

# Norfolk Agenda

The newsletter for Council Staff

## Holt Hall Country House

*Weekends*

### Summer events programme

#### 9, 10, 11th July

- Landscape painting for beginners
- Wildlife of Coastal Environments

#### 4, 5, 6th September

- Great East Anglian Mysteries
- Art in the Environment
- The Life of Mammals

Please contact David or Louise,  
Holt Hall Field Study Centre-  
tel 01263 713117 or email  
office@holthall.norfolk.edunet.  
gov.uk for full details and booking.

Throw yourself into the  
**Norfolk County Council  
staff party**



**9th July 2004 AD**  
**Norwich Sport Village**  
**7.30pm - chariots at midnight**  
**£7.50 (includes Olympian Banquet)**

**Recline on sofas and eat grapes to  
the sounds of the Lee Vasey Band**

Tickets on sale at the County Hall Shop  
or from the Chief Executive's Office,  
either in person or by post.  
Telephone 01603 222001  
for ticket information.

Sponsored by



## Forthcoming Events Norfolk County Council sports & social club

### Friday June 18th - Saturday June 19th

Sports Night - Heats and Finals  
Prizes to be won.

### Saturday July 3rd

Hawaiian Summer Party  
With Martin Richmond as Dr Beat

### Saturday July 10th

Karaoke with the Main Attraction

### Saturday July 17th

Neville Rowe - Male Vocalist

## Help is at hand for childcare over the summer holidays!

Do you have children aged between 5 and 14 years old? Do you spend the entire 6-week summer holiday juggling your childcare arrangements?

Our Childcare Information Service can provide information on a range of options, including summer playschemes, holiday clubs, and other activities.

Contact Norfolk County Council's Childcare Information Service on 01603 62 22 92, or by email - [child.care.info@norfolk.gov.uk](mailto:child.care.info@norfolk.gov.uk) or on our website [www.norfolkchildcare.info](http://www.norfolkchildcare.info)

## Race for Life



**Twenty three members of staff** from across the education department with members of their families participated in the Race for Life on 8th May at the Norfolk Show Ground.

Several members of the team ran for personal reasons, others wanted to do something positive for the well-being of others. But all agreed that it was a very moving and inspirational day that they will remember.

Most importantly they raised a combined team sponsorship of £1,386.50. The team would like to take this opportunity to thank all those who contributed and if anyone else would like to do so, please contact Tina Carr, Room 117 by 25th June.

**Team members:** Wendy Rudd, Jean Bain, Dawn Travis, Tina & Amanda Carr, Elaine and Rosie Abbott, Lorraine & Lauren Crabb, Shelia Brown, Deborah Duncan, Marisse Clarke, Sue, Lauren & Kelly Brown, Victoria Rawsthorne, Rachel Jackson, Sharon Stone, Shirley Kenward, Trish Kreft, Steph Wrighton, Di Pearce and Karen Sanchez.

## NCC off to the show

**The best of Norfolk County Council** is once again 'on show' in our combined marquee, stand no 260 at the Royal Norfolk Show (June 30th/July 1st).

This year we have teamed up with BBC Radio Norfolk who will be broadcasting live from our marquee, as well as compering our stage events.

Events within the marquee are aimed at giving people an entertaining day out - but also recruiting more foster carers, school governors, early years staff and volunteers, giving an insight into how new technology is working in our classrooms, an interactive glimpse of both the new bus station and the proposed outer harbour development in Great Yarmouth and the new Viking Gallery set to open at Norwich Castle later in the Summer.

An emergency planning giant snakes and ladders game is set to test out how prepared people are for disasters, trading standards will take you on a trip from farmyard to plate, and you can have a go at some of the assistive technology which social services use to keep more people independent in their own homes.

On the stage take part in keep fit with adult education, SLAM poetry with Costessey High School or get some gardening tips from the BBC's gardening experts.

In the countryside area of the showground our countryside access and countryside conservation teams will also have a presence.

