to use your food caddy over the festive period. This will help create extra black bin space and is much more environmentally friendly.

You can check when yours will take place over Christmas and New Year by visiting <https://www.west-norfolk.gov.uk/yourbins>

**CHRISTMAS & NEW YEAR 2023-24 WASTE AND RECYCLING DATES**

Waste Type	Week 1	Week 2	Week 3
General Waste	Monday 18/12/23	Monday 25/12/23	Monday 01/01/24
Recycling	Tuesday 19/12/23	Tuesday 26/12/23	Tuesday 02/01/24
Food Waste	Wednesday 20/12/23	Wednesday 27/12/23	Wednesday 03/01/24
Green Waste	Thursday 21/12/23	Thursday 28/12/23	Thursday 04/01/24
Household Appliances	Friday 22/12/23	Friday 29/12/23	Friday 05/01/24
Car Tyres	Saturday 23/12/23	Saturday 30/12/23	Saturday 06/01/24
Car Seats	Sunday 24/12/23	Sunday 31/12/23	Sunday 07/01/24

**Borough Council of King's Lynn & West Norfolk News & Events**  
Published by 22 December 2023

A shop in King's Lynn which sold illegal vapes, vapes containing THC and illicit tobacco, as well as selling vapes to children, has been ordered to close following a court hearing.

Thanks to King's Lynn Police & Norfolk County Council Trading Standards for their support. #teamwork

[https://www.west-norfolk.gov.uk/.../closure\\_order\\_granted...](https://www.west-norfolk.gov.uk/.../closure_order_granted...)

**THE BIG BEAT YOUR BILLS EVENT**

Reduce your outgoings, increase your income.

locken The BIG Beat Your Bills - The start of Marshland St James journey to be a Norfolk Net Zero Community.

Residents in Marshland St James are invited to a Norfolk Net Zero Community event at Marshland Hall on Monday 12 February 2024.

It runs from 10am to 2pm & includes representatives from Carling, Broomfield, Housing Standards with free Beat Your Bills information, the Marshland St James Parish Council and the Wellies on Wheels bus from the @brandics.

[https://www.west-norfolk.gov.uk/news/articles/164marshland\\_st\\_james\\_residents\\_notified\\_to\\_start\\_the\\_net\\_zero\\_journey](https://www.west-norfolk.gov.uk/news/articles/164marshland_st_james_residents_notified_to_start_the_net_zero_journey)

**Borough Council of King's Lynn & West Norfolk News & Events**  
Published by 14 February

It's Love West Norfolk Day, we want to thank all our public open space teams who keep our parks and green spaces looking amazing.

Our team won several trophies and certificates at last year's *Anglia in Bloom* for the protection and improvement of the physical and natural environment.

#LoveWestNorfolk had a sneaky peek at the borough council plant nursery this week ahead of May when all the plants are bedded in for the summer... See more



**Borough Council of King's Lynn & West Norfolk News & Events**  
Published by 9 January

Take a look at this amazing Adult Gym that was completed in Bircham, another community project completed with help from Community Infrastructure Levy funding.

There is still time to put in an application for funding to help improve your community, deadline to apply is 1 February 2024.

[http://www.west-norfolk.gov.uk/.../new\\_and\\_improved\\_cil...](http://www.west-norfolk.gov.uk/.../new_and_improved_cil...)



**Borough Council of King's Lynn & West Norfolk News & Events**  
Published by 23 February

If flooding is affecting your toilets and showers at home we have opened up our leisure centres at Oasis, Lynnsport, St James and Downham for you to use their washing facilities. Just explain when you get there and you'll be given a warm welcome by the team.

Please pass this message on to anyone you know who might need it but doesn't use social media.

**Alive Oasis Alive Lynnsport Alive St James Pool Alive Downham Leisure**

**Borough Council of King's Lynn & West Norfolk News & Events**  
Published by 20 December 2023

A borough council development of homes in Hunstanton is about to go on the market – with preference to buy given to local people.

