

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 19th November 2024 at **6.00** 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 16 th July 2024.	B
4	To receive an update about progress of items arising from the last meeting of the committee held on 16 th July 2024/ 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	To discuss Play equipment maintenance requirements	C
7	To consider revised Biodiversity Policy & Action plan	D
8	Town Co-ordinator - update on progress to date.	E
9	Resolution by the Council under the provisions of Section 1 of the Public Bodies (Admissions to meetings) Act 1960 to exclude Press and the Public from the meeting of Wymondham Town Council in order to discuss matters where publicity would be prejudicial to the public interest by reason of the confidential nature of the business to be transacted.	
10	Budget 2025/26 – Draft for discussion and submission to Finance & General Purposes Committee for incorporation into Council budget.	F

Council Offices

Ketts Park

Harts Farm Road

Wymondham

NR18 0UT



T B Gurney

Town Clerk

13th November 2024

Committee Members

Cllr. James	Cllr. Batley	Cllr. Doheny
Cllr. Nixon	Cllr. Nuri Nixon	

Interests Flowchart

The flowchart below gives a simple guide to declaring an interest under the code.

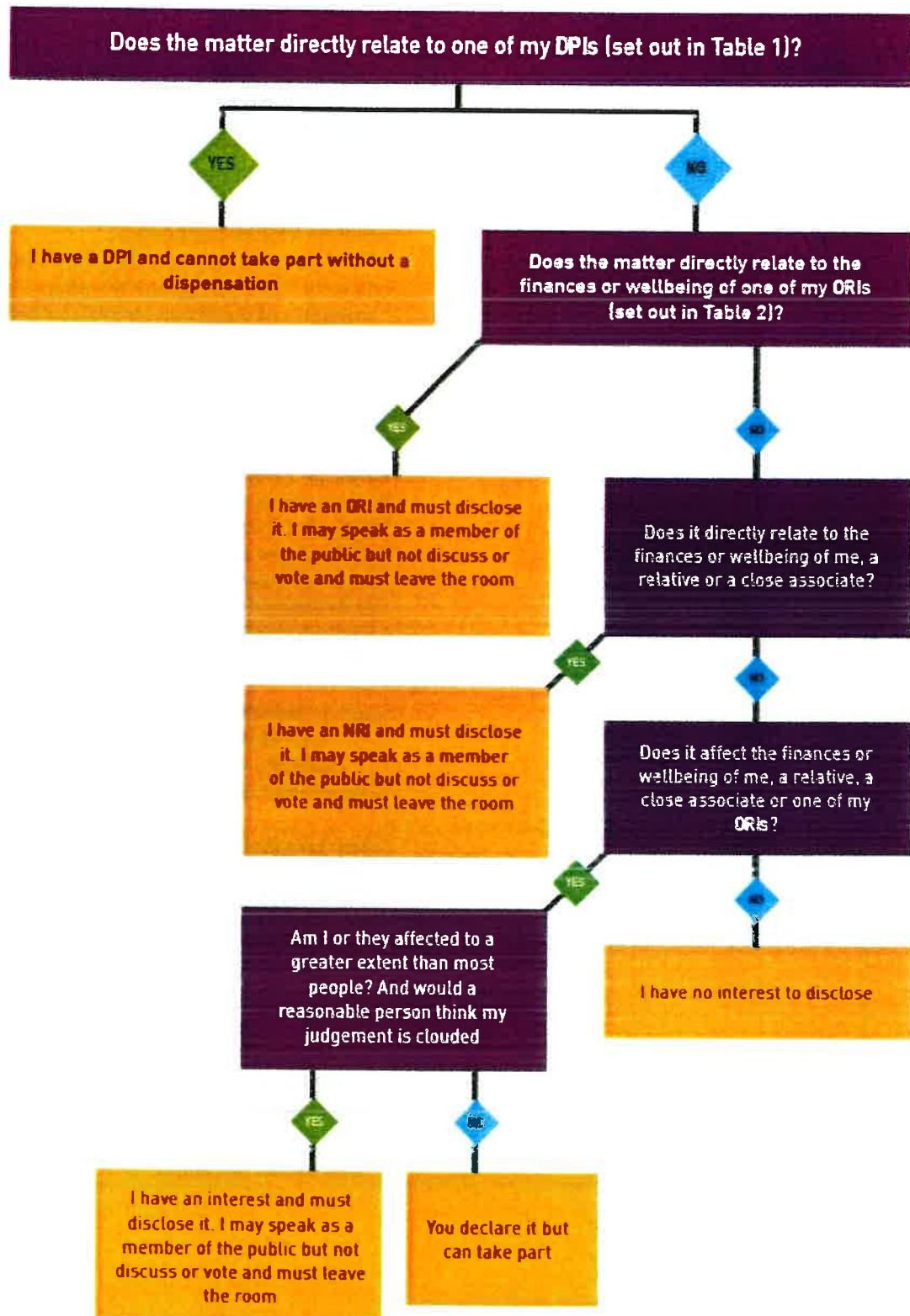


Table 1: Disclosable Pecuniary Interests

This table sets out the explanation of Disclosable Pecuniary Interests as set out in the [Relevant Authorities \(Disclosable Pecuniary Interests\) Regulations 2012](#).

Subject	Description
Employment, office, trade, profession or vocation	Any employment, office, trade, profession or vocation carried on for profit or gain.
Sponsorship	<p>Any payment or provision of any other financial benefit (other than from the council) made to the councillor during the previous 12-month period for expenses incurred by him/her in carrying out his/her duties as a councillor, or towards his/her election expenses.</p> <p>This includes any payment or financial benefit from a trade union within the meaning of the Trade Union and Labour Relations (Consolidation) Act 1992.</p>
Contracts	<p>Any contract made between the councillor or his/her spouse or civil partner or the person with whom the councillor is living as if they were spouses/civil partners (or a firm in which such person is a partner, or an incorporated body of which such person is a director* or a body that such person has a beneficial interest in the securities of*) and the council</p> <p>—</p> <p>(a) under which goods or services are to be provided or works are to be executed; and</p> <p>(b) which has not been fully discharged</p>
Land and Property	<p>Any beneficial interest in land which is within the area of the council.</p> <p>'Land' excludes an easement, servitude, interest or right in or over land which does not give the councillor or his/her spouse or civil partner or the person with whom the councillor is living as if they were spouses/ civil partners (alone or jointly with another) a right to occupy or to receive income.</p>
Licenses	Any licence (alone or jointly with others) to occupy land in the area of the council for a month or longer

Corporate tenancies	Any tenancy where (to the councillor's knowledge)— (a) the landlord is the council; and (b) the tenant is a body that the councillor, or his/her spouse or civil partner or the person with whom the councillor is living as if they were spouses/ civil partners is a partner of or a director* of or has a beneficial interest in the securities* of.
Securities	Any beneficial interest in securities* of a body where— (a) that body (to the councillor's knowledge) has a place of business or land in the area of the council; and (b) either— (i) the total nominal value of the securities* exceeds £25,000 or one hundredth of the total issued share capital of that body; or (ii) If the share capital of that body is of more than one class, the total nominal value of the shares of any one class in which the councillor, or his/ her spouse or civil partner or the person with whom the councillor is living as if they were spouses/civil partners have a beneficial interest exceeds one hundredth of the total issued share capital of that class.

* 'director' includes a member of the committee of management of an industrial and provident society.

* 'securities' means shares, debentures, debenture stock, loan stock, bonds, units of a collective investment scheme within the meaning of the Financial Services and Markets Act 2000 and other securities of any description, other than money deposited with a building society.

