



GREAT YARMOUTH
BOROUGH COUNCIL

Economic Development Committee

Date: Monday, 21 November 2016
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 - 7

To confirm the minutes of the meeting held on the 10 October 2016.

4 MATTERS ARISING

To consider any matters arising from the above minutes.

5 FORWARD PLAN 8 - 8

Forward Plan attached for information.

6 GREAT YARMOUTH MARKET PLACE BUS TRIAL 9 - 12

Report attached.

7 HOUSING DELIVERY IN THE BOROUGH 13 - 17

Report attached.

8 LOCAL PLAN DOCUMENT PREPARATION PROGRAMME 18 - 29

Report attached.

9 TOWN CENTRE SHOP FRONT IMPROVEMENT SCHEME 30 - 55

Report attached.

10 MARKET PLACE FEES AND CHARGES REVIEW 56 - 68

Report attached.

11 QUARTER 2 PERFORMANCE REPORT 2016/17 69 - 76

Report attached.

12 OFFSHORE WIND/ENERGY BRIEFING

77 - 91

Report attached.

13 ECONOMIC GROWTH STRATEGY 2016-21

92 - 94

Report attached.

(Please note : The Draft Economic Strategy document is to follow)

14 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.

Economic Development Committee

Minutes

Monday, 10 October 2016 at 18:30

PRESENT :

Councillor B Coleman (in the Chair), Councillors Hammond, Hanton, Jeal, Grant, K Grey, Pratt, Thirtle, Walker

Councillor Hacon attended as substitute for Councillor Stenhouse

Councillor Williamson attended as substitute for Councillor Wainwright

Also in attendance :

Mrs J Beck (Interim Chief Executive Officer), Mr D Glason (Group Manager, Growth), Mr A Carr (Group Manager, Tourism and Communications), Mr D Wiles (Press and Communications Officer), Charlotte Paddock (Assistant Conservation Officer) and Mrs S Wintle (Member Services Officer).

1 CULTURAL HERITAGE CONFERENCE

The Assistant Conservation Officer provided Members with a brief presentation on the Cultural Heritage 'Wish you were here' conference, which would be held at St George's Theatre on Thursday 20 October.

2 APOLOGIES FOR ABSENCE

Apologies for absence were received from Councillors Stenhouse and Wainwright.

3 DECLARATIONS OF INTEREST

There were no Declarations of Interest declared at this meeting.

4 MINUTES

The minutes of the meeting held on the 7 September were confirmed.

5 MATTERS ARISING

The Chairman reported for information that the Borough Council had received notification that they had been unsuccessful in their application to the Coastal Community Fund Bid.

6 TOWN CENTRE MASTERPLAN

The Group Manager, (Growth) provided Members with a presentation detailing the priority areas, projects, milestones and consultation on the Great Yarmouth Town Centre Master Plan.

It was reported that a draft Masterplan would be issued to Officers for sensitivity checking and internal scrutiny on the 11 November 2016 and then the draft Masterplan document sign-off would be scheduled for the Economic Development Committee in December. Members were advised that a two week public consultation would be held in January 2017 which would comprise of a major town centre stakeholder workshop and two manned exhibitions in Great Yarmouth Market Place. The Great Yarmouth Masterplan completion was anticipated for February 2017.

Councillor Grant asked whether there were considerable changes expected as a result of the plan, and it was advised that although significant ideas had been suggested, these were subject to feasibility studies by the contractors, Carter Jonas.

Councillor Jeal suggested that Members of the Economic Development Committee see sight of the proposed plan, but he was advised that a final draft would be circulated to all Members at the next meeting.

RESOLVED :

That the Committee agree to hold a special meeting of the Economic

Development Committee on the 19 December 2016 to consider the Masterplan.

7 AGENDA ITEMS FOR COMMITTEE

The Chairman informed Members that items to be considered by the Committee would require the Committee's approval for items to be included in the Committee's Forward Plan.

8 ROLLER SKATING RINK - GREAT YARMOUTH TOWN CENTRE

The Committee received and considered the Transformation Programme Manager's report which provided Members with a summary of options to rent or buy a roller skating rink for use in the town centre and potentially other venues within the Borough.

The Group Manager, (Tourism and Communications) advised that the figures presented to Members would be subject to the procurement procedure.

The Chairman advised that Members had received a report by Councillor Walch which set out the costings for an ice skating / roller rink. Councillor Walch circulated the report to Members of the Committee.

Councillor Walch summarised the quotation to Members and stated that the quotation provided would be a guaranteed purchase for the Council for 14 years. The Chairman stated that the quotation report circulated had not followed the correct Council Procedures.

Councillor Grey stated that this facility would be a purchase for the Council for 14 years and that it would provide a guaranteed event for residents of the Borough for that time. Councillor Walker stated that he felt there were alternative ways to support residents within the Borough without the need for the Council to spend £122,426 on this facility.

Councillor Williamson stated that there was a need for the Council to save money, and raised concern in relation to the necessity for correct procedures to be followed to ensure that the Council's Medium Term Financial Strategy had been taken into account and that a business analysis had been undertaken.

RESOLVED :

That no further action be taken on this matter.

9 ANY OTHER BUSINESS

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

The meeting ended at: 19:30

Forward Plan for Economic Development Committee

	Matter for Decision	Report by	Pre Agenda Meeting (PAM)	Economic Development	Policy & Resources	Council
1	Economic Growth Strategy	Group Manager (Growth)	11/11/16	21/11/16		
2	Great Yarmouth Market Place Bus Trial	Group Manager (Growth)	11/11/16	21/11/16		
3	Housing Delivery & Future Local Plan Documents Timetable	Group Manager (Growth)	11/11/16	21/11/16		
4	Market Fees and Charges	Tranformation Programme Manager	11/11/16	21/11/16		
5	Offshore Windfarm Activity	Director of Customer Services	11/11/16	21/11/16		
6	Performance Data - Q2	Director of Housing and Neighbourhoods	11/11/16	21/11/16		
7	Shop Front	Tranformation Programme Manager	11/11/16	21/11/16		
8	NALEP Growth Deal	Group Manager (Growth)	09/12/16	19/12/16		
9	Neighbourhood Plans Decision Making	Group Manager (Growth)	09/12/16	19/12/16		
10	Town Centre Masterplan - Presentation of priority areas, projects and consultation	Tranformation Programme Manager/Group Manager (Growth)	09/12/16	19/12/16		
11	6 Day Market Licence Review	Tranformation Programme Manager	23/12/16	09/01/17		
12	Performance Data - Q3	Director of Housing and Neighbourhoods	10/02/17	20/02/17		
13	Beacon Park Delegations	Group Manager (Property and Construction)		TBC		
14	Casino Licence 2017	Director of Customer Services		TBC		
15	Market Place Development Bid Procurement	Transformation Programme Manager		TBC		

Subject: GREAT YARMOUTH MARKET PLACE BUS TRIAL

Report to: Executive Management Team, 10th November 2016
Economic Development Committee, 21st November 2016

Report by: Kim Balls, Senior Strategic Planner, Growth

SUBJECT MATTER/RECOMMENDATIONS

Current status of the Great Yarmouth Market Place Bus Trial initiative.

RECOMMENDATIONS

That EMT & Economic Development Committee:

- Note the scope and current status of the Great Yarmouth Market Place Bus Trial
- Allow officers to continue developing a 'southbound' Market Place Bus Trial for a period of 12 months (dates to be confirmed)
- Allocate £25,000 from the Town Centre Initiative Fund for project costs

1. INTRODUCTION

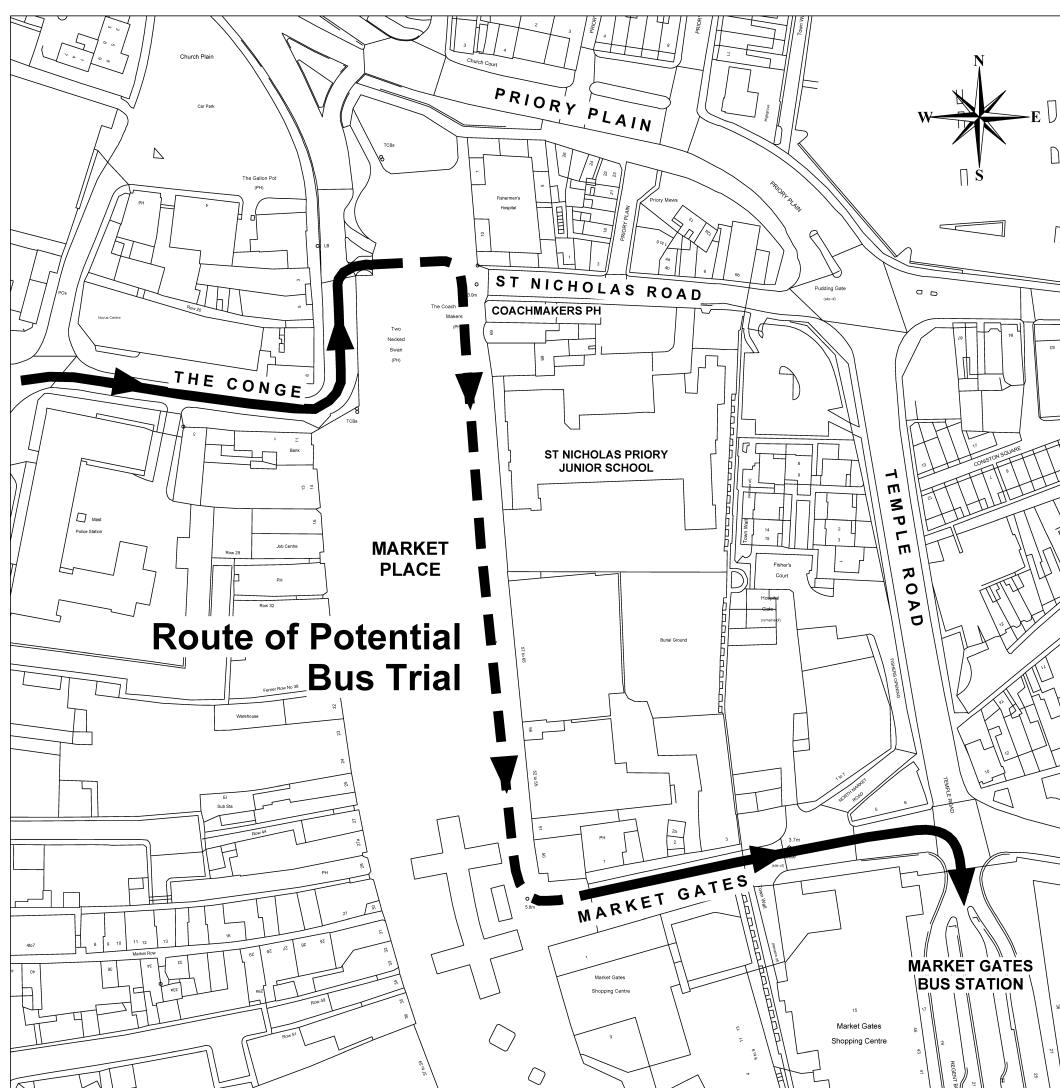
- 1.1 In June 2015 the Council commissioned masterplanning specialists Carter Jonas to prepare a masterplan with the aim of providing a future vision for Great Yarmouth Town Centre to 2030, with a particular focus on: the Market Place, the Conge, Hall Plain, the Rows, Regent Road and King Street.
- 1.2 As part of the emerging Great Yarmouth masterplanning work, Carter Jonas has identified running some bus services through the Market Place as being potentially beneficial to increasing footfall and improving the vitality of Great Yarmouth Town Centre.
- 1.3 This report briefs Members on the scope for investigating the location of a potential bus trial through Great Yarmouth Market Place, for a period of at least 12 months, as endorsed by the Great Yarmouth Town Centre Members Working Group on 5th October 2016.

2. GREAT YARMOUTH MARKET PLACE BUS TRIAL

- 2.1 The concept of the bus trial was suggested by Carter Jonas and principally seeks to bring more people directly into the Market Place to boost pedestrian footfall and stimulate town centre activity.
- 2.2 The original bus trial concept involved running bus services one-way northbound along the western (Palmer's store) side of the Market Place and out via the Conge towards Fullers Hill. This proposal was investigated and a site visit was held on 5th October 2016 with representatives from Great Yarmouth Borough Council, Norfolk

County Council and First Bus. A double-decker bus was used by First Bus so that the impact of a large bus in the pedestrianised area of the Market Place could be seen at first hand. It was quickly concluded by all those present at the site visit that running buses along the western side of the Market Place would not be a sensible idea for practical and safety reasons.

- 2.3 It was suggested by the Members of the Town Centre Working Group that the bus trial should run southbound along the eastern (St Nicholas Primary School) side of the Market Place, running along the front of the Coach Makers PH and the Edinburgh Woollen Mill store between the junction of St Nicholas Road and Market Gates Road (see below). This area currently has limited access to motor vehicles, for servicing only, and was felt to be much more capable of accommodating buses as it is wider than the western side of the Market Place and currently has less pedestrian activity. Buses could exit the Market Place before Market Gates Shopping Centre and travel to the central bus station.



- 2.4 It was indicated by First Bus that if buses were able to access this stretch of the Market Place, then it could be possible to re-route buses so passengers are dropped off here before proceeding on to the Market Gates bus station. It was highlighted by the bus company that more people would alight than board the buses.
- 2.5 Therefore, to enable an effective and commercially viable bus trial, it would be necessary to create a through route across the Market Place car park (using the existing car parking entrance) in line with the route of St Nicholas Road to enable buses to cross from the Conge. Buses from Caister-on-Sea and the Barrack Estate would be able to gain access via St Nicholas Road. Based on figures from First Bus, these physical changes would allow 29 out of 42 services per hour to run southbound along the eastern side of the Market Place.
- 2.6 Issues that would need to be considered and addressed before a southbound Market Place bus trial could be implemented are:
- Addressing the conflict between buses and schoolchildren outside the St Nicholas Priory Primary School
 - Preventing illegal stopping of vehicles which could block bus passage
 - The present condition of the road surface
 - Air quality mitigation measures
- 2.7 Assuming these factors can be overcome and a trial was implemented it would be important to monitor its impact to measure the extent of the potential uplift in pedestrian footfall and vitality of the town centre area. On 5th October 2016, Members of the Town Centre Members Working Group agreed that Officers should continue to investigate trialling the southbound Market Place bus route, for a period of 12 months (dates to be confirmed).

3. FINANCIAL IMPLICATIONS

- 3.1 Potential loss of revenue from car park and works to reconfigure the car park entrance to allow buses to cross the Market Place. Only a small number of car parking spaces would be affected. Also, automatic barriers (with sensors) to be investigated to avoid traffic enforcement implications. To be funded by the Town Centre Initiative Fund, with finance being sought from the Great Yarmouth Sustainable Transport Fund (Norfolk County Council/New Anglia Local Enterprise Partnership).

4. RISK IMPLICATIONS

- 4.1 As identified in 2.6 – will need to be fully investigated prior to trial taking place.

5. CONCLUSIONS

- 5.1 As part of the emerging Great Yarmouth masterplanning work, Carter Jonas has identified running some bus services through the Market Place as being potentially beneficial to increasing footfall and improving the vitality of Great Yarmouth Town Centre.
- 5.2 This report briefs Members on the scope for investigating the location of a potential bus trial through Great Yarmouth Market Place, for a period of at least 12 months, as endorsed by the Great Yarmouth Town Centre Members Working Group on 5th October 2016.

6. RECOMMENDATIONS

That EMT & Economic Development Committee:

- Note the scope and current status of the Great Yarmouth Market Place Bus Trial
- Allow officers to continue developing a 'southbound' Market Place Bus Trial for a period of 12 months (dates to be confirmed)
- Allocate £25,000 from the Town Centre Initiative Fund for project costs

Area for consideration	Comment
Monitoring Officer Consultation:	n/a
Section 151 Officer Consultation:	n/a
Existing Council Policies:	Corporate Plan. Town Centre Improvement.
Financial Implications:	See paragraph 3 above.
Legal Implications (including human rights):	Potential Traffic Regulation Orders required
Risk Implications:	See paragraph 2 above.
Equality Issues/EQIA assessment:	n/a
Crime & Disorder:	n/a
Every Child Matters:	n/a

Subject: Housing Delivery in the Borough

Report to: Economic Development Committee 21st November 2016

Report by: John Clements, Principal Strategic Planner (Growth Group)

SUBJECT MATTER

A continuing serious shortfall in housing delivery, and its implications.

RECOMMENDATIONS

That the Committee notes the current adverse position regarding housing delivery, and the likely implications of this.

