

CABINET MEMBERS REPORT TO COUNCIL

June-July 2026

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

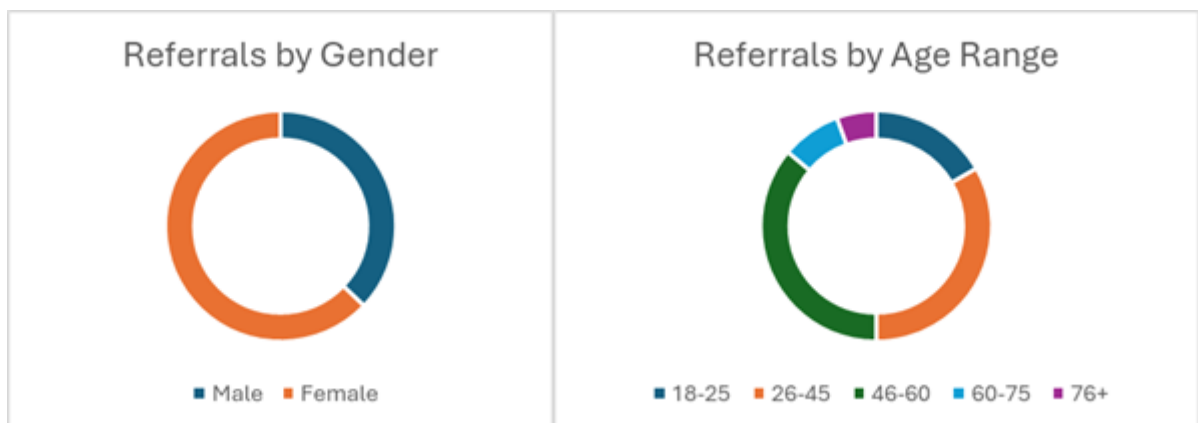
For the period June to July 2026

1 Progress on Portfolio Matters.

COMMUNITY OUTREACH

Homelessness Prevention

During June, the team assisted **36** residents threatened by, at risk of, or experiencing homelessness.



New Connections and collaborations

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 medical professionals from Citizens Advice, Cromer Community larder, Cromer Community shed, Cromer Library, The Foodbank , NNDC Early Help & prevention Team, St Andrews Church Sheringham Dementia Café, Sanctuary Supported Housing, Empanda, MIND, Healing Harbour, Routes to Employment, Tech Skills for Life, SSAFA, Age UK Norfolk & NCC Public Health.

Homelessness Prevention Case Study

Miss K is a Portuguese lady who is non-verbal, she communicates by writing on a pad and texting. She was being evicted from her shared house and has been a victim of bullying and theft from previous workplaces. She has multiple health issues and has lost her confidence in socialising.

Miss K decided to move out of her home early, reject the offer of temporary accommodation and sleep in her car.

A Community Outreach Officer met with Miss K and established that she was not receiving the benefits she would be entitled to. Applications were completed for Your Choice Your Home (Housing register) and Universal Credit, and guidance on Limited Capability to Work was provided.

The officer supported Miss K to arrange an appointment with the DWP to coincide with her being able to obtain a sick note from her Mental Health nurse.

Shortly after, the Community Outreach Officer was informed by Housing Options that Miss K had been allocated a one-bedroom flat in the area, but that she had turned it down.

The officer realised that, because of the language and communication barriers, Miss K may have not fully understood the situation and arranged to meet with her. Miss K expressed the desire for help, and the officer explained that this would be a permanent home for her and that further offers may be very limited. Miss K confirmed she would like the property, and so support was given to confirm this and to provide the paperwork required to finalise the tenancy.

Miss K is due to move into her new home in July 2026, and the Community Outreach Officer will continue to offer support to help Miss K to settle in her new home.

Falls & Frailty

As of 1 July 2026, we will no longer be delivering the Integrated Care Board led Falls & Frailty programme, following the closure of the pathway.

This service aimed to empower residents to:

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

Final numbers for Falls & Frailty:

11th June 2024 – July 1st 2026

Number of referrals: **1493**

Total number of calls: **1886**

Total number of Face-to-Face appointments: **18**

In June, we processed **5** final referrals for North Norfolk residents. None were duplicates and **2** referrals went on to decline the service.

