

**MINUTES OF THE MEETING OF THE PROMOTION AND DEVELOPMENT COMMITTEE**  
**HELD ON TUESDAY 30<sup>TH</sup> AUGUST, 2016 AT 7.00 PM**  
**IN THE COUNCIL CHAMBER, NORTH LODGE, OVERSTRAND ROAD, CROMER**

**Present:-**

Chairman – Cllr. J. Frosdick, Vice-Chairman – Cllr. R. Leeds,  
Cllr. B. Stibbons, Cllr. A. Yiasimi, Jim Bond, Sam Grout and Peter Stibbons.

Michelle Burdett – North Norfolk District Council.

Julie Chance MILCM – Town Clerk.

**1. MINUTES OF THE MEETING HELD ON 12<sup>TH</sup> JULY 2016**

The Minutes of the meeting held on 12<sup>th</sup> July 2016, having been **AGREED** by Full Council on 18<sup>th</sup> July 2016, were 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 System matters.

**3. APOLOGIES FOR ABSENCE**

Apologies were received from Cllr. T. Adams, Cllr. P. Harris, Cllr. G. Smith, Jo Artherton and Gary Dickenson.

**4. PUBLIC PARTICIPATION**

None.

**5. MARRIAGES**

**5.1** List of ceremonies attached.

**6. FIREWORK EVENT**

**6.1** Jim Bond reported that the Firework Committee will be holding a meeting at the end of the month. Peter Stibbons said that it was difficult to inform the public about the cancellation of the Carnival fireworks and this should be borne in mind when dealing with the New Year day fireworks. Jim Bond confirmed that the contractor will be invited to a meeting which will be attended by all the organisations involved in the New Year day fireworks. This meeting will be held in October.

## **7. CHRISTMAS EVENT**

- 7.1 The Clerk circulated the most recent minutes. It was reported that all the arrangements are in hand. The Chairman said that help is needed at the Parish Church on Wednesday 30<sup>th</sup> November to get the boards down from the gallery ready for the festivals. The Clerk and Chairman will be at the Parish Church at 8.00 am.

## **8. REPORTS FROM REPRESENTATIVES**

- 8.1 **Chamber of Trade:-** Sam Grout reported that the Chamber of Trade have not had a meeting during August. The Chairman thanked Gary Dickenson and said it was nice working with him during the Carnival. Peter Stibbons reported that there has been good feedback on the Sheringham and Cromer Websites. Facebook Thisiscromer: 1,693 reached, 28 likes, with stills and piece on Friends of Cromer Museum events from Saturday 27<sup>th</sup>. Facebook Thisiscromer: 2,796 reached, 87 likes, 11 shares with stills Crab and Lobster auction and pier fishing from Sunday 28<sup>th</sup>. Carnival videos (run from Poppyland Publishing site but embedded in other sites):-  
Youtube Carnival Day 2,663 views.  
Youtube Carnival Sunday 1,693 views.  
Total for six Carnival videos on Youtube 7,213.
- 8.2 **Cromer in Bloom:-** Jim Bond reported that Cromer in Bloom have some enthusiastic new volunteers. The Committee thanked the volunteers and congratulated them on the new planting at the bus station.
- 8.3 **Cromer Pier:-** Report attached.
- 8.4 **Cromer VEO:-** It was reported that the 2016 Carnival was one of the most successful and very well attended. The Chairman said that he and the Mayor thoroughly enjoyed their time during the Carnival and would like to thank all involved in the organisation.
- 8.5 **RNLI:-** Cllr. Leeds reported that the Lifeboat Day was a great success. The boathouse is receiving between 600 and 1000 visitors daily.
- 8.6 **Michelle Burdett – NNDC Tourism:-** Report attached. Peter Stibbons enquired how much funding the Deep History Coast Project had received to date and how much has been applied for in total. He also enquired who was leading the project at North Norfolk District Council. Michelle Burdett reported that the name on the funding application was Rob Young but the project was being run by several officers. The funding that has been applied for is £1.9/£2M with an initial sum received of £10,000 to develop the idea. Peter Stibbons enquired whether the documentation on the funding application was available to the public. Michelle Burdett replied that it was not but she would send the paperwork from the community engagement event held at North Lodge to the Clerk for distribution. Peter Stibbons stressed that it was important that the Deep History Coast project involved Cromer Museum and felt that a model of the Mammoth should be situated in

the front of the museum. Peter Stibbons will speak directly to Rob Young concerning this project.