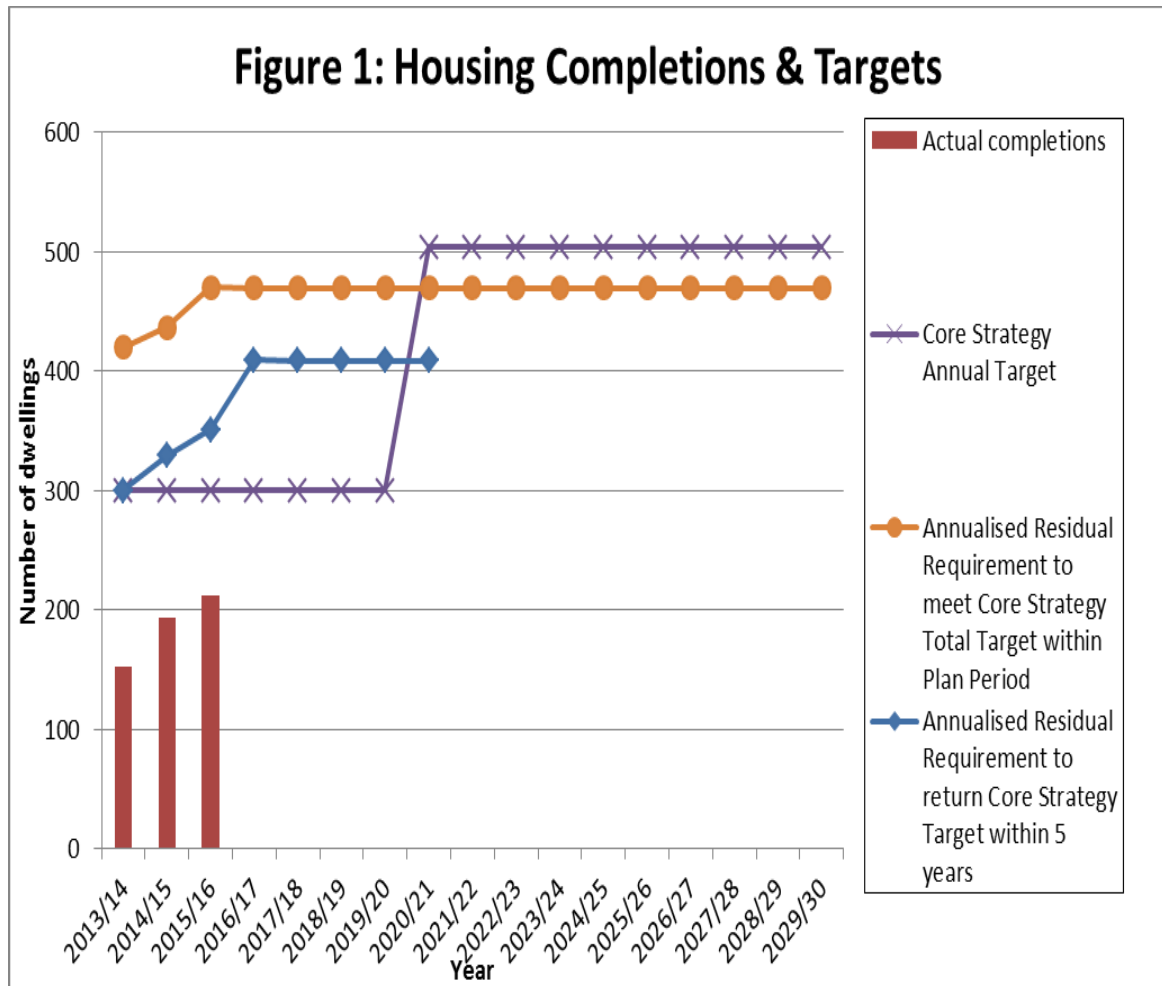
1. INTRODUCTION

1.1 As reported to both the Local Plan Working Party and the Executive Management Team, the chronic shortfall in housing delivery in the Borough is now approaching a critical point. A range of measures is in train to support delivery, but these measures are unlikely to fundamentally change the situation.

2. HOUSING DELIVERY AND HOUSING LAND SUPPLY

2.1 Since the formal start of the current plan period in 2013, the Borough has delivered only 62% of the dwellings required by the adopted Great Yarmouth Local Plan Core Strategy (Dec 2015).

2.2 Although delivery has increased slightly over the three years, this increase is vastly outweighed by the combination of the growing backlog and the further future increase in the annual housing target now starting to take effect in the relevant calculations. In order to meet its targets the Borough needs to be delivering housing at more than twice the recent rate year after year, and continue to do so until 2030 (see Figure 1). The prospects for achieving this in the current economic climate are remote.



2.3 As a result of these factors, the Council will likely soon find itself unable to demonstrate the five year supply of ‘deliverable’ housing land required by national planning policy. In 2014 the Council had a 7 year housing land supply, in 2015 a 5.6 year supply, and in April this year just a 5.17 year supply. Once the supply falls below 5 years, national planning policy suggests that any local plan policies which restrict the supply of housing development should be treated as out of date. In practice this means that it would be very difficult to resist any proposed housing development that is not severely problematic or clearly contrary to national planning policy.

2.4 In such circumstances the Council (like others before it) would probably find itself having to grant planning permissions which are contrary to established practice and adopted Local Plan policies, with the reputational risks that involves, or risk being awarded costs against it in any planning appeal against the refusal. Such planning permissions may well have adverse longer term consequences in planning terms, including those on access to services, local character and landscape, the capacity of infrastructure, etc.

2.5 In the interim, the pressure is on for the Council to grant more planning consents and to identify further sites capable of early development, though these are unlikely to avoid the impending situation. They will also not in themselves necessarily result in additional housing delivery, as the number of planning permissions has risen significantly faster than housing completions in the Borough in recent years (as elsewhere).

2.6 The Local Plan Core Strategy (adopted December 2015) commits the Council to delivering 7,140 houses over the years 2013 to 2030. This figure is derived from the Borough's 'Objectively Assessed Need' (evidence base) for housing over that period. National planning policy is to boost significantly the delivery of housing, and local planning authorities are expected to meet the whole of their housing need.

2.7 The Local Plan Core Strategy target averages out at 420 dwellings per annum over the plan period (a little less than a 1% increase on existing housing in the Borough each year). Recognizing that this represented a major increase on the previous rates of delivery, the independent Planning Inspector examining the Local Plan Core Strategy accepted a lower target of 300 per annum for the first seven years, to be made up by a higher target of 504 dwellings per annum from 2020. However, only around 200 dwellings per annum were built between 2013 and 2016.

2.8 The Borough is not alone in struggling to meet its planned housing commitments: many other authorities are in a similar position. This seems to be primarily related to the economics of housing development, which have not been very favourable since the 2007 crash, but is exacerbated within the Borough by relatively low property values, and constraints including flood risk, protected landscapes and habitats, and infrastructure limitations.

2.9 A number of measures are in hand to address the situation:

- seeking to allocate additional sites as soon as possible through the Local Plan Part 2 document;
- a corporate officer 'Housing Delivery Working Group' identifying and addressing blockages holding up potential housing developments;
- working with other Norfolk authorities on researching barriers to delivery and effective techniques to address these;
- consideration of a revision of the current 'Interim Housing Land Supply Policy'.

However, these are unlikely to make sufficient difference to avoid the scenario outlined above.

3. FINANCIAL IMPLICATIONS

3.1 The shortfall in housing delivery may impact on income from, e.g. New Homes Bonus, and there could be pressure to commit additional resources to bring development forward to meet housing needs and targets.

3.2 In the event that the Council became unable to demonstrate a five year land supply, any refusals of planning permission for housing development which was broadly compatible with the National Planning Policy Framework would risk the award of appeal costs against the Council.

4. RISK IMPLICATIONS

4.1 There are potential reputational risks should the Council be unable to demonstrate a five year supply of housing land, including the likely need to grant planning permissions contrary to established practice and Local Plan policies.

5. CONCLUSIONS

5.1 There has been a chronic under delivery of housing against local needs and targets. Despite active endeavours to support delivery, it is unlikely that there will be a sufficient increase in completed dwellings in time to avoid the eventual loss of a five year supply of deliverable housing land. In that event it will become difficult to give much weight to Local Plan policies affecting such development, or resist housing development proposals that are not seriously problematic in terms of national policy.

6. RECOMMENDATIONS

That the Committee notes the current adverse position regarding housing delivery, and the likely implications of this.

7. BACKGROUND PAPERS

- National Planning Policy Framework
- GYBC
 - Local Plan Core Strategy, December 2015
 - Local Plan Annual Monitoring Report, December 2015
 - Interim Housing Land Supply Policy, July 2014
 - Draft Housing Land Supply Position Statement, November 2016

8. ATTACHMENTS

None.

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:	Local Plan Core Strategy (adopted December 2015). Saved policies from the 2001 Local Plan. Corporate Plan.
Financial Implications:	See Section 3 above.
Legal Implications (including human rights):	n/a
Risk Implications:	See Section 4 above.
Equality Issues/EQIA assessment:	n/a
Crime & Disorder:	n/a
Every Child Matters:	n/a

Subject: Local Plan Document Preparation Programme

Report to: Economic Development Committee 21st November 2016

Report by: John Clements, Principal Strategic Planner (Growth Group)

SUBJECT MATTER

The future programme and timetable for the preparation of Local Plan Documents: the Local Development Scheme.

RECOMMENDATION

That the Committee adopts the attached replacement Local Development Scheme on behalf of the Council

1. INTRODUCTION

1.1 The Council needs to adopt an updated programme of plan document preparation, known as the 'Local Development Scheme' (LDS).

1.2 Progressing the completion of the Local Plan is identified as a priority in the Corporate Plan. As reported to the Local Plan Working Party and Executive Management Team, the Local Development Scheme is a statutory obligation and sets out the timetable and range of future documents involved in completing (and eventually replacing) the Local Plan.

2. LOCAL PLAN DOCUMENTS FUTURE PROGRAMME

2.1 The Borough Council is obliged to publish, and up date from time to time, an LDS showing the planning documents it intends to prepare over the following 3 years.

2.2 The primary purpose of the LDS is to inform the public of the Council intentions, but plans submitted for examination must have been previously identified in the LDS. The Council is also obliged to report performance against the LDS timetable in its (Annual) Monitoring Reports. The Government may use the LDS to measure the performance of an authority, but does not currently do so.

2.3 The Council's current LDS, adopted in 2014, is now out of date and in need of replacement. A draft replacement LDS (text only) is attached to this report. The following table outlines the main proposed changes, and the summary rationale for these.

Table 1: Comparison of previous LDS with current proposals.

Plan documents proposed in 2014 Local Development Scheme	Reason for change	Plan documents proposed for 2016 Local Development Scheme
Core Strategy (Development Plan Document)	Now completed – adopted Dec 2015	n/a
Development Policies and Site Allocations (Development Plan Document)	Dates anticipated not met (and title changed to be more self – explanatory)	Local Plan Part 2: Detailed Policies and Site Allocations (Development Plan Document)
n/a	Potential value in updating current informal Interim Housing Land Supply Policy. Supplementary Planning Document status could be an advantage, though would involve some additional work.	Interim Housing Policy (Supplementary Planning Document)
Planning Obligations SPD	Can incorporate immediate requirements in Local Plan Part 2 (to focus on priority, reduce costs & overall time)	n/a
Great Yarmouth Waterfront SPD	Can incorporate any immediate requirements in Local Plan Part 2 (to focus on priority, reduce costs & overall time). Any need identified later for a specific DPD or SPD can be accommodated.	n/a
n/a	Need to identify early commencement of local plan review following completion of current local plan	New Local Plan (for period 2021-2036)

2.4 The Detailed Policies and Site Allocations (Local Plan Part 2) is the most pressing element of the Council's development plan-making work, and has over the last few months been reinvigorated following the appointment of new staff bringing the Strategic Planning team up to full strength. The timetable anticipated in 2014 was not met, principally as a result of:

- staff resources being diverted by the extension of the period and coverage of the Core Strategy public examination by the independent Planning Inspector;
- the loss of most of the experienced planners from the Strategic Planning team and difficulty recruiting replacements, resulting in the team being seriously short-handed for a prolonged period, together with a loss of local knowledge and familiarity with earlier stages of the local plan preparations and negotiations (finally reached full strength once more in July 2016); and
- rapid successive changes in national policies, guidance and initiatives
- significant major project work (Third River Crossing, A143/A12 Link Road, etc.) diverting staff resource.

2.5 The outline timetable shown in Table 2 below (and reflected in the draft LDS attached) approximates the shortest time in which there is a reasonable prospect of completing the plan, given the range of uncertainties and competing priorities. It should be recognised that this is an ambitious timetable, and vulnerable to delay as a result of various factors, many of which are inherent in the process. The following have been identified as particular risks:

- continuing revision of national planning legislation and policies, requiring additional work and/or rendering completed work obsolete;
- the Strategic Planning team remains vulnerable to loss of staff, and a proportion of the new staff are relatively inexperienced;
- potentially significant future demands on officer time from neighbourhood plans reducing that available for the local plan;
- some particularly challenging local plan issues have the potential to become drawn out, and it could be a challenge to be responsive to Members' proper concerns about important individual topics while maintaining momentum on the plan document as a whole;
- delays to Committee or Council approval of document (e.g. if they wished to review policies previously agreed by the Local Plan Working Party);
- any need for modifications to the plan document arising at the examination stage would require a further round of consultation; and
- major project work demands diverting resources.

TABLE 2: ANTICIPATED TIMETABLE FOR LOCAL PLAN PART 2 (Detailed Policies and Site Allocations Development Plan Document)

	DATE	ITEM	NOTES
2016	Aug – Sep 2016	Initial Consultation: <i>‘Call for Sites & Suggestions’</i>	Interested parties were invited to submit development sites and other policy suggestions.
2017	Sep 16 – May 2017	<input type="checkbox"/> Preparation (assessing sites, drafting policies, background evidence, etc.) <input type="checkbox"/> Local Plan Working Party scrutiny <input type="checkbox"/> Committee approval	Development of proposals and evidence
	June – July 2017	Consultation on Draft of ‘Detailed Policies and Site Allocations’	Shows the policies etc. the Council is considering
	Aug 2017 – Mar 2018	<input type="checkbox"/> Review of consultation responses <input type="checkbox"/> Further refinement of proposals and evidence <input type="checkbox"/> Local Plan Working Party Scrutiny <input type="checkbox"/> Council approval	
	Mar 2018	Proposed ‘Detailed Policies and Site Allocations’ document published	Shows the policies etc. the Council wants to adopt
	Mar – May 2018	Consultation on Proposed Plan Document	
	Jun 2018	Submission of Proposed Plan Document to the Secretary of State	
	Jun – Oct 2018	Independent Examination of Proposed Plan Document (include public hearings circa September)	Examination by independent Planning Inspector
	Nov 2018	Inspector’s Report received	Inspector decides whether the plan can be adopted, and whether any changes must first be made
	Dec 2018	Development Plan Document adopted by full Council	Local Plan Part 2 comes into force

2.6 The existing 'Interim Housing Land Supply Policy' is an informal one introduced in 2014 as a temporary measure to facilitate continuing housing land supply in advance of completion of the Local Plan. That basic need still pertains.

2.7 A draft revised interim housing policy was recently agreed by the Local Plan Working Group and will be brought to the Committee shortly. Properly, any such policy ought to be a formal supplementary planning document, and this is what is proposed. This would also give it additional weight in appeals etc.

2.8 The draft revision aims to increase housing delivery by extending the areas where housing development may take place, make the wording clearer and more positive, and offer a settlement by settlement limit on the total amount of development in advance of the Local Plan Part 2 allocations. The revision of the policy also has a potentially important symbolic function in indicating and fostering a change of attitude. It should be noted that this interim policy will only change the situation at the margins; the consultation and decision making processes involved will divert some staff resources from work on the Local Plan Part 2 document; and by the time it is formally in place there could well be no 5 year housing land supply remaining.

2.9 A Planning Obligations Supplementary Planning Document and a Great Yarmouth Waterfront Supplementary Planning Document were identified for production by the 2014 Local Development Scheme. It is now considered that at this stage it would be more appropriate and less time consuming to incorporate elements of these into the Local Plan Part 2: Detailed Policies and Site Allocations document. This would give them greater, development plan, status and also avoid the need for separate reports, consultations, etc., with the consequent savings in staff time. This would not rule out a separate document being produced in the future should the need arise, as may be the case with the Waterfront as development gets underway and circumstances change.