63 initial and follow-up calls were made during June.

Falls & Frailty Case Study

Mrs G tripped and fell, causing injuries to her head that required dressing and two broken wrists. This was her second serious fall, following a fall two years prior that resulted in multiple facial fractures. At this time, it was discovered that she had a heart condition and she has undergone two procedures since this time.

Mrs G had spent a long period of time in hospital and felt her mobility had deteriorated due to muscle wastage in her legs, leaving her quite unsteady on her feet. She had been receiving physiotherapy and usually uses a rollator to mobilise. Due to this most recent fall, she is unable to use her rollator and is being supported by her husband to mobilise. Mr G has health issues of his own and was finding it difficult to support her.

Mrs G has some existing adaptations in the home, but she felt that an extra shower chair to sit on whilst she dries and dresses would be useful.

The Community Support Officer discussed safety with Mrs G, including carers passports, emergency plans and key safes. Mrs G explained that a number of tenants within the building have key safes, but she was unsure about access to the main building entrance, although other residents have mentioned issues with the emergency services accessing the building when there are no staff present. Mrs G plans to discuss this with the building manager at the next AGM

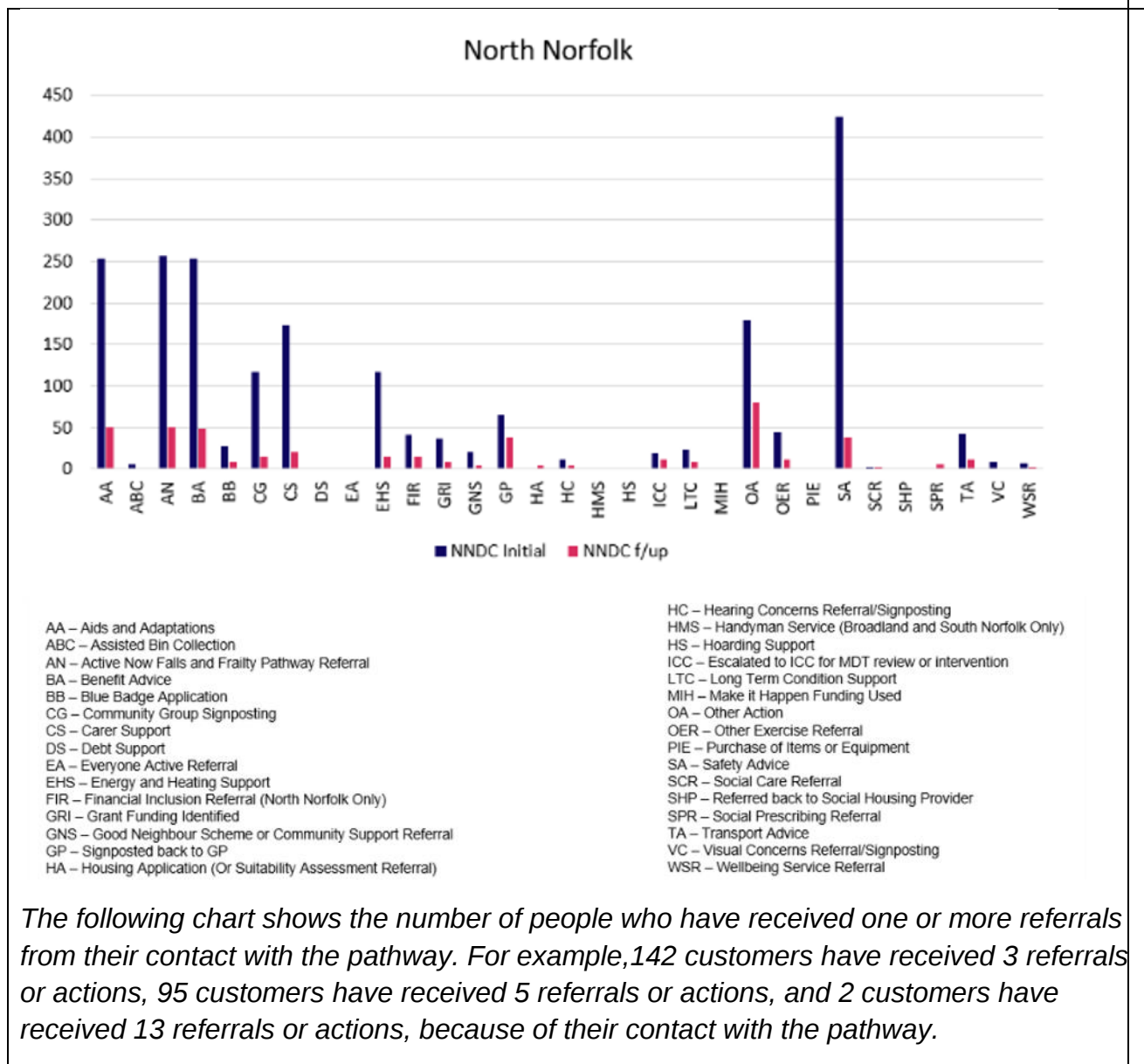
To support Mrs G whilst she is healing, a referral was made to rapid response. A referral was also made to Norfolk County Council for a full home assessment and an additional shower stool. This resulted in Mrs G receiving a number of updated and additional aids and adaptations.

