



GREAT YARMOUTH
BOROUGH COUNCIL

Economic Development Committee

Date: Monday, 18 February 2019

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 - 9

To confirm the minutes of the meeting held on the 7 January 2019.

4 FORWARD PLAN 10 - 10

Report attached.

5 ENJOY - LOCAL CULTURAL EDUCATION PARTNERSHIP

Members to receive a presentation from Colin Stott, Chairman of ENJOY, Local Cultural Education Partnership.

6 GREAT YARMOUTH TRANSPORT STRATEGY UPDATE 11 - 22

Report attached.

**7 GREAT YARMOUTH TOURISM AND BUSINESS IMPROVEMENT 23 - 30
AREA (GYTABIA) - PROPOSED SECOND TERM**

Report attached.

**8 ECONOMIC DEVELOPMENT - QUARTER 3 PERFORMANCE 31 - 36
REPORT 2018-19**

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."

Economic Development Committee

Minutes

Monday, 07 January 2019 at 18:30

Present :

Councillor B Coleman (in the Chair); Councillors G Carpenter, P Carpenter, Cordiner-Achenbach, Grant, Hammond, Hanton, Jeal, Wainwright, Walker and T Wright.

Councillor Plant attended as a substitute for Councillor Lawn.

Councillor Thirtle attended as a substitute for Councillor Bird.

Also in attendance :-

Mr D Glason (Development Director); Mr A Nichols (Head of Planning and Growth); Mr K Balls (Senior Strategic Planner); Mrs J Beck (Head of Property and Asset Management); Mrs M Lee (Head of Customer Services) and Mrs S Wintle (Senior Member Services Officer)

1 APOLOGIES FOR ABSENCE

Apologies for absence were received from Councillors Bird and Lawn.

2 DECLARATIONS OF INTEREST

Councillor Hammond declared a personal interest in the item relating to the 6 day and 2 day Market Review in light of his daughter being a current market trader.

3 MINUTES

The minutes of the meeting held on the 19 November 2018 were confirmed subject to the following amendments :-

- Councillor Acenbach be amended to Councillor Cordiner-Achenbach
- That Councillor Wainwright referred to the report not the deal in the item relating to Brexit and Great Yarmouth

Councillor Wainwright pointed out that it had been agreed that the Brexit and Great Yarmouth Document would be sent to all Members but to date had not been sent. He also referred to the comment that had been made by Councillor Cordiner-Achenbach with regard to agricultural and the inclusion of this within the document, it was suggested that this matter be discussed with the Head of Inward Investment for clarification.

4 FORWARD PLAN

Members received and noted the contents within the Economic Development Committee Forward Plan.

Councillor Wainwright asked for an item to be added to the Forward Plan in relation to the National Resilience Forum - Brexit Planning it was agreed that this item be added to the Forward Plan and that the Borough Council's Resilience Officer be asked to present the item to the Committee.

5 ABELLIO GREATER ANGLIA / WHERRY LINE

Members received a presentation from Jonathon Denby, Greater Anglia which focused on the new rolling stock being rolled out across the network in 2019. Also, the investments made in the rail infrastructure.

In discussing the content of the presentation a number of questions were raised :-

- The updating of Great Yarmouth Rail Station - Greater Anglia are continuing to

work with the Borough Council, LEP and other agencies to try and improve the area although transforming the station remained a challenge in that no works were funded. Recognition of new station forecourt public realm improvements.

- Reliability and usage of trains - Reliability has got noticeably better, certain factors such as increase in frequency of bus services and free bus passes have caused a knock on effect to the usage of trains but work was continuing to drive to push usage numbers.
- 92% of trains leaving on time and arriving on time does not include replacement bus services - replacement bus services would take longer than the train service however these are scheduled to take longer, it was confirmed that the 92% did not include replacement bus service times.
- Whether staff received a pay rise this year and how much ? - All staff received a 2.5% pay increase.
- Whether a Great Yarmouth to London direct service could be made available - There are no plans for this service although having Bi-mode capability could make this service more likely.
- Will there be a chance for complete re-development - At present there were no plans for complete re-development for the station however work would continue on this matter.
- The reliability and price of services in comparison to the bus services meaning that customers are tending to use the bus service over the train.
- The possibility for cross country direct lines
- Reference was made to the ticket machines in situ and whether there had been proposals for loss of ticket office staff, it was advised that there were no current plans for any loss of staff.
- Whether there were possibilities of freight trains using the Yarmouth facility.
- Lack of communication when rescheduling or cancellations are needed, particular reference was made to the issues relating to the beast from the east incident whereby trains were cancelled. Jonathon advised that they had worked hard to try and clear the tracks as soon as possible although snow ploughs could not get to the Yarmouth station as quickly as they would have liked.

The Chairman passed on the Committee's thanks for the presentation received and stated that he looked forward to the future proposals for the railway.

6 PROVISION OF RAPID VEHICLE ELECTRIC CHARGE POINTS

The Committee received and considered the Head of Customer Services report which provided Members with an update in relation to the implementation of Rapid Vehicle Electric Charge Points within Great Yarmouth.

Members were asked to note the update on progress for provision of a Rapid Vehicle Electric Charge Point on Fullers Hill Car Park, and to endorse the recommendation for the charging model and fee for usage of 30p per kWh used, to be approved by Council.

RESOLVED :

that Council be recommended to endorse for the charging model and fee for usage of 30p per kWh used.

7 REVIEW OF THE SIX DAY AND TWO DAY MARKET PLACE FEES AND CHARGES

The Committee received and considered the Head of Property and Asset Managements report which asked Members to consider recommending to the Policy and Resources Committee and Council the fees and charges for 2019/20.

The Head of Property and Asset Management summarised the main details of the report and advised Members that the recommendations within the report were as follows :-

- To recommend to the Policy and Resources Committee and Full Council that the 2019/20 fees and charges for two day Markets a year round rate of £1.00 per foot and to continue with the existing 50p per foot rate through to 31st March 2019.
- In relation to the six day market to maintain current fees and ask the Policy and Resources Committee and Council to consider the fees and charges as contained within the schedule.

The Head of Property and Asset Management reported that it had been a difficult process to compare other markets like with like in relation to markets as for example: sizing, pricing structure, types of goods sold, inclusion of service charging and VAT rules differed significantly.

The Chairman hereby allowed Ayesha Hammond, Market Trader to summarise the number of views expressed by traders on the six day and two day market place fees and charges.

In discussing the report the following questions and issues were raised :-

- Councillor Jeal commented that people are drawn to Great Yarmouth by the Market and stated that in his opinion it would be a shame to raise the fees for the 2 day market back up to a £1 and suggested that casual trader fees be increased to allow the 2 day market fees to remain at 50p a foot.
- Councillor Plant raised concern with regard to the reduction in fees in light of the financial difficulties the Council are facing in the near future.
- The Head of Property and Asset Management reported that 2 units within the Council's ownership had been rented at an enhanced rate. She also advised that casual trader numbers had increased on the market but that these had not become permanent traders.
- Councillor Hammond made reference to Norwich Market whereby traders had been given small business rates exemption and stated that in his opinion if fees were increased there was a risk of losing traders altogether. He suggested that a 20% reduction be considered for the 6 day market traders, this suggestion was not carried.

- Councillor Wright reiterated the comments made by Councillor Jeal and stated that in his opinion felt that a continuation with the 50p per foot for the 2 day traders would maintain traders and continue to push the growth of the market.

Members asked the Head of Property and Asset Management ahead of the Policy and Resources Committee to look at the potential impact for the increase in fees for the casual traders if Members were minded to maintain the 50p per foot for the 2 day market traders and also to establish where the cost of this reduction would be funded from.

RESOLVED :

That Policy and Resources Committee be recommended to :-

(1) Continue with the existing 50p per foot rate through to 31st March 2019 for the 2 day market.

(2) Consider a reduction to 50p per foot for the 2019/20 fees and charges with the cost per foot for casual traders being increased to £1.30 per foot (subject to information received from the Head and Property and Asset Management as agreed above).

(3) Maintain current fees in relation to the six day market.

(4) Recommend to Council Fees and Charges as per attached schedule.

8 HALL QUAY PLANNING BRIEF - VERBAL UPDATE

Members received a verbal presentation from the Senior Strategic Planner which advised Members of a draft planning brief which had been prepared to help guide future investment and potential development at Hall Quay in Great Yarmouth.

The Senior Strategic Planner reported that the draft brief would be taken to the Policy and Resources Committee on the 5 February 2019.

In discussing the report the following issues were raised :-

- The need for the right developments to be brought forward for this area
- Whether a roundabout is to be introduced at the Haven Bridge site - it was reported that a right hand turn was being considered.
- Concern with regard to units not being used for food and beverage and just being made into residential units.
- Whether the road and parking were to remain outside the Star Hotel, It was advised that this area was proposed to be pedestrianised.

RESOLVED :

That the Committee note the contents of the Senior Strategic Planner's report.

The meeting ended at: 20:25

Forward Plan for Economic Development Committee

	Matter for Decision	Report by	Pre Agenda Meeting (PAM)	Economic Development	Policy & Resources	Council
2	Great Yarmouth Transport Strategy	Development Director	08/02/19	18/02/19		
3	GYTABIA BID Renewal	Head of IT, Communications and Marketing	08/02/19	18/02/19		
4	Presentation about ENJOY Local Cultural Education Partnership (LCEP)	Colin Stott (Chair of ENJOY LCEP)	08/02/19	18/02/19		
5	Quarter 3 Performance Report	Development Director	08/02/19	18/02/19		
1	Brexit Resilience	Resilience Officer	22/03/19	01/04/19		
6	Offshore Energy Update	Development Director	22/03/19	01/04/19		
7	Tourism & Cultural Strategy	Strategic Director (KW)	22/03/19	01/04/19		
8	Annual Performance Report	Development Director	05/07/19	15/07/19		

Subject: Great Yarmouth Transport Strategy Update

Report to:	Executive Leadership Team	11 February 2019
	Economic Development Committee	18 February 2019

Report by: David Glason – Director of Development
Tom McCabe – Executive Director of Community & Environmental Services (Norfolk County Council)

SUBJECT MATTER

This progress report provides Members with an update on the Great Yarmouth Transport Strategy – previously reported on 8 October 2018.