2.10 A formal start on the next Local Plan (for period 2021 to 2036), will be required as soon as the current Local Plan Part 2 is completed. (In fact work is already in progress on elements of evidence gathering and, with other Norfolk authorities, a joint strategic framework with other Norfolk authorities). This new Local Plan will replace, in a single document, the current Local Plan (both Part 1, the adopted Core Strategy, and Part 2, the Detailed Policies and Site Allocations document now in preparation). This would extend the planned period to 2036, rather than 2030 as at present. (Government expects new plans to look at least 15 years ahead.)

2.11 A commitment to a replacement Local Plan was encouraged by the Inspector examining the Local Plan Core Strategy, and the timetabling of this is likely to be an issue in the future examination of the Local Plan Detailed Policies and Site Allocations Document. Hence it is desirable this is identified in the LDS.

3. FINANCIAL IMPLICATIONS

3.1 The Council has already committed to producing the Local Plan Part 2: Detailed Policies and Site Allocations plan document. Staffing resources are available (subject to other demands) for completion of the plan document within the current establishment, and general costs within the existing Strategic Planning budget. There may be a need to make allowance in the 2016/17 and 2017/18 budgets for additional specialist advice, evidence or consultation; and there will certainly be a need to allow in the 2017/18 budget for the cost of the examination (e.g. Planning Inspectorate fees).

4. RISK IMPLICATIONS

4.1 There are numerous risks to the proposed timetable of preparation, as set out at paragraph 2.5 above.

5. CONCLUSIONS

5.1 There is a need for the Council to agree a new Local Development Scheme, setting out the plan documents it intends to prepare and the timescales for these. These have changed since the previous Scheme was adopted in 2014, and a proposed replacement is attached.

6. RECOMMENDATION

That the Committee adopts the attached replacement Local Development Scheme on behalf of the Council.

7. BACKGROUND PAPERS

- Planning and Compulsory Purchase Act 2004 (as amended)
- GYBC
 - Local Development Scheme, August 2014
 - Interim Housing Land Supply Policy, July 2014
 - Local Plan Annual Monitoring Report, December 2015
 - Corporate Plan

8. ATTACHMENT

Draft (replacement) Local Development Scheme 2016 -2019 (*n.b. text only: document yet to be designed/laid out*).

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:	Compliant with the Corporate Plan and Local Plan Core Strategy (adopted December 2015)
Financial Implications:	See Section 3 above
Legal Implications (including human rights):	The Council is obliged by law to keep its plans up to date, and to publish and revise from time to time a Local Development Scheme.
Risk Implications:	Risks to anticipated timetable - see paragraph 3.6 above.
Equality Issues/EQIA assessment:	n/a
Crime & Disorder:	n/a
Every Child Matters:	n/a

DRAFT LOCAL DEVELOPMENT SCHEME 2016 - 2019

Executive Summary:

Great Yarmouth Borough Council intends to undertake preparation of the following plan documents during the period 2016 to 2019:

1. An **Interim Housing Policy Supplementary Planning Document**;
2. The **Local Plan (2013-2030) Part 2: Detailed Policies and Site Allocations Development Plan Document**; and (once that is complete)
3. A replacement **Local Plan (2021-2036) Development Plan Document**.

Introduction:

This Local Development Scheme sets out Great Yarmouth Borough Council intended programme of formal planning document preparation over the period 2016 to 2019. The Council's plans cover the whole of the Borough except those parts lying within the Broads 'national park'¹.

It should be appreciated that the formal documents which this Scheme covers are only part of the forward planning work undertaken by the Council. Other work includes cooperation with other public organisations (including joint non-statutory plans and research); project work to foster particular developments or environmental improvements; and advice and support to communities preparing neighbourhood plans;

Great Yarmouth Borough Council intends to undertake preparation of the following plan documents over the period 2016 to 2019:

1. An **Interim Housing Policy**, a supplementary planning document with anticipated completion 2016;
2. **Local Plan Part 2: Detailed Policies and Site Allocations** a development plan document with anticipated completion 2018; and (once that is completed)
3. the next **Local Plan (2021-2036)**, a single development plan document, commencing in 2019.

Further details of these are provided later in the document.

¹ The Broads Authority is the local planning authority for the designated Broads area, and prepares its own plans.



Consultation will be an integral part of the preparation of each document identified, and this will be carried out in accordance with the Council's adopted Statement of Community Involvement².

The Council will keep under review progress against the intentions indicated in this document, and report this in its Local Plan Monitoring Report (currently published annually).

The Council may produce a new Local Development Scheme during the period if required to reflect any changes in either the documents to be produced, or the anticipated timetable for their production. These could be affected by, for example, changes in the planning system, resource constraints, or opportunities to aid delivery of the Local Plan Core Strategy by preparing additional Development Plan Documents or Supplementary Planning Documents for particular sites or areas.

Current Plan Documents

- Development Plan
 - Great Yarmouth Local Plan Core Strategy (adopted Dec 2015)
 - Some saved policies from the previous Borough Wide Local Plan (adopted 2001)
 - Minerals and Waste Local Plans (produced by Norfolk County Council)
- Other Planning Policies
 - Interim Housing Land Supply Policy (adopted July 2014)
- Planning Supporting Documents
 - Statement of Community Involvement (adopted March 2014)
 - Local Development Scheme (adopted August 2014)
 - Local Development Order for Beacon Park (in force April 2012)
 - Local Development Order for South Denes (in force May 2012)

Proposed Plan Documents

The following sets out the formal plan documents the Council intends will undergo preparation during 2016-2019.

- **Local Plan Part 2: Detailed Policies and Site Allocations (Development Plan Document)**
- **Interim Housing Policy (Supplementary Planning Document)**
- **(New) Local Plan 2020–2036 (Development Plan Document)**

Details of these are set out in the following pages.

The Council may potentially also pursue a new Local Development Order for the planned 2017 extension of the Beacon Park Enterprise Zone.

² <https://www.great-yarmouth.gov.uk/CHttpHandler.ashx?id=1224&p=0>



LOCAL PLAN PART 2: DETAILED POLICIES AND SITE ALLOCATIONS

(DEVELOPMENT PLAN DOCUMENT)

Description: This document will provide detailed planning policies for particular sites or topics, including allocations of land for housing or other development, for use in determining planning applications.

Background: The Local Plan Core Strategy (adopted in 2015) represents Part 1 of the current Local Plan (2013 to 2030), and sets out the overall scale, distribution and type of development for the Borough. This Local Plan Part 2 document will provide more detailed policies for use in managing and judging development proposals, to help give effect to the Local Plan Core Strategy through the planning application process.

Type of Document: Development Plan Document

Coverage: Whole Plan Area

Timetable:

Key Stage	Target Date
Early informal consultation and development of evidence	Prior to Aug 2016
Call for Sites and Suggestions Consultation (Reg. 18)	Aug - Sep 2016
Draft Plan Consultation	Jun - Jul 2017
Publication of Proposed Plan for comment	Mar - May 2018
Submission of Proposed Plan for Examination	Jun 2018
Examination	Jun – Nov 2018
Adoption	Dec 2018



INTERIM HOUSING POLICY

(SUPPLEMENTARY PLANNING DOCUMENT)

Description/Justification: It is anticipated that the revised policy will aim to increase housing delivery by

- extending the areas where housing development may take place,
- make the wording clearer and more positive than the previous policy dating from 2014, and
- offer a settlement by settlement limit on the total amount of development in advance of the Local Plan Part 2 allocations.

Background: This a temporary measure to facilitate continuing housing land supply in advance of completion of the Local Plan, and replace the informal 2014 'Interim Housing Land Supply Policy'.

Type of Document: Supplementary Planning Document

Coverage: Whole Plan Area

Timetable:

Key Stage	Target Date
Draft Policy Consultation	Jan – Feb 2017
Adoption of Policy	April 2017



(NEW) LOCAL PLAN 2020–2036

(DEVELOPMENT PLAN DOCUMENT)

Description: This plan will replace the current (2013-2030) Local Plan. At present it is intended the new Local Plan will be a single document, rather than have a separate Local Plan Core Strategy document as at present.

Background: Work will need to commence on the review and replacement of the current Local Plan upon adoption of the Part 2: Detailed Policies and Site Allocations document. However, while this work is intended to commence during 2016-2019, the period covered by this Local Development Scheme, it will not be completed until after 2019, and at this remove the dates shown beyond that are tentative. (The timetable will be reviewed and updated in future Local Development Schemes.) The period covered by the new plan is anticipated to be 2020 to 2036, to complement the Local Plans of other Norfolk local planning authorities, but this will need to be kept under review in light of the development of local government devolution and any relevant changes to national planning policy.

Type of Document: Development Plan Document

Coverage: Whole Plan Area

Timetable:

Key Stage	Tentative Target Date
Early informal consultation and development of evidence	Feb – May 2019
Call for Sites and Suggestions Consultation (Reg. 18)	Jun - Jul 2019
Draft Plan Consultation	Feb – Mar 2020
Publication of Proposed Plan for comment	Dec 2020
Submission of Proposed Plan for Examination	Feb 2021
Examination	Feb – Sep 2021
Adoption	Dec 2021



Subject: Town Centre Shop Front Improvement Scheme

Report to: EMT 10th November 2016

Economic Development Committee 21st November 2016

Report by: Kate Watts, Transformation Programme Manager

Members are recommended to note the content of this report and agree to the formal launch of the Town Centre shop front improvement scheme from 1st December 2016 to run until until 31st March 2018 or sooner if the funding is spent prior to this date.

Members are also recommended to form a sub group of Economic Development committee to meet to make decisions on applications. It is recommended that this group is made up of one representative from each political party represented at Economic Development Committee.

1. BACKGROUND

On 7th September 2016 Economic Development Committee approved an outline proposal for a Town Centre shop front improvement scheme alongside funding of £60,000 from the Town Centre initiative reserve to be used for the delivery of this scheme.

This shop front improvement scheme aims to enhance the image of our Town Centre through using grants to cover shop front renovation, decoration, new signage and or replacement of historical features including lighting.

The objectives of this scheme are:

- to improve business frontages including shops, commercial businesses and social enterprises
- to enhance the appearance and appeal of the town to visitors, customers and the local population
- to preserve and enhance the special characters of the Conservation area it's listed buildings and other buildings of public importance

- and to assist towards encouraging further inward investment and stimulate business and consumer confidence

Prior to the launch of this scheme the committee agreed to receive a second paper detailing the specifics of this scheme, prior to its formal launch.

2. SHOP FRONT IMPROVEMENT SCHEME

- It is proposed that this scheme is launched from the 1st December 2016 and will run until 31st March 2018, or sooner if the funding is spent prior to this date.
- This grant scheme will be eligible for business owners within a defined geographical area (see appendix 1). If the business owner does not own the property they will need to provide evidence of agreement from their landlord as part of the application process.
- Funding will be up to a maximum of £3,000, with a requirement for 25% match funding from the applicant.
- Funding will be allocated for external repair or reinstatement of the shop front and facades, including painting, lighting and signage and can include the building improvements, renovation and or replacement of historical features.
- A supporting document containing best practice ideas in relation to this scheme has been developed and will be available on the web and as part of the application pack. See appendix 2.
- All applicants will need to apply on an application form which will be available through the Council's website or in paper copy (see appendix 3 for a copy of this application form and appendix 4 for guidance notes).
- All applicants will be provided with free business advice and business related training opportunities through the Council's economic development service, who will also be responsible for administering this scheme.
- All application forms will be reviewed by officers for completeness before being presented to the sub group of Economic Development committee for decision. It is recommended that this group is made up of one representative from each political party represented at Economic Development Committee. An

assessment form to support members in making a decision is attached. See appendix 5.

- If an application is approved by the sub group the applicant has six months to complete the works and submit a claim form. All payments will be made once works have been completed.
- If an application is not approved the applicant is notified and feedback given as to the reasons why.

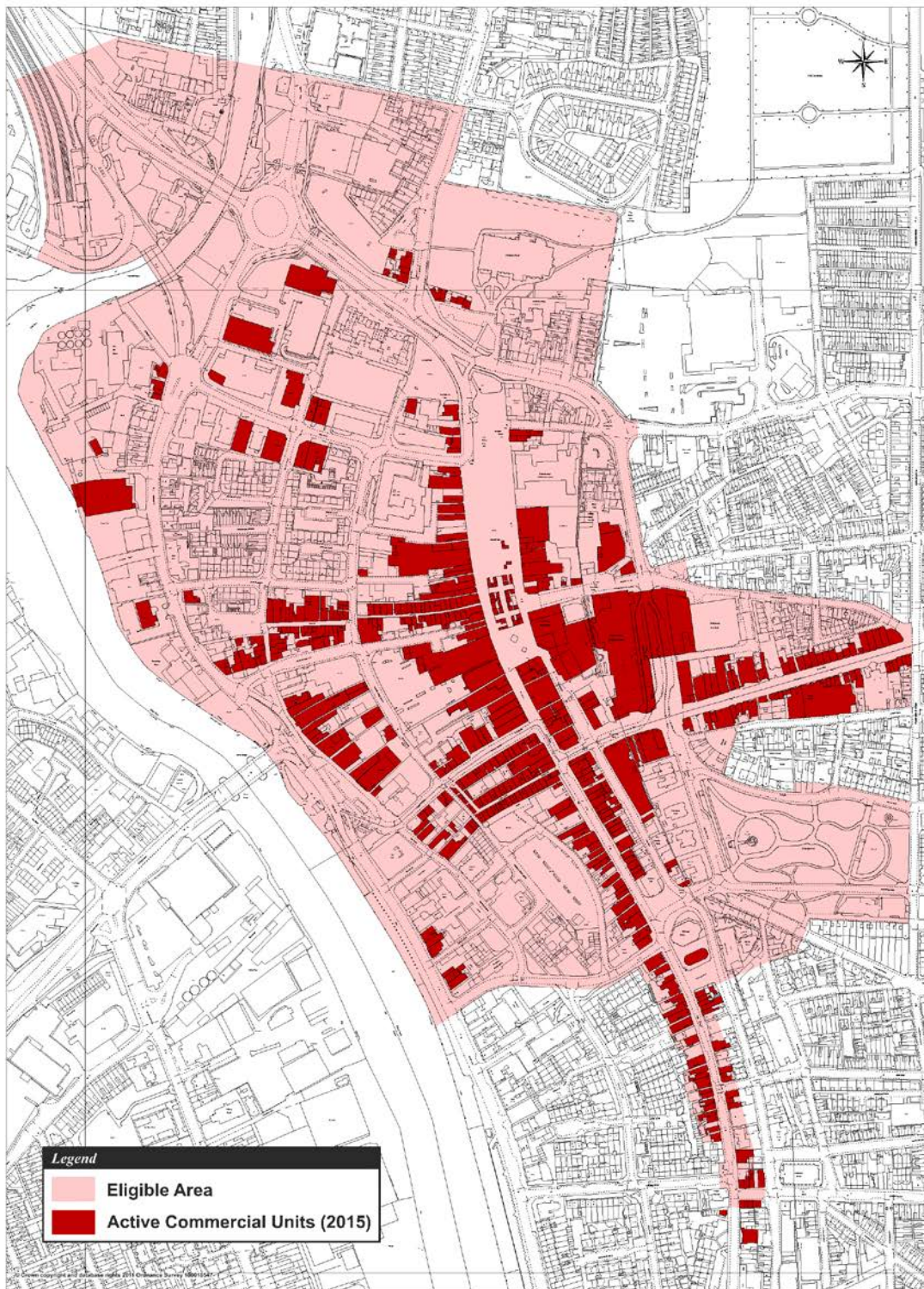
3. CONCLUSIONS AND RECOMMENDATIONS

It is recommended that Economic Development Committee note the content of this report and agree to the formal launch of the Town Centre shop front improvement scheme from 1st December 2016 to run until until 31st March 2018, or sooner if the funding is spent prior to this date.

Area for consideration	Comment
Monitoring Officer Consultation:	N/A
Section 151 Officer Consultation:	Monies already allocated from Town Centre initiative reserve
Existing Council Policies:	Corporate Plan
Financial Implications:	Yes
Legal Implications (including human rights):	N/A
Risk Implications:	N/A
Equality Issues/EQIA assessment:	N/A
Crime & Disorder:	N/A
Every Child Matters:	N/A

Appendix 1 – Eligible Geographical Area for Applications

Shopfront Improvement Scheme: Eligible Area



GREAT YARMOUTH
BOROUGH COUNCIL

Strategic Planning, Housing and
Regeneration Development
Town Hall, Hall Road
Great Yarmouth, Norfolk, NR30 2GP
Customer Contact Centre Tel: 01493 858100
Email: plan@great-yarmouth.gov.uk
Web: www.great-yarmouth.gov.uk

Drawn by:	
Checked by:	
Drawing No:	
Date:	31.10.18
Scale:	A2 1:2500

Appendix 2

Great Yarmouth Town Centre Shop Front Improvement Scheme Supporting Information Guide

Window Dress to Impress Encouraging 'Window Appeal' for businesses



The scheme is not intended to create a bland uniform style to shop front design, as this would result in an uninteresting townscape.

