

CABINET MEMBERS REPORT TO COUNCIL

21 February 2024

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

For the period February to March 2024

1 Progress on Portfolio Matters

Orchestral Activity

A small programme of events has been undertaken to provide access to orchestral activity for residents in the District. This was over a few days on the 26th/27th and 28th Feb 2024 and featured a variety of venues, such as schools, community centres and care homes. Feedback from those attending, many of whom had never seen orchestral music before, was excellent.



Tourism update

Visit North Norfolk (VNN) continues to promote collateral that is available to support its members in the marketing and promotion of North Norfolk more widely.

VNN sent an informative update on the announcements in the recent budget to all its members, which included the headline points for our local Visitor Economy sector.

Initial feedback suggests that the 'Make a Break for North Norfolk' campaign to promote North Norfolk on the London Underground, is reporting positive results. These will be analysed and reported more fully once the campaign has been running for some time.

VNN's latest campaign video and promotion 'Dog Friendly North Norfolk' went live at the end of February. The film promotion will run from until end of May and can be seen on VNN's [home page](#) and [YouTube channel](#).

The North Walsham Cultural Programme

The programme of events in the town has now concluded and the unveiling of the community Mosaic at Black Swan Loke on 14th March marked the completion of this. The programme is being evaluated alongside the wider High Street Heritage Action Zone. This project was highlighted at the Norfolk and Suffolk Cultural board at Dance East in Ipswich as an excellent example of partnership working across local authorities and partnership agencies.