

CABINET MEMBERS REPORT TO COUNCIL

19 March 2025

COUNCILLOR JOHN TOYE - CABINET MEMBER FOR SUSTAINABLE GROWTH

For the period February to March 2025

1 Progress on Portfolio Matters

Funding and Programmes

The UK Shared Prosperity Fund (UKSPF) and Rural England Prosperity Fund (REPF) programmes, delivered by the Council over the past three years and two years, respectively, will conclude in March 2025. All current UKSPF workstreams have already met or exceeded their output and outcome targets and live programmes will continue to provide support through until the end of Quarter 4.

Programme delivery was reported to the UKSPF and REPF Project Board on 23 January. Where projects have come in at lower costs, funding has been reallocated to enable additional outcomes and benefits to be delivered against the programme interventions. This has helped facilitate additional business engagement activity to be delivered in the final quarter (see Business Engagement).

The REPF Rural Business and Community Grants (~£1.4 million) is now fully committed with over thirty business and community projects supported. Written and video case studies are being produced and these will be available on the Council's business support website (Invest North Norfolk), including profiles for some of the businesses that have benefitted from the REPF grant. This content serves to promote the value of these investments, to inspire others and nurture interest in any future business support initiatives.

Following the announcement by MHCLG in December 2024 that a further allocation of ('transitional') UKSPF funding would be made to the Council (£405,000 for 2025/26), it was confirmed on 4th March that a further REPF allocation will also be made for 2025/26 (in effect, extending the scheme for another year in accordance with the methodology of the previous REPF scheme plan). The final REPF allocation amount has yet to be confirmed. Decisions about how this funding will be used, in accordance with the MHCLG guidelines, will need to be made hastily in order that this Capital fund is fully defrayed within the expected timeframe.

An example of one of the business case studies is given below.

Richardson's Leisure

Investing in People

GRANT RECEIVED

Future Skills Now, Audit and Training Grant

Future Skills Now is part-funded by the UK Government through the UK Shared Prosperity Fund (UKSPF). It is supported by North Norfolk District Council and delivered in partnership with Norfolk County Council



RICHARDSON'S
LEISURE LIMITED
HOLIDAY • RESAL • RESERVE

Richardson's Leisure collaborated with North Norfolk District Council, taking advantage of the Future Skills Now audit and grant funding to support its ambitions. Recruitment and retention of staff is a key issue for many north Norfolk businesses and Richardson's Leisure is an exemplar case study of how this is being successfully delivered.

North Norfolk District Council, in partnership with the Future Skills Now programme, provided Richardson's Leisure with a comprehensive training and skills audit. The initiative helped the business identify areas for growth and deliver targeted training to upskill its team. Additionally, Richardson's Leisure supported personal development through courses such as Basic Carpentry and Joinery. This enabled general team members to explore their interest in carpentry and grow their skillset.

The project proved extremely valuable for the business, allowing it to develop the skills required to meet organisational goals and stay compliant with legal regulations. For example, the company introduced Sexual Harassment Training for Managers and Supervisors, Disability Awareness sessions and Mastering the Coach programs, all while reducing the financial burden typically associated with this type of training.

The training enabled the team to expand knowledge and create opportunities for personal development. This helped the business retain talented individuals, reduce the high costs of recruitment and foster a culture where team members feel supported and empowered to grow professionally and increase their earning potential.

"The most special thing about Norfolk is its people. We're a company that want to invest in our team members continually. The opportunities that North Norfolk District Council are providing us to grow as a business and grow in the community has been second to none."

Greg Munford, Chief Executive of Richardson's Leisure

Richardson's Leisure Ltd, The Staithe,
Staithe, Norfolk, NR12 9BX

richardsonsholidays.com



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Business Engagement Activities

Working closely with partners, the Communications team and the Web team, the Economic Growth team has formulated a new approach to business engagement. This includes a range of business engagement activities across the year, starting with the following events to be held in March:

Inspiring North Norfolk – 12th March – Woodland Holiday Park



This inaugural event is intended to shine a light on the remarkable achievements of local businesses, to celebrate their success and champion opportunities presented by local enterprise. This year local businesses will be recognised for their achievements across the following four categories:

- **Investing in Rural Diversification**
- **Investing in People**
- **Investing in Sustainability**
- **Investing in Innovation**

The event will provide a platform for businesses to share their inspirational stories, supported by professionally produced video case studies, more of which will be shared throughout the year by the Council.

North Norfolk Annual Business Forum – 25 March, Holkham Hall



Generously hosted by Holkham Hall, this NNDC event will provide the opportunity for businesses to meet and network with other local businesses and key support providers. Delegates will be able to find out about the latest support and grant funding opportunities from the Council and its partners. The Managing Director of the Holkham Estate will deliver an inspirational keynote speech, sharing his business insights, and discussing the challenges and the ambitions of the estate. Following on from the event held in February 2024, this is aimed at helping local businesses to develop greater cohesion, realise synergies and establish mutually beneficial ways of working; it will also help

the Council to better understand the challenges faced and the impacts of its activities on local businesses.

North Norfolk Cultural Partnership Workshop – 27th March – Sheringham Little Theatre



This is a sector-focussed workshop which will engage with the cultural and creative industries operating in North Norfolk. Bringing together creative individuals, businesses and organisations, this workshop will explore the value and contribution of this sector and discuss opportunities for greater collaboration. The event will be introduced by Cllr Liz Withington.

Business & Skills Activities – General

- As part of the emerging business engagement approaches, the Council's Invest North Norfolk website is being refreshed and improved. Particular thanks to the Web and Communications team for their support with this activity.
- In collaboration with DWP colleagues, NNDC is intending to work with Sainsbury's to support its recruitment and induction process, in advance of the establishment of the first 60 FTE jobs at the proposed new store on Holt Road, Cromer.
- Hosted by NNDC, an 'Apprenticeships Employer Network' event is scheduled for 14 May (4pm-6pm). This event, with the agenda to be announced shortly, will provide the opportunity for businesses to learn more about the support available to help take on an apprentice. Please direct interested businesses to economic.development@north-norfolk.gov.uk for early registration to this event.

2 Forthcoming Activities and Developments.

The Council's business engagement events are outlined above. In addition to those, at the time of writing, the following local events are planned to take place.

Women Talk Business (Fakenham) Friday 7 March 2025 from 10.30am to midday

Location

Venue: Fakenham Library, Oak Street, Fakenham, NR21 9DY

Organised by Business and IP Centre Norfolk

[Find out more](#)

Video marketing session three: Launching your campaigns

Thursday 13 March 2025 from 9.15am to 12.45pm

Location

Venue: Merchants Place, 16 Church Street, Cromer, NR27 9ES

Organised by New Anglia Growth Hub

[Find out more](#)

Women Talk Business (Cromer)

Friday 21 March 2025 from 10.3am to midday

Location

Venue: Cromer Library, Prince of Wales Road, Cromer, NR27 9HS

Organised by Business and IP Centre Norfolk

[Find out more](#)

3 Meetings attended

Had a Holiday so just the 2 to mention plus council meetings

Norfolk Economic Strategy Launch at The House of Lords

Police and Crime Panel Meetings