

Watton & Swaffham Project Support Officer

Quarterly Report, July to September 2019

1 Admin

1.1 Work Patterns

Continuing to work regularly across both Towns and also weekly at Iceni. New staff at the Wayland Partnership has made it possible to work there regularly this quarter.

1.2 Project Management

Now working to new reporting structure with an annual full partners meeting in October and quarterly management meetings with officers. The first officers meeting was at the end of September and the annual meeting will be on 17 October 2019.

The Terms & Conditions of the group have been revised.

2 Publicity and Promotion

2.1 Social Media

Followers continue to build steadily on both Facebook and, more slowly on Twitter. Facebook is used more for promoting events in both towns with Twitter being more of a News outlet. For both towns I:

- Actively search for events in both towns and list on Facebook page as an event.
- Re-post or re-tweet any relevant news
- Do a weekly promotion of events over the weekend.

2.1.1 Facebook

Q5 Target: 800 on Swaffham and 700 on Watton by end Sept 2019.

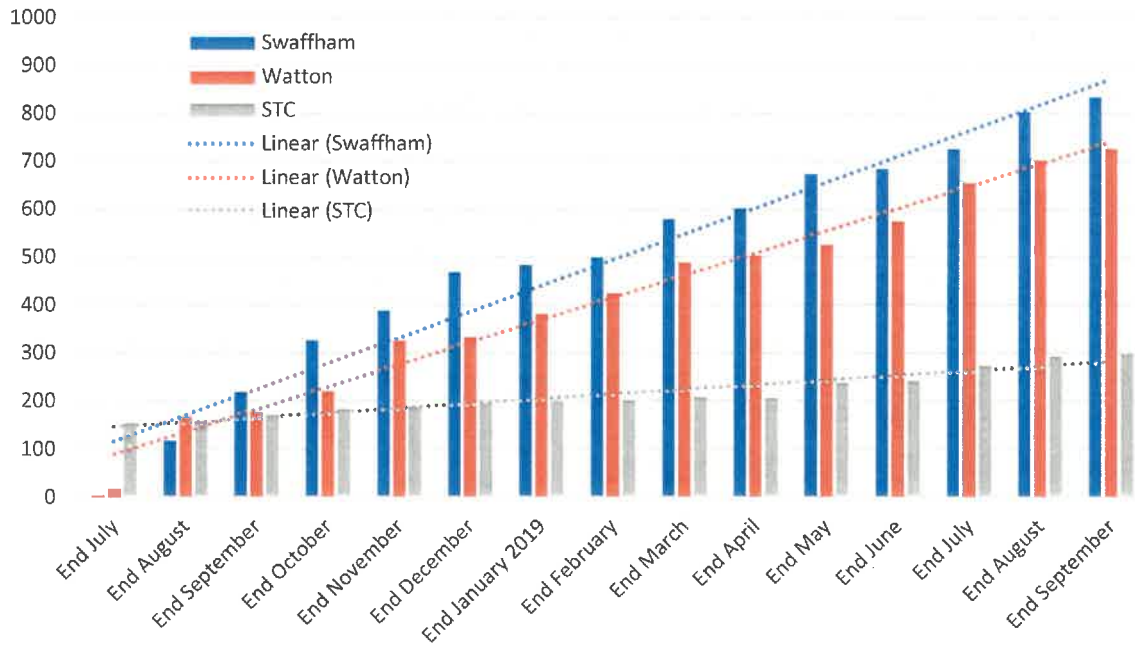
Quarter	Followers	Swaffham	Watton	Swaffham Town Council
1	End September 18	219	179	170
2	End December 18	469	334	194
3	End March 19	579	490	207
4	End June 19	684	576	241
5	End Sept 19	835	728	297

Q6 2019 Target: 1000 on Swaffham and 900 on Watton by end Dec 2019.

