

CABINET MEMBERS REPORT TO COUNCIL

24 September 2015

COUNCILLOR PAUL BEAL - CABINET MEMBER FOR COASTAL AND TOURISM

For the period July to 16 September 2015

1 Progress on Portfolio Matters.

1. Earlier this year, the Borough Council has submitted to government an application for £10,000 to set up a Coastal Community Team in Hunstanton. The application was successful and the Team established under the Chairmanship of Cllr Beal. Its first meeting was held in August.

In September, the Borough Council on behalf of the Coastal Community Team, submitted a bid for £50,000 to the government's Coastal Revival Fund to undertake a feasibility study into the creation of a marine lake in Hunstanton.

2. Visits to the tourism website – visitwestnorfolk.com are 18% up for 2015 compared with 2014.

The Borough Council's Tourism team and Web team are currently working on developing a new version of the website. Although around 60% of users already view the website on mobile phone and tablets, will be a fully responsive site which search engines are increasingly favouring.

The tourism team have started work on the 2016 editions of the West Norfolk Holiday Guide and the Where To Go & What To Do in West Norfolk which will both be published for distribution in January 2016.

3. The Environment Agency water tests for Hunstanton during the season have resulted in several test results below the "Excellent" standard required to achieve the Blue Flag for the 2016 season. Unfortunately we have not achieved a blue flag for next year.
4. The new flood gates in Hunstanton were used for the first time during the high tides and worked very well in August was the month, this proved valuable exercise and training and a time of 20mins was achieved to secure the Promenade.

5. Footgolf has been a successful new addition to the offer on the Pitch and Putt area with numbers for Pitch and Putt and Footgolf up by 28% compared to the 2014 season when only Pitch and Putt was available.
6. The Borough is supplying a xmas tree base for the Princess Theatre to supply their own tree and lights.
7. Income from Hunstanton car Parks so far this year is up by £28,000

2 Meetings Attended and Meetings Scheduled

Meeting with O Paparega about coastal community's Fund
Meeting with T Humphries with regard to tourism web site

Meetings in August

9th Cabinet Sifting & Coast and Tourism update in C\B Office

14th Cabinet Sifting

17th Hunstanton town council

24th Full Council