

**MINUTES OF THE MEETING OF THE
PROMOTION AND DEVELOPMENT COMMITTEE
HELD ON TUESDAY 12TH JULY, 2016 AT 7.00 PM
HELD IN THE COUNCIL CHAMBER, NORTH LODGE, CROMER**

Present:-

Chairman – Cllr. J. Frosdick, Vice-Chairman – Cllr. R. Leeds,
Cllr. T. Adams, Cllr. P. Harris , Cllr. A. Yiasimi, Jason Bell – Town Crier,
Sam Grout – Chamber of Trade and Tony Nash – Twinning Association.

Julie Chance MILCM – Town Clerk.

1. MINUTES OF THE MEETING HELD ON 7TH JUNE 2016

The Minutes of the meeting, having been circulated, were taken as read, **AGREED** and signed by the Chairman.

2. DECLARATIONS OF INTEREST AND REQUESTS FOR DISPENSATIONS

Declarations of interest were received from Cllr. R. Leeds in respect of any PA matters.

3. APOLOGIES FOR ABSENCE

Apologies for absence were received from Cllr. B. Stibbons – Holiday,
Cllr. G. Smith – Unwell, Jo Artherton – Pier and Peter Stibbons.

4. PUBLIC PARTICIPATION

No members of the public were present at the meeting.

5. MARRIAGES

5.1 Ceremony bookings list attached.

6. FIREWORK EVENT

6.1 No report given.

7. CHRISTMAS EVENT

7.1 The Chairman reported that the arrangements are going very well. The Clerk has circulated the Minutes of the last meeting.

8. REPORTS FROM REPRESENTATIVES

- 8.1 Chamber of Trade:-** Sam Grout reported that the Norfolk Show was a great success. The Chamber of Trade has been split into working groups and one of the working groups is dealing with promotion of the town. It is hoped that they can work together with other organisations in Cromer to achieve the desired effect. The Chamber of Trade would like to find some spaces around town where information signage can be erected directing people around the town more effectively. There have been some complaints that the traders close at 4.00 pm which is not the case. The website is there for the traders to upload items of interest for the town. It was reported that Henry's has achieved 10,000 customers in the three months that they have been opened. Sam **AGREED** to email the Clerk the dates for the Chamber of Trade meetings in order that the Cromer Town Council representative can attend.
- 8.2 Cromer in Bloom:-** No report given.
- 8.3 Cromer Pier:-** Report attached.
- 8.4 Cromer VEO:-** No report given.
- 8.5 RNLI:-** Cllr. Leeds reported that the RNLI have had their coastal review meeting. The date for this year's Lifeboat Day is Sunday 31st July. It was **AGREED** that the Cromer War Memorial, Christmas Events Committee and Promotion of Cromer will be sharing a stall on Lifeboat Day.
- 8.6 NNDC Tourism:-** The Clerk reported that Michelle Burdett from North Norfolk District Council will be attending the next meeting.
- 8.7 Town Crier:-** Jason reported that he attended the Armed Forces Day and was on the Pier to greet the two ladies who walked from Little Massingham to Cromer. This was a total of 52 miles and the ladies set out at 4.00 am and arrived at 8.30 pm on the pier. Jason has attended a competition in Tetbury and was officially placed 4th. Jason will be attending the Cromer Carnival again this year.
- 8.8 Twinning:-** Report attached.

9. OTHER EVENTS

- 9.1 Promotion of Cromer:-** The Chairman reported that the Norfolk Show went very well and the he would like the Promotions Committee to look at doing the Norfolk Show and other local events next year. In order to attend shows further afield a budget will need to be set to cover volunteers expenses and overnight accommodation. More volunteers are needed for next year. It was reported that the zip on the bag the gazebo came in is broken. It was **AGREED** that the Clerk would liaise with the company who produced the gazebo and negotiate a good price for the heavier duty bag bearing in mind that the gazebo is less than a year old. It was **AGREED** that the Clerk would also try and negotiate an extension strip for the gazebo.
- 9.2 Queen's Birthday Commemorative Plaque:-** The Clerk reported wording that needs to be used on any commemorative plaque. It was felt that the plaque should not be placed on the heritage lighting columns in the Churchyard and

the Clerk will check with the Parish Church whether it can be placed on one of the pillars at the front entrance.