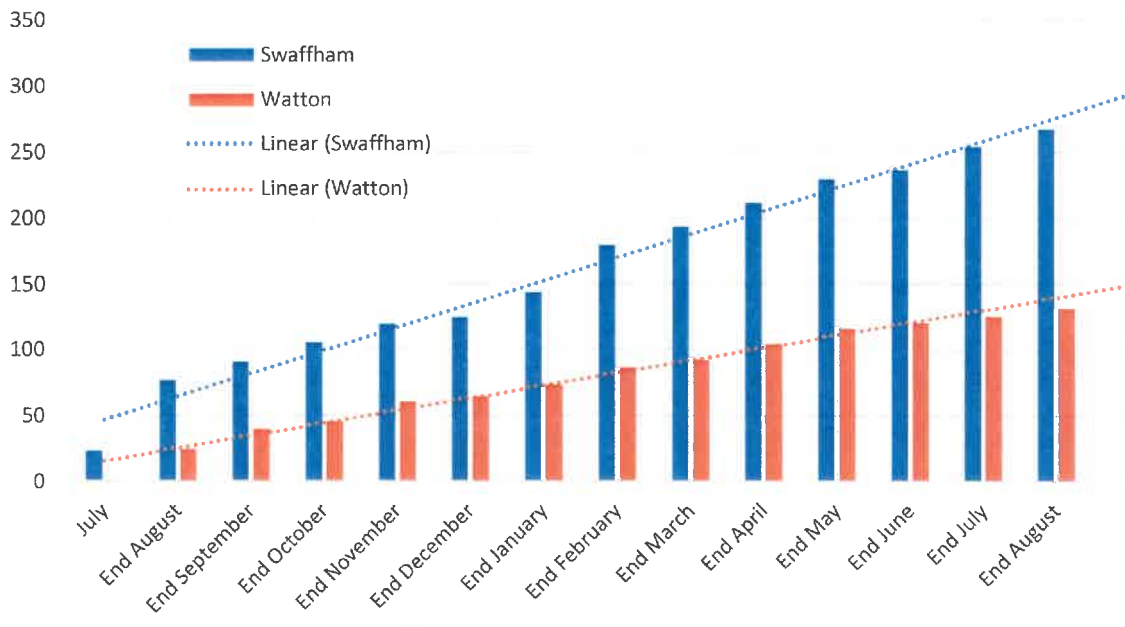
2.1.2 Twitter

Quarter	Followers	Swaffham	Watton
1	End September 2018	91	40
2	End December 2018	125	65
3	End March 2019	194	93
4	End June 2019	237	121
5	End Sept 19	268	132

Facebook Followers 2018 / 19



Twitter Followers 2018 / 19



3 Events

The current calendar for both towns is:

Date	Watton	Swaffham
Saturday 25 May		Sheep Fair
Sat/Sun 15/16 June	Open Gardens / Yard Sale	
Sunday 7 July	Antiques & Collectables Fair	
Sat 27 July	Norfolk Day - High Street Trail	
Saturday 3 August		Dad's Army Day
Sunday 25 August		Classic Car Day and Family Fun Day
Sunday 15 September	Watton Carnival	
Sat 26th October	Fireworks Night	Pumpkin Event
Sunday 10 November	Remembrance Sunday	Remembrance Sunday
Sun 24 November	Christmas Market	
Sun 1st December		Christmas Light Switch On
Sunday 3 May 2020	Wayland Show	
Friday 8 May 2020	VE Day	VE Day

3.1 Events this Quarter

- **Watton Collectables & Antiques Street Market, Sunday 7 July**

A very successful start for this new event for Watton. Working with Watson Fairs who run regular Antique Fairs in the Queens Hall. The High Street was closed and there was a good turn out of antique, collectable and bric-a-brac stalls. There were also food traders and music from the Thursford Organ.

The response from local food providers was poor with only Babaco getting involved and putting on a hog roast for the day. The antique and book shops were open and reported a good day.

Think this can become an annual event and very positive feedback from traders who were keen to come back and would recommend it to their friends.

The event was promoted widely through social media and the web. Didn't get great press coverage but would hope to improve next year.

