

BOROUGH COUNCIL OF KING'S LYNN & WEST NORFOLK

CORPORATE PERFORMANCE PANEL

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

PRESENT: Councillor G Wareham (Chairman)
Councillors P Beal, J Collop, N Daubney, H Humphrey (Vice-Chairman),
J Moriarty and D Tyler

Portfolio Holders

Councillor B Long, Leader
Councillor A Lawrence, Housing and Community
Councillor Mrs K Mellish, Facilities and ICT

Observing

Councillor I Devereux – Portfolio Holder, Environment

Officers

Becky Box, Policy, Performance and Personnel Manager
Sharon Clifton, Communications Manager
Debbie Gates, Executive Director, Central & Community Services
Matthew Henry, Property Services Manager
Andrew Howell, ICT Web Team Manager
Joanne Stanton, Revenues and Benefits Manager

CP46 **APOLOGIES**

Apologies for absence were received from Councillors G Howman and A Morrison.

CP47 **MINUTES**

RESOLVED: The minutes from the Corporate Performance Panel held on 9 October 2017 were agreed as a correct record and signed by the Chairman.

Matters Arising

- Homes in Multiple Occupation – Councillor Moriarty asked when the item would be considered by the Environment and Community Panel. The Democratic Services Officer confirmed it was scheduled for 6 December 2017.

CP48 **DECLARATIONS OF INTEREST**

There were no declarations of interest.

CP49 **URGENT BUSINESS UNDER STANDING ORDER 7**

There was no urgent business.

CP50 **MEMBERS PRESENT PURSUANT TO STANDING ORDER 34**

There were no Members present under Standing Order 34.

CP51 **CHAIRMAN'S CORRESPONDENCE (IF ANY)**

There was no Chairman's correspondence.

CP52 **COUNCIL TAX SUPPORT: FINAL SCHEME FOR 2018/2019**

In presenting the report, the Revenues and Benefits Manager reminded the Panel that the Council must review and agree its 2018/2019 Council Tax Support (CTS) scheme for working age people by 31 January 2018. Options for the draft CTS scheme for 2018/219 were presented to the Panel on 17 July 2017 and the preferred draft CTS scheme was chosen. This was agreed by Cabinet on 6 September 2017. The draft CTS scheme was then opened to public consultation from 7 September 2017 to 18 October 2017. 15 responses were received, down from 31 responses last year.

The report detailed the results of the consultation and the recommended final CTS scheme for 2018/2019.

In response to questions from Councillor Collop on the consultation exercise and encouraging people to submit responses, the Chairman, Councillor Wareham commented that this question was continually raised year on year and added that no additional suggestions had been put forward to encourage residents to respond.

RESOLVED: The Panel agreed that the draft CTS scheme for 2018/2019 which went to public consultation is recommended as the final CTS scheme for 2018/2019.

CP53 **UPDATED EQUALITIES POLICY**

The Policy, Performance and Personnel Manger presented the Council's Equality Policy which had been revised and updated to reflect changes in legislation and to bring the policy up-to-date with regards to the roles and responsibilities of a local authority.

Members were reminded that the Panel had received two presentations outlining the work that had been undertaken during the review of the policy.

It was explained that the purpose of this report was to provide the Panel with the opportunity to review the final draft of the policy, prior to it going forward to Cabinet in November 2017.

In response to a question from Councillor Humphrey on people categorising what sex they wished to be, the Policy, Performance and Personnel Manager explained that the Council had a separate policy regarding transgender.

RESOLVED: The Panel supported the adoption of the new Equality Policy as provided in Appendix 1.

CP54 **ANNUAL COMMUNICATIONS UPDATE**

The Panel received a presentation from the Assistant Director, Communications Manager and ICT Web Team Manager (copy attached).

Officers responded to questions from the Panel relating to:

- SOCTITM Better Connected 2016/2017. It was noted that the Borough Council had been awarded 3 stars out of 4 in 2016/2017 and had only just missed out on a 4 star rating.
- Accessing details of current and historical planning applications on the Borough Council's website.
- Security issues. It was explained that the Council Tax and personal data was hosted by Microsoft Cloud, which was the highest level of security.
- Reasons for the increase in waiting time for customers telephoning the Council to access services.
- Digital Newsroom.
- The Borough Council
- Development of Council's software (contact us) and selling the service to other local authorities for an annual fee, which would generate additional income for the Council.
- Articles published in the KL Magazine, Lynn News and Your Local Paper.
- Stayconnected – the Borough Council's weekly newsletter.
- Press/Public are able to sign up to social media alerts.

Councillor Daubney commented on the progress made with the Borough Council's website over the years was commendable and had made a significant positive difference in providing Council services to residents, businesses and tourists in the Borough..

