

CABINET MEMBERS REPORT TO COUNCIL

November 2024

COUNCILLOR JOHN TOYE - CABINET MEMBER FOR SUSTAINABLE GROWTH

For the period September to November 2024

1 Progress on Portfolio Matters.

Funding and Programmes

UK Shared Prosperity Fund (UKSPF) is a three-year funding programme with an allocation of £1.2 million (2022-2025) and Rural England Prosperity Fund (REPF) is a two-year capital grant fund of £1.4 million (2023-2025) awarded to NNDC by Government. Both programmes are intended to support local economic priorities.

The programmes have reached mid-year (Quarter 2) in the final year of delivery and are on track for full defrayal of the funding allocation by end of March 2025.

Five schemes are presently being delivered through the UKSPF programme in the current financial year:

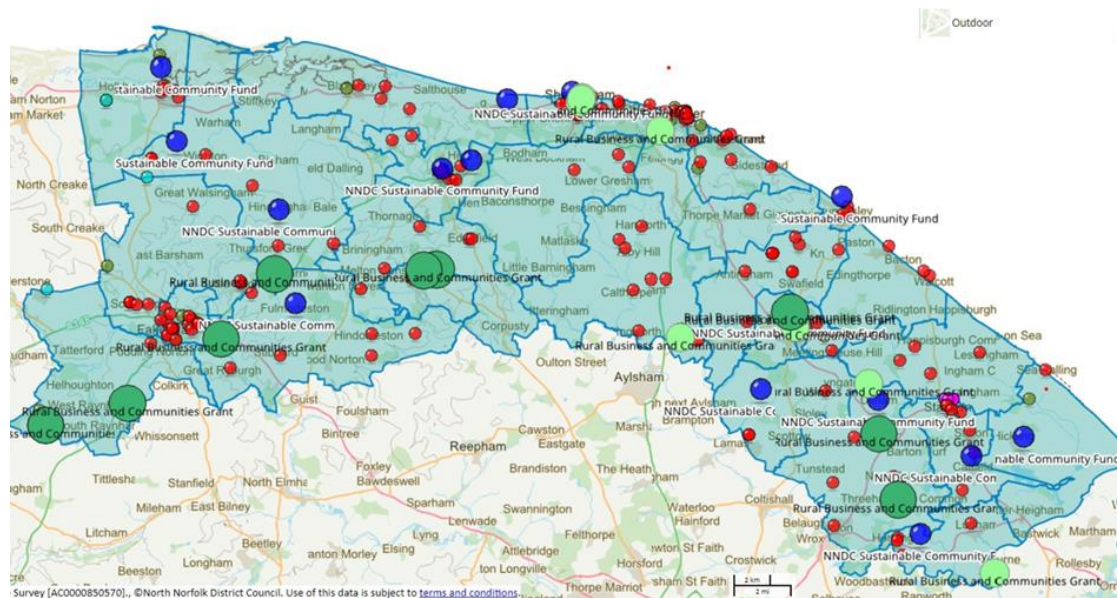
- Decarbonisation and Growth
- Go Digital
- Future Skills Now
- Growth Hub business advice
- Cost of Living energy efficiency support for households (in partnership with Norfolk Warm Homes)

These schemes are designed to provide advice to businesses/organisations and encompass a variety of different approaches, including audits, advice, and training. Some of the schemes also include grant funding to support identified needs. In addition, there is a scheme to support households experiencing fuel poverty to reduce their energy costs and reduce carbon emissions. The take-up has been good across all five schemes, with some programme targets already being met or exceeded.

The Rural Business and Community Grant scheme (funded by REPF) is a capital only scheme designed to support business and community projects. To date **24 capital projects** have been awarded funding (12 business and 12 community led), with **£1,250,000 of grants committed** to-date against the £1.4 million budget. This investment has leveraged a further £1.2m of additional community and private match funding.

Collectively the UKSPF and REPF grant and support schemes being delivered have **leveraged £2m of private, community and additional public sector investment (non-NNDC)** and therefore bringing the total value of the programme to **£4.6m**.

As illustrated below, there has been a good geographical spread of business and community groups supported across the District through the programmes.



Skills & Employment

The inaugural North Norfolk Skills and Employment Forum was held on 22 October. Attended by a strong turnout of representatives from the skills, education and training providers, the group will work collaboratively towards an overarching objective of delivering visible, accessible, and inclusive skills and employability pathways aligned to the needs of local employers. The primary goal of the forum is to identify and implement solutions in response to local opportunities and challenges presented in the Economic Growth Strategy 2023-2027; these include issues such as 'brain drain', low wages and an aging workforce. Future meetings will be held bi-monthly.

Business Engagement Activities

The Economic Growth, Communications and Web Development teams are presently working together on improving the Council's approach to business engagement, to improve our understanding of business needs/challenges, find new ways of sharing information and to celebrate business success stories. This will include reviewing the Invest North Norfolk brand and web pages, e-communications and events (commencing in 2025). Further details will follow as this work develops.

As part of our ongoing business engagement activities, we continue to visit and have meetings with local businesses and those seeking to inward invest. We are also continuing to visit our local towns and communities with Mundesley as our next one.

One notable recent notable visit was to the Worstead Estate on 30 October. The Council has worked closely with the estate owners and the businesses who have located on to the estate, as part of their process of diversification.



A video of our discussion around the development of the site and the support of the Economic Growth Team can be found here: [\(1\) Post | LinkedIn](#)

Scottow Enterprise Park visit

A visit to Scottow Enterprise Park took place to liaise with the team managing the site and meet some of the businesses operating from the site, including Swift Air and Attolife (formerly Anglia DNA). At 600 acres, this site is North Norfolk's largest business park, and the Economic Growth team have worked very hard with local partners over the years to help a number of large and innovative businesses locate onto this site. The new CEO of Hethel Innovation (which manages the site) is keen to continue to work collaboratively with the Council to support new investment and develop clusters, with the clean energy sector in particular being recognised as a key growth area.



2 Forthcoming Activities and Developments.

Women Talk Business

Friday 29 November 2024 from 10.30am to 12pm
Venue: Cromer Library, Prince of Wales Road, Cromer, NR21 9DY
Organised by BIPC Norfolk

Getting started with Google Analytics 4 (GA4) workshop

Thursday 5 December 2024 from 9.15am to 12.45pm
Venue: Committee Room, North Norfolk District Council, Holt Road, Cromer, NR27 9EN
Organised by New Anglia Growth Hub

Social Media for your Business workshop

Thursday 9 January 2025 from 9.15am to 12.45pm
Venue: Committee Room, North Norfolk District Council, Holt Road, Cromer, NR27 9EN
Organised by New Anglia Growth Hub

3 Meetings attended

Roys
Byfords
Sainsburys
Worstead Estate
The Victoria at Holkham
Elis
Scottow Enterprise Park
Swift Aircraft
Attolife
Weener Plastics
North Norfolk Skills and Employment Forum
UKSPF Local Partnership Group
Fakenham Business Engagement Group