The Great Yarmouth Transport and Infrastructure Steering Group formally supported the proposal to develop a Great Yarmouth Transport Strategy at their meeting on 6 March 2018. The work is being carried out by WSP, steered and guided by Norfolk County Council and Great Yarmouth Borough Council.

To date an analysis of the problems and issues has been carried out, including stakeholder engagement, the Vision and Objectives have been set out and a long list of schemes developed and appraised to derive a short list.

The next steps are to finalise the appraisal material into a **Stage 2: Option Appraisal Report** and prepare a draft **Stage 3: Strategy Report** for agreement and approval by Members. This will be followed by a stakeholder event and a four week public consultation.

RECOMMENDATIONS

Members are recommended to:

- 1. Note the contents of this report, and endorse the attached:**
 - a. Executive Summary of Option Appraisal Process**
 - b. Proposed short, medium & long term package of measures**
- 2. Endorse the next steps for the Transport Strategy work**

1. EXECUTIVE SUMMARY

- 1.1.** This report sets out work in progress to develop a Great Yarmouth Transport Strategy. It describes the progress to date, forthcoming activities and the next outputs available for Member approval.

2. BACKGROUND

2.1. At the Great Yarmouth Transport and Infrastructure Steering Group meeting on 6 March 2018, Members considered the brief for the development of a Transport Strategy for Great Yarmouth and agreed to support that work. A summary of the overall process is:

- Analysis of the current and future transport problems and issues
- Development of possible transport options identified by both Great Yarmouth Borough Council and Norfolk County Council to address the issues
- Use of Department for Transport (DfT) Early Appraisal Sifting Tool to assess possible transport schemes
- Appraisal of transport schemes in development using a variety of existing modelling tools
- Stakeholder consultation/workshop and identification of a preferred strategy for GYBC and NCC to pursue

2.2. Work on developing the Great Yarmouth Transport Strategy (GYTS) is being progressed by WSP who are the consultant partner of Norfolk County Council (NCC). The work is funded by a bid to the Norfolk Business Rates Pool fund and Norfolk County Council. Although the contract is between NCC and WSP, they are being steered and managed jointly by NCC and Great Yarmouth Borough Council officers. To this end, monthly meetings are held with all parties represented.

3. SUMMARY OF PROGRESS

3.1. Analysis of the current and future transport problems and issues has been completed and published in the **Stage 1: Issues and Opportunities Report**. This was circulated to Members and stakeholders on 7 December 2018.

3.2. This analysis work included evidence gathering which built on work previously carried out to determine sustainable transport schemes to deliver using the funding allocated from the New Anglia Local Enterprise Partnership (NALEP) Local Growth Fund (LGF). The key activities carried out are listed below:

- Audit of transport network including site visits
- Stakeholder presentation and workshop on 14 June 2018
- Consideration of stakeholder and Member views

- Dialogue with the Great Yarmouth Third River Crossing Team
- Preparation of current and future transport problems and issues report

3.3. At the stakeholder workshop on 14 June 2018 a vision and set of objectives for the Great Yarmouth Transport Strategy were proposed. These were then agreed taking account of comments made by Member and stakeholder responders.

3.4. Consideration of the analysis of the current and future transport problems and issues, including stakeholder feedback, enabled a **Long List** of possible transport schemes and measures to be drawn up to be further considered and appraised. This was circulated to Members, including those on the Economic Development Committee, for comments and finalisation on 8 October 2018.

4. STAGE 2: OPTIONS APPRAISAL REPORT

4.1. The schemes on the **Long List** have now been assessed and appraised using a multi staged process and with reference to the agreed Vision and Objectives.

4.2. The assessment and appraisal has used the DfT Early Appraisal Sifting Tool (EAST). No transport modelling has been undertaken as this was not deemed necessary due to the nature of the schemes and that many new highway schemes have just been built or are being developed and implemented with New Anglia LEP growth funding.

4.3. The steps in the assessment and appraisal process were:

- Step 0: Packaging of similar or complementary options
This was based on delivery timetable, type of intervention proposed and geographic location
- Step 1: Initial sift
Discounting of schemes outside of the study area, timeframe or those which are undeliverable. At this step, committed schemes were sifted out as they did not need to be assessed, instead being forwarded directly in to **Short List**.
- Step 2: Strategic Appraisal
Strategic appraisal to assess each of the feasible, non-committed schemes against the study's objectives in order to develop a short list of

options that can be appraised in more detailed using a methodology based on DfTs Early Assessment Sifting Tool (EAST).

- Step 3: Detailed Appraisal

Detailed appraisal of the shortlist of options using a methodology based on the DfTs Early Assessment Sifting Tool (EAST).

- 4.4. Step 3 includes the scoring of schemes that are not committed and produces a ranking. Members comments are welcomed on this approach.
- 4.5. The executive summary of this process has been included as part of this report (Appendix 1) and is circulated before the meeting for consideration by Members and to enable them to review particular schemes and make informed comments. This will also include presenting the shortlisted schemes into the delivery timescales of short, medium and long term (Appendix 2).

5. NEXT STEPS

- 5.1. The next step will be to finalise the appraisal material outlined in Section 4 of this report into a **Stage 2: Option Appraisal Report**.
- 5.2. Following this, a draft **Stage 3: Strategy Report** will be prepared for agreement and approval by Members. This will include a narrative on the overall process and describe the Strategy for the town based on evidence gathered and the previously agreed vision and objectives, and contain the executive summary including the short, medium and long term schemes that are to be pursued for the benefit of the town.
- 5.3. The material in this report will form the basis of a public consultation which is scheduled to commence in March 2019. The proposed format is to convert the **Stage 3: Strategy Report** material into exhibition boards and begin the consultation stage with a stakeholder event as we had in June 2018. The public consultation would be held for four weeks with exhibition boards on display in Great Yarmouth Town Hall (2 weeks) and at Gorleston Library (2 weeks). The exhibition will be staffed for one day at each location. The consultation material would also be available online with the ability to leave feedback.
- 5.4. Following consultation feedback, the **Stage 3: Strategy Report** will be finalised and presented back to Members for final endorsement.

6. FINANCIAL IMPLICATIONS

6.1. None.

7. RISK IMPLICATIONS

7.1. None.

8. RECOMMENDATIONS

8.1. Members are recommended to:

- 1 Note the contents of this report, and endorse the attached:
a Executive Summary of Option Appraisal Process
b Proposed short, medium & long term package of measures**
- 2 Endorse the next steps for the Transport Strategy work**

9. ATTACHMENTS

- 1 Executive Summary of Option Appraisal Process**
- 2 Proposed short, medium & long term package of measures.**

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

Area for consideration	Comment
Monitoring Officer Consultation:	N/A
Section 151 Officer Consultation:	N/A
Existing Council Policies:	Corporate Plan: Great Yarmouth Borough Council Great Yarmouth Local Plan Core Strategy
Financial Implications:	N/A
Legal Implications (including human rights):	N/A
Risk Implications:	N/A

Equality Issues/EQIA assessment:	None.
Crime & Disorder:	N/A
Every Child Matters:	N/A

9. Executive Summary of Option Appraisal Process

This sheet is an executive summary of the option appraisal process.
It provides a status summary of each option on the packaged long list, noting whether it is being taken forward and included in the GYTS or the Stage that it was discounted and the reason for this.