Table 2: Other Registrable Interests

You must register as an Other Registerable Interest :

- a) any unpaid directorships
- b) any body of which you are a member or are in a position of general control or management and to which you are nominated or appointed by your authority
- c) any body
 - (i) exercising functions of a public nature
 - (ii) directed to charitable purposes or
 - (iii) one of whose principal purposes includes the influence of public opinion or policy (including any political party or trade union) of which you are a member or in a position of general control or management

WYMONDHAM TOWN COUNCIL

MINUTES OF A MEETING OF THE LEISURE, ENVIRONMENT,
ENTERPRISE AND TOURISM COMMITTEE held on Tuesday 16th July 2024
in the Council Offices commencing at 7.00 pm

Present:

Cllrs	A James (Chair)
	L Nixon
	M Batley
	L Doheny
	S Nuri-Nixon

Also Present:

3 member(s) of the public.
C Pharoah – SNC – Town Co-ordinator

LE19/24	<u>APOLOGIES FOR ABSENCE</u> – None.
LE20/24	<u>DECLARATIONS OF INTEREST</u> – None.
LE21/24	<u>MINUTES OF MEETING</u> Upon the proposition of Cllr. Doheny and seconded by Cllr. Nuri-Nixon it was unanimously resolved to approve the minutes of the Leisure, Environment, Enterprise & Tourism Committee meeting held on 21 st May 2024 as a correct record.
LE22/24	<u>PROGRESS UPDATES</u> <ul style="list-style-type: none"> • Visit Wymondham website launched on 11th July 2024 • Play equipment – Clerk confirmed report was being prepared for cleaning/painting. • Ketts Park 475 anniversary picnic went well.
LE23/24	<u>PUBLIC PARTICIPATION</u> <ul style="list-style-type: none"> • A youth member of 'wild tribe' spoke in respect of not mowing appropriated grassed areas and to encourage the planting of wildflower areas. • Cllr. Roberts spoke to support the seed library and bat boxes proposal and to take on board the comments of the previous speaker.
LE24/24	<u>BIODIVERSITY POLICY</u> The revised bio-diversity policy was discussed, and it was explained that discussions had taken place with Sustainable Wymondham and Greening Wymondham and amendments had been made to the first section. It is intended to now work on the action plan element of the policy and consideration is to be given to timescales/reporting. It was also agreed to add the Chapel Lane allotments to the list of sites. Upon the proposition of Cllr. Nixon and seconded by Cllr. James it was unanimously resolved to accept the revisions.

LE25/24	<u>SEED LIBRARY</u> Upon the proposition of Cllr. Nixon and seconded by Cllr. James it was resolved to purchase a seed library box to be gifted to North Wymondham Community Centre who will take over ownership and maintenance at a cost of £150.
LE26/24	<u>BAT BOXES – BECKETSWELL</u> Upon the proposition of Cllr. Nixon and seconded by Cllr. James it was resolved to purchase 4 bat boxes from the Shed Wymondham to be installed at Becketswell at a cost of £120.
LE27/24	<u>OPEN SPACES – BIODIVERSITY REVIEW</u> After discussion upon the proposition of Cllr. Nixon and seconded by Cllr. James it was resolved to instruct the Deputy Clerk to undertake a review of Council owned/leased areas to ascertain where biodiversity can be enhanced, for example, allowing grass to grow, sowing wildflower seeds, creating suitable wild life habitats and more.
LE28/24	<u>TOWN CO-ORDINATOR</u> Update on progress to date was given by Corinna Pharoah (SNC Town Co-ordinator).

[The meeting closed at 19.44 pm]

DATED this day of2024

SIGNED (Chairman)

WYMONDHAM TOWN COUNCIL

Leisure Environment Enterprise & Tourism Committee
19th November 2024

Play equipment maintenance requirements








An inspection of all Council owned play equipment in the five* play areas has been carried out and the following requirements have been identified:











- General clean all on equipment.
- Rub down metal frames that require painting.
- Apply fresh paint.


This will be carried out by the Council grounds man.

Any repairs to the safety surfacing will be undertaken by play equipment repair contractors.











*At present we are not proposing to undertake any work on the Browick Road and Rothbury Road sites due to refurbishment plans.









Item	Equipment	Supplier	Condition		Inspection date
Swings	Set of three cradle seats	Hags-SMP	 	Remove rust from top middle post and yellow frame. Clean moss and dirt, and refresh yellow paint	12/06/2024
	Set of two flat seats, one toddler and one infant seats	Hags-SMP	 	Remove rust from chains and general clean. Yellow frame may need painting	12/06/2024
	Set of Basket Swing	Hags-SMP	 	General clean to remove moss and dirt (yellow frame may need painting)	12/06/2024
Revolving Disc	Rota-Roka (saucer)	Hags-SMP	 	Enquiry if it can be painted - to remove graffiti	12/06/2024
Roundabout	Two seats (Spinmee)	Hags-SMP	 	Clean and paint metal yellow frame only	12/06/2024
Carousel	Tornado Overhead	Hags-SMP	 	General clean, remove rust from main top pole/carousel. Refresh yellow paint. Repair rubber grass wetpour	12/06/2024
NRG Dynamo	Suspended log bridge	Hags-SMP		General clean	12/06/2024






Item	Equipment	Supplier	Condition	Inspection date
NRG Dynamo	Suspended bridge	Hags-SMP	 <p>General clean</p>	12/06/2024
NRG Dynamo	Metal arch suspended bridge with ropes and chain	Hags-SMP	  <p>Missing bolt on plastic cover in the middle of metal arch pole. General clean and remove rust from hanging chains</p>	12/06/2024
NRG Dynamo	Climber wall	Hags-SMP	  <p>General clean and paint only climbing red wall front and back</p>	12/06/2024
NRG Dynamo	Metal arch frame with ropes and nets	Hags-SMP	 <p>General clean</p>	12/06/2024
Galax Double with Slide	With 7 step logs	Hags-SMP	  <p>Clean slide</p>	12/06/2024
Seesaw	Vippy	Hags-SMP	  <p>General clean. Yellow frame may need painting</p>	12/06/2024




Item	Equipment	Supplier	Condition	Inspection date
Panel	Ball Maze	Hags-SMP	  <p>Missing left pole top plastic cover. General clean</p>	12/06/2024
Panel	Chunky Noughts & Crosses	Hags-SMP	  <p>General clean</p>	12/06/2024
Fantasy Triton	With Tunnel Slide	Hags-SMP	      <p>Overall general clean, some rust on red metal frames which will need to be rub down and repainted. The metal black frame for the toddler game will need to be rub down and repainted black.</p>	12/06/2024
Picnic	3 Picnic tables	Hags-SMP	  <p>General clean. Remove graffiti on one bench</p>	12/06/2024
Knight Litter Bins	3 litter bins	Hags-SMP	  <p>General clean</p>	12/06/2024
Fence	Fence around playground		Good condition	12/06/2024
Gate	Entrance (from pedestrian foot path)		 <p>Stiff when open/close (you need to lift gate to open/close). General clean</p>	12/06/2024







Item	Equipment	Supplier	Condition	Inspection date
Swings	Set of two cradle seats		  <p>General clean. Rust, moss and dirt on metal frame</p>	15/07/2024
	Set of 5 flat seats		  <p>General clean. Rust, moss and dirt on metal frame</p>	15/07/2024
	Nest Swing		  <p>General clean. Rust, moss and dirt on metal frame</p>	15/07/2024
Whirling Platform	Rota Play Spinning Table		 <p>General clean.</p>	15/07/2024
	Rota Play Spinning Saucer		  <p>General clean to remove the graffiti. Enquiry if it can be painted</p>	15/07/2024
Spring Mobile	Horse (Rocking)		 <p>General clean and paint with similar colours</p>	15/07/2024
Slide	Large Slide		  <p>General clean the metal green frame and slide, trying to remove the read paint marks. Repair the rubber grass mat (at the end of the slide)</p>	15/07/2024

