



GREAT YARMOUTH
BOROUGH COUNCIL

Economic Development Committee

Date: Monday, 20 February 2017

Time: 18:30

Venue: Supper Room

Address: Town Hall, Hall Plain, Great Yarmouth, NR30 2QF

AGENDA

Open to Public and Press

1 APOLOGIES FOR ABSENCE

To receive any apologies for absence.

2 DECLARATIONS OF INTEREST

You have a Disclosable Pecuniary Interest in a matter to be discussed if it relates to something on your Register of Interests form. You must declare the interest and leave the room while the matter is dealt with.

You have a Personal Interest in a matter to be discussed if it affects

- your well being or financial position
- that of your family or close friends
- that of a club or society in which you have a management role
- that of another public body of which you are a member to a greater extent than others in your ward.

You must declare a personal interest but can speak and vote on the matter.

Whenever you declare an interest you must say why the interest

arises, so that it can be included in the minutes.

3 MINUTES 4 - 5

To confirm the minutes of the meeting held on the 9 January 2017.

4 MATTERS ARISING

To consider any matters arising from the above minutes.

5 FORWARD PLAN - ECONOMIC DEVELOPMENT COMMITTEE 6 - 6

Report attached.

**6 GREAT YARMOUTH TRANSPORT AND INFRASTRUCTURE 7 - 12
STEERING GROUP MINUTES**

Members to note for information the minutes of the Great Yarmouth Transport and Infrastructure Steering Group meeting held on the 25 January 2017.

7 EASTER FAIR - PROGRESS UPDATE 13 - 15

Report attached.

8 QUARTER 3 PERFORMANCE REPORT 2016/17 16 - 22

Report attached.

9 ANY OTHER BUSINESS

To consider any other business as may be determined by the Chairman of the meeting as being of sufficient urgency to warrant consideration.

10 EXCLUSION OF PUBLIC

In the event of the Committee wishing to exclude the public from the meeting, the following resolution will be moved:-

"That under Section 100(A)(4) of the Local Government Act 1972, the public be excluded from the meeting for the following item of

business on the grounds that it involved the likely disclosure of exempt information as defined in paragraph 1 of Part I of Schedule 12(A) of the said Act."

11 CONFIDENTIAL MINUTES

Details

Economic Development Committee

Minutes

Monday, 09 January 2017 at 18:30

Present :

Councillor B Coleman (in the Chair); Councillors Grant, K Grey, Hammond, Hanton, Jeal, Pratt, Reynolds, Thirtle, Wainwright, Walch and Walker

Also in attendance :-

Mrs K Watts (Transformation Programme Manager), Mr D Miller (nplaw) and Mrs S Wintle (Member Services Officer).

1 APOLOGIES FOR ABSENCE

An apology for absence was received from Councillor Stenhouse.

2 DECLARATIONS OF INTEREST

Councillor Hammond declared a Personal Interest in the item relating to the Six Day Market - Licence Review.

3 MINUTES OF MEETINGS HELD 21 NOVEMBER 2016 & 19 DECEMBER 2016

The minutes of the meetings held on the 21 November and the 19 December

2016 were confirmed.

4 FORWARD PLAN - ECONOMIC DEVELOPMENT COMMITTEE

The Committee received and noted the items contained within the forward plan for the Economic Development Committee.

5 EXCLUSION OF PUBLIC

RESOLVED :

"That under Section 100(A)(4) of the Local Government Act 1972, the public be excluded from the meeting for the following item of business on the grounds that it involved the likely disclosure of exempt information as defined in paragraph 1 of Part I of Schedule 12(A) of the said Act."

