

CABINET MEMBERS REPORT TO COUNCIL

June 2026

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

For the period May to June 2026

1 Progress on Portfolio Matters.

Culture - Funding and Programmes

The **E-TIP (electronic tourist information points)** project has progressed, and five units are installed, wired and ready for switch-on. These are placed at Greater Anglia stations in the District at Hoveton, North Walsham, Cromer, Sheringham and West Runton. Because of their locations, the remaining ones need Advertisement Consent, applications for which are being considered; these will be at Overstrand, Mundesley, Cromer and Wells.



The **Cultural Partnership** plans have been formulated for 2026 -27. The board plans to meet in early June to agree the arrangements for the next event – September 2026. The SLACK digital communications platform is in place alongside an Instagram page and admin support by Sheringham Little Theatre. It is hoped that this will provide continuity and sustainability for the sector as we move towards LGR. Major stakeholders such as the National Trust will sit on the board as well as representatives from Arts, museums, venues and music networks.



Visit North Norfolk

VNN continues to deliver strong marketing campaigns for North Norfolk, from May half term activities, to dog friendly beaches, attractions and eating out. Discount vouchers and a refreshed website for the start of the main season 2026 can be found [here](#).

Supporting tourism and hospitality businesses can be evidenced by:

- Visit North Norfolk member summer social for networking event (3rd June)
- Free Workshop with Netmatters followed by one-to-one tech support/advice
- Visit North Norfolk Conference and networking event – planned for for for 12th November 2026

LEISURE

Leisure Contract

Whilst work is ongoing to deliver the new facilities at Fakenham as part of the FLASH project we continue to see a slight reduction in overall numbers using our leisure facilities, which is to be expected. In March a total of 42,068 were achieved across the contract, and this gave us a total annual figure of 491,030 visits which is fantastic. 3714 people hold memberships at our facilities and 1027 children are signed up to swimming lessons at Victory and the Reef.



FLASH

Countryside

70 applications were received for the vacant Countryside Ranger posts within the team and a thorough recruitment process has seen the appointment of new Ranger Michael who will be joining the team from Kent County Council at the end of July, and the promotion of Assistant Countryside Ranger Joe which is testament to his recent efforts to learn and improve with us. We look forward to having a full team back together soon to support the necessary ongoing works across all of our sites.

The Rangers have delivered three events over the past two school holiday periods, including a Junior Ranger Day and two Easter Egg Hunts. These attracted 109 children and 89 adults to take part. 2026's programme of events and activities for the popular Green Futures Youth Project has also been launched providing free sessions to young people aged 11-19 (up to 25 with additional need) in North Norfolk.

ARCHERY
21st August
10am - 11:30am
11:45am - 1:15pm
Holt Country Park



Enjoy some archery in the woods with our ranger team, learn the basic skills and see if you could be at the next Olympics!

GUIDED BAT WALK
24th September
7:15pm - 8:45pm
Holt Country Park



Join our good friend and bat expert Jane for a guided bat walk through our award winning country park.
All equipment provided.

BIOFLUORESCENT NIGHT WALKS
1st October 9pm - 10:30pm Holt Country Park
12th October 8:30pm - 10pm Pretty Corner Woods



Join us for a journey through a hidden world of glowing life that surrounds us all, yet very few of us have ever seen. Welcome to the world of biofluorescence, one of nature's best-kept secrets. Don't miss this opportunity to delve into the enchanting world of biofluorescence and uncover the wonders that await in the darkness!

For more information  Bookings: www.north-norfolk.gov.uk/book  /HoltCountryPark
 Enquire: countryside@north-norfolk.gov.uk

The Green Futures Youth Project is funded by The North Norfolk Youth Advisory Board and delivered by North Norfolk District Council's Leisure Service. The project delivers a variety of free to attend sessions for children and young people in North Norfolk which seek to provide hands on learning opportunities and environmental education.





GREEN FUTURES YOUTH PROJECT 2026



Following the success of 2025's Green Futures events we are delighted to launch our 2026 programme!