**Look forward to seeing you there.**

\* For ticket and other information about this year's Royal Norfolk Show go to <http://www.royalnorfolkshow.co.uk/>

**Have you got a story for the next issue?**

If so phone 01603 222843, or email: [christine.birchall@norfolk.gov.uk](mailto:christine.birchall@norfolk.gov.uk)

**STOP PRESS** - Norfolk County Council retains its Investors in People accreditation following our recent IIP re-inspection. The Fire Service re-inspection has been postponed for 12 months in the light of recent industrial action.

 **Norfolk County Council**  
at your service



# Mike is new deputy in P&T

Our new deputy director of Planning and Transportation is to be Mike Jackson currently Deputy Chief Executive at Nottingham City Council, where he is on secondment from Government Office East Midlands (GOEM).

Mr Jackson was the Director of Infrastructure and Community Affairs at GOEM, where he was responsible for housing, planning transport and local government. He has worked on a variety of transport and planning initiatives, including the establishment of Local Transport Plans.

Mr Jackson is expected to take up his new role in August and will be moving to Norfolk with his partner, Lesley, and their two children Grace, aged 8, and Charlie, 4.

He said: "I'm very excited about the post and the move to Norfolk. I know the Norfolk coast well from family holidays and hope to find somewhere to live in easy reach of both County Hall and the sea."

## Meet the new County Council Chairman



The Authority's new Chairman, West Norfolk county councillor Richard Rockcliffe, is looking forward to meeting as many staff as possible during his year in office, which started in May.

Instead of choosing a specific theme for his year in office, he has pledged to support the work of all types of groups and organisations.

Mr Rockcliffe said: "There are so many positive things which the County Council are involved with and I am looking forward greatly to getting out and meeting our staff, who are hard at work delivering first class services all over Norfolk - not just in County Hall."

**So, if you are organising an event which you think may be of interest to Mr Rockcliffe, call Pauline Denzey at County Hall on 01603 223230 and she will advise whether it is possible for the Chairman to attend.**

The type of projects likely to be of interest include official openings of buildings and the launch of new initiatives to improve the service we provide for Norfolk people.

**Norfolk County Council** supports **Give as You Earn**, an easy way to donate to the charity of your choice. See HR@norfolk on the intranet or phone Sarah Lane on 01603 (49) 5779 for further details.

If you would like 'Norfolk Agenda' in an alternative format please contact the Communications Unit on (01603) 222843 (minicom 223833) and we will do our best to help.



## County Council wins park and ride award

Norfolk County Council has won the prestigious British Parking Association 'Park and Ride 2004' award for its Norwich park and ride schemes.

There were eight entries in this category, with Norfolk facing strong competition from Oxford, Sheffield and Kingston-Upon-Hull.

The judges looked at the design, management and impact of the scheme on travel behaviour including congestion levels and city centre traffic.

Norfolk County Council was congratulated on its overall approach to the management of its park and ride schemes.

The judges also praised the County Council's three-year business and marketing plan, which has been developed to establish customer needs and to maximise usage of the park and ride schemes in Norwich.

The award was presented at a ceremony in London at the end of February. It was collected by Tina Rust, Asset Manager, Passenger Transport Unit, who said:

*"This award shows that Norwich provides a quality park and ride, on an equal footing with Cambridge, York and Oxford. It is a just reward for all the individuals and organisations involved in providing the scheme, from the design stage through to the day-to-day operation by the site management and bus operators."*

Contact: Tina Rust  
email: [tina.rust@norfolk.gov.uk](mailto:tina.rust@norfolk.gov.uk)  
Telephone: 01603 223954

## Welcome to Beverley



Beverley Evans has joined Norfolk County Council as the new head of Adult Education.

Before coming to Norfolk, she was Deputy Chief Executive of the Qualifications and Curriculum Authority (QCA), a Government body responsible for the quality and standard of the curriculum, examinations and tests in school, colleges and at work.

Ms Evans said that she was delighted to have been given the opportunity to lead the adult education service in Norfolk:

*"The service has a strong reputation for a wide range of high quality education, delivered throughout the county by talented tutors and education managers. I want to build on this so that all adults in Norfolk have the chance to enjoy the pleasure, benefits and rewards of education, learning new skills throughout their lives."*

Last year the County Council Adult Education Service enrolled around 25,000 people on a wide range of 4,000 different courses in over 300 venues across the county.

