

CABINET MEMBERS REPORT TO COUNCIL

19 November 2025

COUNCILLOR JOHN TOYE - CABINET MEMBER FOR SUSTAINABLE GROWTH

For the period October - November 2025

1 Progress on Portfolio Matters.

Funding and Programmes

NNDC was awarded a combined total of £842,354 from the UK Shared Prosperity Fund (UKSPF) and Rural England Prosperity Fund (REPF) for 2025/26. The funding continues to support businesses and communities in north Norfolk to address identified local challenges.

Programme delivery was reported to the UKSPF and REPF Project Board on 23rd October at the end of the second quarter reporting period. A six-monthly monitoring return was submitted to Government on 16th October and has been approved by MHCLG.

The overarching UKSPF/REPF funded workstreams are:

Addressing Fuel Poverty

The UKSPF funding allocation enables the Council's Energy Officer to promote energy efficiency measures for local households. This provision plays a key role in ensuring that eligible households in north Norfolk are aware of and are well-positioned to access available funding, thereby maximising the benefits of various initiatives aimed at improving energy efficiency.

One hundred and twenty-five households have received energy advice over the past six months and eighty-nine eligible households have been referred and supported in making grant applications through the ECO4 scheme. Residents have also accessed energy efficiency advice on the Council's website [Home | Energy saving tips](#) and the energy efficiency advice and local and national grant schemes have been promoted by the Energy Officer.

Business Support and Engagement

This programme encompasses a number of separate strands, delivering a range of business support and engagement activities across a number of key sectors within the District.

Scheduled business engagement events & activities include:

6 November - Visit North Norfolk 2025 Business Conference, Holkham Estate
12 November – Workshop - *How to Use Data to Produce a Winning Digital Marketing Strategy*, NNDC Cromer
26 November - North Norfolk Networking, Fakenham Racecourse
2 December – Workshop - *Creating Great Online Content*, NNDC Cromer
10 February 2026 - Inspiring North Norfolk, Jarrolds Letheringsett
10 March 2026 - North Norfolk Annual Business Forum, Worstead Estate

Following on from the first North Norfolk Cultural Partnership event in March, a further workshop was held on 17 September 2025 with 32 attendees from a variety of backgrounds within the sector. This workshop explored opportunities for businesses and organisations in the sector to develop a partnership and identify the tools to support the creative and cultural industry, acknowledging and building on the strong contribution this sector makes to the local economy.

Significant investment of time and effort has gone into the delivery of these events and activities, and into the formulation of content, which also serves a valuable collateral for the businesses featured, as well adding value to NNDC's Invest North Norfolk brand and the resources it offers to local business, with the aim of inspiring investment and celebrating success.



Business case studies are presently being created to illustrate some of the amazing exemplar businesses the District plays host to. Video profiles and written case studies (for sharing on Invest North Norfolk, the e-bulletin, social media etc.) are in development and will be launched at the Inspiring North Norfolk event to showcase these businesses and, most importantly, to inspire others.

A range of business training workshops and partner networking events are being delivered (see forthcoming activities), including a co-branded networking event with the FSB at Fakenham Racecourse.

Supported by the Growth Hub, specialist business support is also available for local businesses. This includes bespoke services such as 1:1 engagement, advice, business planning & growth services, grant support, workshops and training. One hundred and forty-five businesses have received business support and advice to the end of September, nine businesses have been engaged in the Scale Up programme, and eleven businesses are engaged in the High Growth programme.



Destination Marketing A 2025 promotional campaign designed to market the District is tapping into the desire for ‘staycations’ and repeat visits, focusing on the comfort, satisfaction and familiarity of the destination. Visit North Norfolk is promoting the destination as the ideal holiday location, using the researched/evidenced visitor

motivators of food and drink, heritage, history and culture, dog-friendly, nature and attractions. The campaign’s call-to-action targets previous visitors to north Norfolk. Targeting continues to include the local catchment to encourage ‘days out on your doorstep’ to local communities. A highly visual campaign is being delivered, using film and images that appeal to all audiences and show the breadth of things to do in north Norfolk, with the aim of extending frequency, spend, length of stays and driving footfall through digital marketing. Examples of the campaign can be seen here: [Dog Friendly North Norfolk](#), [Enjoying the Outdoors in North Norfolk](#) and [Nip Back to North Norfolk](#).