Within the scheme we wish to encourage diversity and distinctiveness in terms of designs, details and colours whilst retaining the principles of good design associated with historic town centres.

Projects need not be historically focussed. We recognise that some buildings may require more modern shop fronts or signage and that high quality modern design can add significant value to the townscape. As a general principle projects should seek to balance imaginative design with the historic context of the building and the wider area.

Designing shop fronts

The appearance of shops can make a real improvement to an area resulting in increased trade. In Great Yarmouth creating good quality shop fronts will be a significant step towards developing the town centre character. The style, colour, materials, signage and displays in shopfronts should reinforce the Great Yarmouth identity.

Below are a number of key design considerations and examples to inspire the

business community to be creative.

Simplicity and elegance

Choose a simple design which shows off the elegance of the colour, sign letters and other detailing through its quality. Avoid clutter on the façade such as plastic and multiple projecting signs, poorly designed canopies, over dominant lighting fixings, and over complex designs as they detract from the quality of the appearance.



Decoration

Decoration schemes should be chosen with care to benefit the streetscape as a whole, especially in conservation areas, where traditional oil paints and pigments may prove to be the most successful.

Colours and tones should try to be neighbourly as the use of discordant colours may distract and undermine the character and coherence of a particular street or area. Colour schemes should relate sympathetically to the colour and texture of the external masonry and any neighbouring elevations. Good results can be achieved for period properties by using paint manufacturer's specialist colour charts.

The use of rich colours such as dark greens, blues and black are encouraged for the surrounds as these are the most traditional and so tend to work well in historic areas but they also better serve as a frame to show off the shop display.

The use of bright or modern synthetic colours such as yellows, pinks, pale blues or orange are to be discouraged in historic areas as they generally relate poorly on listed buildings.

Painted timberwork almost always proves to be more harmonious than the use of stained or varnished hardwoods or plyboards. The majority of successful schemes tend to utilise simple, monotone combinations alongside the choice of stylish but plain script on associated signage.

Encouragement will be given to the use of refined script for use on the fascia which is best limited to the name of the firm, type of business carried out or the product sold and street number.

The maximum size of the lettering should not be greater than 60% of the whole fascia height to keep it in scale with the shopfront and building. Individually applied letters in relief can sometimes be effective. Hand painted signs produced by a professional sign writer often look the best.

Quality materials and techniques

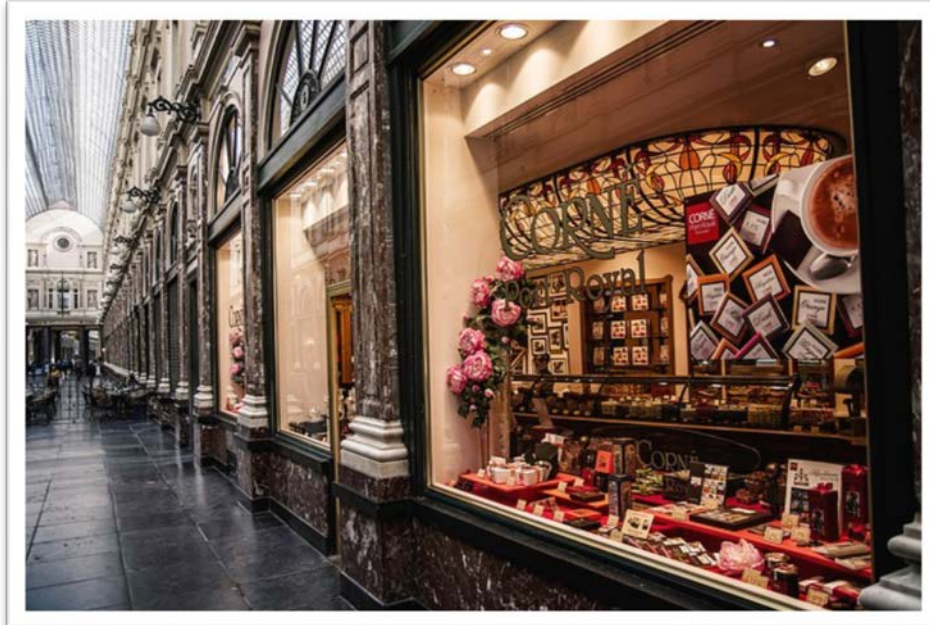
Shop fronts in Great Yarmouth should reflect tradition, skills, and trades.

The use of natural products such as timber and hand painted signage should be promoted. Modern materials such as plastics, aluminium, Perspex and stainless steel can be appropriate if they are of the highest quality and detailing.

The use of acrylics or shiny materials tends to cheapen the appearance of shop fronts and over large areas their use should be avoided.

Complement and interface with the building

Study the building which the shop front is attached to and also the neighbouring buildings to create a design that complements and brings out the best in the building.



Proportions and styles

Windows should reflect the proportions of the building and should be broken up into smaller compartments by timber mullions and glazing bars where appropriate. Large plate glass shop fronts should generally be avoided unless it can be demonstrated that this fits well with the building style.

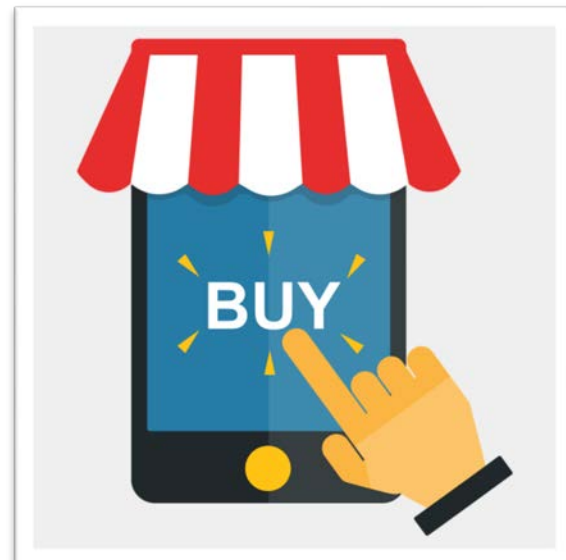
Shop fronts should not extend across a number of building units. Even if a shop occupies more than one unit, the shop front should respect the sub-division of the building. The design of doors must be in keeping with the quality of other elements of the shop front.

The materials used and style should match those of the main windows, including for example the use of timber to divide the glazing into compartments.

Signs and Advertisements - Quality signage

The shop sign is one of the important elements of the brand and 'face' of the business.

The regulations around advertisement consent are complex and it is strongly recommended to take early



consultation with a planning officer before altering or providing a new sign.

Quality of signage is crucial to achieving a shop front that reflects the character of a town and helps draw in potential customers. More modest, but good quality signage has a greater impact than over-dominant signs.

The lettering should either be hand painted or individually applied lettering. The use of acrylic or fluorescent materials in signs is considered inappropriate and should be avoided.

Signs should be fixed at the top of the façade and not above. Street numbers should be visible on shop fronts as these are a handy indicator for shoppers as well as postal and delivery services.

Carefully designed signs can enhance the quality of a shop front or building. In contrast, too much information should be avoided - it will only clutter the appearance of the building and reduce the visual impact of the sign.

Fascia signs should simply state the trader's name and where necessary the type of business. The lettering should be in proportion with the shopfront and building as a whole and should be in a style that conveys the image of the shop and is easily read.

An over-proliferation of window stickers and advertisements will always detract from the quality of the shop front should be avoided.

Horizontal projecting signs are common to some towns and shopping areas and can help to create that character in Great Yarmouth, and if well designed and can provide interest and character to the surroundings.

Traditional signs should be painted boards hanging or supported by a simply bracket at fascia level, but contemporary hanging signs can also provide great visual interest to the street scene when they are finished to a high standard.

Where a fascia board is not available, lettering can be fixed directly on to the building, but it should be of an appropriate style and scale. Lettering can also be painted or etched directly onto display windows. This can be used to great effect in sensitive locations, as it involves no physical alteration to the exterior of the building. Traders located in courtyards without a street frontage should use carefully designed signs at the yard entrance. Ideally traders should join together to produce a standard ladder or group sign, rather than a jumble of small signs.

A-boards can give the appearance of clutter in the townscape, and can also be a hazard to the disabled and visually impaired if not carefully designed and positioned. These will be discouraged in favour of a suitable alternative, such as hanging and group signs. Remember to check with planning regarding the erection of A-boards.

Flower tubs, litterbins, seats and other floor-mounted displays can also be a hazard to the disabled and visually impaired. . Remember to check with planning regarding the installation of any items outside your shop.

For planning guidance <https://www.great-yarmouth.gov.uk/planninginformation>

Lighting

Lighting on shop fronts can add attractiveness in the evening and also helps people feel safer. Lighting needs to be carefully designed to emphasise quality features of the frontage. Neon signage should be avoided except where it is specifically suited to the business.

Displays and window dressing

Attracting customers into your store is where retailing begins. National chains spend big money on window displays, why? Because they understand their value. A great window display can draw customers into your store in their droves



Window displays are one area in particular where independent retailers can fall short. A nice display that 'Sally takes care of' is most likely highly ineffective at driving traffic into your store. It is worth investing in creating attractive high impact visual displays in your shop window.

The window dressing should tell a story about the offer and entice people in through the colour scheme, positioning and selection of the products. Consumers make quick decisions about a store's suitability from the window display. Does it sell my type of products, is it within my price range, would I be embarrassed being seen entering this store even. With window displays, less really is more! And, if you intend to focus on a particular product in your window, ensure you have good stocks to fulfill demand. It would be a wasted opportunity if customers come in and can't buy.

We have already discussed lighting for the outside of your shop but it is an essential ingredient in the store and very important in your window displays. Lighting can ensure your window is bright and easy to see, but also draw customers' eyes to a particular part of the window or a particular product on display.

Get creative in your window display to excite and amaze potential customers. Think about shop windows that have stood out to you. What key elements made you admire the window and remember it? Remember to pick themes and reflect the season. This helps you plan good displays and focuses customers on a reason to come into your shop. Enjoy the process and change your window often to keep engaging with your customers.

Here is a brief checklist designed by Kerching Retail when thinking about your shop window:

- Design on paper before you start on the window.
- Big & Bold – To be visible from a distance
- Minimal stock featured in display – Easier for customer to digest
- Movement and light – to draw the eye
- Change frequently – to maintain interest
- Have a strong theme
- Introduce a call to action – get customers to do something
- Incorporate layers into your design
- Use props – add context and position products at eye level

Find out more online by using google to find ideas. Here is one window display guide from Kerching retail: <http://www.kerchingretail.com/window-display-guide>

Shop Front Materials

In the great majority of instances timber is the material traditionally used for shopfronts. Fine examples of historic shopfronts and signs that retain original design or architectural components, may need to be retained.

The material chosen for new shopfronts should respect the age and character of the building and adjoining street.

Timber has many advantages for the design of new or replacement shopfronts: it is very versatile, capable of easy adaptation and if properly primed and painted, both durable and easy to maintain.

Architectural Details - Blinds and Canopies

Blinds and canopies can be invaluable for protecting goods from sunlight, adding interest to the shop front and providing shelter for pedestrians.

Existing or original traditional style canvas blinds and blind boxes should generally be retained and, in conservation areas, permission is unlikely to be given for their removal or replacement. New blinds are most effectively positioned below the fascia and between the pilasters as this means the shop name will be visible and the blind will not interfere with or conceal the key framing elements of the shopfront.

Many retailers choose off-the-peg Dutch blinds or balloon canopies simply because they seem to increase advertising space however, they often conceal the name board and mask any attractive character in the wider shopfront. They rarely add long-term aesthetic value and should be avoided.

Sometimes a shallow folding fan canopy may be an acceptable alternative where the hood is not expected to project too far from the shopfront but such canopies can require a deep box to house the folds and this might be inappropriate.

A more modern alternative for those situations where produce or goods need protecting from sunlight is the use of retractable roller blinds. These extend across the whole shopfront but are contained within the pilasters and descend vertically from a blind box below the fascia. Any such assembly should be an integral detail of the shopfront design.



Generally, the colours chosen for blinds should be subdued as bright or gaudy colours will often jar with neighbouring shops and undermine the quality of the street scene. The most successful schemes are often those that use similar colours for the blind, fascia and any surrounds.

Security

Traditionally designed features have been encouraged in this guide for aesthetic reasons, but they can also provide additional security to shop fronts. Stall risers provide a solid base to display windows, which protects against dirt and knocks, but it can be internally reinforced to protect against attacks such as ram-raiding. Smaller panes of glass also hinder entry and are easier and cheaper to replace if a breakage does occur.

The overall security of the building should be assessed before measures are taken to alter the shop front. Advice can be obtained from a Crime Prevention Officer. The Council notes the pressure placed on shop owner by insurers to have a fully comprehensive security scheme, which includes external shutters, but this type of proposal is not considered appropriate.

If it is felt that added security is required then internal grilles should be considered. Internal grilles have minimal effect on the character of the street, will allow the interior of the shop to be seen out of hours meaning you still attracting customers even when you are closed.

Only in exceptional circumstance will external grilles or shutters be granted permission. Roller shutters have a major effect on the overall street scene, by creating a lifeless environment, which can discourage use of an area and so increase crime in the longer term. External fitting also have an adverse effect on architectural features designed into traditional and contemporary shop fronts.

Toughened or laminated glass can be used instead of shutter or grilles as a means of improving security. Toughened glass is five times stronger than ordinary glass for the same thickness and breaks safely into blunt fragments. Laminated glass on the other hand ranges in thickness and strength, but again it does not shatter when broken.

Shatterproof adhesive films can also be used on existing glazed areas. The film does not increase the strength of the glass, but it does hold the pane in one piece.

Although alarm boxes have to be visible to work as a deterrent, they should be as unobtrusive as possible. They should be fixed on to the fascia and painted in a colour which incorporates the box into the overall design of the shop.

Internal lighting can be used as a means to deter criminals. Good lighting, which illuminates the whole shop interior and is visible from the street, can encourage people to window shop and also reduces the likelihood of a break in. The lighting should generally not be so strong as to illuminate the area outside the shop, as this might affect the character of the area.

Residential use of floors above the shop can provide numerous benefits to the shop owner. As well as an additional source of income 'living over the shop' is a cheap and effective way of improving security. Having a constant presence over the premises is one of the most efficient ways of reducing crime and vandalism and often involves little alteration which might affect the character of the building.

**Great Yarmouth Town
Centre Shop Front
Improvement Scheme**
Encouraging 'Window Appeal'

**For more information,
advice or assistance if you
are considering an
improvement project
contact:**

enterpriseGY 01493 336425
or 0800 458 0146



email:shopfront@enterprisegy.co.uk
Please ask about "Shop Front Improvement Grant Scheme"

The online application and design guide is available from www.great-yarmouth.gov.uk
For planning guidance www.great-yarmouth.gov.uk/planninginformation

Appendix 3 – Application Form

Great Yarmouth Town Centre Shop Front Improvement Scheme APPLICATION FORM

Great Yarmouth Borough Council has created a scheme to assist shop owners, tenants and landlords to improve the external appearance of their premises, within a defined boundary in the town centre area.

This document is the **Application Form** and is the first stage of applying for this grant. If you would like to apply for a grant to improve your shop front please complete this document and return it to Great Yarmouth Borough Council. (Details on how to return the form can be found at the end of this document)

Please ensure you have read the ‘Overview and Guidance for Applicants’ and ‘Supporting Information’ documents prior to completing this Application Form.

(It is advisable to complete this form on a computer as the boxes will expand to fit the text being entered)

PART 1: THE PROPERTY AND YOU
Are you, leaseholder / owner / agent (circle one) of the property Applicant name:
Address of property the grant will relate to:
Postcode:
Telephone Landline: Mobile:
Email:
Name of the business currently operating from the premises / to operate from the premises when the work is complete:
Type of business:
If you are a leaseholder how much longer does your lease run for?
Are you VAT registered? : If yes, please provide the VAT number:

Business website/social media page addresses:

Property Owner Details (if different)

Property Owners Name:

Property Owners Address:

Property Owners Telephone Numbers:

Landline:

Mobile:

Property Owners email Address:

Is the property owner aware of this application? YES / NO (circle one)

What improvements are you interested in? Please describe the work that you wish to see carried out, giving details of the nature of changes to the building façade. *(use separate sheet if required)*

Include details such as:

- Reference to whether doors, windows or entrances are to change
- Materials you may use, i.e. wood, plastic, aluminium, and the type and quality of finish
- Including details of the features you wish to add or remove
- The nature of changes to front including details of features you wish to add or remove
- Changes to retail display units
- Details of colours and styles to be employed
- Types of signage to be installed or updated etc.