Ref	Option	Description	Delivery timescale	Option Appraisal Process			Comment
				Step 1: Initial Sift	Step 2: Strategic Appraisal	Stage 3: Included in GYTS?	
1.1	Great Yarmouth Third River Crossing	New lifting bridge over the River Yare linking the A47 at Harfreys Roundabout, in the Southtown area on the western side of the river, with South Denes Road, the port and the enterprise zone on the eastern side.	Medium	Taken forward and directly included in GYTS		Yes	Included in GYTS (Committed Scheme)
1.2	HGV traffic management measures	Introduction of traffic management to reduce the number of HGV movements along the sea front e.g. width restrictions or new Traffic Regulation Orders.	Short	Taken forward and directly included in GYTS		Yes	Included in GYTS (Committed Scheme)
1.3	Upgrade existing traffic signal network	Upgrading and improving the traffic signal network within Great Yarmouth to improve the connectivity and reliability of the network by improving junction efficiency and capacity.	Short	Taken forward to Step 2	Taken forward to Step 3	Yes	Included in GYTS
1.4	Develop and introduce a signage strategy	Develop and introduce a signage strategy to inform drivers of car parking availability, congestion and, when implemented, status of the Great Yarmouth Third River Crossing	Short	Taken forward to Step 2	Taken forward to Step 3	Yes	Included in GYTS
1.5	Hall Quay Improvements	Provision of right turn facility between A1243 Hall Quay and A1423 Bridge Road and reallocation of highway space to improve movement of non-motorised users	Medium	Taken forward and directly included in GYTS		Yes	Included in GYTS (Committed Scheme)
1.6	Convert Fuller's Hill bus only right turn to all vehicles right turn	Convert the bus-only right-turn on Fuller's Hill to allow all vehicles to turn right onto Priory Plain.	Short	Taken forward and directly included in GYTS		Yes	Included in GYTS (Committed Scheme)
1.7	New gateway features	The introduction of new gateway features at locations on the periphery of the town, including: Fuller's Hill Roundabout, Great Yarmouth railway station and North Quay.	Short	Taken forward to Step 2	Discounted	No	The option is a poor fit with the objectives of Transport Strategy and the benefits are principally non-transport related (place making). There is the potential for the scheme to be delivered as a part of a separate non-transport focused study. It is noted that the scheme is identified in the Town Centre Masterplan and there is the potential for Scheme to be delivered through this investment.
1.8	Road safety improvements at and on approach to the A143 / A47 slip roads / Shrublands Way signalised junction	Implement road safety improvements.	Short	Taken forward to Step 2	Discounted	No	The option is a poor fit with the objectives of the Transport Strategy. Previous PIA's have generally occurred outside of the peak hours when traffic flows are low and vehicle speeds are higher. Any road safety scheme at this junction is likely to yield limited benefit.
1.9	Investigate introduction of urban clearways	An urban clearway prevents vehicles from stopping on the carriageway for sustained periods of time, typically during the peak hours.	Short	Taken forward to Step 2	Discounted	No	Likely to lead to increased vehicle speeds along clearways, potentially discouraging cycling and increasing pedestrian severance along these links. Unlikely to yield any significant benefit without junction capacity.
1.10	Develop contingency measures to improve network resilience	The transport network is susceptible to costly delays as a result of congestion, accidents, special events and the weather. This option is to develop contingency measures to improve network resilience in response to an event.	Short	Taken forward to Step 2	Discounted	No	Does not assist with better day-to-day management of the network nor does it encourage more sustainable travel behaviour or encourage road user safety. Pedestrianised route between Town Centre and Sea Front already exists.
1.11	Investigate the provision of additional HGV parking facilities to serve Great Yarmouth Port.	This option explores the provision of additional HGV parking facilities to serve Great Yarmouth Port, allowing the port to support continued growth.	Short	Taken forward to Step 2	Discounted	No	The scheme is a poor fit with the objectives of the Transport Strategy. It does not reduce traffic congestion or encourage sustainable development. Any additional HGV parking within the study area could result in additional HGV movements through the main urban area of Great Yarmouth.
1.12	Capacity improvement at A1243 Pasteur Road / Southtown Road / Bridge Road signalised junction	The A1243 Pasteur Road / Southtown Road / Bridge Road junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling.	Short	Taken forward to Step 2	Taken forward to Step 3	Yes	Included in GYTS
1.13	Capacity improvement at Southtown Road / Station Road / Matalan and Farm Foods access signalised junction	The Southtown Road / Station Road / Matalan and Farm Foods access junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling.	Short	Taken forward and directly included in GYTS		Yes	Included in GYTS (Committed Scheme)
1.14	Capacity improvement at A143 Beccles Road / Crab Lane priority junction	The A143 Beccles Road / Crab Lane priority junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling.	Short	Taken forward to Step 2	Taken forward to Step 3	Yes	Included in GYTS
1.15	Capacity improvement at A143 Beccles Road / Church Lane / Long Lane / Mill Lane signalised junction	The A143 Beccles Road / Church Lane / Long Lane / Mill Lane junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling.	Short	Taken forward to Step 2	Taken forward to Step 3	Yes	Included in GYTS
1.16	Capacity improvement at A143 Beccles Road / Shrublands Way / A47 slip road signalised junctions	The A143 Beccles Road / Shrublands Way / A47 slip road signalised junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling.	Short	Taken forward to Step 2	Taken forward to Step 3	Yes	Included in GYTS
1.17	Capacity improvement at A143 Beccles Road / William Adam's Way / Southtown Road signalised junction	The A143 Beccles Road / William Adam's Way / Southtown Road junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling.	Short	Taken forward to Step 2	Taken forward to Step 3	Yes	Included in GYTS
1.18	Capacity improvement at Fullers Hill / Northgate Street signalised junction	The Fuller's Hill / Northgate junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling.	Short	Taken forward to Step 2	Taken forward to Step 3	Yes	Included in GYTS
1.19	Capacity improvement at Capton Hall Road / Hewett Road (Capton Hall Industrial Estate) priority junction	The Capton Hall Road / Hewett Road (Capton Hall Industrial Estate) priority junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling.	Short	Taken forward to Step 2	Taken forward to Step 3	Yes	Included in GYTS
1.20	Capacity Improvement at Hall Quay / South Quay / Bridge Road signalised junction	The Hall Quay / South Quay / Bridge Road junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling.	Short	Taken forward to Step 2	Taken forward to Step 3	Yes	Included in GYTS
1.21	Capacity improvement at Lawn Avenue / Tar Works Road / Caister Road signalised junction	The Lawn Avenue / Tar Works Road / Caister Road junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling.	Short	Taken forward to Step 2	Taken forward to Step 3	Yes	Included in GYTS
1.22	Capacity improvement at Lowestoft Road / High Street / Church Lane / Baker Street signalised junction	The Lowestoft Road / High Street / Church Lane / Baker Street junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling.	Short	Taken forward to Step 2	Taken forward to Step 3	Yes	Included in GYTS
1.23	Capacity improvement at Priory Plain / St Nicholas Road / Temple Road signalised junction	The Priory Plain / St Nicholas Road / Temple Road junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling.	Short	Taken forward to Step 2	Taken forward to Step 3	Yes	Included in GYTS
1.24	Capacity improvement at Market Gates / Temple Road / South Market Road signalised junction	The Market Gates / Temple Road / South Market Road junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling.	Short	Taken forward to Step 2	Taken forward to Step 3	Yes	Included in GYTS
1.25	Review and reconsider the arrangement of the Town Centre one-way system and gyratory to improve traffic flow	Review and reconsider the arrangement of the one-way system and gyratory in order to improve traffic flow throughout the town centre.	Short	Taken forward to Step 2	Taken forward to Step 3	Yes	Included in GYTS
1.26	New link road between Thamesfield Way and Suffolk Road	Provide a new link road between Thamesfield Way and Suffolk Road to provide an additional access into the Southtown area and to relieve Southtown Road of congestion.	Medium	Taken forward to Step 2	Taken forward to Step 3	Yes	Included in GYTS
1.27	Review use and efficiency of traffic signals along Southtown Road	Review the usage and efficiency of the traffic signals along Southtown Road to improve the connectivity and reliability of the network by improving junction efficiency and capacity.	Short	Taken forward to Step 2	Taken forward to Step 3	Yes	Included in GYTS
1.28	Provide 'OUT' movement from Lidl and B&M car parks onto A1243 Pasteur Road	Provide an 'OUT' movement for vehicles from Lidl and B&M car parks onto the A1243 Pasteur Road. Currently vehicles can only enter the car parks form Pasteur Road and exit onto Station Road, then Southtown Road to drive back onto the A1243.	Short	Taken forward to Step 2	Taken forward to Step 3	Yes	Included in GYTS
1.29	Investigate the use of land at the rail freight sidings	Investigate the use of land at the rail freight sidings to assist with the optimum configuration of the enlarged Vauxhall Roundabout, the full dualling of the A47 Acle Straight and improved access to Vauxhall Holiday Park.	Medium	Taken forward to Step 2	Taken forward to Step 3	Yes	Included in GYTS
2.1	Dual A47 Acle Straight	Highways England has included an A47 corridor improvement programme within its 2015-2020 Road Investment Strategy, with a focus to address safety concerns.	Medium	Taken forward to Step 2	Taken forward to Step 3	Yes	Included in GYTS
2.2	Reduce speed limit on existing A47 Acle Straight	This option is to reduce the speed limit on the existing single carriageway from 60mph, in order to improve traffic flow and safety.	Medium	Discounted		No	Deliverability: Low public acceptability, low political support, require Highways England "buy-in"
2.3	Introduce Average Speed Cameras on existing A47 Acle Straight	Introduce average speed cameras along on the existing single carriageway in order to improve traffic flow and safety.	Medium	Discounted		No	Deliverability: Low public acceptability, low political support, require Highways England "buy-in"
2.4	Capacity improvements at A47 Harfreys Roundabout	The stretch of the A47 through northern Great Yarmouth, experiences heavy congestion during peak times and the A47 Harfreys Roundabout will be a significant interchange in association with the Great Yarmouth Third River Crossing.	Medium	Taken forward to Step 2	Taken forward to Step 3	Yes	Included in GYTS
2.5	Capacity improvements at A47 Vauxhall Roundabout	The A47 Vauxhall Roundabout is included within the 2015-2020 Road Investment Strategy to reduce congestion and improve safety.	Medium	Taken forward and directly included in GYTS		Yes	Included in GYTS (Committed Scheme)
2.6	Capacity improvements at A47 Capton Hall Roundabout	The A47 Capton Hall Roundabout is included within the 2015-2020 Road Investment Strategy to reduce congestion and improve safety.	Medium	Taken forward and directly included in GYTS		Yes	Included in GYTS (Committed Scheme)
2.7	Capacity improvement at A47 / James Paget University Hospital signalised junction	The A47 / James Paget University Hospital junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling.	Medium	Taken forward to Step 2	Taken forward to Step 3	Yes	Included in GYTS
2.8	Capacity improvement at A47 Lowestoft Road / Brasenose Avenue / Bridge Road signalised junction	The A47 Lowestoft Road / Brasenose Avenue / Bridge Road junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling.	Medium	Taken forward to Step 2	Taken forward to Step 3	Yes	Included in GYTS
3.1	Bus Stop Improvements throughout the urban area of Great Yarmouth, Gorleston-on-Sea and Caister-on-Sea	Improvements to bus stops throughout the main urban area of Great Yarmouth, Gorleston-on-Sea and Caister-on-Sea.	Short	Taken forward to Step 2	Taken forward to Step 3	Yes	Included in GYTS