**The 2004/5 Adult Education brochure is available from July - call 01603 674307 to reserve your copy.**

## Norfolk County Council

# Manager of the Year Award

The inaugural NCC Manager of the Year award is currently taking place. All NCC staff were invited to nominate their managers for the award and the Investors in People group is now looking at a shortlist of 14 nominations. Interviews will follow with staff and managers of the nominees to find out more about them.

The award is a fun and light-hearted look at NCC's managers, however the reason behind it lies in NCC being an Investor in People employer. IIP accreditation puts a lot of emphasis on Managers supporting their staff and communicating the vision and direction of NCC to their staff, ensuring that they know how their role fits into the bigger picture.

If an organisation is good at working for its employees, then they will make it a good organisation. That is why finding NCC's good managers and using them as role models is so important.

Following the interviews, the IIP group will decide on the Manager of the Year and the announcement will be made at a ceremony in the autumn.

### 2004 nominees for NCC Manager of the Year



Keith Davison (P&T)



Paul Anthony (CEX)



Pauline Montgomery (CS)



Janice Dane (Fin)



Maureen Begley (SS)



Beth Malone (SS)



James Thatcher (Edu)



Christine Birchall (CEX)



Fred Corbett (Edu)



Niki Park (P&T)



Wendy Jones (SS)



Nick Tupper (P&T)



Jason Parker (SS)



Karen Witham (CEX)



## Plan to tackle key issues on Norfolk Coast

From the siting of new wind turbines to the shortage of affordable housing, from the effect of coastal erosion on communities to promoting local foods, a new plan is aiming to tackle the key issues facing the treasured Norfolk Coast.

Produced by the Norfolk Coast Partnership, the plan is based on over a year's consultation with local people and organisations. At its heart is a vision of how the Norfolk Coast will look in the future.

Tim Venes, AONB Officer, said: "The management plan shows the issues that people care about; now we're looking at getting the answers, and the real work begins."

The Norfolk Coast Area of Outstanding Natural



Beauty Management Plan 2004 - 2009, ISBN 1-904823-03-3 is available at

[www.norfolkcoastaonb.org.uk](http://www.norfolkcoastaonb.org.uk), from the Norfolk Coast Partnership, and in the reference section of local libraries.

The Norfolk Coast Partnership is funded by the Countryside Agency, Norfolk County Council, North Norfolk District Council, the Borough Council of King's Lynn and West Norfolk, Great Yarmouth Borough Council and the Environment Agency.

## Spread the word

September 2004 sees the launch of two new library service initiatives designed to encourage county council colleagues to 'spread the word'.

Wednesday 8 September is Swap A Book Day, while Tuesday 14 September sees the launch of a new County Hall lunchtime book group.

"Swap a Book Day is about encouraging everyone to swap magazines, books and newspapers with colleagues," explained Alison Frost, who is also promoting free library membership with a lunchtime display in the foyer at County Hall on 8 September.

And anyone who enjoys a good book is invited to try the new book club, in the Edwards Room on 14 September from 12.30pm - 1.30pm.

"It's an opportunity for book lovers to chat about recent reads over lunch and discover new authors," said Alison. Further information is available from [alison.frost@norfolk.gov.uk](mailto:alison.frost@norfolk.gov.uk)



If you don't work at County Hall, why not set up a book club in the area where you work?

And don't forget libraries are now open longer than ever before - including late nights and weekends. New titles are arriving all the time, along with latest video, CD and DVD releases. And with free e-mail and internet access libraries really do offer something for everyone!

# Norfolk Museums & Archaeology Service



## Museums & Archaeology Service

Norfolk Museums & Archaeology Service has a staff of nearly 200 working right across the county.

Norwich Castle Museum and Art Gallery is one of the foremost regional museums in the country, but we also boast other museums, large a small, right across the county (see list). This now includes Time and Tide, the Museum of Great Yarmouth Life, where work is pressing ahead for a July opening.

