

## CABINET MEMBERS REPORT TO COUNCIL

24 July 2019

**COUNCILLOR RICHARD KERSHAW - CABINET MEMBER FOR  
ECONOMIC & CAREER DEVELOPMENT**

For the period June to July 2019

### **1 Progress on Portfolio Matters.**

#### **Business Support**

The Economic Growth Team proactively works with the business community, providing support for business growth plans and helping to overcome any barriers to growth. In the financial year to-date, the team has engaged **74** business via business events and has had 'meaningful' engagement with a further **124** businesses. Typically, this might include support for businesses in respect of planned projects (e.g. sites/premises/extensions), assisting with recruitment needs (including apprenticeships, skills need etc.), supporting new start-ups and site visits with our larger employers.

#### **North Norfolk Skills and Careers Festival**

On 9 July, Paston College, in collaboration with NNDC, hosted the 'North Norfolk Skills and Careers Festival'. This event, now in its second year in this format, saw over **six hundred students** and over **forty exhibitors** in attendance, including North Norfolk businesses, training providers and local universities in attendance.

Local businesses often highlight difficulties in filling skilled roles, and aging workforces mean that businesses need to give more thought to succession planning. Equally, it is often apparent that many young people have a lack of knowledge of the range of careers that exist on their doorsteps, with some having lower than desirable aspirations. Many who leave the District for further education fail to return and thus contribute to the 'brain drain' of which North Norfolk and other peripheral areas are vulnerable. This event, and others that the Council delivers or supports, can help to improve the awareness of local opportunities and it gives young people the chance to directly engage with local employers.

## Visitor Economy

The Visit North Norfolk's (VNN) '*North Norfolk, Naturally*' campaign is now in its second year and twelve short films have been promoted so far. To date there have been in excess of **1.6 million film views**. The latest film can be viewed on VNN's home page: [www.visitnorthnorfolk.com](http://www.visitnorthnorfolk.com).

There remain four more films to shoot and promote, with the videos being shot at the relevant time of year so that a library of footage can be built up.

The partnership between VNN and the 'Where to go in North Norfolk' Attractions group has been renewed for 2019 and a separate marketing budget is being used to specifically promote attractions throughout the year (according to their seasonal opening times).

## Deep History Coast (DHC)

The DHC project will have its official launch on 16 June at the 'Mo' Sheringham Museum. A significant amount of work has already been undertaken by the DHC project team to get to this point but the launch represents the starting block for a year that will see the completion of the installation of the 'Discovery Points' that will make up the trail (Weybourne to Cart Gap) and the repurposed North Norfolk Information Centre, which will serve as a gateway for visitors wishing to explore and enjoy the local area.

Integral to this project will be the engagement of local stakeholders and businesses alike who will act as 'ambassadors' for the project. Presently **44** businesses have signed up to the 'ambassador' programme and it is anticipated that this number will continue to grow as the momentum builds post launch. We are particularly keen to talk to hospitality (food, drink and accommodation) businesses who are happy to act as advocates of the initiative and collaborate in the promotion of this destination. Interested businesses should be directed to Stewart Damonsing, Business Development Officer ([stewart.damonsing@north-norfolk.gov.uk](mailto:stewart.damonsing@north-norfolk.gov.uk), 01263 516334).

The Deep History Coast 'App' is now live and is available to download on the mainstream app sites. Imaginatively designed, the app will enable visitors to engage interactively with the local geography, helping to bring history to life. It aims also to encourage visitors to explore the lesser-known parts of the coast and to gain insights into a wide range of historical, environmental and topical issues of importance locally.

The marketing of the DHC will be year-round. The VNN website will serve as the main source of DHC material, activities and events. Content will include dedicated pages relating to the specific elements of the DHC (eg the Discovery Trail, fossil hunting etc.) and blog pages are being created to highlight topical activities specific to different audiences (e.g. top five family walks on the DHC) and the time of year. A teaser film has been created and

the second film 'Delve into the DHC' is in production. The final film, 'Exploring the DHC', will be shot in the autumn when the Discovery Points and Discovery Centre are complete. Visit Britain have been notified of the initiative and it is anticipated that appropriate representatives will attend a formal press visit that VNN will be hosting in the autumn.

## **2 Forthcoming Activities and Developments.**

### **North Norfolk Manufacturing Group**

North Norfolk District Council is joining forces with [New Anglia Advanced Manufacturing and Engineering](#) to launch the North Norfolk Manufacturing Group.

The group will meet quarterly and will be a powerful voice for manufacturing and engineering businesses in North Norfolk.

The group will provide members with the opportunity to make connections and grow relationships with other relevant businesses, including identifying collaborations, building supply chains and embedding best practice.

Interested businesses are welcome to attend the group's first meeting, which will be held at Raptor Aerospace, Scottow Enterprise Park, Lamas Road, Badersfield, NR10 5FB, on **Wednesday 17 July** (4pm).

For further information or to confirm attendance, businesses should email [economic.growth@north-norfolk.gov.uk](mailto:economic.growth@north-norfolk.gov.uk)

### **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 representatives to meet like-minded people, hear interesting presentations and learn more about local business support activities.

The next event is on **16 July** (9:30am-11:30am) at Scarborough Hill County Inn, Old Yarmouth Road, North Walsham. Details can be found at: [www.genix.org.uk](http://www.genix.org.uk) or call **0800 096 3013**.

## **3 Meetings attended**

