

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 March 2025 at 6.00 pm** in the Council Offices.

AGENDA

| | | |
|---|--|----------|
| 1 | Apologies for absence | |
| 2 | Declarations of Interest | A |
| 3 | To confirm the minutes of the Leisure Environment Enterprise & Tourism Committee meeting held on 19 th November 2024. | B |
| 4 | To receive an update about progress of items arising from the last meeting of the committee held on 19 th November 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 consider proposed Plantlife membership | C |
| 7 | To consider applying for SNDC Nature Conservation Fund for Becketswell | D |
| 8 | To consider SNDC scheme and register the Council's interest into Solar Panels | E |
| 9 | Town Co-ordinator update | F |

Council Offices

Ketts Park
Harts Farm Road
Wymondham
NR18 0UT

Laura Trabucco

Town Clerk
11th March 2025

Committee Members:

Councillor (Cllr) Annette James (Chair), Joy Batley, Lowell Doheny, Lucy Nixon and Suzanne Nuri-Nixon

Interests Flowchart

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

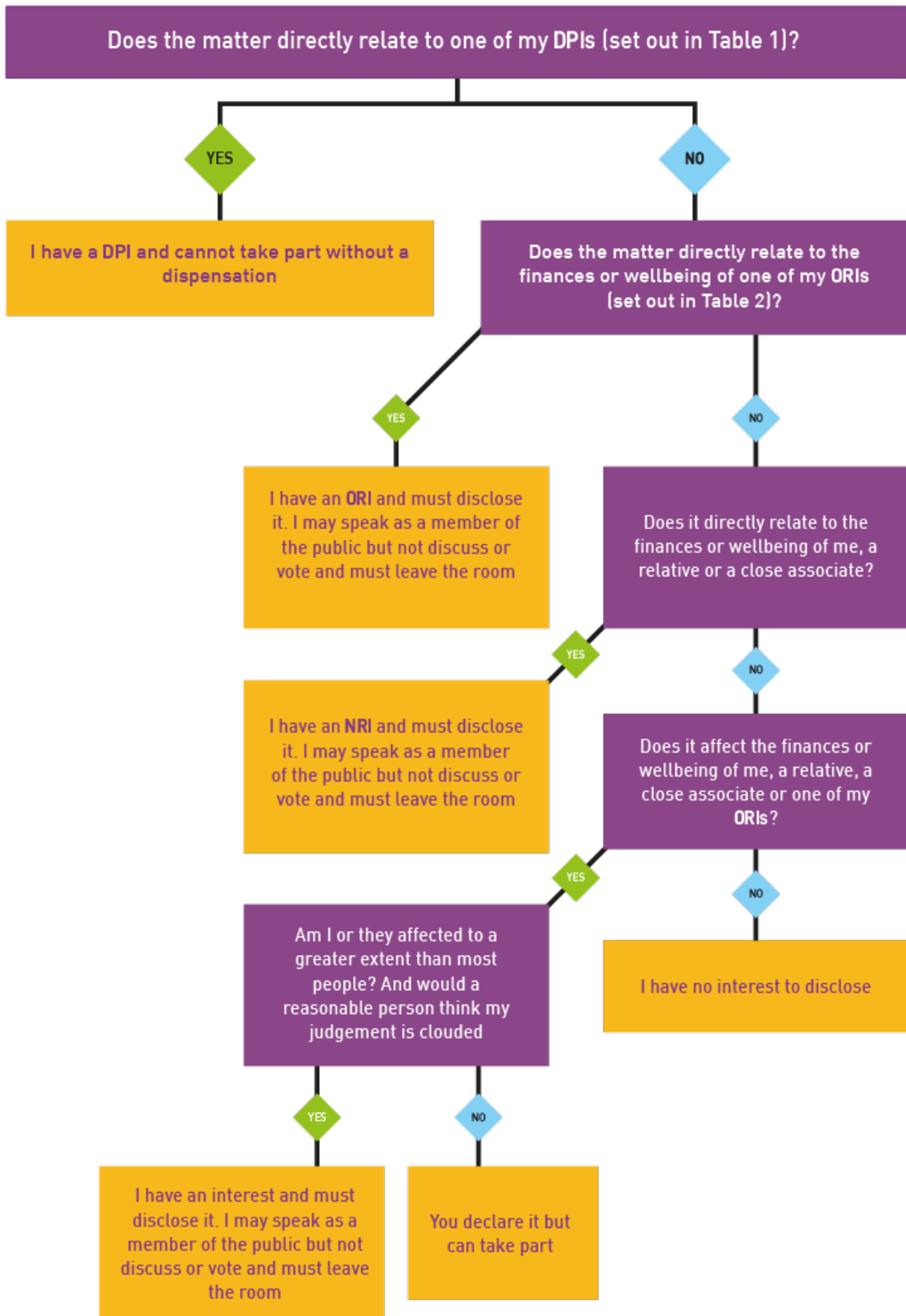


Table 1: Disclosable Pecuniary Interests

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 | 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. This includes any payment or financial benefit from a trade union within the meaning of the Trade Union and Labour Relations (Consolidation) Act 1992. |
| Contracts | 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 — (a) under which goods or services are to be provided or works are to be executed; and (b) which has not been fully discharged |
| Land and Property | Any beneficial interest in land which is within the area of the council. '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. |
| 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

| |
|---|
| <p>You must register as an Other Registerable Interest :</p> <ul style="list-style-type: none"> 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 <ul style="list-style-type: none"> (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 19th November 2024
in the Council Offices commencing at 6.00 pm

Present:

| | |
|-------|-----------------------------------|
| Cllrs | A James (Chair) |
| | L Nixon |
| | M Batley |
| | M Rosen (Substitute for L Doheny) |
| | S Nuri-Nixon |

Also Present:

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

| | |
|---------|---|
| LE29/24 | <u>APOLOGIES FOR ABSENCE</u> – Cllr. Doheny |
| LE30/24 | <u>DECLARATIONS OF INTEREST</u> – None. |
| LE31/24 | <u>MINUTES OF MEETING</u> Upon the proposition of Cllr. Nixon and seconded by Cllr. Nuri-Nixon it was unanimously resolved to approve the minutes of the Leisure, Environment, Enterprise & Tourism Committee meeting held on 16 th July 2024 as a correct record. |
