



NORTH WALSHAM TOWN COUNCIL

Minutes of the Events & Tourism Working Group Meeting

held on Thursday 13th February 2025, Cedar House, New Road,
North Walsham NR28 9DE

Present:

Town Councillors: Cllr Wright, Cllr Seward, Cllr Richardson

NWTC Employees: Jasmine Dewbery (Chair, Assistant Clerk), Wendy Murphy (Town Clerk)

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

The meeting opened at 18:30

1. **APOLOGIES FOR ABSENCE**

Representative from North Walsham Christmas Lights/Fun Day

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 Cllr Wright and seconded by Cllr Seward with all in favour, it was RESOLVED to accept the minutes of 9th January 2025.

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

Updates received.

Wendy Murphy advised she was arranging a feature for North Walsham in Visit North Norfolk.

[ACTION WM]

5. **OPEN FORUM FOR PUBLIC PARTICIPATION**

5.1. Public - (Standing Orders: 3e-Items on this agenda; 3f-Total duration max 15mins; 3g-Max 3mins per person; 3h-Questions do not require a response at this meeting)

Paul Robinson – Distributed the latest updated ‘Activities in North Walsham’ list. We agreed to add to our website. **[ACTION JD]**

Claire Smith-Hawkins – Asked if we could get the gate opened that leads into the Black Swan Garden for our events. Wendy Murphy advised for us to speak to NNDC, we may be able to get a key/access. **[ACTION JD]**

6. **TO DISCUSS NWTC ENTRY INTO THE CARNIVAL PROCESSION 2025**

Initial conversations around what themes/vehicles we could use for entering a NWTC float.

Matt Smith – the costs involved do prevent smaller groups/charities from entering, would NWTC sponsor or provide floats for smaller groups?

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Discussion around if NWTC helped with the procession then perhaps we could take some of the costs/insurance etc – need to discuss with Fun Day Team. **[ACTION JD]**

Discussion around the lack of information on what grants are available for groups/charities from NWTC. Cllr Seward confirmed that there is a budget for grants of £4000. (Max grant is £750 per application.) WM & JD to work on a guidance document that we can publish to make it easier to access these funds. **[ACTION WM/JD]**

7. TO DISCUSS JULY EVENT – MINI MUSIC FESTIVAL

Discussion around format of the day. Recommendation for ‘main acts’ in the Clock, with buskers and other entertainment throughout the town. Perhaps speak to a venue, eg, Black Swan Theatre in case the weather is too bad to be outside. **[ACTION JD]**

WM reminded JD that the car boots also must come out of the £15,000 events budget. JD to work out what’s left of budget. **[ACTION JD]**

It was suggested to have buskers at the car boot sales.

8. TO DISCUSS FUTURE EASTER EGG HUNTS

Matt Smith – Confirmed that 2025 will be the last Easter Egg Hunt under North Walsham Play, as they are winding up this year.

Recommendation to Full Council that NWTC take on this long-standing popular event.

Discussed costs involved. Outlays are approximately £1k + insurance for goodie bags and entertainment. Income from ticket sales etc around £3k. Would need to cap the numbers. JD to discuss with Matt Smith logistics of taking this event on. **[ACTION JD]**

The Yard Sale is also not happening this year, as NW Play will be finished by then. This doesn’t really make any money, as the income generated balances the outlays, but the public really enjoy it. Recommendation for NWTC to take this over as well on 1st Sunday of July each year. **[ACTION JD]**

Everyone expressed their thanks to Matt Smith and the NW Play team for all their hard work and dedication over the years!

9. TO DISCUSS AVENUES FOR PROMOTION OF NW AS TOURISM HUB

Discussed the tourism info leaflet. Redesign to add our best assets such as the Skate Park, our markets, toilets, campsites, bus hub, walks and regular events, eg, car boots. Take to Full Council to agree costs and distribution. **[ACTION JD]**

Discussed the postcard style events leaflets. We should advertise the other regular events such as the Fun Day, Beer Festival etc. Redesign and recommend to Full Council. **[ACTION JD]**

Again, briefly touched on the Visit North Norfolk feature.

10. TO DISCUSS FURTHER PROPOSALS FOR NEW EVENTS 2025

Wellbeing Festival – Discussions around what we can offer, suggestions to have therapy dogs or similar there. Need to provide costings to FC to agree. **[ACTION JD]**

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Trackside Event – Discussion around how to involve the local youth. Speak to the schools to get the children involved in designing graffiti. Perhaps have a public consultation on what graffiti designs to get installed at the Skatepark. Continue planning.

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

Already covered that a document needs to be written giving support and details on how to apply for an NWTC grant.

Paul Robinson – There is a meeting on 10th March of the Community Network in both the morning and afternoon around volunteering opportunities. This comes ahead of the Volunteer week, with another event on 7th June.

WM invited local groups to make a presentation (as last year) for the 3rd April Annual Town meeting.

12. DATE OF NEXT MEETING

Full Council – Tuesday 25th February 2025

E&T - Thursday 13th March 2025

Meeting closed at 19.51