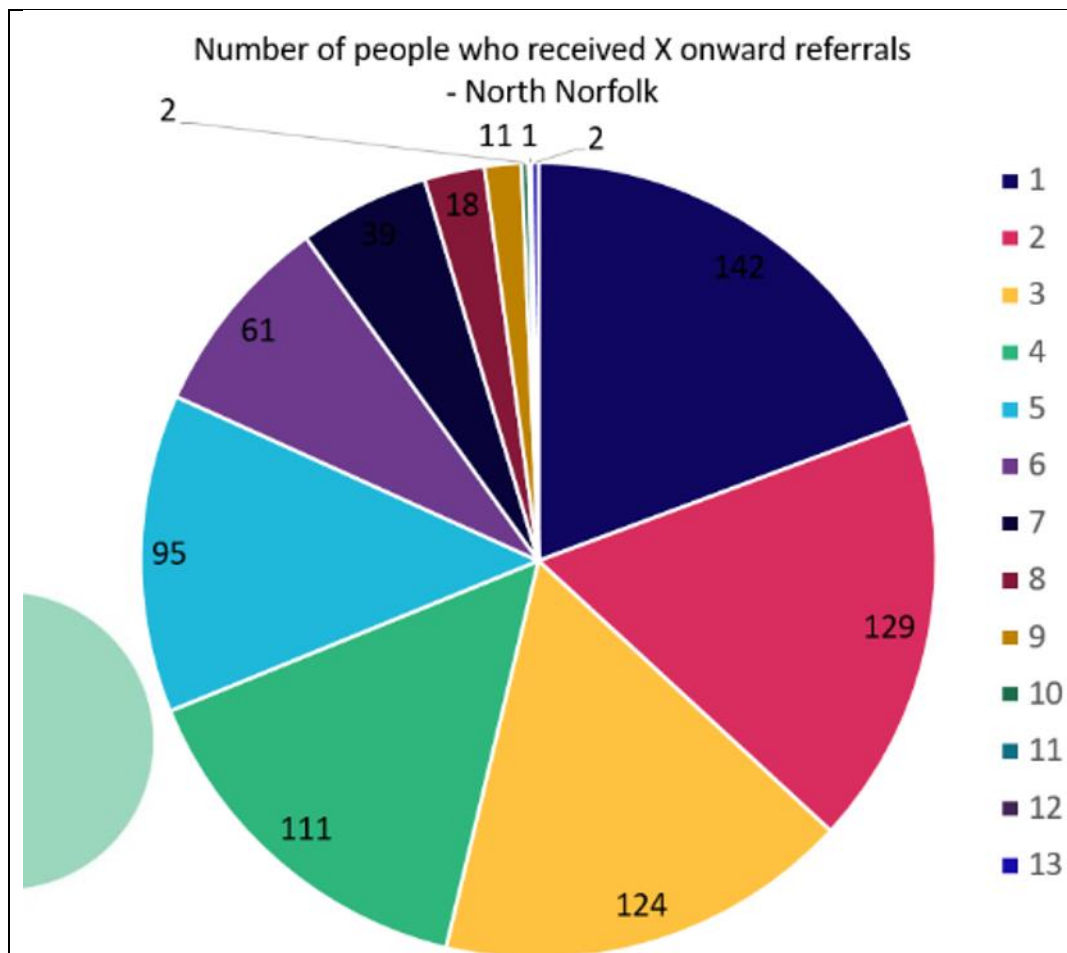
Guidance was provided on applying for Attendance Allowance and Mrs G was signposted to Age Uk Norfolk for support with this. If successful in this claim, they would also then be able to make an application for Pension Credit.

