

BOROUGH COUNCIL OF KING'S LYNN & WEST NORFOLK

THE WASH EAST COASTAL MANAGEMENT STRATEGY – FUNDING GROUP

**Minutes of the Meeting of the above held on Friday, 4th December, 2015
at 11.00 am in the King's Court, Chapel Street, King's Lynn, Norfolk, PE30 1EX**

PRESENT: J Foley (via teleconference), A Gillings, R Harding and D Robson.

		<u>ACTION</u>
1	<p><u>APOLOGIES FOR ABSENCE</u></p> <p>Apologies for absence were received from Paul Burrows, Peter Jermany, Mike McDonnell and Kerry Rhodes.</p>	
2	<p><u>MINUTES FROM THE PREVIOUS MEETING</u></p> <p>The minutes from the meeting held on 29th September were agreed as a correct record.</p>	
3	<p><u>MATTERS ARISING FROM THE PREVIOUS MEETING</u></p> <p><u>(i) Timescale of works</u></p> <p>AGREED: Julie Foley to speak to Ben Perkins regarding the timescale of works and circulate it to the group.</p> <p><u>(ii) Funding</u></p> <p>AGREED: Mike McDonnell to provide a figure of how much had been collected by the CIC.</p> <p><u>(iii) Temporary Planning Permission</u></p> <p>Dave Robson reminded the group that at the previous meeting they had discussed planning permission renewals beyond 2020. He explained that he had discussed the issue with Planning Officers and suggested that the Coastal Protocol which had been created jointly by the Borough Council and Environment Agency be updated so that it could be used to inform the planning application process.</p> <p>AGREED: Julie Foley to check the status of the Coastal Protocol and liaise with Dave Robson regarding any amendments required.</p> <p><u>(iv) Draft Communications Strategy</u></p> <p>The draft Communications Strategy had been circulated prior to the meeting and was attached.</p>	<p>JF</p> <p>MM</p> <p>JF DR</p>

	<p>Members of the group to forward any comments on the strategy to Dave Robson by 11th December 2015. The Borough Council and Environment Agency's communications team would then develop the strategy.</p> <p><u>(v) Legal Agreements</u></p> <p>AGREED:</p> <ol style="list-style-type: none"> 1. Julie Foley to send the draft agreements between the Environment Agency and the Borough Council to Dave Robson. 2. The Borough Council to progress a back to back agreement with the CIC. <p><u>(vi) Process Map</u></p> <p>AGREED: The Environment Agency to circulate a process map to the Group.</p> <p><u>(vii) Memorandum of Understanding</u></p> <p>AGREED: That the Memorandum of Understanding was not required as the legal agreements, once in place, and the terms of reference of the Group were considered to be sufficient.</p>	<p>All</p> <p>JF</p> <p>DR</p> <p>JF</p>
<p>4</p>	<p><u>INFORMATION LEAFLET</u></p> <p>The draft information leaflet had been included with the Agenda. Dave Robson explained that pages had also been set up on the Borough Council's website and more information would be added to the page as it became available.</p> <p>Members of the Group were asked to forward any comments on the information leaflet and the content of the webpages to Dave Robson by 11th December 2015.</p>	<p>All</p>
<p>5</p>	<p><u>FUNDING UPDATE</u></p> <p>AGREED:</p> <ol style="list-style-type: none"> 1. Mike McDonnell to provide information on how much had been collected by the CIC. 2. Dave Robson to investigate how funds from Anglian Water and other organisations would be collected and report back to the Group. 	<p>MM</p> <p>DR</p>
<p>6</p>	<p><u>ADDITIONAL FUNDERS</u></p>	

	<p>Draft letters to additional funders had been included with the Agenda.</p> <p>The group to pass any comments to Dave Robson by 11th December 2015, before the letters were sent out in the New Year.</p>	All
7	<p><u>ANY OTHER BUSINESS</u></p> <p>There was none.</p>	
8	<p><u>DATE OF THE NEXT MEETING</u></p> <p>Next meeting to take place, by teleconference if required, once the Business Case and timescale of works had been made available – mid-January.</p> <p>Dave Robson and Julie Foley to liaise with their respective Comms teams and set up a teleconference to take forward the Communications Strategy.</p>	

The meeting closed at 11.20 am

Draft Communications protocol and plan

Version 1 Produced December 2015

Wash East Coast Strategy Funding Group

1. Document purpose

This plan will set out key messages to be used by all parties communicating about the Wash East Coast Funding Group.

