

# Overview & Scrutiny Committee Review of Cabinet Agenda

## Agenda

### Date

Tuesday 16 October 2018

### *Members of the Overview & Scrutiny Committee*

Mr D G Harrison  
(Chairman)

Mr J J Emsell  
(Vice Chairman)

Mr A D Adams  
Mrs C H Bannock  
Mr D Buck  
Ms S J Catchpole  
Mr G Everett  
Mr R F Grady  
Mr G K Nurden

Mr F O'Neill  
Mr V Ray-Mortlock  
Mr S Riley  
Mr V B Tapp  
Mrs K A Vincent  
Mr D C Ward

### **Substitutes Conservative**

Any Members not  
appointed to the  
Committee or to Cabinet

### **Substitute Liberal Democrat**

Any Members not  
appointed to the  
Committee

### Time

10.00 am

### Place

Council Chamber  
Thorpe Lodge  
1 Yarmouth Road  
Thorpe St Andrew  
Norwich

### Contact

James Overy tel (01603) 430540

Broadland District Council  
Thorpe Lodge  
1 Yarmouth Road  
Thorpe St Andrew  
Norwich NR7 0DU  
E-mail: [james.overy@broadland.gov.uk](mailto:james.overy@broadland.gov.uk)



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**If any Member wishes to clarify details relating to any matter on the agenda they are requested to contact the relevant Head of Service.**

### **The Openness of Local Government Bodies Regulations 2014**

Under the above Regulations, any person may take photographs, film and audio-record the proceedings and report on all public meetings. If you do not wish to be filmed / recorded, please notify an officer prior to the start of the meeting. The Council has a protocol, a copy of which will be displayed outside of each meeting room and is available on request.

**The Chairman will ask if anyone wishes to  
film / record this meeting**

**A G E N D A**

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|----------|---|------------------|
| <b>1</b> | <b>To receive declarations of interest under Procedural Rule no 8</b>   |                  |
| <b>2</b> | <b>Apologies for absence</b>  |                  |
| <b>3</b> | <b><u><a href="#">Minutes of meeting held on 18 September 2018</a></u></b>  | <b>3 – 9</b>     |
| <b>4</b> | <b>Matters arising therefrom (if any)</b>   |                  |
| <b>5</b> | <b>Chairman’s Announcements</b>   |                  |
| <b>6</b> | <b>Public Speaking</b>  |                  |
|          | <p>To consider representation from the members of the public who have expressed the wish to convey their views on items on this agenda.</p> <p>In accordance with the Constitution a period of 3 minutes is allowed per member of the public.</p> |                  |
| <b>7</b> | <b><u><a href="#">Appointment to Joint Scrutiny Committee</a></u></b>   | <b>10 – 11</b>   |
|          | <p>To appoint six Members to a joint Scrutiny Committee with South Norfolk Council.</p>   |                  |
| <b>8</b> | <b><u><a href="#">Economic and Tourism Update</a></u></b>   | <b>12 – 36</b>   |
|          | <p>To receive an update on the activities of the Council in relation to the economy and tourism in the District.</p>  |                  |
| <b>9</b> | <b>Cabinet Reports</b>  | <b>To follow</b> |
|          | <p>To consider the Cabinet reports in respect of the 23 October 2018 meeting.</p>   |                  |

P C Kirby  
Chief Executive

Minutes of a meeting of the **Overview & Scrutiny Committee – Review of Cabinet Agenda** held at Thorpe Lodge, 1 Yarmouth Road, Thorpe St Andrew, Norwich on **Tuesday 18 September 2018** at **10.00 am** when there were present:

	Mr D G Harrison – Chairman	
Mrs C H Bannock	Mr G Everett	Mr S Riley
Mr D Buck	Mr R Knowles	Mr V B Tapp
Mr J J Emsell	Mr G K Nurden	Mr D C Ward

Also in attendance were the Head of Planning, Head of Finance and Revenue Services, Economic Development Manager, Private Sector Housing Manager, Environmental Protection Manager (Special Projects), Housing Enabler and the Committee Officer (JO).

### **45 APOLOGIES FOR ABSENCE**

Apologies for absence were received from Mr Adams, Ms Catchpole, Mr Grady, Mr O'Neill, Mrs Vincent and Mr D Ward.

### **46 MINUTES**

The Minutes of the meeting held on 11 September 2018 were confirmed as a correct record and signed by the Chairman.

## **CABINET REPORTS**

### **47 COMMUNITY GRANTS PROGRAMME REVIEW 2017/18**

The report reviewed the operation of the Community Grants Programme in 2017/18 and proposed options for the future implementation of the programme.

Since October 2017 the Norfolk Community Foundation (NCF) had delivered the Council grants scheme, very effectively. However, it was not proposed that this funding would be added to and it was envisaged that by the end of March 2019 these funds would be mostly allocated to projects. Currently balances being held by the NCF for Community Activities and Small Grants was £37,375 and £27,003 for Community Capital Grants. It was proposed that the scheme remained 'live' with the NCF until all the budgets were spent. Other Service Level Delivery Agreements would continue to be funded, but from a different source.

At South Norfolk Council a scheme operated that allowed Members £1,000 each to allocate to community projects within their Wards. Members had suggested that a similar scheme could be adopted at Broadland.

Should Members wish to proceed with a scheme similar to the South Norfolk scheme, a growth bid would be included in the budgets for the 2019/20 financial year. It was proposed that initially the scheme could start with a sum of £500 per annum per Member. If approved guidelines and criteria for the scheme would be drawn up for consideration at a future meeting.

A Member confirmed his support for the principle of Member allocated grants, but suggested that there should be flexibility, as some Wards had three Members in denser areas, whilst other had widely spread communities over single Member Wards. Allocation should, therefore, reflect population to ensure that funding was fairly distributed, particularly across more rural areas. To meet this requirement the bid for base budget growth should be increased to a maximum of £27,500. Concerns were also expressed about the appropriateness of the scheme being overseen by the Communications and Engagement Manager, instead of an officer from Economic Development.

It was confirmed that the Member Grants Programme could be taken to the Economic Success Panel for consideration as it was developed.

Members requested that recommendation 3 be amended to reflect the Committee's concerns about ensuring a proportionate and fair distribution of funds across all Wards.

### **RECOMMENDED TO CABINET**

Options (1, 2, 3 as amended, and 4)

To recommend to Council

- (1) to note the performance of the Community Grants Programme in 2017/18;
- (2) to allow the NCF to continue to operate a 'live' Community Grants programme until the current budgets are exhausted (likely to be sometime in 2019/20);
- (3) to bid for base budget growth of £27,500 to fund a Members' grants scheme *that would be distributed proportionately across Wards and take account of rural populations*, and implemented from June 2019;
- (4) Subject to (3) above to work in collaboration with South Norfolk Council to provide guidelines and criteria for a Members' grants scheme which will be overseen by the Communications and Engagement Manager.

### 48 ESTABLISHMENT OF A GROWTH DELIVERY TEAM

The report proposed the establishment of a permanent, dedicated Growth Delivery Team consisting of three officers to work with existing teams, partners and consultants to accelerate and promote quality development in the delivery of strategic sites and add value to the new and existing communities in Broadland and South Norfolk.

Local authorities were now seen as key players in housing delivery and could be rewarded for being proactive with funding opportunities and Government support, whereas less ambitious authorities could face a potential reduction in their regulatory leverage.

The delivery of new jobs was also as important for both councils and three of the strategic sites, which would be the initial focus of the Growth Delivery Team, (Rackheath, Long Stratton and Beeston Park) included a significant amount of employment land. An economic development function would, therefore, be an integral part the Teams role and purpose.

A further core function of the Team would be to secure funding and/or deliver crucial upfront infrastructure costs to support delivery of strategic sites.

The estimated cost of the Team was £150,000 – £200,000, with a consultancy budget of £100,000 per annum; with the cost split initially at 55 percent South Norfolk and 45 percent Broadland. However, a bid of £150,000 to the Norfolk Business Rates Pool might limit this draw in the first year and the Growth Delivery Team should help to bring in additional income to both councils, which could offset the costs in the longer term. Members were advised that the Team could be increased in size at a later date, if its workload increased or its remit broadened.

In response to concerns expressed that the establishment of the team could have a detrimental effect on the Economic Development department, the Head of Planning assured Members that this was not the case as the Growth Delivery Team would have a strategic economic growth role, rather than the operational role carried out by the Economic Development department.

Nevertheless, the Committee recommended to Cabinet that it should be ensured that the establishment of the Growth Delivery Team should not have an adverse effect on the Economic Development department.