The archaeology and environment division provides a countywide environmental recording and field archaeological service. We record the objects for posterity on the Norfolk Historic Environment Record, and also maintain the Norfolk Biological Record. Through the Norfolk Archaeological Unit we offer a range of archaeological services on a commercial basis.

## Where are we?

As well as museums around the county we have our main offices at the Shirehall, Norwich. There are also offices and records at Gressenhall, and Norfolk Archaeological Unit has a separate base in Cathedral Street, Norwich.

## What do we do?

Norfolk's museum collections and landscape heritage are for the inspiration, education and enjoyment of all. Norfolk Museums and Archaeology Service (NMAS) holds our common heritage in trust and makes it available to the widest possible audience.

**NMAS has been selected as the lead museum of the East of England Museum Hub, working with partners in Cambridge, Colchester and Luton.**

**This is part of the Government's Renaissance in the Regions initiative which aims to develop centres of excellence in the nine English regions. Being chosen as lead museum reflects NMAS' excellence in collections, staff expertise and services to the public.**

**It also brings funding to:**

- **Build upon and extend our award-winning service to schools;**
- **Make reserve collections more accessible;**
  - **Develop community outreach in Norwich using our social history collections at the Bridewell Museum and Strangers Hall;**
  - **Further improve interpretation and displays in our museums.**

**Fact:** 17,000 objects are brought to us every year for identification and recording.

**Fact:** In 2000-2001, 40% of all archaeological objects reported in England and Wales were from Norfolk.

**Fact:** Visitors to Roots of Norfolk passed the 49,000 mark last year - three years earlier than forecast.

**Huge improvements have already been made** - and are still being made - in Norfolk's museums, thanks to our success in securing major regional, national and European grants from sources such as the EEDA, Heritage Lottery Fund and Objective 2.

This money has not come to Norfolk by luck. It has been the result of hard work by staff who are skilled - and increasingly experienced - in applying for funds.

The fact that NMAS is a joint county/district service has been an advantage, but it has also been essential to have a wide range of supportive partnerships, and a clear strategy that fits in with regional and national aspirations. NMAS has adopted the eight priorities identified by the Museums, Libraries and Archives Council:

- Creating a comprehensive service to schools;
- Reaching a wider community;
- Redisplaying collections;
- Enhancing the care, management and conservation of collections;
- Improving access to knowledge and information;
- Developing the workforce;
- Reaching and exceeding standards;
- Ensuring the effective and efficient delivery of high quality services.

In addition, the East of England Hub, led by NMAS, is working on access issues - especially for disabled people - as a specialism that will have benefits nationally as well as locally.

Recent funding successes are still bearing fruit and this summer sees the opening of Time & Tide, the Museum of Great Yarmouth Life, the most



important addition to the service for many years. At almost the same time the new Anglo-Saxon and Viking gallery is opening in Norwich Castle.

With major improvements on the way for Thetford's Ancient House Museum, Lynn Museum, Roots of Norfolk at Gressenhall and Cromer Museum, NMAS is further building its position as lead 'hub' in the region and a beacon of excellence nationally.

Although a joint county and district service, NMAS forms part of the county council's Department of Cultural Services, along with Libraries, Records and the Arts.

## Senior management team

**Head of Service**  
Vanessa Trevelyan

**Norfolk Museums Manager**  
Bill Seaman

**County Archaeologist** Brian Ayers

**Chief Curator** John Davies

**Collections & Information Manager**  
Martin Warren

**Marketing & Development Manager**  
Charles Wilde



A team of Area Museums Officers is responsible for managing NMAS museum sites in their areas and fostering local and regional heritage partnerships.



The work of the Service is guided by five Area Museum Committees, reporting to the Joint Museums Committee. The Cabinet member is Shaun Murphy, who has responsibility for Libraries, Museums, Records and the Arts and is also Deputy Leader of the Council.

