

CABINET MEMBERS REPORT TO COUNCIL

22 July 2026

COUNCILLOR JOHN TOYE - CABINET MEMBER FOR SUSTAINABLE GROWTH

For the period June to July 2026

1 Progress on Portfolio Matters.

UKSPF and REPF: completion, impact and legacy

The UK Shared Prosperity Fund and Rural England Prosperity Fund programmes are now in their closure and legacy phase. Delivery activity has essentially concluded, with the Electronic Tourist Information Points (see below) being the final project to be implemented.

The programmes delivered in North Norfolk provided a significant platform for practical local investment, supporting businesses, residents, community organisations, town centres and the visitor economy. Several elements of the programme are intended to be extended in the coming year, delivered in partnership using other funding sources. A report will be published, illustrating the impressive spread of project outcomes, using infographics.

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Electronic Tourist Information Points

The Electronic Tourist Information Point (eTIP) project will be an important visible legacy from the programme, as well as providing an agile modern alternative to the former Tourist Information Centres. The scheme brings together Visit North Norfolk (VNN) and a range of partners to provide digital information points across the District. Five installations at Greater Anglia stations have already been installed, showing, advertisements for local visitor attractions, and this will soon be augmented by a variety of visitor-oriented information and links to further resources. These are designed to help promote local businesses, as well as improve the visitor experience and, importantly, generate income for the local Destination management Organisation (VNN). A further four sites have been granted Advertisement Consent and two more are in train; the procurement of these display screens and their installation is planned for later this summer. The use of the screens will be monitored and the content will evolve in response to the data gathered.

Economic Growth activity for 2026–27

Following the completion of the UKSPF and REPF programmes, and in the absence of further government-funded initiatives, the Economic Growth team has formulated its service plan for 2026–27 around the areas where the Council can continue to add

value as an enabler, convener, partner and source of practical support. The focus will be on three linked areas:

- business engagement and support
- town centre, high street and hospitality activity
- skills, training and workforce development

Business support will be centred on direct engagement with SMEs, business visits, networking, Growth Hub advice, and ongoing work with partners such as Visit North Norfolk and the emerging Cultural Partnership. This will help maintain the relationships developed through the externally funded programmes and ensure that local business intelligence continues to inform future activity.

Town centre and hospitality activity will continue through the North Norfolk High Streets Matter initiative (in partnership with Norfolk County Council), with further delivery planned in Cromer, Holt and Wells-next-the-Sea. This will sit alongside a 'Retail Excellence' and 'Hospitality Matters' offer, 'Love Your Market Town' initiative and the planned 'Hospitality Uplift and Growth' scheme, all of which are intended to support local business confidence and improve the visitor and customer experience in key centres.

Skills, employment and workforce development

Skills and workforce development will be a key priority over the next two years. Work with Norfolk County Council, schools, colleges, training providers, businesses and other partners will focus on improving links between employers and education, strengthening awareness of local career opportunities, and helping businesses access relevant skills and recruitment support.

The North Norfolk Skills and Employment Forum (facilitated by NNDC) remains central to this work. It provides a practical forum for partners to share intelligence, identify gaps and develop collaborative responses to local challenges including recruitment, retention, training access and workforce succession planning.

Members are reminded that the Council publishes a monthly newsletter ('In The Know'), in which the latest business news and events can be found. Here is the link for you to register: [Invest North Norfolk](#)

2 Forthcoming Activities and Developments.

Unlocking Apprenticeships: Funding, ROI & Real Business Benefits

Wednesday 15 July 2026

10 am to 11 am

Online

Organised by New Anglia Growth Hub

[Unlocking Apprenticeships: Funding, ROI & Real Business Benefits Tickets, Wednesday, July 15 • 10 AM - 11 AM GMT+1 | Eventbrite](#)

North Norfolk Networking Coffee Morning

Monday 27 July 2026

10 am to 11:30 am

Blakeney House, High Street, Blakeney, Holt NR25 7NA

Organised by Blakeney House

[North Norfolk Networking Coffee Morning Tickets, Monday, July 27 • 10 AM - 11:30 AM | Eventbrite](#)

North Norfolk Networking Coffee Morning

Monday 24 August 2026

10 am to 11:30 am

Blakeney House, High Street, Blakeney, Holt NR25 7NA

Organised by Blakeney House

[North Norfolk Networking Coffee Morning Tickets, Multiple dates | Eventbrite](#)

North Norfolk Networking Coffee Morning

Monday 28 September 2026

10 am to 11:30 am

Blakeney House, High Street, Blakeney, Holt NR25 7NA

Organised by Blakeney House

[North Norfolk Networking Coffee Morning Tickets, Multiple dates | Eventbrite](#)

North Norfolk Networking Coffee Morning

Monday 26 October 2026

10 am to 11:30 am

Blakeney House, High Street, Blakeney, Holt NR25 7NA

Organised by Blakeney House

[North Norfolk Networking Coffee Morning Tickets, Multiple dates | Eventbrite](#)

North Norfolk Networking Coffee Morning

Monday 23 November 2026

10 am to 11:30 am

Blakeney House, High Street, Blakeney, Holt NR25 7NA

Organised by Blakeney House

[North Norfolk Networking Coffee Morning Tickets, Multiple dates | Eventbrite](#)

3 Meetings attended

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

Cleantech East Working Group
North Norfolk Skills & Employment Forum
Bill Cleyndert & Company
GCA Composites
Stody Estate