### RECOMMENDED TO CABINET

Options (1, (i), (ii) and (iii))

(1) to:

- (i) agree to the establishment of the Growth Delivery Team and the appointment of the three new posts; and
- (ii) delegate authority to the respective Chief Executives to agree any interim reporting arrangements; and
- (iii) *ensure that the existing Economic Development Service would be strengthened and enhanced and not diminished by the establishment of the Growth Delivery Team.*

### 49 HOUSES IN MULTIPLE OCCUPATION LICENSING

The report proposed the adoption of amenity and facility standards for licenced houses in multiple occupation (HMO) in order to meet the Council's statutory duty to licence all HMOs, with five or more people residing in the property, from 1 October 2018.

Broadland District Council currently had one HMO that required a Licence, but the amendment to the definition of an HMO could increase this number to between 50 to 100. To ensure consistency the Private Sector Housing Team had developed standards in respect of room sizes, occupancy levels, fire safety, amenities, facilities, refuse arrangements and the management of a HMO. The standards had been consulted upon with the National Landlords Association, the Eastern Landlords' Association and the Fire Authority and had been amended to reflect their comments. Neighbouring local authorities' standards had also been considered to ensure consistency across district boundaries.

A programme of communication to alert landlords of their responsibility to request an application should their property fit the new requirement would be initiated and licensing would commence from 1 October 2018.

The new licensing procedure would significantly increase the workload on the Private Sector Housing Team, which was currently reduced due to the long-term sickness of an Environmental Health Officer. Therefore, a recruitment procedure had been initiated to appoint an Environmental Health Officer on a one year contract.

### RECOMMENDED TO CABINET

#### Option (1)

to recommend to Council to adopt the standards detailed in Appendix 1 'Amenity and facility standards for Licensed Houses in Multiple Occupation' as part of the Council's House in Multiple Occupancy licensing procedure (attached at Appendix 1 to the signed copy of these Minutes).

**50 TREASURY MANAGEMENT PERFORMANCE FOR 2017/18**

The report summarised treasury management activity during 2017/18, including the outturn of the Prudential Indicators for the year.

The Council's investments as at 31 March 2018 were as follows:

<b>Counterparty</b>	<b>£(m)</b>	<b>Interest Rates</b>
Investec	10.34	Return varies, dependent on the performance of the underlying fund
Payden & Rygel	3.13	
Public Sector Deposit Fund	1.00	
Certificates of Deposit	2.00	0.47%
Banks	9.00	0.72% to 0.98%
Instant access deposits with banks	7.30	0.35% to 0.40%
<b>Total</b>	<b>32.76</b>	

The Council's Investec funds were invested with an 80:20 split between Short Dated Bonds and Target Dated Funds, however, due to poor performance, the Short Dated Bond had been closed and moved to a Diversified Income Fund.

The Council also had an investment of £1m with the Public Sector Deposit Fund, but would be moving this investment back to bank deposits shortly. These, as well as some other movements from external funds, should increase the investment income of the Council. The situation would be monitored and reviewed regularly.

Actual capital expenditure during the year was £1,181,660, against a revised budget of £2,143,200. The main reason for the reduced total capital expenditure compared to base budget was a zero-spend against a budget of £560,000 for contributions to a Norfolk countywide Broadband improvement initiative.

The Head of Finance and Revenue Services could confirm the Prudential Indicators set for 2017/18 had been complied with in full and that none had reached a level that indicated any cause for concern.

Treasury advisors had submitted options for the Council's investments, which were included as exempt appendices for information only.

**RECOMMENDED TO CABINET**

Option (1)

to note the outcome in respect of 2017/18 treasury management activities.

### **51 EXCLUSION OF THE PRESS AND PUBLIC**

#### **RESOLVED**

to exclude the Press and public from the meeting for the remaining business because otherwise, information which was exempt information by virtue of Paragraph 3 of Part I of Schedule 12A of the Local Government Act 1972, as amended by the Local Government (Access to Information) (Variation) Order 2006 would be disclosed to them.

### **52 LAND AT SALHOUSE ROAD, PANXWORTH**

The report set out the potential options for the use or disposal of Council owned land at Salhouse Road, Panxworth.

The land at Salhouse Road had been in local authority ownership since 1956 and was a small green field site of 0.34ha. The parish was classified as countryside within the Joint Core Strategy and as such had no settlement limit. The site was removed from any larger settlement and some distance from services and therefore would be deemed unsustainable.

Analysis of the current housing list data was unable to demonstrate an established local housing need within the parish and therefore it could not be considered an exceptions site for the delivery of affordable housing. Moreover, Norfolk County Highways had concerns over site access and would be likely to object to any proposed development above three dwellings at the site.

The Council also had a five year housing land supply in rural parishes, which would make it unlikely that an application for open market or custom build housing would be supported. Only very significant material considerations could outweigh planning policy in this case, such as an exceptional design development.

Therefore, in the light of these issues, it was proposed to offer the land for sale as open space or agricultural land.

The Committee disagreed with the recommendation in the report and considered that developing the site for housing would be a far better use for this Council owned asset. It was therefore:

#### **RECOMMENDED TO CABINET**

Option (2)

that surveys / investigative reports of the land be carried out to explore the possibility of developing the land for housing (for up to three dwellings).

**53 FOOTWAY LIGHTING PROVISION**

The report considered the Council's options in respect of footway lighting provision in the District.

The Council had taken legal advice from more than one source regarding its future responsibility for footway lighting and it had been confirmed that a Section 98 (5) Highways Act 1980 Notice could be served on the County Council confirming that Broadland wished to relinquish its responsibility as a lighting authority.

A requirement of the Section 98 (5) Highways Act was that the Council must give Notice within the first nine months of the calendar year, therefore the Notice would need to come into effect before 30 September 2018. If Members agreed to the proposal it would be necessary to make the decision not subject to the 'call in' period to meet this deadline.

**RECOMMENDED TO CABINET**

Option (1, a and b)

to recommend to Council to endorse the following decision:

(1)

- (a) to agree to serve a Section 98 (5) Highways Act 1980 Notice on the Highways Authority (NCC) by 30 September 2018 with the intention to cease responsibility for lighting provision from 1 April 2019, including any new lighting installed in the future; and
- (b) agree that the decision is not subject to the normal call in period due to the requirement to serve the Notice within the first nine months of the calendar year.

*The meeting closed at 12.05 pm*

## **JOINT SCRUTINY COMMITTEE TERMS OF REFERENCE**

### **1. Meetings**

- 1.1 The Joint Scrutiny Committee will meet on an *ad hoc* basis, linked to the key stages of collaborative working between Broadland District Council and South Norfolk Council, as reports are progressed through for Member decision at each authority.

### **2. Membership**

- 2.1 Broadland District Council and South Norfolk District Council shall appoint six voting Members of the Committee, appointed from the political parties in proportion to the number of Council members from each political group.
- 2.2 Named substitutes may attend and vote at meetings of the Committee.
- 2.3 Two joint Chairmen of the Group shall be appointed, to be the Chairman of each Authority's Scrutiny Committee. The role of Chairman shall alternate between Broadland District Council and South Norfolk Council on a meeting by meeting basis, dependent on which Council is hosting the meeting.
- 2.4 In the absence of the host authority Chairman the meeting will be chaired by the non-host Chairman. In the absence of both Chairman the Group will appoint a Chairman for the meeting.

### **3. Quorum**

- 3.1 A minimum of three members of each council (either members or named substitutes) must be present to transact any business of the Committee.

### **4. Voting**

- 4.1 The Chairman for the meeting has the discretion to conduct a vote either by show of hands or, if there is no dissent, by affirmation of the meeting.
- 4.2 If there are equal numbers of votes for and against, the Chairman of the meeting will have a second or casting vote.

### **5. Venue and Time**

- 5.1 Meetings will be held in appropriate locations for the business, as determined by the Committee, at venues that are accessible to the public.
- 5.2 Meetings will commence at a date and time to be agreed by both of the Chairmen.

## **6. Protocol and Openness**

- 6.1 The Chairman of the meeting will be responsible for maintaining order and the effective conduct of business at meetings of the Committee. Members will be required to abide by their respective Council's Code of Conduct.
- 6.2 Any members of either Council may attend and speak at meetings of the Group, but not vote.
- 6.3 At the discretion of the Chairman of the meeting, any member attending the meeting may speak for five minutes in total.
- 6.4 At the commencement of each item of the Committee's business as set out on the agenda for the meeting, the Chairman for the meeting will introduce any witnesses and will ask for any other person who wishes to speak to identify themselves.

## **7. Terms of Reference**

- 7.1 To receive reports on the shared services project as the need arises, making recommendations to respective Cabinets and / or Council.

## **8 Secretariat**

- 8.1 Meetings will be convened and clerked by the host authority where the meeting is held.

## **9 Public Speaking**

- 9.1 Public speaking will be allowed at the discretion of the Chairman.