These sessions are FREE to attend for young people who live or are educated in North Norfolk

Open to ages 11-19
(Up to 25 with additional needs)

PRE-BOOKING ONLY!

WORKSHOP DETAILS

MUDDY BOOTS YOUTH
26th May 1:30pm - 3pm Holt Country Park
12th, 19th, 26th Aug.
28th October



Ranger led group session supporting projects within our Green Flag sites. This will include habitat creation, practical management tasks, installation of infrastructure, wildlife surveys, tree planting and much more.

DEN BUILDING AND SURVIVAL SKILLS
4th August 10am - 12pm Holt Country Park



Design and build your own survival shelter out of natural woodland materials, and test it out against the 'rain'. Learn additional survival skills throughout the session.

 Young people with additional needs should be accompanied by a parent or carer.

Blue Flag Beaches & RNLI

Lifeguards on our main season beaches – Sheringham West, Cromer East, Mundesley and Sea Palling – started on May 23rd. It was a very busy opening weekend and following week thanks to the very hot weather. Two notable 'assists' were required at Sea Palling early in the season and the lifeguards supported emergency services at a major incident at Sheringham.

The Council was awarded all 6 Blue Flags that it applied for in 2026 and flags are now flying across the main season beaches as these have all Keep Britain criteria in place. Once the lifeguards start on the peak season beaches in July the remaining blue flags will be flown.

The beach wheelchair is now back in action for the season with Openwide handling bookings as they did last summer.

Pier Pavilion Theatre

Openwide worked hard and in collaboration with NNDC officers to deliver the Pier 125 celebrations in early June. The curtain goes up on this year's Summer Show on June 27th and will run until mid-September with the usual 4 different guest acts supporting the core cast. At the time of writing numbers for this year's show are on a par to the same time last year. Nearly 3000 more concert tickets have been sold this year compared to the same time last year which is encouraging.

The refurbishment of Tides Bistro into a Fish & Chip offer continues and it is hoped that this will be complete and open to the public in July.

Markets

All three markets have started strongly in 2026 with traders providing positive feedback to the team. Cromer is seeing a small resurgence after some difficult times in recent years and now sees a good group of regular traders providing a modest but varied market every Friday. Since the Wednesday markets have started back in Sheringham, the mood and interest appears positive and we have had application forms or requests to trade from 10 new traders.



Cromer Market

A first themed market of the year will take place on June 27th with additional one-off traders joining the market to help further boost footfall and interest.

Physical Activity Development

Locality Officer Updates

Big Norfolk Holiday Fun – all applications for Summer provision have been received and judged by the panel. A total of ten providers submitted applications for North Norfolk, including three new providers. A reminder that this scheme is a centrally government funded programme aimed at Free school meal eligible and otherwise vulnerable children, aged 5-16 years. Administered and monitored locally it is designed to offer a safe and fun activity to get your child moving and active, eat a healthy meal, learn new skills and meet other children during the school holidays.

Bowl for Health - Bowl for Health is an 8-week, inclusive bowls programme designed to support adults (typically aged 40+) who may be living with long-term health conditions, experiencing physical inactivity, or feeling socially isolated. Sessions are friendly, flexible, and combine bowls with opportunities to socialise. Cromer Marrams and Mundesley Haig Bowls clubs have signed up to deliver a Bowl for Health session. The session in Mundesley starts on Tuesday 16th June 2pm and Cromer starts on Monday 29th June 2pm.



Library Hire Hub- We have now completed the consultation phase and have identified which equipment each Library will stock. Across the three Libraries (Cromer, North Walsham & Fakenham) there will be over 100 pieces of equipment available to hire in the same way as hiring