Please provide a photograph of your current shop front

Please attach a plan showing the proposed new front elevation and detail any specific areas of change

In relation to your application for work:(use separate sheet if required)

Describe how the application delivers value for money

Response:

How does the application demonstrate a sympathetic relationship to the property overall and to the local built environment?

Response:

The what degree does the property makes a significant contribution to the street scene by reason of its location, scale or architectural merit

Response:

If applying for signage why is the proposed new signage particularly appropriate and how it works with fascias and lighting in adding to the style

Response:

Describe how the application will enhance the town centre and contributes to the development and marketing of the business and explain how it will increase business revenues

Response:

What is the estimated total cost of work (incl. VAT) (Evidence of three quotes from

independent contractors for any single item over £1,000. Two written quotes for a single item with a total net value less than £1,000)

£

Note: The maximum grant we are able to offer will be £3,000 with a minimum 25% contribution coming from the applicant.

How much grant are you seeking?

Please use the following space if you wish to provide us with further information in connection with your application.

Declaration

The information given in this form and all supplementary details are true and accurate to the best of my knowledge and no information has been deliberately withheld.

I understand that any misleading statements whether intentional or accidental, given at any stage during the application process, or any material information knowingly withheld, could render my application invalid and may require repayment of any grant.

I have read and understood the criteria for this grant.

I will notify Great Yarmouth Borough Council in writing of any changes in the details of this application and in particular the award of any further funding from other sources.

I confirm that I am either the owner of the building or a leaseholder with leasehold permission to make physical changes to the building and understand that it my responsibility to seek permission from the property owner and from the planning department should planning be required.

Applicants Signature:

Applicants Name (in block capitals):

Date:

The Process

1. Your completed Shop Front Improvement Scheme Application submitted to Great Yarmouth Borough Council (Addresses at the end of the form)
2. Applicants will then be informed within seven days of receipt by GYBC that their application has been received
3. Work commences
4. Work completed
5. Invoices received for work undertaken on the property
6. Grant paid to nominated person

The Appraisal

Please note that Shop Front Improvement Scheme Application will be appraised by the Economic Development Committee in line with the Committee meeting timetable. Appraisal will be based on a number of criteria including:- Timeframe, Alignment to the Development Guidelines, Planning Status and other factors.

Please return your completed form and return it to Great Yarmouth Borough Council in one of the following ways:

1. If you have printed the form please return it in an envelope marked "Shop Front

Improvement Grant Scheme, c/o Economic Development Unit, The Catalyst Centre, the Conge, Great Yarmouth, NR30 1NA
2. email your completed digital form to shopfront@enterprisegy.co.uk
3. Complete and submit online at Great Yarmouth borough Council website www.great-yarmouth.gov.uk
For further information or assistance: Email: shopfront@enterprisegy.co.uk or call 01493 336425 or 0800 458 0146. Please ask about “Shop Front Improvement Grant Scheme”
DISCLAIMER
<ul style="list-style-type: none"> • The Shop Front Improvement Grant Scheme can be withdrawn at any time • The Economic Development Committee’s decision is final • Great Yarmouth Borough Council reserves the right to refuse applications without further comment • Unsuccessful applicants may be able to resubmit after six months

Appendix 4 – Guidance Notes

Great Yarmouth Town Centre Shop Front Improvement Scheme ***“Window Dress to Impress”*** ***Encouraging window appeal for business***

Overview and Guidance for Applicants

Background

The Great Yarmouth town centre and market place is recognised as an important area for regeneration in the Borough Council's Regeneration Strategy states: *“GREAT YARMOUTH TOWN CENTRE. WHAT WE ARE WORKING TOWARDS... Strengthening Great Yarmouth's town centre as the symbol of the borough, creating an attractive town centre that is a commercial and cultural hub which showcases what the whole borough offers. The town centre will have a diverse range of shops and activities on offer; it will be a place where local residents and visitors naturally congregate throughout the week, during the day and into the evenings.”*

Aims

Shop fronts that are clean, bright and have a good marketing message create a more vibrant atmosphere and make shoppers feel more welcome. This positive ambience helps to encourage more shoppers, generates more shopping visits and increases retail spend.

The character and identity of a place is heavily influenced by the quality and aesthetics of the buildings that exist within it. The shop fronts in the town centre are an essential element in creating a safe, clean and attractive destination for shoppers and visitors alike.

A well designed shop front which embraces its wider street scape will enhance the quality of experience felt by all.

The scheme is not intended to create a uniform style to shop front design, as this would result in an uninteresting townscape. Within the scheme we wish to encourage diversity and distinctiveness in terms of designs, details and colours whilst retaining the principles of good design associated with historic town centres. To help Great Yarmouth remain competitive as a retail destination, the town needs an enhancement of its retail image through improvement of existing facilities and co-ordinated new development.

The **Great Yarmouth Town Centre Shop Front Improvement Scheme** aims to enhance the image of our Town Centre shops and the general ambience.

The grant scheme is available to assist shop owners/occupiers to undertake the necessary repairs and redecoration to improve the external appearance of their shops.

High quality, eye-appealing and interesting window displays are an effective way of attracting business into your premises. They also contribute to the overall quality of a town's shopping experience. To help you maximise the benefit from your improvements to the outside of your premises, the scheme will also support the purchase of new internal window display equipment.

Great Yarmouth Borough Council understands that local businesses are key partners in achieving this goal.

The main objectives of the scheme:

- To improve business frontages including shops, commercial and office businesses

- Enhance the appearance and appeal of the town centre retail sector to visitors and the local population – helping to convert more browsers into customers
- To preserve and enhance the special characteristics of the Conservation area, its listed buildings and other buildings of public importance
- Encouraging further inward investment
- Stimulate business and consumer confidence

The Great Yarmouth Town Centre Shop Front Improvement Scheme is a local grant open to owners, landlords, and tenants of shops and businesses located within the town centre and Six Day Market. (A map of the grant area is included).

The shop front improvements are intended to improve customer perceptions of the town centre as a distinctive quality shopping and tourism destination for Great Yarmouth Borough residents and holidaymakers.

GUIDANCE TO APPLICANTS

Core features of the grant

Great Yarmouth Borough Council is introducing the shop front improvement scheme to help support growth and prosperity in the Great Yarmouth Town Centre as part of the strategy to support the regeneration of central Great Yarmouth.

Funding

Grants are available to a maximum of £3,000 per applicant. (75% of the total costs coming from the grant, with 25% of the project's costs provided by the applicant.) Grants are allocated on a first come first served basis provided eligibility has been met. Retrospective applications for work already being carried out or has been completed cannot be considered.

The scheme runs from the 1st December, 2016 until 31st March, 2018 as a rolling programme based on limited funding in the scheme and will be withdrawn once funding has been exhausted or the end date whichever comes first. Therefore, it is advisable to apply early.

Who Can Apply?

The Great Yarmouth Town Centre Shop Front Improvement Scheme is available to independent businesses and owners of units which are located within the Town Centre as defined by the Great Yarmouth Town Centre Shop Front Improvement Scheme Team. **(Please see the outlined area in the map below)**

Am I eligible for support?

This is a discretionary grant and all applications will be carefully considered by the Economic Development Committee before an application can be progressed.

They will consider how a project will add to the Great Yarmouth Town Centre retail offer. Applications are considered on a case by case basis.

How Do I Apply?

Making an application

- The Shop Front Improvement Scheme design guide includes useful information for consideration when planning your project. It is advised that applicants make themselves familiar with this before completing their application.

- Applications will be considered by the Economic Development Committee subject to the committee meeting timetable where applications will be reviewed.
- Applicants are advised to submit applications as early as possible and well in advance of any start date for the proposed works.
- Applicants should ensure that no grant project work is commenced or paid for prior to an application being approved and a grant offer letter issued. As grants cannot be made retrospectively.
- All grants are paid on defrayed expenditure, i.e. the grant payment can only be claimed from the Council once the project has been completed. Evidence of this will be required.

Please review the Great Yarmouth Shopfront Improvement Application Form and Design Guide details of where to obtain the forms are at the end of this document.

What will the Scheme Fund?

Not all improvement works will be eligible for a Shop Front Improvement Grant. The grant will only fund “eligible works.”

The Shop Front Improvement Grant is for eligible capital works to improve the visual appearance of a retail property.

Works may include new windows (as part of an overall scheme), exterior treatments, lettering, fascias, signage, and lighting on the principle ground floor trading elevation of the property. Physical improvements to a shop entrance to improve disability access are also eligible for grant support. The grant may also pay towards the planning and building regulations application fees where relevant.

Examples of the type of work can include, but is not limited to, the following that will be generally considered as eligible for support:

- New shop fronts
- Repair and reinstatement of all or any part of a ground floor shop front fixture that is visible from the street
- New signage or refurbishment of existing signs (External ground floor or shop front signage below fascia level)
- Re-painting of external frontages in a suitable colour (External ground floor or shop front frontages below fascia height)
- Re-pointing, repair and cleansing of external stonework and brickwork at and below fascia level
- New ground floor windows and shop doors
- New internal ground floor window display, point of sale and marketing materials
- New or upgrading of internal window lighting
- New or upgrading of external lighting below first floor height
- Internal security grilles and/or security glazing
- Alterations to external doors and level entry to permit access for people with disabilities
- Fabric roller blind awnings and canopies

The scheme generally will not fund the following:

- General pedestrian access improvements
- Re-pointing, repair and cleansing of external stonework and brickwork above fascia level.
- Repair and reinstatement of guttering and down pipes (routine property maintenance)
- Externally mounted security features

Please note: The grant is discretionary and subject to the availability of funds. The inclusion of a building within the eligible area does not give any automatic entitlement to a grant.

The scheme cannot support works that have already been undertaken or any works which are started before a formal offer of grant funding has been made.

Will I Need Planning Permission?

Nearly all work that will result in a material change to the external appearance of a shop will require planning permission so it is advisable to speak with the Council's Planning Team prior to completing an application.

A separate planning application and scale drawings will be required to illustrate the extent of the works proposed.

If you employ a professional agent they will be able to act on your behalf and advise you about any statutory consent that may be needed. The grant will not be able to be used for utilising the services of a consultant or designer.

It is a good idea to discuss whether your proposals require planning permission and aspects of design so please contact the **Council's Planning Team on 01493 856100 or email plan@great-yarmouth.gov.uk**

What Should My Application Aim to Achieve?

Because there is limited funding all applications will be assessed carefully to consider how successfully the proposal meets the following objectives:

- Delivers Value for Money
- Demonstrates a sympathetic relationship to the property overall and to the local built environment.
- The degree to which the property makes a significant contribution to the street scene by reason of its location, scale or architectural merit
- Is the chosen signage particularly appropriate, with fascias and lighting adding to the style
- Any alterations or new shopfronts should be considered in the context of the wider street scene
- Has a strategic aim to enhance the town centre and contributes to the development and marketing of the business with potential to increase business revenues

When does my completed application have to be submitted by?

The Great Yarmouth Town Centre Shopfront Improvement Scheme is a rolling programme; however there are limited funds so applicants are strongly advised to

apply early as the scheme can be withdrawn without notice.

Requirements of all Applicants

All applicants must ensure that they have completed all necessary documents before submission. Please ask for advice if you have any questions or are not sure what is required.

TERMS & CONDITIONS

Eligibility Criteria

Applicants must meet the following criteria in order to be eligible for the Scheme:

Eligible Applicants

1. Owner of the premises – we will need to see proof of ownership.
2. Lessee of the premises – where the conditions of the lease do not prohibit such works and a minimum of 3 years remaining on the lease. You must have permission with your lease terms to alter the building or provide written permission from the property owner.

Eligible Premises

1. The property or business must be located within the area highlighted in the map included.
2. Must be an SME business.
3. A proven need for improvement to the shop must be demonstrated and agreed by the Economic Development Committee.

Application Requirements

- Complete an application form outlining the need for a grant along with an itemised list of proposed works and proof that any planning permission has been granted if required
- Provide photographic evidence that support is needed to repair, renovate or improve the shop front
- Provide quotations for the work.
- Evidence of three quotes from independent contractors for any single item over £1,000.
- Two written quotes for a single item with a total net value less than £1,000
- Preference will not necessarily be given to the estimate with the lowest cost as we wish to encourage good quality. Applicants are encouraged to use local traders where possible.
- Should applicants wish to undertake the work themselves, grant aid will be paid towards costs of materials only.
- The applicant will meet health and safety requirements.
- Retrospective applications for works already undertaken will not be accepted.
- Applicants must not have any outstanding planning or building enforcement action against them. Grants will not be given to any applicant with outstanding enforcement issues
- If the Lease holder does not have permission to alter the building, written permission must be obtained.
- Planning and building control written support if required.

Payment of grant

The grant is paid on defrayed expenditure, i.e. grants will only be paid to a business when;

- All works have been completed to the satisfaction of the Economic Development Committee and Economic Development Unit.
- The Economic Development Unit has inspected the original copy of the contractor's invoice(s)

Repayment of Grant

We reserve the right to recover the grant within a period of 24 months from the date of payment, if:

- The applicant removes any of the features that have been paid for by the Shop Front Grant Scheme
- If the grant aided work is changed, altered or not properly maintained, without the prior approval of the Council.

The grant offer is valid for six months, unless there are extenuating circumstances, which the applicant must immediately inform the Economic Development Committee without delay and request an extension

Appendix 5 – Members Assessment Form

Great Yarmouth Town Centre Shop Front Improvement Scheme Members Assessment Form

Applicant Name:

Address:

Brief description of proposed work:

	Application Assessment	Yes	No
1	Has the applicant completed all sections of the application form adequately in line with the guidance?		
2	Has the work already been undertaken or any works started before a formal offer of grant funding has been made?		
3	Has the application revealed any work or does any aspect of the application fall outside of the grant's remit? Specify:		
4	Has the applicant provided the correct planning documents if they are required? If yes, has the planning application and scale drawings been submitted with this application?		
5	Have quotations for the proposed work been submitted with application? (Evidence of three quotes from independent contractors for any single item over £1,000. Two written quotes for a single item with a total net value less than £1,000)		
6	Is the Applicant undertaking the work themselves? (Are materials only being applied for?)		
7	Applicant's responses <u>How does the application Delivers Value for Money</u> Response:		

	Application Assessment	Yes	No
	<p><u>How does the application demonstrate a sympathetic relationship to the property overall and to the local built environment?</u> Response:</p> <p><u>The what degree does the property makes a significant contribution to the street scene by reason of its location, scale or architectural merit</u> Response:</p> <p><u>If applying for signage why is the proposed new signage particularly appropriate and how it works with fascias and lighting in adding to the style</u> Response:</p> <p><u>Describe how the application will enhance the Town Centre and contributes to the development and marketing of the business and explain how it will increase business revenues</u> Response:</p>		
7	<p>Is more information required before processing the application? If so details:</p>		
	<p>Members Decision: Is the application Approved? Reasons for decision:</p>		

Subject: Market Place Fees and Charges Review

Report to: EMT 10th November 2016

Economic Development Committee 21st November 2016

Report by: Kate Watts, Transformation Programme Manager

RECOMMENDATIONS

That Economic Development Committee considers the content of this report and recommendations listed below, with the view to making a number of recommendations to Policy and Resources Committee as part of the budget setting process regarding market place fees and charges.

Recommendation for Two Day Fees and Charges:

It is recommended that Members consider option 3 for recommendation to Policy and Resources Committee as part of the budget setting process.

Option 3 is a 2.5% decrease from the 16/17 fees. This would have a positive impact on traders and help with those that need to pay additional monies for their additional pitches. This would bring the market fees more in line with others set and could help to encourage new business onto the market. The income levels for the Council would remain at similar levels to 2016/17.

However it is also recommended that in future years this fee is changed in line with the Council's fees and charges policy.

Recommendation for Friday Market Fees and Charges:

It is recommended that Members consider option 1 for recommendation to Policy and Resources committee as part of the budget setting process.

Option 1 is no increase from 16/17 fees. This fee structure is well liked by traders and brings in additional income for the Council for its Friday Markets.

It is also recommended that this fee structure is applied to any additional markets that are held during the year, for example a Sunday market as part of a Town centre event.

Recommendation for Charity Barrow Charges

It is recommended that this scheme is continued and that no charge is applied for the use of this barrow by a registered charity.

Recommendation for Craft Barrow Scheme

It is recommended that a second barrow scheme is put in place for craft traders and that they pay a daily fee of £10.00.

Recommendation for Six Day Fees and Charges:

It is recommended that Members consider option 3 for recommendation to Policy and Resources committee and Council as part of the budget setting process.