## ECONOMY AND TOURISM UPDATE

**Portfolio Holder:** Economic Development

**Wards Affected:** All

### 1 LOCAL BUSINESSES

- 1.1 The Job Seekers Allowance claimant's rate in Broadland at the end of August 2018 was 570 people, which is a slight decrease from the last reported figures. We will continue to monitor these statistics and periodically report them back to the Council.
- 1.2 Two Broadland Business Breakfasts have been held. On 18 April 2018 at Sprowston Manor Hotel in Sprowston the speakers were Karl Gessner and Grant Rudgley from Price Bailey who spoke about choosing the right way to grow and designing a business strategy that fits and Ben Gaskins from Poultec who gave an update on apprenticeships. In July at the newly relaunched Roarr Dinosaur Adventure in Lenwade, the theme was Tourism with speakers including Pete Waters from Visit Norfolk, Chris Scargill who publishes the Larking Gowen Tourism and Leisure Survey, BDC Tourism Officer Chloe Griffin and Adam Goymour, Park Manager of Roarr. The breakfasts were attended by around 80 people. Numbers of individual businesses attending will be given at the meeting.
- 1.3 The 2018-19 'Buy in Broadland' voucher booklet continues to be used widely by residents utilising the offers from over 90 local businesses who have agreed to take part in the scheme by offering a discount. A further five vouchers were distributed in the summer edition of the *Broadland News*. The scheme has been well received and through the launch other businesses have stepped forward who would like to be included in the future.
- 1.4 On Saturday 16 June 2018 the Economic Development Team were asked to support the 'Join in with Reedham' Community event hosted by the Village Team. Seventeen community groups exhibited at the event alongside two performances from the Zumba group and the local Primary School. Whilst there were initial issues with contacting groups and attendance was low the feedback was very positive with several groups recruiting new members / participants.
- 1.5 The Choices Group has continued to meet weekly at Carrowbreck. The Choices programme tackles long term unemployment and barriers to work, often relating to low level Maths and English skills, lack of confidence and low self-esteem. After building trust we are able to suggest a range of potential volunteering and work experience options (through our contacts with local businesses) that can gradually ease residents back into work.

After a positive news article about the programme the April course was completed by eight attendees who, alongside building their confidence and CV and interview skills also gained training in areas such as Basic Computer Skills, Face to Face Communication and Level 2 Food Safety. The latest group, which finished in August, was attended and completed by eight people and the outcomes of this will be reported in due course.

Previous attendees have also set up their own follow on group to continue the support and camaraderie that the programme has offered.

- 1.6 The last meeting of the Greater Norwich Manufacturing Group (GNMG) was on 30 July 2018 at the UEA. There were 41 attendees and the theme for the meeting was 'Productivity in Manufacturing'. Speakers included Professor Fiona Lettice from the UEA, Will Taitt and Jordan Sharman from Hethel Innovation and Jamie Thums from Lintott.

Through the Group, to date there have been six examples of businesses making contact and exploring potential business opportunities. These have included examples of collaborative control systems projects and shared staff resources. There have also been three examples of firms learning from each other and implementing changes to their production environments and time-keeping systems.

Three members of the GNMG have established contact with education providers and local authorities regarding apprenticeships.

- 1.7 The Financial Industries Group (FIG), of which we have officer representation on the Board, held its second Annual Conference at the UEA in November 2017. Over 100 financial businesses attended last year's event and it is hoped that this year's event, to be held on 6 November 2018 will be even bigger and even better. FIG has also launched its new website <https://fignorwich.org/> which includes a trade directory, job vacancies pages and has started quarterly business breakfasts to grow the network.
- 1.8 Since the last report two further Broadland businesses have had LEADER funding approved grants of £40,825.60 and £4,580.40. There are also another five Broadland applications totalling £335,132 in the pipeline however deadlines are rapidly approaching for final applications to be decided over the next 2-3 months. All businesses that could be eligible that we work with are supported to apply so that we can make sure all of this European funding is allocated before the March 2019 deadline.

## 2 SPORT, LEISURE & CULTURE

- 2.1 Over the Easter and summer half-term school holidays 401 and 75 respectively Tots2Teens places were filled by Broadland residents with a total income of £7,939.20. The Summer holidays saw 1,139 places booked, 79

percent of the places available, with a total income of £18,376.80 and total of £26,316.

Over the three holiday periods 819 sessions were booked for children from low income families at a reduced rate, and 20 children with disabilities such as ADHD, Autism and other behavioural issues attended 170 sessions.

Staff children were also supported with 20 Broadland District Council staff booking 226 sessions, one Norfolk County Council staff member booking 20 places and one audit staff booking four places.

Sessions were well distributed with 16 different urban venues and 35 different rural venues across the District used.

Costs up to the end of September which include the above holidays were approximately £39,000. Therefore a net cost of approximately £12,684 or £7.85 per child per session.

- 2.2 Broadly Active has been successful in securing funding totalling £42,000 from three Norfolk Clinical Commissioning Groups (CCG) (North Norfolk, Norwich and South Norfolk) for 2018/19. This funding is to continue providing exercise referral in Broadland and Norwich City plus expand the service to ensure equity to residents across all three CCG areas. A wider provision will be provided by working closely with existing providers to ensure parity in service plus identifying gaps and then commissioning or providing delivery where necessary. It is hoped this could be a test model that could eventually become a directly commissioned service offering cost savings and improved access across the three CCG areas. Broadland residents continue to receive high quality exercise referral provision which will potentially improve further with access to facilities outside of the District that may be convenient to them. Broadly Active has continued to provide services to other NHS programmes such as Norwich CCG's Weight Management programme and the National Diabetes Prevention Programme.
- 2.3 The Weight Intervention Norwich (WIN) Service continues to commission BDC to deliver Why Weight courses and exercise sessions as part of their NHS Tier 3 Weight Management programme. This 12-month service run by a multi-disciplinary team aims to reduce the weight and improve the health of referred patients. This collaboration has helped to raise the profile of the Why Weight and Broadly Active schemes as well as helping to raise a small profit.
- 2.4 Why Weight continues to deliver successful programmes across the District with schemes in Brundall and Dussindale attended by a total of 13 attendees. The current programme is running at Carrowbreck House with 7-8 people attending. A support session for previous attendees was delivered in June and eight people attended.

- 2.5 With the limited accessibility of the programme to people, particularly those who work or do not have their own transport, an online support platform is being developed through the Why Weight Facebook page. Longer term aims are to support local communities to run their own sessions with some support from the Council.
- 2.6 The Repton 200 Season, a nationwide celebration of the bicentenary of the death of Humphrey Repton, was very successful. See Appendix 2 for full report.
- 2.7 We have again participated in Heritage Open Days, encouraging historic properties and groups to take part, and sponsoring the Norfolk Heritage Open Days brochure. This year we had 15 events in the District including new events including exhibitions at Blofield Church, a viewing of Oulton Chapel and the Family Culture Day at Catton Park. Broadland was also able to secure the launch of the Norfolk Heritage Open Days brochure within Catton Park for additional PR. The Family Culture Day was organised by Broadland District Council and Catton Park Trust, and was very successful in attracting new visitors into the District and into the park, that were not aware of it previously. Approximately 500 visitors attended the day, with representation from a variety of different cultures providing activities for people to engage with.
- 2.8 The World War One Exhibition is currently being planned and will be a weeklong event to include histories from the war by a variety of different Broadland parishes, as well as pop up events throughout the week, such as lectures, stories and poetry. The event will take place at Whitwell and Reepham Railway, with the exhibition opening on 9 November 2018 and activities taking place during the following week.

### **3 TRAINING AND YOUTH EMPLOYMENT**

- 3.1 Broadland Council Training Service has delivered 52 courses since the publication of the new training brochure in April 2018, welcoming 268 learners up to mid-September. New additions to the brochure include Cloud Accounting with Price Bailey and Basic Computer studies. An additional course, How to think like a Journalist, has also been delivered with much interest.

Of the 52 courses, 39 were paid for courses and 13 were free for Broadland businesses.

Income for these courses was £14,303 with costs amounting to £14,599.

In June 2018 BCTS became the first official supporter member of the Buy Local Norfolk social enterprise.

- 3.2 Since the introduction of the Apprenticeship Levy in May 2017 there has been some reported decline in recruitment nationally. However Broadland does not yet seem to have been affected. During August 2018 27 employers in Broadland posted 49 Apprenticeship vacancies on the Government website comprising of 10 at Advanced level and 39 at Intermediate level. This compares to August 2017 when there were 27 employers advertising 44 vacancies 10 of which were at advanced level and 34 at Intermediate level. A broad range of sectors are represented over both years including digital, manufacturing engineering, hospitality, business and finance, agriculture retail and health. There has been a national move towards delivery of the new employer created standards from the traditional framework approach. During 2017 only 15 percent of vacancies were for Standards related Apprenticeship. In 2018 this proportion has now increased to 55 percent.