| LE32/24 | <u>PROGRESS UPDATES</u> - None. |
| LE33/24 | <u>PUBLIC PARTICIPATION</u> <ul style="list-style-type: none"> • Representative of Greening Wymondham read out statement about the effects of climate change and that they were pleased that a bio-diversity report on the various sites owned/managed by the Council had been prepared. Further work they thought was necessary was then outlined and the need to liaise with local groups such as Greening Wymondham was stressed. • Local resident suggested that the Council should use emoji's in its minutes/reports. |
| LE34/24 | <u>PLAY EQUIPMENT</u> Report by the Deputy Clerk was discussed and it was noted that the equipment will shortly be cleaned by the Council's grounds staff following which the appropriate pieces will be repainted. |
| LE35/24 | <u>BIO- DIVERSITY</u> Cllr. James introduced the report that had been prepared outlining possible work that could be carried out to improve bio-diversity at various council owned/managed sites. It was then stressed that this was the second phases of the work and that the third phase would be discussions with interested parties such as Green Wymondham and sustainable Wymondham. Councillors commented that it was good to see this work progressing. |

| | |
|---------|---|
| LE36/24 | <p><u>TOWN CO-ORDINATOR</u> report on progress to date was noted and the Town Co-ordinator commended on her work and the benefits to the Town. It was confirmed that the Christmas Elf trail now had over 30 shops were taking part and the originally planned two days event had now been extended from the beginning of December to Christmas Eve.</p> |
| LE37/24 | <p><u>EXCLUSION PRESS & PUBLIC</u> On the proposition of Cllr. Nixon and seconded by Cllr Nuri-Nixon 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.</p> |
| LE38/24 | <p><u>BUDGET 2025/26</u> Clerk presented the draft for discussion and submission to the Leisure Environment Enterprise & Tourism Committee for incorporation into the Council budget for the 2025/26 financial year. After further discussion during which a number of questions were answered upon the resolution of Cllr. Nixon and seconded by Cllr. Rosen it was resolved to recommend a proposed budget of £177,297 to the Finance & General Purposes Committee.</p> |

[The meeting closed at 18.40 pm]

DATED this day of2025

SIGNED (Chairman)

Mindful Mowing

In 2019 the concept of 'No Mow May' was launched by the conservation charity 'Plantlife'. Undisturbed longer grasses allow for wildflowers to grow and provide a habitat for many different insects and pollinators. On their website there's a link especially for local authorities to receive dedicated best practice guidance, examples of case studies and resources to help communicate what we're doing with our community.

