

## **CABINET MEMBERS REPORT TO COUNCIL**

**14 June 2018**

**COUNCILLOR MRS EA NOCKOLDS  
CABINET MEMBER FOR CULTURE, HERITAGE AND HEALTH**

For the period May 2018 to 13th June 2018

### **1 Progress on Portfolio Matters.**

Launched in March the community lottery, West Norfolk Wins, has 50 good causes signed up. With over 1200 tickets sold the first draw was held on May 26th at 8pm. Thanks to Lovells and Hughes an additional prize of a 50inch television and sound bar was the first extra prize won. Each Saturday evening the draw takes place. This initiative led by the Borough Council is an excellent way for everyone to help their good causes. It is predicted to make over £30,000 during the year to be shared between the good causes registered.

The Borough Council's Inaugural meeting of the Local Cultural Education Partnership was held in March organised by Festival Bridge who are a partner of the Norfolk & Norwich Festival. This is supported by our Cultural Prospectus and administered by Creative Arts East. Festival Bridge have a mandate to develop arts and cultural opportunities for children and young people including providing Partnership Investment. At the first meeting the Terms of Reference, key priorities in enhancing the cultural opportunities for children and young people in KL&WN were discussed by the partnership. The next steps are mapping existing provision, identifying gaps, incorporating the youth voice and an activity plan with an outcomes framework.

An On-Air and Digital Marketing campaign to promote the West Norfolk mobile APP was held during March and April. The objective of the campaign was to raise awareness of the visitwestnorfolk APP to a local audience both to residents and businesses within a 40 mile radius of Kings Lynn. The total audience reached on social media was 73,000. There were 174 radio spots on KLFM and advert messages on mobile phones amounted to over 500,000 was delivered.

The Stories of Lynn mobile phone APP has also been promoted this spring. This APP not only gives up-to-date information about Stories of Lynn it is an audio visual guide to the historic town of Kings Lynn.

The Lynn Museums partnership with Google Cultural Institute currently explores the whaling industry. In addition it is planned to show an online exhibition on pilgrimage and pilgrim badges using the Museums collection. Also the documentation of the collection is going to be improved during the

Summer by students. The Museum is now open on Sundays until September. A joint ticket is available for visitors to the Stories of Lynn, also to explore the Customs House and the Lynn Museum. The Museum is working in partnership with NCC by providing free admission cards to Children & Adult Services for care leavers.

The LEADER project titled 'WN Explorer Tourism Trails', has 3 themes, celebrating and promoting our churches and other religious sites, linking sites together which tells the history of our rural area especially in the southern part of our Borough and thirdly highlighting and exploring the Great Ouse via the use of public transport. The project Officer is gathering evidence and information about our Churches, villages heritage, walking and cycling routes and visiting village businesses in preparation for developing a website and 2 mobile phone APPS. Distance Way markers for the Fen Rivers Way are being designed which will also promote public transport. A photographer for the story/information boards, which will be installed at certain locations in villages, has been appointed. As part of the themed promotion 6 short videos will be produced which will be aimed at encouraging people to explore on foot, cycle or using public transport from Kings Lynn into the heart of the Fens and West Norfolk countryside. the videos will be suitable for use on Social media. The completion date for this project is May 2019.

## **2 Forthcoming Activities and Developments.**

On Norfolk Day 27th July as part of the celebrations, we, with Stories of Lynn and the Customs House, are working in partnership with Lynn Museum and Trues Yard to offer visitors the opportunity to access all four museums for one price. There will be Frederick Savage themed activities.

The 2018 Hunstanton Soap Box Derby has been officially launched. After an incredibly successful first year, 2017, the Soap Box Derby will return on 23rd September. The entry level limit has been raised from 40 to 50 teams this year due to the 2017 demand.

## **3 Meetings Attended and Meetings Scheduled**

Portfolio Meetings with

Ray Harding Chief Executive  
Chris Bamfield Executive Director Commercial Services  
Lorraine Gore Executive Director Finances  
Claire Thompsett KL Area Grounds Manager  
Martin Chisholm Business Manager  
Ostap Paparega Regeneration & Heritage Dev. Manager  
Roger Partridge Activity Co-Ordinator-Hunstanton Gardens  
Undina Reinfelde LEADER Project Officer  
Rachael Williams Stories of Lynn Engagement Officer

Cabinet

Norfolk Records Committee

Norfolk Joint Museums Committee  
KL & WN Area Museums Committee  
Norfolk Arts Forum  
Heritage Action Zone Board  
KL Transport Plan Committee  
Ely North Junction Rail Summit  
Health & Wellbeing Board  
WN Primary Care Commissioning Committee  
Local Cultural Education Partnership Board  
West Norfolk Community Transport  
Norfolk Armed Forces Covenant Conference  
Hunstanton Town Council Liaison Forum  
KL Festival Board  
Internal Drainage Board  
NCC Walking and Cycling working Group  
Keep Britain Tidy Seaside Award Cromer