Option 3 is a 2.5% decrease. This would have a positive impact on traders and would bring the Market fees more in line with others set. This reduction could help to encourage new business onto the market. However it is also recommended that in future years this fee is changed in line with the Council's fees and charges policy.

1. INTRODUCTION

- 1.1 Great Yarmouth Market is an important part of Great Yarmouth's Town Centre and a key priority for the Borough Council. It is an historical market which can be dated back to at least 1208 when it was granted a Royal Charter by King John.
- 1.2 The Market Place area is 5400 square metres and provides a six day covered market with 36 stalls and a two day market which operates on Wednesdays and Saturdays.
- 1.3 Extra markets are also held throughout the year such as Friday markets which run from May to Christmas.
- 1.4 Fess and charges have been set anually in relation to the Market by the Council. In 2012 there was a review of these fees and charges as part of the movement in payment of the buisness rates (from the Council to the six day traders).

- 1.5 Since this dates the fees and charges have remained at a fixed price for the two day and six day traders.

2. BACKGROUND

- 2.1 Over the last year the Council has undertaken a significant review of its market and made some substantial changes to improve the market in terms of both its management and the physical market area, alongside the enhancement of a programme of events to boost footfall. Specifically, these actions have included:

- A deep clean, repair and repaint of six-day market canopy and structure
- A repaint of all market place furniture
- Establishment of a four weekly deep clean of the six day market indoor floor
- A pest control survey and subsequent pest control contract to include four weekly site visits
- Employment of a dedicated Town Centre cleaning operative
- Movement of all market place policies into one policy
- Advertisement of four vacant six-day market stalls, one of which is now occupied
- Introduction of trial days for potential two day traders
- Introduction of a market newsletter for traders
- Formalisation of the market management structure
- Improvements to trader's toilet facilities
- Implementation of marketplace office opening times
- Update of all trader's information and significant improvements to record keeping
- An enhanced Town Centre events programme which significantly increased footfall during 2015/2016 with further investment in Town Centre events

- 2.2 Whilst significant effort has been put in during the last year to improve the market it is clear that this is still an area which requires further development. In part it is hoped that will be achieved over time and further actions are planned. These further actions include

- A review of 2 day & casual trader licenses
- A movement from the issuing of licenses to leases on the six day market
- A fees and charges review
- Creation of a marketplace brand to be included on all promotional materials
- Improved advertisement for new business
- A review of how start up business could be supported on the market

- 2.3 This paper presents to the Members the outcome of one of these actions –a fees and charges review, which Members are asked to consider and make recommendations on as part of the budget setting process.

- 2.4 As part of this review, Officers have considered the Council's medium term financial strategy, feedback from traders and benchmarking information regarding fees and charges that have been set by other Authorities in relation to their markets.

3. TWO DAY MARKET TRADERS FEES REVIEW

- 3.1 The fees that have been set in relation to the two day market are based on per foot calculations, and change between Summer and Winter periods for both permanent and casual traders.

- 3.2 The table below shows these 16/17 fees.

PRICE/PITCH/TRADER			
Permanent Trader Winter per foot	£1.12 (£3.67 per metre)	Permanent Trader Summer per foot	£2.42 (£7.94 per metre)
Casual Trader Winter per foot	£1.68 (£5.51 per metre)	Casual Trader Summer per foot	£3.36 (£11.91 per metre)

- 3.3 These fees were subsequently compared against the fees charged for transient market traders at Kings Lynn, a similar type of Market.
- 3.4 Appendix 1 details this comparison further but in summary Great Yarmouth's fees are higher than Kings Lynn in the Summer, but lower than Kings Lynn during the Winter period.
- 3.5 Traders themselves have made yearly representation to Members prior to the budget setting process, always asking that the fee should be reduced. As a result the fees schedule for traders has not been changed for the last four years. More recently traders have further expressed concern about their fees, citing difficulties in the current economic climate in making their businesses viable.
- 3.6 There are also a number of traders who historically have grown their pitches size wise, but have not paid any additional fee in relation to this additional growth. Officers have approached these traders to resolve this issue and again these traders have been clear that if they either have to reduce their pitch size or pay more rent that they would in fact have to cease trading on the market.
- 3.7 It is clear that when considering the fees for 17/18 in relation to the two day market there will be opposing issues in particular between the Council's need

to balance its budgets against the feedback from traders that any increase will have a detrimental effect on their business. More specifically any reduction would have a beneficial impact, in particular for the traders that have historically occupied spaces larger than they have paid for.

- 3.8 As part of this review four options have been developed in relation to the two day market fees for members to consider.

Option 1: No Change to 16/17 Fees

- 3.9 The estimated income for 17/18 based on the current pitches and fees in place equals £82,524. An additional £17,286 could also be generated from existing traders paying for the additional space they are currently using without any fee changes. The total estimated income is £99,780.

Benefits	Risks
The Council would be seen in a positive light by traders by not increasing fees for 17/18	Existing traders may leave the market if they are required to pay additional monies for increased pitches
The Council would still increase its income through additional monies paid by existing traders	Existing traders may leave the market who are currently struggling to maintain their businesses with the current fee structure in place

Option 2: Increasing Fees for 17/18

- 3.10 This is a total increase of 3.9% from the 16/17 fees. This is in line with the council's fees and charges policy which specifies a 2% plus a RPI increase. The estimated income for 17/18 based on this proposal would equal £85,742. An additional £17,960 could also be generated from existing traders paying for the additional space they are currently using without any fee changes. The total estimated income is £103,702.

Benefits	Risks
The Council would be following its fees and charges policy and this would be in line with other fees and charges set by Council	Existing traders may leave the market if they are required to pay additional monies for increased pitches and fees
The Council could further increase its income through additional monies paid by existing traders	Existing traders may leave the market who are currently struggling to maintain their businesses with the current fee structure in place

Option 3: Decreasing the Fees for 17/18 by 2.5%

3.11 This would see a decrease in fees set in 16/17 by 2.5%. The estimated income for 17/18 based on this proposal would equal £80,460. An additional £16,853 could also be generated from existing traders paying for the additional space they are currently using without any fee changes. The total estimated income is £97,313.

Benefits	Risks
The Council would be seen in a positive light by traders by reducing fees for 17/18	Existing traders may still leave the market if they are required to pay additional monies for increased pitches
The Council would still increase its income through additional monies paid by existing traders	This fee reduction keeps the income at a similar level to 16/17 so does not help address the Council's challenging financial position
This fee reduction will bring the fees more in line with other Authorities pricing schedules	
This fee reduction should help encourage economic stability for traders and new business	

Option 4: Decreasing Fees for 17/18 by 5%

3.12 This would see a decrease in fees set in 16/17 by 5%. The estimated income for 17/18 based on this proposal would equal £78,397. An additional £16,421 could also be generated from existing traders paying for the additional space they are currently using without any fee changes. The total estimated income is £94,818.

Benefits	Risks
The Council would be seen in a positive light by traders by reducing fees for 17/18	Existing traders may still leave the market if they are required to pay additional monies for increased pitches
The Council would still increase its income through additional monies paid by existing traders	This fee reduction decreases the income levels from 16/17 putting pressure on the Council's own financial position
This fee reduction will bring the fees more in line with other Authorities pricing schedules	

This fee reduction should help encourage economic stability for traders and new business	
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Recommendation for Two Day Trader Fees and Charges:

- 3.13 It is recommended that Members either option 3 for recommendation to Policy and Resources Committee as part of the budget setting process.
- 3.14 Option 3 would have a positive impact on traders and help with those that need to pay additional monies. This would bring the Market fees more in line with others set and could help to encourage new business onto the Market

4. GREAT YARMOUTH FRIDAY MARKET FEES REVIEW

- 4.1 The fees that are set in relation to Friday markets (which usually run from May – Dec) are based on up to footage calculations and were set as follows for 16/17.

PRICE/PITCH/TRADER	
Up to 10 foot/3 metres	£10.00
Up to 20 foot/6 metres	£20.00
Up to 30 foot/9 metres	£30.00

- 4.2 As part of this review three options have been developed for Members to consider.

Option 1: No Change to 16/17 fees

- 4.3 Traders like this fee structure. Growth in Friday markets has occurred during the last twelve months. It is an easy structure for traders when working on an ad hoc basis.

Option 2: Increase fees for 17/18

- 4.4 This is a total increase of 3.9% from the 16/17 fees. This is in line with the council's fees and charges policy which specifies a 2% plus a RPI increase.

PRICE/PITCH/TRADER	
Up to 10 foot/3 metres	£10.39
Up to 20 foot/6 metres	£20.78

Up to 30 foot/9 metres	£31.17
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Recommendation for Friday Market Fees and Charges:

- 4.5 It is recommended that Members consider option 1 for recommendation to Policy and Resources Committee as part of the budget setting process.
- 4.6 This fee structure is well liked by traders and brings in additional income for the Council for its Friday Markets.
- 4.7 It is also recommended that this fee structure is applied to any additional markets that are held during the year, for example a Sunday market as part of a Town centre event.

5. CHARITY BARROW

- 5.1 Currently the Market makes available a barrow set up to Charity traders on a Wednesday and Saturday at no cost.

Recommendation for Charity Barrow Charges

- 5.2 It is recommended that this scheme is continued and that no charge is applied for the use of this barrow by a registered charity.

6. PROPOSED NEW CRAFT BARROW

- 6.1 A number of local residents have approached the Council to sell arts and craft type goods on an ad hoc basis.

Recommendation for Craft Barrow Scheme

- 7.1 It is therefore proposed that a second barrow scheme is put in place for these traders and that they pay a daily fee of £10.00.

8. SIX DAY MARKET TRADERS FEES REVIEW

- 8.1 The fees that have been set in relation to the six day market are based on the type of goods sold by the market trader.
- 8.2 The table below shows these 16/17 fees.

PRICE/PITCH/TRADER		
Hot Food 1	Page 63 of 94	£740.00

Groceries	£500.00
Dry Goods (Retail goods)	£550.00
Hot Food 2	£700.00

8.3 In comparing these fees to other fixed market stalls (See Appendix 2) Great Yarmouth's fees are slightly higher. However trading within the six day market has been more stable over the last year with two unit transfers and only one trader leaving. There are three vacant units on the market and recent for sale marketing of these has led to a high volume of queries.

8.4 As part of this review four options have been developed in relation to the two day market fees for Members to consider.

Option 1: No Change to 16/17 fees

8.5 Option 1 would generate a similar income to 2016/17 and additional income if the three vacant stalls are let by 2017/18. This option would be a positive one for these traders. The estimated income for 17/18 based on existing traders would be £240,950.

Option 2: Increase fees for 17/18

8.6 This is a total increase of 3.9% from the 16/17 fees. This is in line with the council's fees and charges policy which specifies a 2% plus a RPI increase. The estimated income for 17/18 based on existing traders would be £250,347.

PRICE/PITCH/TRADER	
Hot Food 1	£768.86
Groceries	£519.50
Dry Goods (Retail goods)	£571.45
Hot Food 2	£727.30

Option 3: Decrease fees for 17/18 by 2.5%

8.7 This would see a decrease in fees set in 16/17 by 2.5%. The estimated income for 17/18 based on this proposal would equal £234,927.

PRICE/PITCH/TRADER	
Hot Food 1	£721.50
Groceries	£487.50

Dry Goods (Retail goods)	£536.25
Hot Food 2	£684.60

Option 4: Decrease fees for 17/18 by 5%

- 8.8 This would see a decrease in fees set in 16/17 by 5%. The estimated income for 17/18 based on this proposal would equal £228,903.

PRICE/PITCH/TRADER	
Hot Food 1	£703
Groceries	£475
Dry Goods (Retail goods)	£522.50
Hot Food 2	£665

Recommendation for Six Day Fees and Charges:

- 8.9 It is recommended that Members either consider option 3 for recommendation to Policy and Resources Committee as part of the budget setting process.
- 8.10 Option 3 would have a positive impact on traders in supporting their businesses. This would bring the Market fees more in line with others set and could help to encourage new business onto the Market.

9. FINANCIAL IMPLICATIONS

- 9.1 The medium Term Financial Strategy currently being developed for 2017/18 – 2020/21 provides a high level assessment of the resources available and outlines the financial projections for the following four financial years. This will be used to inform the detailed budget for 2017/18.
- 9.2 As part of the annual budget setting process, fees and charges are agreed for the forthcoming financial year along with an estimate of the level of income anticipated. Forward projections for later years will also be calculated and will reflect planned increases to fees and charges in line with the fees and charges policy. The implications of the recommendations from this review as outlined in this report will need to be taken into account as part of the 2017/18 budget setting process.
- 9.2 In terms of planning for the income generated by the market for the two day income for 2016/17 this was budgeted at £100,000. The forecast for the end of the year is £83,282. This is due to less traders trading on our two day market.

- 9.3 If members agree to option three there would be a further reduction of income for the Council of £2,822. It is however hoped that this reduction would allow some traders to pay for the additional space they occupy, bringing in additional income for the Council. It is also hoped that this reduction would encourage further traders to come and trade on the market.
- 9.4 In terms of planning for the income generated by the market for the six day income for 2016/17 this was budgeted at £261,593. The forecast for the end of the year is £245,950.
- 9.5 If members agree to option three there would be a further reduction of income for the Council of £5,420. It is also hoped that this reduction would encourage further traders to come and trade on the market. Currently the Council is marketing three empty units on the six day market.
- 9.6 In agreeing to these options Members are therefore asked to note impact this has on the overall funding gap the Council needs to close. For 17/18 this has a total gap of approximately £50,000 when totaling existing loss of income alongside a fee and charges reduction of 2.5%.

10. CONCLUSIONS AND RECOMMENDATIONS

10. That Economic Development Committee considers the content of this report and the officer recommendations, with the view to making a number of recommendations to Policy and Resources Committee as part of the budget setting process.

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

APPENDIX 1: TWO DAY TRADER FEES AND CHARGES COMPARISON

Kings Lynn fees & Charges for Markets 16/17

Kings Lynn set different fees for week day and Saturday trading. The fees are based on per foot and per metre calculations. They have no difference in fees between summer and winter.

PITCH/PRICE/TRADER				
	Kings Lynn Per foot	GYBC Per foot	Kings Lynn Per metre	GYBC Per metre
Weekday Permanent Trader	£1.40	Summer £2.42	£4.60	Summer £7.94
		Winter £1.12		Winter £3.67
Weekday Casual Trader	£2.05	Summer £3.63	£6.73	Summer £11.91
		Winter £1.68		Winter £5.51
Sat Permanent Trader	£1.20	Summer £2.42	£3.94	Summer £7.94
		Winter £1.12		Winter £3.67
Sat Casual Trader	£1.75	Summer £3.63	£5.74	Summer £11.91
		Winter £1.68		Winter £5.51

APPENDIX 2 FIXED/SIX DAY MARKET FESS AND CHARGES COMPARISON

Norwich Market Fixed Unit Fees

In Norwich your fees are based on the position of your stall, rather than the good that you sell. Prices range from £185 - £500 per month. This is in comparison to Great Yarmouth fixed stall fees which range from £500 - £740 per month and are based on the goods that you sell from your stall.

Coventry City Council Fixed Unit Fees

Coventry City Council offer unit fees and a fixed cost of £8,000 per year, which equates to £666.67 per month. This fee is regardless of the goods you sell and covers general retailing as well as street food.

Burnley Borough Council

Burnley Borough Council offer unit fees at fixed costs but fees are based on whether you are local business (registered and operating in Burnley) to regional to national. Local businesses are charged £580 per month while national ones are charged £1,560.

Subject: Economic Development - Quarter 2 Performance Report 2016/17

Report to: Economic Development Committee – 21 November 2016

Report by: Group Manager (Growth)

SUBJECT MATTER/RECOMMENDATIONS

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

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

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

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

RECOMMENDATIONS

The actions are:

- All measures to be monitored during the next quarter

1. INTRODUCTION/BACKGROUND

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

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

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

2. PERFORMANCE MEASURES

Performance Measures – Highlights

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

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

The following areas of performance are brought to your attention:

Improved performance:

- a) ED01 Planning applications: Major applications determined within 13 weeks (quarterly cumulative) has significantly improved to well above target.
- b) ED04 Percentage of Major planning applications processed within 13 weeks over the last 24 months (quarterly cumulative) has also significantly improved to well above target.
- c) ED05/ED06 Percentage and number of Major planning applications overturned on appeal over the last 24 months remains at: 0% & 0.
- d) ED07 The number of planning appeals has increased in the quarter.
- e) ED08 98.2% of building regulation applications had a decision notice issued within the eight week statutory period (quarterly cumulative).
- f) ED09 98.07% of Land Charge searches returned within 10 working days (quarterly cumulative).
- g) ED11 Number of homes granted planning permission up from 59 (first quarter) to 205 (quarterly cumulative) but number of new homes built (ED10) up from 58 (first quarter) to just 110 (quarterly cumulative).
- h) ED12 to ED14 Enterprise Zone delivery (jobs, number of businesses and floorspace) remains on target. Great Yarmouth continues to be marketed to energy companies. Offshore wind potential has increased with the naming of Great Yarmouth as the construction port for both the Galloper and East Anglia ONE windfarms. See related energy report in the Economic Development Committee papers.
- i) ED15 Number of new business start-ups (enterpriseGY) has out-performed the target by delivering 53 new starts in this quarter alone (100 being the annual target). A significant achievement.
- j) ED16 The number of vacant retail units in the town centre has reduced from 72 to 70 (from 16.6% to 16.2%), reflecting some of the displaced indoor market traders (following the Regent Bowl fire) to both Victoria Arcade and retail units on the market place.