6 SIX DAY MARKET - LICENCE REVIEW

(Confidential Minute on this Item)

The meeting ended at: 20:30

Forward Plan for Economic Development Committee

	Matter for Decision	Report by	Pre Agenda Meeting (PAM)	Economic Development	Policy & Resources	Council
1	Easter Fair Update	Transformation Programme Manager	10/02/17	20/02/17		
2	Economic Strategy	Group Manager (Growth)	10/02/17	20/02/17		
3	Performance Data - Q3	Director of Housing and Neighbourhoods	10/02/17	20/02/17		
4	Beacon Park Delegations	Group Manager (Property and Construction)		TBC		
5	Casino Licence 2017	Director of Customer Services		TBC		
6	Future of enterpriseGY	Group Manager (Growth)		TBC		
7	Market Place Development Bid Procurement	Transformation Programme Manager		TBC		
8	NALEP Growth Deal	Group Manager (Growth)		TBC		
9	Town Centre Events Update	Transformation Programme Manager		TBC		

Great Yarmouth Transport and Infrastructure Steering Group

Minutes

Wednesday, 25 January 2017 at 14:30

Present :

Councillor B Coleman (in the chair)

County Councillors Castle and Plant

Mrs J Beck (Director of Customer Services), Mr D Glason (Group Manager, Growth), Mr I Parkes (Senior Infrastructure Growth Planner), Mr T Armstrong (Infrastructure and Economic Growth Manager) , Mr D Wardale (Project Engineer) and Mrs S Wintle (Member Services Officer)

1 APOLOGIES FOR ABSENCE

There were no apologies for absence received at the meeting.

2 DECLARATIONS OF INTEREST

3 MINUTES

The minutes of the meeting held on the 14 July 2016 were confirmed subject

to an amendment to item 6 in relation to the connection at Gapton Hall to state that there had been no desire from the bus company to run the scheme.

4 GREAT YARMOUTH RAIL STATION TO MARKET PLACE IMPROVEMENT AND HIGH LEVEL PLAN FOR CONGESTION SCHEMES

The Committee received and considered the Officer's report which detailed the progress on the delivery of some key transport interventions in Great Yarmouth funded from the New Anglia Local Enterprise Partnership (NALEP) Growth Fund.

Great Yarmouth Rail Station to Market Place Improvement

Norfolk County Council's Senior Infrastructure and Growth Planner reported that work had been undertaken to devise a scheme which accords with the emerging Town Centre Masterplan.

Members attention was drawn to paragraphs 1.4 and 1.5 within the report which highlighted issues Members might like to consider in relation to the balance of priority between the different modes and how some of the money could help to lever in other funding to renovate the remainder of Vauxhall Bridge.

In discussing the items the following issues were raised :-

- The linkage between the Town Centre Masterplan and the proposed consultation
- Narrowing of lanes at North Quay - Clarity sought as to reason for proposal
- Volume of traffic
- Higher volume of car traffic than pedestrian and cycle traffic

The Group Manager Growth advised that the Town Centre Master Plan showed this proposal at a strategic level and the detailed Great Yarmouth Rail Station to Market Place improvement plans were aligned in relation to content but would have separate consultation processes.

The Project Engineer advised that the consultation process would be open for a four week period commencing from 13 February until 10 March 2017. He sought clarity from Members as to whether they wanted the consultation plans to be amended to show a less of a narrowing for general traffic on North Quay at it's junction with the Conge.

High Level Plan for Congestion Schemes

The Senior Infrastructure and Growth Planner reported that the NALEP Growth Fund also included Great Yarmouth Town Centre congestion relief projects and the A149 Asda junction / Fullers Hill in relation to congestion

improvement schemes. He advised that the bid had been successful and in total some £3.3m has been allocated to congestion relieving schemes. Members attention was drawn to paragraph 2.4 which advised Members that there was significant funding for large schemes that have had no previous feasibility or development work. This meant that a lot of work needs to be carried out as soon as possible to be able to construct these improvements to the NALEP funding profile.

In discussing the report the following issues were raised :-

- Councillor Plant proposed that a potential roundabout be created at the junction of the Gapton Hall Retail park to alleviate congestion, and the Senior Infrastructure and Growth Planner advised that he would look in to this matter.
- Pasteur Road retail properties access / exit routes
- The need for the entrance in to the town centre (via Nottingham Way) to be addressed
- The need for adequate signposting
- Highways England were to investigate the possibility of an installation of a walkover on Middleton Road, Gorleston. It was suggested that there was a need for a pedestrian crossing within the same vicinity.

Councillor Castle suggested that a mini bus tour be arranged for the Committee to establish areas in which monies could be spent in and around the Town Centre. The Director of Customer Services agreed to arrange this visit on behalf of the Steering Group.