Ref	Option	Description	Delivery timescale	Option Appraisal Process			Comment
				Step 1: Initial Sift	Step 2: Strategic Appraisal	Stage 3: Included in GYTS?	
3.2	Improve bus interchange facilities at Great Yarmouth railway station	Provide improvements to the bus interchange at Great Yarmouth railway station.	Short	Taken forward and directly included in GYTS		Yes	Included in GYTS (Committed Scheme)
3.3	Upgrade and improvement works to the waiting facilities and general surroundings at Market Gates Bus Interchange	Provide upgrades and Improvements to Market Gates bus interchange in Great Yarmouth town centre to improve waiting facilities and general surroundings. Including new bus shelters, replacement of pedestrian railings, additional cycle parking, cladding the concrete pillars, new information boards, improvements to lighting and retention of electronic passenger information screens.	Short	Taken forward and directly included in GYTS		Yes	Included in GYTS (Committed Scheme)
3.4	Introduction of new regular shuttle bus service between Great Yarmouth railway station and Town Centre	Introduce a new shuttle bus service at regular intervals between Great Yarmouth railway station and Great Yarmouth town centre.	Medium	Taken forward to Step 2	Taken forward to Step 3	Yes	Included in GYTS
3.5	Improve PT connectivity of South Denes peninsula / Enterprise Zone through new / extension of bus services	Improve the public transport connectivity between Great Yarmouth town centre and the South Denes peninsula and South Denes Enterprise Zone.	Short	Taken forward to Step 2	Taken forward to Step 3	Yes	Included in GYTS
3.6	Work with local bus operators to introduce universal ticketing on all bus services that serve Great Yarmouth	Introduce universal ticketing on all bus services throughout Great Yarmouth, in association with the local bus operators.	Medium	Discounted		No	Deliverability: Bus services commercially operated in Norfolk. Would require Advance Quality Partnership, Franchising or Enhanced Partnerships to be established at County level.
3.7	Introduction of demand responsive bus service to serve rural villages surrounding Great Yarmouth	Introduce a demand responsive bus service connecting Great Yarmouth to the surrounding rural villages, allowing public transport access to the town encouraging modal shift.	Medium	Discounted		No	Deliverability: Unlikely to be commercially viable. Potential to reduced patronage on existing rural bus services. Unlikely to be used for regular journeys (e.g. commuting)
3.8	Work with bus operators to maintain and where possible improve the frequency of rural bus services	Work with bus operators to maintain, and where possible, improve the frequency of rural bus services that connect Great Yarmouth with the villages to the north-west and south-west of the town.	Short	Taken forward to Step 2	Taken forward to Step 3	Yes	Included in GYTS
3.9	Improve bus services between Great Yarmouth and Lowestoft	Improve the public transport connectivity between Great Yarmouth and Lowestoft.	Short	Taken forward to Step 2	Taken forward to Step 3	Yes	Included in GYTS
3.10	Investigate reallocation of carriageway space within Town Centre to improve bus and pedestrian routes	Investigate the reallocation of carriageway space for improved bus and pedestrian routes.	Short	Taken forward to Step 2	Taken forward to Step 3	Yes	Included in GYTS
3.11	Improvements to facilities at Beach Coach Station (e.g. improved drop-off facilities and waiting facilities)	To provide improvements to the facilities at the Beach Coach Station.	Short	Taken forward to Step 2	Discounted	No	Limited potential to encourage mode shift to coach.
3.12	New / improved coach drop-off facilities in Great Yarmouth Town Centre	Currently the coach park is on the outskirts of the town centre, so the purpose of this option is to provide a drop off / pick up zone in the centre of Great Yarmouth.	Short	Taken forward and directly included in GYTS		Yes	Included in GYTS (Committed Scheme)
3.13	Investigate 'lay by' bus stops	Investigating 'lay by' bus stops on the Acle New Road to enable express bus services like the X1 and X11. These improvements would allow bus services to access the station without entering the concourse and reduce journey times.	Medium	Taken forward and directly included in GYTS		Yes	Included in GYTS (Committed Scheme)
3.14	Enhanced bus interchange facilities at the James Paget Hospital	Improve bus interchange and waiting facilities at James Paget Hospital.	Short	Taken forward and directly included in GYTS		Yes	Included in GYTS (Committed Scheme)
4.1	Work with NR and GA to improve Great Yarmouth railway station concourse	Working with Network Rail and Greater Anglia, this option aims to improve the railway station concourse and create a sense of arrival to the town.	Medium	Taken forward to Step 2	Taken forward to Step 3	Yes	Included in GYTS
4.2	Work with NR and GA to improve the frequency of train services between Great Yarmouth and Norwich	Work with Network Rail and Greater Anglia to improve the frequency of train services between Great Yarmouth and Norwich (this could include the continuation of Cambridge – Norwich services to Great Yarmouth).	Medium	Taken forward to Step 2	Taken forward to Step 3	Yes	Included in GYTS
4.3	Work with NR and GA to improve the reliability of train services on the Wherry Line	Working with Network Rail and Greater Anglia, this option looks to improve the reliability of services on the Wherry Line.	Short	Taken forward and directly included in GYTS		Yes	Included in GYTS (Committed Scheme)
4.4	Work with GA to improve amenity for passengers travelling on Wherry Line	Working with Network Rail and Greater Anglia, this option looks to improve the amenity for passengers on the Wherry Line.	Short	Taken forward and directly included in GYTS		Yes	Included in GYTS (Committed Scheme)
4.5	Work with GA to improve patronage numbers on rail services to / from Great Yarmouth	Improve patronage numbers on rail services to / from Great Yarmouth. Greater Anglia are committed to introducing new rolling stock in 2019 / 2020, which include greater WIFI connectivity, charging points and other passenger amenity measures.	Short	Taken forward to Step 2	Taken forward to Step 3	Yes	Included in GYTS
4.6	Improve rail freight facilities at Great Yarmouth	improve rail freight facilities at Great Yarmouth, enabling freight to be transferred between transport modes, allowing rail to be used to undertake the long-haul primary journey.	Medium	Discounted		No	Deliverability: Require significant investment and likely to provide low cost benefit.
5.1	Improvement to the access and signage and promotion of Norfolk's long distance footpath network	This includes: Norfolk Coastal Path, Angles Way , Weavers' Way , Cross-Norfolk Trail and Wherryman's Way.	Short	Taken forward to Step 2	Discounted	No	Poor fit with scheme objectives. Benefit restricted to people walking for recreation.
5.2	Reallocate carriageway space to increase footway provision within Town Centre and along sea front	Reallocation of carriageway space to increase footway provision for pedestrians and mobility scooter users within the town centre and along the sea front.	Short	Taken forward to Step 2	Discounted	No	Limited potential to encourage mode shift. Likely to have negative impact on link capacity and existing congestion in the Town Centre.
5.3	Improve lighting and tactile paving along northern section of esplanade	Improving the lighting and tactile paving along the northern section of the esplanade in Great Yarmouth.	Short	Taken forward to Step 2	Discounted	No	Benefits likely to be restricted to pedestrians using limited section of footway for recreational purposes only. Unlikely to encourage mode shift.
5.4	Town Centre Wayfinding Strategy to improve pedestrian connectivity between key trip attractors	Creating a Town Centre Wayfinding Strategy to help improve pedestrian connectivity between the Town Centre, Sea Front, bus station, railway station and other key trip attractors.	Short	Taken forward and directly included in GYTS		Yes	Included in GYTS (Committed Scheme)
5.5	Improve the pedestrian amenity of The Rows	Improvements to the pedestrian amenity of The Rows, to make the area more enjoyable for pedestrians.	Short	Taken forward and directly included in GYTS		Yes	Included in GYTS (Committed Scheme)
5.6	Improve pedestrian crossing facilities along the A143 Beccles Road	Improvements to pedestrian crossing facilities along the A143 Beccles Road, including minor improvements to the existing uncontrolled crossings.	Short	Taken forward to Step 2	Discounted	No	Limited benefit to road user safety. Unlikely to encourage more sustainable travel behaviour.
5.7	Simplify signalised arrangement / improve crossing facilities at junction of Fuller's Hill / Northgate Street	Simplification of existing signalised arrangements and improvements to pedestrian crossing facilities.	Short	Taken forward and directly included in GYTS		Yes	Included in GYTS (Committed Scheme)
5.8	Improve existing pedestrian routes to / from Harfreys Industrial Estate	Improvements to the existing pedestrian route to / from Harfreys Industrial Estate.	Short	Taken forward to Step 2	Taken forward to Step 3	Yes	Included in GYTS
5.9	Improve crossing facilities at B1370 / Church Lane roundabout and outside East Norfolk Sixth Form College	Improvements to pedestrian crossing facilities at the B1370 / Church Lane roundabout, as well as outside of East Norfolk Sixth Form College.	Short	Taken forward and directly included in GYTS		Yes	Included in GYTS (Committed Scheme)
5.10	Improve crossing facilities at Crab Lane / Magdalen Way signalised junction	Improving pedestrian crossing facilities at Crab Lane / Magdalen Way signalised junction.	Short	Taken forward to Step 2	Taken forward to Step 3	Yes	Included in GYTS
5.11	Improve pedestrian crossing facilities along Nottingham Way	Improving pedestrian crossing facilities along Nottingham Way to make it safer and easier for pedestrians.	Short	Taken forward and directly included in GYTS		Yes	Included in GYTS (Committed Scheme)
5.12	Improve facilities for pedestrians and cyclists around Gapton Hall Retail Park	Improvements to facilities for pedestrians and cyclists around Gapton Hall Retail Park.	Short	Taken forward to Step 2	Taken forward to Step 3	Yes	Included in GYTS
5.13	Improve facilities for pedestrians and cyclists between Caister-on-Sea and Great Yarmouth Town Centre	Improvements to facilities for pedestrians and cyclists between Caister-on-Sea and Great Yarmouth Town Centre. These improvements would allow for improved accessibility and improved journey times for users.	Medium	Taken forward to Step 2	Taken forward to Step 3	Yes	Included in GYTS
5.14	Investigate provision of dedicated off-carriageway lanes for mobility scooter users	Use existing or create new infrastructure to support mobility scooter use in and around Great Yarmouth.	Medium	Discounted		No	Deliverability: Current DfT guidance / signage does not allow the provision of segregated facilities for mobility scooter users.
6.1	New signed strategic cycle route between the town centre and Gorleston-on-Sea utilising the GYTRC	This route would utilise the new Great Yarmouth Third River Crossing, provide a new route around the town that currently lacks cycle access and also tie-into several existing routes.	Medium	Taken forward to Step 2	Taken forward to Step 3	Yes	Included in GYTS
6.2	Work with dock less cycle operators to introduce a cycle hire scheme in Great Yarmouth	Using dock-less cycle operators to add a cycle hire scheme to Great Yarmouth.	Medium	Discounted		No	Deliverability: Dockless cycle hire operator unlikely to have market in Great Yarmouth (of recently pulled out of Norwich).
6.3	Review of existing and provision of new or upgraded cycle parking in Great Yarmouth Town Centre, along the sea front and close to large trip attractors in the wider study area	Assessing the current level of cycle parking and looks at adding new or upgraded parking in and around Great Yarmouth.	Short	Taken forward to Step 2	Taken forward to Step 3	Yes	Included in GYTS
6.4	Improve wayfinding for cyclists in the centre of Great Yarmouth and along existing pedalways	Explores improving wayfinding for cyclists in the centre of Great Yarmouth and along the existing pedalways. Wayfinding includes using signage to direct users to cycle routes, to make the navigation of the routes simpler.	Short	Taken forward to Step 2	Taken forward to Step 3	Yes	Included in GYTS
6.5	Improve signage of Sustrans National Cycle Route 517 between Great Yarmouth and Lowestoft	This would ensure that the cycle routes meet the highest design standards and offer the best experience to users.	Short	Taken forward to Step 2	Taken forward to Step 3	Yes	Included in GYTS
6.6	Improve existing and establish new segregated cycle routes between Great Yarmouth and Lowestoft	Improving existing cycle routes around Great Yarmouth and the potential to establish new routes between Great Yarmouth and Lowestoft.	Medium	Taken forward to Step 2	Taken forward to Step 3	Yes	Included in GYTS
6.7	Develop cycle route map / smartphone app for Great Yarmouth showing cycling routes and associated infrastructure	Developing a cycle route map / smartphone app for Great Yarmouth to show users the standard of cycle infrastructure e.g. shared use, segregated, advisory on-road cycle lane and on-road.	Short	Taken forward to Step 2	Taken forward to Step 3	Yes	Included in GYTS
6.8	Join up and fill in the gaps in Great Yarmouth's cycling network	Highlights the opportunities available to join up and fill in the gaps on Great Yarmouth's cycling network.	Long	Discounted		No	Timescale & Deliverability: Unlikely to be able to deliver improvements across entire cycle network (both technically & financially). Furthermore to fill in gaps in entire network would be likely to extend beyond 2030.
6.9	New on-road cycle facilities along South Quay / Southgates Road to tie up with Great Yarmouth Third River Crossing	Measures to add new on-road cycle facilities along the South Denes Peninsula. The new measures would link up with the Great Yarmouth Third River Crossing, so that there is cycle access across the town.	Medium	Taken forward to Step 2	Taken forward to Step 3	Yes	Included in GYTS
6.10	A143 Beccles Road Cycle Improvements (package of measures)	Various cycle improvements along the A143 Beccles Road	Medium	Taken forward to Step 2	Taken forward to Step 3	Yes	Included in GYTS
6.11	Reallocation of carriageway space to provide cycle route across Haven Bridge between Mill Road and Hall Quay	Reallocation of carriageway space would allow for faster journeys for cyclists and safer journeys if the cycle route is segregated.	Medium	Discounted		No	Deliverability: There is not the physical footway or carriageway space to provide cycleway improvements across Haven Bridge. The bridge would need to be widened or carriageway reduced.