Reduced performance:

- a) EDO2/ED03 i.e. Minor/Other planning applications determined within set timeframes were below target, but the former showed significant improvement, rising from 35.38% to 45% (quarterly cumulative). Planning performance has declined in the past two years, particularly in the last two quarters with exceptional circumstances in the team due to vacant posts, sickness and IT teething problems. A new Planning Assistant was recruited in June 2015 but returned to his old authority (improved recruitment package) towards the end of last year. The post remained vacant following a poor response to the advertised post. This post was re-advertised along with another Planning Assistant post and a Technical Officer post with two successful candidates joining the department at the beginning of October. It is envisaged that performance will improve over the remaining half year of 2016/17 as the department moves towards a full complement of staff.
- b) ED17 - % of footfall in the Town Centre against the same quarter in the previous year fell between July and September. The lower footfall reflects the national trend seen in many town centres. Although attractions and holiday accommodation claimed good growth in the tourism sector during the same period, it has not fed into an increase in the town centre footfall. The Great Yarmouth Town Centre Initiative aims to improve the situation.

Data Quality note

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

3. FINANCIAL IMPLICATIONS

None

4. RISK IMPLICATIONS

None

5. CONCLUSIONS

None

6. RECOMMENDATIONS

The actions are:

- All measures to be monitored during the next quarter

7. BACKGROUND PAPERS

None

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

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







PERFORMANCE INDICATORS – SUMMARY REPORT QUARTER 2 (Jul - Sep) 2016/17

ECONOMIC DEVELOPMENT COMMITTEE

Measure	Previous Quarter	This Quarter	Target	Qtr 2 2015/16	Status	Trend	
						Last Period	Last Year
ED01 - Planning applications: Major applications determined within 13 weeks (Quarterly Cumulative)	50%	85%	65%	No applications received		↑	N/A
ED02 - Planning applications: Minor applications determined within 8 weeks (Quarterly Cumulative)	35.38%	45%	70%	34.9%		↑	↑
ED03 - Planning applications: Other applications determined within 8 weeks (Quarterly Cumulative)	50%	40%	70%	43.7%		↓	↓
ED04 - Percentage of Major planning applications processed within 13 weeks over the last 24 months (Quarterly Cumulative)	60%	95.6%	65%	New indicator		N/A	N/A
ED05 - Percentage of Major planning applications overturned on appeal over the last 24 months (Quarterly Cumulative)	0%	0%	20%	0%		↔	↔
ED06 - Number of Major planning applications overturned on appeal over the last 24 months (Quarterly Cumulative)	0	0	NA	0		N/A	↔
ED07 - Planning Appeals: a) Total number of Planning appeals b) Number of Planning appeals allowed (Quarterly Cumulative)	a) 3 b) 1	a) 11 b) 4	NA NA	a) 20 b) 6		N/A N/A	↓ ↓
ED08 - Building Control: The percentage of building regulation applications where a decision notice is issued within the eight week statutory period. (Quarterly Cumulative)	100%	98.2%	100%	92.4%		↓	↑
ED09 - Percentage of Land Charges search returns sent within 10 working days. (Quarterly Cumulative)	99.65%	98.07%	97%	87.53%		↓	↑

Measure	Previous Quarter	This Quarter	Target	Qtr 2 2015/16	Status	Trend	
						Last Period	Last Year
ED10 - Number of new homes built a) All homes b) Affordable homes built (Quarterly Cumulative)	a) 58 b) N/A**	a) 110 b) N/A**	300* NA	New indicator		↑	N/A
ED11 - Number of homes granted planning permission a) All homes b) Affordable homes (Quarterly Cumulative)	a) 59 b) N/A**	a) 205 b) N/A**	NA NA	N/A N/A		↑	N/A
ED12 - Enterprise Zone: Number of new jobs created a) Beacon Park b) South Denes (Quarterly Cumulative)	355 237	Not available***	1,500 per bid document	N/A N/A		N/A N/A	N/A N/A
ED13 - Enterprise Zone: Number of businesses at a) Beacon Park b) South Denes (Quarterly Snapshot at last day of quarter)	17 6	Not available***	NA NA	22 N/A		N/A N/A	N/A N/A
ED14 - Enterprise Zone: Beacon Park a) New floor space developed b) % of empty floor space across Beacon Park (Quarterly Snapshot at last day of quarter)	23,703 20	Not available***	NA NA	2,494 ^{m2} N/A		N/A N/A	N/A N/A
ED15 - Number of new business start-ups enterpriseGY (Quarterly Cumulative)	18	53	25	11		N/A	↑
ED16 - Town Centre retail units: a) Number of vacant retail units in Town Centre b) % of vacant retail units in Town Centre (Quarterly Snapshot at last day of quarter)	72 16.6%	70 16.2%	1% reduction 1% reduction	N/A N/A		↑ ↑	N/A N/A
ED17 - % of increased footfall in Town Centre against same quarter in previous year(Quarterly)	-2.7%	-4.5%	2% increase	-1.9		N/A	↓

Measure	Previous Quarter	This Quarter	Target	Qtr 2 2015/16	Status	Trend	
						Last Period	Last Year
ED18 - Conservation: a) Number of buildings removed from Risk Register (Quarterly Cumulative)	1	1	2	N/A		N/A	N/A
Note: * Target is an annual target and will be reported on an annual basis. **Performance will be reported on an annual basis. *** Enterprise Zone survey for Quarter 2 has not yet been carried out.							
Measures that are not achieving Target: ED02 - Planning applications: Minor applications determined within 8 weeks – Planning performance has declined in the past two years, particularly in the last two quarters with exceptional circumstances in the team due to vacant posts, sickness and IT teething problems. A new Planning Assistant was recruited in June 2015 but returned to his old authority lured by an improved recruitment package towards the end of last year. The post remained vacant following a poor response to the advertised post. This post has recently been re-advertised along with another Planning Assistant post and a Technical Officer post with two successful candidates joining the department at the beginning of October, so it is envisaged that performance will improve over the remaining half year of 2016/17 as the department moves towards a full complement of staff. ED03 - Planning applications: Other applications determined within 8 weeks – See ED02 ED17 - % of increased footfall in Town Centre against same quarter in previous year - The lower footfall reflects the national trend seen in a lot of town centres. Although attractions and holiday accommodations claimed good growth in the tourism sector during the same period, it has not fed into an increase in the town centre footfall.							

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

Key:

NA = No target set, contextual information only

N/A = Not available/not applicable

Subject: Offshore Wind/Energy Briefing

Report to: EMT 10 November 2016
Economic Development Committee 21 November 2016

Report by: Peter Wright, Economic Development Officer

SUBJECT MATTER/RECOMMENDATIONS

This report summarises the opportunities presented by offshore wind developments in the UK, more specifically off the east coast of England and the efforts that are being made to bring this work to Great Yarmouth.

RECOMMENDATION

Economic Development Committee are asked to note the contents of this report.

1. INTRODUCTION

This report outlines the potential of the offshore wind energy sector on the east coast, specifically Great Yarmouth and Lowestoft, building on the 50 years of experience in oil and gas.

2. BACKGROUND

Broader Energy Context

- 2.1 Great Yarmouth is well established as a leading offshore energy port having supported the offshore oil and gas sector in the Southern North Sea for over 50 years. There is a strong local supply chain and skills base including international companies and local businesses operating globally from Great Yarmouth. Great Yarmouth is well placed to develop further in the offshore energy sector, however it faces stiff competition and there is a finite amount of land available at or close to the deep-water outer harbour and river facilities as preferred by businesses in the offshore energy industry.

Oil and Gas

- 2.2 The oil and gas sector is cyclical and over the last couple of years a significant fall in the price of oil has led to a lack of new investment in the sector. Great Yarmouth has suffered less than other areas like Aberdeen as most of the businesses local to Great Yarmouth are engaged in the gas sector where the impact of the downturn has been less dramatic and

companies not reliant on offshore activities alone can draw on opportunities within East Anglia. While most commentators expect an upswing in the medium term, it would be imprudent to predict when and how extensive any return to growth will be.

- 2.3 Nautilus Associates in their report in December 2015 for New Anglia Local Enterprise Partnership on the Energy Sector did identify £18.5 billion of potential capital investment to 2020 in East Anglia, of which £3.3bn was from oil and gas and £3.7bn from decommissioning. There are major gas projects such as Cygnus and Platypus going ahead and operations and maintenance must be maintained.
- 2.4 There are other segments of the wider offshore energy sector where Great Yarmouth is well placed to attract investment.

Decommissioning

- 2.5 There are over 600 production platforms in the North Sea; many are several decades old and past their originally expected lifespan. EU regulations will require many of these facilities to be decommissioned or re-commissioned over the next decade. Great Yarmouth is ideally located, has deep-water facilities, supply chain and fabrication skills to support this industry. Peterson, in a joint venture with environmental solutions provider Veolia has already invested £1m in a purpose-built decommissioning facility in the port area and the Borough Council, with trade association the East of England Energy Group (EEEGR), has developed a decommissioning supply chain capability matrix to demonstrate breadth of skills available locally (See Appendix 1) .

Offshore Wind

- 2.6 The development of the UK offshore wind sector is being undertaken through three phased development rounds co-ordinated by the Crown Estate, the owner of the seabed, to allow for step changes in technology and scale. The Government has initiated a number of subsidy schemes and is currently committed to a Contract for Difference (CfD) programme. (See Appendix 2)
- 2.7 The Round 1 development was launched in 2001. Sites were small (typically 20-40 turbines), close to shore and used onshore turbine technology adapted for a marine environment. The entire capacity of Round 1 is 1.2GW. Scroby Sands, off the Great Yarmouth coastline, was one of the first UK offshore windfarms commissioned comprising 30 x 2MW Vestas turbines.
- 2.8 The productive capacity of a wind farm is measured in megawatts per hour (MW) or gigawatts per hour (GW) where 1 GW = 1000MW.]

- 2.9 The much larger Round 2 programme was launched in 2003, located further offshore and in deeper waters. Of the 15 sites totalling 7.2GW consented, seven windfarms have been delivered to date with a further four under construction. The remainder will most likely be built at the same time as the Round 3 schemes. Sheringham Shoal, Greater Gabbard and Dudgeon were all Round 2 windfarms in close proximity to Great Yarmouth.(See map below)
- 2.10 The latest phase of the offshore wind programme, Round 3, was announced in 2010. At 25GW, this is the largest offshore windfarm programme in the world, with the largest zones, namely the East Anglia Array, Hornsea and Dogger Bank off the east coast of England. The intention was that its delivery should contribute significantly towards the Government's carbon reduction commitments and stimulate major investment in UK manufacturing in products such as turbines, blades, towers, foundations, sub stations, cables and the supporting supply chain.
- 2.11 The Round 3 programme has been slow to develop for various reasons: changes of Government in 2010, tensions on policy in the previous Coalition Government, uncertainty in the financial markets and a lack of clarity on energy policy from the current Government until late 2015. However the Government announced the first Contract for Difference auction in 2014 and two Round 3 projects were awarded subsidies, the East Anglia One (714MW) off the Norfolk coast and Neart na Gaoithe (450MW) off the southeast coast of Scotland.

3. OFFSHORE WIND

Progress to date

- 3.1 To date, the UK has installed 5GW of offshore wind capacity and there are a further 12 projects with a total capacity of 5.2GW that are either under construction or have passed their final investment decision and will be commissioned by the end of 2020. Assuming the industry maintains its progress in reducing its cost per MW/Hour, industry expects the UK to achieve the Government's ambition of installing another 10GW of capacity in the 2020s to reach a total installed capacity of 20GW by the end of 2030. Based on current leased sites, the large majority of this future capacity is expected to be installed in the North Sea off the UK's east coast.
- 3.2 Of the 17.8GW projects likely to be available for development through to 2030, 62% (11.1GW) is in the Southern North Sea; 36% (6.4GW) is immediately off the coast of Great Yarmouth, while a further 4.7GW (26%) of

the total is off the Yorkshire coast and serviceable from Great Yarmouth. With further significant developments off the Dutch and Belgian coasts, it is clear that the largest offshore wind market in the world is in the Southern North Sea and deliverable from Great Yarmouth.

Market Opportunity

- 3.3 The UK is the world's leading offshore wind market with the majority of existing and planned development close to the Norfolk and Suffolk coast as the following map shows. The list of projects planned can be seen in Appendix 3 and represents £billions of potential economic activity.
- 3.4 As part of the application process for a Contract For Difference windfarm developers have to create a supply chain plan to show how they are delivering UK content. The Government and license holders share an ambition to achieve or exceed 50% UK content over the lifetime of the project.
- 3.5 A report by BVG Associates for the Government into the capability of East Coast ports for offshore windfarm construction found that Great Yarmouth was suited to windfarm staging and at least one manufacturing activity.
- 3.6 Alongside manufacturing and staging there will be demand for operations and maintenance facilities to service the windfarms in prospect. Great Yarmouth's proximity to a number of windfarms means that further bases are likely to be needed with similar facilities required as the new Statoil base for Dudgeon.

[illegible]

- 3.8 In the coming years, some of the world's largest wind farms are expected to be

built off the East Anglian coast, including the £2.5 bn East Anglia ONE project, which will create hundreds of jobs in construction and long term operations and maintenance (O&M). ScottishPower Renewables aim to start construction in 2017, with the first of up to 102 offshore wind turbines installed by 2019 and the project fully operational during 2020, creating up to 3,000 jobs. Great Yarmouth will act as the construction base for this windfarm and a new £5m facility is being prepared in the port to receive Siemens turbines.

- 3.9 Great Yarmouth is also playing a similar role as the wind turbine assembly location and installation base for the Galloper windfarm being developed by Innogy (formerly RWE). Turbines are expected in the outer harbour very early in 2017.
- 3.10 Great Yarmouth has already been chosen as the base for operations and maintenance activity for the Dudgeon Offshore windfarm, with activities centred around a new high quality riverside base alongside the Great Yarmouth Energy Park.
- 3.11 The Outer Harbour is being currently used by a jack up working on the Race Bank wind farm.
- 3.12 Other offshore wind projects under planning and or consultation and deliverable from Great Yarmouth include: East Anglia THREE, East Anglia TWO, East Anglia ONE North, Norfolk Boreas and Vanguard and Hornsea 1-3. These plus the Dogger Bank development further offshore will generate a series of construction projects over the next 15 plus years with each project followed by over 20 years of O&M.
- 3.13 There is also a potential market of £30bn in oil and gas decommissioning over the next 30 years.
- 3.14 With over 50 years expertise in oil and gas and skills transferable to the offshore renewables sector, there is a tremendous opportunity in Great Yarmouth, including significant job creation, but there will be fierce competition for investment. Other ports have more land to offer and strong promotional campaigns underway.

Council Response

Marketing and Promotion

- 3.15 Under the East of England Energy Zone banner Great Yarmouth and Waveney with North Norfolk Councils, EEEGR and Norfolk and Suffolk counties have been busily promoting the opportunities in the area for offshore wind. Since 2011 the EEEZ has been promoted at international events up and down the

country and on the continent.

- 3.16 As plans for the UK 3rd Round windfarms take shape we can see the fruits of our labours. The involvement of the port in Great Yarmouth has always been a critical element of this work and Peel Ports have already played an important part in drawing developers and their top tier companies to Great Yarmouth.

Enquiries

- 3.17 Enquiries for land and premises continue to be generated through promotional activity, exhibitions and events and press releases. As the UK Round 3 windfarms, such as East Anglia 1, enter into the construction phase, interest in land and premises has increased with a variety of proposals being explored.