Item	Equipment	Supplier	Condition	Inspection date
Round-a-bout	Four seats		  <p>General clean. Paint orange metal frame. Repair hole in the wetpour rubber</p>	15/07/2024
Toddler section (Multi Activity – 6 – 10 activities)	<ul style="list-style-type: none"> • Log bridges • Fireman pole • Slide • Play table 		    <p>General clean, rub down and paint red and yellow metal frames. Repair/replace rounded log on the yellow arched bridge towards the fireman pole. Stain wood on both bridges</p>	15/07/2024
Balance rocks	Different size Rocks		 <p>No action needed</p>	15/07/2024
Senior section (Multi Activity – 6 – 10 activities)			  <p>General clean to remove moss and dirt. Enquiry if graffiti can be removed on large green panel</p>	15/07/2024
Toddler seating	Mushrooms		 <p>General clean to remove dirt</p>	15/07/2024

Item	Equipment	Supplier	Condition	Inspection date
Picnic benches	Green picnic benches		  <p>Metal benches could be rub down and painted</p>	15/07/2024
Bench			 <p>General clean</p>	15/07/2024
Entrance			   <p>General clean to remove moss and dirt. Rub down, remove rust where possible and refresh yellow paint</p>	15/07/2024
Bins			 <p>Good condition</p>	15/07/2024
Fencing			 <p>Good condition. No action needed</p>	15/07/2024



Item	Equipment	Supplier	Condition	Inspection date
Swings	Set of two flat seats		 <p>Rust on metal frame and chains. General clean and paint metal green frame. Repair big hole in rubber wetpour</p>	01/07/2024
Climbing Frame	Hopped frame		 <p>General clean. Rust on metal frame</p>	01/07/2024
?	?		 <p>?</p>	01/07/2024
Multi Activity Units (6 – 10 activities)	Assault Course		 <p>General clean.</p>	01/07/2024
Slide	Slide		 <p>General clean. Some rust on metal bolts</p>	01/07/2024

Item	Equipment	Supplier		Condition	Inspection date
Entrance gates	Metal gates			Rust on metal. General clean and paint yellow metal frame	01/07/2024
Fencing	Metal fencing			Some metal fencing are leaning to one side.	01/07/2024
Bins	General bin and dog bin			Rust on metal poles	01/07/2024

Item	Equipment	Supplier	Condition		Inspection date
Swings	Set of two cradle seats				20/06/2024
	Set of two flat seats				20/06/2024
Metal shelter (near MUGA)	Metal shelter with benches, metal frame walls and metal roof			Covered by graffiti	20/06/2024
Multi Use Game (MUGA)	Basketball and Football			Fair condition, missing net on left basketball	20/06/2024
Tennis Court				Fair condition. Net in good condition. Need weeding around the fencing	20/06/2024
Metal container				Rust on container and metal roof shows damage	20/06/2024
Pavilion	Shelter			Fair condition. Need weeding inside/outside the fence	20/06/2024
Bike stand	Metal arched poles			Fair condition	20/06/2024

Item	Equipment	Supplier	Condition	Inspection date
Bike track	BMX dirt track		 Fair condition	20/06/2024
Basketball court	Single basketball		 Missing net. Fair condition	20/06/2024
Skateboard track	Skateboard concrete base track		 Fair condition	20/06/2024
Metal shelter (near BMX track)	Metal shelter with benches, metal frame walls and metal roof		 Covered by graffiti	20/06/2024
Benches	2 metal benches		 Graffiti on metal benches	20/06/2024
Litter Bins / dog bin	1 of each		 Fair condition	20/06/2024
Fence			 Fair condition	20/06/2024
Gate	Entrance (from bridge)		Fair condition	20/06/2024

Item	Equipment	Supplier	Condition	Inspection date
Swings	Set of two cradle seats		 Rust on metal frame and chains	20/06/2024
	Set of two flat seats		 Rust on metal frame and chains. Rub down and paint blue metal frame	20/06/2024
Learning play frames	Four Pannels <ul style="list-style-type: none"> This shape is Numbers Count the shape Show me how 		 Fainted paint on panels and rust on metal frame	20/06/2024
Rocking	Toddler car		 General clean	20/06/2024
Assault Course	<ul style="list-style-type: none"> 4 Balance beam Suspended bridge Balance log Balance step/log 		 Some rust present on metal frame but in need of a general clean	20/06/2024
Football	Metal goal post		 Rust on metal frame and metal nett	20/06/2024

Item	Equipment	Supplier		Condition	Inspection date
Basketball	Metal frame			Rust on metal frame and missing basketball ring/net	20/06/2024
Surface under play equipment	Playground / swings			Wetpour edge is coming away from concrete edging. Repair hole on rubber wetpour	20/06/2024
Metal container	Storage			Rust on metal container	20/06/2024
Benches	2 benches			General clean	20/06/2024
Bins	Two bins			Graffiti on light green bin, rust on metal poles	20/06/2024

WYMONDHAM TOWN COUNCIL

Leisure Environment Enterprise & Tourism Committee

19th November 2024

Open Spaces Audit for Biodiversity Enhancement Report

Summary

Twelve sites were subject to a visual audit, in the summer, for Biodiversity Enhancement in the aim to provide baseline information on the type and quality of condition of areas and the management of grounds.

The measurable biodiversity values associated to restore large or small areas is a vital wildlife corridor within the nature recovery network. The 'Biodiversity Enhancement' approach highlights some general principles on how you can increase biodiversity within the Town Council and how it can be achieved by creating habitats from a 'blank canvas' or to 'existing areas' with the desire to create a 'Biodiversity Toolkit' to measure aspects of biodiversity and provide a directory of habitat features that can be implemented at almost any site, from 'bat boxes' to 'meadow', each contributing to an overall gain for wildlife, even if they cannot be measured.

Aims and scope

- Outline map of visited sites
- Review existing management of grounds
- Select areas that could be available and might be suitable for biodiversity enhancement
- Recommend ways to improve existing or creating new habitats, taking into account budget constraints and Council Grounds staff team.
- Contact Community Groups and other Expert Organisations to help develop a plan

Site selection

Some sites provide unique habitat in their own right whereas others provide biodiversity value through their provision of green corridors to enhance connectivity across the wider region.

Table 1. List of sites audited

REF	SITE	LOCATION
1	Council offices	Kett's Park, Harts Farm Road
2	Ketts Park (leased to South Norfolk District Council)	Harts Farm Road
3	Rothbury Road Park	Rothbury Road
4	Bellrope Park (leased to Wymondham Grammer School Trust)	Bellrope Lane
5	King's Head Meadow (leased to Football Club)	Central Hall / Ogden Close
6	Queen Elizabeth Memorial Garden	Chandlers Hill
7	Priory Gardens	Middleton Street
8	Becketswell	Becketswell Road
9	Tolls Meadow	London Road / Cemetery Lane
10	Browick Recreation Ground	Browick Road / Harts Farm Road
11	Wymondham Cemetery	Cemetery Lane
12	Allotments (leased from Anglia Water) ¹	Chapel Lane

¹ Given the recent news for the Allotments this project is on hold at present.

