

Economic Development Committee

Minutes

Monday, 19 February 2018 at 18:30

Present :

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

Also in attendance :-

Mrs K Watts (Strategic Director), Mrs J Beck (Head of Property and Asset Management), Ms K Sly (Finance Director) and Mrs S Wintle (Member Services Officer)

1 APOLOGIES FOR ABSENCE

Apologies for absence were received from Councillors K Grey, Pratt and Reynolds.

2 DECLARATIONS OF INTEREST

There were no declarations of interest declared at the meeting.

3 MINUTES

The minutes of the meeting held on the 8 January 2018 were confirmed.

4 FORWARD PLAN

The Committee received and noted the items contained within the Forward Plan for the Economic Development Committee.

5 REVIEW OF ICE RINK - CHRISTMAS 2017

The Committee considered the Strategic Director's report which provided a detailed evaluation of the ice rink for the period 23 November 2017 to 2 January 2018.

Members attention was drawn to the detailed tables and appendices within the Strategic Director's report which provided an overview of the following :-

- Comparison % of footfall figures
- Actual footfall figures for Great Yarmouth's Town Centre
- What impact did the ice rink have on Christmas performance
- Ticket prices
- Appendix 1 - Actual figure against the financial information presented to Members at Council in October 2017.
- Appendix 2 - Sponsorship leaflet

The Chairman commented on the footfall figures reported and passed on his thanks to the Officers involved with the Ice Rink.

In discussing the report the following issues were raised :-

- Councillor Wainwright commented in regard to the operation of the ice rink and raised concern to the substantial funding required from the Town Centre Initiative, he referenced comments received from Market Traders and stated that, in his opinion, the ice rink had been an abject failure.
- Councillor Williamson raised concern in relation to the randomised survey that had been undertaken and the small demographic used to compile it.
- Councillor Jeal reiterated the concerns raised by Councillor Wainwright and pointed out the need for residents of the Borough to be considered.
- Councillor Walch commented that, in his opinion, the roadworks at Fullers Hill Roundabout had caused significant impact on the footfall within the town centre, he also stated that whilst he agreed there was a need for a feel good factor event within the town centre, that similar events such as the ice rink should not impose financially on the residents of the Borough.
- Councillor M Coleman stated, that in her opinion, the lack of sponsorship for the event had caused a detrimental effect to the income for the event and

commented that this had been due to time delays.

The Chairman advised that a number of schools had made use of the ice rink and that this had been positively received.

RESOLVED :

That the Committee would like to place on record their thanks to all Great Yarmouth Borough Council staff involved in producing the ice rink for the Christmas period of 2017 at considerably under budget in relation to the spend, this resulted in Great Yarmouth's footfall figures outstripping national figures throughout December and this helped create a vibrant atmosphere and raise the profile of Town Centre retailing.

6 CHRISTMAS FESTIVAL

The Committee received the Head of Property and Asset Management's report which outlined opportunities to introduce a Christmas Festival in Great Yarmouth Town Centre for the 2018 Christmas period operating from 30th November through to 24 December 2018.

The Head of property and Asset Management reported that the Council had an opportunity to submit a bid to the Arts Council for potential funding for the event, however she pointed out that the bid needed to be submitted soon. It was also reported that due to the level of funding required the report if agreed would need to be considered and approved by the Policy and Resources Committee at its meeting on the 22 March 2018.

The Head of Property and Asset Management made reference to the detailed programme of events which would take place over the life of the event.

In discussing the report the following was discussed :-

- Clarification was sought in respect of the Christmas Festival and whether this event would be held in addition to an ice rink. Members were of the opinion that the Christmas Festival would be in place of an ice rink.
- Councillor Jeal commented on an event that he had attended where children had received free presents, he advised that residents were required to provide proof of living within the particular Borough.
- A suggestion was made of making use of the vacant properties within the Town centre for the staging of some events.

RESOLVED :

(1) That approval be given in principle to the development of a Christmas Festival for Great Yarmouth commencing on Friday 30 October and concluding on Sunday 23 December 2018.

(2) That the recommendation in respect of the funding for the Christmas festival be deferred for further consideration to a special meeting of Economic Development Committee on 13 March 2018, prior to its consideration if approved by the Policy and Resources Committee.

7 ECONOMIC DEVELOPMENT - QUARTER 3 PERFORMANCE REPORT 2017-18

The Committee considered the Development Director's report which gave an update on current performance of Economic Development Committee measures for the third quarter of 2017/18 (Oct-Dec) where progress is assessed against Targets which are set at the start of the financial year. The report also highlighted performance measures that had not achieved the target for this period, and highlighted a number of measures that are showing exceptional performance against targets.

With regard to the Performance Measures the Strategic Director referred to ED14 - Enterprise Zone : Beacon Park and stated that this measure should have been a green status and not amber.

RESOLVED :

That all Measures be monitored during the next quarter.

8 EXCLUSION OF PUBLIC

"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."

9 CONFIDENTIAL MINUTES (Confidential Minute on this Item)

The meeting ended at: 20:30