Watton Town Centre
COLLECTABLES & ANTIQUES
STREET MARKET
Sunday 7th July
8am until 4pm



Watton Town Council
01953 881007 www.wattontowncouncil.gov.uk



Hareton's Norfolk Day Trail
27 July—3 August 2019

To celebrate Norfolk Day we have put together a trail around Watton High Street.

Where to look?
Maybe there's a clue where you see his footprints?



PRIZES!
To enter the prize draw complete the Trail and post it in the 'Hareton' letter box in Adcocks before 5pm on Saturday 3rd August.

Hareton's Trails were created by Watton Town Council and sponsored by the Town Council, Anglian Water and High Street shops.
www.wattontowncouncil.gov.uk 01953 881007

- **Norfolk Day, Saturday 27 July Swaffham.** ShopAppy had a stall on the Market Place although unfortunately the weather was very poor so they weren't too busy.

Watton. Worked with Watton WI to help to promote their event and to run 'Hareton's Trail' around 10 High Street shops for a week. About 20 people completed the trail and entered the prize competition. General feedback from both shops and families was positive with families exploring and spending in shops as they went around. Worth repeating, would no doubt build if became regular during school holidays.

- **Dad's Army Day, Swaffham. Saturday 3 August.** Repeat of successful event from last year. Set up in a similar way to the Sheep Fair with activities concentrated on the closed road. Worked well with a good turn out and good coverage in the press before and after the event. The Dad's Army team and singers were excellent. Some involvement from local shops but possibly less than in 2018, would be good to build on this next year.

August is a difficult month for an event such as this with people on holiday and clashes with other established events. Have proposed that should move again in 2020 possibly to either July or September. Hopefully will be able to expand the event so that more of the Market Place is involved. Still plenty of room to expand available so that involve the market more in the event.

Watton News - Wednesday, August 21, 2019

NEWS



Atten-shun! Dad's Army Day wows town centre crowds for another year

The culture and character of a wartime era was brought to life following the return of a Norfolk town's popular Dad's Army Day.

A town's most iconic and celebrated film, Kenneth Branagh's 'Dad's Army', brought to life the spirit of the original series and the iconic characters of the show. The film was shown at the town's cinema, with a special screening of the original series. The event was a success, with many people enjoying the film and the atmosphere of the event. The town's cinema is a popular venue for such events, and the film was well-received by the audience. The event was a great success, and the town's cinema is a popular venue for such events.

Local history

The film 'Dad's Army' is a comedy about a group of men in the Home Guard during World War II. The film was a success, and the town's cinema is a popular venue for such events. The event was a great success, and the town's cinema is a popular venue for such events.

Other local events include the 'Dad's Army' parade, which took place in the town centre. The parade was a success, and the town's cinema is a popular venue for such events. The event was a great success, and the town's cinema is a popular venue for such events.



The Golden Dog

Come to our welcoming family and dog friendly public house & restaurant run by Paula & Dave. Locally sourced home cooked food served daily with vegans catered for. We can accommodate all functions or special occasions including weddings, parties and wakes.

High Street, Shipdham, Norfolk, IP25 7PA
For reservations please tel. 01362 829255
www.thegoldendog.co.uk

- **Classic Car Event and Family Fun Day, Swaffham. Sunday 25 August.** Helped to support the team putting on this established and very successful event. Had much better luck with the weather this year and a great turn out of cars & people.

Lynn News

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Classic car and family fun day at the Swaffham recreation ground 'Some of the many cars lined up on display at the show'

More than 60 classic cars parked up at Swaffham Recreation Ground on Sunday, attracting hundreds of motor vehicle enthusiasts to their car show.

The Classic Car event and Family Fun Day which was organised by Swaffham Town Council, aimed to raise funds for improvements to the town's recreation ground.

