

Watton & Swaffham Project Support Officer

Quarterly Report, January to March 2019

1.1 Admin

1.2 Work Patterns

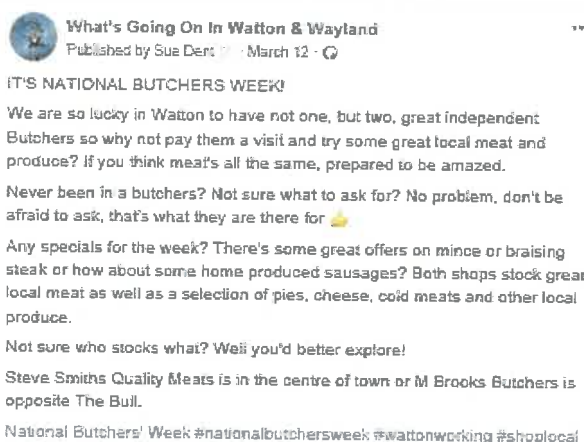
Continuing with split working across the two offices and is working well. Having the laptop & remote access is excellent.

1.3 Project Management

One meetings of the Steering Group was held this quarter at the Wayland Partnership (21st January 2019).

2 Publicity and Promotion

2.1 Social Media



What's Going On In Watton & Wayland
Published by Sue Dent · March 12 · 🌐

IT'S NATIONAL BUTCHERS WEEK!

We are so lucky in Watton to have not one, but two, great independent Butchers so why not pay them a visit and try some great local meat and produce? If you think meat's all the same, prepared to be amazed.

Never been in a butchers? Not sure what to ask for? No problem, don't be afraid to ask, that's what they are there for 🍌

Any specials for the week? There's some great offers on mince or braising steak or how about some home produced sausages? Both shops stock great local meat as well as a selection of pies, cheese, cold meats and other local produce.

Not sure who stocks what? Well you'd better explore!

Steve Smiths Quality Meats is in the centre of town or M Brooks Butchers is opposite The Bull.

National Butchers' Week #nationalbutchersweek #wattonworking #shoplocal

2.1.1 Facebook

Q3 Target: 750 on Swaffham and 600 on Watton by end March 2019.

Followers	Swaffham	Watton
End September	219	179
End December	469	334
End March	579	490

It has been a relatively quiet time for events and promotions this quarter. Didn't quite achieve the target for Followers but both continue to increase.

- Continued with weekly summary of events and this seems to be popular.
- Been being more proactive promoting the Markets in both Towns. Working with Ruth at Swaffham to bring her up to speed on social media.
- Creating simple short videos of the markets & elsewhere. Seem to be popular and encourage engagement and sharing of the pages.
- Picking up and promoting relevant national campaigns – such as National Butchers Week.

Q4 Target: 800 on Swaffham and 650 on Watton by end June 2019.