Over the years the concept of No Mow May has evolved into the idea of more mindful mowing as it is less prohibitive and takes into account that some wildlife, such as blackbirds and thrushes, does need short grass for feeding.

Since the 1930s we have lost approximately 97% of our meadows and with them vital sources of food for bees and butterflies. Research has shown that simple changes in mowing can result in enough nectar for ten times more bees with over two hundred species of flowers flowering on the lawns of those involved in the No Mow May campaign.

Whilst unmown grassy areas can be unpopular, 73% of people now believe that leaving grassy areas unmown in May is the right thing to do to help wildlife. Unmown areas do not need to look untidy or unkempt-see photos attached for examples. As a Council we need to find the right balance between protecting biodiversity, providing safe areas for children to play, safe pathways to walk on and ensure there are no visibility issues for drivers on the grassy areas we manage.

PROPOSAL:

To assist with our biodiversity policy action plan, we propose that Wymondham Town Council signs up to be part of Plantlife's 2025 campaign. This has an approximate cost of £39.

Proposer: Cllr Nixon

Secunder: Cllr Nuri-Nixon



Fairland Green with the grass left unmown on the banks under the trees



Example of creative mowing



A grassy path mown through a wildflower area is inviting to walk along





Examples of informative signage

Becketswell Meadow

Becketswell meadow is a lovely area of Wymondham which is part of a nature walk just outside the town centre. A previous report provided by Greening Wymondham to the last council has highlighted however that there is some conservation work required to aid supporting the wildlife in this area. We have now made arrangements for Norfolk Wildlife Trust to conduct a survey of the pond in its current state and make recommendations.

There are some older trees which require attention and the pond is in desperate need of some work to help it sustain the wildlife the location attracts. There are also two potential areas that could be suitable for planting a Miyawaki mini forest. North Norfolk District Council has successfully planted four Miyawaki forests. (See references for more info.)

A Miyawaki forest is essentially a mini forest that can be grown anywhere, in any climate or soil either in rural or urban locations. Its size can be as small as just five metres squared (although the bigger it is, the more it benefits the environment.) It's an innovative planting method developed by a Japanese botanist, Dr Akira Miyawaki, who's technique has been used across the world since the early 1970's.

The trees planted in this manner grow up to ten times faster than those in conventional woodlands; therefore they absorb more carbon, reduce flooding, improve air quality and support more biodiversity.

Currently South Norfolk District Council are offering parish councils grants of up to £10,000 from their Nature Conservation Fund designed to 'empower local communities to enhance their green spaces and boost biodiversity. Eligible projects might include creating circular walks, establishing wildlife-attracting ponds, or planting Miyawaki mini-forests.' The fund will prioritise projects that:

- Actively contribute to tackling carbon emissions.
- Enhance local ecosystems and support a diverse range of plant and animal life.
- Create and improve green spaces that are accessible and enjoyable for the entire community.

The LEET committee directs the council to look at the guidance for the expression of interest, complete the EOI form to apply for a grant from this fund, and attend an online meeting to discuss the Becketswell project with a member of the SNC team.

Proposer: Cllr James Seconder: Cllr Nixon

For further reading:

<https://www.southnorfolkandbroadland.gov.uk/news/south-norfolk-launches-nature-conservation-fund>

<https://tinyforest.earthwatch.org.uk/images/documents/Tiny-Forest-Monitoring-Report-2023.pdf>

<https://www.norfolk.gov.uk/miyawakiforests>

<https://www.north-norfolk.gov.uk/tasks/projects/miyawaki-forest-project/>

Solar Panels

In the summer of 2023 Wymondham Town Council declared a climate emergency. The LEET committee therefore acknowledges the current climate emergency and the responsibility as an organisation to reduce our carbon footprint.