With regard to the £2.4m allocation for Sustainable Transport measures, the Senior Infrastructure and Growth Planner reported that issues and opportunities had been discussed and agreed by Officers of the Working Group in order to devise a list of possible improvement schemes. These schemes would then be considered by the Working Group and brought back to the Steering Group.

The Infrastructure and Economic Growth Manager drew Members attention to paragraph 2.12 of the report and pointed out that the NALEP funding was becoming more difficult to transfer forward to the next financial year. Therefore, there is a pressing need to complete the work and a need to prioritise projects and spending.

RESOLVED :-

(1) That the Steering Group note the contents of the report and agree the Great Yarmouth Rail Station to Market Place Improvement plans subject to amendments to make the proposed plans more vehicle focused.

(2) That the Steering Group note the contents of the report in respect of the congestion and Sustainable Transport schemes.

5 THIRD RIVER CROSSING

The Group Manager Growth and Senior Infrastructure and Growth Planner provided Members with an update on the Third River Crossing position, he advised that the project had been successful in bidding to the Local Majors funding pot for £1.2M. A full business case was due to be submitted by the 31 March 2017 with an outcome anticipated before the Summer recess.

6 BUS LINK TO PASTEUR ROAD

The Steering Group received and considered the report in relation to the Bus Link to Pasteur Road.

County Councillor Castle advised Members that Iain Rankine of First Bus had attended a meeting of the Yarmouth Area Committee and that the following points had been made clear to the Committee :-

1. Such a service at least in the first instance would require some form of support – some form of financial contribution from businesses, school or via a council subsidy
2. Infrastructure would need to be put in place in terms of safe stopping places on Pasteur Road and Gapton Hall Road
3. It would be totally impractical for buses to enter the retail parks themselves i.e. access would need to be from the main roads

County Councillor Plant reported that the relevant Bus Companies had been spoken to on numerous occasions with regard to this matter and to date no further action had been taken, he stated that there was a need for a bus company to run a trial period of the proposed linkage prior to any funding being considered.

County Councillor Castle stated that only 45% of residents within his ward area had car ownership, therefore the need for a linkage bus route was imperative to be able to access out of town retail units.

The Senior Infrastructure and Growth Planner advised that this matter could be investigated as part of the Sustainable Transport Schemes, it was therefore suggested that the matter be deferred until the next meeting.

RESOLVED :-

That the matter in relation to Bus link to Pasteur Road be deferred to the next meeting of the Great Yarmouth Transport and Infrastructure Steering Group.

7 REVIEW OF TOWN CENTRE

The Steering Group received and considered County Councillor Castle's report in respect of a review of Town Centre time limited, 24 hour and anomalous free on-street parking.

The Director of Customer Services reported in relation to Taxi Ranks and that most recent issues surrounding Trafalgar Road, Great Yarmouth were being investigated and that consultations were underway with Taxi Drivers.

County Councillor Plant stated that there was a need for a definitive cost to be calculated in relation to this matter and requested that a map be brought back to the Steering Group highlighting the areas that needed to be addressed.

The Senior Infrastructure and Growth Planner reported that a review of Town Centre time limited, 24 hour and anomalous free on-street parking could be added to the identified needs list in relation to the transport scheme.

RESOLVED :

That the Steering Group propose a scheme to review the parking situation, devise a new regime and determine traffic orders necessary to make the changes, is considered in the list of schemes for prioritisation under the £2.4m allocation for Sustainable Transport measures.

8 GREAT YARMOUTH CCTV CAMERAS

The Director of Customer Services summarised a report from Jonathon Newman, General Manager for the Town Community Safety Company (Great Yarmouth) Ltd which asked the Steering Group to consider recommending to Norfolk County Council the continuation of funding for Great Yarmouth CCTV cameras.

In discussing this matter, it was pointed out that available monies from car parking surplus had reduced considerably, and that it was felt the proposals would not meet the criteria for funding.

RESOLVED :

That the proposals be sent to the Civil Parking Enforcement Board at Norfolk County Council for consideration.

9 ANY OTHER BUSINESS

The Group Manager Growth reported for information on a Highways England Public Consultation that was due to take place in March 2017 in relation to a series of significant schemes along the A12, including Vauxhall, Gapton and Harfreys Roundabouts..

