

CABINET MEMBERS REPORT TO COUNCIL

21 February 2024

COUNCILLOR WITHINGTON - CABINET MEMBER for Community, Leisure & Outreach (including Health & Wellbeing)

For the period January to February 2024

1 Progress on Portfolio Matters.

Leisure Contract

41478 visits were achieved our leisure facilities in November, with a further 37144 in December. This took the annual attendance at our leisure facilities in 2023 to a little over 529000 visits. This compares to 515,341 visits in 2022

Operations at Stalham Sports Centre have now been passed back to Synergy Academy Trust, and our Locality Officer is working alongside the Academy to support where he can as they try to develop their community offer.

The Fakenham Leisure and Sports Hub project is now underway with project and steering groups established, consultants instructed and lots of work taking place to get the project started.

Countryside

The team are coming across significant losses within our woodlands which we believe have been caused by the very hot summer we had in 2022. This has required a lot of extra tree works to take place this winter, both by the team themselves and our contractor MJ Tree Services.

Christmas events were well supported with 310 people attending the three trails – including 40 dogs who came to visit Father Christmas as part of our inaugural Santa Paws event.

The annual reviews for our three Green Flag sites, which are submitted to Keep Britain Tidy each January as our application, were all successfully completed on time. This year we will be judged at Holt Country Park and mystery shopped at Pretty Corner (Sheringham) and Sadlers Wood (North Walsham). Announcements of results usual take place in July.

Beaches/RNLI

It has been agreed to bring our lifeguard season in line with the majority of

the country, with main season beaches starting on May 25th and peak season to start on July 6th this year.

All six applications have been submitted to Keep Britain Tidy for our beaches, and this year we have applied for four Blue Flags (the welcome return of East Runton because of improved water quality) and two Seaside Awards. The application process changed this year and proved particularly onerous for the team, it is hoped that these teething problems will be ironed out ahead of next year's application window.

Markets

The start of the year is always a quiet one for traders and the markets team, however much work has been completed to secure extra traders for Sheringham Market with five new applications being submitted already this year. We have also planned 4 more themed 'bolt on' markets for Sheringham on a Saturday this year, with discussions on-going about including these on a Wednesday too. Unfortunately Cromer currently has no traders and we are working on how best to increase this or change how we focus our efforts here.

The new signage for Sheringham market for on the car park and facing out to the town is underway.

A new Seasonal Markets & Seafront Inspector is being recruited ahead of the season. This post will run from mid-March to November and support with all markets and seafront activities, including beach hut changeovers on a weekly basis.

Physical Activity Development

Big Norfolk Holiday Fun (BNHF) provision was over 4 days at Christmas & New Year. In North Norfolk the figures for this holiday were:

Capacity: 544

Places booked: 291

Attended: 263

Number of BNHF children:194

The Cromer 3G project continues to progress, we have now entered stage 4 of the 7-stage application process with an October submission to the Football Foundation still the target.

Plans to make Cabell Park the home of youth football in Cromer are also progressing, with positive talks held between NNDC and the club. The next step is to secure firm costings for this project to ensure that the proposal is viable.

Pier Pavilion Theatre

Openwide had an excellent year with all three types of show – Summer,

Christmas and Concerts – exceeding their targets. In the calendar year 69530 tickets were sold for the theatre which was 25% above target. Indications for this year are also positive from the early sales they have seen across the board. Both shows and the concerts are all up on the year to date comparison. All of which bodes well for a return to a profit share situation as per the contract agreement.

It has been decided to extend the Christmas run by one week following its huge success this year.

In January Tides restaurant benefitted from a refurbishment, whilst the front kiosk was returned to an ice cream offer and the box office was painted. The first show of 2024 was on February 16th.

Health & Wellbeing:

Following the adoption of the North Norfolk Health and Wellbeing Partnership Strategy and action plan 2023-2026, the partnership, with North Norfolk District Council, have successfully aligned with the UK Network of Age Friendly Communities.

Guided by the Age Friendly Communities framework's eight domains of healthy ageing and a partnership agreed delivery model, Age Friendly North Norfolk will be piloting in Sheringham, with the scheme launching at 'Sheringham Helps 2024' on the 17th February. The aim is to take learning from this pilot to be able to roll this scheme out further across the district. Successful delivery will be dependent on harnessing the capacity of local organisations and businesses and the wider community. The partnership will also seek to lever in funding to deliver the priorities determined by our communities: <https://ageing-better.org.uk/uk-network-age-friendly-communities>

3 Meetings attended

Leisure

Seal Of Approval
Portfolio Holder Meeting
Fakenham Leisure Centre Steering Group
Physical Activity Strategy

Culture

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