

CABINET MEMBERS REPORT TO COUNCIL

25 September 2019

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CABINET MEMBER FOR ECONOMIC AND CAREER DEVELOPMENT**

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. At the last reported figures (financial year to date), the team had engaged **74** business via business events and 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 Manufacturing Group

On 17 July, NNDC, in collaboration with NAAME ([New Anglia Advanced Manufacturing and Engineering](#)) held the inaugural 'North Norfolk Manufacturing Group' event.

The event, hosted by [Raptor Aerospace](#) (a company that supports the UK space industry), was held at Scottow Enterprise Park and saw 25 senior figures from a range of local manufacturing firms, as well as education and training providers.

The anticipation is for the group to meet quarterly and that it will provide group members with the opportunity to make connections and grow relationships with other relevant businesses, including identifying collaborations, building supply chains and embedding best practice. However, the direction of the group will be dictated by the businesses themselves.

The next event is planned for **15 October (4pm) at Paston College**. For further information or to confirm attendance, businesses should email economic.growth@north-norfolk.gov.uk

Visitor Economy

The Economic Impact of Tourism Report

The Economic Impact of Tourism report for 2018 has now been released. This report examines the 'volume' and 'value' of tourism and the impact of visitor expenditure on the local economy.

The results, derived using the Cambridge Economic Impact Model, suggest that North Norfolk has experienced a modest 1% uplift in the total value of tourism to the local economy, amounting to £511,076,378 in total tourism value (vs £505,109,250 in 2017).

Regionally, the East of England saw a 12% *decrease* in the number of domestic overnight trips and likewise a 9% decrease was observed in the number of overnight trips from overseas visitors. Locally this correspondingly transpired to a 6% decrease in the total number of trips and a 7% decrease in the total number of nights stayed.

However, the volume of 'day trips' to North Norfolk increased by an impressive 10% (9,008,000 in 2018 vs. 8,207,000 in 2017) and there was a 4% increase in the total value of the day trips to the local economy (£279,853,000 in 2018 vs. £268,710,000 in 2017).

Whilst it is likely that the prolonged conclusion to Brexit negotiations will have had an impact on people's spending habits generally, it should be also be noted that that these figures come from an already very buoyant baseline, with the District having observed very significant (disproportionately high) growth in this sector in recent years.

Visit North Norfolk

The VNN '*North Norfolk, Naturally*' campaign is now in its second year and thirteen short films have been promoted so far. To-date there have been in excess of 2 million film views. The traffic to the VNN website, off the back of the campaign, is at its highest ever levels with 1.6 million page views per annum (a 73.24% increase from the previous year).

Deep History Coast (DHC)

On 24 August, the 'Sheringham Tank' (on the East Promenade) was the first Discovery Point unveiled, as part of a series of points that will make up the trail between Weybourne and Cart Gap. It is anticipated that all eleven of the points will have been installed before the new Discovery Centre opens later in the year following its refurbishment.

Integral to this project will be the engagement of local stakeholders and businesses alike who will act as 'ambassadors' for the project. Presently over

fifty businesses have signed up to the 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 programme. Interested businesses should be directed to Stewart Damonsing, Business Development Officer (stewart.damonsing@north-norfolk.gov.uk, 01263 516334).

The DHC marketing campaign is well underway with dedicated web pages and the main navigation button to be found on the VNN website. The 'Delve into the DHC' film was launched in mid-August and has had over 70,000 film views so far. The DHC teaser film has had 75,000 views. The web pages have had around 7,000 hits. The social media campaign comprises a monthly topical blog promoted to targeted audiences as well as social media ads on Instagram and Facebook promoting the film.

The next film ('Exploring the DHC') will be shot later in the year when the Discovery Points and Discovery Centre are complete. A press visit will also be set up in the New Year when the Discovery Centre is open. This will also coincide with the 30th anniversary of the discovery of the Steppe mammoth at West Runton.

The Mammoth Marathon

NNDC, supported by North Norfolk Beach Runners, is set to host an official 'Mammoth Marathon' on Sunday 17 May 2020, a 26.2-mile race where competitors will be able to take in the stunning scenery of North Norfolk's Deep History Coast.

The marathon will start at 9.30am in Sea Palling and the finish line will be at Sheringham High School. Competitors will also have the opportunity to take part in a half marathon which will start in Mundesley.

The event has been organised under UK Athletics regulations, and secures its position as an official marathon among those held in locations including London and Brighton.

Registration for the Mammoth Marathon opened on 13th September at www.north-norfolk.gov.uk/mammothmarathon where more details about the event, including categories, fees, prizes, start times and the full route will be available. By Sunday evening (15th September) the Marathon was 'sold out' and the half marathon is more than half full.

Market Towns

Grant offers have been issued for the applications for the second round of the Council's Market Towns Initiative, approved in July (totalling £103,747.36). Implementation of the first round of MTI Projects is being monitored. Applications for the residual funds (£22,089.67) are currently being processed.

The Council's bid to establish a **High Street Heritage Action Zone** for North

Walsham town centre has been successful, with an agreement in principle from Historic England being received on 13th September. As a result, up to £975,000 has been allocated to a programme on improvements, the details of which will be agreed with HE between now and January 2020, with the final grant being awarded in April 2020. I am looking forward to developing an ambitious design programme that will see improvements, restoration and repairs made to buildings of historical significance in North Walsham, as well as improving its townscape for the benefit of the strong local community and visitors to the town.

2 Forthcoming Activities and Developments.

Coffee Means Business

Originally commissioned by NNDC, Coffee Means Business is a monthly networking event hosted by Menta. These events 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 **30 October** (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**.

Training for Small Business in Tourism and Hospitality

NNDC is pleased to announce that following a successful bid for 'LIFT' funding we will be launching a programme of subsidised training for owners and existing staff of small businesses within the tourism and hospitality industry.

Full details of the workshops, dates and venues are below.

Training	Date	Venue
Welcome Host Customer Service	Thu 14/11/2019	NNDC Cttee Room
(maximum 15 delegates)	Wed 04/12/2019	Atrium, North Walsham
	Mon 09/12/2019	Wells Community Hospital
	Wed 22/01/2020	NNDC Boardroom
	Fri 07/02/2020	Atrium, North Walsham
Digital Media Beginners	Wed 06/11/2019	NNDC IT training room
(maximum 4 delegates	Thu 07/11/2019	Alderman Peel High School
	Thu 05/12/2019	NNDC IT training room

	Fri 13/12/19	Nova Training, North Walsham
	Thu 09/01/2020	NNDC IT training room
Digital Media Advanced	Wed 27/11/2019	Merchants Place, Cromer
(maximum 10 delegates)	Wed 29/01/2020	Merchants Place, Cromer
Marketing Beginners	Tue 12/11/2019	NNDC Cttee Room
	Wed 20/11/2019	Wells Community Hospital
Marketing Advanced	Wed 08/01/2020	NNDC Room 3
	Wed 15/01/2020	Wells Community Hospital

To find out more and to book places on the above courses, please email:
economic.growth@north-norfolk.gov.uk

3 Meetings attended

In addition to the usual meetings with the team and Council colleagues, specific meetings have been attended with significant local businesses in order to understand the issues they currently face, including Place UK and Crisp Maltings.

Water Resources East held a launch event at the UEA in August. Through this initiative, the Council and other partner authorities will be able to explore innovative ways of addressing the pressing water resource constraints in the County and hopefully find suitable solutions to the needs of local businesses and farmers (particularly in the east of the District).