

## **CABINET MEMBERS REPORT TO COUNCIL**

**26 February 2020**

### **COUNCILLOR RICHARD KERSHAW - CABINET MEMBER FOR ECONOMIC AND CAREER DEVELOPMENT**

For the period December 2019 to February 2020

#### **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 have engaged 283 businesses via business events and had 'meaningful' engagement with a further 354 businesses.

##### **Visitor Economy**

##### **Marketing**

Supported by NNDC, Visit North Norfolk's 'North Norfolk, Naturally' campaign is currently promoting its 15th short film (out of 16). To date there has been nearly 4 million film views with over 5 million digital advert impressions and a social media reach of just under 2 million. The traffic to the VNN website, off the back of the campaign, remains at its highest ever levels.

Filming for the 'North Norfolk Uncovered' campaign for 2020-2021 has now commenced. This campaign will seek to further highlight North Norfolk's unique aspects and hidden gems. In the meantime, a film showcasing north Norfolk throughout the seasons (*North Norfolk 365*) highlighting north Norfolk as a 365-day destination went live just before Christmas and promotion took place from Boxing Day to the end of January. An accompanying blog was created highlighting what there is to see and do each month in north Norfolk as well as what's new for 2020. This promotion was to specifically support accommodation providers at a key booking period. To date the film has received 156,000 views.

##### **Annual Tourism, Leisure and Hospitality Business Survey**

The MHA Larking Gowen Annual Tourism, Leisure and Hospitality Business Survey opened on 5 February. Now in its 14th year, this annual independent survey is the largest of its kind in the region. The aim of the survey is to understand views on trends, technology, sustainability, opportunities, and marketing and the final report provides an insightful overview of the overall health of the sector.

Local businesses can complete the survey at:

[www.smartsurvey.co.uk/s/TBS2020/](http://www.smartsurvey.co.uk/s/TBS2020/)

### **North Norfolk Growth Sites Delivery Strategy**

Following a successful funding bid into the Norfolk Business Rate Pool (BRP), and further to NNDC's Cabinet approval in September, our consultant is currently undertaking the commission. The final report will help the Council in its ambition to enact a more delivery-focused approach to bringing forward the development of local key employment sites in order help facilitate the growth of indigenous businesses and effectively compete with other areas for investment. Presently a number of key local businesses and landowners are being engaged in the work.

Members who are aware of businesses within their Ward with aspirations to expand or relocate should be directed to the Economic Growth team for direct support and/or to inform the emerging strategy.

### **North Walsham High Streets Heritage Action Zone**

Following a successful first stage funding bid to Historic England, the Programme Design, to support the creation of a Heritage Action Zone in North Walsham, was submitted on 20 December. The final grant award will be confirmed in March (we were previously advised this would be January). NNDC's Cabinet and Full Council have agreed 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.**

### **Time for 'T': Employing Apprentices and an introduction to T-Levels and your business**

**1 April 2020, 4 - 6 pm, NNDC Office, Cromer**

This event, organised by NNDC's Economic Growth Team, will help businesses to better understand how they could benefit from the range of support available to help them recruit, train and up-skill their workforce.

A particular focus of the event will be to introduce businesses to T-Levels, a Technical' qualification equivalent to A-Levels, which are being launched this year. This will require the student to undertake an industry placement with a business.

Attendees will hear from a number of key speakers, learn about some of the recent apprenticeship funding changes and have the opportunity to meet with local training providers including City College, UTCN and others. Businesses will also be able to meet with an Advisor from the New Anglia Growth Hub to discover more about grants and funding to help them grow

To register and for more information, businesses should email [economic.growth@north-norfolk.gov.uk](mailto:economic.growth@north-norfolk.gov.uk) or telephone 01263 516009

### **1<sup>st</sup> Steps to Start up – Free 2 day Workshop**

**9 / 10 March 9:30am-4:30pm, NNDC Office, Cromer**

This two-day programme is available for individuals looking to start a business or

become self-employed. Attendees will gain a better understanding of how to start a successful business and avoid some of the common pitfalls facing start-ups.

To register and for more information, businesses should visit:  
[www.nwes.org.uk/events/firststeps-cromer-09-03-20/](http://www.nwes.org.uk/events/firststeps-cromer-09-03-20/) or call 08456 099991

### **3 Meetings attended**

I attended meetings at the following businesses in order to understand their issues and identify ways in which the Council can help them to thrive: Wroxham Barns; Crop Systems.

In February I attended the opening event to celebrate the completion of the revamped North Norfolk Visitor Centre (Deep History Coast Discovery Centre) and visited HMP Bure and HMP Norwich, to understand the work they are doing with training, career and employment development opportunities.