The meeting ended at: 16:00

Subject: Easter Fair – Progress Update

Report to: EMT: 9 February 2017

Economic Development: 20 February 2017

Report by: Kate Watts, Transformation Programme Manager

RECOMMENDATIONS

This paper presents a financial update regarding the cost of the Easter fair alongside the income it generates. Whilst the cost for 2017/18 can be reduced from £10,376 (2016/17 cost) to £5,648 there is an option to reduce this to a nil cost if the Guild takes on the direct running of the fair from 2018.

It is therefore recommended that officers continue to work with the Guild to implement this change by Easter 2018.

1. BACKGROUND

- 1.1 On the 7th September 2016 Economic Development Committee reviewed a paper presenting a breakdown of the financial information regarding the cost of the Easter Fair, alongside the income it generates.
- 1.2 At this Committee a number of Members indicated that they wanted the event to be cost neutral for the Council, and as a result it was resolved that officers needed to investigate further alternative management options for the Fair and work up increased fees and charges proposals for 17/18.

2. INTRODUCTION

- 2.1 Subsequently a meeting was held with the Showman's Guild on the 24th October 2016, where a number of options were discussed with the aim of identifying ways to reduce the financial cost of the Easter Fair on the Council.
- 2.2 These options included the Council reviewing the costs it incurs to run the event, predominantly by changing the working patterns and number of staff working at the Fair (to include stewarding, cleansing and security). This will reduce the Easter Fair costs to the Council to £6,373 from £10,376.
- 2.3 Option two included reviewing the fees and charges policy the Council has in place which specifies a 2% plus RPI increase for all fees and charges. This year this totals

a 3.9% increase. Raising the fees by this amount will bring in an additional income to the Council of £563 if the amount and type of traders remain the same. If an additional fee increase is further modelled at 5%, the additional income to the Council will total £725. This increase added to option one reduces the Easter Fair costs to the Council to £5,648.

- 2.4 Option three suggested not running the Fair on a Sunday. Figures were modelled based on the fair not taking place on a Sunday. This would reduce the Council's costs. As part of this proposal it is included that the fees paid by the traders is reduced by 10% to take into account the loss of this additional day. Overall this would leave the cost to the Council at £4,412.
- 2.5 Option for suggested that the Showman take on the running of the Fair directly. If this option was progressed there will be a number of costs that will still be incurred by the Council in relation to traffic management, site preparation, medical cover and staff liaison. This has been calculated at £8,857. Health and safety and stewarding of the event would become the Showman Guild's responsibility, with the Council requiring full imbursement for the costs it incurs instead of direct collection of fees.
- 2.6 The Guild was asked to review these options and feedback any comments by 1st December 2016. Subsequently the Guild said that they would be interested in taking on the direct running of the Fair.

3. OPTIONS TO PROGRESS

- 3.1 Officers have already built the review of its costs into the budget for 2017/18, leaving and estimated cost for the Council in running this Fair at £6,373.
- 3.2 Officer are also recommending as part of the budget setting process that the fees for the Fair in 2017/18 are increased by 5% rather than the 3.9% detailed within its fees and charges policy. This would reduce the cost for the Council running the Fair further to £5,648.
- 3.3 In terms of the Guild taking on the running of the Fair it is considered that the timescales to put this in place for the Fair this year are unrealistic, but that work could now be progressed to implement this for Easter 2018.

4. CONCLUSIONS AND RECOMMENDATIONS

- 4.1 This paper presents a breakdown of financial information regarding the cost of the Easter Fair alongside the income it generates. Whilst the cost for 2017/18 can be

reduced from £10,376 to £5,648 there is an option to reduce this to a nil cost if the Guild takes on the direct running of the fair from 2018.

- 4.2 It is therefore recommended that officers continue to work with the Guild to implement this change by Easter 2018.

Background Papers; Easter Fair, 7/9/16

Area for consideration	Comment
Monitoring Officer Consultation:	N/A
Section 151 Officer Consultation:	N/A
Existing Council Policies:	N/A
Financial Implications:	As detailed within the report
Legal Implications (including human rights):	N/A
Risk Implications:	N/A
Equality Issues/EQIA assessment:	N/A
Crime & Disorder:	N/A
Every Child Matters:	N/A

Subject: Economic Development - Quarter 3 Performance Report 2016/17

Report to: Economic Development Committee – 20 February 2017

Report by: Group Manager (Growth)

SUBJECT MATTER/RECOMMENDATIONS

The following gives an update on current performance of Economic Development Committee measures for the third quarter of 2016/17 (Oct – Dec) where progress is assessed against Targets which are set at the start of the financial year.