The roof of the Town Council building is potentially suitable for siting a number of solar panels which could both generate enough energy to power this building as well as selling surplus back to the grid.

South Norfolk Council offers a scheme called 'Solar Together' whereby businesses and individual households can register to take part in the next initiative which sees customers able to get solar panels at a more competitive rate by being part of a co-operative of buyers.

We ask the council to:

1. Register our interest online with SNC for the next Solar Together scheme
2. Agree to pay the £150 charge to have our roof surveyed for suitability
3. Look to locate any potential grants to aid the funding of the installation if the building is suitable to proceed

Proposer: Cllr Nixon

Seconder: Cllr James

Town Coordinator Report to the Leisure, Environment, Enterprise, and Tourism Committee March 2025

Coverage period January 2025 – March 2025

1. Key Achievements and Activities

Website

Business and community organisations take up for the free website listing continues to average 1 per week.

Free event submissions continue to average 3-4 per week, but still not representative of all main venues or organisations; have emailed organisations who host larger events and are not using the website a direct reminder which has resulted in 2 new event users.

Monthly content call out via business newsletter, emails, reminders on social media posts and in the Visit Wymondham e-newsletter.

Last 60 Days 9 January – 9 March

- 5.4k active users with an average engagement time per user of 1 minute 15s which is an increase and just above average with most users coming from organic searches and organic social which indicates content of interest and the SEO functioning ok.
- Page views 15k

Content updates:

- Wymondham Heritage Trail [Wymondham Heritage Trail - Visit Wymondham](#)
- Wymondham Abbey Tours [Wymondham Abbey Tours - Visit Wymondham](#)
- Treasure Trails [Treasure Trails - Visit Wymondham](#)

Visit Wymondham E-newsletter

- 1165 subscribers = 11.8% increase. Published twice a month with a What's On and a Farmers Market editions. Average open rate of 51.7% which is above the industry average 37.3% and an average click rate of 10.65% to event ticketing platforms, organisation sites/Visit Wymondham website hyperlinks that are embedded in the e-newsletter which is above the industry average of 4.7%.

Social Media

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

Content is researched, written, photographed/filmed, and posted at least twice a week, featuring new business introductions/openings, what's on, things to do and seasonal content which follows the Visit Wymondham content pillars. Posts from business accounts that tag @visitwymondham are shared to stories as often as possible, and comments/messages are replied to daily.

Collaboration with and between businesses and heritage attractions is still limited to a small active group.

Social Media Basics Training Course delivered to Wymondham Business Group's February meeting and all businesses and Councillors emailed the training PDF.

Ad hoc support both online and in person is given to businesses who are also signposted to South Norfolk Council subsidised social media and marketing training
<https://www.southnorfolkandbroadland.gov.uk/training-courses-4>

Further socials and marketing training is needed.

Visit Wymondham Social Media KPI's

| Metric | Description | Value |
|------------------------------|---|---------------|
| VW Facebook Follower Growth | Net gain/loss of followers over 28 days | 2,184k + 22% |
| VW Facebook Reach | Total unique users who saw your posts | 64k + 10.7% |
| VW Facebook Engagement Rate | Percentage of users who engaged (likes, comments) | 4k + 68% |
| VW Instagram Follower Growth | Net gain/loss of followers over 28 days | 2055k +4% |
| VW Instagram Reach | Total unique users who saw your posts | 6,280k -35.4% |
| VW Instagram Engagement Rate | Users who engaged (likes, comments) | 878 +29.88% |

Wymondham Farmers Market Social Media KPI's

| | | |
|-------------------------------|---|---------------|
| WFM Facebook Follower Growth | Net gain/loss of followers over 28 days | 2413k +1.3% |
| WFM Facebook Reach | Total unique users who saw your posts | 24,444k +6.2% |
| WFM Facebook Engagement Rate | Percentage of users who engaged (likes, comments) | 1164 -2% |
| WFM Instagram Follower Growth | Net gain/loss of followers over 28 days | 2349k + 6.1% |
| WFM Instagram Reach | Total unique users who saw your posts | 6.4k +49.5% |
| WFM Instagram Engagement Rate | Percentage of users who engaged (likes, comments) | 276 +46.8% |