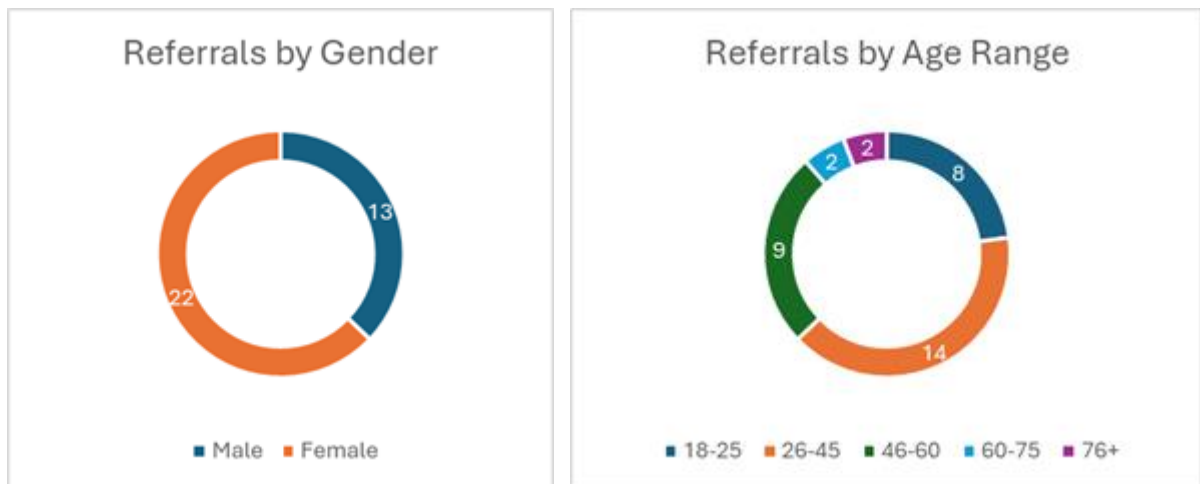
a book. The next stage of this project is to purchase and deliver the equipment, and to produce some marketing to help launch the new offer.

About with Friends- The team have been successful in securing £20k funding towards a brand new Wellness Hub for About with Friends members and the wider community to access. Work has started on the renovation of the facility. All equipment has been ordered, and additional funding has been secured to develop a wet room at the facility as well.

COMMUNITY OUTREACH

Homelessness Prevention

During April, the team received **35** new referrals to support residents threatened by, at risk of, or experiencing homelessness.



Collaborations and new connections

This month, Officers have made a number of new connections and worked collaboratively with services that help to create a supportive network around those facing or at risk of homelessness.

These connections and collaborations include Adult Social Services, Norfolk and Suffolk Foundation Trust, Citizen's Advice, NNDC Early Help & Prevention service and Sanctuary Housing.

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These connections and collaborations include medical professionals from Addenbrookes hospital and local GP surgeries, Sanctuary supported housing, Empanda, Norfolk Police, NNDC Early Help and Prevention Team, NNDC Housing Options Team, North Walsham Salvation Army, Norfolk County Council, local community groups, Leeway, Tech Skills for Life and NNDC Benefits service.

Falls & Frailty

Data from the NNUH has continued to be received on a weekly basis. The final receipt of data from the NNUH is the 1st of June 2026.

In May, we processed **31** referrals for North Norfolk residents. **2** were duplicates, **7** referrals went on to decline the service and **1** referral was removed from the pathway due to ineligibility (resident in a care home).

