

CABINET MEMBERS REPORT TO COUNCIL

28 April 2021

COUNCILLOR RICHARD KERSHAW - CABINET MEMBER FOR SUSTAINABLE GROWTH

For the period February to April 2021

1 Progress on Portfolio Matters.

Business as usual activity Engagement with businesses

The usual engagement with businesses has been maintained, albeit that site visits have been limited. Much of the current resource and activity has been focused on helping businesses to access grants administered by the Council (see below) and helping businesses to obtain funding and other local and national support.

Lockdown Support Grants

Following the national restrictions in November/December, the Government committed to providing further grant funding which would again be delivered by Local Authorities. The subsequent tier changes in December, and the announcement of further national restrictions from January onwards, has resulted in a wide a range of grants being delivered by the Council, including:

- LRSG (Closed) Addendum Grant for 5/11/20-2/12/20.
- LRSG (Closed) Tier 2 Grant for 2/12/20-26/12/20
- LRSG (Open) Tier 2 Grant for 2/12/20-26/12/20
- LRSG (Closed) Tier 4 Grant for 26/12/20-05/01/20.
- Christmas Support Payments (Wet-Led Pubs).
- LRSG (3rd national lockdown 6 weeks payment) 05/01/21 to 15/02/21.
- Closed Business Lockdown (Top up Payment).
- LRSG (4th national lockdown 6 weeks plus 2 days payment) 16/02/21 to 31/03/21.
- Additional Restrictions Grant (for those unable to access LRSG)

The Council has now awarded Additional Restrictions Grants (ARG) under two phases (covering Nov/Dec and January to March). Work to conclude the next phase is presently being undertaken. Local Authorities have recently been advised that the full allocation (Circa £3m for NNDC) must be fully defrayed by 30 June in order for them to be able to draw down the top-up funding that was announced in the Spring budget. For NNDC this amounts to

an additional £760,411.

North Walsham Town Centre Heritage Action Zone

A number of key activities have commenced including:

- a condition survey on The Cedars. Further professional reports are now being undertaken, including an energy assessment to inform the approach to restoring the buildings;
- the inaugural stakeholder engagement workshop on 20 April;
- the formulation of a community engagement plan (including the development of a virtual community engagement platform);
- the appointment of design consultants to support the town centre place-making, presently undertaking preliminary research and identifying priority works

Visitor Economy

The Council has continued to maintain a good relationship with Visit North Norfolk throughout the pandemic and collaboration on messaging has been central to the response and recovery stages. This has helped keep the sector informed and encouraged and foster greater collaboration and support for collective action. The Council has also liaised closely with NALEP and NCC over the recovery of the visitor economy sector.

The announcement of the third lockdown created a natural hiatus in the immediate promotion of north Norfolk, in accordance with national restrictions; however, a 'North Norfolk Uncovered' campaign will now start in April. For the first couple of months this will also carry the Visit Britain theme, 'Escape the Everyday' so we can tie into the national marketing platform.

We envisage a strong uplift in 'staycation' visits to the District and will engage with partners to ensure tourism messaging is appropriate in order to balance the interests of local businesses with those of local communities and the environment. The Coastal Code is one means of encouraging appropriate behaviour of visitors to our coastline.

2 Forthcoming Activities and Developments.

Key activities:

- Delivery of the next phase of the ARG scheme to further support local businesses
- Development of grants/package of wider business support (funded through the ARG top up fund)
- Continue to support the North Norfolk Kickstart Gateway programme to help 16-24yrs old into employment

- Create the content and develop the North Walsham HAZ virtual platform to support community engagement
- Support the HAZ Stakeholder Workshop programme

Events:

**North Walsham 'Big Bash Event
5-8 May**

The HAZ programme will feature in an event organised by the North Walsham Think Carer Network. The Big Bash will showcase many exciting developments happening within North Walsham. Participants will be able to take part in live chats, ask questions about activities within the town, join virtual tours, participate in quizzes, competitions, undertake wellbeing and fun sessions, as well as learning new skills and finding out about community groups and services.

Details about the event can be found on Facebook (@NWbigbash2021) or email northwalshamcommunitycontact@gmail.com

Breaking through the Glass Ceiling - SUNA Masterclass (Delivered by New Anglia Growth Hub)

Fri, 30 April 2021

09:30am – 12:30pm

This workshop is to get owners re-engaged and generate the energy and focus to drive the business forward.

How Investment Ready is YOUR Business - SUNA Masterclass Innovate UK EDGE (Delivered by Emma Douglas-Beet, Innovation Growth Specialist at Innovate UK EDGE)

Thu, 13 May 2021

14:30pm – 15:30pm

This workshop is suitable for any business who is looking to grow and wanting to acquire additional funding for innovative ideas. It will provide businesses with a sound understanding of the different types of funding available and provide guidance as how to make your investment opportunity stand out from the crowd.

Using Social Media to Target your Customers Online

Tue, 18 May 2021

10:00am – 12:00pm

This workshop will show businesses how to build profitable social media campaigns to engage customers and increase sales

Details on how to register for these events can be found [here](#)