Councillor Mrs Mellish, Portfolio Holder for Facilities and ICT, commented that Members should be proud of the services the Council provided as it was the forerunner in a number of cases. She congratulated the whole team on the efforts officers put in to achieve

the services delivered. Councillor Mrs Mellish added that when Councillors attended Parish Council meetings they should encourage the public to sign up for the OneVu account.

RESOLVED: 1) That the Annual Update report be noted.

2) The Assistant Director to circulate a list of officers' direct dial telephone numbers to all Councillors.

CP55 **EXCLUSION OF PRESS AND PUBLIC**

RESOLVED: That under Section 100(4)(40) 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.

CP56 **EXEMPT: KING'S COURT ACCOMMODATION**

The Panel received an update on the King's Court Accommodation project from the Property Services Manager.

The Property Services Manager responded to questions from the Panel relating to:

- The lease arrangement.
- Increased footfall in the King's Court offices.
- Reception area arrangements to ensure customers were directed to the correct service required.

The Panel was also advised of other projects which they may wish to consider monitoring and evaluating.

RESOLVED: 1) The update report be noted.

2) The Corporate Performance Panel monitor the King's Court Accommodation project on an ongoing basis and the Property Services Manager provide update reports to the Panel as required.

3) The Property Services Manager to bring other relevant projects to the Panel as appropriate.

RETURN TO OPEN SESSION

CP57 **PANEL WORK PROGRAMME 2017/2018**

The Panel noted the Work Programme for 2017/2018.

The Chairman, Councillor Wareham reminded Members that they could contact himself at any time if they wished to add an item to the Work Programme.

Councillor Collop provided an overview of his contact with the Hunstanton Sailing Club as the Borough Council's representative and advised that he would be in a position to provide an update report to the Panel on 18 December 2017.

CP58 **DATE OF NEXT MEETING**

The next meeting of the Corporate Performance Panel will take place on Monday 18 December 2017 at the earlier start time of **5.00 pm** in the Council Chamber, Town Hall, Saturday Market Place, King's Lynn.

The meeting closed at 7.37 pm

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

616

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 King's Lynn & West Norfolk	£103.88
Parish precept	£31.47
Special Expenses	£0.27

Borough Council of
King's Lynn &
West Norfolk

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 Drove, 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:

Set location: **PE32 1UT** [Change](#)

Parish:

Sort by:

Date received within:


Distance - within 5.00 miles:

Ward:

[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

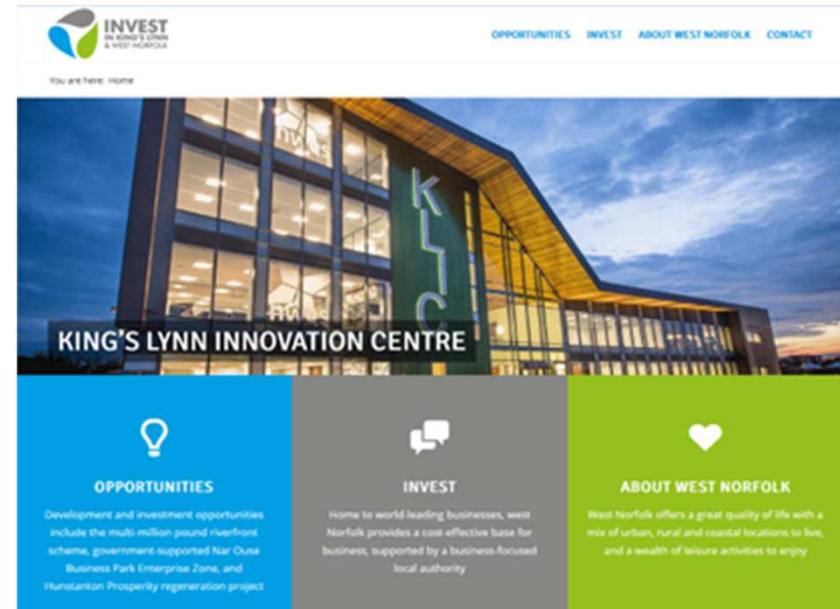
Contact us

1. Choose a topic	2. Choose a category	3. Choose an option
Benefits Council Tax Housing Planning Bins and recycling Licensing Environmental Health Animals and pests Street care and cleaning Other services	Claim Housing Benefit Claim Council Tax Support Tell us about a change Check if you're entitled Provide supporting evidence Report suspected benefit fraud Can't find what you're looking for?	Did you know? You can claim Housing Benefit online Claim Housing Benefit >
		Live Chat Service Our Live Chat service is available until 5:00pm today and 9:00am to 5:00pm tomorrow. Start Live Chat >
		Still need to contact us? Phone us on: 01553 616200 Our telephone lines are open until 5:00pm today and 9:00am to 5:00pm tomorrow.



