

CABINET MEMBERS REPORT TO COUNCIL

December 2025

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

For the period November to December 2025

1 Progress on Portfolio Matters.

Culture - Funding and Programmes

The development of a Cultural Partnership is ongoing, with an opportunity to link with an existing stakeholder partner to manage and support it going forward. This will be possible from seed funding from UKSPF. It is hoped that this will provide continuity and sustainability for the local network to continue, without being overly reliant on the District Council. Major local stakeholders have recognised the value of the approach and have expressed an interest in becoming part of this network.

Visit North Norfolk

VNN continue to develop and deliver their marketing campaigns for Christmas and beyond. The latest campaign can be found [here](#).



Deep History Coast

Revitalising the DHC messaging will begin with the move and opening of the new DHC Zone at Sheringham Museum. More work is planned on the Geology Gallery at Cromer Museum and updates to the collateral, app, films and internal branding are being planned. These all link closely with the Coastwise programme, particularly 'coastal literacy' and new opportunities to deliver information on the changing landscapes agenda, together with the Norfolk Museums team and the curation of the coast.



Visitor Information

We are looking into methods of delivering local visitor information at various sites across the District (in accordance with the wishes and advice of the O&S Committee) which is likely to be via electronic Tourist Information Points (e-TIP) at principle areas where visitor footfall is high and at larger stations on the Bittern line. Other organisations are interested in expanding this network, so there is potential for e-TIPs at other locations. VNN is the suggested delivery partner, leading on the implementation and management of this initiative, including the development and maintenance of the content management system (CMS). There is an appetite amongst local businesses to buy space on the screens and amongst stakeholders who will provide other content, including coastal literacy, beach/water safety, sustainable travel links etc. The hope is that the screens can become a commercial success as well as improving the visitor experience.

2 Forthcoming Activities and Developments.

Cultural Partnership – next networking event planned for Jan – March 2026

Visit North Norfolk - Exploring AI in Tourism: Small Steps, Big Possibilities; 29 January 2025 (9-11am) at Jarrolds, Letheringsett.

Workshop details: AI is no longer on the horizon - it's already reshaping how the tourism industry operates and connects with visitors. This session shares real examples and interactive demonstrations that show how AI can save time, spark new ideas, and strengthen customer engagement. You'll leave with practical insights and simple ways to start exploring AI in your business - no technical background required.

3 Meetings attended

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

- DHC meeting with CM, SM, Coastwise and VNN
- e-tip meeting with VNN
- e-tip meeting with NCC
- e-tip meeting with Norfolk Trails
- LVEP meeting
- Best Practice Group – Tourism

Portfolio Holder Meetings Attended

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