~~Insert map~~

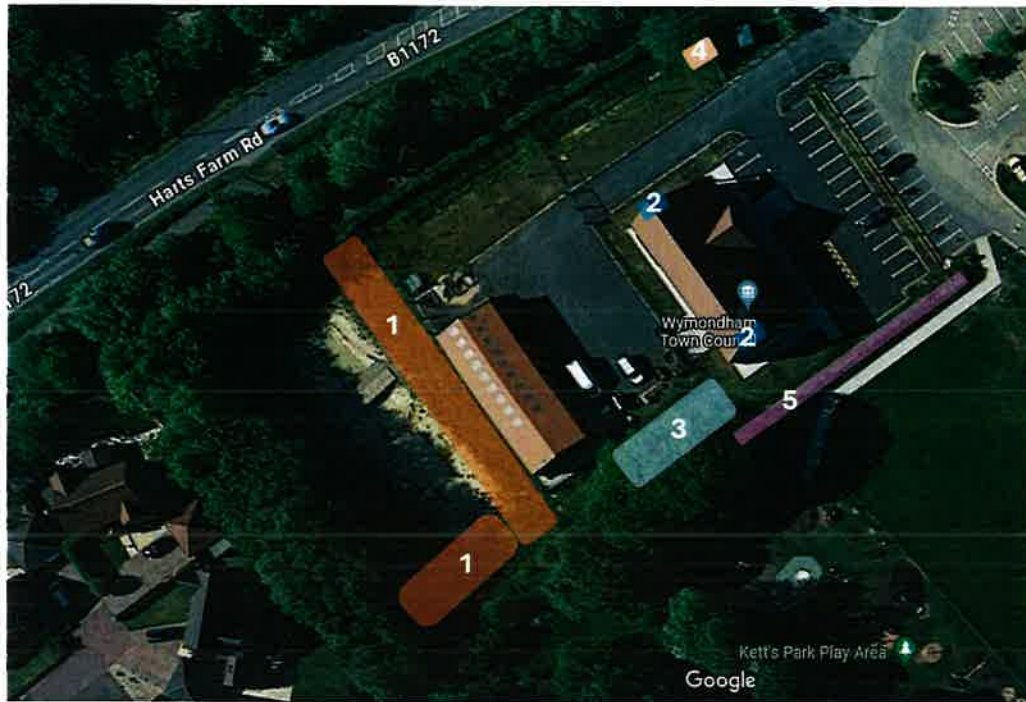
Figure 1. Location of sites selected for Biodiversity Enhancement



List of sites:

1. Council Offices
2. Kett's Park
3. Rothbury Park
4. Bellrope Park
5. King's Head Meadow
6. Queens Elizabeth Memorial Garden
7. Priory Garden
8. Becketswell
9. Trolls Meadow
10. Browick Recreation Ground
11. Cemetery
12. Allotments

Council Offices



Enhancement Area found

1. Existing meadow
2. Install Swift boxes to Town Council building
3. Leave untidy/wild corner
4. Bug hotel area
5. Hedgerow



(Example of Swift box below)



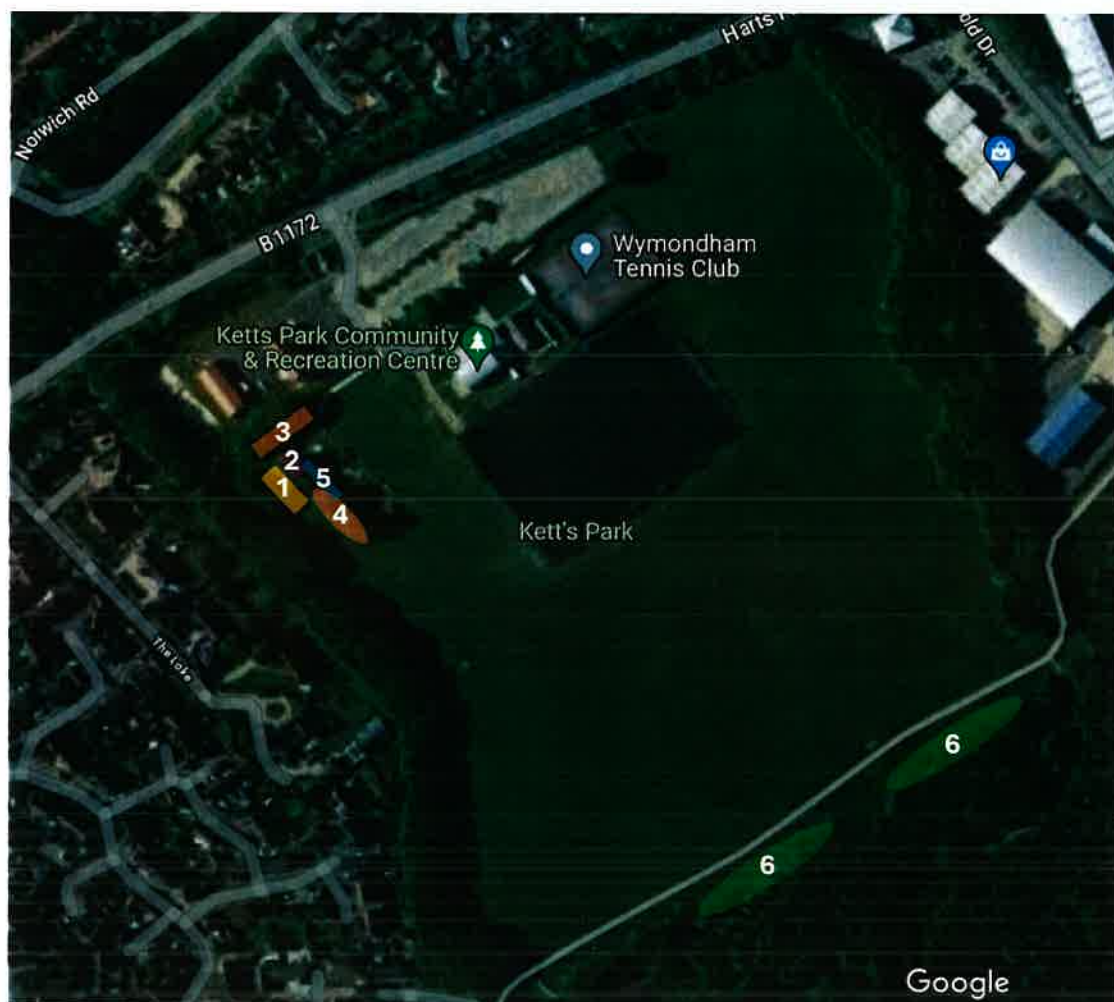
Bug hotel area (examples below)



Projects

- Install swift boxes to the Town Council building
- Contact local schools and ask them to get involve in making a bug hotel
 - Council to provide old wooden disused pallets, bark, leaves, logs