Ref	Option	Description	Delivery timescale	Option Appraisal Process			Comment
				Step 1: Initial Sift	Step 2: Strategic Appraisal	Stage 3: Included in GYTS?	
6.12	Southtown Cycle Improvements (package of measures)	Various cycle improvements in Southtown	Medium	Taken forward to Step 2	Taken forward to Step 3	Yes	Included in GYTS
6.13	Gorleston-on-Sea Cycle Improvements (package of measures)	Various cycle improvements in Gorleston-on-Sea	Medium	Taken forward to Step 2	Taken forward to Step 3	Yes	Included in GYTS
6.14	Great Yarmouth Town Centre Cycle Improvements (package of measures)	Various cycle improvements in Great Yarmouth Town Centre	Medium	Taken forward to Step 2	Taken forward to Step 3	Yes	Included in GYTS
6.15	Provide continuous uninterrupted cycle route along the sea front between Haven Seashore Holiday Park and South Denes Peninsular via North Drive, Marine Parade and South Beach Parade	A new long-distance cycle route that will run along the sea front between Haven Seashore Holiday Park and South Denes Peninsular. Areas for improvement include the link between the cycle lane south of Britannia Pier and the shared space cycle facility north of Britannia Pier.	Medium	Discounted		No	Deliverability: Unlikely to be able to deliver a continuous off-road cycle route due to existing constraints (land uses and on-street parking) and high footfall along sea front.
6.16	North Quay Cycle Improvements (package of measures)	Various cycle improvements in North Quay	Medium	Taken forward to Step 2	Taken forward to Step 3	Yes	Included in GYTS
6.17	Improve east-west pedestrian and cycle connectivity between Vauxhall Holiday Park, residential areas to the west of the River Yare and Fullers Hill Roundabout	Cycle improvements and bus stop locations along the New Acle Road, as well as cycle tie-in points on the eastern side of the bridge to Fuller's Hill roundabout and Tar Works Road.	Medium	Taken forward to Step 2	Taken forward to Step 3	Yes	Included in GYTS
7.1	Develop a parking strategy for Great Yarmouth.	Explores how Great Yarmouth Borough Council would develop a parking strategy to assess visitor / residential demand in the town, to ensure that there are adequate spaces for all.	Medium	Taken forward to Step 2	Discounted	No	Poor fit with scheme objectives. Unlikely to lead to any mode shift or encourage sustainable travel behaviour. Information to inform drivers of car parking availability can be delivered as a part of a separate option.
8.1	Installation of electric vehicle charging points.	Support and encourage new developments, local business and GYBC to install electric car charging points in their car parks and on-street.	Medium	Taken forward to Step 2	Discounted	No	Does not address traffic congestion within Great Yarmouth.
9.1	Support and encourage the installation of car sharing spaces within GYBC car parks and by local businesses within their own private car parks	Provision of priority car parking spaces within GYBC car parks and local businesses private car parks for drivers that car share, in order to promote a reduction in the number of vehicle on the road network.	Medium	Taken forward to Step 2	Discounted	No	There is already relatively good car parking availability in the town (outside of the summer peaks). Any priority parking is likely to result in limited mode shift / reduction in single occupancy car journeys.
9.2	Work with car club operators to establish a car club for the town	The addition of a car club in Great Yarmouth for the use of the public as a cheaper alternative to using your own vehicle.	Medium	Taken forward to Step 2	Discounted	No	Unlikely to be economically viable for a Car Club Operator to introduce a scheme in Great Yarmouth.
10.1	Support and encourage non-residential developments to produce a travel plan	Using a travel plan (e.g. workplace or school travel plan), that aims to encourage behaviour change which will lead to the use of more sustainable modes of travel.	Medium	Taken forward to Step 2	Taken forward to Step 3	Yes	Included in GYTS
10.2	Support and encourage developers of new residential developments to produce residential travel plans	Use a travel plan to reduce car use originating from new housing by supporting alternative forms of transport and reducing the need to travel in the first place.	Short	Taken forward and directly included in GYTS		Yes	Included in GYTS (Committed Scheme)
10.3	Install travel information hubs within Great Yarmouth Town Centre and other areas of high footfall to provide information on public transport services and traffic information	Using travel information hubs in Great Yarmouth town centre that would provide information on public transport e.g. buses, trains, trams etc. and further traffic information.	Medium	Taken forward to Step 2	Discounted	No	Limited potential to encourage mode shift. More personalised information is more easily and readily available from people's own Smartphone devices.
11.1	Keep under review the development of autonomous vehicle technology	Review the development of autonomous vehicle technology, such as that currently underway in Milton Keynes, and their future applicability for Great Yarmouth.	Long	Discounted		No	Deliverability & Timescales: Any significant development and application of autonomous vehicle technology is likely to occur post 2030.

10. GYTS Package of Measures

This sheet is a summary of the package of short, medium and long term options to be taken forward and included in the GYTS. It is broken down into Committed and Non-Committed Schemes. All schemes are unranked.

Committed Schemes (Un-Ranked)

Option	Description	Option Reference
Short Term (0 to 3 years)		
Capacity improvement at Southtown Road / Station Road / Matalan and Farm Foods access signalised junction	The Southtown Road / Station Road / Matalan and Farm Foods access junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling.	1.13
Convert Fuller's Hill bus only right turn to all vehicles right turn	Convert the bus-only right-turn on Fuller's Hill to allow all vehicles to turn right onto Priory Plain.	1.6
Enhanced bus interchange facilities at the James Paget Hospital	Improve bus interchange and waiting facilities at James Paget Hospital.	3.14
HGV traffic management measures	Introduction of traffic management to reduce the number of HGV movements along the sea front e.g. width restrictions or new Traffic Regulation Orders.	1.2
Improve bus interchange facilities at Great Yarmouth railway station	Provide improvements to the bus interchange at Great Yarmouth railway station.	3.2
Improve crossing facilities at B1370 / Church Lane roundabout and outside East Norfolk Sixth Form College	Improvements to pedestrian crossing facilities at the B1370 / Church Lane roundabout, as well as outside of East Norfolk Sixth Form College.	5.9
Improve pedestrian crossing facilities along Nottingham Way	Improving pedestrian crossing facilities along Nottingham Way to make it safer and easier for pedestrians.	5.11
Improve the pedestrian amenity of The Rows	Improvements to the pedestrian amenity of The Rows, to make the area more enjoyable for pedestrians.	5.5
New / improved coach drop-off facilities in Great Yarmouth Town Centre	Currently the coach park is on the outskirts of the town centre, so the purpose of this option is to provide a drop off / pick up zone in the centre of Great Yarmouth.	3.12
Simplify signalised arrangement / improve crossing facilities at junction of Fuller's Hill / Northgate Street	Simplification of existing signalised arrangements and improvements to pedestrian crossing facilities.	5.7
Support and encourage developers of new residential developments to produce residential travel plans	Use a travel plan to reduce car use originating from new housing by supporting alternative forms of transport and reducing the need to travel in the first place.	10.2
Town Centre Wayfinding Strategy to improve pedestrian connectivity between key trip attractors	Creating a Town Centre Wayfinding Strategy to help improve pedestrian connectivity between the Town Centre, Sea Front, bus station, railway station and other key trip attractors.	5.4
Upgrade and improvement works to the waiting facilities and general surroundings at Market Gates Bus Interchange	Provide upgrades and Improvements to Market Gates bus interchange in Great Yarmouth town centre to improve waiting facilities and general surroundings. Including new bus shelters, replacement of pedestrian railings, additional cycle parking, cladding the concrete pillars, new information boards, improvements to lighting and retention of electronic passenger information screens.	3.3
Work with GA to improve amenity for passengers travelling on Wherry Line	Working with Network Rail and Greater Anglia, this option looks to improve the amenity for passengers on the Wherry Line.	4.4
Work with NR and GA to improve the reliability of train services on the Wherry Line	Working with Network Rail and Greater Anglia, this option looks to improve the reliability of services on the Wherry Line.	4.3