**8.7 Town Crier:-** No report given.

**8.8 Twinning Association:-** No report given.

**8.9 Cromer Museum:-** Peter Stibbons reported that the mini history day was very successful. The winter exhibition of Olive Edis will be held in Norwich and a book on her work will have been published.

## **9. OTHER EVENTS**

**9.1 Promotion of Cromer:-** Minutes attached. It was reported that the Royal Norfolk Show is not taking bookings until October/November. The Deputy Clerk is dealing with this matter and will be calling another meeting shortly. The Clerk reported that the Deputy Clerk was able to obtain a discount on the new bag and extra strip for the gazebo. The Chairman noted a vote of thanks for the Deputy Clerk's hard work in this matter.

**9.2 Queen's Birthday Commemorative Plaque:-** The Clerk reported that she and the Chairman have met with Alison Orsborne from the Parish Church to discuss the most appropriate site for the proposed plaque. Following lengthy discussion, it was **AGREED** that this matter would be referred back to Full Council for an explanation of why the plaque was agreed in the first instance.

**9.3 Merchant Navy Day:-** The Clerk reported that the flag for Merchant Navy Day will be raised on Saturday 3<sup>rd</sup> September at 9.00 am at the flagpole in the Parish Church grounds. Light refreshments will be served in the parish hall following the raising of the flag.

## **10. OTHER PUBLICITY MATTERS**

**10.1 Blue Plaques:-** The Clerk reported that the listed building consent has been discussed at a Planning Committee but the decision has not yet been received. Once the decision is received the Clerk will order the plaques and a special meeting will be called to make arrangements for the erection and unveiling of the plaques.

**10.2 Community Assets:-** It was **AGREED** that this matter will be placed on the next agenda for an update.

**10.3 Cemetery Chapel:-** Following lengthy discussion concerning possible use of the chapel for events, it was **AGREED** that there is no capacity within the office to take on the extra work that arranging and promoting events will create. It was **AGREED** that no further action would be taken in this matter at present.

**10.4 Litter Pick:-** The Clerk reported that the Deputy Clerk has organised a community litter pick on Saturday 17<sup>th</sup> September at 11.00 am.

**11. CORRESPONDENCE AND CIRCULARS**

- 11.1 Old Station House:-** The Clerk confirmed that she had written to Morrisons concerning the condition of the area at the Old Station House but to date has not received a reply. It was reported that Morrisons has improved the area. It was **AGREED** that no further action would be taken in this matter.
- 11.2 Mundesley Area Guide:-** It was **AGREED** to share a full colour page with the VEO at a cost of £115 once again this year if the VEO also agree. This advert will be to advertise weddings at North Lodge.
- 11.3 Wedding – Thank you Letter:-** The Clerk read an email received from a couple who have recently had their wedding at North Lodge. They said they could not have been made to feel more welcome. Noted.
- 11.4 2017 Calendar:-** Peter Stibbons said that a calendar should be produced of all the events in Cromer. This calendar should be circulated in the town. The Clerk expressed concern that there is no spare capacity in the office at present to take on a project such as this. It was **AGREED** that this project would be actioned in the future. The Clerk said that this may be some time into the future due to the heavy workload in the office at present.

**12. DATE OF NEXT MEETING**

The date of the next meeting was noted as 4<sup>th</sup> October, 2016.

**There being no other business the Chairman closed the meeting at 8.02 pm.**

.....  
**Chairman**

.....  
**Date**

**NOTES FROM MEETING OF PROMOTIONS WORKING GROUP HELD ON  
21 JULY 2016 TO DISCUSS THE PROMOTION OF CROMER AT  
THE ROYAL NORFOLK SHOW**

Present: CTC: John Frosdick, Richard Leeds, Julie Chance, Janet Warner  
Chamber of Trade: Gary Dickinson  
Cromer Pier : Debs Lewis  
Bittern Line : Chris Wood

**1. Apologies for absence**

Received from Peter Stibbons, Jo Artherton and Sam Grout

**2. Feedback from Royal Norfolk Show**

All present thought that the stand was very well received by visitors to the show. It was felt that the stand benefited from being on the outside of the Enjoy a Day Out area as there were more people walking along the main driveways than actually going into the area. It was thought that the entrances to the area were not very well signposted and that maybe there should be more banners. It was agreed that the crab was a great attraction for children and drew people to the stand and thus engagement with parents/carers followed. The crab recipe postcards were very popular and lots of people signed up for the grand draw. Details are being collated for Chamber of Trade members. It was noted that Cromer Academy would like to get involved next year.