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

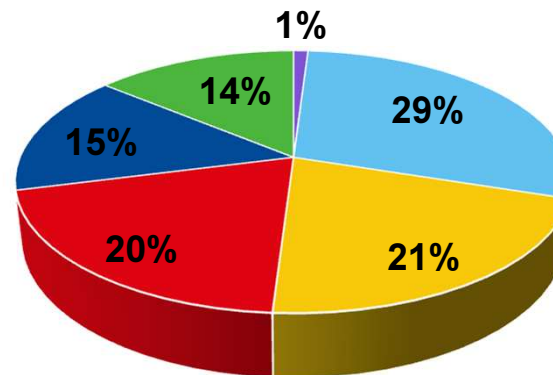


MyAccount



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.



- Feature articles are becoming a more effective tool than traditional releases



An ir
Cou
new



ABOVE: 43 Priory Road in Downtown Market, a development of 18 flats that won both the award for Small Residential Groups and the Overall Gold Award at the last month's *Business Awards*. www.43priory.com is a healthy, community-oriented way of how things work on the project.

Make an impact on the Mayor's Design Awards

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 *KL Magazine* open in November.

These prestigious awards celebrate 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 around our borough since becoming Mayor I've seen at first

ward the vision and skills of our local designers, architects and builders. Through the many magnificent buildings I've seen," says Mayor Orr. Carol Bower: "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 refurbishing something back to its old splendor. These skilled people are all helping to make West Norfolk a more desirable place to live. It's certainly been an eye-opener for me and I hope many of the schemes I've

The Mayor's Design Awards focus on small-scale works by local architects, designers and contractors, and the

strated to enable and speed the development of housing on council-owned land in response to the need for new homes in the King's Lynn area.

“Housing need is the need for priority. As it is our core activity effectively and generating income for us, it is a key part of our business plan,” says Cllr Alan Barker, Cabinet Member for Corporate Finance.

“The Orchard Park development has been a very successful one in the medium term, by working with Lend Lease to provide new housing and generate income. We are also keen to develop it in other phases of the project. We are also keen to see the new Leisure Park around the new offices and hotels built, as well as new houses and flats.”

...to delivering new re-
sults to the authors.

comparison is roughly split into the following categories:

- Extensions
- Corrections
- New single homes
- Growth or small residential developments
- Commercial schemes
- Workshops and industrial developments
- Landscaping and enhancement schemes
- Community incentives
- Repairs and refurbishments
- Craftsmanship

Please note that the categories may change in respect of the types and numbers of schemas nominated, or all nominations will be assessed by Mayor and a panel of judges. The judges will be looking for schemas which bring pleasure through design, workmanship or their contribution to public life.

"WJ Magazine has always been a showcase for how the local area manages to balance a rich and varied history with a forward-thinking and innovative future," says Larry Dutt, Managing Director of WJ magazine, "and this Mayor's Design Awards are perfect illustration of just how successful that balance is. The awards are a wonderful celebration of our glorious heritage, our enterprising and thriving communities, and our incredible wealth of talented crafts and visionaries. We're very proud to support the 2018 Mayor's Design Awards and we're already looking forward to featuring some of the outstanding projects in our future issue."

During the award's 17-year history, there have been an impressive array of schemes nominated for the award. Judges have exploited everything to add concepts to symposiums, to build and innovative commercial architecture. Anyone can nominate a building or scheme with the permission of the owner by completing an application form – which will be available at www.rwa-awards.com from November 2007 onwards. Paper copies are also available at borough Council offices and parish councils. Applications should be accompanied by electronic photographs depicting the site before and after works.

Winners will be announced at a special award ceremony in September.

2018. For more information, please
telephone Jane Förster on 01302
616134 or send an e-mail to
jane.forster@wmt-merck.de.



PICTURES: The standard of projects in the U.S. Mayor's Design Awards was higher than ever. Schwartz of Bankart Market (above) won the award for Western Design. Schindler (next) was highly commended in the Single Single New World category, while the Hong's Lynn Transport interchange (left and below) won the award for Community Schemer. The stunning property (middle) in East Portland (below) won the award for Best Urban



Mayor's
DESIGN AWARD



Borough Council of
King's Lynn &
West Norfolk



County of Norfolk

100

...the development of a wide range of business and consumer services to downsize the Government's role in the economy. The Government's role in the economy is to provide a framework for the private sector to develop and grow. The Government's role is to provide a framework for the private sector to develop and grow. The Government's role is to provide a framework for the private sector to develop and grow.

NOVELL HOMES

Borough Council
King's Lynn

West No

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.

Those 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 2027.

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

HOW WILL TECHNICAL DETAILS CONSENT WORK?

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

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

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

FUTURE EXPANSION OF PiP AND TECHNICAL DETAILS CONSENT...

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

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

HOW MUCH WILL THIS COST?

