

CABINET MEMBERS REPORT TO COUNCIL

27 July 2022

COUNCILLOR R KERSHAW - CABINET MEMBER FOR SUSTAINABLE GROWTH

For the period June to July 2022

1 Progress on Portfolio Matters.

Levelling Up Fund Round 2

North Norfolk was identified as a Priority 1 area for support from the Levelling Up Fund Round 2. This means the Government was keen to see applications for projects from the district, although there is a competitive bidding process.

NNDC will be submitting two exciting projects in the district. These will include a new swimming pool and multi-sports area in Fakenham and the transformation and enhancement of the cliff-top gardens, North Lodge Park and related sites in Cromer to become an accessible 'green tourism' destination. The original deadline for submission of the bids was 6 July, however, the opening of the application portal was delayed (to 15 July) and the revised deadline is now 2 August. The overall response from local residents has been supportive for both proposals. Funding will need to have been spent by 31 March 2025.

UK Shared Prosperity Fund

The UK Shared Prosperity Fund (UKSPF) is a central pillar of the UK Government's Levelling Up agenda and is the successor funding model to the former EU Structural Funds. It will provide £2.6 billion of new funding into the UK for local investment over a three period, through to March 2025.

The intention of the fund is to invest in local priorities, targeted towards a number of areas: building pride in place, supporting high quality skills training, supporting pay, employment and productivity growth and increasing life chances.

North Norfolk's allocation is £1,238,269. Whilst this funding is not subject to a competitive process, local authorities are required to set out their key priorities for this money within an Investment Plan, identifying their interventions and anticipated outputs and outcomes.

A Local Partnership Group has recently been formed, composed of a range of stakeholders and representative bodies. This group has met twice in July

and the feedback from these meetings has helped to inform and shape the submission. Work is currently in progress to finalise the programme. The deadline for submission is 1 August 2022 and it is anticipated that the Council will have Government approval for the Investment Plan in October 2022.

North Walsham Town Centre Heritage Action Zone

A number of key activities have commenced/are presently being undertaken, summarised as follows.

- Repair and restoration work continues on the Cedars building, to which the next pieces of work will address the electric and heating systems. Early conversations are being held with a range of potential future users;
- The majority of the work has now been completed on the Church Approach/Shambles slope, with the upper element now opened up for public access to and from the St.Nicholas precinct/Market Place;
- The Building Improvement Grant scheme has been well received and a healthy number of applications are in the pipeline. The first three grant offer letters have been issued and work on these projects should commence shortly.

Visitor Economy

The Council has continued to collaborate with Visit North Norfolk and to liaise closely with Visit Norfolk and other local authorities and Destination Management Organisations in the region. This has helped keep local tourism businesses informed and has encouraged greater collaboration and support for collective action. The next campaign film is now live and entitled 'Love North Norfolk beaches'. The film and blog will be promoted via ads on Facebook, Instagram and Google Remarketing as well as e-comms to a database of around 30,000 consumers.

2 Forthcoming Activities and Developments.

- 1 August - UK Shared Prosperity Fund deadline
- 2 August – Levelling Up Fund deadline

3 Meetings attended