Broadland District Council currently employs four Apprentices, three of these are new recruits and one is an existing employee.

- 3.3 The Local Investment in Future Talent (LIFT) project is now approximately half way through its delivery period so far there have been no Broadland Based Projects which have attracted match funding from Broadland District Council. The Council continues to support the programme by attending meetings and promoting the project. It now has 16 approved projects underway and more in the pipeline for approval. There are three funding strands; Jobs, Skills and Trials. Should all currently approved and pipeline projects be successful the jobs strand funding will be 93 percent allocated., the skills strand 19 percent allocated and the trials strand 80 percent allocated. An awareness event was hosted at Barnham Broom on 26 September 2018.
- 3.4 The Norfolk Community College Project is part of the Building Better Opportunities programme which has received funding from the National Lottery through the Big Lottery Fund, the European Social Fund and Big Lottery Fund to support long term unemployed people facing complex and multiple barriers across rural areas of Norfolk. Their 'Information and Advice Bus' has visited Spixworth, Acle, and Brundall with plans to visit Aylsham and Hellesdon during the autumn. The project has recently formed partnerships with a range of local learning providers to deliver first step into employment programmes. This involves participants learning about specific areas of work whilst gaining a work-based level one qualification along the way.

Hamish Melville  
Head of Economic Development

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### Background Papers

None

For further information on this report contact Hamish Melville on 01603 430613, e-mail [hamish.melville@broadland.gov.uk](mailto:hamish.melville@broadland.gov.uk)

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**Broadland Tourism Headlines 2017**

**Nationally:**

**Inbound tourists:**

The number of visits in 2017 grew by 4% to a record of 39.2 million. Nights spent by visitors increased by 3% and the value of spending increased by 9% to a record breaking £24.5 billion.

Average length of stay: 7.3 Nights

Average spend per visit: £625

The top ten inbound markets in 2017 by volume:

France, USA, Germany, Irish Republic, Spain, Netherlands, Poland, Italy, Belgium & Australia

The top ten inbound markets in 2017 by value:

USA, Germany, France, Australia, Spain, Irish Republic, Saudi Arabia, Italy, Netherlands, China

**Domestic tourists:**

The number of visitors has increased by 1% since 2016 and the number of nights stayed by visitors increased by 2.7%, and spend increased by 2.6%

Average length of stay: 3.1 Nights

Average spend per visit: £189

**Main activities undertaken in day visits in England in 2017:**

<b>Activity</b>	<b>Trips (m)</b>	<b>% of total</b>
Visited friends or family for leisure	359.8	24%
'Special' shopping for items that you do not regularly buy	102.9	7%
Went out for a meal	163.6	11%
Went on a night out to a bar, pub and/or club	117.1	8%
Went out for entertainment to a cinema, concert or theatre	94.5	6%
Undertook outdoor leisure activities such as walking, cycling, golf, etc.	114.2	8%
Took part in other leisure activities such as hobbies, evening classes, etc. (outside of your home)	37.1	2%
Took part in sports, including exercise classes, going to the gym	31.8	2%
Watched live sporting event (not on TV)	67.3	4%
Went to visitor attractions such as a historic house, garden, theme park, museum, zoo, etc.	77.3	5%
Went to a special public event such as a festival, exhibition, etc.	37.3	2%
Went to a special event of a personal nature such as a wedding, graduation, christening, etc.	37.3	2%
Went on days out to a beauty/health centre/spa, etc.	10.4	1%
Went on general days out/ to explore an area	107.8	7%
Went on day trips/excursions for another leisure purpose not mentioned above	36.2	2%

## **Regional performance:**

The East of England region experienced a 3% increase in overnight trips during 2017. Bed nights were up by 13% on 2016 and expenditure was up by 13%. This resulted in an increase in the average length of trips (the number of night per trip) from 3.2 nights per trip in 2016 to 3.3 in 2017.

## **Norfolk County:**

46 Million trips taken in Norfolk (day & staying) This is an increase of 6%

3,266,000 overnight visits. This is an increase of 6.8%

43,443,000 day visits. This is an increase of 6%

13,492,000 nights spent in Norfolk. An increase of 9%

£2.3 Billion spent by visitors in Norfolk.

£190 Million spent on average in the local economy each month

£748 Million generated by overnight visitors

£1531 Million generated from irregular day trips

£3245 Million spent in the local area as a result of tourism, taking into account multiplier effects.

65,398 jobs supported; 45,446 direct tourism jobs, 19,952 non tourism related jobs.

## **Broadland Headlines:**

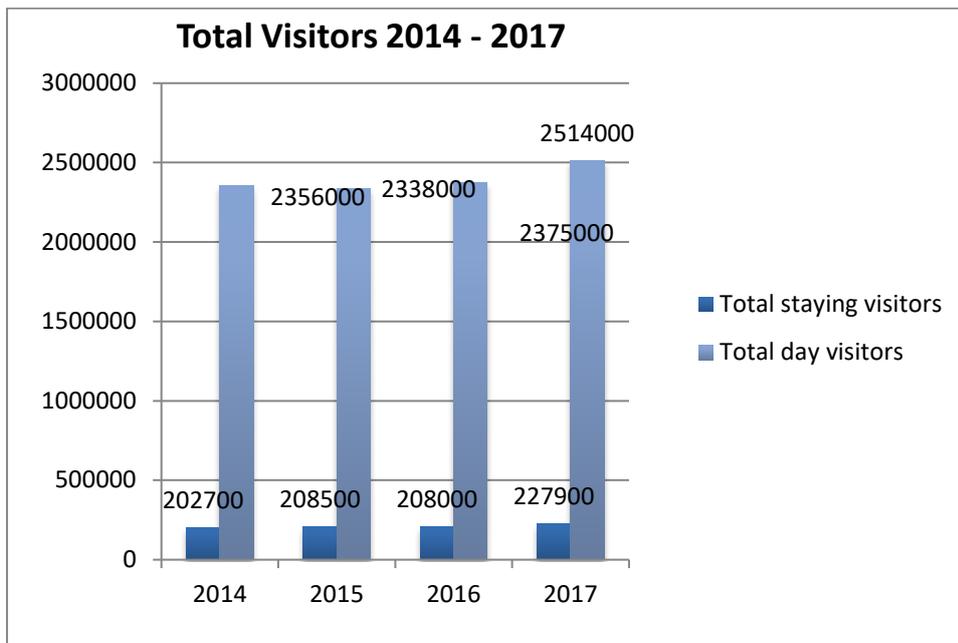
Total number of visitors: 2,741,900 (6% increase from 2016)

Total nights stayed: 918,000 (7% increase from 2016)

Total visitor spend: £142,782,750 (3% increase from 2016)

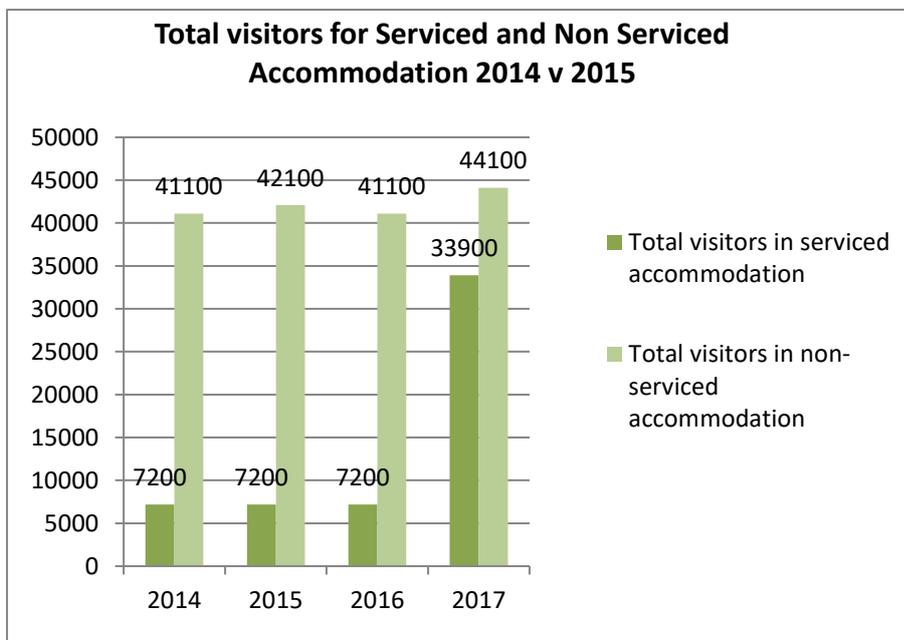
Total tourism value: £173,084,750 (3% increase from 2016)

The total visitors Broadland received in 2017 was up from 2016 by 6%, with an increase in staying visitors of 9.57% and an increase of day visitors of 5.85%. This makes Broadland's growth from 2016 to 2017 better than the national average.

