

CABINET MEMBERS REPORT TO COUNCIL

23 July 2025

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

For the period April to July 2025

1 Progress on Portfolio Matters.

Everyone Active Leisure Contract

Participation figures for the year so far remain strong across the 5 facilities:

February – 42905

March – 45895

April – 44925

May – 44546

June – 42019

At the end of May memberships across the contract sat at 3828, with 1050 children on the swim lesson programme (Victory and Reef only).

Countryside

All three of the team's applications to Keep Britain Tidy for continued Green Flag status were successful. This will be the 21st year in which Holt Country Park has received this award, whilst Pretty Corner Woods and Sadlers Wood celebrate 10 years and 12 years respectively. Pretty Corner Wood scored particularly highly this year for both the desktop and field assessments, and the judges summary for this site was as follows:

Pretty Corner Woods is an attractive woodland and heathland area on the edge of Sheringham, which provides a valuable resource for locals and visitors to this part of Norfolk. The woodland is well managed for its landscape and biodiversity value, which is enhanced by the management prescriptions which are in place.... It provides a safe, attractive and tranquil area for a range of user groups who evidently enjoy and value it. The site is continually changing, and the quality and diversity of the woodlands are changed through sensitive and appropriate management and re-stocking, the creation of wildflower areas and glades, the improvement of biodiversity and the enhancement of GFA Feedback 2022 J/Operations/Green Flag/year/Master documents 2022 Issue 4 April 2022 the visitor experience. The site is a great resource for volunteer groups and educational visits. It certainly deserves to retain its Green Flag status.

The year long Green Futures Youth Project has reached the halfway point and has received around 160 visits from young people to the environment focussed sessions. So far, the team have delivered a wide variety of sessions, from habitat and 'get to know' sessions to carbon literacy and caricature workshops. Sessions will continue to run until the end of the year and further details can be found at [Home | Green Futures: youth project](#)

Beaches/RNLI

All 9 lifeguarded beaches in the district are now operational and have been busy thanks to the good weather we have been experiencing. To date no major instances have been reported by the RNLI. This scheme is supported by funding from NNDC.

In May we received the news that we have once again been awarded Blue Flag Status for all 6 of our beaches, with Mundesley and Sea Palling regaining this status thanks to their water quality returning to 'excellent'. To achieve a Blue Flag status, a beach must meet a number of strict criteria. This criterion includes:

- accessibility
- beach management
- consistently good water quality results
- environmental and educational programs
- water safety

Pier Pavilion Theatre

The Pier is enjoying a good year to date with good sales in the theatre and bar, and some good events delivered including Paws on the Pier, Vintage weekend and the recent return of the very popular Sunset Sessions.

Sales of concerts are up 24% year on year, The Summer Show 6% and Christmas 21%, and early reviews of the Summer Show are very positive. A total of 29,255 seats had been booked for a concert or show this year by the 22nd June.

Markets

Like much of the Leisure Service the Markets have benefitted so far this year from the nice weather and all three are doing very well. The main positives are the extra 7 regular traders we now have at Sheringham along with the additional specialist markets planned and Music on the Market events which happened during Creative Sheringham. Cromer is showing showing great improvement from where it was at 1 or 2 stalls to now being nearly at capacity.

Physical Activity Development

The recent Victory Triathlon was a huge success, selling out for the first time with 100 participants signing up. The event saw participants from 7 different counties attend, 51% females, 20% who considered themselves to have a disability, 27% who had previously taken part in this event, and a fantastic 31% who took part in their first ever triathlon. Highlights were winners in the 80 year old categories and a number of first timers competing as parent and child. (18+)

Entries for the Reef Triathlon on October 5th opened the day after Victory and had sold more than 80 spaces within a week. We expect the full capacity of 125 to be filled comfortably.

We have supported Mundesley Infant and Primary School to submit a bid to Sport England for funding to launch a second hire hub in the district, following on from the success of our pilot at Bacton School. Part funding was approved by SE with the rest needing to be raised in match. We are working on ideas to achieve this with the school. Hire Hubs provide the local community with the opportunity to hire various sports equipment to help them to stay active. This idea was developed by our leisure team and the hope is to roll out a number across the district.

The Leisure Team continue to work on an alternative holiday provision for children in the district should the Government Funded HAF programme cease. The team are working with local providers and businesses to put in place a new provision in the

district which will support those who need it most.

This year's HAF programme can be found here [Big Norfolk Holiday Fun - Norfolk County Council](#) The Big Norfolk Holiday Fun activity programme provides holiday activities for children and young people aged 5-16 (or 4 if your child is slightly younger but in school) throughout the holidays.

Those who claim means-tested free school meals can claim free spaces on the activities, whilst paid spots are available on many activities for those who don't. Please share the HAF programme across your communities and Parish Councils.

NNDC contributes to the Active Norfolk Officer who along with Active Norfolk currently supports the development of the HAF programme in addition to bringing in funding to support the development of projects to get North Norfolk Active across the district.

Cromer 3G pitch, the first facility of its type in the district, was officially opened on Monday 14th July. Officers have been working on this project with partners from the FA and Football Foundation for a number of years and we are delighted to have been able to deliver this FIFA Accredited facility to the District.



2 Forthcoming Activities and Developments.

Holt Country Park Eco Learning Space

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.

Pretty Corner Woodland Fair

Come and join us at Pretty Corner Woodland Fair on the 29th July 10-3pm. It will be a day packed full of activities for all the family. Book through the NNDC website [NNDC Countryside Team Events - 13 Upcoming Activities and Tickets | Eventbrite](#)

There are lots of events to look forward to over the summer holidays in our NNDC Green flag spaces, many of which are FREE. More information about the following events can also be found on the link above. Please share these events with your communities and parish councils.

Green Futures Muddy Boots (Youth 11-19) 26th July and 30th August Holt Country Park

Get to know Birds 5th August SOLD OUT

Orienteering Competition 5th August Holt Country Park F

Archery 19th August Pretty Corner 20th August at Holt Country Park

Guided Bat Walk 20th September Holt country Park

Get to Know your Trees October the 7th Sadlers Wood (11-19 Years)

3 Meetings attended

Portfolio Holder meetings

Flash Steering group and project board meetings

Dementia Awareness in Design session for the consultant teams on FLASH

Reef Dementia Training

3G Pitch opening

Victory Triathlon

Green Flag Meeting

Leas Playpark

Market Meeting