Progress against Targets is assessed by RAG (Red/Amber/Green) ratings and is also assessed in terms of Direction of Travel (DoT) through use of arrows.

The summary report, see attached, highlights performance measures that have not achieved the target for this period and measures that do not have a target but are moving in the wrong direction. The report also highlights a number of measures that are showing exceptional performance against targets.

Commentary is provided at the end of the summary report highlighting those measures that outturns are below target or moving in the wrong direction.

RECOMMENDATIONS

The actions are:

- All measures to be monitored during the next quarter

1. INTRODUCTION/BACKGROUND

In September 2015 the Council agreed 'The Plan' which sets out its strategic vision and priorities for up to 2020. This establishes the framework against which the Council should measure its performance at both officer meetings (through regular management reports) and Member meetings (through performance reports).

This framework was considered as part of a review of the transformation programme, moving this programme into a business strategy, which maximises income streams, whilst at the same time meeting the Council's stated objectives in 'The Plan'.

The business strategy includes a new set of key projects which will be reported separately from the measures to the Policy & Resources committee.

2. PERFORMANCE MEASURES

Performance Measures – Highlights

Performance measures cover the full range of services delivered within the area covered by the Economic Development Committee. The details in the summary report provide quantitative information about the performance of these services and provide useful trend data. A traffic light status easily identifies if improvement is required.

There are several areas across the Council where performance is below the target level set (RAG rating) or where no target has been set performance is moving in the wrong directions (Direction of Travel). These measures are highlighted in the appropriate service committee section in the report.

The following areas of performance are brought to your attention:

Improved performance:

- a) ED01 Major Planning Applications determined within 13 weeks has improved to 89% this quarter, an improvement on the previous quarter and above target. The Planning section has recruited staff to vacant posts and is nearing full complement.
- b) ED02 & ED03 i.e. Minor & Other planning applications determined within set timeframes have both improved to 65% cumulatively this quarter (up from 45% & 40% respectively in the previous quarter).
- c) ED15 Number of new business start-ups through enterpriseGY was 109 by the end of December 2016 (target of 75).

Reduced performance:

- a) ED17 Percentage of increased footfall in Town Centre. Great Yarmouth Town Centre footfall is lower year on year which reflects the trend seen in many town centres nationally. The wider Town Centre Initiative aims to address this issue, inclusive of improved events and a clear town centre masterplan amongst many other initiatives.

Data Quality note

All data included in this report for the current financial year is provisional unaudited data and is categorised as management information. All current in-year results may therefore be subject to later revision.

3. **FINANCIAL IMPLICATIONS**

None

4. **RISK IMPLICATIONS**

None

5. **CONCLUSIONS**

None

6. **RECOMMENDATIONS**

The actions are:

- All measures to be monitored during the next quarter

7. **BACKGROUND PAPERS**

None

Areas of consideration: e.g. does this report raise any of the following issues and if so how have these been considered/mitigated against?

Area for consideration	Comment
Monitoring Officer Consultation:	N/A
Section 151 Officer Consultation:	N/A
Existing Council Policies:	None
Financial Implications:	None
Legal Implications (including human rights):	None
Risk Implications:	None
Equality Issues/EQIA assessment:	N/A
Crime & Disorder:	N/A
Every Child Matters:	N/A







