

CABINET MEMBERS REPORT TO COUNCIL

17 June 2026

COUNCILLOR JOHN TOYE - CABINET MEMBER FOR SUSTAINABLE GROWTH

For the period April – May 2026

1 Progress on Portfolio Matters.

The UK Shared Prosperity Fund (UKSPF) has essentially concluded. Although MHCLG notified local authorities in December 2025 that the national year-end reporting deadline for 2025-26 had been extended to 30 September, NNDC successfully completed all workstreams, project delivery, and expenditure by 31 March 2026.

During the implementation of the programme, NNDC has consistently sought to optimise opportunities for match funding against the initial allocation. In the final transition year of delivery (2025–2026), the original MHCLG allocation of £842,354 was matched through various sources, by almost 83%.

The total four-year allocation of around £3.5 million from the UKSPF and REPF has been used to create and support a wide range programmes, initiatives and investments that has resulted in approximately £7.5 million worth of investment into North Norfolk.

The REPF grant scheme supported 49 businesses and community groups, bringing forward ideas and investments that may not have otherwise happened. REPF grants totalled £1.86m but delivered a total investment value of £4m. See below for some images of projects around the district.



Cley Windmill – kitchen Graves – batter storage NNCT – new electric bus



Wellness Business Centre



Colby play area



Cromer Art Space



New equipment - Environair



Electric motor - Coastal Exploration



New premises - Black Shuck



Bottling equipment - brewery



Accessible facilities



New Clubhouse - Sailing Club

Only one project remains to be fully completed, with outstanding funds of £22,201 committed (from a total £30,000 UKSPF contribution), for an Electronic Tourist Information Point (E-TIP) initiative. Delivered by the Council's partner, Visit North Norfolk, and funded in partnership with Greater Anglia, Norfolk County Council, the Broads Authority and Community Rail Network, together with Coastwise, the project has secured total investment of ~£160,000 to provide eleven installations across the District. The physical installation of E-TIPs has been completed at five Great Anglia stations (with three examples shown below); a further six sites are currently being considered, with Advertisement Consent applications pending and decisions expected in June 2026. The Content has yet to go live, but there will be a launch event when it is ready.



Cromer



Sheringham



West Runton

The **Economic Growth Team's Service Plan** for 2026-27 has been prepared, re-focussing, due to the discontinuation of the recent externally funded programmes, but building on their success and the foundations laid. The activity of the team will focus on three key workstreams:

- Business Support
- High Streets and Hospitality
- Skills and training

Business support

The business support workstream will concentrate on delivering impactful dialogue with our SME's through 1:1 visits and interactions, the Inspiring North Norfolk engagement programme and event, and the Annual Business Forum. Specific support for tourism businesses will be delivered through the continued collaboration with our partner Visit North Norfolk, and sector support for Culture and the Arts businesses through the fledgling North Norfolk Cultural Partnership. Networking opportunities, workshops and training will be delivered in conjunction with partner organisations, and business advice from the Growth Hub (NCC) will continue.



Annual Business Forum 2026



Inspiring North Norfolk 2026



Visit North Norfolk Conference



Cultural Partnership Networking

Skills and training

Support and advice around skills, recruitment and training will be a key focus for 2026-28, with a joint initiative with Norfolk County Council centred around skills development for businesses. This will also include engaging with schools and colleges to develop links with local businesses and opportunities for recruitment.

The North Norfolk Skills and Employment Board will continue to bring together stakeholders from business, education, skills professionals, training providers, FSB, DWP and other partners, to share information and explore collaboration opportunities.

High Street and Hospitality Support

The 'North Norfolk High Streets Matter' branded support package will continue to be rolled out to a further three towns (Cromer, Holt and Wells-next-the-Sea), working closely with key businesses and stakeholders in each location. The 2025-26 programme, delivered in collaboration with Norfolk County Council, was noted by Department of Business and Trade (DBT) as an example of good practice, particularly demonstrating the benefits of collaboration.

This initiative aims to help retailers improve their services and encourage changes and activity that increase visitor numbers and encourage people to spend more time in these areas. On completion of the training sessions, businesses will be eligible for grant funding for modest physical improvements.

Three specific small grant schemes, Retail Excellence, Hospitality Matters (town specific) and Love Your Market Town (district wide) will provide grant funding for improvements in town centres. The initial Retail Excellence training session took place in the Council Offices in Cromer on 14th May. Attending businesses are encouraged to network and share ideas.



Broader support for hospitality businesses across the District will be provided through the new Hospitality Uplift and Growth Scheme (HUGS), which will build upon the foundations of Hospitality Matters.

2 Forthcoming Activities and Developments.

Hidden Tools in Office 365 That Boost Efficiency

Thursday 18 June 2026

9.15am to 12.45pm

Scottow Enterprise Park, Lamas Road, Badersfield, NR10 5JR

Register [here](#)

North Norfolk Networking Coffee Morning

Monday 29 June 2026

10am to 11.30am

Blakeney House, High Street, Blakeney, NR25 7NA

Register [here](#)

North Norfolk Networking - Black Shuck

Thursday 20 August 2026

8am to 10am

Park Farm Barns, Fulmodeston Road, Hindolveston, Dereham, NR20 5BP

Register [here](#)

3 Meetings attended

The following engagements supplement wider County and regional appointments, such as meetings of Transport East and the Norfolk Business Board.

Opportunity East Conference (Ipswich)

Business visits including: Wroxham Barns, North Norfolk Railway, Holkham Estate, Bill Cleyndert & Co

Black Shuck celebration event

North Norfolk Skills & Employment Forum

Green Park, Sculthorpe site visit