Website & Newsletter KPI's

| | | |
|---------------------------------------|--|---|
| Website Total Users | Overall number to gauge popularity | 5.4k |
| Enewsletter sign ups from website | How effectively does the website drive actions | n/a as only recently added Mailchimp pop up |
| VW & WFM Social Media Conversion Rate | Percentage of users who visit VW website | 22% |

| | | |
|------------------------|--|--------------------------------|
| Enewsletter Open rate | Percentage of emails opened | 51.7% (industry average 37.3%) |
| Enewsletter click rate | Percentage of users that use newsletter links to event ticketing platforms/Visit Wymondham website | 10.65% |

Heritage Attractions Footfall Comparison

Submitted further request for Becket's Chapel figures.

| Attraction | 2022 | 2023 | 2024 *to date |
|-------------------|-------|-------------------------|---|
| Wymondham Abbey | ? | 33,000* record footfall | New counter installed: June – date 34,000 (final total tbc) |
| Museum | 1990 | 2373 | 2670 |
| Becket's Chapel | tbc | tbc | tbc |
| Abbey Station | 48657 | 750 | 433801 |
| Market Cross /TIC | 2726 | 3185 | 1736 * August closure |

3. Tourism and Visitor Promotion

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

Wymondham Tourist Information Centre

New Market Cross timeline display installation date 14.3.25

Kett's Rebellion VR Experience awaiting socials assets ordered from SNC Communications – have repeated request.

New pavement sign and flag installed.

The Guide to Wymondham and surrounding area 2025

[The Official Wymondham Town Guide](#) 2025 edition in progress, collaboration between Town Coordinator and publishers, publication date Easter.

Wymondham Farmers Market

25th Birthday 15 March 9am – 1pm – social media hamper giveaway, cake at the market and press release.

Seasonal Events

- Wymondham Festive Lights Switch on 1 December co-funded by Wymondham Town Council and Wymondham Business Group. De-brief meetings held. Discussion required re 2025 event. Other local towns all have festive lights switch on events planned.

- VE & VJ Days have contacted local groups – still awaiting a reply. Funding is available for an event. Other local towns all have events planned.

Coach Tours Promotion

Ongoing.

East Anglia Included in Lonely Planet's Best in Travel for 2025

East Anglia has been named as one of Lonely Planet's [top 30 must-visit places in the world to see in 2025](#) – and the only destination in the UK. It showcases East Anglia offering of 'a taste of traditional England without the typical touristy attractions', as well as charming towns, villages and 'a coastline adorned with beaches and bird reserves'.

VisitEngland / VisitBritain Domestic Sentiment Tracker for January

Reflects the trends of 2024, with the cost of living the biggest influence on UK trips. Consequently, most UK adults are being cautious (47%) or cutting back (19%).

Overnight domestic trip intentions are mostly in line with those anticipated in 2024. 80% are planning a trip within the next 12 months, and both domestic (80%) and overseas (66%) trip intentions are close to record-high levels of February 2024.

The number of UK adults more likely to choose UK trips (32%) is higher than those preferring overseas travel (30%) because they're easier to plan (52%) and cheaper (50%). As a result, 20% will 'look for more free things to do'.

Positively, the top destination for January - March 2025 is 'a city or large town' (43%), whilst 'trying local food and drink' is the top activity between January - March 2025 (39%) and April - June 2025 (38%).

Tourism Business Survey Results

The results of Larking Gowen's most recent Tourism Business Survey have been released. In partnership with DMOs in East Anglia, the survey sheds light on changes to and impacts on the tourism, leisure and hospitality sector in the area. This includes results on footfall, occupancy rates and advance bookings.

Full survey results [here](#).

