



# NORTH WALSHAM TOWN COUNCIL

## Minutes of the Events & Tourism Working Group Meeting

held on Thursday 7 November 2024, Cedar House, New Road,  
North Walsham NR28 9DE

**Present:**

**Town Councillors:** Cllr Wright, Cllr Seward

**Town Clerk:** Wendy Murphy

**Members of Public:** Jasmine Dewbery (Chair, Assistant to the Town Clerk), Jess Page (Finance Administrator), Claire Smith-Hawkins (Vice Chair), Liz Hobs

The meeting opened at 18:30

**1. APOLOGIES FOR ABSENCE**

None as this is the first meeting.

**2. DECLARATIONS OF INTEREST**

Personal interests: Cllr Seward (North Walsham In Bloom)

Pecuniary interests: Cllr Wright (Sunday Markets)

**3. TO APPOINT CHAIR AND VICE CHAIR**

Agreed that the Chair doesn't need to be a Councillor. With all in favour, it was **RESOLVED** that **Jasmine Dewbery will be Chair, and Claire Smith-Hawkins will be Vice Chair.**

**4. TO ACCEPT TOR**

To be submitted to Full Council with the following amendments.

- Discuss promoting North Walsham across North Norfolk.
- This group will also facilitate the town maps and leaflets.
- Members will be 'invited' and not 'summoned'.

**5. TO DISCUSS AND AGREE HOW THE PUBLIC WILL BE ASKED TO JOIN THIS GROUP**

A presentation will be made at the Annual Town Meeting that is held in May every year with information on joining this working group. Use Facebook polls to gain market research from the Public.

**6. TO RECEIVE ASSISTANT TO THE CLERKS REPORT AND CONSIDER AND DISCUSS ANY UPDATES**

Cllr Wright advised that the Sunday Market runs all year without a break. We need to encourage the stall holders to share and promote the Sunday Markets. Also consider more advertising, local newspapers, leaflets etc.

Initials.....

Date:.....



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Recommendation that we have an ‘events’ stall on the Thursday market and car boot sales with posters, leaflets and information about our upcoming events.

Other forms of advertising suggested were, using QR codes, getting an Instagram account and using the site ‘Nextdoor’.

### 7. TO DISCUSS AND MAKE A RECOMMENDATION FOR MONTHLY SUNDAY MARKETS 2025

Discussed option to change the day, however Cllr Wright suggested that we might lose our existing vendors due to their other commitments.

Recommendation to rebrand the Food & Craft Markets held on the last Sunday of every month to ‘Artisan’ market, this could broaden the scope of traders and potential buyers.

Cllr Seward suggested a rebranding campaign budget of £2k to be agreed by Full Council.

We would aim to get an EDP article (along with the more local papers) regarding the rebrand in Spring 2025, along with a leaflets and banners.

### 8. TO DISCUSS AND MAKE A RECOMMENDATION FOR STREET FEASTS 2025

Recommendation to Full Council that there be one Street Feast style event in the Summer 2025 (amalgamating the previously submitted NW Picnic Party’ proposal) with fresh new music artists and entertainment, along with picnic area. Full costings/budget request/in depth proposal to be drafted and then taken to Full Council.

### 9. TO DISCUSS PROPOSALS FOR NEW EVENTS 2025

Agreed that all four previously proposed events were good ideas but need draft costings/budget request/in depth proposals to be taken to Full Council. (Including any equipment, staffing costs and number of volunteers.)

Specifically agreed that any busking/live music would need to be quality controlled with an audition process.

Recommendation for Full Council to purchase 2-3 small gazebos to be used in a ‘rent-a-stall’ situation for any of our events. We already have tables and chairs.

Agreed to increase advertising when events confirmed.

Discussed feasibility/difficulty of closing Market Street to include those businesses in the events, eg, Street Feasts. Alternative routes would need to be sought for Highways.

### 10. TO ITEMS FOR NEXT AGENDA/LATE ITEMS FOR DISCUSSION ONLY

### 11. DATE OF NEXT MEETING

The next meeting 7<sup>th</sup> December Time: 6.30pm

The meeting closed at 19:35

Initials.....

Date:.....