



NORTH WALSHAM TOWN COUNCIL

Minutes of the Events & Tourism Working Group Meeting

held on Thursday 9th January 2025, Cedar House, New Road,
North Walsham NR28 9DE

Present:

Town Councillors: Cllr Wright, Cllr Seward

NWTC Employees: Jasmine Dewbery (Chair, Assistant to the Town Clerk)

Members of Public: Claire Smith-Hawkins (Vice Chair), Debbie Paradise (North Walsham Community Network), Matt Smith (North Walsham Play), Paul Robinson (North Walsham Community Network & Good Neighbours)

The meeting opened at 18:30

1. APOLOGIES FOR ABSENCE

Wendy Murphy (Town Clerk), Representative from North Walsham Christmas Lights, Liz Hobbs

2. DECLARATIONS OF INTEREST

Personal interests: Cllr Seward (North Walsham In Bloom)

Pecuniary interests: Cllr Wright (Sunday Markets)

3. TO APPROVE MINUTES OF PREVIOUS MEETING

It was proposed by Jasmine Dewbery and seconded by Cllr Wright; it was RESOLVED to accept the minutes of 7th November 2024.

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

Assistant to the Clerk's report received

5. TO DISCUSS AND MAKE A RECOMMENDATION FOR VE DAY 2025

It was suggested to speak to North Walsham Archives and veterans' groups to see what events took place originally or if anyone has any memories or stories they would like to tell. This might make a good project for history or media students to document.

Suggestions to liaise with the Atrium to see if an appropriate film can be shown in the cinema that day.

Discussions around holding an event in the afternoon/evening to encourage people out for the beacon lighting. Concerns raised over risks: lighting, toilets, accessibility. Discussion to bring the time of the beacon lighting forwards as the guidance of 9.30pm is very late. Agreed that we should put out a Facebook poll to gauge interest.

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6. TO DISCUSS AND MAKE A RECOMMENDATION TO JOIN ‘NEXTDOOR’ AS A PUBLIC SERVICE

Agreed that we should recommend to full council that we join various social media networks, including Nextdoor and Instagram. It was agreed that the information should be the same across all platforms, but the wording may vary to better suit it.

7. TO DISCUSS AND MAKE A RECOMMENDATION ON ‘JUST NORTH WALSHAM’ ARTICLES

It was agreed to Recommend to full council that we purchase a full-page space with Just North Walsham every month of 2025. Total cost for the year is approximately £2,400. This allows us to promote all future events with enough space to also highlight other things going on in North Walsham too.

8. TO DISCUSS FURTHER PROPOSALS FOR NEW EVENTS 2025

Picnic Party

Recommend moving this to Saturday 14th June to avoid being too close to the Fun Day. Discussion around asking local businesses to stay open and inviting vendors that provide something that can't be purchased in town already, eg, fish & chips, donuts, ice-cream. It was suggested that local businesses could provide 'meal deals' etc. Discussion around providing entertainment and including local theatre/ performance groups. Plus, logistics of a 'Pet Parade'. We should make some photo opportunities for people to take selfies and tag us or #North Walsham. Jasmine Dewbery to prepare costings and present to full council for approval on 28th January 2025.

Mini-Music Festival

Reviewed events and all agreed Saturday 19th July. Having warm up bands/acts and then a 'headliner' within the town clock, with seating available. Find out the costs involved for having the NNDC car parks free to the public on event days, and make sure that toilets are open after 5pm.

Wellbeing Festival

Reviewed events and all agreed Saturday 16th August. Discussion around making this event weatherproof by hiring somewhere such as the Atrium, which has multiple rooms and facilities to host it. Debbie Paradise and Paul Robinson agreed that this would be a fabulous chance to promote mental health via encouraging people to volunteer to help with the event.

Trackside Event

Matt Smith advised on when they tried to do an event there previously, and issues that arose, including road safety, crossings, parking, toilets, marshals, evacuation points vehicle access. Discussion around making either another access or making the existing access wider to be recommended as a project for the council.

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9. ITEMS FOR NEXT AGENDA/ PUBLIC FORUM/ LATE ITEMS FOR DISCUSSION ONLY

A late item from Felicity Christian of North Walsham Community Network was circulated and we all agreed that a town calendar would be a great resource. Perhaps some printed banners for regular annual events to be printed by February each year.

Discussion around promoting North Walsham as a tourist hot spot as a gateway to the broads or even the coast!

Guidance was requested on what support and donations could be provided by NWTC.

10. DATE OF NEXT MEETING

Finance meeting has been scheduled for first Thursday of the month, so it was suggested the second Thursday instead.

Next meeting Thursday 13th February 2025

Meeting closed at 20.15

(Please note that Cllr Seward gave apologies and left the meeting early at 7.35pm)

DRAFT