

CABINET MEMBERS REPORT TO COUNCIL

June 2025

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

For the period March to June 2025

1 Progress on Portfolio Matters.

Culture - Funding and Programmes

The Ministry of Housing, Communities and Local Government have announced a small allocation of rural funding top up to the UKSPF, to follow on from last year's delivered programme. A rural business and community grant scheme will therefore be administered in the same way as the previous scheme. NNDC will be looking to link with community groups (as well as businesses) to explore projects that meet the pre-determined outputs and outcomes.

The collateral, assets and information for the Deep History Coast (DHC) from the former Cromer visitor information centre has been donated, and relocated, to Sheringham Museum, which will develop a DHC space that will evolve over the coming weeks, with plans to create a more permanent area in 2026.

Following the successful application to the Hornsea 3 Legacy Fund for a Community Indoor/Outdoor Eco-Learning Space' at Holt Country Park, plans are being developed for its installation. This is the very first award from this brand-new fund. It is a vital award to enable NNDC leisure and Countryside team to be able to develop a programme of environment-based learning opportunities for our residents and especially our young people. This not only supports our aim to help residents understand the importance of supporting our unique environments in North Norfolk but also through connecting with nature supports the mental and physical health of residents.

2 Forthcoming Activities and Developments.

In June, the Government launched a new fund for creative/cultural venues ([Creative Foundation Fund](#)). Expressions of Interest are invited by 25th July and the Council is giving consideration to submitting bids, using evidence from the Culture Feasibility Study. The expected outcomes of the fund are:

- improved value for money through decreasing the amount of expenditure on maintenance and repair of cultural assets
- reduced loss of high-quality cultural work from creative and cultural organisations as a result of asset failure or degradation

- cultural organisations develop more sustainable financial and business models, adapting to the changing environment and needs of the communities with whom they work
- improved energy efficiency and environmental performance of cultural buildings and equipment.

This fund recognises the economic value to our area that the arts, culture and creativity play. It focusses on resolving business critical actions which will help these creative venues to not only continue to support health and wellbeing but importantly be sustainable financially and able to drive the local economy and tourism forward.

The Business Engagement Programme (BEP) supported by funding from the UK Shared Prosperity Fund (UKSPF) will continue for 2025-26 supporting businesses and specific sectors. This will include support for Culture and tourism businesses at:

- Tourism Conference (November 6th 2025)
- Annual Business Forum (March 2026)
- Culture Event Workshop (September 17th 2025) hosted by New Stages in North Walsham.

Cultural Partnership

After a successful workshop establishing the partnership the next meeting will take place in September. This meeting will be looking at how the Partnership can grow further, reflect the importance of the Creative Sector in our tourism economy and become self sustaining. Anyone wishing to attend can contact the economic.development@north-norfolk.gov.uk by email.

From the Cultural partnership there has been an indication of both a need and desire for the independent museums across the district to come together in a similar way. As Portfolio holder I am looking to support this in September as well and look forward to meeting with the broad range of interesting and vibrant museums reflecting the social history of our diverse area. Currently the Joint Museums Committee only includes those collections within the Norfolk County council Museums Service.

3 Meetings attended

Officers Representing the Portfolio of Culture, Arts and Heritage and Tourism

Tourism best Practice Group – face to face meeting at the Wymondham Heritage gallery and a tour of Wymondham Abbey

VNN and Cromer Art Space to discuss next steps for Culture Workshop

Sheringham Museum – meeting to discuss DHC and support around upcoming initiative including:

- Climate Exhibition (UEA partnering) How did the sea survive us

- Art Collective – When it's gone, it's gone by Matthew Bennington (funding via Nch Univ of Arts and Sainsbury Centre)
- Opening of DHC new home – TBC May 2025

Meeting with Head East to begin to shape Cultural Itineraries for North Norfolk into a visual arts blog and links to cultural sites and events such as Cromer Art Space, Wells Maltings, NN Open Studios etc. He will develop and share and then post.

Visit North Norfolk summer networking event (3rd July).

Portfolio Holder Meetings Attended

- Creative Sheringham
- Culture Workshop
- Norfolk Arts Forum Executive committee
- Cromer ArtSpace
- Grove Sculpture Trail
- Creative Foundations Fund x2
- Cultural Partnership
- VNN Cultural Events Promotion
- VNN Summer Networking Event
- Sheringham Little Theatre
- Cromer Pier Biannual Report meeting
- Cromer Pier Summer Pier show
- AI in the Creative Sector at Sheringham Little Theatre with Jocelyn Burnham
- Creative Competition Exhibition (Coastwise) Schools Prize giving