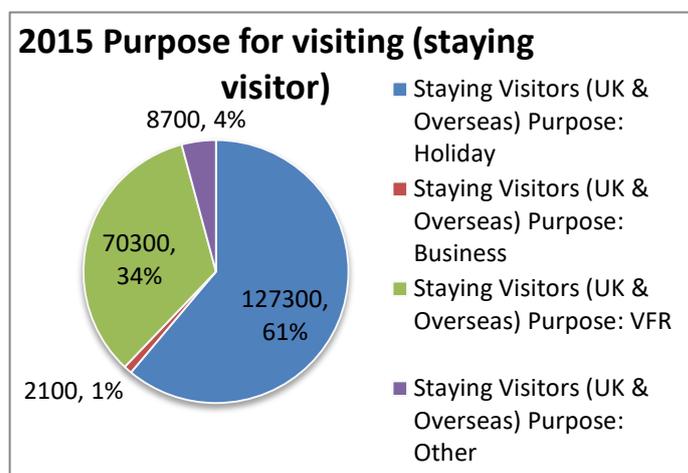
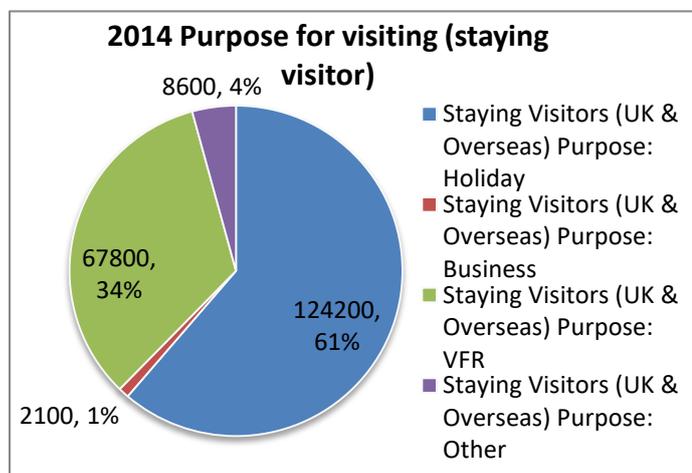


The figure for the number of visitors staying in serviced and non-serviced accommodation has significantly increased by 370.83% for serviced accommodation and 7.3% for non-serviced accommodation. This is likely to be a result of a recalibration in the accommodation stock for the Norfolk districts. The 2016 results for Broadland underestimated the proportion of trips to serviced accommodation and allocated a larger proportion to visits with friends and relatives.

Interestingly, within the category of non-serviced accommodation and other places to stay, the number of visitors in boat moorings decreased since 2016, as well as 'other' which includes night spent in transit, lorry cab and other temporary accommodation.

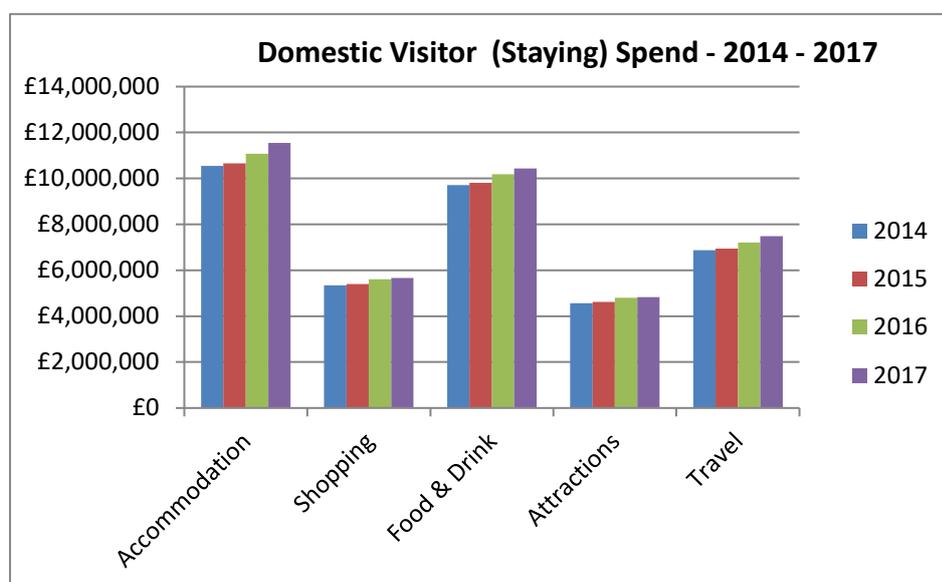
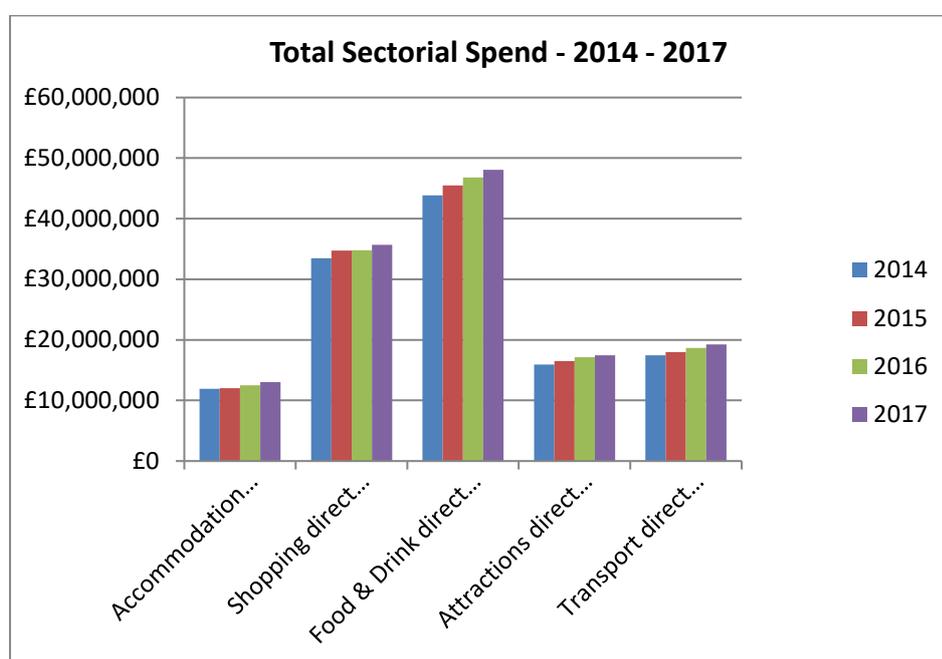