## Norwich

Norwich Castle Museum and Gallery  
The Bridewell  
Strangers' Hall  
Royal Norfolk Regimental Museum

## King's Lynn

The Lynn Museum  
Town House Museum

## Great Yarmouth

Elizabethan House Museum  
Time and Tide  
Tolhouse Museum

Roots of Norfolk Gressenhall  
Cromer Museum  
Ancient House Museum, Thetford



### School Transport

(information and guidance)

0844 800 8003

### Street Lighting

0844 800 8008

### Trading Standards

0844 800 8013

### Social Services

0844 800 8014

### General Enquiries

0844 800 8020

Our new telephone numbers - your cut-out and keep reminder



## Taking to the road



People who live in towns near council information centres have been taking the opportunity to find out about the wide range of council services available to them on their doorstep.

Our specially prepared exhibition trailer has been visiting market towns to explain the benefits of council information centres to the public. The trailer is equipped with onboard displays and leaflets with the aim of giving people a taste of what they can find out by visiting a centre.

Council Information Officers joined other staff and local Members in talking to people and handing out information to help raise awareness of the centres and the benefits that they can offer people.

Our trailer will continue to take to the road over the coming months to spread the word about how important the council information centres are for people who prefer to speak to us in person.



## factfilefactfilefactfile

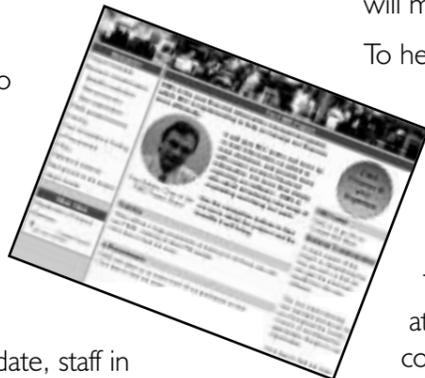
- Customer service agents know which call to expect when the phone rings, as they can see which number the caller has dialled on their phone display - very useful in preparing to answer a call about a particular service.
- In the last seven months, staff who work in the Customer Service Centre have answered a total of 46,500 calls.
- By May 2006 the Customer Service Centre aims to handle all frontline telephone contact, which means taking up to 1 million calls per year.

## FIMS go live date is announced

Our new FIMS system (Financial Information Management System) is set to go live on 4 October.

The new system will give us better access to financial information, and will revolutionise the way we process financial transactions.

In the run up to the 'go live' date, staff in departments will be familiarising themselves with the new system, and a wide-scale programme of training



will make sure that everyone is ready to use it.

To help raise awareness about FIMS and what it means to staff and NCC generally, the FIMS team will be holding a series of roadshows. They will be visiting King's Lynn, Dereham and Great Yarmouth as well as six sessions at County Hall throughout June and July.

To find out more, visit the new FIMS intranet site at [intranet.norfolk.gov.uk/new\\_fims/default.htm](http://intranet.norfolk.gov.uk/new_fims/default.htm) or contact Doris Piper on (01603) 495815 or e-mail [doris.piper@norfolk.gov.uk](mailto:doris.piper@norfolk.gov.uk)



# Norfolk County Council @ your service

June 2004

## Customer service takes centre stage

Over 600 staff came to our first major customer service events at County Hall last month.

The market stall set-up encouraged people to come and speak to staff and find out about the improvements that we are making to the way we deliver our services, and the support that is available to them.

Everyone attending the events was treated to a series of hands-on displays, that included webcams to show Customer Service Centre staff in action, a customer service video and all manner of freebies to

take away with them.

During the course of three days, we focused on letting people know how staff work and handle calls in the Customer Service Centre, speak to the public at our council information centres and look up information on our website. We also featured the new customer care standards, and the customer care courses that are available through Corporate Training & Development.



### We're coming to a meeting near you

Don't worry if you were unable to attend our County Hall customer service events as we will be taking our messages out to offices across the county.

Look out for information about when and where these events will be held.

### and the lucky winner is...

We organised a competition to win a handheld computer as part of the customer service events. The lucky winner is David Ward from Social Services, whose completed competition entry and feedback form was selected from the prize draw.



Tim Byles handing David Ward his prize

## Getting your information online

The new online telephone directory is up and running, with a comprehensive list of staff telephone contact numbers and other details for you to search through when you need to find out how to contact someone.