Land and Premises

- 3.18 Ever since the Round 3 windfarm leases were awarded in 2010 the Borough Council with Norfolk CC and private landowners have been reviewing the land available for energy, mainly in the South Denes.
- 3.19 The port area of the South Denes has been successfully designated a national Enterprise Zone with rates discounts, relaxed planning controls and superfast broadband. Alongside this area the Borough Council with Norfolk CC have been developing the concept of the Energy Park to make land available close to the port. The Enterprise Zone in the South Denes has recently been extended with the addition of 3 small sites.
- 3.20 The recent BVG report to Government on the capability of East Coast ports in terms of offshore windfarm construction has re-energized the work to maximize the land available for energy in the South Denes.
- 3.21 The second Great Yarmouth Enterprise Zone site at Beacon Park has been very successful at attracting energy companies. Here too the Council, working with New Anglia LEP, have managed to get an extension of the site. The new site will be active from April 2017.

Supply Chain

- 3.22 The Borough Council is very keen to work alongside the major windfarm developers and their Tier 1 and Tier 2 suppliers. The Council hosted a supplier day for the Dudgeon windfarm in the Town Hall in December 2014 and provided local companies with a list of goods and services required by the contractors involved.
- 3.23 The Economic Development Unit has also produced a matrix of the capabilities of local companies to provide to major contractors and windfarm developers. This gives every encouragement to local procurement to achieve UK content.(See Appendix4)

- 3.24 The Council collaborates with the East of England Energy Group in relation to supply chain events organised for developers.

Skills

- 3.25 A number of the major windfarm developers have joined EEEGR and are engaging in their Skills for Energy programmes. The 2 County Councils collaborated with EEEGR on an Enterprise Zone funded skills strategy. The Borough Council supported the Energy Foundation course at Lowestoft College in its early days.

4. FINANCIAL IMPLICATIONS

- 4.1 The marketing and promotion of the opportunities in Great Yarmouth for developers and their supply chain companies must continue.
- 4.2 The Government's support for the offshore wind industry will hopefully stretch out through the 2020's and we need to maintain interest in the EEEZ for that period. A further 2 years funding of EEEZ is planned to come through the Enterprise Zone retained income investment fund known as Pot B.
- 4.3 The recent announcement of the next round of Contracts for Difference in April 2017 provides a welcome encouragement to the industry.

5. RISK IMPLICATIONS

- 5.1 The consistent availability of Government financial support on a cost reducing basis is vital to maintain the industrial scale opportunity offshore wind presents.
- 5.2 The EEEZ has to demonstrate that cost effective solutions can delivered from Great Yarmouth / Lowestoft / North Norfolk. The competition for work will be very strong, and not just from UK ports.

6. CONCLUSIONS

- 6.1 Offshore wind represents a huge opportunity for the local ports and energy industry. Every effort has to be made to ensure that companies can provide a cost effective solution to wind farm development and long term maintenance. All agencies from Local Authorities to Government Departments must collaborate to ensure that UK plc benefits from the industrial scale of work in prospect.

- 6.2 The Borough Council working with Waveney DC, North Norfolk / Norfolk and Suffolk County Councils and EEEGR has actively promoted the Great Yarmouth and Lowestoft sub regional offer to the industry. The results of this work are beginning to bear fruit.

7. **RECOMMENDATIONS**

The importance of the offshore wind prospects should be noted and the need to maintain our efforts to encourage and accommodate this industry should be recognised.

8. **BACKGROUND PAPERS**

Energy Sector Review, Nautilus Associates Dec 2015

East Coast Ports Review, BVG Associates August 2016

GYBC Economic Development Strategy 2011 – 2016

GYBC Draft Economic Growth Strategy 2016 - 2021

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:	Yes – at EMT
Existing Council Policies:	Corporate Plan, Economic Strategy and Local Plan.
Financial Implications:	N/A
Legal Implications (including human rights):	N/A
Risk Implications:	N/A
Equality Issues/EQIA assessment:	N/A
Crime & Disorder:	N/A
Every Child Matters:	N/A

13/10/2016 11:01

The UK Energy Act (2013)

52. The Electricity Market Reform policy and Energy Act 2013 introduced Contracts for Difference (CFD) to provide incentives in the form of revenue stabilisation for new low carbon initiatives, replacing the previous Renewable Obligation system. CFD is driven to ensure Levelised Energy Cost (LEC) to the consumer. However, in 2015 the UK Government announced cuts to the CFD subsidies for renewable energy with the focus being to deliver UK energy security through a sustainable electricity market with minimal government intervention, whilst maintaining relatively consistent costs for consumers. If Government conditions on cost reductions are met by developers, budget may be made available for further CFD auctions.

Operational Windfarms Maintained Locally

Appendix 3

Windfarm	O & M Base	Operator
Scroby Sands	Great Yarmouth	E.ON
Sherringham Shoal	Wells	Statoil
Greater Gabbard	Lowestoft	Scottish & Southern Energy (SSI)

Windfarms Under Construction/Planning

Windfarm	Base	Operator/Owner	Timescales	Size	Turbines	Project/Jobs Value
Dudgeon	Great Yarmouth is construction and operation base and will be O&M base	Statoil/Statkraft/Mazdar	O&M base in South Denes completed. Onshore cabling is currently taking place as is installation of monopiles. Turbines will be installed through 2017 with all turbines fully commissioned by end of 2017.	402MW	67 x Siemens 6MW	£1.5bn Undisclosed construction jobs c60 O&M jobs
Galloper	Port of Lowestoft confirmed as "offshore construction coordination base". Great Yarmouth confirmed as "Siemens wind turbine assembly and location base" O&M Harwich	Innogy (formerly RWE)	Work currently taking place in Outer Harbour for handling of turbines early 2017. Commissioned by March 2018.	336MW	56 x Siemens 6MW	£1.56bn 700 construction jobs 90 O&M jobs
Race Bank	Grimsby will be main base, but Great Yarmouth currently being used for jack up installing turbines.	DONG	Offshore construction has commenced; commissioned 2018/9	573MW	91 x Siemens 6MW	£1.7bn Undisclosed construction jobs Undisclosed O&M jobs
East Anglia ONE	Great Yarmouth - Construction Base Lowestoft - O&M	ScottishPower Renewables	Was awarded Contact for Difference February 2015 and Final Investment Decision was made March 2016. Onshore works commence January 2017. Offshore works commence 2018. Fully commissioned 2020.	714MW	102 x Siemens 7MW	£2.5bn Up to 3,000 construction jobs Undisclosed O&M jobs
East Anglia ONE North	TBC	ScottishPower Renewables	Scoping reports early 2017. Construction commences 2026	800MW	TBC	Not disclosed.
East Anglia TWO	TBC	ScottishPower Renewables	Scoping reports early 2017. Construction commences 2025	800MW	TBC	Not disclosed.
East Anglia THREE	TBC	ScottishPower Renewables	Currently being considered by the National Infrastructure team within the Planning Inspectorate. Documents submitted Spring 2016 with start of construction 2020	1200MW	Up to 172 7-12MW turbines (contract not yet awarded)	Not disclosed.
Norfolk Vanguard	TBC	Vattenfall	Scoping Report has been submitted to the Planning Inspcetorate. Currently holding Public Informatino Days.	1.8GW	TBC	Not disclosed.
Norfolk Boreas	TBC	Vattenfall	Concept/early planning stage.	1.8GW	TBC	Not disclosed.
Triton Knoll	TBC	Innogy and Statkraft	Consent authorised.	750-900MW	113-288 8MW	£3bn Jobs not disclosed.
Hornsea Project One	O&M Grimsby. Installation TBC	DONG	Pre-construction	1.218GW	174 x Siemens 7MW	Not disclosed.
Hornsea Project Two	TBC	DONG	Consent authorised.	1.8GW	80-300 6-15MW	£6bn Jobs not disclosed.

Hornsea Project Three	TBC	DONG	Concept/early planning stage.	2.4MW	112	Not disclosed.
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Legend

- UK Offshore Windfarms
- Other Offshore Windfarms
- Southern North Sea Gas Fields
- Airport
- Heliport

Map Labels: Wells/Egmore, Great Yarmouth, Lowestoft, Norwich, Cambridge, London, Hastings, Ipswich, East Anglia ONE, East Anglia TWO, East Anglia ONE North, East Anglia ONE South, Gallopers Wind Farm, Greater Gabbard, Gunfleet Sands, London Array, Thanet, Kentish Flats, Sheringham Shoal, Inner Dowsing, Race Bank, Dudgeon, Trilon Knoll, Humber Gateway, Westernmost Rough, Hornsea, Norfolk Vanguard, Norfolk Boreas, East Anglia THREE.

Legend

- UK Offshore Windfarms
- Other Offshore Windfarms
- Southern North Sea Gas Fields
- Airport
- Heliport

Map Labels: Wells/Egmore, Great Yarmouth, Lowestoft, Norwich, Cambridge, London, Hastings, Ipswich, East Anglia ONE, East Anglia TWO, East Anglia ONE North, East Anglia ONE South, Gallopers Wind Farm, Greater Gabbard, Gunfleet Sands, London Array, Thanet, Kentish Flats, Sheringham Shoal, Inner Dowsing, Race Bank, Dudgeon, Trilon Knoll, Humber Gateway, Westernmost Rough, Hornsea, Norfolk Vanguard, Norfolk Boreas, East Anglia THREE.

Legend

- UK Offshore Windfarms
- Other Offshore Windfarms
- Southern North Sea Gas Fields
- Airport
- Heliport

Map Labels: Wells/Egmore, Great Yarmouth, Lowestoft, Norwich, Cambridge, London, Hastings, Ipswich, East Anglia ONE, East Anglia TWO, East Anglia ONE North, East Anglia ONE South, Gallopers Wind Farm, Greater Gabbard, Gunfleet Sands, London Array, Thanet, Kentish Flats, Sheringham Shoal, Inner Dowsing Lincs, Race Bank, Dudgeon, Trilon Knoll, Humber Gateway, Westernmost Rough, Hornsea, Norfolk Vanguard, Norfolk Boreas, East Anglia THREE, Scroby Sands.

Legend

- UK Offshore Windfarms
- Other Offshore Windfarms
- Southern North Sea Gas Fields
- Airport
- Heliport

Map Labels: Wells/Egmore, Great Yarmouth, Lowestoft, Norwich, Cambridge, London, Hastings, Ipswich, East Anglia ONE, East Anglia TWO, East Anglia ONE North, East Anglia ONE South, Gallopers Wind Farm, Greater Gabbard, Gunfleet Sands, London Array, Thanet, Kentish Flats, Sheringham Shoal, Inner Dowsing Lincs, Race Bank, Dudgeon, Trilon Knoll, Humber Gateway, Westernmost Rough, Hornsea, Norfolk Vanguard, Norfolk Boreas, East Anglia THREE, Scroby Sands.

- Legend**

 - UK Offshore Windfarms
 - Other Offshore Windfarms
 - Southern North Sea Gas Fields
 - Airport
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EAST OF ENGLAND

GREAT YARMOUTH, LOWESTOFT & WELLS

Centre for Offshore Renewable Engineering

Photo: Mike Page

Legend

- UK Offshore Windfarms
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EAST OF ENGLAND

GREAT YARMOUTH, LOWESTOFT & WELLS

Centre for Offshore Renewable Engineering

Photo: Mike Page

An aerial photograph of a coastal town. On the left, a sandy beach leads to a residential area with houses and a green field. A large industrial facility, possibly a power plant or refinery, is situated in the center, featuring a long pier extending into the sea. A large red and white structure, likely a crane or part of the industrial equipment, is prominent. In the background, a long row of wind turbines is visible in the ocean under a clear blue sky. The image is oriented horizontally on the page.

T: +44 (0) 1603 222731
E: mc@theenergyzone.co.uk
W: www.theenergyzone.co.uk

To report an omission, up-date a company entry or request further information about a listed company, please contact:
Stephanie Pimlott, Business Liaison Officer

T: +44 (0) 1493 846108
E: stephanie.pimlott@great-yarmouth.gov.uk

3rd Edition

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The image contains a circular arrangement of text. At the top, it reads "The East of England Energy Zone's supply chain has extensive expertise across the full range of wind farm development from survey to installation and construction to O&M. This expertise is built on over 50 years' experience as England's leading base for offshore energy in the Southern North Sea." The text continues around the bottom of the circle: "Local companies have played a key role in the delivery of UK Round 1 and 2 windfarms including Scroby Sands, Greater Gabbard, Thanet, Lincs, Dudgeon and Sheringham Shoal with many recognised as leaders in Europe's offshore wind industry."

The graphic features the 'EAST OF ENGLAND ENERGY ZONE' logo at the top, which includes a stylized green and blue wave icon. Below the logo is a map of the East of England region, with a red outline indicating the 'Energy Zone'. The map shows the coastline and major cities like London, Ipswich, and Norwich. The text 'Energy Zone' is written in a large, bold, sans-serif font across the middle of the map. At the bottom, there is a small inset map of the United Kingdom with a red dot indicating the location of the Energy Zone in the east.

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Business and political leaders in the region are taking a collaborative approach to the development of the energy industry.

A dedicated partnership, between councils and local industry, can facilitate introductions to the companies on this capability matrix as well as other businesses in the East of England Energy Zone in the wider supply chain supporting wind farm development.

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[illegible]

Subject: Economic Growth Strategy 2016-21

Report to: Economic Development Committee 21 November 2016

Report by: Peter Wright, Economic Development Officer

SUBJECT MATTER

The Draft Economic Growth Strategy 2016-21 is attached for Members information and comment and to be approved for wider consultation with stakeholders with a view to having a final strategy for Committee approval in early 2017.

RECOMMENDATIONS

Members are recommended to approve this draft strategy for consultation.

1. INTRODUCTION/BACKGROUND

The previous Economic Strategy ran from 2011 to 2016 and put an emphasis on employment growth through key sectors: tourism; energy & engineering; port & logistics.

This new Economic Growth Strategy has been developed through a review of previous documents, policies, commissioned studies and consultations with local stakeholders. It sets out in detail the key sectors best-placed to deliver employment growth, prospects that are to be realised and the challenges in particular sectors that need addressing over the next five years.

2. THE 2016-21 ECONOMIC GROWTH STRATEGY

The strategy aims to address the Borough's challenges and meet new opportunities through further growth in the Borough's key sectors and by putting a new emphasis on Place.

The Strategy is to lead a place-making agenda that changes how Great Yarmouth is perceived and understood amongst residents, visitors, businesses, investors and potential workers. This will be underpinned by a continued emphasis on growing the key sectors, a joined-up approach to workforce development and due importance given to improved infrastructure. Achieving this strategy necessitates strong

partnerships which can be achieved by joint actions, coordinated through the Economic Reference Group and using the Action Plan.

Leadership of this strategy resides with the Economic Development Committee. The strategy is realised through the implementation of the Action Plan. Its implementation in turn is reported to and monitored by the Economic Reference Group, whose membership consists of partners representing a wide-range of stakeholder groups, including further education, cultural and industry groups. An annual benchmarking report will summarise progress. Progress will be reported to the Economic Development Committee and further direction is taken from the Committee.

The Action Plan will deliver the needed improvement in each field. The individual actions are grouped under the four broad aims that encompass the strategy's aims on Place, Key Sectors, Workforce Development and Infrastructure:

- A Destination in Which to Invest, Work, Visit and Live
- Key Sector Development and Sustainability
- Developing communities, entrepreneurship and the workforce
- A Prosperous Physical Environment and Improved Infrastructure

The challenges and opportunities of each part of the local economy are described in this document. The actions shown at the end of the document will guide each area of the economy toward these common, overarching aims. Whilst these aims will guide the strategy's implementation over the next five years, the actions that sit underneath these aims can be added to or revised as it progresses.

3. FINANCIAL IMPLICATIONS

The strategy is a shared framework for activity with stakeholders contributing to the actions planned. The GYBC actions to 2017 are budgeted for.

4. RISK IMPLICATIONS

As stated in the strategy itself there are wider macro-economic risk factors such as the price of oil and changes to Government policy e.g. Brexit and energy policy.

5. CONCLUSIONS

The strategy provides a framework for the Council and its partners to address the economic challenges faced by the Borough. It is a living document which will allow action plans to be altered to meet any change in circumstances.

The draft strategy has been developed from previous analysis, statistically up-dated and with stakeholder input. It is a sound basis for the development of an approved strategy.

6. **RECOMMENDATIONS**

Members are invited to consider the draft Economic Growth Strategy 2016-21 and make any suggested changes before approving it for wider consultation.

7. **BACKGROUND PAPERS**

Bone Wells Study 2009/10

Economic Development Strategy 2011-16

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:	Yes – at EMT
Existing Council Policies:	Corporate Plan and Local Plan
Financial Implications:	n/a
Legal Implications (including human rights):	n/a
Risk Implications:	n/a
Equality Issues/EQIA assessment:	n/a
Crime & Disorder:	n/a
Every Child Matters:	n/a