PERFORMANCE INDICATORS – SUMMARY REPORT QUARTER 3 (Oct - Dec) 2016/17

ECONOMIC DEVELOPMENT COMMITTEE

Measure	Previous Quarter	This Quarter	Target	Qtr 3 2015/16	Status	Trend	
						Last Period	Last Year
ED01 - Planning applications: Major applications determined within 13 weeks (Quarterly Cumulative)	85%	89%	65%	50%		↑	↑
ED02 - Planning applications: Minor applications determined within 8 weeks (Quarterly Cumulative)	45%	65%	70%	40.3%		↑	↑
ED03 - Planning applications: Other applications determined within 8 weeks (Quarterly Cumulative)	40%	65%	70%	44.9%		↑	↑
ED04 - Percentage of Major planning applications processed within 13 weeks over the last 24 months (Quarterly Cumulative)	95.6%	95%	65%	New indicator		↓	N/A
ED05 - Percentage of Major planning applications overturned on appeal over the last 24 months (Quarterly Cumulative)	0%	0%	20%	0%		↔	↔
ED06 - Number of Major planning applications overturned on appeal over the last 24 months (Quarterly Cumulative)	0	0	NA	0		↔	↔
ED07 - Planning Appeals: a) Total number of Planning appeals b) Number of Planning appeals allowed (Quarterly Cumulative)	a) 11 b) 4	14 5	NA NA	a) 12 b) 6		N/A N/A	↓ ↓
ED08 - Building Control: The percentage of building regulation applications where a decision notice is issued within the eight week statutory period. (Quarterly Cumulative)	98.2%	98%	100%	94.5%		↓	↑
ED09 - Percentage of Land Charges search returns sent within 10 working days. (Quarterly Cumulative)	98.07%	96.75%	97%	90.11%		↓	↑
ED10 - Number of new homes built a) All homes b) Affordable homes built (Quarterly Cumulative)	a) 110 b) N/A**	179 N/A**	300* NA	New indicator		N/A	N/A

Measure	Previous Quarter	This Quarter	Target	Qtr 3 2015/16	Status	Trend	
						Last Period	Last Year
ED11 - Number of homes granted planning permission a) All homes b) Affordable homes (Quarterly Cumulative)	a) 205 b) N/A**	384 N/A**	NA NA	N/A N/A		N/A	N/A
ED12 - Enterprise Zone: Number of new jobs created a) Beacon Park b) South Denes (Quarterly Cumulative)	344 237	Not available***	1,500 per bid document	527		N/A N/A	N/A N/A
ED13 - Enterprise Zone: Number of businesses at a) Beacon Park b) South Denes (Quarterly Snapshot at last day of quarter)	17 6	Not available***	NA NA	22		N/A N/A	N/A N/A
ED14 - Enterprise Zone: Beacon Park a) New floor space developed b) % of empty floor space across Beacon Park (Quarterly Snapshot at last day of quarter)	21,659 ^{m2} N/A	Not available***	NA NA	19,920 ^{m2} N/A		N/A N/A	N/A N/A
ED15 - Number of new business start-ups enterpriseGY (Quarterly Cumulative)	71	109	75	37		N/A	⬆
ED16 - Town Centre retail units: a) Number of vacant retail units in Town Centre b) % of vacant retail units in Town Centre (Quarterly Snapshot at last day of quarter)	70 16.2%	68 15.70%	1% reduction 1% reduction	64 14.8%		⬆ ⬆	⬇ ⬇
ED17 - % of increased footfall in Town Centre against same quarter in previous year(Quarterly)	-4.5%	-8.55%	2% increase	+0.75%		⬇	⬇
ED18 - Conservation: a) Number of buildings removed from Risk Register (Quarterly Cumulative)	2	2	2	N/A		↔	N/A

Measure	Previous Quarter	This Quarter	Target	Qtr 3 2015/16	Status	Trend	
						Last Period	Last Year
Note: * Target is an annual target and will be reported on an annual basis. **Performance will be reported on an annual basis. *** Enterprise Zone survey for Quarter 3 has not yet been carried out.							
Measures that are not achieving Target: ED17 - % of increased footfall in Town Centre against same quarter in previous year - The lower footfall reflects the national trend seen in a lot of town centres. Although attractions and holiday accommodations claimed good growth in the tourism sector during the same period, it has not fed into an increase in the town centre footfall.							

Key	
Status	
	Current performance has met or exceeded target/ has met or exceeded trend
	Current performance is below target but within tolerance/ is below trend but within tolerance
	Current performance is below target and tolerance/ is below trend and tolerance
	Contextual information only
Trend	
	Performance for quarter is improving (up) or deteriorating (down) compared to previous quarter.
	Performance for period (quarter) is improving (up) or deteriorating (down) compared to same quarter last year.

Key:

NA = No target set, contextual information only

N/A = Not available/not applicable