



# NORTH WALSHAM TOWN COUNCIL

## Minutes of the Events & Tourism Working Group Meeting

held on Thursday 13<sup>th</sup> March 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:** Matt Smith (North Walsham Play), Paul Robinson (North Walsham Community Network & Good Neighbours), Judy Van Lawick (Heritage & Information Centre), Roger Smith (Chair RBL Norfolk)

The meeting opened at 18:30

### 1. APOLOGIES FOR ABSENCE

Colin Jeary (NW Christmas Lights & FunDay), Cllr Covell, Rev. David Warner, Cllr Dibben, Claire Smith-Hawkins (Vice-Chair)

### 2. DECLARATIONS OF INTEREST

Personal interests: Cllr Wright (Heritage & Information Centre)

Pecuniary interests: Jasmine Dewbery (Yoga Teacher, husband is a musician)

### 3. TO APPROVE MINUTES OF PREVIOUS MEETING

It was proposed by Cllr Wright and seconded by Cllr Richardson with all in favour, it was RESOLVED to accept the minutes of 13<sup>th</sup> February 2025.

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

Updates received.

### 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 asked for an update on the touch screen to go outside the Phoenix Building. Clerk waiting for licensing to go in. **[ACTION WM]**

### 6. TO DISCUSS HOW NWTC CAN HELP THE INFORMATION & HERITAGE CENTRE TO PROMOTE THE TOWN

Asking for assistance in obtaining replacement tourist leaflets, and also having them delivered to the Town Council offices. JD to email JVL to discuss. **[ACTION JD]**

Town Guides will be getting distributed shortly.

There are volunteering opportunities in the centre, particularly in the front of house/reception area.

Initials.....

Date:.....



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Clerk to clarify whether or not the Heritage Centre comes under the NWTC Employers and Public Liability Insurance. **[ACTION WM]**

With the Cromer Tourist Information Centre closing, they are expecting to become busier. (The Wroxham Centre doesn't open until after Easter.)

If they require assistance from the Grounds Team, simply contact the office.

NWTC to feature the volunteering opportunities in our Just North Walsham article this month.  
**[ACTION JD]**

### 7. **TO DISCUSS RE-DESIGNING THE TOURISM INFORMATION LEAFLETS**

Re-design discussed with fresh new look and Heritage Walk through the town centre.

Blue plaques walk discussed.

Discussed digitisation of advertising with QR codes.

Accessibility of website etc. needs to be looked into. **[ACTION WM/JD]**

### 8. **TO DISCUSS VE DAY PLANS FOR 8<sup>TH</sup> MAY 2025**

The Royal British Legion intend to have a presence in the Market Place/ Churchyard.

Send the costings of the D-Day & VE/VJ Day benches to Roger Smith. **[ACTION WM]**

Discussed getting some appropriate music to play for half an hour or so before the beacon lighting. **[ACTION JD]**

Perhaps see if we can put on an exhibition of memorabilia on at the Pheonix Centre or Cedar House as it would be a Market Day. **[ACTION JD]**

VJ Day – there is some memorabilia at the Heritage Centre. Could we get children involved, eg, High School History Department. Perhaps an enlarged map of where troops were on that date.  
**[ACTION JD]**

Discussed window displays and knitted post box toppers.

### 9. **TO DISCUSS PROMOTING THE CAR BOOTS STARTING ON APRIL 13<sup>TH</sup>**

Make sure it is in the newspapers and all the free guides, as well as social media.

We should check the demographic of our sellers by asking their post code, to give us marketing data. **[ACTION JD]**

We need some new banners for advertising. **[ACTION JD]**

### 10. **TO DISCUSS WHAT THE TOWN CAN DO FOR PRIDE MONTH THIS YEAR – JUNE 2025.**

There are already 2x drag events being held by the Community Centre and FunDay.

Recommend to Full Council to purchase and display a rainbow flag in the War Memorial Park and turning the Clock lights multicoloured. **[ACTION JD]**

Discussed whether NWTC could provide a road closure so that the LGBTQ+ community could have a Pride March/Parade through the Market Place. We want to promote inclusivity in the town.  
JD to contact any LGBTQ+ groups to discuss. **[ACTION JD]**

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Discussed the day of the march being the same day as a Sunday Market so that the road would already be closed. We can ask the Police Beat Managers to come along.

### **11. TO DISCUSS FURTHER PROPOSALS FOR NEW EVENTS 2025**

Wellbeing Event August – speak with NCC regarding their wellbeing teams for blood pressure checks etc, and perhaps Age Concern. **[ACTION JD]**

### **12. ITEMS FOR NEXT AGENDA/ PUBLIC FORUM/ LATE ITEMS FOR DISCUSSION ONLY**

What support/donations etc are available from the Council for local groups and charities (March meeting).

WM to create a feature in Visit North Norfolk for North Walsham and our events.

### **13. DATE OF NEXT MEETING**

Proposed Thursday 10<sup>th</sup> April 2025

Meeting closed at 19.54