

CABINET MEMBERS REPORT TO COUNCIL

July 2024

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

For the period May to July 2024

1 Progress on Portfolio Matters.

North Walsham's High Street Heritage Action Zone (HSHAZ) Cultural Programme

An independent final evaluation of the HSHAZ Cultural programme has been commissioned on behalf of the Cultural Board. Interviews with delivery partners, participants and members of the board are taking place and an evaluation report is due in the next few weeks.

Sheringham Little Theatre (SLT)

SLT has secured £50k REPF grant and £15k Sheringham Shoal funding to support a community and environmental project - to adapt their space to support community activities and improve their heating system and energy performance.

Tourism update

The Council recently supported Visit East of England's bid to become a Local Visitor Economy Partnership (LVEP). On Monday 8th July, its new LVEP status was confirmed (see news release here: [Suffolk and Norfolk awarded joint Local Visitor Economy Partnership status | Visit East of England](#)).

It is hoped this will cement the partnership between local authorities, Destination Management Organisations, and business contributing to the visitor economy across Norfolk and Suffolk. This will strengthen the links to Visit England and lead to greater marketing potential, particularly targeting inbound and overseas visitors. A destination Management Plan for the new LVEP is being formulated.

Visit North Norfolk (VNN) - our local DMO - continues as to promote collateral that is available to its members for the marketing and promotion of North Norfolk.

- **VNN Campaign:**

New campaign video is launched and available on the home page of the VNN website – Enjoying the outdoors in North Norfolk ([Welcome to North Norfolk - North Norfolk \(visitnorthnorfolk.com\)](#)).

- **Net Zero Presentation:**

A webinar was held, as part of the Council's UKSPF initiative, to help visitor economy businesses in north Norfolk to understand their carbon footprint and find out about net zero grants for SMEs that can help to reduce costs and cut carbon.

2 Forthcoming Activities and Developments.

- Preparations are underway for VNN's autumn networking event/conference – 14th Nov 2024 – delivered in partnership with NNDC.

3 Meetings attended

VNN Partnership
Cromer Pier
Everyone Active – The Reef
Sheringham Little Theatre
Sheringham Museum
Leas Playpark
Sheringham Museum
Joint Museums Committee
NN Health and Wellbeing partnership
Health and Wellbeing Board Integrated Care Partnership
Healthy Ageing Alliance
Age Friendly communities
LVEP Meeting
NNHWP Quarterly Chairs meeting
Building community Meeting
Cromer Art Space Summer Exhibition
Cromer Art Space Symposium Network Meeting
Norfolk Arts Forum Executive committee
Cromer Pier Pre summer Show Meeting
ICS District Council Meeting
Flash Steering Group Meeting
Sheringham High School Art and Design Exhibition
Patient and communities committee