Kett's Park



Enhancement Area found

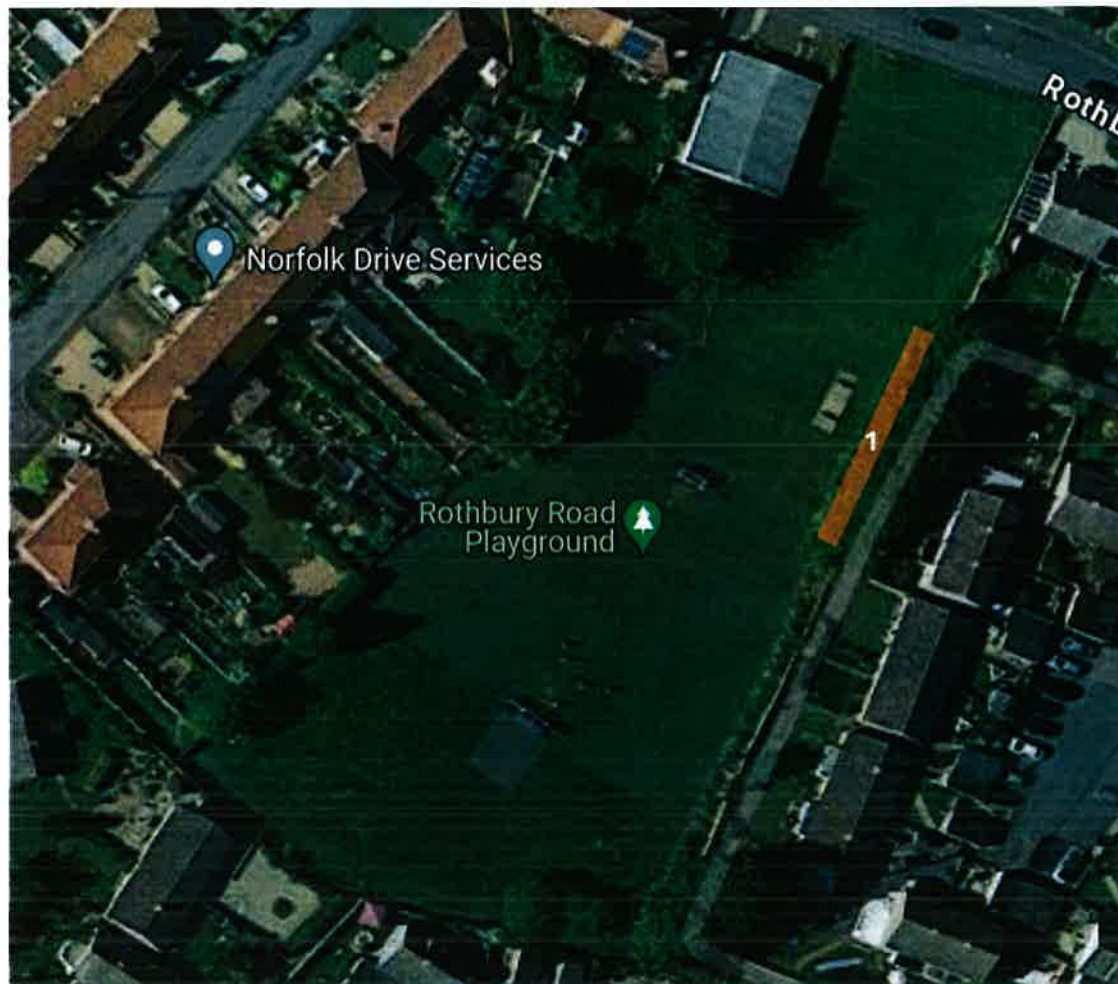
1. Existing bird boxes
2. Add bat boxes
3. Leave untidy/wild corner
4. Creating mowing inviting walk along
5. Existing hedgerow
6. Existing meadow



Projects

- Arrange for a Bat activity survey to determine the bat species before adding bat boxes.
- Creating a meadow from a 'blank canvas' in late summer or early autumn.
 - Decide the shape of the meadow and create a least 50% bare ground.
 - Mix seeds with sand for easy spreading, sprinkle and gently trample in.
 - Don't worry if the meadow looks a bit plain in its first year, as many perennials take a couple of years to establish.

Rothbury



Enhancement Area found

1. Adding bird boxes to trees near seating area

Rothbury Road potential project will be undergoing a range of improvements aiming to transform the current park into a biodiverse, accessible and valued leisure space that can be used by everyone.

Further information will be provided in due course.

Project

- The Council is already involved in the above project and could add bird boxes on existing trees.

(Examples of bird boxes below)



Bellrope Park



Enhancement Area found

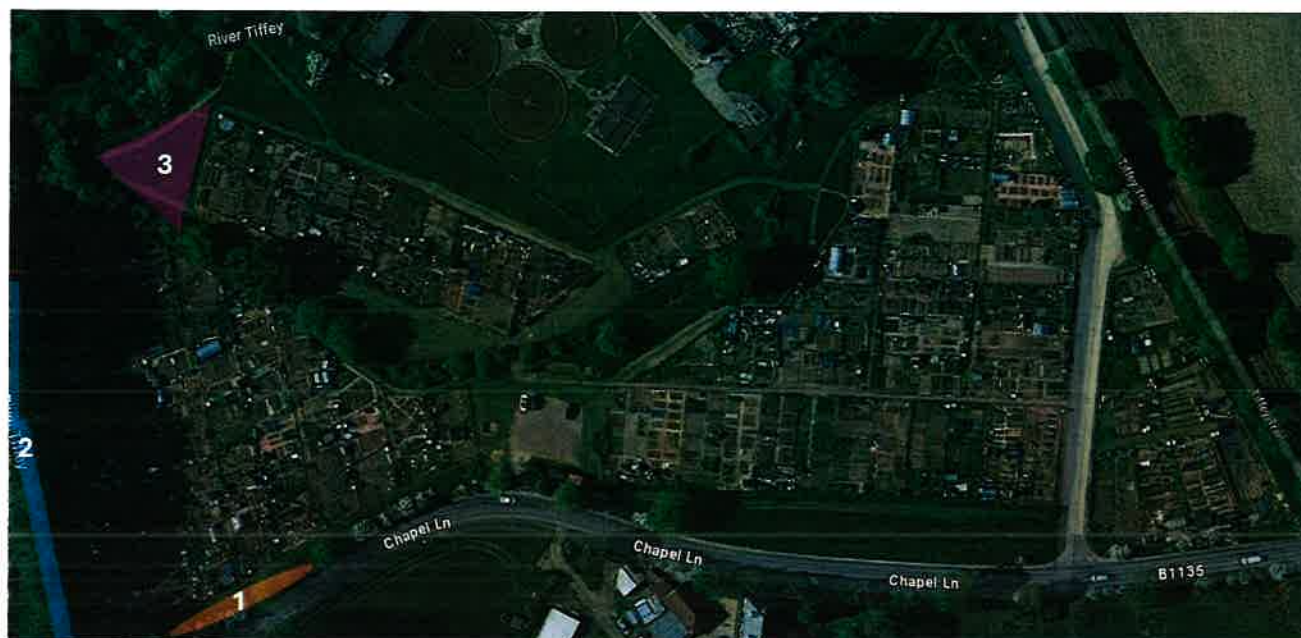
1. Proposal to create a straight 'permissive path'
2. Create a small meadow area
3. Add a bench under the tree near the proposed meadow area
4. Adding seating area in the fenced play area

Project

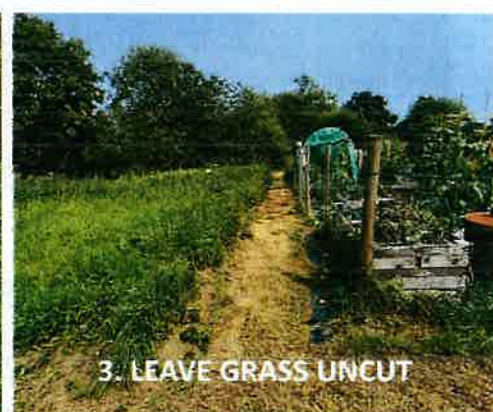
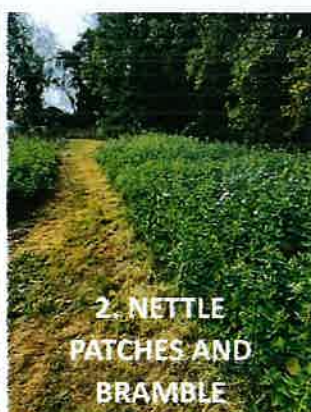
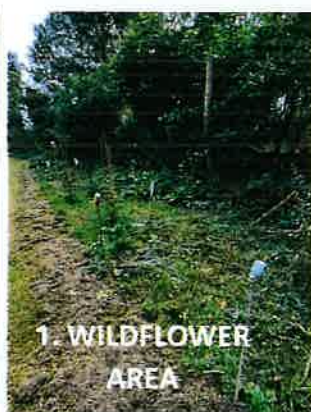
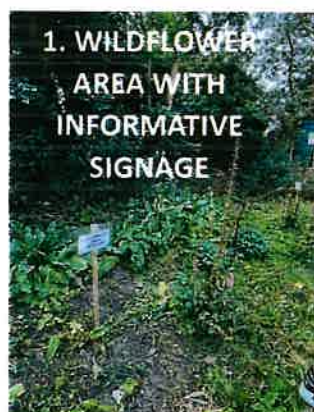
- Add a seating area inside the fenced play area.
- Approach Wymondham Old Grammer School Trust, who owns the land, and propose the following:
 - Create a 'permissive path'² with access from Bellrope Lane to High House Avenue, accessible to wheelchairs/buggies.
 - Create a small meadow area.
 - Add a bench near the tree, close to the play area.