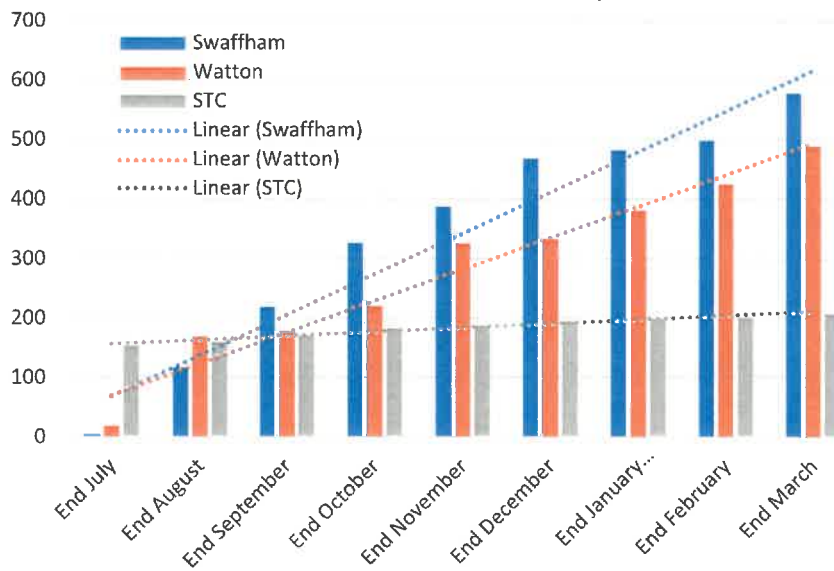


What's Going On In Watton & Wayland
Community

2,681 People Reached 484 Engagements

Send Message Boost Post

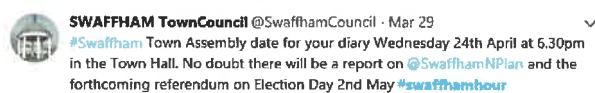
Facebook Followers 2018 / 19



2.1.2 Twitter

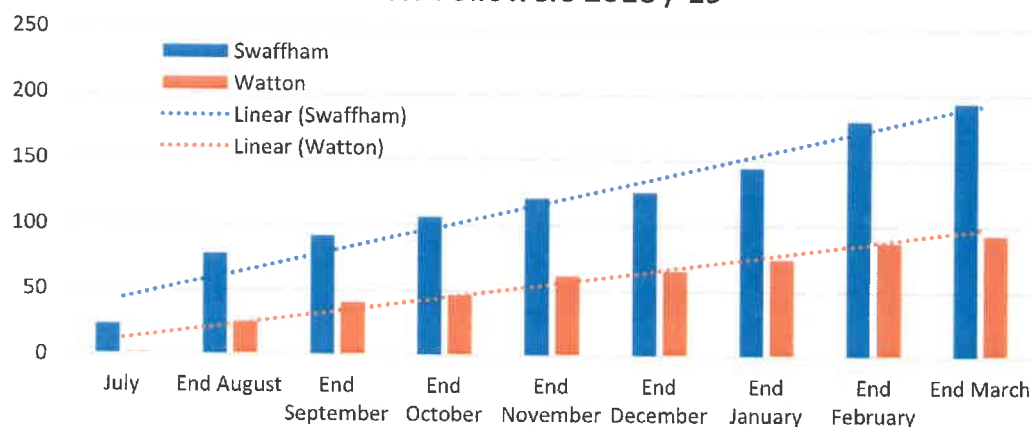
Progress building a following on Twitter has been slower although both Towns are gradually growing.

Followers	Swaffham	Watton
End September 2018	91	40
End December 2018	125	65
End March 2019	194	93



#Swaffham Hour. In February started to run a Swaffham Hour from 9 to 10am on Friday. Richard and Sue aim to post 20 Tweets in the hour, it has gone well so far but need to raise it's profile in order to make it effective.

Twitter Followers 2018 / 19



2.2 Web

Events: events listed on social media are also listed on the Town Council web pages.

Visit Swaffham: a Town Team initiative.

Visit Breckland: has been set up as an independent website.

3 Events

Very much a planning quarter making sure that everything is in place for the coming season. Working with both teams to develop each event, book entertainment and stalls, plan promotion and publicity.

The current calendar for both towns is:

Date	Watton	Swaffham
May	Launch of new market stalls	Launch of new market stalls
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 Businesses	Norfolk Day - Market promotion
Saturday 3 August		Dad's Army Day
Sunday 25 August		Classic Car Day and Family Fun Day
Sat 26th October	Fireworks Night	Pumpkin Event
Sunday 10 November	Remembrance Sunday	Remembrance Sunday
Sun 24 November	Christmas Market	
Sun 1st December		Christmas Lights

3.1 Events coming up in Quarter 2

- **Swaffham Sheep Fair**
Saturday 25th May.
The Market Place road will be closed to give more space for the event.
A Gathering Licence has been obtained so it is possible to have sheep from more than one source.
It is expected to have around 20 sheep from 4 farms.
The Rare Breeds Survival Trust 'Woolly Roadshow' will be attending.
Spinners and Weavers will be doing demonstrations on the day.
There will be a 'shop window' competition.
Rare breeds meat on sale. Hope that shops and eateries will join in with special offers / menus.
- **Watton Open Gardens / Yard Sales**
Saturday 15th / Sunday 16th June
Following up on a successful first event in 2018.
Promotion has been focused on encouraging people to plan ahead and join in.

