

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



SOCITM Better Connected 2016/17

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

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

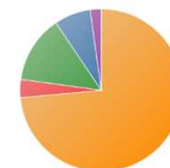
[Change your location >](#)

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 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	View >
24/07/2017	Orchard Farm Lynn Road, Gayton, Kings Lynn, Norfolk, PE32 1PA Proposal: Garage extension, minor external and internal alterations	0.38	View >

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

Search planning applications

Search term: Date received within:


Set location: [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

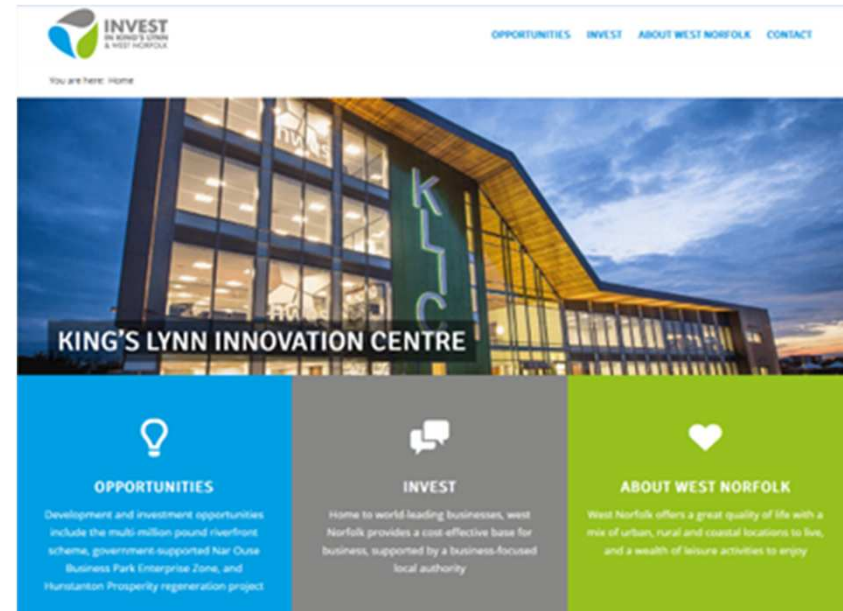
Contact us

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>Claim Housing Benefit ></p>
Housing	Tell us about a change	<p>Live Chat Service</p> <p>Our Live Chat service is available until 5:00pm today and 9:00am to 5:00pm tomorrow.</p> <p>Start Live Chat ></p>
Planning	Check if you're entitled	
Bins and recycling	Provide supporting evidence	<p>Still need to contact us?</p> <p>Phone us on: 01553 616200</p> <p>Our telephone lines 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



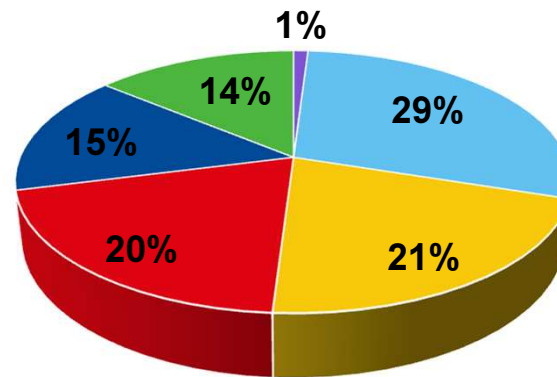
MyAccount (OneVu)

- 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

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



Borough Council of
King's Lynn &
West Norfolk



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



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...

Following a tradition that dates back to the 1950s, King's Lynn will host four fabulous events in August, one for every weekend of the month. Here's a preview...

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

Organised by the Borough Council, the event will feature a variety of activities including a moon landing simulation, a rocket launch, and a display of model rockets. The event is free and open to all.



FOLK IN THE TOWN
on August 12 (2noon-4pm)
Tuesdays Market Place, King's Lynn



What's On!



Local Life



What's On!

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

On 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's a day when you can see what life was like for those who stayed at home. The Borough Council is organising one of the most popular events in the town and it's a day when you can see what life was like for those who stayed at home.

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WORK on restoring the King's Lynn town sign, which is being restored and replaced by Henry Davies (right) at his workshop and the town will be back in its original form in 2018.

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

Norfolk 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 the process of being restored. Local residents know that King's Lynn does indeed have such a sign. But it had to be removed from its home on the South Gate roundabout to be replaced. But now, after a painstaking process of repair and restoration, it's about to be returned to its original site.

The Borough Council of King's Lynn is proud to have such a sign. It's a sign that has been a part of the town's history for over 100 years. It's a sign that has been a part of the town's history for over 100 years. It's a sign that has been a part of the town's history for over 100 years.

The restoration process began by completely stripping back the sign and removing all the layers of paint that had been previously applied. It took two weeks with a fine sanding removing any traces of paint or grease. The next step was to assess the condition of the sign. It was found that the sign was in a poor state and in several spots the

Borough Council of King's Lynn & West Norfolk





A partnership bearing fruit at Orchard Place...