² A path which the landowner expressly permits the public to use, with the intention that it should not become a public right of way.

Allotments on Chapel Lane



The Allotments are already a biodiversity heaven, and the Allotments Community has already provided areas for wildflowers and wildlife, creating natural walk-through corridors and leaving native plants like nettle and bramble patches uncut.



Given the recent news for the Allotments this project is on hold at present.

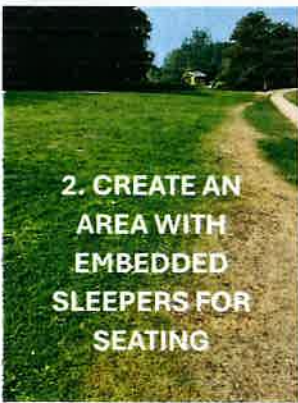
The Council is actively looking to locate suitable land to establish a new site. More details will be announced as soon we are able.

Becketswell



Enhancement Area
found

- 1. Leave an untidy / existing meadow
- 2. Create an area with embedded sleepers for seating
- 3. Existing pond
- 4. Create a wildlife patch



(Examples of embedded sleepers)

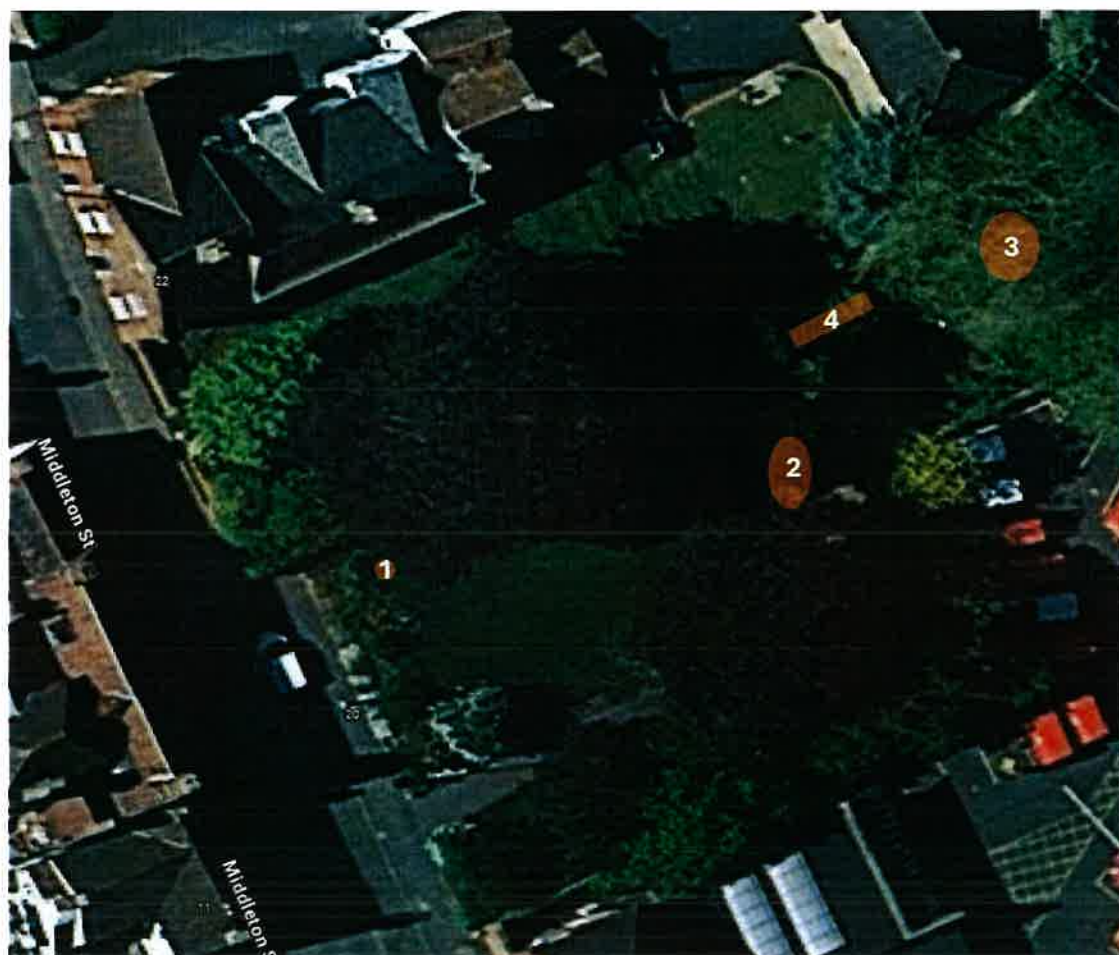


Project

The Council is looking at having an ecological survey carried together with a management plan to develop and enhance the site by the Norfolk Wildlife Trust.

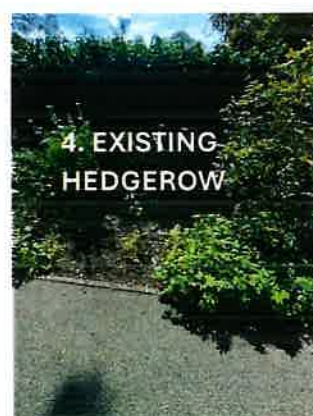
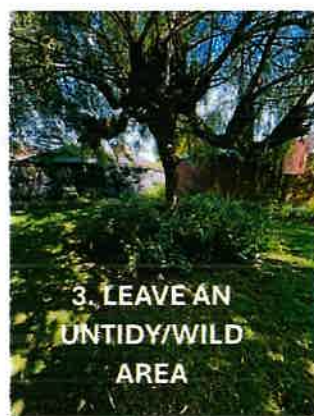
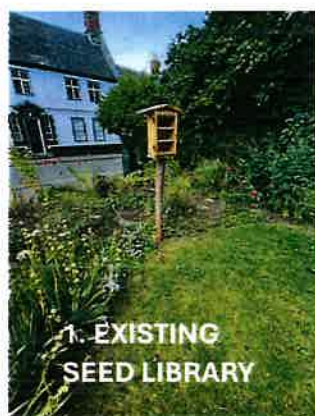
Further information will be provided in due course.