4. Heritage Initiatives

Heritage Trail

Launched February Half Term by deputy Mayor Dave Roberts and Chair Wymondham Heritage Society Kevin Hurn. Free booklet self-guided tour is now available from Tourist Information Centre and Wymondham Heritage Museum. Physical signage installed in main car parks, Market Place, Market Street, Town Green, Library and mainline railway station, online Visit Wymondham [Wymondham Heritage Trail - Visit Wymondham](#) and online flipbook and downloadable version.

Press Release will be released to tie in with **English Tourism Week: 14 – 23 March 2025** - an annual celebration of the tourism industry, showcasing its importance to local communities and economies.

Mini social media film to follow.

Historical images and information will be added to the trail on the Visit Wymondham website as available from Wymondham Heritage Society.

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.

Attended Wymondham Business Group monthly meetings.

Visit Wymondham Business Newsletter (Moved business newsletter to Mailchimp in January)

- 429 subscribers. Published once a month. Average open rate of 47.15% and an average click rate of 9.3%

Signposting to South Norfolk Council Business Builder Grants for start-ups, to established businesses [01603 980441](tel:01603980441) or email business@southnorfolkandbroadland.gov.uk Details here <https://orlo.uk/d8P5R>

New 'Visit South Norfolk' Tourism Website & Socials to be launched

Independent organisation with officer support from South Norfolk and Broadland Councils Tourism Officer graham.peers@southnorfolkandbroadland.gov.uk

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.

Broadland & South Norfolk Business Awards Finalists 2025.

[Elementals Magickal Emporium](#), [Home Farm Gin](#), [Hi -Span](#) and [Huxley Events](#)

Meeting with community organisations to be arranged.

Community groups emailed grant opportunities as they arise.

Closures/vacant units/businesses & property for sale:

- Green Dragon [Green Dragon, Wymondham - Admiral Taverns](#)
- 18a Market Street (Ex Gunsmith) - refurbishing unit for rental
- 7 Middleton Street (Ex Jarrolds) – SNC Economic Development team in dialogue re future use
- Town House Hotel [Hotel for sale in Market Street, Wymondham, NR18](#)
- 38 Market Street Merv's Bakery for sale [Buy a Well Presented And Highly Regarded Bakery In Wymondham](#)
- Trevor's Cards permanently closed due to bereavement – awaiting update
- 15 Market Street (Ex Reno refills) will be available for let to retail business within next 3 months via Victoria Jane Goldsmith
- 16 Market Street OBB (ex Money Properties) under offer

- [Mixed use property for sale in 7, 7A and 7B Damgate Street, Wymondham, Norfolk NR18 OBG, NR18](#)
- [Commercial development for sale in 19, Fairland Street, Wymondham, Norfolk. NR18 OAW, NR18](#)
- 19 Town Green NR18 OPN [High street retail property for rent in Town Green, Wymondham, Norfolk, NR18](#)

New openings:

- **Mobilink** 34 Market Street (Ex Bateman's) opened January [\(20+\) Facebook](#)
- **That Little Norfolk Shop & Studio** Abbey Schoolrooms, Church Street, NR18 OPH - Records, art, local makers and producers shop.
- **Utopia Tanning Lounge** at 17 Penfold Drive NR18 OWZ
- **Stay Active Physiotherapy** and **Tranquility Zone** The Old Dairy, Suite 3 Elm Farm Business Park, Norwich Common NR18 OSW - Physiotherapy, adolescent sports injuries, ante and postnatal care, holistic beauty treatments and wellness therapies.

Public Realm

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

Concept designs will be shared in a second round of consultation in early 2025.

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.

To develop the Visit Wymondham brand and drive footfall investment is required in the website SEO, keyword research, additional blog content and social media video content which there is not capacity or budget for at present.

7. Upcoming Projects and Events

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

<https://www.dodoanddinosaur.com/> are scoping 2025 Wymondham Trail for the school summer holidays event.

Wymondham Colouring Book [Colour Your Streets - Colour where you live and love](#) Retail price c£9.99

Coordinated with Kett's Books and heritage attractions to take this forward with the publishers. No cost to the council other than placing an order for 25 copies as discussed with the clerk for the Tourist Information Centre. Kett's Books will order and invoice all other parties.

Wymondham Map leaflet

New edition due for 2025, opportunity to re-define content.

Town Tourism Strategy 2025

TBC