...in collaboration between Lovell and the Borough Council... Norfolk is set to deliver over 350

An in
Cou
new



ABOVE: 13 Perry Street in Great Yarmouth, a development of 14 flats that won both the award for Small Residential (Local) and the Overall Best Award at the last Mayor's Design Awards. It's been set to replace a vacant building. Commenced work 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 dot our town and villages. 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 an existing building brought back to its original splendour. These talented people are all trying to make their towns 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 buildings by local architects, designers and contractors, and the

- competition is sought split into the following categories:
- Extensions
 - Conversions
 - New single houses
 - Groups of small residential developments
 - Workshops and industrial developments
 - Landscaping and environmental schemes
 - Community projects
 - Public and play spaces
 - Craftsmanship

Please note that the categories may change in respect of the year and numbers of schemes nominated, and all nominations 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 high level of craftsmanship.

RL Magazine has always been a pleasure to have the local area nominated to balance a rich and varied history with a forward-thinking and innovative future. As RL's Deputy Managing Director of RL, I'm proud and excited to see the Mayor's Design Awards and the high standards they set for the future of our town and villages. It's a wonderful celebration of our glorious heritage, our commitment to design excellence, our shared values and our shared vision for the future. We're very proud to be supporting the 2018 Mayor's Design Awards and we're excited to bring forward the best of our local outstanding projects in future issues of the magazine.

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 to exceptional new builds and renovated commercial architecture. Anyone seen excellence in building or schemes with the approval of the owner for competing in the awards should contact the Mayor's Design Awards team on 01328 345000 or email awards@kinglyn.gov.uk. The Mayor's Design Awards focus on single buildings by local architects, designers and contractors, and the



Working in partnership with the local authority to deliver the new development at Orchard Place, King's Lynn, is a testament to the power of local partnerships. The development is a mix of new and existing buildings, and the local authority has been instrumental in ensuring the project is delivered on time and to a high standard.

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BUILDING FOR THE WHOLE COMMUNITY

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Pick your perfect home...

Stunning new homes in the heart of King's Lynn, designed by Lovell Homes. The development is a mix of new and existing buildings, and the local authority has been instrumental in ensuring the project is delivered on time and to a high standard.

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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

Earlier 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 PiP 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 seeking 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 PiP's 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 awards recognise the diverse businesses that have

managed to offer and give you the chance to delight and engage 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.

"Our business support of four is one hand to provide advice and support for businesses and support for business networking events in the area where there are facing challenges times."

Local businesses conditions demonstrate hardwork, dedication, innovation and

entrepreneurship, and have shown how they have overcome economic challenges and taken advantage of opportunities.

"We very often delight to learn that the value of our town has increased, but we are proud to support our businesses in the way that we can."

"The Mayor's Business Awards is a real opportunity for businesses across the people of west Norfolk when they are made of. It is a pleasure to be able to present the award to the winners of this year's awards."

"The top awards in the Mayor's Business of the Year, sponsored by the Lynn News, sponsored by Brown & Co.

- Customer Care
- Independent Retailer
- Innovation
- Enterprise and Growth
- Small Business of the Year, sponsored by Haysouth and Lennov.

Anyone can make a nomination for the award online at www.mayorsbusinessawards.co.uk.

All the information is on-line. The site is now live and nominations can be submitted on-line on Friday, December 1st.

Shortlisted candidates will be invited during December and January and the winners will be announced at Lynn's Corn Exchange on Friday, March 1st.



Launching the 2018 Mayor's Business Awards recently, West Norfolk's Mayor Alistair Beales with a nominee, Mrs. Susan Beales of the Lynn News.

'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 job 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 in 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, Borough Council Cabinet Member for Performance

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 sector accounts 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 R&P Marham on their £400-million project to provide new facilities to accommodate the P&G Lighting 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 Beales 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 Lynn.

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 encouraging start.

The Enterprise Zone itself offers potential business a range of benefits including simplified planning, reduced business rates and superior 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 new waterfront use development has been approved for which both market testing will soon take place.

I have no doubt that it will be another challenging year for many and a rewarding one for most. As always, we will continue to work with and listen to local businesses to help encourage and support growth and investment in West Norfolk.

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 1999 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 business owners that have made a noteworthy achievement during the last year during a period of continuing uncertainty in the last year.

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

Borough Council of King's Lynn & West Norfolk



"You or your business could win a prestigious award which could give just the boost you need."

The winner of the Mayor's Business of the Year Award will be the business that can demonstrate strong performance in areas including:

- Marketing, promotion and growth;
- Use of innovation and development of new products and services;
- Growth of new markets and customer base of home or abroad;
- 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.mayorsbusinessawards.co.uk

We will be looking for evidence to support such application.

Mrs Bewer 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."

"I am personally looking forward to hearing about the best examples of what we can do that we have in west Norfolk."



A multi-million expansion of P&G 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 income on the site. The project also includes a 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-starting 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 will 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 Mirovickis 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 Motter 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, Josh and

advantage of being on a large development like this is that there are a lot of different issues types on site. It's getting a range of experience and exposure to learn different things."

Lukas Mirovickis, 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 it's a huge asset. I feel like I've got 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 their own, 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 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 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' 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 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, which includes 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?

Borough Council of
King's Lynn &
West Norfolk

