

West Norfolk Prosperity Funding Partnership Group

Notes of Meeting 25th November 2024

Monday 25th November 2024

Via MS Teams

2 – 3pm

Attendees

Cllr Simon Ring	Deputy Leader and Cabinet Member for Business and Culture BCKLWN
Cllr Jo Rust	Cabinet Member for People & Communities BCKLWN
Cllr Michael de Whalley	Cabinet Member for Climate Change and Biodiversity BCKLWN
Duncan Hall	Assistant Director for Regeneration, Housing and Place BCKLWN
Jemma Curtis	Regeneration Programmes Manager BCKLWN
Nicola Cooper	Investment Programmes Officer BCKLWN
Phillip Eke	Senior Tourism Officer BCKLWN
Chris Starkie	Director of Growth and Investment Norfolk County Council
Joseph Ballard	External Funding Manager, Norfolk County Council
Paul Mace	Growth and Investment Team, Norfolk County Council
Laura Wigby	Norfolk Community Foundation
Jason Middleton	Programmes Manager, Economic Development, Norfolk County Council
Nova Fairbank	Chief Executive, Norfolk Chambers of Commerce
Alistair Cox	Vancouver Quarter Centre Manager
Luke Wormald	Head of East Region, Historic England
David Pomfret	Chief Executive and Principal, College of West Anglia
Michael Ruston	Hunstanton Town Mayor
Emma Brand	WWT Welney
Catherine Thurley	Sustainable Tourism Officer, Norfolk Coast Protected Landscapes
Robert Jakeman	West Norfolk Place Team, NHS Norfolk and Waveney Integrated Care Board
Patch Kivlin	Head of Estates and Facilities, Construction Industry Training Board
Paul Searle	Managing Director Searles Leisure Resort
Becky Gillick	West Norfolk Locality Officer, Active Norfolk
Julia Nix OBE	Department for Work and Pensions, Norfolk, Suffolk and Cambridgeshire
Rik Martin	CEO Community Action Norfolk
Tommy Goode	Head of Performance and Development, Alive West Norfolk

Notes of meeting

1. Chairs Introduction

- Round the room introductions were made.
- The group's Terms of Reference November 2024 were shared prior to the meeting. No changes were requested or comments raised, therefore these were accepted.
- No declarations of interest were raised.



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2. West Norfolk Prosperity funding: Programme Delivery to date.

- A presentation was given by Nicola Cooper on programme progress to date and a West Norfolk Prosperity Funding Update November 2024 video was shown.

3. Partnership Group feedback:

- What has gone well?
- What could be improved for the future?

Phillip Eke

- Projects like Volunteer it Yourself and Platform 30 help young people feel that they're a connected part of the community and this really helps the tourism industry by generating fresh ideas, keeping young people in the area and providing opportunities.
- Is part of the VENI (Visitor Economy Network Initiative) working group and has participated in their day sessions at the college of West Anglia to engage young people who are currently out of work. Noted that the project is immensely impactful, and discussions held with participants about the local tourism industry and what they want to see in the area are invaluable. Would support a continuation of funding for VENI beyond March 25.

Cllr Simon Ring

- Platform 30 came to Love Your Town (grant award scheme) last year and advised that a lot of the events in West Norfolk are not designed for their age group. More work like that undertaken by VENI is important in addressing this.

Nova Fairbank

- Noted that the video showed brilliant successes we've had across the region and the diversity of that support and offering. Suggested that the video be split into smaller chunks to easily showcase the various aspects. These can then be used to accompany future funding bids, showing how the whole region has come together to deliver something.
- Highlighted that there should be representation from the younger demographic in the partnership group.

Cllr Simon Ring

- A video on Love Your Town would be good. These videos will be useful going forward to communicate about this funding.
- Would be good to see some of the businesses featured in the video nominating themselves for the Mayors Business Awards.

Duncan Hall

- This funding investment programme took a lot of effort to get started, working with a wide range of stakeholders. The video gives time to reflect on what has been achieved in a short period of time. The interventions that have been made are impactful.



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Jemma Curtis

- The programme had a slow start because of the late funding announcement and the need to set up delivery processes in full. Delivery is well established in this third and final year, understanding what has worked well and what hasn't is important to inform future investment.

Cllr Simon Ring

- The importance of funding streams reaching our communities cannot be understated.
- It is important for Councillors to communicate funding opportunities to businesses.

Tommy Goode

- Alive West Norfolk are leading the West Norfolk Cycle Scheme (pilot project) and the Active Communities Programme. The Active Community side has gone well responding to local need getting out to communities and reducing health inequalities. With the cycle scheme the cycle hire part has been more challenging to generate interest than expected but the community cycling development programme has resulted in some good partnerships being developed which will be sustainable moving forward.

Cllr Simon Ring

- Lots of partnerships have been formed between the Council and outside bodies or between outside bodies and business communities which is a great indicator of success.

4. Forward look to 2025/26: What we know so far.

- An update was given by Jemma Curtis:
The current programme is due to end on the 31st of March 2025. It was announced in the Autumn Budget that UKSPF will be continued for one further transition year in 2025/26. Guidance on allocation amounts and funding criterion has not yet been published, but the fund is reduced overall, so funding levels are expected to be less than within the current programme. It has not yet been advised which accountable bodies will be asked to deliver the transition year of funding, but the Borough Council is keen to continue to invest in the most impactful projects and programmes from the current programme.

All investment so far has been guided by the 2022 West Norfolk Investment Plan. Since then the West Norfolk Economic Strategy and Norfolk Economic Strategy have also been developed identifying a framework of the key challenges and opportunities for the area going forward. The West Norfolk Economic Strategy is due to be endorsed by Cabinet on the 10th of December and will guide investment of future funding.



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Cllr Jo Rust

- On 29th November 24 the Council is launching its Homelessness and Rough Sleeping Strategy. Projects including Boost, On Track and the Visitor Economy Network initiative will be promoted at the launch showcasing their contribution to raising aspirations and improving access to skills development. Continued support for these types of initiatives is important to boost the local economy.

Nova Fairbank

- Norfolk Chambers of Commerce is currently surveying the wider business community ahead of The Big Debate in February. This is still open but the four front running topics that businesses want to talk about are skills, health and well-being, perception of Norfolk, and business growth support. These are useful to consider when looking at what that future of investment.

Michael Ruston

- Advised about spreadsheets held on coach operators visiting Hunstanton. In this year alone, 175 different coach operators have been seen in Hunstanton, of which 54 are new. Coach parking is important to support this in King's Lynn too.

Cllr Simon Ring

- Advised that parking spaces for coaches is covered in the borough council's car parking strategy.

ACTIONS:

- Presentation to be sent with minutes of meeting.
- Funding update video to be place on the Borough Council website.
- Invite representative from Platform 30 to November 25 meeting.

No other business raised.

Next meeting planned for November 2025.



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