

CABINET MEMBERS REPORT TO COUNCIL

16 November 2022

COUNCILLOR R KERSHAW - CABINET MEMBER FOR SUSTAINABLE GROWTH

For the period October to November 2022

1 Progress on Portfolio Matters.

Funding and Programmes

Rural Prosperity Fund

On 3 September the Government announced the launch of The Rural England Prosperity Fund (REPF). This fund is a top-up to the UK Shared Prosperity Plan (UKSPF) and succeeds EU funding from LEADER and the Growth Programme, which were part of the Rural Development Programme for England. NNDC has been advised that North Norfolk will receive an allocation of £1,457,851. This will need to be committed and defrayed by March 2025. This funding, which is essentially an extension to the UKSPF fund, will have a more rural focus and the Council will need to submit an application by 30 November. To help shape and inform a submission, the Local Partnership Group, which was created to help develop the UKSPF bid, will shortly reconvene to discuss the challenges facing rural businesses/communities and identify the priority interventions.

Local Authorities presently await sign off of their UKSPF Investment Plans which were submitted over the summer and anticipated to be agreed in October.

North Walsham Town Centre Heritage Action Zone

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

- Repair and restoration works have continued over the summer on the Cedars building. Work still to be completed includes: the installation of data points, re-plastering with lime plaster, installation of a new electrical heating system and completion of window repairs followed by internal and external redecoration. Early conversations are being held with a range of potential future users;
- The Church Approach/Shambles slope is open to the public, with just a few items awaiting to be fitted, including bench seating, hand rails and anti-skate studs. A snagging list has been submitted to Norfolk County

Council for minor remedial works. Repair and redecoration work is now ongoing on the rear wall of 28 Market Place which backs onto the public realm area of Church Approach and will contribute to the overall improvement of the space.

- The Travel Hub on New Road carpark, developed in partnership with Norfolk County Council (NCC) and North Walsham Town Council, has been completed creating three bus bays for use by local bus operators and coaches. Refurbishment of the public conveniences at New Road carpark has been completed and a 'changing places' facility and family room installed to improve the facilities available to the public.
- Improvements to the highways and public realm in the Market Place have now commenced. Works to be carried out in this phase include: widened footpaths and paved areas for pedestrians, paved road surface, installation of seating and planters, installation of bike racks, provision of power points and arrangements for market stalls and events, provision of new crossing points and increased capacity for loading and deliveries through new and better positioned bays. Cleaning and maintenance of existing areas and paving will also be undertaken
- The Building Improvement Grant scheme has been well received and a healthy number of applications are in the pipeline. Six grant applications have been approved to-date and twenty eight expressions of interest have been received.

Skills

Apprenticeship 100

The North Norfolk 100 Apprenticeships Challenge was officially launched by Duncan Baker MP at Paston College in North Walsham on October 20. The Department for Work and Pensions, Norfolk County Council and North Norfolk District Council, along with commercial partners, have committed to work together to deliver 100 apprenticeship placements from businesses that would not normally offer them over the next two years.

Tourism

Economic Impact of Tourism Report

The Economic Impact of Tourism 2021 report has recently been produced. As anticipated, this has evidenced a partial recovery across the majority of metrics (vs the 2019 pre-pandemic report).

The total value of tourism is estimated at £365,221,323 - up 54% on 2020, but down 30% on 2019 figures.

Tourism jobs are up 11% (8898 jobs) vs 2020, but down 25% on 2019 figures.

The volume of day trips have increased by 37% against 2020, but are 40% down on 2019 figures. Similarly the value of day trips have increased by 45% on against 2020, but are down 34% on 2019 figures.

The volume of overnight trips is up by 57%, but is down by 25%. The value of overnight trips has increase by 71%, but remains down by 30% in 2019.

Christmas Marketing Campaign

The 'Christmas in North Norfolk' marketing campaign has been recently launched. This campaign seeks to promote a number of Christmas events / things to do in North Norfolk. A promotional video can be found on the Visit North Norfolk [home page](#) and also on [Youtube](#). There is also an accompanying events round up (found [here](#)). The video is being promoted through e-comms and social media advertisements.

2 Forthcoming Activities and Developments.

Visit North Norfolk Networking Event 23 November 2022 10am-12noon. Woodlands Holiday Park

The agenda for this networking event for VNN Members will include presentations and discussions on the Economic Impact of Tourism report, the Deep History Coast and the Visitor Economy Network Initiative.

3 Meetings attended

Visit East of England Visitor Economy Conference
Apprenticeships 100 Launch Event
Local Business Meetings