

## CABINET MEMBERS REPORT TO COUNCIL

20 November 2019

### **COUNCILLOR R KERSHAW- CABINET MEMBER FOR ECONOMIC & CAREER DEVELOPMENT**

For the period September 2019 to November 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. Financial year to date, the team have engaged **180** business via business events and had 'meaningful' engagement with a further **289** businesses.

##### **North Norfolk Manufacturing Group**

On 15 October, NNDC, in collaboration with NAAME (New Anglia Advanced Manufacturing and Engineering) held the second 'North Norfolk Manufacturing Group' event at Paston College in North Walsham. **26** people from a range of organisations attended the event which was focused on skills, recruitment and apprenticeships.

The next event is planned for **15 January 2020**. For further information or to confirm attendance, businesses should email [economic.growth@north-norfolk.gov.uk](mailto:economic.growth@north-norfolk.gov.uk).

##### **Visitor Economy**

The VNN North Norfolk, Naturally campaign is currently promoting its 14th (out of 16) short film. To date there has been an impressive **2.6 million film views** with **4.3 million digital advert impressions** and a social media reach of **1.2 million**. The traffic to the VNN website, off the back of the campaign remains at its highest ever levels with 1.6 million page views per annum (a 73% increase on 2018).

Commencing in May, the next marketing campaign for 2020-2021 has now been agreed between NNDC and VNN. The *North Norfolk Uncovered* will seek to further highlight North Norfolk's unique aspects and hidden gems.

The Deep History Coast marketing campaign is year-round using topical

content for the time of year. The film 'Delve into the DHC' and taster films have had **200,000 film views** so far. The web pages have had approximately **10,000 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 set of films are forthcoming which will include the new Discovery Centre at Cromer and a press visit in Spring 2020.

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. **Both the full marathon (400 places) and half marathon (600 places) have now sold out.**

### **Market Towns**

The Market Town Initiative Working Group has now considered the third round applications and consequently recommended that **£22,004.50** of funding be awarded. Cabinet resolved to agree to the recommendations, which will see the four market towns further benefit from the final round of this successful grant scheme to which £400,000 was originally allocated.

Following a successful bid to Historic England, the programme design phase to support the creation of a Heritage Action Zone in North Walsham has now commenced. We have been informed that the deadline for submission for the programme design is earlier than previously advised, with a final submission now required by 20 December. The final grant award will be confirmed in January. NNDC's Cabinet has proposed that up to £975,000 be made available to support the match funding of the programme, which will see significant improvements to the public realm and historic buildings in the town centre and serve to better showcase the town's forgotten heritage.

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

As a result of North Norfolk District Council's successful application to the Local Investment in Future Talent (LIFT) grant scheme, the Council will be hosting a suite of skills training workshops for people employed in small businesses in the tourism and hospitality sector:

### **Welcome Host Customer Service Workshop 14 November 2019 09:00-16:30**

The Welcome to Excellence initiative is the most successful accredited customer service training in the UK. The course helps participants to acquire new customer service and communications skills, as well as improving

knowledge of local facilities and services.

**Marketing – Introductory**  
**November 12 09:00-13:00**  
**NNDC, Cromer**

Ashley Riley has over two decades of global experience working in business, in the public sector, in the political world and mentoring some of the most successful organisations on how they market their business. His training delivers thought disrupting, challenging and inspiring content in a captivating and highly energetic manner.

This workshop is aimed at staff who would benefit from understanding the needs of customers and how to attract new and repeat business.

**Digital Media Advanced Workshop**  
**Merchants Place, Cromer**  
**27 November 2019 09:00 – 13:00**

Author of “The Social Jobseeker”, Julie Bishop's articles have also been featured in Forbes, CNBC, The Independent and more, as well as being a regular writer for business sites.

Julie is a public speaker on many social media and digital topics; she is the UK partner for an artificial intelligence tool which helps businesses. Julie delivers training internationally on social media marketing, social selling, social recruiting, employer branding and culture change.

This workshop is aimed at those who have a good basic knowledge of social media and websites, but have not yet tapped into their potential for businesses promotion.

For all workshops businesses can [Book Online](#), email [economic.growth@north-norfolk.gov.uk](mailto:economic.growth@north-norfolk.gov.uk) or telephone 01263 516331 / 01263 516009 for more information.

**3 Meetings attended**