A referral to Active Now for the Your Health Norfolk falls prevention programme was made, to be delivered at home, once Mrs G is fully healed.

Note: Due to overlapping reporting, the below graphs represent data from the start of the pathway in July 2024 to the end of May 2026. The final project 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.





Promoting Independence

As of July 1st 2026, we will no longer be delivering the Norfolk County Council led Promoting Independence Programme, with delivery being handed over to the Community Action Norfolk consortium.

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

From 24th September 2025 to 30th June 2026 the following was achieved for Promoting Independence:

- 1,064 calls were attempted to 705 residents.
- 537 residents were successfully connected with within 3 attempts whilst 168 were unable to be contacted due to no answer or wrong number.
- 280 residents agreed to a holistic conversation out of the 537 residents connected with.
- 118 referrals were made primarily to Community Action Norfolk (social connection and finance), ICC, Norfolk County Council and to departments within North Norfolk District Council.
- 175 residents were signposted to a wide range of organisations relating to falls, transport, social connections, council services and care support, with prominent signposting to North Norfolk Community Transport, Blue Badge, Carers Matter, SWIFT, Careline, Age UK and NNDC council tax.
- 35 residents were sent further details and leaflets after their holistic conversation.
- Throughout residents were offered support and guidance regarding falls, mobility, social connection, carer needs, transport, finance, housing and health.

In June, **204** customers were contacted (or contact was attempted). Of these, **76** opted into the service, **98** opted out of the service and **30** did not respond to three contact attempts.

Of the **76** customers opting in to the service:

Promoting Independence Actions February 2026



Promoting Independence Case Study

The Community Outreach Officer spoke with Mrs W, the wife and carer of a resident identified by the Promoting Independence workstream, who was seeking support for both her and her husband. Her husband has limited mobility, uses a mobility scooter, and has recently stopped driving. As a result, she now undertakes all driving responsibilities, which has created additional pressure, particularly as he had previously been the main driver. Mrs W also reported having limited respite, with only one two-hour break each week, and described increasing challenges as his health declines due to early-stage dementia.

Mr W had previously benefited from a befriending service, including regular outings, but this support had ended when the befriender moved away. The couple continue to value family time and days out together, and Mrs W currently attends a memory café while encouraging her husband to participate where possible.

The Community Outreach Officer discussed options with Mrs W to support both individuals. Information was provided about North Norfolk Community Transport to help them continue accessing days out together while reducing the driving responsibilities placed on Mrs W.

A referral was also made to CAN for social connections support, enabling them to explore opportunities for companionship, activities and structured time both together and separately. The aim of this is to provide Mrs W with much-needed respite while supporting Mr W's social engagement. Signposting to Carers Matter to explore further respite options and carer support was also provided.