10. OTHER PUBLICITY MATTERS

10.1 Blue Plaques:- The Clerk confirmed that the listed buildings consent is in hand and once this has been received she will order the plaques.

10.2 Community Assets:- This matter will be placed on the next agenda for an update from Cllr. Adams and Cllr. Frosdick. It was **AGREED** that the Clerk would write to Morrisons and ask that the area around the old railway building be cleaned up as it is becoming an eyesore. The Clerk will also mention the cable ties that are left on the railway track following the removal of their banners.

11. CORRESPONDENCE & CIRCULARS

11.1 Email – Kate Royall:- The Clerk read an email received from Kate Royall stating that she is now working freelance if Cromer Town Council needs any PR, marketing and social media support.

11.2 Red Ensign for Merchant Navy Day:- It was **AGREED** that the Red Ensign would be flown on Merchants Navy Day 3rd September 2016.

12. DATE OF NEXT MEETING

The date of the next meeting was noted as 30th August, 2016.

There being no other business the Chairman closed the meeting at 7.40 pm.

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Chairman

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Date

deputy@cromer-tc.gov.uk

From: Jo Artherton <JArtherton@cromerpier.co.uk>
Sent: 12 July 2016 11:15
To: deputy@cromer-tc.gov.uk
Subject: RE: Agendas

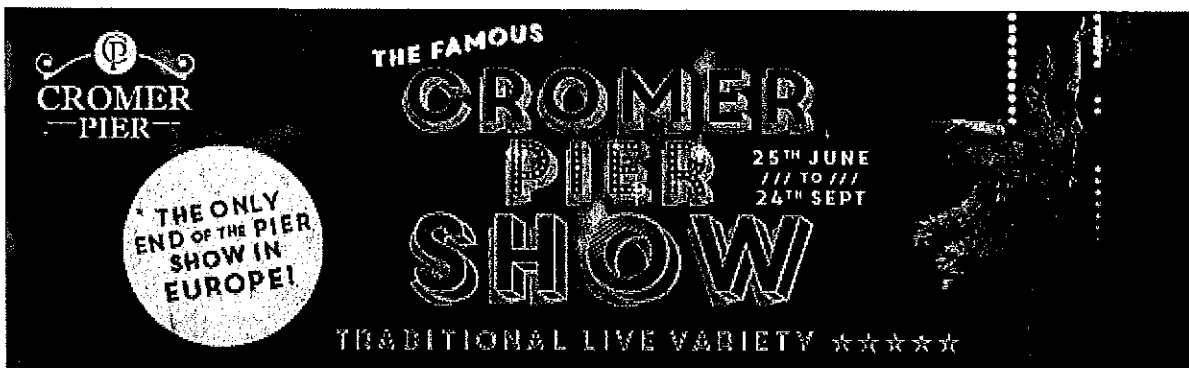
Hi Janet,

Please accept my apologies for this evening's meeting. I have provided an update for Cromer Pier below:

- The summer show is in full swing now, receiving great reviews from press and audiences. We would like to thank everyone for their continued support and help in promoting the summer show.
- We have a summer Open Day on Saturday 23rd July, which everyone is welcome to attend. Our Open Day will include theatre tours at 1pm and 2pm and an outdoor performance from the cast (weather permitting).
- On the same day (Saturday 23rd July) we have BBC Radio 4's Saturday Live programme being broadcast live from our theatre. If anyone is interested in being an audience member they can apply for tickets on the BBC's website: http://www.bbc.co.uk/showsandtours/shows/saturday_live_2jul16 The show is on from 9am-10:30am. Audiences will need to be arriving from 8am.

Thanks & regards

Jo Artherton
General Manager
Cromer Pier & Pavilion Theatre
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From: deputy@cromer-tc.gov.uk [mailto:deputy@cromer-tc.gov.uk]
Sent: 06 July 2016 09:06
To: deputy@cromer-tc.gov.uk
Subject: Agendas

Please see attached agendas.

