

## **CABINET MEMBERS REPORT TO COUNCIL**

**25 JUNE 2015**

### **COUNCILLOR PAUL BEAL - CABINET MEMBER FOR COASTAL AND TOURISM**

For the period May to 17 June 2015

#### **1 Progress on Portfolio Matters.**

I would like to thank the Leader of the Council for inviting me to join Cabinet with responsibility for Coastal and Tourism matters.

On the 2<sup>nd</sup> of June I met with Officers from Regeneration and Resort to begin to discuss issues around my Portfolio areas, I was particularly interested in.

The results of a substantial Heritage Lottery fund bid for Hunstanton which was made through the Hunstanton Regeneration Group are expected later this month.

The recent improvement to the flood barriers in Hunstanton.

Works are underway to improve the toilets in the Cliff Top car park at Hunstanton.

New fingerpost pedestrian signposting has been ordered for Hunstanton town centre and are due for installation before the summer school holidays.

Hunstanton has been very successful in the Britain in Bloom competition winning the award for the Best Coastal Town in the UK in 2015. I would like to thank Cllr Elizabeth Watson for her work with In Bloom and hope that with the local groups we can continue to meet these high standards. I will be meeting with the Council's grounds staff in the next few weeks to learn about the service.

#### **2 Forthcoming Activities and Developments.**

The tourism team are starting to work with the ICT team on modifying our visitor website [www.visitwestnorfolk.com](http://www.visitwestnorfolk.com) to improve how it can be used on mobile devices which will assist with major search engine rankings. Work is also taking place to start development of a new mobile phone APP for visitors to West Norfolk.

The tourism team will soon be starting to work on production of the main holiday guide for 2016.

### **3 Meetings Attended and Meetings Scheduled**

2 June 2015 – Meeting with Council Officers  
10 Meeting with Gov Officers on the Coastal Community Teams  
10 Cabinet  
15 Tweet up (the benefits on tweeting in tourism)  
17 June 2015 - West Norfolk Tourism Forum – Executive Committee. Main issues covered were presentation and discussion of the work of Visit Norfolk, development of West Norfolk Destination Management Plan and report on marketing activities undertaken since March.

18 June 2015 – Visit North Norfolk Coast and Countryside – Board meeting  
19 Hunstanton Full Council  
22 Meeting with Chris Bamfield  
23 Regeneration Meeting