If you have not seen the new directory, it is important that you check to see that your details are correct. This will make sure that staff across the organisation can contact you, and that staff working in the Customer Service Centre and council information centres have the correct information to hand.



To see the directory, click on the 'NCC phone book' link in the top right-hand corner from the main intranet homepage. Then search for your name and details using the search facility to check that they are accurate.

For help, or further information, contact your service improvement manager. A full list of service improvement managers is available on the e-service intranet site

[intranet.norfolk.gov.uk/eservices](http://intranet.norfolk.gov.uk/eservices)

## Norwich Council Information Centre is launched



Alan Tidmarsh, e-Service Director, Charles Clarke MP and Cllr Alison King at the official launch of Norwich Council Information Centre at the Millennium Library last month.

People from voluntary groups and organisations from across Norwich came to the launch, representing the most frequent users of the centres.

Information Officers from Norwich and other council information centres were on hand to talk to people about their work and how they help people who visit them.

As well as looking around the centre, attendees took the opportunity to see the new Norfolk Portal search engine in action on library computers. The Portal, developed in partnership with district councils, allows people to search for the information they need online, no matter which website they start searching from.

Gorleston Council Information Centre, at Gorleston Library, will be launched later this month.

## Contacting us made **easier**



Our **Customer Service Centre** is making it easier than ever before for people to contact us and get the information they need.

Whether it is a telephone call, email, textphone, fax or post enquiry, customer service agents can deal with a huge range of enquiries and requests for information. Everything they need is available on their computer and through a number of different information sources.

The Customer Service Centre is also benefiting staff in services as customer service agents handle routine calls, and free up time for staff in departments to devote to their day-to-day work.

Customer service agents take part in rigorous training, including taking practice calls in preparation for answering 600 calls every day - that's around 3,000 calls per week.

People can access services by calling new 0844 numbers, which replace the former 01603 numbers. The benefit of using these new numbers is that people can call them at the cost of a standard call wherever they are phoning from. Up until now, callers in some areas of the county, such as King's Lynn, were charged at the cost of a national call when phoning a Norwich number.

## **3x easier**.....to contact us

We are making more of our services available through the Internet, Customer Service Centre and council information centres. Staff who work in these areas will have access to the same information about these services so that they can provide a consistent response to people's enquiries. It's all made possible by ensuring that information is kept up to date through the Internet, and is part of our aim to make it '3x easier' for people to contact us.



## Services moving in to the customer service centre

By the end of the year, the following services will be provided for the CSC:

- General Waste enquiries
- Library renewals for the Norfolk & Norwich Millennium Library
- Education general enquiries



### Service profile - General enquiries

#### What's the number?

0844 800 8020

#### What's the service?

Replacing the former 222222 number as our main general enquiries line

#### When did the service move in?

26th April

**Service expert: Anna Graves**, Service Improvement Manager: *"By moving the general enquiries line into the Customer Service Centre, we will make sure that enquiries will be picked up and handled effectively at the first point of contact with the public. At the moment, people's calls are being transferred automatically if they dial the old 222222 number, and this will slowly be phased out over the coming months as we market the new numbers to the public."*



### Service profile - Street Lighting

#### What's the number?

0844 800 8008

#### What's the service?

For people to report street light faults

#### When did the service move in?

7th May 2004

**Service expert: Paul Donnachie**, Street Lighting Manager: *"The service move is working extremely well! Staff here who normally deal with calls consider it a success, and the office is significantly quieter. The CSC involvement reduces interruptions, allowing staff to concentrate more effectively on other duties."*



### Service profile - Millennium Library renewals

#### What will the new number be?

0844 800 8006

#### What's the service?

Renewing books, videos and DVDs for the Norfolk & Norwich Millennium Library by phone

#### When will the service move in?

September 2004

**Service expert: Jan Holden**, Area Librarian (Norwich): *"The Millennium Library will be the first library to give people the opportunity to renew their books and other items over the phone at the Customer Service Centre. We plan to extend the service to other libraries in the county, once the Millennium Library renewal service is up and running."*