Poppyland Radio Shows:

In June we recorded shows about:

- **Melton Pot:** In late 2025 having identified a need to combat social isolation and loneliness in Melton Constable and inspired by a visit to the Bircham Centre, The Melton Pot was born. Volunteers have worked together to transform an empty shop into a cosy community cafe which is open Wednesday-Saturday 10am to 2pm. Everyone receives a warm welcome at The Melton Pot which operates on a "pay as you wish" basis and if money is a challenge, people can use their "cupcake voucher" scheme where people have "paid it forward" and purchased in advance for someone else to use.
- **Connect to Work:** Connect to Work supports people aged 18yrs and up who live in Norfolk to find and stay in employment. Building on the success of the Working Well pilot, Connect to Work launched at the end of 2025. It's a person-centric programme which supports people experiencing barriers - such as mental or physical ill health, neurodiversity, disability, refugees, care leavers, survivors of domestic abuse and carers - to find the right employment for them. Connect to Work also empowers people to overcome any challenges they may be facing whilst in work. In addition, it supports employers by offering training and advice.
- **Fox Education & Advocacy:** Kris developed a passion for swimming as a child and as an adult describes the hydrostatic pressure of water as being like a hug - excellent for regulating his ADHD. Encouraged by a friend to take the leap and do something he loves, Kris is now the Inclusive Education Specialist, SEND Aquatics & SEND Advocate at Fox Education & Advocacy. His lessons are person-centric, full of fun and innovative. Whether he's helping someone to overcome their fear of water or excel at swimming, Kris uses his learnt and lived experience and connection with people to empower, support and share a love of water-based activity.
- **Veterans Central:** Veterans Central is based at the station headquarters in West Raynham, NR21 7PL and supports veterans, emergency services personnel, the farming community and their families. Based on the 4 Cs - coffee, cake, conversation and company - everyone receives a warm welcome and finds their sense of purpose. People can help with the ongoing renovations, tend the garden, restore heritage items, research military history or simply enjoy the home baked refreshments. Veterans Central is open 10am-3pm Wednesdays, Thursdays and Saturdays and has an annual open day - this year on Sunday, July 19, 2026

PositiviTea Events:

Two PositiviTea events were held in June 2026:

- 16th June in Mundesley

- 25th June in North Walsham

North Norfolk Health & Wellbeing Partnership:

The Partnership met on June the 9th for a workshop around our Partnership Maturity Assessment.

Norfolk County Council presented about the Crisis Resilience Fund (CRF).

The Partnership must complete a proposal for CRF, funding for which is £140,000 across 2026-28.

Updates were given regarding the progress of projects directly funded by the Partnership and those funded via <https://www.norfolkfoundation.com/funding-support/grants/groups/north-norfolk-health-and-wellbeing-partnership-fund/>

Working Groups updated on their progress and the Partnership is considering refreshing the set up and remit of the Working Groups.

North Norfolk Community Hub:

On June 30th, the North Norfolk Community Hub met in person for the first time to celebrate its first-year anniversary.

22 individuals from a variety of voluntary, charitable and statutory organisations attended such as Age UK Norfolk, North Walsham Good Neighbour Scheme, Menshed, Norfolk County Council, Future Projects, Routes Employment Service, Connect to Work, the Salvation Army and Sheringham Day Services.

Rik Martin, CEO of Community Action Norfolk was our keynote speaker, attendees shared service updates and put forward suggestions for the North Norfolk Community Hub 2026/27.

Culture/tourism

The E-TIP (electronic tourist information point) displays at station sites in the District are now live, showing commercial content and an indication of the visitor information that will be coming soon. Greater Anglia are delighted that they are operational and their PR has been picked up by the North Norfolk News [here](#)



Rolling carousel content will show advertisements for local attractions, businesses and events, as well as information that will help visitors to get the most out of their trip. This is the early stage of this new initiative which will evolve and expand, promoting local businesses, improving the visitor experience and generating income for Visit North Norfolk.

Consent has been granted approved for installations at four further locations:

- Overstrand

- Mundesley
- Cromer (Meadow Car Park)
- Wells

A further installation at Hoveton and one at Holt are being planned.



The **Cultural Partnership** plans have been formulated for 2026 -27.