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



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

WHY THE NEED FOR PiP AND TECHNICAL DETAILS CONSENT?

In essence, the Government is seeking 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. Granting 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 to the new PiP application process, it's perhaps less clear cut what the specific benefits will be at present. The Government's argument is that outline planning applications still require a great deal of information up front; meaning developers have to expend significant time and costs without any certainty that a certain development will be able to go ahead in principle.

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

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

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



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



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 biggest and best of West Norfolk's business community as we launch the Mayor's Business Awards 2018.

Now it's time for you to nominate your colleague or your company as they are in with a chance of being crowned the shining star of the county during the ceremony at King's Lynn and West Norfolk.

The Mayor's Awards for Outstanding Business Achievement recognise your achievements and your company's success.

There are five award categories, all aiming to reward business excellence and excellence 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 in the

county that offer and give you the three to eight relationship about the firm you work for.

Council leader Brian Long said: "As a council, we are delighted to see the local economy growing and to see what we can do to support it."

"As a result, we listen to their views and comments and do what we can to support them."

"We have been working with the college to develop a university centre to help improve local skills and working with the Local Enterprise Partnership (LEP) to develop the King's Lynn Innovation Centre."

"Our business support of four is on hand to provide advice and support for businesses in the county."

"Local business conditions demonstrate leadership, dedication, innovation and

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

"We are also delighted to learn of the value of tourism to the local economy, and to see what we can do to support it."

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King's Lynn and West Norfolk. The other award categories are:

- Apprentice/Trainee of the Year
- Business Person of the Year
- Customer Care
- Independent Retailer
- Innovation
- Lifetime Achievement
- Small Business of the Year

Anyone can make a nomination for the awards online at www.westnorfolk.gov.uk

All the information is on the website. The site is now live and nominations can be submitted until 5pm on Friday, December 1.

Shortlisted candidates will be invited to attend the awards ceremony on Friday, December 1.

The top accolade in the Mayor's Business of the Year award is the Entrepreneur of the Year, sponsored by the



Launching the 2018 Mayor's Business Awards recently from left, Borough Council leader Brian Long, Lynn News editor John Peck and Lynn News reporter Sarah Peck

'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 notable projects is the multi-million-pound, private sector-led redevelopment scheme in the town centre, which will provide new retail units and a new cinema.

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 front master plan has just been published, following consultation, for the potential development of the town front and South Quay area of the King's Lynn waterfront. This 150 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 new 100,000 sq ft Enterprise Zone is a site of employment land. Utilities have already been provided to the perimeter of the site and a further 100 million of infrastructure works will be undertaken to enable commercial development on site from 2019.

The 150 million King's Lynn Innovation Centre is a new 100,000 sq ft office building ready on the site, and has been home to 17 businesses

since it opened last June. The council's 150 home major housing project with a green development value of 150m is certainly helping to meet housing need in the area and bringing other benefits including local jobs and apprenticeships.

Homes on the Orchard Place development of Marsh Lane are selling on an early bid arrangement before they have even been released, demonstrating the local demand for housing.

At South Lynn, phase three of the Sea View Park development has also begun. All 150 homes should be completed over the next few years.

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The Townscape Heritage Initiative, also a Big Lottery funded project, is starting to reap benefits with architecturally significant buildings and homes being brought back into use and businesses getting a new lease of life.

Massive investment in the town and its surrounding area is really starting to pay off.

King's Lynn has also received the Heritage Action Zone status which could also help unlock further funding or investment in the town.

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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.

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Alistair Beales

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 1980 by the then mayor, Cllr Len Drabley, the awards provide the perfect opportunity for local businesses to showcase their success.

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

This prestigious award is given to the business that has made a noteworthy achievement during the last year in its industry.

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

The borough council will be looking for evidence to support such applications.

Mrs Bower said: "I would strongly urge businesses, 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 local business success stories, but we can't if we don't receive nominations."

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Borough Council of King's Lynn & West Norfolk



"You or your business could win a prestigious award which could give you 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 at 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.kingslyn.gov.uk

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Borough Council of King's Lynn & West Norfolk



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



Alistair Beattie

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 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 council's 550-home major



Local apprentices
given a start with
these starter homes

Each of the three trainees will be earning as they learn, with Lowell providing tools and clothing for each of the recruits as well as funding their apprenticeships, including marine railroad fees. Each



Cautious optimism continues



Peter Hodson, Councille

Last year we said tourism and accommodation business reporting



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

I have no doubt that it will be another challenging year for many of us, but it will also be a rewarding one for most. Always, we will continue to work hard and listen to local business leaders to help encourage and support growth and investment in the area.

I have no doubt that it will be another challenging year for mar and a rewarding one for most. Always, we will continue to work with and listen to local business to help encourage and support growth and investment in 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.

/ 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?

