

WYMONDHAM TOWN COUNCIL

SUMMONS TO ATTEND - NOTICE IS HEREBY GIVEN THAT THERE WILL BE A
MEETING OF THE LEISURE ENVIRONMENT ENTERPRISE & TOURISM COMMITTEE
ON TUESDAY 18th July 2023 at 7.00 pm in the Council Offices.

A G E N D A

1	Apologies for absence	
2	Declarations of Interest	A
3	To confirm the minutes of the Leisure Environment Enterprise & Tourism Committee meeting held on 21 st March 2023.	B
4	To receive an update about progress of items arising from the last meeting of the committee held on 21 st March 2023/ previous meetings.	
5	Public Participation – members of the public may make representations, ask or answer questions and give evidence in respect of the business on the agenda below. In accordance with standing order 3 (f) this item is limited to 15 minutes.	
6	Visit Wymondham web site proposal for funding	C

Council Offices

Ketts Park

Harts Farm Road

Wymondham

NR18 0UT

T B Gurney

Town Clerk

11th July 2023

Committee Members

Cllr. James	Cllr. Batley	Cllr. Baker
Cllr. Nixon	Cllr. Doheny	

DECLARATIONS OF INTEREST AT MEETINGS

When declaring an interest at a meeting Members are asked to indicate whether their interest in the matter is pecuniary, or if the matter relates to, or affects a pecuniary interest they have, or if it is another type of interest. Members are required to identify the nature of the interest and the agenda item to which it relates. In the case of other interests, the member may speak and vote. If it is a pecuniary interest, the member must withdraw from the meeting when it is discussed. If it affects or relates to a pecuniary interest the member has, they have the right to make representations to the meeting as a member of the public but must then withdraw from the meeting. Members are also requested when appropriate to make any declarations under the Code of Practice on Planning and Judicial matters.

Have you declared the interest in the register of interests as a pecuniary interest? If Yes, you will need to withdraw from the room when it is discussed.

Does the interest directly:

1. affect yours, or your spouse / partner's financial position?
2. relate to the determining of any approval, consent, licence, permission or registration in relation to you or your spouse / partner?
3. Relate to a contract you, or your spouse / partner have with the Council
4. Affect land you or your spouse / partner own
5. Affect a company that you or your partner own, or have a shareholding in

If the answer is "yes" to any of the above, it is likely to be pecuniary.

Please refer to the guidance given on declaring pecuniary interests in the register of interest forms. If you have a pecuniary interest, you will need to inform the meeting and then withdraw from the room when it is discussed. If it has not been previously declared, you will also need to notify the Monitoring Officer within 28 days.

Does the interest indirectly affect or relate any pecuniary interest you have already declared, or an interest you have identified at 1-5 above?

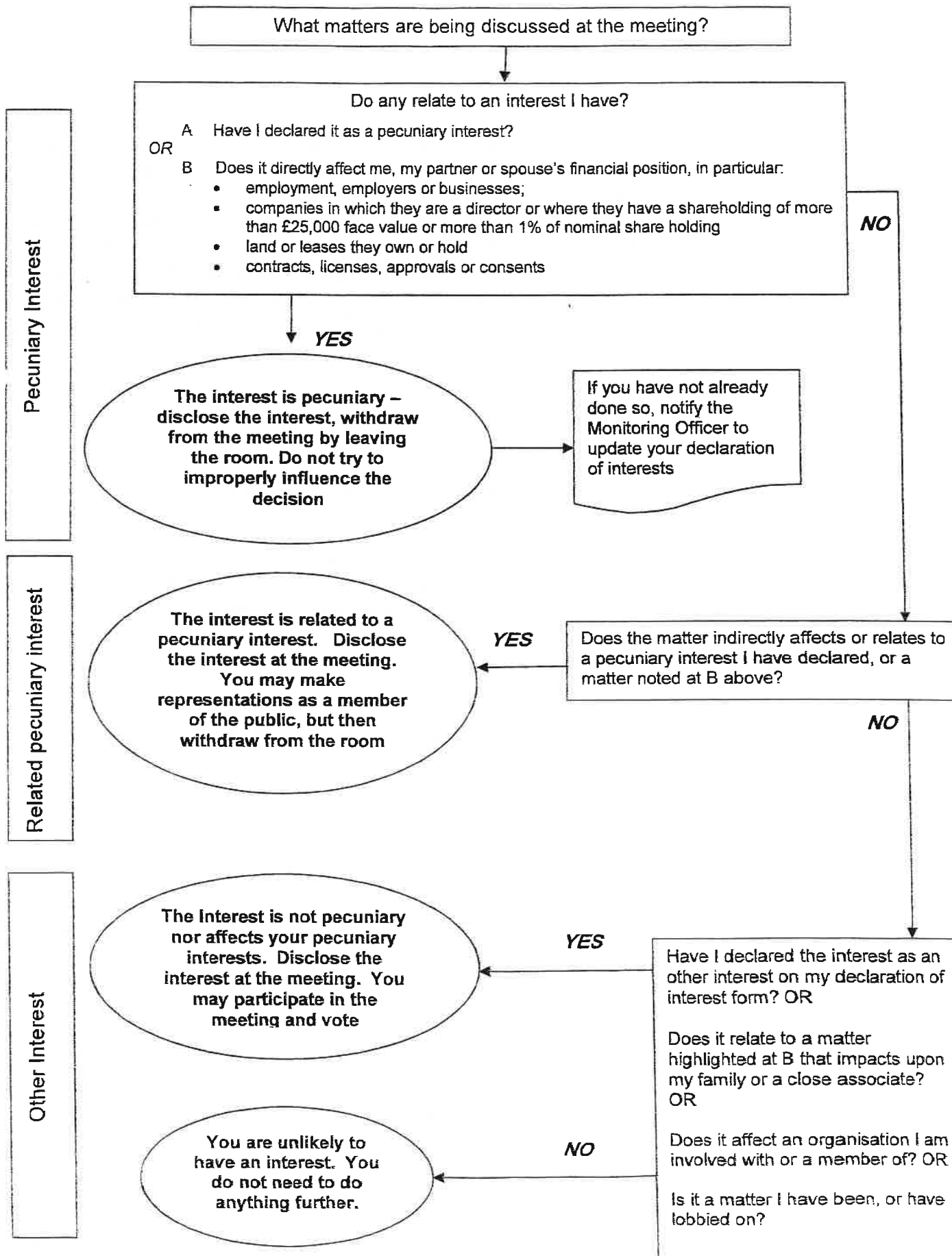
If yes, you need to inform the meeting. When it is discussed, you will have the right to make representations to the meeting as a member of the public, but must then withdraw from the meeting.

