

CABINET MEMBERS REPORT TO COUNCIL

20 December 2023

COUNCILLOR ELIZABETH WITHINGTON - CABINET MEMBER FOR COMMUNITY, LEISURE & OUTREACH

For the period November to December 2023

1 Progress on Portfolio Matters.

A wide variety of cultural activities continue to be held as part of the North Walsham Cultural Programme.

Britten Sinfonia two-day residency, which will include: concerts, drop in opportunities, an event at NW Library, as well as (non-public) outreach activities at local schools and care homes.

The following pop-up events and workshops have been promoted through the programme.



There will also be subsequent orchestral events throughout the District in early 2024. These include days in Sheringham/Cromer, Fakenham and Holt. These will be delivered in conjunction with community partners identified by the Community Connectors.

Tourism update

Visit North Norfolk (VNN) recently had a very successful networking event at Woodlands Holiday Park in Trimmingham, attended by approximately one hundred representatives of operators involved in the local visitor economy. Event feedback was good, with an excellent key note speaker (Insight 6) giving advice and lessons about the customer experience. It provided a great opportunity to promote the UKSPF amongst local businesses and participating



businesses were also given collateral to help continue the promotion of the Deep History Coast as 'experience makers'.

VNN informed participants of the impending promotion campaign at London Liverpool Street Station and also the developing campaign based on user generated content (UGC) for 2024.

VNN's latest marketing campaign video, Make a Break for the Outdoors, has gone live. It showcases winter in north Norfolk and will run until the end of February 2024. You can see the video on VNN's home page [here](#) (scroll down to the tiles under the Christmas video). All this marketing collateral is available for VNN members to download and use in their own marketing. The Christmas video is also on the VNN home page and being promoted for the increasing number of late bookers.

2 Forthcoming Activities and Developments.

There will be a series of orchestral events throughout the District in early 2024. These include days in Sheringham/Cromer, Fakenham and Holt, delivered in conjunction with community partners identified by the Council's Community Connectors.

The final events and activities in the North Walsham Cultural Programme will take place before the programme winds up in March 2024. Monitoring and evaluation of the effectiveness of the programme will be undertaken, in order to feed back to the funders (Historic England) and identify any lessons and legacy activities.

3 Meetings attended

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