4 Market Stalls Project

Funding was confirmed and the following have been purchased:

4.1 Project set up.

- **Stalls.** 10x gazebos (including covers), 9x gully kits and 40x weights. Also 10x 8' folding tables. Sourced and specified gazebos and accessories.



Gala Pro 50 Gazebo, white with side walls



Artwork – the 4 images form a complete banner to go around the top of each Stall

- **Storage trailer:** An Ifor Williams box trailer has been bought.



- **Storage contract:** The predicted annual budget for the storage and erection of the Stalls for the weekly markets was £10k for both towns. Six contractors were approached but it wasn't possible to set up a contract within this budget. The current best offer and most likely contractor is Countrywide Grounds Maintenance whose quote was £14,000 per year for both Towns for the weekly markets.

4.2 Implementation

I am now working on promoting the stalls at the weekly markets in both towns.

- **Pricing / Terms & Conditions.** Have a proposed pricing structure for both Towns.
- **Promotion and publicity.** From May 1 or 2 of the stalls will be put up at the weekly markets to promote what is on offer. An introductory offer will be made to encourage existing / new stall holders to use the new stalls. The stalls will be promoted locally and through other markets in the area.

4.3 Farmers Markets / Events

- **Events.** Wherever possible the stalls will be used at Town Council events. Starting with the Sheep Fair in Swaffham on 25 May.
- **Farmers Market.** The best set up, format and way to launch the Farmers Markets is still under discussion. This needs to be agreed so that we can then secure permission from the relevant authorities to use car parks, roads etc.

5 Watton Gardens

Our monthly gardening group for Watton has continued with support from Cllr Keith Gilbert. Charlie Brown has now left Wayland Partnership and with the staff changes there it is likely that the project will continue with just the Town Council.

- January. Continued clearing beds. Planted daffodils in Jubilee Gardens and in the flower bed at Memorial Garden.
- February. Finished clearing beds. Added compost.
- March. Continued clearing beds and pruning roses.

6 Partnerships

Continuing to liaise with groups in both towns and aim to work weekly from both the Icen and Wayland Partnership offices. Richard Otterway has now left the Wayland Partnership, a new team has been recruited. Have attended quarterly meetings of Wayland Partnership and Swaffham Town Team.

7 Grants and funding

7.1 Swaffham, Oaklands Play Area. Pocket Parks Plus

A review of available grants identified this grant as a possible source of funding. The deadline was very short but I was able to put together a simple project to refurbish the Oaklands Play Area. The partners included: Rotary Club who will plant 80m of hedge as part of their 2019 project, the playground equipment company Kompan provided a design and match funding and Swaffham Town Council agreed to provide £3,500 as match funding. Because of the way the grant is administered Breckland Council agreed to 'hold' the grant on behalf of Swaffham TC.



Oaklands Project Implementation		Mar	Apr	May	Jun	Jul	Aug	Sep	Oct
1	Order to Kompan	21.3.19							
2	Press release		4.4.19						
3	Order benches								
4	Quote for surfacing								
5	Install Playground								
6	Press release								
6	install benches								
7	Develop sign with school								
8	Plant Hedge (Rotary)								
9	Install sign and hold open day								

7.2 Watton, Families Matter Keyworker. People's Health Trust

The 'Active Communities' grant from the People's Health Trust was open for applications in February. They have specific areas that are eligible and this included the centre of Watton. I identified that this grant could be appropriate for the 'Families Matter Keyworker' and worked with Gerry Foster to submit an expression of interest and full application before the closing date. A decision should be known by the end of May.

Sue Dent

1 May 2019

