

CABINET MEMBERS REPORT TO COUNCIL

21 February 2024

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

For the period January to February 2024

1 Progress on Portfolio Matters.

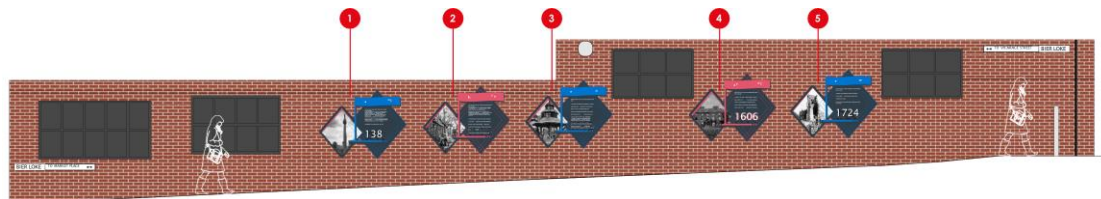
Culture

Cultural activities continue in North Walsham as part of the HSHAZ project. These include:

Britten Sinfonia 2-day residency in North Walsham. This included recitals in the pop-up space, cafes and the Black Swan Community Pub. They also performed in a number of Care Homes and worked with children at North Walsham High School.



The North Walsham Cultural Board has agreed a proposal to support a historic interpretation timeline in the town centre. This will be delivered as large boards with an image, date and historical text on each.



Tourism

VNN continue to promote collateral that is available to support members in the marketing and promotion of North Norfolk more widely.

The latest 2 videos are:

- **North Norfolk Events Throughout the Year.** This video is being promoted via social media ads, google remarketing and ecomms as part of the annual marketing campaign activity. You can see the video on the VNN home page and on YouTube here:
<https://www.youtube.com/watch?v=BxtpQPQX3QY&t=44s>
- **A holiday in North Norfolk will be one you'll never forget.** This video highlights the amazing range of accommodation here in north Norfolk and is being promoted via the Newsquest network; online news brands across the Southeast, London, East, West Midlands and Yorkshire, including media on Newsquest's news brand networks (online, on social and email). VNN will also promote it on social media and ecomms platforms. You can see the video on the VNN home page and Youtube here:
<https://www.youtube.com/watch?v=q-LTp8DGBPw&t=36s>

We have also linked the upcoming (April 1st start) UKSPF business decarbonisation programme with VNN (to be accessed by businesses in the local visitor economy) which has widely promoted this to its members. Information has been shared about the programme and an initial webinar is already planned and being promoted.

2 Forthcoming Activities and Developments.

- Supporting Sheringham Little Theatre with REPF funding application to revitalise the backstage area, reduce energy consumption, encourage community use and increase longer-term sustainability.
- Finalising and submitting close-down report to Historic England for the North Walsham High Street Heritage Action Zone Cultural Programme.
- Working with Britten Sinfonia to deliver orchestral activity in Cromer/Sheringham, Fakenham and Holt before 31st March 2024. Possible pilot activity to attract more funding for 2024-25.
- Develop a feasibility study (as an output from UKSPF funding) to establish the (monetary and social) value of the cultural sector to the local economy.

3 Meetings attended

Culture

Portfolio Holder Meeting x2
Culture and Tourism Feasibility Project
Norfolk Joint Museums Committee
Cromer Art Space

Tourism

Portfolio Holder Meeting

Local business support Small business Awards

Love Holt

Planning meeting – Wayfinding

Experience Sheringham