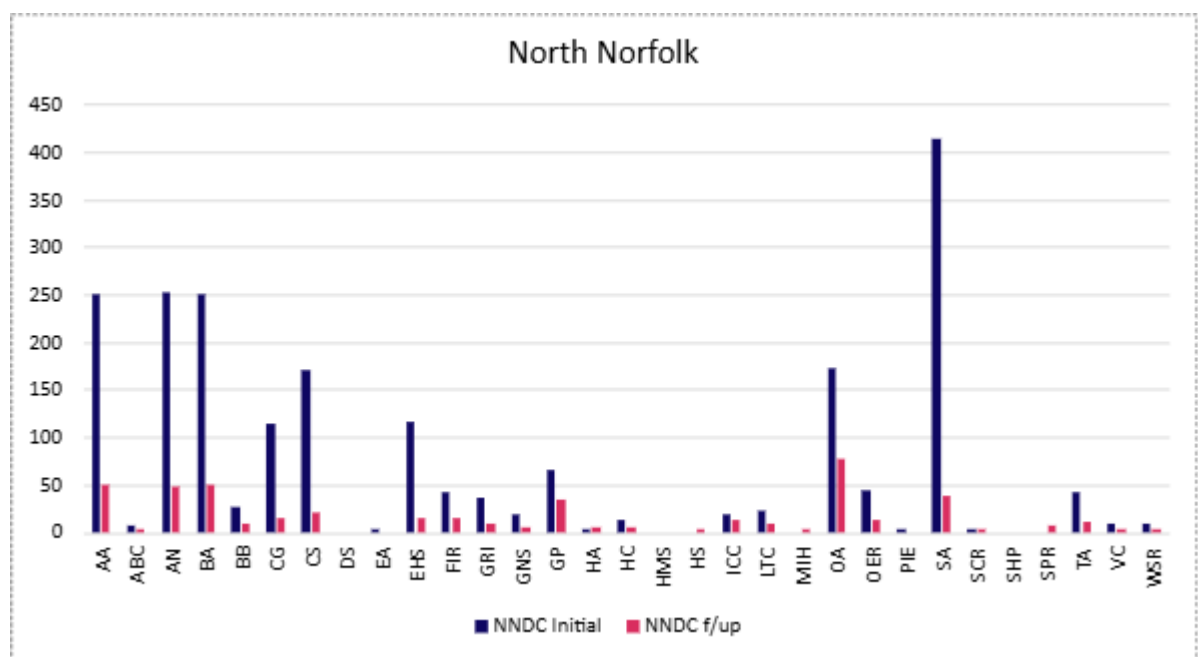
53 initial and follow up calls were made during May.

This support empowers residents to:

- Stay safer in their homes for longer
- Become stronger and more active
- Connect with others
- Improve their income
- Improve their wellbeing

Note: Due to overlapping reporting, the below graphs represent data from the start of the pathway in July 2024 to the end of April 2026. Further data will be provided in future reports.

The following bar graph shows the range of referrals and actions made during the initial and follow up contacts with the Frailty pathway officer. These vary from over the phone advice, the sending of leaflets and information by letter, signposting, and completion of referrals into the service, as some examples.