The apartments of Styleman Court, off Southend Road, will provide 32 much-needed homes in the town.

[https://www.west-norfolk.gov.uk/.../styleman\\_court\\_sales...](https://www.west-norfolk.gov.uk/.../styleman_court_sales...)

**Borough Council of King's Lynn & West Norfolk News & Events**  
Published by 5 March

Tree-mendous planting in The Walks and Tower Gardens in King's Lynn yesterday.

[https://www.west-norfolk.gov.uk/.../tree-mendous\\_planting...](https://www.west-norfolk.gov.uk/.../tree-mendous_planting...)



**Borough Council of King's Lynn & West Norfolk News & Events**  
Sponsored

Live in North Lynn with a bagged collection? This week is recycling week. Please leave it outside your house.

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

Live in North Lynn with a bagged collection? This... [Learn more](#)

**FREE**

# SHAKESPEARE'S BIG BIRTHDAY BASH

ON SATURDAY 22ND APRIL AND SUNDAY 23RD APRIL 2023

**12NOON - 4PM**

ST GEORGE'S GUILDHALL, 29 KING STREET, KING'S LYNN PE30 1HA

Sunday 23rd April 2pm  
Feature film "Gnomeo and Juliet"

Saturday 22nd April 2pm  
Feature film "Bill"

Saturday 22nd April at 7pm  
Free talk 'Eating With Shakespeare' by Brigitte Webster

## Creating Communities

**Free drop-in event for South Lynn residents**

**12 August 2023, 10am-2pm**  
**St Michael's School, South Lynn**

Free prize draw

Light refreshments available

*Free to attend*

# MINI MEET

*in the market place*

**Sunday 3 September**  
10am-3pm

Borough Council of King's Lynn & West Norfolk

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HM THE KING & HM THE QUEEN'S CORONATION MESSAGES FROM SCHOOL CHILDREN IN WEST NORFOLK

Your Majesties,

We offer our warmest congratulations on your Coronation. May your reign be a long, healthy and prosperous one.

To mark your Coronation, the Borough Council of King's Lynn & West Norfolk gifted all nursery and primary school aged children living in the borough with a specially commissioned Coronation coin. We also invited them to draw or write a message to you, our King and Queen, in celebration of this momentous event.

Contained within the pages of this book are the messages that pupils from every primary school in the borough have carefully crafted to Their Majesties King Charles III and Queen Camilla. We hope these very personal messages serve to demonstrate the uniquely special place the Royal Family has in the hearts of the people of west Norfolk.

God bless you both.

Councillor Margaret Wilkinson,  
Mayor of the Borough of King's Lynn & West Norfolk

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# KING'S LYNN Christmas Lights SWITCH ON

26 NOVEMBER 2023, TUESDAY MARKET PLACE

LIGHTS ON AT 5PM

# CLASSIC CAR DAY

10 September 2023  
10am - 4pm  
Tuesday Market Place

Borough Council of King's Lynn & West Norfolk

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

**Help your favourite charity win a 5<sup>th</sup> Birthday Bonus**

[www.westnorfolkwins.co.uk](http://www.westnorfolkwins.co.uk)

# Uncovering the floorboards at the Guildhall

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[Watch the timelapse video of the floorboards being uncovered here.](#)





# Council Information Centre

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**Jo Hillard – Corporate Customer Service Manager**

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



# Meet the Council Information Centre team



# Overview of the Council Information Centre

The CIC deals with customer enquiries received by telephone, at main reception, through online forms & web chat

The CIC deals with enquiries relating to:

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**Benefits**

**Care & Repair**

**Careline**

**Clean-up**

**Council Tax & Business Rates**

**Electoral Registration**

**Environmental Health**

**Housing**

**Income Payments**

**Licensing**

**Lily**

**Planning**

**Switchboard**

**Waste & Recycling**


# Telephone and Main Reception enquiries

- Just over 97,000 telephone conversations, excluding switchboard
- 84.3% of telephone calls answered within 90 seconds
- What service do we receive the most amount of calls for?
  - **38% of our calls are for Council Tax**
  - **13% of our calls are for Housing**
  - **8% of our calls are for Benefits**
- At Main Reception we saw nearly 14,000 customers and visitors
- and spoke to nearly 17,500 customers on switchboard