Option	Description	Option Reference
Medium Term (3 to 10 years)		
Capacity improvements at A47 Garton Hall Roundabout	The A47 Garton Hall Roundabout is included within the 2015-2020 Road Investment Strategy to reduce congestion and improve safety.	2.6
Capacity improvements at A47 Vauxhall Roundabout	The A47 Vauxhall Roundabout is included within the 2015-2020 Road Investment Strategy to reduce congestion and improve safety.	2.5
Great Yarmouth Third River Crossing	New lifting bridge over the River Yare linking the A47 at Harfreys Roundabout, in the Southtown area on the western side of the river, with South Denes Road, the port and the enterprise zone on the eastern side.	1.1
Hall Quay Improvements	Provision of right turn facility between A1243 Hall Quay and A1423 Bridge Road and reallocation of highway space to improve movement of non-motorised users	1.5
Investigate 'lay by' bus stops	Investigating 'lay by' bus stops on the Acle New Road to enable express bus services like the X1 and X11. These improvements would allow bus services to access the station without entering the concourse and reduce journey times.	3.13

Non-Committed Schemes (Un-Ranked)

Option	Description	Option Reference
Short Term (0 to 3 years)		
Bus Stop Improvements throughout the urban area of Great Yarmouth, Gorleston-on-Sea and Caister-on-Sea	Improvements to bus stops throughout the main urban area of Great Yarmouth, Gorleston-on-Sea and Caister-on-Sea.	3.1
Capacity improvement at A1243 Pasteur Road / Southtown Road / Bridge Road signalised junction	The A1243 Pasteur Road / Southtown Road / Bridge Road junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling.	1.12
Capacity improvement at A143 Beccles Road / Church Lane / Long Lane / Mill Lane signalised junction	The A143 Beccles Road / Church Lane / Long Lane / Mill Lane junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling.	1.15
Capacity improvement at A143 Beccles Road / Crab Lane priority junction	The A143 Beccles Road / Crab Lane priority junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling.	1.14
Capacity improvement at A143 Beccles Road / Shrublands Way / A47 slip road signalised junctions	The A143 Beccles Road / Shrublands Way / A47 slip road signalised junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling.	1.16
Capacity improvement at A143 Beccles Road / William Adam's Way / Southtown Road signalised junction	The A143 Beccles Road / William Adam's Way / Southtown Road junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling.	1.17
Capacity improvement at Fullers Hill / Northgate Street signalised junction	The Fuller's Hill / Northgate junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling.	1.18
Capacity improvement at Gapton Hall Road / Hewett Road (Gapton Hall Industrial Estate) priority junction	The Gapton Hall Road / Hewett Road (Gapton Hall Industrial Estate) priority junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling.	1.19
Capacity Improvement at Hall Quay / South Quay / Bridge Road signalised junction	The Hall Quay / South Quay / Bridge Road junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling.	1.20
Capacity improvement at Lawn Avenue / Tar Works Road / Caister Road signalised junction	The Lawn Avenue / Tar Works Road / Caister Road junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling.	1.21
Capacity improvement at Lowestoft Road / High Street / Church Lane / Baker Street signalised junction	The Lowestoft Road / High Street / Church Lane / Baker Street junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling.	1.22
Capacity improvement at Market Gates / Temple Road / South Market Road signalised junction	The Market Gates / Temple Road / South Market Road junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling.	1.24
Capacity improvement at Priory Plain / St Nicholas Road / Temple Road signalised junction	The Priory Plain / St Nicholas Road / Temple Road junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling.	1.23
Develop and introduce a signage strategy	Develop and introduce a signage strategy to inform drivers of car parking availability, congestion and, when implemented, status of the Great Yarmouth Third River Crossing	1.4
Develop cycle route map / smartphone app for Great Yarmouth showing cycling routes and associated infrastructure	Developing a cycle route map / smartphone app for Great Yarmouth to show users the standard of cycle infrastructure e.g. shared use, segregated, advisory on-road cycle lane and on-road.	6.7
Improve bus services between Great Yarmouth and Lowestoft	Improve the public transport connectivity between Great Yarmouth and Lowestoft.	3.9
Improve crossing facilities at Crab Lane / Magdalen Way signalised junction	Improving pedestrian crossing facilities at Crab Lane / Magdalen Way signalised junction.	5.10
Improve existing pedestrian routes to / from Harfreys Industrial Estate	Improvements to the existing pedestrian route to / from Harfreys Industrial Estate.	5.8
Improve facilities for pedestrians and cyclists around Gapton Hall Retail Park	Improvements to facilities for pedestrians and cyclists around Gapton Hall Retail Park.	5.12
Improve PT connectivity of South Denes peninsula / Enterprise Zone through new / extension of bus services	Improve the public transport connectivity between Great Yarmouth town centre and the South Denes peninsula and South Denes Enterprise Zone.	3.5
Improve signage of Sustrans National Cycle Route 517 between Great Yarmouth and Lowestoft	This would ensure that the cycle routes meet the highest design standards and offer the best experience to users.	6.5
Improve wayfinding for cyclists in the centre of Great Yarmouth and along existing pedalways	Explores improving wayfinding for cyclists in the centre of Great Yarmouth and along the existing pedalways. Wayfinding includes using signage to direct users to cycle routes, to make the navigation of the routes simpler.	6.4
Investigate reallocation of carriageway space within Town Centre to improve bus and pedestrian routes	Investigate the reallocation of carriageway space for improved bus and pedestrian routes.	3.10
Provide 'OUT' movement from Lidl and B&M car parks onto A1243 Pasteur Road	Provide an 'OUT' movement for vehicles from Lidl and B&M car parks onto the A1243 Pasteur Road. Currently vehicles can only enter the car parks from Pasteur Road and exit onto Station Road, then Southtown Road to drive back onto the A1243.	1.28
Review and reconsider the arrangement of the Town Centre one-way system and gyratory to improve traffic flow	Review and reconsider the arrangement of the one-way system and gyratory in order to improve traffic flow throughout the town centre.	1.25
Review of existing and provision of new or upgraded cycle parking in Great Yarmouth Town Centre, along the sea front and close to large trip attractors in the wider study area	Assessing the current level of cycle parking and looks at adding new or upgraded parking in and around Great Yarmouth.	6.3
Review use and efficiency of traffic signals along Southtown Road	Review the usage and efficiency of the traffic signals along Southtown Road to improve the connectivity and reliability of the network by improving junction efficiency and capacity.	1.27
Upgrade existing traffic signal network	Upgrading and improving the traffic signal network within Great Yarmouth to improve the connectivity and reliability of the network by improving junction efficiency and capacity.	1.3
Work with bus operators to maintain and where possible improve the frequency of rural bus services	Work with bus operators to maintain, and where possible, improve the frequency of rural bus services that connect Great Yarmouth with the villages to the north-west and south-west of the town.	3.8
Work with GA to improve patronage numbers on rail services to / from Great Yarmouth	Improve patronage numbers on rail services to / from Great Yarmouth. Greater Anglia are committed to introducing new rolling stock in 2019 / 2020, which include greater WIFI connectivity, charging points and other passenger amenity measures.	4.5

