

## **CABINET MEMBERS REPORT TO COUNCIL**

**12 April 2018**

**COUNCILLOR PETER HODSON - CABINET MEMBER FOR PERFORMANCE AND ECONOMIC DEVELOPMENT**

For the period 23 February to 3 April 2018

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

In January and February footfall in King's Lynn town centre was down compared to last year, but we are faring better than the national average. The Beast from the East had a dramatic effect on March footfall for the month to date. The national situation has been reflected nationally with a number of retail chains under pressure including New Look, M&S, and Prezpos, although all are performing well in King's Lynn.

Early discussions are taking place with the King's Lynn BID and the Vancouver Quarter for a campaign to increase footfall levels.

In conjunction with the BID a Farmers Market has been organised for Saturday 14 April 2018 on the Saturday Market Place.

I am working with officers to look at improvements and replacement for Christmas lights. Most of the current lights are 14 years old, any new lights will be more energy efficient and help to enhance town centres at a crucial time of the year for retailers. Discussions are taking place with the King's Lynn BID who are keen to enhance the council's investment.

With Lincolnshire County Council and Fenland District Council the borough is a partner in a grant application to the Coastal Communities Fund for an initiative to increase water based tourism under the "Sail the Wash" banner. If successful, the application will help to improve physical arrangements for vessels and improve marketing and promotion. Further applications under the Coastal Communities programme are being considered for future funding rounds.

### **2 Meetings Attended and Meetings Scheduled**

Cabinet Sifting  
Portfolio Meetings  
Mayor's Business Award

BID meeting

Cabinet

Ely Task Force meeting

Martin Chisholm ( Markets )

Jason Richardson ( Hunstanton Coastal Communities Team (HCCT))

Ostap Paparega ( Grant Funding )

Norfolk Chamber Of Commerce

A47 Alliance Meeting

HCCT Hunstanton

Becky Box

Brian Long

Paul Harrison

Jason Richardson

Freebridge ( Town Hall )