2. Business objectives

The objective of this joint communication approach is to ensure that all of the parties working to maintain the shingle ridge sea defences between South Hunstanton to Wolferton Creek provide consistent and positive messages to all external (and internal audiences), including the media, ensuring that affected stakeholders are kept informed throughout the project.

3. Communications objectives

Audiences will understand:

- Role of Funding Group
- Role of Stakeholder Forum
- Requirements of the Wash East Coast Strategy
- The Borough Council, Environment Agency, Community Infrastructure Company, Anglian Water & Norfolk County Council are committed to maintaining the existing level of sea defence in line with the Wash East Coast Strategy
- Funding Group has been set up to oversee collections of funds to continue the annual beach recycling and other projects
- Funding for the beach recycling will be provided by central government grant aid and local contributions raised through the CIC
- Throughout the project that all partners are liaising with local stakeholders through a Stakeholders Forum.
- Information about the improvements along with changes will be available on specified web pages and by following relevant agencies twitter accounts.

4. Who will use this plan?

This document should be distributed to and actioned by the following:

The current contacts are:

Ray Harding: BCKLWN 01553 616245 ray.harding@west-norfolk.gov.uk

Dave Robson: BCKLWN 01553 616302 dave.robson@west-norfolk.gov.uk

Peter Jermany: BCKLWN 01553 616239 peter.jermany@west-norfolk.gov.uk

Sharon Clifton: BCKLWN 01553 616711, Mob: 07865659722, sharon.clifton@west-norfolk.gov.uk

Julie Foley: EA tel email tbc

Mike McDonnell: CIC tel email tbc

Kerry Rhodes: AW tel email tbc

Tom McCabe: NCC tel email tbc

5. Audiences

There are several audiences and stakeholders who will need to be kept informed throughout this project. These include:

- Caravan Site Owners & Operators
- Local land owners
- Environment Agency
- BCKLWN
- Anglian Water
- Norfolk County Council
- KL IDB
- Beach Bungalow Owners Associations
- Relevant Parish/ Town Councils
- Relevant Ward members
- Elected members
- Local Residents
- General public
- Tourists
- Media (including community websites)

There is a separate Stakeholders Forum which has been set up and Chaired by Cllr B Long. It is proposed to use this existing Stakeholder Group for wider consultation and feedback

6. Draft Key Messages

General

- annual maintenance of the shingle ridge beach defences is to continue
- annual recycling of beach material costs £150,000
- Funding for the beach recycling will be provided by central government grant in aid and local contributions raised through the East Wash Coastal Management Community Interest Company. funding now relies on contribution from community
- shingle sea defences between Wolferton creek to south Hunstanton in the area will continue to be maintained at current levels
- EA will continue to provide technical oversight and oversee project
- Flood risk should not be ignored, best to be prepared for the worst – take action now to reduce risk of damage in the future
- beach recycling is part of the coast management work that is undertaken

- Promote Wash East Coast Strategy for Units A Cliffs at Hunstanton , Unit B Hunstanton Promenade & Unit C shingle ridge sea defences between Wolferton Creek to South Hunstanton

7. Communications protocol

The main purpose of this document is to ensure a co-ordinated approach to communications about the Wash East Coast Funding Group. Giving a unified, clear message about the what is required, calls to action, how funds are collected and how they are used.

Media Enquiries – reactive and proactive

Press media to be produced and agreed by all agencies.

Responses to media enquiries will be copied to all parties copied in to this document for information.

Contact details of any representative quoted in the release will be added to the bottom of the release for the media to contact for interview.