The board met in June and July with representatives from:

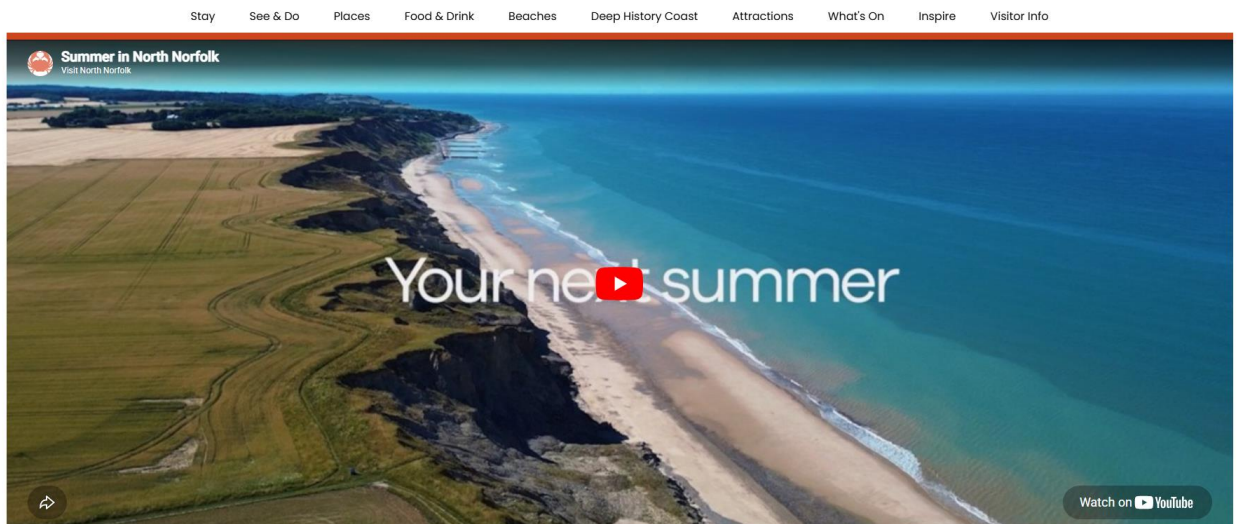
- North Norfolk Open Studios
- National Trust
- Creative health (Playing for Cake)
- Museums (Sheringham Mo)
- Tourism (VNN)
- Venues and performers (New Stages)
- Visual Arts (CAS)

The next networking meeting is planned for Sept 22nd at Wells Maltings – details to follow. Cultural activities and event operators are encouraged to tag the partnership by using @Northnorfolkcp. Admin support is provided by Sheringham Little Theatre to provide continuity and sustainability for the sector as we move towards LGR.

Tourism

Visit North Norfolk (VNN) supports businesses and delivers marketing campaigns – [the most recent one here](#) – which continue to drive traffic to the VNN website, translating ultimately in more visitors to our area. VNN also runs competitions and initiatives, training and collateral to promote local attractions and accommodation providers, as well as offering the new commercial opportunity on E-TIPS screens.

What's On listings remain free to **ALL** groups, events and attractions to provide the best and most wide-ranging offer to our tourists.



The Norfolk and Suffolk Culture Board (NSCB) led on the development and delivery of the new Cultural Value Statement (CVS). It was launched in Parliament by Jess Asato MP and received a very warm reception. Jess then led the way by being first to sign the declaration and endorse the CVS.

It will be shared formally by the NSCB to be fed into relevant Council business across both counties and, through Jess Asato, a range of other MPs and politicians. View the CVS [here](#)

Leisure

Leisure Contract

The hot weather, time of year and ongoing work at Fakenham Leisure Centre mean that the number of members and visits are obviously below the same period last year. Despite this our contractor continues to perform well, with 35038 visits across the contract in May and 36191 in June. Memberships at the end of June were 3592 and 994 children were enrolled on swim lessons. 109708 visits to our facilities were made in Quarter 1 of the financial year.

Countryside

The new Community Classroom and outdoor learning space was officially opened in June.



Works were undertaken after the Council was successfully awarded a £100,000 grant from Ørsted's Hornsea 3 Legacy Fund for use in Holt Country Park. The grant was used to build a new Community Classroom which includes an indoor/outdoor eco-learning space, the indoor learning hub incorporates energy-efficient insulation, a sedum roof and rainwater harvesting. The outdoor space also includes learning stations to educate users on sustainability, environmental impact and local renewable energy production, as well as energy generating outdoor gym equipment. Unfortunately the outdoor gym was vandalised, within weeks of installation and quotes are currently being obtained for the repair work.