Is the interest not related to any of the above? If so, it is likely to be an other interest. You will need to declare the interest, but may participate in discussion and voting on the item.

Have you made any statements or undertaken any actions that would indicate that you have a closed mind on a matter under discussion? If so, you may be predetermined on the issue; you will need to inform the meeting, and when it is discussed, you will have the right to make representations to the meeting as a member of the public, but must then withdraw from the meeting.

FOR GUIDANCE REFER TO THE FLOWCHART OVERLEAF.
PLEASE REFER ANY QUERIES TO THE MONITORING OFFICER IN THE FIRST INSTANC

DECLARING INTERESTS FLOWCHART – QUESTIONS TO ASK YOURSELF



WYMONDHAM TOWN COUNCIL
MINUTES OF A MEETING OF THE LEISURE, ENVIRONMENT,
ENTERPRISE AND TOURISM
COMMITTEE held on Tuesday 21st March 2023
in the Council Offices commencing at 7.00 pm

Present:

Cllrs	K Carsok (Chair)
	A Holden (substitute for P Hubble)
	R Savage
	K Cross
	P Broome (substitute for Y Astley)

Also Present:

7 members of the public.
 Cllr. Hurn.

LE10/23	<u>APOLOGIES FOR ABSENCE</u> – Cllrs. Astley & Hubble.
LE11/23	<u>DECLARATIONS OF INTEREST</u> <ul style="list-style-type: none"> • Cllr. Carsok as member of Town Team.
LE12/23	<u>MINUTES OF MEETING</u> Upon the proposition of Cllr. Cross and seconded by Cllr. Holden it was unanimously resolved to approve the minutes of the Leisure, Environment, Enterprise & Tourism Committee meeting held on 17 th January 2023 as a correct record subject to an amendment to minute LE08/23.
LE13/23	<u>PROGRESS UPDATES</u> <ul style="list-style-type: none"> • <u>CORONATION MARKET</u> Clerk reported that 3 expressions of interest had been received. Cllr. Carsok advised that she had contacted groups. It was concluded that there was insufficient interest. • <u>KETTS PARK</u> Cllr. Carsok advise that a meeting had been held with the Football Association and Wymondham Town United FC and discussion re improving the grass pitches were ongoing. • <u>OPEN SPACES</u> Information had been obtained from Attleborough, Beccles, Dereham, Diss & Thetford and a report was being prepared. • <u>TIC HERITAGE BOARDS</u> Cllr. Hurn confirmed that this project was progressing. • <u>CHANDLERS HILL</u> Cllr. Cross advised that a starting date was awaited.
LE14/23	<u>PUBLIC PARTICIPATION</u> <ul style="list-style-type: none"> • Two representatives from Greening Wymondham read out statement in respect of global warming and a response to a resident letter contained in the agenda pack. • A resident who had just moved to the area commented in support of the proposal.
LE15/23	<u>ROTHBURY ROAD PARK</u> Representative (s) of Greening Wymondham gave presentation on their proposals for the redesign of the park. They advise the park belongs to residents who they hope will eventually take it over and look after it in