Draft Media Contacts (tbc)

Publication/Broadcaster	Name	phone	e-mail
Eastern Daily Press	David Bale	01553 778680	David.Bale2@archant.co.uk
Lynn News	Allister Webb	01553 817329	Allister.webb@lynnnews.co.uk
Your Local Paper	Donna Semmens	01553 611233	donna@yourlocalpaper.co.uk
KLFM (&Fen Radio)	tbc		
BBC Radio Norfolk			Radionorfolknews@bbc.co.uk
BBC Radio Norfolk	Jill Bennett	01553 763140	Jill.bennet@bbc.co.uk
BBC Radio Norfolk	Nanette Aldous		Nanette.aldous@bbc.co.uk
Anglia			anglianews@itv.com
Look East			Look.east@bbc.co.uk
BBC News Online			bbcnewsonline@bbc.co.uk
Hunstanton Online	Stella Gooch		stella@hunstanton-on-line.co.uk
Parish Newsletters			List available via borough council
Members' Bulletin	Chris Brock		Chris.brock@west-norfolk.gov.uk

Collateral sign off

The PR and Communications work plan provides a schedule of collateral required. Project-related materials will require sign off centrally to ensure the key messages are being delivered and that all materials are consistent.

Need to agree lead agency & point of contact

8. Evaluation

It is essential that the group feeds back any issues or comments so that the communications can be adjusted accordingly. What's working and what isn't? It will help us fine tune as we go along.

The Borough Council will monitor local media for take up of messages.

PR and Communications Plan

Activity	When	Audience	Output	Outcome	Lead	Resource	notes	completed
PR								
Press Release	Feb 2016	General via local media	Release issued to all local media (as listed)	Info published with high take-up key messages	Tbc		To cover overall scheme, beach recycling to commence	
Article for parish councils	tbc	General	Released to all parish councils (as per Borough Council's contact list)	Info published on parish notice boards or in parish magazines	Tbc		To cover overall scheme, beach recycling to commence	
Funding Group – Information leaflet	tbc	General	Website Printed copies to CIC??	Info available for interested parties	Tbc		To cover overall scheme, beach recycling to commence	
Stakeholder Forum	6 monthly	Forum members	Update members on progress	Each Members updates their own organisation	Tbc		Use existing Forum	
Flood Public Engagement Events – drop ins	tbc	General	Event organised at suitable locations	Increase awareness of work increase fund contributions	Tbc		Use existing events to publicise work	

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Press release – photo opp of beach recycling works	End Feb/ March	General	Release issued to all local media (as listed)	Info published with high take up of key messages	Tbc		Raise awareness of annual works	
Direct mail to Beach hut owners	tbc	Beach hut owners	Letter sent out	Update beach Hut owners, increase fund contributions	Tbc			
Direct mail to Utilities Companies	tbc	Utilities Companies	Letter sent out	Provide update and increase fund contributions	Tbc			
Face to face meetings	tbc	Parish Councils/ interest bodies/ RSBP or Beach Bungalow owners etc	Attend meetings, provide updates, answer local queries	Improve comms Provide update Receive feedback increase fund contributions	Tbc		Multi agency visits required	
Direct mail to RSBP	tbc	RSBP	Letter sent out	Provide updated info, increase fund contributions	Tbc			

Activity	When	Audience	Output	Outcome	Lead	Resource	notes	
Broadcast media								
BBC Radio Norfolk	Through out	General	Up to date announcements	Increase awareness of work increase fund contributions	Tbc			
KLFM	Through out	General	Up to date announcements	Increase awareness of work increase fund contributions	tbc			

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Activity	When	Audience	Output	Outcome	Lead	Resource	notes	
Digital media								
Regular Tweets	Through out	General	At least daily		tbc	n/a	Others to retweet where possible.	
Dedicated web pages on council website – with friendly URL	Completed	General	Regular updates to be added – main portal for information about the project		Tbc	n/a	Friendly URL to be established and page to be updated with information as we know it: rough timescales, plan, , benefits, user information,	Updated to be more user friendly (
e-mail Public Information Notice	Tbc Weekly Monthly ?	General	Weekly? Monthly?		tbc		To inform of progress and work for week ahead. Notify of changes to the programme	Being sent at Gov Delivery update to subscribers