3.2 Events Coming Up this Quarter

- **Watton Fireworks Display, Saturday 26 October 2019**
A Watton stalwart. Helping team to set up and organise event. Have been responsible for the basic admin and bookings for the day. Fingers crossed for better weather this year.
- **Remembrance Day, Sunday 10 November 2019**
Watton, working with team to organise the day and make sure goes smoothly. For both towns will produce a programme of events, services etc. for the weekend.
- **Watton Festive Market, Sunday 24 November 2019**
Helping the Watton team to set up and organise event. Responsible for the basic admin and bookings for the day.
- **Swaffham Festive Lights Switch On**
Working with team to help set up, promote and implement event. Most of organisation is done by Hannah.

4 Market Stalls Project

4.1 Weekly Markets

- **Swaffham.** The 3 month introductory offer has now expired and the TC have decided to continue with a half price offer, in order to keep the stalls being used. Take up has been steady but quite low, 'occasional' traders have been happy to pay the full £15 fee but not popular with regular traders.
- **Watton.** Watton TC decided to offer the stall FOC to existing stall holders until Christmas. This has been popular and 7 of the stalls are being used each week by regular traders. Have been working to encourage one-off use of the remaining stalls (in Middle Street).



4.2 Farmers Markets / Events

- **Other Events.** The stalls are proving quite popular with traders at one-off events in Swaffham and have been used at the Sheep Fair, Car Show and will be at the Festive Lights Switch-on. Traders seem happy to pay the £15 fee.

5 Watton – Jubilee Gardens

There was an 'Open Day' at Jubilee Gardens in August that was well attended with 12 volunteers coming along on the day or signing up for more information. Keith held a follow-up in September that was less successful but was not so well advertised (Sue on leave). Next session is planned for Sunday 20th October.

The garden needs some investment so am planning to work with the group to put together a management plan.



6 Partnerships

- Watton WI. Worked with group to promote their Norfolk Day event.
- Watton Rotary. Attended their evening meeting and gave a presentation about the Working Together project.
- Watton High Street Group. Have attended 2 meetings of this new group which is bringing together shops on the High Street. Very useful for setting up and getting support for 'Hareton's Trail'.
- Watton Rotary. Helped team to promote 'Charlies Walk' raising money for Shelter-Box.
- Watton Families Matter Keyworker. Helped with interviews for new post.
- Watton Youth Centre. The Benjamin Project is developing a Youth Centre project based at the Charlotte Harvey Centre. Helping with grant applications.

7 Projects, Grants and funding

7.1 Swaffham, Oaklands Play Area. Pocket Parks Plus

The project at Oaklands has progressed well with:

- Benches have been purchased
- Getting quotes to install benches

Next quarter will be:

- Installing benches
- Producing new sign
- Planting hedge with Swaffham Rotary Club

7.2 Revive & Thrive Christmas Lights Competition

I identified this as a possible project for Swaffham. The task was to create a 10 minute video shot on a mobile phone promoting the town to 'a visitor interested in heritage' the first prize was £10k worth of Christmas Lights from Blachere.

Keith Sandle and Les Scott put together the video and made it into the top 10. Attended the 'final' in Birmingham, didn't win but by getting to the final won £1k worth of lights from Blachere. Also a very useful networking opportunity and very interesting to see what other Councils are doing.

 **Watton and Swaffham Times**
19 hrs

A town has secured £1,000 towards its Christmas lights display after reaching the final of a national competition.



WATTONANDSWAFFHAMTIMES.CO.UK
Town wins £1,000 worth of Christmas lights in national competition

 Fabian Eagle and 28 others 1 Comment 12 Shares

7.3 Projects in development

- **Watton Town Signage**
Producing a project outline and costings for consideration.
- **Both. Urban tree cover**
Identified a possible source of future funding from a Forestry Commission scheme to plant more urban trees. Funding not available until 2020 but have carried out a Tree Canopy assessment for both towns.
- **Both. Positions for banners / adverts on approaches to town.**
This is an on-going issue with promotion of events, especially the ones with a wider audience.
- **Watton. Flag Pole.**
- **Producing a project outline and costings for consideration.**

Sue Dent

1 October 2019