	<p>conjunction with the Council. A sinking fund should be set up and they were asking for approval in principle.</p> <p>Discussion took place on the proposals which had broad support from members. Areas of concern raised by members were maintenance access, resident's concerns parking and funding. Plans to be adjusted re access and residents concerns to be considered. Some members considered there would be parking issues as increased numbers visited the site, others thought this wouldn't be a problem as the site would be mainly used by local visitors who walked and that the provision of cycle parking facilities should be considered. Funding was brought up and reference was made to the existing Community Infrastructure Levy (CIL) shortfall of £110,000 in respect of the Town Centre project and that future funds needed to be spent on work at Becketswell. In respect of further work this will be done by a Greening Wymondham lead group which could contain Councillors. Cllr. Cross commented that there was no timescale as the project was not time sensitive, this was just a starting point and finance could be sorted out at a later date. It was agreed that a further report would be presented to the full Council by Greening Wymondham after the May elections. No formal vote was taken, and no recommendation was made.</p>
LE16/23	<p><u>CHANDLERS HILL TREE</u> After discussion as to whether a Magnolia Tree or an Amelanchier Laevis should be planted in Chandlers Hill it was agreed that the decision would be delegated to Cllr. Cross to decide in consultation with the Clerk.</p> <p>It was felt that if the site was re-named to say Queen Elizabeth Garden, official permission would be required. Cllr. Cross to investigate further.</p>
LE17/23	<p><u>CORONATION BENCH</u> After discussion upon the proposition of Cllr. Cross and seconded by Cllr. Holden it was agreed that a King Charles III commemoration bench at a cost of approx. £2,000 be purchased, from the Open Spaces earmarked Reserve, and installed on the grassed area between Ogden Court and the Play Area at King's Head Meadow.</p>

[The meeting closed at 20.08 pm]

DATED this day of2023

SIGNED (Chairman)

Visit Wymondham Website and linked social media

Prepared for: Wymondham Town Council

Prepared by: Corinna Pharaoh Wymondham Town Coordinator

Date: July 2023

1. Introduction:

This briefing document is to highlight the importance and benefits of a VisitWymondham website and linked Facebook and Instagram accounts for both residents and tourists and is to be read in connection with the Wymondham Town Centre, Marketing & Communications Audit April 2023. The VisitWymondham website would be a comprehensive resource providing valuable What's On information, business/services/community groups, and news updates for individuals living in the town as well as visitors. The Facebook and Instagram would provide a snapshot of topical information and tips. By encouraging residents and tourists to utilise the VisitWymondham town website and follow the socials we can enhance their experience of Wymondham and provide them with a range of key features not available collectively elsewhere.

2. Key Features and Services:

The VisitWymondham website would offer a wide array of features and services that cater to the needs of residents and tourists. These include, but are not limited to:

- a. What's on/Local Information: up-to-date information about what's on; local events, news, and announcements, ensuring residents and tourists stay informed about what's happening in the town. This feature helps foster a sense of community and engagement.
- b. Visitor and residents information: The website acts as a hub for various town services and resources, such as public transportation/planning your journey, accessibility, group visits, guided tours/itineraries, function rooms and emergency contacts. Accessing this information in one place online saves time and effort for residents and tourists.
- c. Things to do/Tourism and Attractions: The website offers comprehensive information about local attractions, landmarks, recreational activities, and cultural events. Tourists can explore various tourist town and local area destinations, itineraries, and access maps and linked guides to plan their trips and ensure a memorable experience.
- d. Business Directory: showcasing local businesses, restaurants, shops, markets and

services. This feature promotes the local economy and encourages residents and tourists to support local businesses.

e. Accommodation

f. Community Groups

g. News/Community Engagement: monthly blog on events, announcements and news which can be utilised split up into separate socials posts over the month creating easy relevant and efficient social media content

3. Benefits for Residents:

Encouraging residents to visit the town website offers several benefits, including:

a. Easy Access to Information: Residents can quickly find information about town services, business, community groups, updates, and events, without the need for searching social media groups physical visits, phone calls. This saves time, increases convenience and increases use

b. Increased Engagement: with events, business, community groups

4. Benefits for Tourists:

Encouraging tourists to visit VisitWymondham website offers several benefits, including:

a. Enhanced Trip Planning: The website provides tourists with comprehensive information about attractions, accommodations, dining options, and events, allowing them to plan their trips effectively, plan longer trips and make the most of their visit.

b. Local Insights: By exploring the town website, tourists can gain insights into the town's history, culture, and local traditions, enriching their travel experience and promoting a deeper connection with Wymondham and encouraging repeat visits/using the area as a future holiday base

c. Real-Time Updates: Residents and tourists and can stay informed about any changes or updates regarding events, attractions, or local services, ensuring they have the most accurate and current information.

5. Conclusion:

Visiting the VisitWymondham is a valuable resource for both residents and tourists. It provides easy access to information, services, and updates, making their experiences more convenient, engaging, and enjoyable. By actively promoting the use of the VisitWymondham, we can enhance communication, strengthen the sense of community, and foster a positive image of Wymondham.