**3. Suggestions for future events**

Look into costs of booking a larger area to represent Cromer with either a large marquee or individual gazebos. A 12m x 12m corner pitch would be ideal. Participants to invite include CTC, Chamber of Trade, Cromer Pier, Cromer RNLI, Cromer Academy, Cromer VEO, Surf School. Ask whether Hughes will provide a big screen. Use baskets to hold goods being distributed. More volunteers needed to man the stand. It was agreed to contact the RNS for prices for 2017 and to provisionally book a 12m x 12m corner pitch.

**4. Grand Draw**

It was agreed to hold the presentation to the winner at 1.30pm on Monday 01 August at the bottom of The Gangway. John will let the press know. Debs will bring the prizes. Everyone involved and who donated prizes will be invited to attend.

John thanked everyone involved for all their hard work in making the event such a success.

**From:** Jo Artherton <JArtherton@cromerpier.co.uk>  
**Sent:** 30 August 2016 15:58  
**To:** deputy@cromer-tc.gov.uk  
**Subject:** Cromer Pier report for Promotions Meeting 30th August

Dear Janet,

Here's my report for tonight's meeting:

Summer show – is going tremendously well, with higher audience figures for each show, compared with previous years.

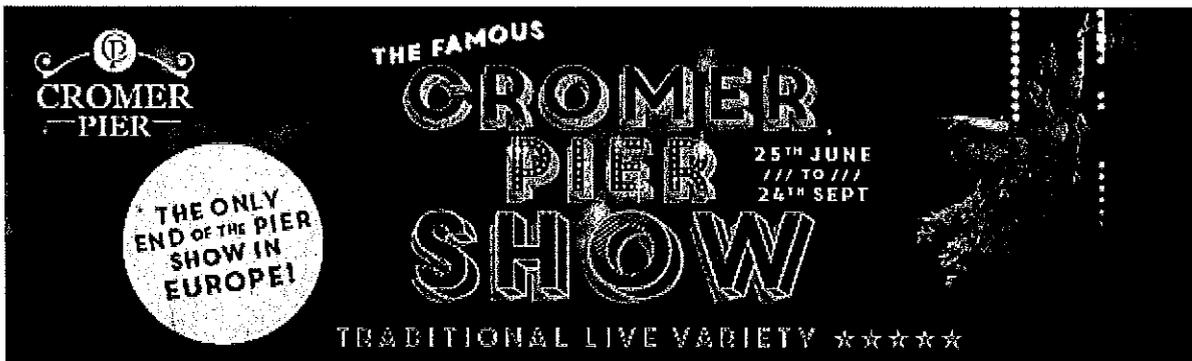
The Christmas Show is selling very well too.

We have had a bumper summer so far, with more footfall onto the pier. We have noticed more people about in general this year.

We have a new Senior Operations Manager who started last week, his name is Paul.

Thanks

Jo Artherton  
General Manager  
*Cromer Pier & Pavilion Theatre*  
*Promenade, Cromer*  
*Norfolk NR27 9HE*  
*Office: 01263 512281*  
*Box Office: 01263 512495*  
[www.cromerpier.co.uk](http://www.cromerpier.co.uk)



Openwide Coastal Ltd is a company registered in England and Wales. Registered office: East House, 109 South Worple Way, London SW14 8TN. Reg No. 6509920