Option	Description	Option Reference
Medium Term (3 to 10 years)		
A47 Acle Straight Dualling	Highways England has included an A47 corridor improvement programme within its 2015-2020 Road Investment Strategy, with a focus to address safety concerns.	2.1
Beccles Road (A143) Cycle Improvements (package of measures)	Various cycle improvements along the A143 Beccles Road	6.10
Capacity improvement at A47 / James Paget University Hospital signalised junction	The A47 / James Paget University Hospital junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling.	2.7
Capacity improvement at A47 Lowestoft Road / Brasenose Avenue / Bridge Road signalised junction	The A47 Lowestoft Road / Brasenose Avenue / Bridge Road junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling.	2.8
Capacity improvements at A47 Harfreys Roundabout	The stretch of the A47 through northern Great Yarmouth, experiences heavy congestion during peak times and the A47 Harfreys Roundabout will be a significant interchange in association with the Great Yarmouth Third River Crossing.	2.4
Gorleston-on-Sea Cycle Improvements (package of measures)	Various cycle improvements in Gorleston-on-Sea	6.13
Great Yarmouth Town Centre Cycle Improvements (package of measures)	Various cycle improvements in Great Yarmouth Town Centre	6.14
Improve east-west pedestrian and cycle connectivity between Vauxhall Holiday Park, residential areas to the west of the River Yare and Fullers Hill Roundabout	Cycle improvements and bus stop locations along the New Acle Road, as well as cycle tie-in points on the eastern side of the bridge to Fuller's Hill roundabout and Tar Works Road.	6.17
Improve existing and establish new segregated cycle routes between Great Yarmouth and Lowestoft	Improving existing cycle routes around Great Yarmouth and the potential to establish new routes between Great Yarmouth and Lowestoft.	6.6
Improve facilities for pedestrians and cyclists between Caister-on-Sea and Great Yarmouth Town Centre	Improvements to facilities for pedestrians and cyclists between Caister-on Sea and Great Yarmouth Town Centre. These improvements would allow for improved accessibility and improved journey times for users.	5.13
Introduction of new regular shuttle bus service between Great Yarmouth railway station and Town Centre	Introduce a new shuttle bus service at regular intervals between Great Yarmouth railway station and Great Yarmouth town centre.	3.4
Investigate the use of land at the rail freight sidings	Investigate the use of land at the rail freight sidings to assist with the optimum configuration of the enlarged Vauxhall Roundabout, the full dualling of the A47 Acle Straight and improved access to Vauxhall Holiday Park.	1.29
New link road between Thamesfield Way and Suffolk Road	Provide a new link road between Thamesfield Way and Suffolk Road to provide an additional access into the Southtown area and to relieve Southtown Road of congestion.	1.26
New on-road cycle facilities along South Quay / Southgates Road to tie up with Great Yarmouth Third River Crossing	Measures to add new on-road cycle facilities along the South Denes Peninsula. The new measures would link up with the Great Yarmouth Third River Crossing, so that there is cycle access across the town.	6.9
New signed strategic cycle route between the town centre and Gorleston-on-Sea utilising the GYTRC	This route would utilise the new Great Yarmouth Third River Crossing, provide a new route around the town that currently lacks cycle access and also tie-into several existing routes.	6.1
North Quay Cycle Improvements (package of measures)	Various cycle improvements in North Quay	6.16
Southtown Cycle Improvements (package of measures)	Various cycle improvements in Southtown	6.12
Support and encourage non-residential developments to produce a travel plan	Using a travel plan (e.g. workplace or school travel plan), that aims to encourage behaviour change which will lead to the use of more sustainable modes of travel.	10.1
Work with NR and GA to improve Great Yarmouth railway station concourse	Working with Network Rail and Greater Anglia, this option aims to improve the railway station concourse and create a sense of arrival to the town.	4.1
Work with NR and GA to improve the frequency of train services between Great Yarmouth and Norwich	Work with Network Rail and Greater Anglia to improve the frequency of train services between Great Yarmouth and Norwich (this could include the continuation of Cambridge – Norwich services to Great Yarmouth).	4.2

Subject: Greater Yarmouth Tourism and Business Improvement Area (GYTABIA) – Proposed Second Term

Report to: Economic Development Committee - 18 February 2019

Report by: Head of IT, Communications & Marketing

SUBJECT MATTER/RECOMMENDATIONS

Members are asked to:

- (a) Note the work undertaken since the inception of the Greater Yarmouth Tourism and Business Improvement Area in 2014.
- (b) Acknowledge receipt of a letter from the Greater Yarmouth Tourism and Business Improvement Area notifying the Council of its intention to commence a renewal process in 2019 for the Business Improvement District (BID).
- (c) Acknowledge the request from Greater Yarmouth Tourism and Business Improvement Area to supply the necessary information it requires to develop the BID in accordance with the Regulations.
- (d) Authorise officers to work with the Greater Yarmouth Tourism and Business Improvement Area company to support the development of GYTABIA's Business Plan and as the relevant billing authority, and to agree an Operating Agreement.
- (e) Request prior to the BID ballot, that the Greater Yarmouth Tourism and Business Improvement Area provides the Council, as the relevant billing authority, with the information listed under Regulation 4 Schedule 1 of The Business Improvement Districts (England) Regulations 2004.

1. INTRODUCTION

- 1.1 The Greater Yarmouth Tourism and Business Improvement Area (GYTABIA) is a public limited (not for profit) company set-up to manage and deliver activities under a five year term as a Business Improvement District (BID) on behalf of its 1,250 levy payers. Since its establishment in 2014, GYTABIA has undertaken tourism-related activities including advertising, marketing, the operation of decorative lighting, summer fireworks, and a range of local events and festivals aimed at attracting visitors and increasing visitor spend to the area of Greater Yarmouth.
- 1.2 Under the BID Regulations, the BID proposer (GYTABIA) is obliged to notify the Borough Council & Secretary of State at the commencement of a BID renewal process. The Council received such a letter dated 7 February 2019 (Appendix 1).
- 1.3 As the company is coming to the end of its 5-year term, this report requests authority for the Council to commence the process of a BID renewal for a further five years. The proposed ballot period for the second BID term will be from 08 July 2019 to 05 August 2019.

- 1.4 The strategic partnership the Council has with GYTABIA supports two of the six to corporate priorities:

Economic Growth – ensuring the Borough of Great Yarmouth is well positioned to gain from the next generation of offshore energy developments and continue to build on creating the conditions for private and public investment, capturing growth and the benefits to local communities.

Tourism, Culture and Heritage - achieving national recognition for the borough's extensive heritage will act as a big stimulus to attracting new visitors, and providing more upmarket attractions. The seasonal nature of the sector will be extended with the tourism offer being developed to all year round attractions. We will seek to create a more coordinated approach to major events and attractions across business, museums, arts and performance venues and spaces working closely with the Greater Yarmouth Tourism and Business Improvement Area company. This should create a stronger sense of place and support targeted promotion.

- 1.5 Members have also recently agreed to develop a new Culture and Tourism Strategy for the Borough in association with the Greater Yarmouth Tourism and Business Improvement Area.

2 FIRST BID TERM

- 2.1 GYTABIA was established following a successful ballot in June 2014. This followed on from a series of consultation and engagement events with the local business community. The culmination of this engagement activity saw the creation of GYTABIA's Business Plan. During the last five years an agreed set of projects and services have been delivered as part of the Business Plan under four main headings: Events, Marketing, Facilities, Access & Maintenance, and Monitoring & Evaluation. As a reminder, the company's objectives within its Business Plan are:

- To increase the number of people visiting & staying in Greater Yarmouth.
- To improve the visitor experience and increase repeat visits.
- To encourage people to stay longer and visit more attractions.
- To provide incentives and opportunities to spend more in local businesses.

- 2.2 Working alongside a range of other partners including the Borough Council, GYTABIA's Board of Directors, drawn from local business representatives who work on a voluntary basis, have striven over the last five years to deliver Business Plan projects. The BID levy raises in the region of £480,000 per annum to deliver the projects businesses voted for.

- 2.3 In autumn 2019 the GYTABIA will be coming to the end of its first five year term and will be seeking to renew the BID for a second five year term. If the renewal ballot is unsuccessful then the activities which the company undertakes on behalf of BID levy members will cease.

3 PROPOSAL FOR A SECOND TERM

- 3.1 Since the formation of the BID company, the business and the tourism environment have become ever-more competitive. For example since the last vote, other places such as the English Riviera, Lincolnshire Coast and the Yorkshire Coast have all set up tourism-related BIDs. GYTABIA therefore recognises that people's leisure and shopping habits continue to change and that Greater Yarmouth as an area will have to

continue to adapt to compete when it comes to people choosing where to holiday in the UK.

- 3.2 In accordance with the Business Improvement Districts (England) Regulations 2004, the GYTABIA Board has resolved to put forward a proposal for a renewal of the BID for a further five year term. Consequently the company has notified the Council of its intention and has requested the Council, as the relevant billing authority, provides the company with the information it requires to develop a new Business Plan and an Operating Agreement.
- 3.3 In preparation for the development of a new Business Plan, the BID renewal process, and the ballot is being guided by a GYTABIA BID Renewal Team, consisting of businesses from the GYTABIA's Board of Directors, BID advisors Mosaic Partnerships and the Council. The timeline for the renewal process is shown below:

Action	By
Notice to Secretary of State & LA	At least 84 days before Notice of Ballot
Notice to Ballot Holder to Conduct Ballot	At least 70 days before Day of Ballot
Ballot List & Wording for Documents to Ballot Holder	At least 56 days before Day of Ballot
Notice of Ballot Sent	At least 42 days before Day of Ballot
Despatch of Ballot Papers	At least 28 days before Day of Ballot
Apointment of Proxy	At least 10 days before Day of Ballot
Cancellation of Proxy	At least 5 days before Day of Ballot
Issue of Replacement Ballot Papers	4 days before Day of Ballot
Close of Ballot	This is the 'Day of Ballot'
Declaration of Result	At least 1 day after Close of Ballot

- 3.4 The following business consultation and engagement activities are planned within this timetable:
- BID Renewal Newsletter & Survey to be distributed to all potential levy payers
 - Personal visits and contacts to be made by the BID Renewal Team
 - Five business workshops to be held in February 0219
 - Consultation with National Head Offices is ongoing covering approximately 100+ organisations
 - Press Releases with all local media organisations
- 3.5 Engagement with businesses on the content of the BID's future Business Plan is currently ongoing. However on the basis of the responses and feedback received so far, the following services are likely to be provided as part of the second BID term:

Project Area	Summary
Marketing, Promotion & Events	<p>Marketing is a key element of the BID's activities and remains crucial if it is to maintain and enhance Greater Yarmouth as a visitor destination.</p> <p>Greater Yarmouth has a strong core product which attracts in the main 'family school holiday market' and 'empty nesters'. Furthermore over 6 million day trippers bring in over £200m into the local economy. The BID needs to make sure people are given reasons to visit, return and stay longer.</p>
Events	<p>GYTABIA helps stage and support some amazing events. The big headline being the Air Show in 2018 which helped elevate the profile of Great Yarmouth both regionally and nationally. A 'yes' vote in the ballot would give the BID company an opportunity to consider a second Air Show building on its experience.</p> <p>Whilst supporting other major events such as the Maritime Festival and the Fireworks, GYTABIA also supports a range of smaller more localised events and festivals across the Borough's geographic area.</p>
Supporting Facilities, Maintenance and Access	<p>Attracting visitors to Greater Yarmouth is good but making sure they return is also key. For that the BID looks to support and enhance local facilities, making sure access is convenient for all e.g. with respect to toilets and information points.</p>
Monitoring & Evaluation	<p>GYTABIA delivers many great projects and services so it is important both to the organisation and as a place that the impact can be measured. GYTABIA is constantly evaluating what it does to ensure that what is delivered is the best quality possible and meets the key objectives whilst ensuring value for money for BID levy payers.</p>

- 3.6 Between now and the ballot, officers propose to work with GYTABIA to support the development of both an Operating Agreement and Business Plan for the BID company which compliments the Council's corporate priorities and supports the Greater Yarmouth tourism sector. Members can be assured that the detail of the Business Plan and Operating Agreement will be presented to the council prior to the commencement of the ballot in accordance with Regulation 4 Schedule 1 of The Business Improvement Districts (England) Regulations 2004.