Priory Gardens



Existing area

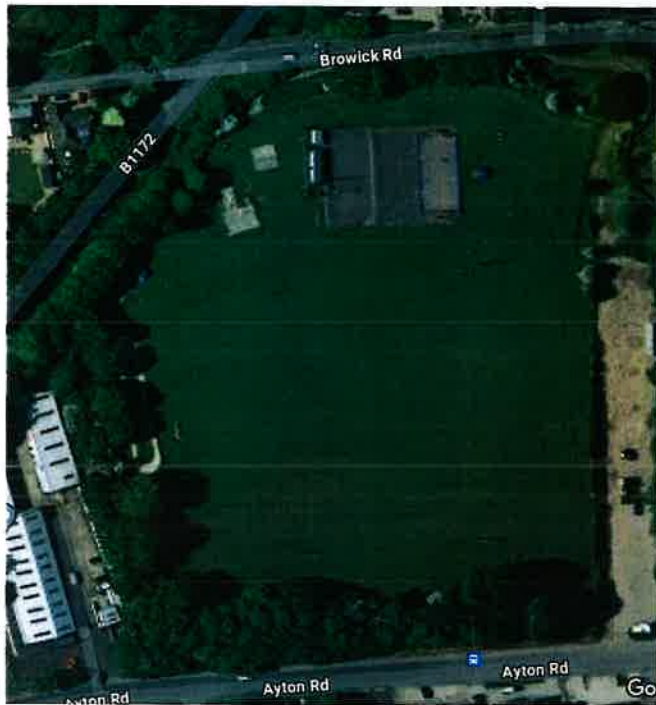
1. Seed library
2. Wildflower area
3. Leave an untidy/
wild corner
4. Existing hedgerow



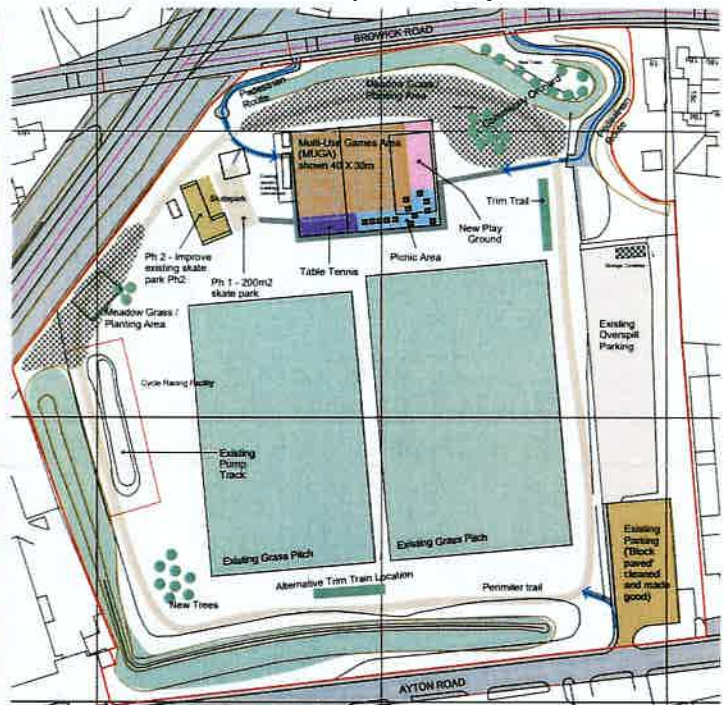
Priory Gardens provide a unique habitat of existing areas which provide biodiversity value through their provision of green corridors and are managed by volunteers and Council ground staff.

Browick Recreation Ground

Current



Potential Redevelopment Project



The Browick Recreation Ground is currently a public open grass space with a skate park, Multi-Use Games Area (MUGA), basketball, BMX track and playground available to residents.

The redevelopment is considering the whole of the Recreation Ground into phases depending on the size of the project and funding available.

The project is currently at the Pre-Planning stage and has been designed with green infrastructure of biodiversity enhancements supporting the multi-functional space and green features which can deliver quality of life that benefits the community.

Queen Elizabeth Memorial Garden



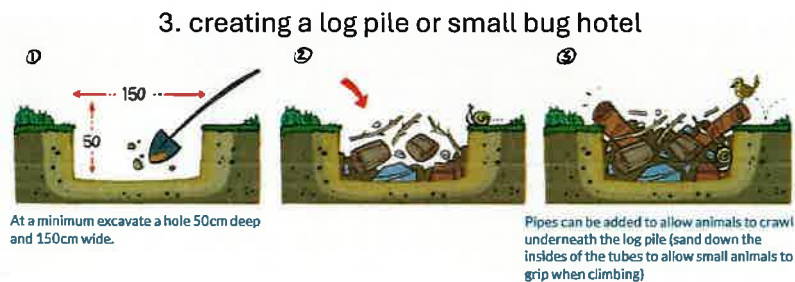
The Queen Elizabeth memorial garden provide a unique habitat of existing areas which provide biodiversity value through their provision of green corridors and are managed by volunteers and Council ground staff.

King's Head Meadow



Enhancement Area found

1. Leave an untidy/wild corner
2. Creative mowing inviting walk along
3. Create a log pile for mini-beasts or small bug hotel



Projects

- Leaving an untidy/wild corner for nettles, bramble and ivy is a great idea for lots of biodiversity.
- Creating mowing
 - Managing the patten desired on the first mow in spring or when cutting long grass and creating mowing could be inviting walk along
- Making a log pile or bug hotel

Tolls Meadow



Toll's Meadow is an area rich of species. Wet meadow and woodland are situated in a gentle valley either side of the River Tiffey on the southwestern side of Wymondham. It is designated as a Local Nature Reserve and County Wildlife Site (Ref: No 2131) and is owned by Wymondham Town Council.

The site is managed for nature conservation, public enjoyment and educational purposes by a local volunteer warden, John Beckett. The management work is carried out according to a conservation management plan by specialist conservation contractors and volunteer work parties. The warden works closely with South Norfolk Councils Countryside Rangers, Norfolk Wildlife Trust and Natural England on the conservation management.

An area overgrown with mainly coarse vegetation in the north-east corner of the site dominated by large stands of nettle and includes abundant common fleabane and great willowherb, frequent meadowsweet and redshank and occasional broad-leaved dock, white dead-nettle, hedge bindweed and large bindweed.

In the south of this area on the north bank of the river, there is a tiny piece of dry grassland of a calcareous nature, with species including frequent yarrow, silverweed and meadow saxifrage and occasional common knapweed, hedge bedstraw, common cat's-ear, hoary plantain, ribwort plantain, germander speedwell and welshed thistle.

There is a strip of coarse vegetation, trees and shrubs along the eastern boundary. The ground flora is dominated by nettle with frequent water mint and occasional common fleabane and great willowherb. Along the boundary, the species include aspen, hawthorn, field maple, elder and willow species.

The River Tiffey is an oligotrophic river flowing over a substrate of gravel. A species growing in the water is water plantain. The banks are overgrown with coarse vegetation which is dominated by great willowherb and abundant common reed, hemp agrimony, water fig wort and includes frequent hedge bindweed, cleavers, hop, meadowsweet, redshank and broad-leaved dock and occasional meadow vetchling and mugwort.

Wymondham Cemetery



Enhancement Area found

1. Create a natural meadow in between open space
2. Add bird boxes



Projects

- Two areas have been selected for biodiversity enhancement.
 - The management of grounds would permit leaving an uncut area and see what comes up from April to July, then once most of the plants seeded from August to September mow to low ground, then leaving the meadow uncut unless growth is vigorous from October to mid-February. Cut and collect mowings from mid-February to March.
- Adding bird boxes to the trees closer to the meadow.

Biodiversity Action Plan

Checklist:			
Project:			
Objectives: Biodiversity Enhancement			
Targets	Who is responsible	When	Achieved
Review points		Dates	

Town Coordinator Report to the Leisure, Environment, Enterprise, and Tourism Committee

November 2024

1. Introduction

- Coverage period July – November 2024.

2. Key Achievements and Activities

- Summary of major projects and activities completed since the last report.
- Successes and highlights
- Metrics where applicable (e.g., visitor numbers, social media engagement, event attendance).

Website Launch

Post the website launch in July 2024 business and community organisations take up for the free website listing is averaging 1 per week.

Free event submissions averaging 3-4 per week but not representative of all main venues or organisations, therefore frequent proactive engagement, and encouragement with reminders on social media posts and in the newsletter is required.