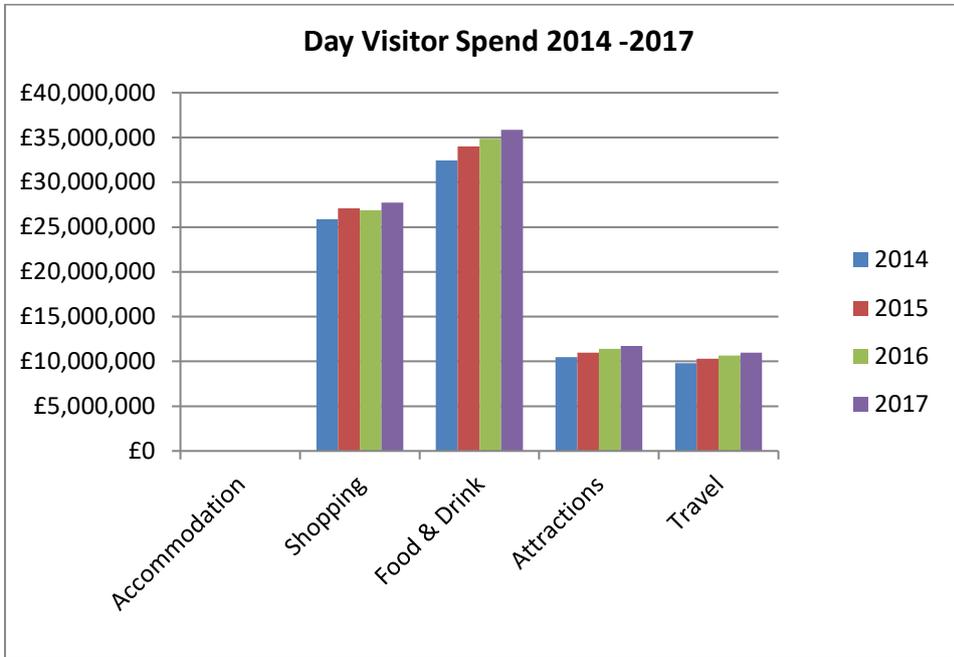
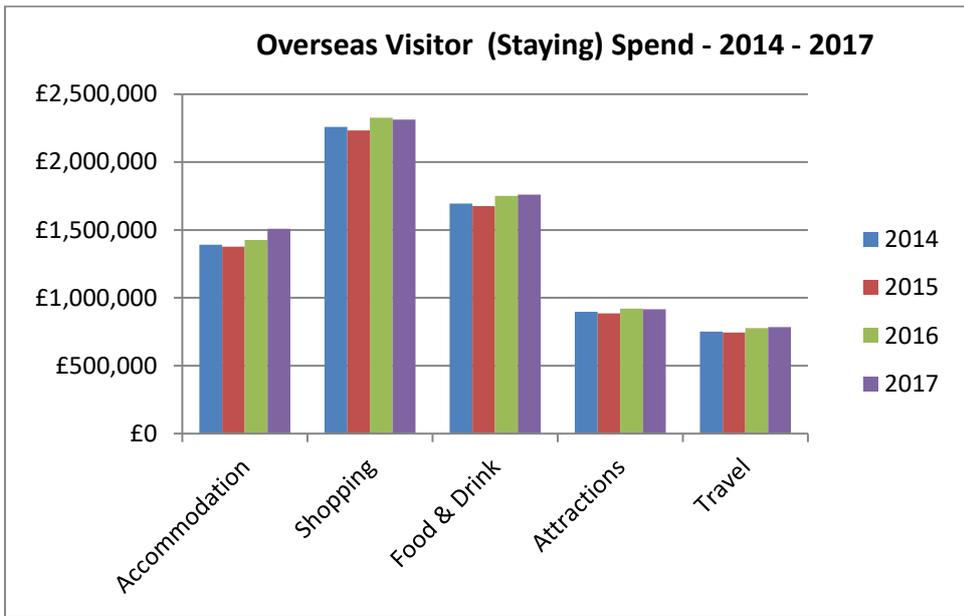
The purposes of visits by staying visitors have increased significantly in 2017 in the category of business compared with other years. Holiday and VFR continue to be strong purposes for visiting at 58% and 33%, whilst 'other' purposes remain at a steady 4%. Whilst the numbers have increased for both domestic & overseas visitors, the more dramatic increase seems to be with domestic visitors.



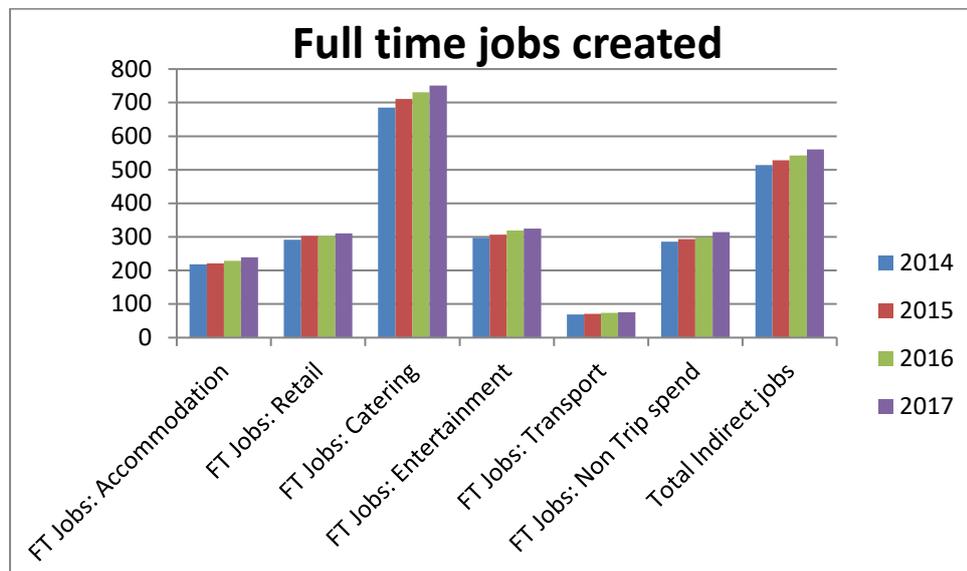
The total spend by visitors across the different sectors within tourism has gone up by a steady 2.79%. All sectors have seen an increase, most significantly has been in the food & drink sector with an increase in spend of £48,057,000 which is an increase of 2.68%, this is also still the leading item for visitors in general to spend their money on.

Day visitors have increased in spending across all areas, with food & drink still being the leading item to spend on. Domestic staying visitors have increased spending across all areas but their leading item to spend on is accommodation which they spend around £1.1 million more on than food & drink. Interestingly, overseas visitors were the only market to have a slight decrease in the categories of shopping and attractions. Whilst shopping is still the leading item for overseas to spend on, this may be early indication that their trend may become more in line with the domestic trend to spend more on food & drink and accommodation rather than shopping and attractions.





Jobs related to tourism makes up 6% of total employment in Broadland. In line with the increase in visitors, there has also been a 3.2% increase in FTE jobs. An increase has been seen in FTE jobs across all sectors, especially catering which can be seen as a leading sector in tourism.



### What does this mean?

This data indicates that 2017 was a very successful year for attracting visitors to Broadland and Norfolk as a whole. The huge increase in visitors seems to be especially associated with domestic visitors, which may be a result of the popular staycation trend having such an impact in 2017. This means that more residents of the UK chose to holiday within the UK rather than abroad. British holidaymakers are also expanding the budget they allow themselves for their holidays.

The increased value for money of Britain as a result of exchange rates has also helped to make it a more appealing location to overseas visitors. This uncertainty which is lead from Brexit is also expected to have an impact on 2018's data, alongside the good summer weather that the UK has enjoyed.

Food & drink is clearly becoming more and more important to all visitors each year, and should be focused on for product development and training in order to make sure that Broadland continues to be a destination of choice for those visitors that find food & drink increasingly important to them.

Attractions and retailers should be sectors to watch, as they may begin to lose favour with overseas visitors, and will perhaps need support in future to stay an important sector in the visitor spend. This is especially the case as they are already not the most important features of a trip for domestic visitors. The change in weather patterns will also likely have an impact on their visitor flows throughout the year.

### **Repton 200 Season – Evaluation Report**

The Repton 200 Season was a Norfolk wide celebration of landscape gardener, Humphry Repton who had many links to Norfolk, and specifically in Broadland being buried in Aylsham and having Catton Park as his first paid work as a world famous landscape gardener. This festival was organised as part of a nation-wide campaign in partnership with The Gardens Trust to draw attention to Humphry Repton as 2018 marks 200 years since his death.

Broadland District Council was heavily involved in the co-ordination of the events working closely with Aylsham & District Team Ministry, the Gardens Trust and a variety of other partners mentioned later in the report.

#### **National launch night:**

Broadland District Council in partnership with Aylsham church hosted the national launch of the Celebrating Repton national campaign at Aylsham church. There were approximately 130 attendees on the night, ranging from local Norfolk professionals and volunteers, to guests from as far as Gloucester. Local musicians were used for entertainment and also the Norwich school was involved to deliver music and volunteer as stewards. Aylsham schools were also involved in providing art exhibitions about Humphry Repton and Aylsham High provided local car parking for the evening. Aylsham Heritage Centre opened their doors for the evening, and received around 40 visitors according to the manager.

#### **Business impact from the Repton 200 launch:**

Wildcraft Brewery had 20 direct leads from the night for orders of 'Repton Rose Gin' made by Wildcraft Brewery in Buxton specifically for the festival. This is a micro business which has been supported by Economic Development since being established in the past two years.

Candi's Chutney, Woodgate Nursery, Chef2Dine4, Fairhaven Woodland & Water Garden, and Carousel Chocolates were all promoted on the evening as sponsors of the giveaway bags for guests and caterers.

Accommodation providers across the district were also offered the opportunity to offer special rates or offers for delegates to the launch night/weekend. 22 accommodation providers decided to do this and were promoted to guests before the event, these varied between different types of accommodation; self-catering cottages, camping and touring sites, hotels and guesthouses. Unfortunately we know that a lot of these offers were not taken up, however some other local accommodation was used by guests who verbally confirmed to us on the night, such as the Black Boys Hotel in Aylsham, so it may be that guests opted for convenience of location over price, on this occasion.

#### **Partnership working:**

This festival was a great example of how Broadland District Council can work successfully with other partners to co-ordinate a project or large event. This county wide project was mainly funded by Broadland District Council but was supported,

jointly co-ordinated, or promoted with the help of the following organisations: Aylsham & District Team Ministry, Aylsham Town Council, Garrick Green Infant School, History Mystery, National Trust, Aylsham Agricultural Show Association, The Gardens Trust, Aylsham Cluster Trust, Aylsham in Bloom, Woodgate Nursery, Catton Park Trust, Old Catton Parish Council, Aylsham Heritage Centre, Norwich School, Aylsham High School, DVS Consultancy Services, Norfolk Libraries, Norfolk Garden Trust, Wild Craft Brewing, Norfolk Record Office, Aylsham U3A, Cittaslow, Norfolk Museum Service, Friends of Catton Park, Norfolk Geeks, Aylsham Local History Society and Mannington Gardens.