4 FINANCIAL IMPLICATIONS

4.1 Following the operating model from the first BID term GYTABIA has proposed to enter into a second Operating Agreement with the Council to cover the arrangements for the collection of the BID Levy and the operation of the BID Levy account. Under this Agreement the following costs will need to be met by the BID company:

- Setting up of the baseline data
- Setting up and administering of the ballot
- Annual cost of BID levy collection

5 LEGAL IMPLICATIONS

5.1 The BID renewal is governed by The Business Improvement Districts (England) Regulations 2004 for which the Council is deemed as the relevant billing authority. GYTABIA is therefore required under Regulation 4 Schedule 1 of the Act to supply the Council with:

- (a) A copy of the BID proposals, alteration proposals or renewal proposals, as the case may be, together with a summary of —
- The consultation it has undertaken with those persons who are to be liable for the proposed BID levy.
 - The proposed Business Plan (including the estimated cash flow, an estimate of the predicted revenue to be generated and the predicted expenditure to be spent under the BID arrangements, the predicted budget over the duration of the BID arrangements and the contingency margin included in the budget).
 - The financial management arrangements for the BID body, and the arrangements for periodically providing the relevant billing authority with information on the finances of the BID body.
 - A notice in writing requesting the relevant billing authority to instruct the ballot holder to hold a BID ballot in relation to the BID proposals, an alteration ballot in relation to the alteration proposals or a renewal ballot in relation to the renewal proposals, as the case may be.
- (b) Provide the relevant billing authority with such information as it shall reasonably require to satisfy itself that the BID proposer or, as the case may be, the BID body, has sufficient funds to meet the costs of the BID ballot, the renewal ballot, or the re-ballot in relation to the BID ballot, or the renewal ballot, as the case may be, should it be required to do so under Regulation 10 for the Act.

6 RISK IMPLICATIONS

6.1 There is a risk that the ballot does not support the creation of a second BID term. However this will be managed through careful preparation and communication as part of the campaign period leading up to the ballot by the GYTABIA BID renewal Team.

6.2 Should GYTABIA fail to secure sufficient support from businesses, then the work of the GYTABIA would cease, bringing with it a reduced spend public events and visitor-related activities. Whilst the Council will continue to facilitate key public events in collaboration with partner organisations and market the area as a leading UK

tourism destination, clearly the relationship with the local tourism sector and need to support this key employment sector is of paramount importance to the Council.

7 CONCLUSION

- 7.1 GYTABIA is an organisation whose aim is to raise the profile of Greater Yarmouth and all it has to offer as one of the UK's leading holiday destinations. Rich in heritage and culture, full of life, the area that constitutes Great Yarmouth needs an experienced yet ambitious organisation to retain and grow its visitor numbers.
- 7.2 As one of the Council's key strategic partners, it is in the interest of the wider community and the tourism business sector to see GYTABIA continue to support tourism as part of a thriving local economy.

8 RECOMMENDATIONS

Members are asked to:

- (a) Note the work undertaken since the inception of the Greater Yarmouth Tourism and Business Improvement Area in 2014.
- (b) Acknowledge receipt of a letter from the Greater Yarmouth Tourism and Business Improvement Area notifying the Council of its intention to commence a renewal process in 2019 for the Business Improvement District (BID).
- (c) Acknowledge the request from Greater Yarmouth Tourism and Business Improvement Area to supply the necessary information it requires to develop the BID in accordance with the Regulations.
- (d) Authorise officers to work with the Greater Yarmouth Tourism and Business Improvement Area company to support the development of GYTABIA's Business Plan and as the relevant billing authority and to agree an Operating Agreement.
- (e) Request prior to the BID ballot in July 2019, that the Greater Yarmouth Tourism and Business Improvement Area provides the Council, as the relevant billing authority, with the information listed under Regulation 4 Schedule 1 of The Business Improvement Districts (England) Regulations 2004.

9 BACKGROUND PAPERS

Area for consideration	Comment
Monitoring Officer Consultation:	Yes
Section 151 Officer Consultation:	Yes
Existing Council Policies:	Corporate Plan.
Financial Implications:	None.

Legal Implications (including human rights):	As set out under The Business Improvement Districts (England) Regulations 2004.
Risk Implications:	As set out in section 6.
Equality Issues/EQIA assessment:	N/a
Crime & Disorder:	N/a
Every Child Matters:	N/a

Greater Yarmouth Tourism and Business Improvement Area (GYTABIA)



Ms Sheila Oxtoby
Chief Executive
Great Yarmouth Borough Council
Town Hall,
Hall Plain,
Great Yarmouth,
Norfolk NR30 2QF

Date: 07 February 2019

Dear Ms Oxtoby,

FORMAL NOTIFICATION FOR THE RENEWAL OF THE BUSINESS IMPROVEMENT DISTRICT FOR GREATER YARMOUTH

As the Greater Yarmouth Tourism and Business Improvement Area (GYTABIA), I am writing to formally inform you of our intention to commence a process leading to the renewal of the Tourism Business Improvement District in line with the BID Regulations of 2004 for England and Wales.

A proposed ballot is likely to be 05 August 2019. We look forward to working with you in relation to the development of GYTABIA's Business Plan for a new 5-Year term and an Operating Agreement.

Please do not hesitate to contact me if you have any queries.

Yours sincerely,

Alan A Carr
GYTABIA Chief Executive

Company Number 3060229	Greater Yarmouth Tourism & Business Improvement Area c/o The Marina Centre, Marine Parade, Great Yarmouth NR30 2ER Tel: 01493 331532 www.gyta.com	VAT Number 632 623 066
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Subject: Economic Development - Quarter 3 Performance Report 2018/19

Report to: Economic Development Committee – 18 February 2019

Report by: Head of Planning and Growth

SUBJECT MATTER/RECOMMENDATIONS

The following gives an update on current performance of Economic Development Committee measures for the third quarter of 2018/19 (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 are within the area covered by the Economic Development Committee. Commentary is provided at the end of the summary report highlighting those measures that outturns are below target or moving in the wrong direction.

The report highlights performance measures that have not achieved the target for this period. It also highlights a number of measures that are showing exceptional performance against targets.

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 up to 2020. This established 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 report provides details of a number of indicators on economic development matters, which form part of the Council's Annual Action Plan 2018/19 (which was approved at Policy & Resources Committee in July 2018).

2. PERFORMANCE MEASURES

Performance Measures – Highlights

Performance measures cover a 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 identifies if improvement is required.

Generally, the trend for all the measures remains positive. The following areas of performance are mentioned specifically:

Improved/excellent performance:

- a) ED01 to ED06 inclusive: It is notable that all of the planning application and appeal performance indicators are continuing to exceed their set targets over a sustained period of time.
- b) ED07: Building Control performance has started strongly with performance at 100% of building regulation applications having a decision notice issued within the 8- week statutory period.
- c) ED08: Percentage of Land Charges search returns sent within 10 working days is at 96.8%, compared to 86.5% in the same quarter last year (2017/18), and well above the target of 90%.
- d) ED09 Enterprise Zone – Beacon Park: Percentage of empty floor space across Beacon Park (quarterly snapshot). Occupation of Beacon Park remains unchanged from the previous quarter, at 15.56%. Although at present showing as amber, this is only 0.56% short of the target and with work continuing to try to attract further occupiers, it is hoped that a green RAG rating could be secured soon.

Reduced performance:

- a) None to report.

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**

The continued excellent performance across most areas should be noted.

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) 2018/19

ECONOMIC DEVELOPMENT COMMITTEE

Measure	Previous Quarter	This Quarter	Target	Qtr 3 2017/18	Status	Trend	
						Last Period	Last Year
ED01: Planning applications: Major applications determined within 13 weeks or as agreed extension (Quarterly Cumulative)	85.7%	92.3%	75%	100%	G	↑	↓
ED02: Planning applications: Non Major (Minor or Other) applications determined within 8 weeks or as agreed extension (Quarterly Cumulative)	78%	79%	75%	85.3%	G	↔	↓
ED03: Percentage of Major planning applications processed within 13 weeks or as agreed extension over the last 24 months (Quarterly Cumulative)	95%	95.45%	75%	97.3%	G	↑	↑
ED04: Percentage of Non Major planning applications processed within 8 weeks or as agreed extension over the last 24 months (Quarterly Cumulative)	84%	83.62%	75%	New measure	G	↑	N/A
ED05: Percentage of Major planning applications overturned on appeal over the last 24 months (Quarterly Cumulative)	0.08%	0.85%	9%	0%	G	↓	↓
ED06: Planning Appeals: Percentage of Non Major Planning applications overturned on appeal over the last 24 months of an authority's total number of decisions on applications (Quarterly Cumulative)	0.16%	0.59%	9%	New measure	G	↑	N/A
ED07: Building Control: The percentage of building regulation applications where a decision notice is issued within the eight week statutory period. (Quarterly Cumulative)	100%	100%	100%	97.6%	G	↔	↑

Measure	Previous Quarter	This Quarter	Target	Qtr 3 2017/18	Status	Trend	
						Last Period	Last Year
ED08: Percentage of Land Charges search returns sent within 10 working days. (Quarterly Cumulative)	96.44%	96.80%	90%	86.5%	G	↓	↑
ED09: Enterprise Zone: Beacon Park a) % of empty floor space across Beacon Park (Quarterly Snapshot at last day of quarter)	15.56%	15.56%	15%	20.39%	A	↔	↑

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.
	Performance for quarter is showing improvement (up) or deterioration (down) compared to same quarter last year for measures that are for contextual information.

Key:

NA = No target set, contextual information only

N/A = Not available/not applicable