High Street and Town Centre Support A package of support has been developed for the towns/retail centres across the District, utilising the brand ‘North Norfolk High Streets Matter’. Discussions have been held with key stakeholders in each town to understand the aspirations for their town centres and high streets. The initiative has been designed to drive footfall and increase dwell-time; it includes grant support to deliver initiatives such as signage & wayfinding and small-scale physical improvements.

Two small grant schemes, the ‘Town Ambition Programme’ and ‘Love Your Market Town’ have been developed to fund improvements in town centres. To date twenty-two grants have been awarded. This is complemented by a separate ‘Retail Excellence’ skills scheme, with workshops to date being held with retailers in North Walsham/Stalham and Fakenham. Thirty-one retail businesses have participated in these, and eleven small Retail Excellence grants have been awarded to support their business plans. In addition to the workshops and grants, other complementary resources are available including a [Marketing Toolkit](#) and a [Retail Toolkit](#).

A ‘Wayfinding & Signage’ improvement scheme is being developed across the town centres. This involves a process of audits and consultation with key stakeholders throughout October and November. Building on this work a further project to deliver electronic tourist information points at key gateways and high footfall areas is also in development. These are intended to increase footfall and improve community and visitor experiences. Additional funding has been secured from Greater Anglia and Coastwise to support this project.

REPF (Rural England Prosperity Fund Rural Business and Community Grants) Ten grants have been approved (six community projects and four business project) with a value of £360,097 from the 2025/26 RBCG grant scheme budget of £407,537. There are two business capital project grant applications in the project pipeline being assessed currently and all RBCG grant scheme funds are expected to be allocated shortly.



An example of the types of projects that NNDC's REPF programme has supported can be found in this [video](#).

Skills & Employment

Update on the North Norfolk Skills & Employment Forum

Chaired by NNDC's Economic Growth Manager, this group brings together a range of stakeholders from the public sector, Higher/Further Education, school academies and training providers etc. The initial focus of the group was understanding shared agendas before commencing a deeper dive into the data and understanding some of the critical issues facing north Norfolk from an employment and skills perspective, e.g. aging workforce/lack of succession planning, aspirations, brain drain, access to training etc. The group provides not only a forum for sharing ideas, good practice and updating each other, but also the information from this, feeds into the wider Norfolk Skills & Employment Board and the development of the Get Norfolk Working Plan.

To build on this, and to work towards developing some agreed actions, NNDC held a face-to-face workshop in July (kindly hosted by Paston College). The workshop focused on four areas: how do we widen participation in training; how do we retain & attract talent (in NEETs and young people); how do we engage with employers on skills, careers and training; and how do we support and encourage our ageing population/workforce?

The outcomes and the actions arising from the workshop were shared at the forum meeting on 13th October. The next steps will entail developing some focussed actions around the outcomes, including establishing specific working groups to move these forward.

2 Forthcoming Activities and Developments.

Visit North Norfolk 2025 Business Conference
Thursday 6 November 2025

10am to 2.30pm

The Lady Elizabeth Wing, Holkham Estate, NR23 1AB

Register [here](#) (n.b. there is a cost for non-members)

** Tickets for the conference have now sold out. Email info@visitnorthnorfolk.com to request to be added to the waiting list**

How to Use Data to Produce a Winning Digital Marketing Strategy

Wednesday 12 November 2025

9.15am to 12.45pm

North Norfolk District Council, Council Offices, Holt Road, Cromer, NR27 9EN

Register [here](#)

North Norfolk Networking Coffee Morning

Thursday 20 November 2025

10.30am to midday

Blakeney House, High Street, Blakeney, NR25 7NX

Register [here](#)

North Norfolk Networking

Wednesday 26 November 2025

9.30am to 11.30am

Fakenham Racecourse, Fakenham, NR21 7NY

Register [here](#)

Creating Great Online Content

Tuesday 2 December 2025

9.15am to 12.45pm

North Norfolk District Council, Council Offices, Holt Road, Cromer, NR27 9EN

Register [here](#)

Festive Networking Event

Thursday 18 December 2025

6pm to 8pm

The Three Horseshoes, West End, Briston, NR24 2HY

Register [here](#)

Inspiring North Norfolk

10 February 2026

Invitation only

North Norfolk Annual Business Forum

10 March 2026

Details to follow

3 Meetings attended

North Norfolk Skills & Employment Forum

CleanTech East, Scottow Enterprise Park
North Walsham Rugby Club
Transport East
UKSPF Project Board
Holkham Hall
A47 Alliance Steering Group meeting
Swift Air
Crisp Malt
Town Centre Wayfinding Meeting
Naked Kitchens