We worked closely as we did with the 12 Towers Festival in 2017 with the Norfolk Museum Service, to bring special artefacts normally in storage into our district for the public to view and this was successful and a great hook for various events. We were also able to build contacts with Norfolk Record Office and the Norfolk Heritage Centre, as well as local landowners such as Lord & Lady Walpole and the Gurney family estate, in order to come to agreements regarding their special artefacts being brought into the district for the events.

### **Individual Event results:**

The festival included over 50 events. The events involved in the festival were extremely varied including both community engaging events and visitor focused events. Not only have locals taken part but there is also evidence that events and exhibitions have been visited by visitors from far across the UK and even internationally with several American visitors taking an interest. Below are examples of some events that we know results of.

#### 25<sup>th</sup> March - Guided walk around Catton Park and exhibition: 40 - 50 people

This was a walk ran by the Friends of Catton Park, of the park history and flora/fauna. With this, the friends and Catton Society also put together an exhibition of the history of Catton and its links to Repton.

#### 22<sup>nd</sup> April – Repton Memorial Service: Approx. 100 people.

This was a church service with a rededication of Repton's grave at Aylsham Church.

#### Performance East Concert: 100-200 people

A concert of garden related music and poetry. Also on display was the original copy of Repton's own play 'The odd whims, or two at a time; a comedy in five acts', loaned to us by Norfolk Record Office.

#### Ensemble East Concert – 120 people

This was an orchestral performance demonstrating music of Repton's time.

#### Gardeners Delight Concert – 85 people

A concert of garden related music and poetry.

#### Music matters concert – 40 people

Trumpet and Organ performances of music from Repton's time.

#### Worship in the park: Approximately 66 people

The annual service by Old Catton church in Catton Park, was promoted as part of the campaign, and included a brass band this year.

Wheelbarrow trail of Old Catton: It is not known what the exact number was of visitors that took part in this because it was self-guided but locals have informed Chloe that it was well used; it is now also a walk that can be recycled for other events that want to use a historic walk around the village.

The trail involved over 15 community groups each designing a wheelbarrow and these were then placed in historic locations around the village of Old Catton. There was a great amount of effort put into this by community groups and it meant that a great variety of people could get involved; from church parishioners, school and pre-school children, local runners, and nature lovers.

12<sup>th</sup> May - Plant Sale: £660 raised including up to £300 for local community groups through sales of wheelbarrows. Many buyers came from neighbouring villages and one buyer bought a wheelbarrow to take home to London.

18<sup>th</sup> May - Stephen Daniels Lecture – 75 people  
Expert speaker, Stephen Daniels whom is a professor in Nottingham University, gave a lecture about Repton.

First Steps - 40 families over 4 weeks  
Planting activities for toddlers.

Make & Take - 60 families over 4 weeks  
Garden themed activities for an existing after school club.

24<sup>th</sup> March - Repton workshop with Tom Williamson – 40 people  
Day long workshop by landscape historian, Tom Williamson, telling people about how Repton worked.

Repton themed evensong – 100 people  
Evensong church service with a Repton twist.

Gardening for older people – 25 people  
Gardening and planting workshop designed for older people and followed by refreshments.

Gospel of wild flowers – 35 people  
Exploring the meaning and symbolism behind some of the most famous flowers.

Book launch event – 120 people  
Launch event for Norfolk Garden's Trust book about Humphry Repton which Broadland assisted with.

### **Funding:**

As a result of this campaign, we had more opportunities to raise awareness of our business and community grants offered at Broadland District Council and we did have new applications completed. These included: Wildcraft Brewery making an enterprise grant application, and a community grant application from Old Catton Church.

Outside of grants, the attached costs were incurred by Broadland District Council in order to fund both the national launch night for the campaign and the festival as a whole. The launch came to a total cost of £2665.98 whereas the rest of the festival

costed Broadland District Council a total of £4337.12. This came to a total cost for Broadland District Council for the entire project at £7003.10.

It is difficult to calculate the exact return on investment for local authorities through events but according to Broadland's last tourism volume and value report (2017 results), on average day visitors spent £34.32 per day out, whilst staying visitors spent £51.44 per night. There were 33 events that took place specifically in the Broadland area, as well as the launch event. If one was to assume that each event had a minimum of 20 attendees (which we know for some events the numbers were much higher than this), and they spent the average spend for just a day trip (of course in some cases there were overnight stays), then we can assume there was an absolute minimum of £22,651 spent by visitors in the area, not including the launch night which would have created considerably more spend in the area.

The event also helped various community groups and charities to raise funds for their own organisations through donations and the selling of merchandise. For example, Aylsham church has agreed to arrange and sell copies of Repton's Aylsham paintings provided by Lord & Lady Walpole. The church receives a percentage of the payment and local business, Barnwell Print has benefited from the opportunity to print and frame the paintings. These paintings were previously unknown of by the general public, and were tracked down as a result of this event.

### **Promotion of the events and Repton's links to Norfolk, and the reach worldwide:**

This campaign was successful in creating a lot of promotion for the area from press releases that were successful in reaching a wide range of media publications and websites both nationally and locally (lists are attached below).

The website used mainly for advertising events and promoting who Repton was received a lot of far reaching views. Between February and March 2018 before the launch had taken place, the new Norfolk focused Repton website had reached 233 British users and 83 US users. By the end of spring the Festival website had received 1653 unique visitors, 1394 from the UK and 47 from the US, also 5300 views.

The event also used social media, specifically Twitter to create a buzz both before and after the launch. The hashtag #Repton200 became a great brand for the event. #Repton200 has reached at least 129,552 twitter users and interacted directly with at least 6533 individuals with keywords or phrases used such as; gardening, Norfolk, nottobemissed, opengardens, heydon, spring, Aylsham. The reach has been international, covering; US, Canada, Spain, France, India, South Korea, Japan and Netherlands. The name Humphry Repton was sent out to a staggering 352,919 twitter users. There was also coverage given on Facebook, Instagram and LinkedIn.

We can see from the visitor book that was laid out by the temporary Repton exhibition on display in Aylsham Church that the exhibition was engaged with by at least 112 members of the public. The surveys by Stamou and Paraskevopoulos, 2003, show that generally only 10% of the total number of visitors inscribe a visitors' book. With this in mind you can calculate that the number of visitors in total that visited the general exhibition could be around the 1000 mark. The visitors that did write in the book, were from a variety of locations, many from across East Anglia but

also visitors from Kent, Essex, Staffordshire, Skipton, Nottinghamshire, Plymouth, Manchester, Yorkshire, Lincolnshire, Sussex, Northamptonshire, Bristol, Peterborough, Birmingham, Bedfordshire, Leicestershire, Lancashire. A bigger proportion of visitors than expected came from the North of England and West Midlands, near where many of Repton's other parks and gardens are situated. There is also one comment from someone that references that they specifically live near 'Warley Woods' another well-known Repton site. This indicates that many people that have visited may have been somewhat influenced by the campaign in their decision to visit Aylsham. There were also comments from visitors from places outside of the UK, such as USA, Canada, Switzerland and Spain.

### **Long lasting campaign legacies:**

Following the festival, legacies relating to the event will go on to include physical items such as interpretation boards at Aylsham, Catton Park, and Holkham Estate, and exhibition boards produced specifically about Repton's time in Norfolk. The exhibition material that was created by Broadland has now also been shared with Woburn Abbey and other Repton related venues across the UK, meaning that not only has the content about Broadland been far reaching but also our logo and branding which was within the material.

A permanent website has also been produced on the domain of [humphryrepton.org.uk](http://humphryrepton.org.uk) which describes the history and story of Humphry Repton, his links to Norfolk and resources relating to him, including teaching resources for local schools and youth groups.

As well as the website, a number of historic sources and artefacts have been rediscovered through this campaign and information material such as leaflets and worksheets have been created about the area's links to Repton.

A newly published book specifically about Repton's links with Norfolk has been produced by the Norfolk Gardens Trust, and acknowledges Broadland District Council for their help in creating the publication.

The campaign has now led to a successful Heritage Lottery Funded project called 'Sharing Repton' with The Gardens Trust, which Catton Park has been chosen as one of five historic landscapes in the country to showcase Repton's work to urban populations, specifically targeting BAME diversity groups. This took the form of a Heritage Open Day event in September 2018.