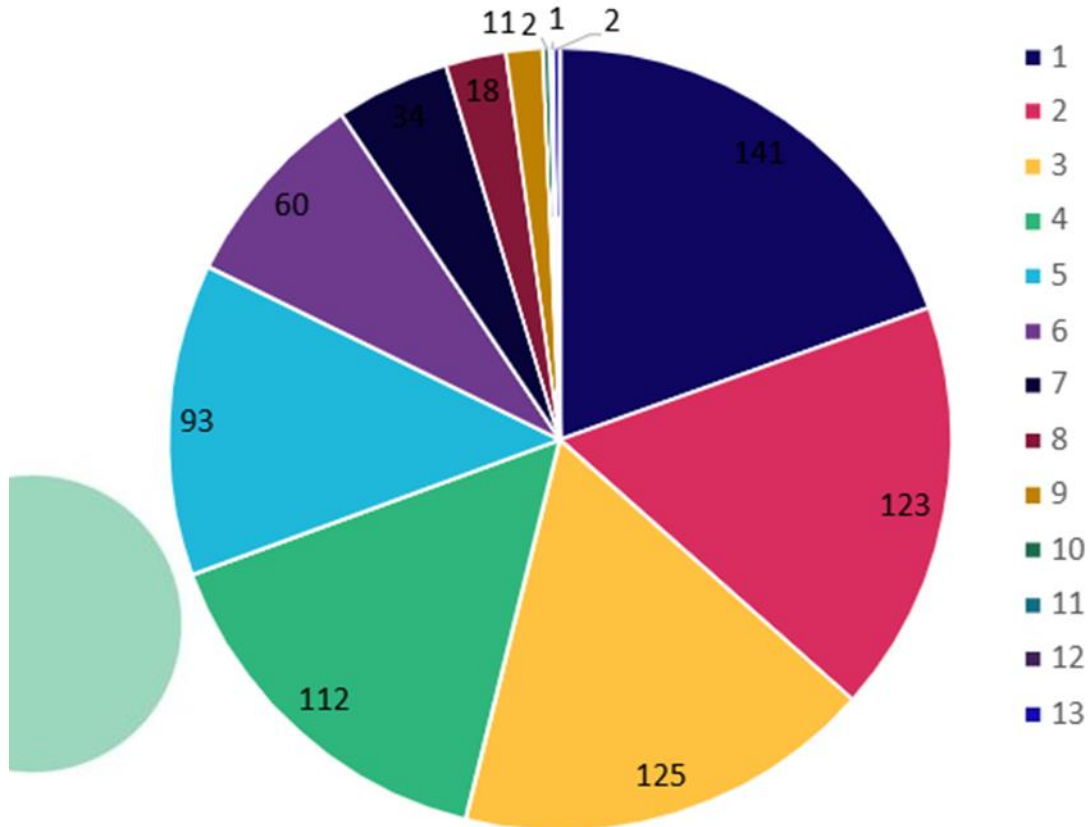


AA – Aids and Adaptations
 ABC – Assisted Bin Collection
 AN – Active Now Falls and Frailty Pathway Referral
 BA – Benefit Advice
 BB – Blue Badge Application
 CG – Community Group Signposting
 CS – Carer Support
 DS – Debt Support
 EA – Everyone Active Referral
 EHS – Energy and Heating Support
 FIR – Financial Inclusion Referral (North Norfolk Only)
 GRI – Grant Funding Identified
 GNS – Good Neighbour Scheme or Community Support Referral
 GP – Signposted back to GP
 HA – Housing Application (Or Suitability Assessment Referral)

HC – Hearing Concerns Referral/Signposting
 HMS – Handyman Service (Broadland and South Norfolk Only)
 HS – Hoarding Support
 ICC – Escalated to ICC for MDT review or intervention
 LTC – Long Term Condition Support
 MIH – Make it Happen Funding Used
 OA – Other Action
 OER – Other Exercise Referral
 PIE – Purchase of Items or Equipment
 SA – Safety Advice
 SCR – Social Care Referral
 SHP – Referred back to Social Housing Provider
 SPR – Social Prescribing Referral
 TA – Transport Advice
 VC – Visual Concerns Referral/Signposting
 WSR – Wellbeing Service Referral

The following chart shows the number of people who have received one or more referrals from their contact with the pathway. For example, 125 customers have received 3 referrals or actions, 93 customers have received 5 referrals or actions, and 2 customers have received 13 referrals or actions, because of their contact with the pathway.