- Website has 3.5k active users with an average engagement time per user of almost 1 minute with most users coming from organic searches and organic social which indicates content of interest and the SEO functioning ok.

Enewsletter Launch

- Enewsletter launched on Mailchimp platform in October 2024 has now almost 1k subscribers and is published twice a month with a What's On feature and a Farmers Market feature. Open rate of 52% and a click rate of 10.3% to event ticketing platforms/Visit Wymondham website that are embedded in the newsletter.

Social Media

Goals: use Facebook and Instagram to increase Wymondham and Wymondham Farmers Market awareness, improve community engagement, generate leads for businesses, generate market visitors, increase traffic to website.

Update: Content is researched, written and photographed and posted at least twice a week, featuring business introductions, what's on, things to do, seasonal content. Posts from business accounts that tag @visitwymondham are shared to stories which is frequent and requires checking daily. Collaboration with and between businesses is starting to work well with a small active group, but further socials training is needed to support this. Currently ad hoc support both online and in person is being given to businesses and signposting to South Norfolk Council subsidised Carrowbreck Social Media Training <https://www.southnorfolkandbroadland.gov.uk/training-courses-4> which a few have taken up.

SNC funded heritage attractions socials and Canva online graphics training in this period too.

Website & Social Media KPI's July – Nov

Metric	Description	Value
VW Facebook Follower Growth	Net gain/loss of followers over 28 days	+167 = 1.9k
VW Facebook Reach	Total unique users who saw your posts	81.7k
VW Facebook Engagement Rate	Percentage of users who engaged (likes, comments)	7.9k
WFM Facebook Follower Growth	Net gain/loss of followers over 28 days	+ 16 = 2.3k
WFM Facebook Reach	Total unique users who saw your posts	12k
WFM Facebook Engagement Rate	Percentage of users who engaged (likes, comments)	1.6k
VW & WFM Social Media Conversion Rate	Percentage of users who visit VW website	28%
Website Total Users	Overall number to gauge popularity	7.1k
Newsletter Sign ups	How effectively does the website drive actions	n/a as only just added pop up

Heritage Attractions Footfall Comparison

Attraction	2022	2023	2024 *to date
Wymondham Abbey	tbc	tbc	tbc
Museum	1990	2373	2670
Becket's Chapel	tbc	tbc	tbc
Abbey Station	48657	750	433801
Market Cross /TIC	2726	3185	1736 * August closure

Public Realm

Liaising with lead South Norfolk Council officer Joel Pailles providing town information, retail and landlord data and attending meetings when requested.

3. Tourism and Visitor Promotion

- Updates on tourism initiatives, partnerships, and promotions, including online and offline efforts.
- Visitor statistics and trends

TIC

Liaised with Kett's Books and clerk to arrange temporary venue during external redecoration of the Market Cross during the summer, the new location resulted in a drop in TIC footfall.

New Market Cross timeline display in production by Wymondham Heritage Museum volunteers – now on the final draft.

Kett's Rebellion VR Experience new Pull up banner installed in TIC with socials assets ordered from SNC Communications.

New pavement sign and flag in production.

Wymondham Abbey expressed an interest in having a few headsets too, still awaiting insurance confirmation from South Norfolk Council before this can proceed.

Wymondham Farmers Market

WFM maintaining a good number and variety of stalls with traders reporting footfall has increased by 50%.

Seasonal Events

Supported with promotion [Halloween Trick or Treat Trail](#) and [Halloween Scarycrow Trail](#) businesses reported increase in sales and would like more of this type of trail event.

Coach Tours Promotion

Ongoing.

4. Heritage Initiatives

Heritage Trail

Ongoing with Wymondham Heritage Society, completion end of year.

Wymondham Scroll

Wymondham artist Patrick Boswell <http://www.patrickboswell-artist.co.uk/> – the original 164ft long scroll exhibited at Becket's Chapel this year has been professionally digitised so it is now available to purchase on video/memory stick. The artist is keen for the original to have a permanent home in the town centre, this information has been sent to the Public Realm Team.

5. Local Economy & Community Support

- Overview of support provided to local businesses and economic initiatives.
- Updates on partnerships with local enterprises, support programs, and business-focused events.

Engaging with local businesses, third party organisations i.e. Norfolk Passport, NCC on tourism initiatives such as this year's successful Easter Egg Trail and Dinosaur Trail, attending Wymondham Business Group monthly meetings, meeting with community organisations to foster partnerships, support for town initiatives, providing marketing and promotion support as required.

Sign posting to SNC business initiatives or SNC Communities ad hoc and via email updates.

Engaging with local press and influencers – have established group of influencers who regularly create user generated content for Wymondham businesses and Visit Wymondham social media

Retail Business

Shop closures/vacant units update, partial overview as waiting on agent updates on units under offer.

- 18a Market Street (Ex Gunsmith) - refurbishing unit for rental
- 17 – 18 Market Place Marmalade Tree unit being sold to Money Properties/Money Lettings
- 34 Market Street (Ex Bateman's) let to national chain
- 7 Middleton Street Ex Jarrolds retail – SNC Economic Development team in dialogue re future use

New shop/leisure openings:

- 15 – 17 Market Street (Ex Reno refills) Victoria Jane Goldsmith for jewellery shop and jewellery workshops opening date Dec tbc with adjacent unit available for let
- Abbey Schoolrooms, Church Street That Little Norfolk Shop Norfolk Collective – makers, crafters etc opening 23 November
- 7 Whartons Court Shabby Chic Grooming Boutique opened October
- 17 Penfold Drive Utopia relocation - opened November
- 40 Market Street Caprinos Pizza opening end November

Networking and Community Toolkit

Updated SNC Community Toolkit launched, and town coordinator emailed to communities database.

Wymondham Organisers Event Toolkit - Cllr Nuri-Nixon is going to develop is going to be based on this new South Norfolk Council toolkit.

6. Challenges and Issues

- Identification of any ongoing or anticipated challenges impacting leisure, environment, enterprise, or tourism.
- Potential solutions or actions being considered to address these issues.

Currently, the role is limited to 24 hours per week. However, due to increasing responsibilities and the growing success of initiatives, the current Town Coordinator is already dedicating significantly more time than these paid hours to meet the demands of the position.

Propose transitioning the Town Coordinator role to full-time. Doing so would allow Visit Wymondham to fully leverage the role's potential to increase tourism, local resident footfall, deepen business partnerships, improve event execution, and create sustainable growth for the local economy.

7. Upcoming Projects and Events

- Brief outline of future events, projects, and planned initiatives.
- Expected benefits and anticipated participation or engagement.

['A Wymondham Christmas'](#) festive lights switch on event 1 December 3-6.30pm

Town Map of what to visit and promotion via social media and e-newsletter

Line up

- Shops
- Cafes and pubs

- Farmers Market stalls, community stalls, Christmas Craft Market
- Live music including Wymondham and South Norfolk Rock Choir, Steel Band 'Spangle', 'The Ivy's'
- Special visit from Santa's see him arrive on his sleigh and Grotto
- Christmas Elves walk about acts bouncing around the town
- Christmas Puppets
- Gray's Funfair rides
- Festive food and drink
- Christmas Windows
- Christmas Naughty Elf Trail
- Big countdown of the Christmas lights switch
- Foolhardy's Circus Fire Show and more live music to finish

Christmas Windows Competition 30 November – Friday 20 December

Christmas Naughty Elf Trail Saturday 30 November – Sunday 5 January

The Guide to Wymondham and surrounding area 2025

[The Official Wymondham Town Guide](#) requested meeting with publisher to discuss.

Wymondham Map leaflet

New edition due for 2025

8. Financial Overview

- see attached

9. Recommendations and Next Steps

For discussion