

## **CABINET MEMBERS REPORT TO COUNCIL**

**3rd December 2020**

### **COUNCILLOR MRS EA NOCKOLDS CABINET MEMBER FOR CULTURS, HERITAGE & HEALTH**

For the period from October 15th to December 3rd 2020

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

LILY resources have increased with staff from AWN and NCC Library staff. This does enable more clients being contacted via the telephone, although the team have been trained to assist with the doorstep visits contacting the 'Track and Trace' clients as well. At the same time they are able to provide support to people who are struggling with the physical and emotional effects of being isolated, or in quarantine. If a person or household needs more intensive support it is followed up upon return to the office. Before the recent lockdown, LILY marketing materials had been redesigned to reflect the changes due to Covid 19. They inform clients that instead of face to face visits, contacts will be made via the telephone or on-line until safe to do otherwise. LILY staff are working in partnership with CAB to help people who are digitally isolated. Digital isolation is causing issues for some people as so much information is on-line and therefore some clients are finding themselves socially isolated as well particularly, as the LILY Advisors are unable to meet clients face to face at the moment. LILY grants have been repackaged and re-branded as 'Covid Grants', to pay for essential items. They are designed to help existing groups to reconvene when the Covid situation becomes safe to do so.

Prior to the recent lockdown LILY staff worked with COWA on a promotional video for LILY to highlight loneliness in younger people. The video will be released soon to High Schools, Youth Advisory Boards and other groups who are involved with young people.

Our Housing team within the District Discharge project are still working virtually with the medical staff at the QE Hospital. The majority of the patient referrals are for housing adaptations. Pre-elective surgery patients who are waiting for hip or knee surgery are contacted before the operation in case they are in need during the waiting of their delayed surgery due to the Covid restrictions.

Across the year from March onwards the Tourism Dept has increased partnership working with Visit Norfolk, Visit East of England and the new Norfolk and Suffolk partnership, 'Unexplored England' to better understand the regions tourism business support needs and align our messaging to both businesses and the general public. As a direct result of this new partnership a region-wide marketing plan worth £350,000 was awarded to the group for boosting tourism business in our region across September and October.

The grant was sourced from the Government via Visit Britain. The 'Unexplored England' marketing has been abandoned until the new restrictions from the ease of Lockdown 2 is known. The Dept. has also become a member of the New Anglia LEP, NALEP, Visitor Economy Group to share best practice and to input on the forthcoming LEP Tourism Recovery Plan for our region. To measure how our local tourism industry has been adapting these last few months and how they will adapt in the future, a Norfolk Tourism Business Survey has gone live and our Tourism Dept. will be sending out the link to it via the 'Visit West Norfolk' e-newsletter to over 500 local tourism/hospitality businesses.

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

We are working jointly with NCC with a tourism project named EXPERIENCE, funded through European Regional Development Fund. The project is to attract visitors in the off-peak season, between October and March through a new experimental tourism approach. The project is being developed across six areas in England and France.

The Sail the Wash project, funded from the Coastal Communities Fund, has seen the completion of the extension of the KL pontoons. Preparation is now being worked on in readiness for the new season in 2021. The Wash has been surveyed and mapped to update all navigational charts and at the same time formalising the anchorage points around the coastline. The new website has been developed which will eventually connect all partners, Boston, Wells, Fosdyke and all associated harbours on both sides of the Wash. The Sutton Bridge capital works are not quite completed. The full promotional package will be launched early 2021. The Environment Agency are working on a project to promote the inland waterways.

Due to lockdown the 'Drawdown' projection which gave suggestions of reversing climate change has been postponed. Collusion are inviting artists to apply for a new commission to create new contemporary art work which includes large scale outdoor projection with interactive elements in Kings Lynn. The new artwork, named 'Resolution', is expected to take place during March 2021. Within the project will be activities for children and young people at Primary Schools, COWA and other groups such as Guides, Scouts and Museum groups with the aim of involving 700 young people. There will be 3 interactive games designed for the projector on the Greyfriars Tower, in the gardens and at the Customs House. The next project, 'Manifesto', will be designed by young people which will result in being projected March 2022. Funding has been received from the Arts Council, NALEP, N&N Festival and BCKL&WN, KL BID, NCC and Audrey Muriel Stratford Trust.

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

Virtual meetings via Microsoft Teams and Zoom.  
Portfolio meetings with;

Lorraine Gore Chief Executive  
Duncan Hall Assistant Director and HAZ Programme Manager  
Martin Chisholm Assistant Director and all Open Space Managers  
John Greenhalgh Assistant Director including District Direct and LILY staff  
Special Cabinet  
Local Cultural Education Partnership, 'PEACH'  
Environments and Community panel  
Towns Fund Board  
Visit Norfolk Board  
Visit East of England Webinar  
Experience Tourism Project Ideas Session .  
Alive West Norfolk Board meeting  
Public Realm Tour with Officers & Consultants  
Collusion Art Group  
Regeneration & Development Panel  
Corporate Performance Panel  
Internal Drainage Board  
Rural Services Health & Social Care Network Sub-Group  
KL Festival Board  
Fairstead Surgery Engagement Forum