**CEREMONIES 2016/2017**

Chingford	Sat 09 April 2016	£350.00	3pm	Aisle & Duo
W Rurton	Sat 07/05/2016	£350.00	2pm	Aisle
Cromer	Thurs 19 May 2016	£300.00	4pm	Horseshoe
Sheringham	Sat 21 May 2016	£350.00	11am	Aisle & Duo
Cambridge	Tues 31 May 2016	£350.00	2pm	Aisle & Duo
Cromer	Weds 01 June 2016	£300.00	12noon	Aisle
Chelmsford	Fri 03 June 2016	£350.00	11am	Aisle & Duo
St Albans	Sat 04 June 2016	£350.00	3pm	Aisle & Duo
Lessingham North	Sat 11 June 2016	£350.00	11am	Horseshoe Ramp
Walsham	Sat 02 July 2016	£350.00	3pm	Aisle & Duo
Sheringham	Fri 29/07/2016	£300.00	12noon	Aisle & Duo
Norwich	Sat 30 July 2016	£350.00	11am	Booking form awaited
Watford	Sat 30 July 2016	£350.00	1pm	Aisle & Duo
Weybourne	Thurs 04 August 2016	£350.00	1pm	Horseshoe
Holt	Sat 06 August 2016	£350.00	1pm	Aisle
London	Tues 09 August 2016	£350.00	2pm	Horseshoe & Duo
Cromer	Sat 03 September 2016	£300.00	3pm	Aisle
Sheringham	Sat 24 September 2016	£350.00	1pm	Aisle & Duo
Roughton	Sat 24 September 2016	£350.00	3pm	Aisle & Hearing loop
Southrepps	Fri 21 October 2016	£350.00	12noon	Aisle
Chelmsford	Sat 22 October 2016	£350.00	12noon	Horseshoe
Cromer	Sat 05 November 2016	£300.00	2pm	Aisle
Eye	Fri 13 January 2017	£350.00	2pm	Horseshoe
Leics	Sat 11 Feb 2017	£350.00	4pm	Aisle
<b>TOTAL INCOME FOR YEAR</b>		<b>£8,150.00</b>		

**CEREMONIES 2017/2018**

	Fri 12 May 2017	£350.00	5pm	
Cromer	Fri 02 June 2016	£300.00	5pm	
Ely	Sat 10 June 2017	£350.00	1pm	Horseshoe & Duo
Cambridge	Fri 16 June 2017	£350.00	3pm	Aisle & Duo
Mundesley	Sat 15 July 2017	£350.00	2pm	Aisle & Duo
Stalham	Sat 05 August 2017	£350.00	1pm	Horseshoe
Cromer	Sun 27 August 2017	£300.00	3pm	Aisle
Sheringham	Sat 09 Sept 2017	£350.00	2pm	Aisle
Stamford	Mon 30 October 2017	£350.00	1pm	Aisle & Duo
Fleggburgh	Sat 28 July 2018	£350.00	2pm	

2001/02	20 Marriages	2011/12	15 Ceremonies
2003/04	27 Marriages	2012/13	23 Ceremonies
2004/05	24 marriages	2013/14	19 Ceremonies
2005/06	24 Ceremonies	2014/15	28 Ceremonies
2006/07	30 Ceremonies	2015/16	32 Ceremonies
2007/08	17 Ceremonies	2016/17	24 ceremonies
2008/09	23 Ceremonies	2017/18	9 Ceremonies
2009/10	21 Ceremonies	2018/19	1 ceremony
2010/11	15 Ceremonies		

#### Visit North Norfolk

- \* stats in relation to website hits, social media followers and promotional impact continues to rise. This aligns well with a very busy summer season, with many people staying in the UK to holiday.
- \* the 6 mini films, intended to be shared on social media and are 'snackable' have been completed and see increasing views on YouTube, these include 'how to moor a boat', 'how to spot clouds' and 'how to build a sandcastle' and are all intended to drive traffic to the website and highlight what NN has to offer. This is part of a campaign called 'Nip to North Norfolk'
- \* membership remains strong, with a new company H2Creative recently recruited to bring on board new members
- \* a new 'monthly marketing memo' has been initiated and had been very well received; it offers support to members and offers case studies of best practice,
- \* national PR material has been seen in the Yorkshire Post, the Guardian, The Express and AOL.
- \* a networking event will take place for members and non members on the 28th September.

#### Deep History Coast

- \* NNDC was successful (in partnership with Norfolk County Council, Norfolk Museums Service, AONB, Norfolk Trails etc) in an application to DCLG for £10k to draw together a Coastal Community Team and to provide a feasibility for a full funding application.
- \* the Coastal community team lead by NNDC submitted an application to develop the Deep History Coast, delivering a living landscape museum, a virtual geology hub, 10 specific locations connected by walking trails and sites of interest requesting £1.9m. this is an Outline Application stage. If NNDC is successful at this point (a decision will be made by end of September) we will have to submit a Full Application by Christmas.

#### DEFRA Application

- \* a recent funding stream has been promoted by defra - NNDC is working with Cllr Hilary Cox to draw together an application (time allowing) for a seafood related food trail

---

From: clerk@cromer-tc.gov.uk [clerk@cromer-tc.gov.uk]  
Sent: 02 September 2016 10:09