The festival has been really useful in helping Broadland District Council's Economic Development department to engage with a large number of community groups over a short space of time and offer them great opportunities to get involved. We now have a good relationship with Catton Park Trust and other groups in Old Catton, with over 15 groups involved in the wheelbarrow trail for example. There is also potential to create a village team from the working group in Old Catton that was established to help organise the Repton200 events, if they feel there is an appetite for something like this.

### **Conclusion:**

Overall the event was very successful, drawing attention to not only the importance of Humphry Repton but also to his impact in Norfolk and Broadland. There was great

promotion given to a variety of businesses and community groups as well as Broadland District Council.

**Additional information:**

**Repton related press promotion in the run up to the launch of festival:**

*This is not a full list but a selection of what is still available and can be viewed online.*

Financial Times - <https://www.ft.com/content/725d8dbc-ae99-11e7-8076-0a4bdda92ca2>

EDP - <http://www.edp24.co.uk/features/reader-letter-cotton-park-still-going-strong-1-5250143>

Countrylife magazine - <http://www.countrylife.co.uk/publication/country-life/country-life-january-10-2018>

The Telegraph - <https://www.telegraph.co.uk/gardening/gardens-to-visit/bunny-guinness-visits-woburn-abbey-dont-need-architect-have/>

EDP - <http://www.edp24.co.uk/news/norfolk-connections-of-landscape-gardener-humphry-repton-1-5232174>

MK Citizen - <https://www.miltonkeynes.co.uk/news/alan-titchmarsh-opens-new-gardening-exhibition-at-woburn-abbey-1-8425222>

EDP - <http://www.edp24.co.uk/news/norfolk-events-bicentenary-humphry-repton-1-5386674>

Romford Recorder - <http://www.romfordrecorder.co.uk/news/heritage/humphry-repton-s-link-to-gidea-park-1-5440857>

EDP - <http://www.edp24.co.uk/news/bicentenary-celebrations-of-the-death-of-landscape-gardener-humphry-repton-to-kick-off-in-aylsham-in-north-norfolk-1-5399950>

EDP - <http://www.edp24.co.uk/news/stunning-images-capturing-the-work-of-humphry-repton-to-go-on-show-at-sheringham-park-1-5447863>

Horticultural Week - <https://www.hortweek.com/humphry-repton-bicentennial-exhibition-woburn-abbey-launched/parks-and-gardens/article/1460118>

BBC News - <https://www.bbc.co.uk/news/uk-england-beds-bucks-herts-43399120>

Visit Norfolk website

European Year of Cultural Heritage Campaign and Website

**A selection of feedback comments/ messages regarding the launch event night – 23/03/18:**

*Dear Chloe, just to tell you how very much we enjoyed last Friday evening. I'm hoping to get our very small W.I together for a walk at Sheringham in May.*

*Just wanted to say a big thank you for the invitation to the Repton Launch at Aylsham Church – an excellent evening, and also for organising Humphry Repton’s Drawings for Saturday.*

*It is much appreciated.*

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*I am lucky enough to go to a lot of openings but the event at Aylsham was one of my absolute favourites – a lovely atmosphere, great speeches and music and a wonderful venue. I must say that the branding around the Festival, including the gorgeous invitation and the lovely programme, is very impressive. And a big thank you to all the businesses who kindly contributed to the goody bag at the end, it was a very kind and lovely thought.*

*I hope that the initial events over the weekend went well and I am sure that the rest of the Festival will be very well received.*

*Thanks again.*

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*Thank you very much for a superb evening last Friday. It was good to see the event so well supported. Special thank you for the lovely canapés and the special Repton bag of goodies. As we grow the seeds and see them flower it will be a constant reminder of the evening. I look forward to visiting some of the other events.*

*It was good seeing all your very careful planning coming to fruition and for it to be appreciated by so many people.*

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*Please thank the Councillor responsible and all those who helped Broadland DC for a most interesting and enjoyable evening last Friday.*

*There were five of us from Suffolk Gardens Trust who were very grateful for your invitation. I'm sure there will be a lot of interest in and around Aylsham this summer.*

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#### **Twitter comments:**

“Celebrated the genius of Humphry Repton last night at beautiful Aylsham Church, Norfolk. Thus begins the Repton Festival. Thanks everyone for a great evening.”

“Thank you to [@aylshamchurch](#) [@VisitBroadland](#) for a delightful launch celebration [@HumphryRepton](#) [#Repton200](#) - we're very excited to be part of the [#festival](#).”

“Off to [#Repton200](#) launch this evening. The lovely invitation card is a 'Red Book'. Here are the 'now' and 'before' images with **Repton** sketching his landscape design! [@BroadlandDC](#) [@thegardenstrust](#)”

“Great to be at the launch of the Celebrating Humphry **Repton** in Norfolk Festival [@aylshamchurch](#) this evening. [@BroadlandDC](#) [@VisitBroadland](#) [@thegardenstrust](#) [@Repton200](#) [@nationaltrust](#) [@NMSCollMan](#) [#repton200](#) [#Norfolk](#) [#LandscapeGardening](#) <http://humphryrepton.org.uk> “

“Well done Chloe & Linden [@outdoorchildren](#) - & thank you [@broadlandsdistrict](#) & St Michael & All Angels Church team - what a superb launch event for [#landscape](#) [#gardener](#) [#artist](#) [@HumphryRepton](#) [@Repton200](#) Festival ... [#OTD](#) 200 years ago...rest in well-earned peace Mr R !”

**Repton related press promotion following the launch of the festival:**

*This is not a full list but a selection of what is still available and can be viewed online.*

BBC Look East Television Report

BBC Radio (across 30 regional stations)

BBC Radio 4 (Open Country Programme- Including interviews at Catton Park)

The Guardian - [https://amp.theguardian.com/culture/2018/mar/25/humphrey-repton-landscape-gardener-exhibition-london-squares?\\_twitter\\_impression=true](https://amp.theguardian.com/culture/2018/mar/25/humphrey-repton-landscape-gardener-exhibition-london-squares?_twitter_impression=true)

Discover Greater Anglia on board magazine (Spring 2018) -  
[https://issuu.com/immediatemediabrand/content/docs/bc\\_gad\\_006\\_issu\\_7d9a60136e45e8/26](https://issuu.com/immediatemediabrand/content/docs/bc_gad_006_issu_7d9a60136e45e8/26)

EDP - <http://www.edp24.co.uk/going-out/15-great-places-to-see-spring-bluebells-norfolk-1-5485402>

MK Citizen - <https://www.miltonkeynes.co.uk/news/award-winning-restaurant-at-the-woburn-hotel-reopens-with-dramatic-new-look-after-renovation-1-8453952>

Express and Star - <https://www.expressandstar.com/news/2018/03/28/stunning-photograph-wins-award/>

Londonist - <https://londonist.com/london/history/12-things-you-never-knew-about-wembley-park>

The Telegraph - <https://www.telegraph.co.uk/gardening/gardening-events/gardening-events-2018/>

Smallholder -  
[http://www.smallholder.co.uk/diary\\_dates/16115862.Celebration\\_of\\_landscape\\_extra\\_ordinaire\\_Humphry\\_Repton/](http://www.smallholder.co.uk/diary_dates/16115862.Celebration_of_landscape_extra_ordinaire_Humphry_Repton/)

North Norfolk News - <http://www.northnorfolknews.co.uk/news/repton-inspired-designs-set-to-go-on-display-at-annual-woodgate-nursery-garden-show-1-5521882>

EDP - <http://www.edp24.co.uk/features/humphry-repton-1-5434192>

The Telegraph - <https://www.telegraph.co.uk/gardening/gardens-to-visit/beginners-guide-humphry-repton-landscape-genius/>

Heritage Open Days campaign, website and brochure

### **General festival feedback:**

*Congratulations to you all on a detailed and well illustrated exhibition which I visited from Shoreham kent yesterday.*

*His son Edward is buried in our churchyard and I was amazed to see how many children Edward had. You mention Edward living in Sussex which I didn't know.*

The above is a good indicator that some visitors have made the journey to Broadland with Repton specifically in mind.

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*Many thanks for hosting such a wonderful day. I had long wanted to hear Tom Williamson – and was not disappointed. It was good to meet several non-Aylsham folk.*

---

One feedback page from the brochure that was received said that whilst the person wanted to visit as many Repton events in Norfolk as possible, they were limited by transportation, and would have liked more details on transportation and additional transportation to be organised.

Photos of festival:



**Worship in Catton Park event**



Wheelbarrow trail of Old Catton



Lord & Lady Walpole and their rediscovered Repton paintings of Aylsham



General Repton 200 Exhibition at Aylsham Church



**Catton Park Guided Walk**



**Heritage Open Days Launch at Catton Park; a direct result of Repton 200 engagement**