Kindest regards
Janet Warner MILCM

Cromer Twinning Association

Report to Cromer Town Council Promotions Committee

12th July 2016

May I, on behalf of the Cromer Twinning Committee, thank the Town Council for their generous contribution to the recent visit of our twin towns of Crest and Nidda, also our friends from Ponte San Nicolo in Italy.

The visit was very successful, although we learned several things which, should we do anything similar in the future, that we will bear in mind when considering a programme for the visitors.

I also wish to thank the Mayor Tim, Deputy Mayor John and other members for their help over the weekend, and that includes Cllr Jen Hamilton Emery and her husband for hosting some French people.

We shall be holding an EGM later this month to discuss the way forward. Your committee is struggling with six members, most of whom have been on the committee for several years. The health and age of some of them is advancing, together with various health problems. This does not reduce their ambition for the idea of Town Twinning, but it does increase their physical inability to do what we did when we were younger.

As I say the reason is to examine where we go from here. We have been invited to Crest in early June 2017, together with Nidda and Ponte San Nicolo, also Dobra in Poland and Medvod in Slovenia. These towns are also twinned with Crest, and the visit has the potential of being a big event. The theme is Youth and their contribution to society, part of the European Union programme for twinned towns.

Our initial reaction is one of us participating with the event, and we shall endeavour to find a local youth group who would be willing to represent the youth of Cromer. In that regard we do need help with this and would dearly love the Town Council to assist us with that ambition. Whilst we acknowledge the contribution of Cllr Yiasimi on the committee, we are asking for more members to come and assist us on the committee. We would need to fund the transportation of the young people and possibly contribute to their accommodation in Crest. The total number of people invited from each town is 20, which I assume includes the young people.

So I invite members of this committee to come to the meeting on the 28th of this month at the Community Hall and to take part in the discussions.

Thank you.

Tony Nash, Hon Secretary.

CEREMONIES 2016/2017

Chingford	Sat 09 April 2016	£350.00	3pm
W Ronton	Sat 07/05/2016	£350.00	2pm
Cromer	Thurs 19 May 2016	£300.00	4pm
Sheringham	Sat 21 May 2016	£350.00	11am
Cambridge	Tues 31 May 2016	£350.00	2pm
Cromer	Weds 01 June 2016	£300.00	12noon
Chelmsford	Fri 03 June 2016	£350.00	11am
St Albans	Sat 04 June 2016	£350.00	3pm
Lessingham	Sat 11 June 2016	£350.00	11am
North Walsham	Sat 02 July 2016	£350.00	3pm
Sheringham	Fri 29/07/2016	£300.00	12noon
Norwich	Sat 30 July 2016	£350.00	11am
Watford	Sat 30 July 2016	£350.00	1pm
Weybourne	Thurs 04 August 2016	£350.00	1pm
Holt	Sat 06 August 2016	£350.00	1pm
London	Tues 09 August 2016	£350.00	2pm
Cromer	Sat 03 September 2016	£300.00	3pm
Sheringham	Sat 24 September 2016	£350.00	1pm
Roughton	Sat 24 September 2016	£350.00	3pm
Southrepps	Fri 21 October 2016	£350.00	12noon
Chelmsford	Sat 22 October 2016	£350.00	12noon
Cromer	Sat 05 November 2016	£300.00	2pm
Eye	Fri 13 January 2017	£350.00	2pm
Leics	Sat 11 Feb 2017	£350.00	4pm
	TOTAL INCOME FOR		
	YEAR	£7,850.00	

CEREMONIES 2017/2018

TBC	Fri 02 June 2016	£300.00	5.00pm
Ely	Sat 10 June 2017	£350.00	1pm
Mundesley	Sat 15 July 2017	£350.00	2pm
Cambridge	Sat 16 June 2017	£350.00	3pm
Stalham	Sat 05 August 2017	£350.00	1pm

2001/02	20 Marriages	2009/10	21 Ceremonies
2003/04	27 Marriages	2010/11	15 Ceremonies
2004/05	24 marriages	2011/12	15 Ceremonies
2005/06	24 Ceremonies	2012/13	23 Ceremonies
2006/07	30 Ceremonies	2013/14	19 Ceremonies
2007/08	17 Ceremonies	2014/15	28 Ceremonies
2008/09	23 Ceremonies	2015/16	32 Ceremonies
		2016/17	24 ceremonies