Number of people who received X onward referrals
 - North Norfolk



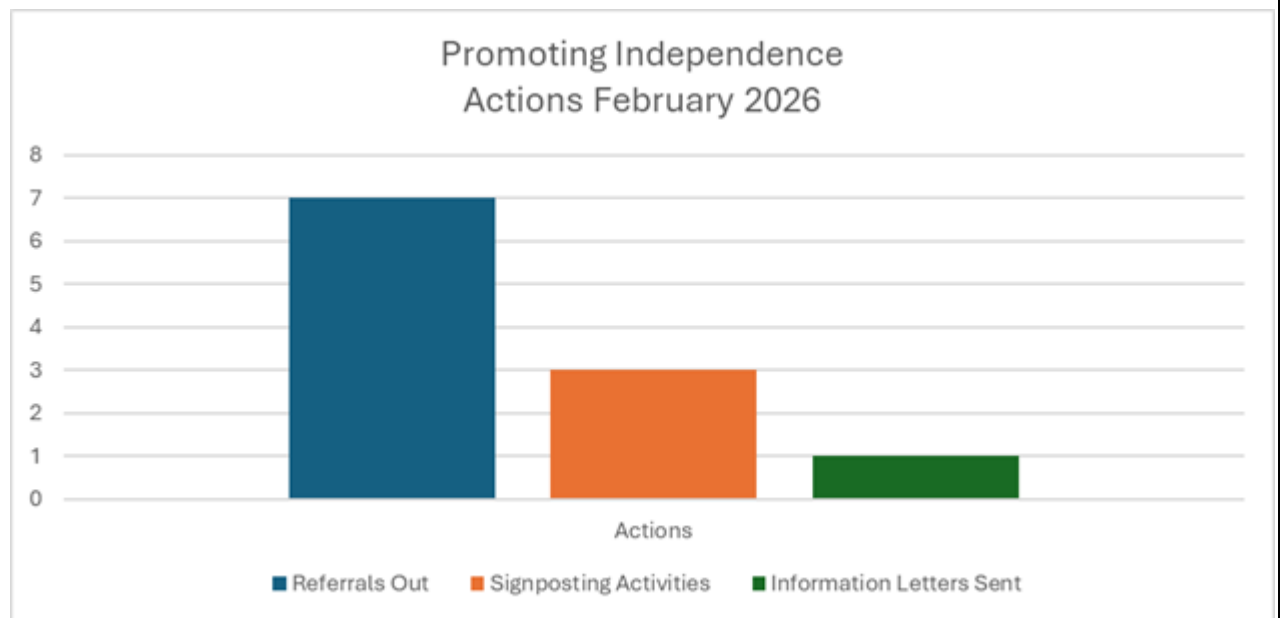
Promoting Independence

Promoting Independence is a workstream lead by Norfolk County Council which uses Artificial Intelligence to identify residents who may be at risk of falls.

Letters are sent via Norfolk County Council in batches. Contact is then made by an Officer based at NNDC.

In May, **88** customers were contacted (or contact was attempted). Of these, **19** opted into the service, **56** opted out of the service and **13** did not respond to three contact attempts.

Of the **19** customers opting in to the service:



Other Service News

Poppyland Radio Shows:

In May, two new shows were recorded:

- **Making it Real:** The Making It Real board works with Adult Social Services and other organisations to ensure coproduction takes place. The Board is made up of disabled people and their Carers who support organisations in their planning and share their experience and feedback on existing services to ensure solutions are found and improvements made.
- **Move More Membership:** Victory Swim & Fitness Centre has introduced a brand-new, low-cost membership aimed at helping more people enjoy the benefits of an active lifestyle. The Move More Membership has been designed especially for those who may struggle to get active or face financial barriers to taking part in regular physical activity.

North Norfolk Health & Wellbeing Partnership:

- The Healthier North Norfolk Working Group met on 13th May. Attendees expressed a desire for Benjamin Court to reopen, to understand the NSFT discharge process and to offer Cromer based sports and social clubs posters signposting to domestic abuse and mental health support services. The group are keen to host a PositiviTea event highlighting community and voluntary groups in Cromer.
- The Health Inequalities Working Group met on 19th May and shared details of the projects funded via <https://www.norfolkfoundation.com/funding-support/grants/groups/north-norfolk-health-and-wellbeing-partnership-fund/> and raised awareness of a new 'Health station' planned for North Walsham.

North Norfolk Community Hub:

On 26 May the theme for our meeting was Children and Young People. Guest presentations were provided by:

- Nelson's Journey
- Norfolk County Council's Children's Librarians
- Papyrus
- No Limits Norfolk

2 Forthcoming Activities and Developments.

Cultural Partnership – next networking event planned for Sept 2026.
Using Google Ads in your business – VNN workshop 3 June 2026

3 Meetings attended

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

- e-tip GA launch opportunity with GA and VNN
- Best Practice Group – Tourism, hosted by NNDC at Cromer Pavillion Theatre. Meeting, presentation and tour. Representatives from all over Norfolk.
- Planning meeting with SLT (CP representatives)

Norwich Arts Executive Forum
Sheringham Little Theatre
FLASH
North Norfolk Railway
Rural Schools
LGA Health
Benjamin Court
Cromer Art Space
Visit North Norfolk
NN Cultural Partnership

Integrated Care Partnership / Health & Wellbeing Board
Cromer Lawn Tennis & Squash Club
UKSPF