

CABINET MEMBERS REPORT TO COUNCIL

May 2019

COUNCILLOR KERSHAW- CABINET MEMBER FOR ECONOMIC & CAREERS DEVELOPMENT

For the period May 2019

1 Progress on Portfolio Matters.

Visitor Economy

The Council has sponsored Visit North Norfolk's (VNN) latest marketing campaign, 'North Norfolk, Naturally'. The campaign has received over half a million film views since it launched in June 2018. The first year of the campaign ended in April and the second year began in May. VNN has now filmed six new thirty second videos which will feature over the coming months.

Deep History Coast

The Deep History Coast (DHC) is progressing well and will begin to be marketed by a campaign developed and delivered in partnership with Visit North Norfolk. The campaign will include innovative local and national publicity, a social media campaign, the development of a new website and the creation of two inspiring experiential films to appeal to all audiences - illustrating all that the Deep History Coast has in store.

Through 22/23/24 May, representatives from the DHC Project Team held a series of DHC 'Ambassador Roadshows' to further promote the opportunities for businesses and individuals to get involved.

Skills and Apprenticeships

On 14 May NNDC delivered its fifth 'Social Recruiting' workshop. These continue to be very popular and well received. The workshop aims to demonstrate how organisations can make use of their websites, social media and their broader market branding to encourage people to apply to them for jobs. There is evidence that people aged 16-34 predominantly look for jobs through social media streams such as Facebook and Instagram (as opposed to the more traditional media), and the workshop provides examples of how organisations have made use of these new media to overcome recruitment barriers.

2 Forthcoming Activities and Developments.

North Norfolk Skills Careers Festival

Preparations continue for the next careers event on 9 July 2019, hosted by Paston College and supported by NNDC. The North Norfolk Skills & Careers Festival is an interactive exhibition for 13-18 year olds in North Norfolk aimed at inspiring young people for their future careers and increasing awareness of local opportunities on their doorstep. Last year's event was a great success with over 50 different organisations exhibiting and over 600 young people attending. This year's festival will again include interactive STEM events.

Coffee Means Business

Commissioned by NNDC, Coffee Means Business is a monthly networking event hosted by Genix. These events, held at various venues across the District, provide the opportunity for local business to meet like-minded people, hear interesting presentations and learn more about local business support activities.

The next event is on **26 July** (9:30am-11:30am) at Scarborough Hill County Inn, Old Yarmouth Road, North Walsham. Details can be found at: www.genix.org.uk or call **0800 096 3013**.

Presentation and Media Skills Conference

June 26 2019 - Northrepps Country Hotel, Cromer NR27 0JN

Supported by NNDC this event will give businesses and individuals the opportunity to learn how to present with confidence and avoid the mistakes of traditional media training.

This event is ideal for small business wanting to gain media attention and is designed to provide a grounding in broadcast media, how it works, what opportunities exist to share business stories and how to engage the wider media.

3 Meetings attended