This building will be available to hire by local community groups as well as hosting regular community engagement events, where visitors can participate in activities such as tree planting, giveaways, volunteer conservation days, and family events.

The Countryside Team has once again been successful in securing Green Flag Awards for three of the sites under its management: Holt Country Park, Sadlers Wood (North Walsham), and Pretty Corner Woods (Sheringham).

This achievement is a testament to the dedication, hard work and professionalism of the Ranger Team throughout the year, particularly given the challenges of operating with a reduced number of Rangers for much of the period. The feedback received and judges' comments highlight that the standards required to achieve and retain Green Flag status continue to increase, making this accomplishment even more noteworthy.

The awards reflect the team's ongoing commitment to maintaining high-quality, welcoming and well-managed green spaces for residents and visitors alike. However, with expectations continuing to rise, another busy year lies ahead as the team works to build on this success and maintain these prestigious accreditations.

Blue Flag Beaches & RNLI

Peak season beaches are now being lifeguarded (July 11th – September 6th), meaning that all 9 lifeguarded beaches in the district are operational.

The RNLI lifeguard service recently celebrated 25 years, and 19 years in North Norfolk. NNDC supported marking this occasion by arranging for some images to be taken featuring North Norfolk Water Safety Services.



As a result of the long spell of hot weather the beaches and resorts have been very busy early season, however the RNLI report that incidents are quite low to date.

Markets

A steady stream of enquiries from prospective traders continues to be received by the team, reflecting the ongoing appeal of the markets. The overall atmosphere remains very positive, with strong trader interest and a good level of confidence across the markets. Cromer is at capacity when all traders are in attendance, which is a very positive step from where it was last summer. Unfortunately, the first themed market of the year was not very well attended despite the best efforts of officers to promote this.

Pier Pavilion Theatre

The refurbishment of Tides Bistro into a Fish & Chip offer has hit several technical difficulties and has, unfortunately, been delayed further. It is hoped that this will be open in August to try and catch some holiday trade but this is not certain.

Early sales for the Christmas Show are slightly up on the same time last year, whilst Concert sales are significantly more in comparison to this time in 2025 (+3000). This can be attributed to good scheduling and the ability to offer a few more concerts this year than last.

The summer show opened on 27 June and will run until 19 September, comprising a total of 107 performances. To date, approximately 8,000 tickets have been sold, which is in line with sales at the same stage in 2025.

Last summer, the prolonged spell of good weather appeared to have some impact on ticket sales, as visitors chose to stay on the beach later into the evening. With the current period of hot and dry weather, there is potential for a similar trend to emerge this year.

Nevertheless, sales remain comparable with last year's position, providing a positive indication for the season ahead.

Physical Activity Development

Locality Officer Updates

Big Norfolk Holiday Fun – 10 providers will be delivering funded holiday activities for free school meal eligible children across the district over the course of the summer holidays. Our Active Communities Officer and Leisure Services manager will be visiting several providers to audit their provision to ensure that the programme is delivering the outcomes intended.

Library Hire Hubs – the sports equipment has now been purchased and taken to Library HQ for barcoding. Once everything has been marked up and recorded the equipment will be delivered to each of the three libraries – Cromer, Fakenham and North Walsham – and will be available to hire by anyone with a library card. A range of equipment suitable for the park, the beach or home will be available.



Creating Active Schools - The Creating Active Schools (CAS) professional development programme supports schools to create happy and healthy environments through physical activity. Using behavioural science, CAS helps schools to create impactful and sustainable change for physical activity. Underpinned by world-leading research CAS supports schools to build on their strengths while identifying areas of improvement that can be improved step-by-step.

Two schools in our district will be chosen based on data to be part of the project.

Creative Foundations Fund (CFF) Round 2 has been announced by Government and Expressions of Interest are being prepared for submission separately for Cromer Pavillion Theatre and Sheringham Little Theatre. This fund is a very advantageous but extremely competitive funding opportunity, which supports buildings and equipment expenditure. More information is available [here](#)

3 Meetings attended

Cultural Partnership Board