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\*Statistics from April 2023 to March 2024

# Contact through our digital channels

- Just over 5,200 web chat conversations
- 90% of web chats prevented a call to the CIC
- 86% of customers using our web chat service rated it 
- Work closely with the Corporate Web Team & Communications on website and social media updates
- Online forms play a big part in the CIC
- Supporting the Corporate Web Team to produce online forms

\*Statistics from April 2023 to March 2024

# CLC priorities for 2024-27

- Upgrade or replace our telephony system
- Upgrade our web chat system and increase take-up
- Look at new methods of communication, for example, WhatsApp and SMS
- Look at new methods of consultation to establish satisfaction across all channels
- Continue working with NCC on combatting digital exclusion in West Norfolk



# Corporate Web Team

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**Andrew Howell – ICT Web Team Manager**

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



# Overview of the Web Team

- Our role is to manage the Council's digital estate
- Team consists of 4 members of staff (3.8 FTE) – 2 developers and 1 content expert
- Manage a portfolio of 20 websites plus associated digital services
- Continues to be a high demand for digital services though a fall from peak COVID times



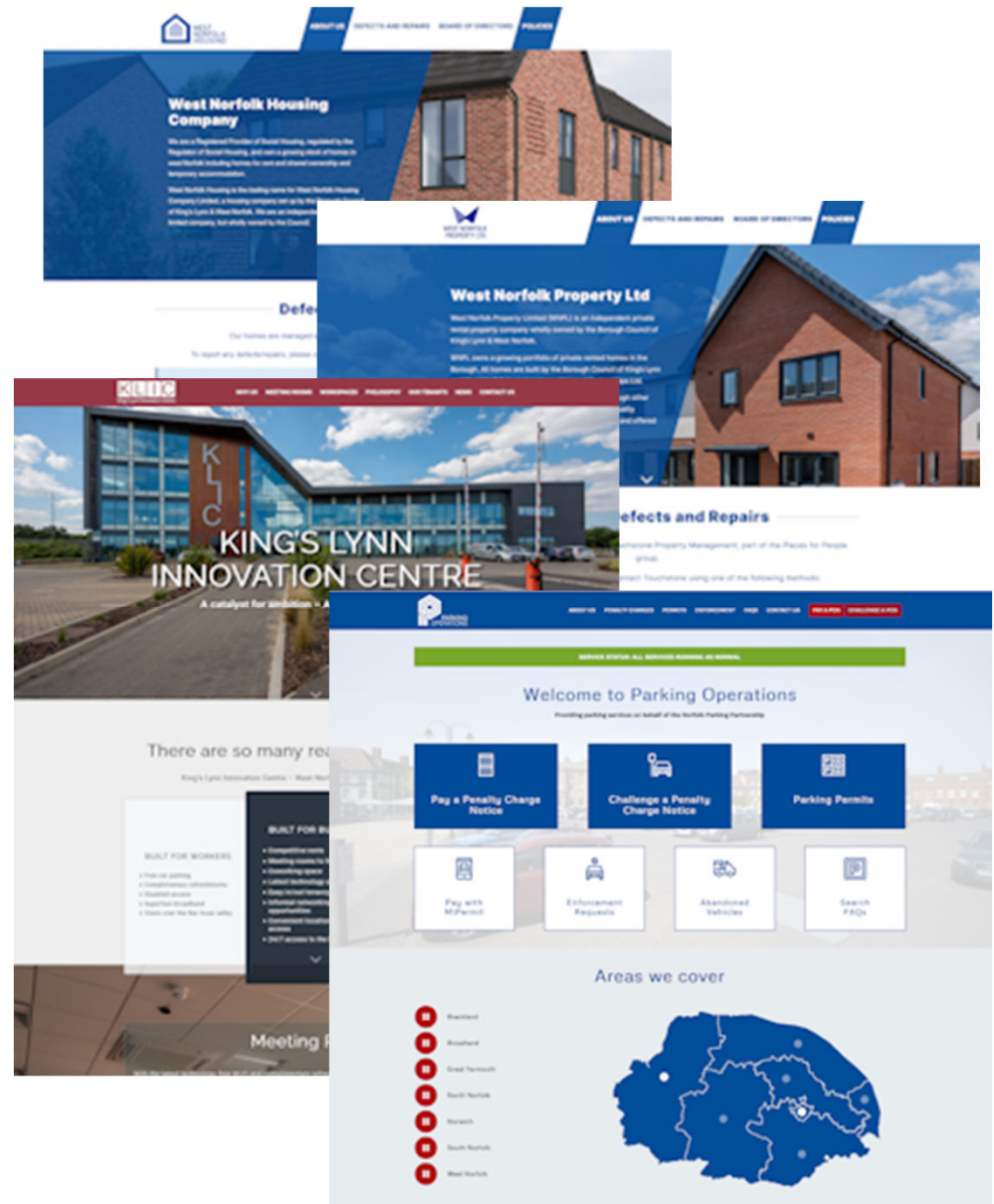
# Web stats

\*Stats from 01/04 to 31/03 each year

	User sessions	+/-	Page views	+/-
2018/19	903,638	-	3,094,288	-
2019/20	1,057,280	+17.0%	3,499,088	+13.1%
2020/21	1,545,136	+46.1%	4,313,852	+23.3%
2021/22	1,861,556	+20.5%	4,613,062	+6.9%
2022/23	1,935,974	+4.0%	4,655,292	+0.9%
2023/24	1,737,617	-10.2%	4,479,191	-3.8%

# New developments

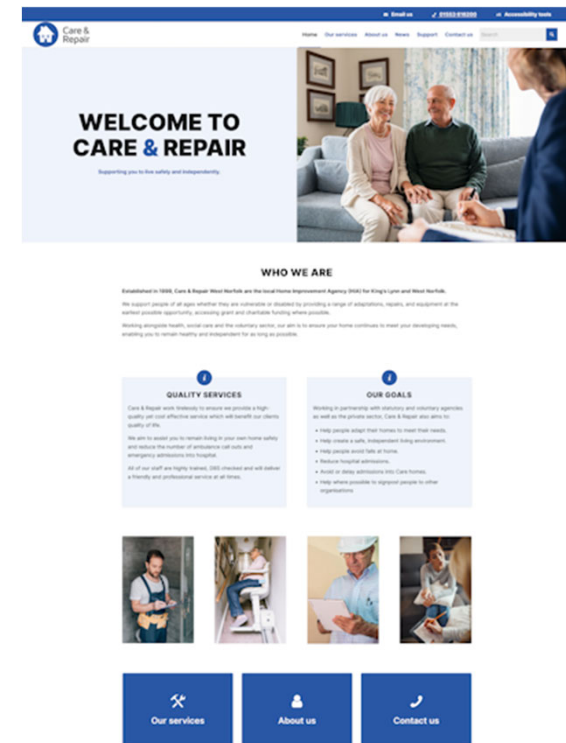
- New website and integrated forms for Parking Operations
- New websites launched for KLIC, West Norfolk Housing Company and West Norfolk Property Ltd
- Work progressing on the new intranet
- Some legacy web applications rewritten due to decommissioning of old servers



# Future developments

- New Care and Repair website launching very soon
- Further improvements to the web infrastructure to migrate legacy servers
- Continue to work with service areas to facilitate further efficiencies and savings
- Work on the new digital transformation programme and website enhancements
- Investigating use of new tools such Microsoft Copilot

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# Thank you – Any questions?

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Borough Council of  
King's Lynn &  
West Norfolk

