

Economic Development Committee

Minutes

Monday, 06 June 2016 at 18:30

PRESENT :

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

Councillor Hacon acted as substitute for Councillor K Grey

Councillor Robinson - Payne acted as substitute for Councillor Walker

Also in attendance :-

Mr R Read (Director of Housing and Neighbourhoods), Mrs K Watts (Transformation Programme Manager), Mr D Glason (Group Manager - Growth), Ms K Sly (Section 151 Officer), Mrs C Sullivan (Norfolk County Council), Mr D Wiles (Communication and Press Officer) Mr A Carr (Group Manager Tourism and Communications), Mr P Wright (EnterpriseGY) and Mrs S Wintle (Member Services Officer).

1 APOLOGIES FOR ABSENCE

Apologies for absence were received from Councillors K Grey, Stenhouse and Walker.

2 DECLARATIONS OF INTEREST

Councillors B Coleman, Hammond and Jeal declared personal interests in the item relating to the Great Yarmouth Air Show in their capacities as Members of the Great Yarmouth BID Board but in line with the Constitution were allowed to speak and vote on this matter.

Councillor Grant declared a Personal Interest in the item relating to the Great Yarmouth Air Show in his capacity as a Ambassador of the Great Yarmouth BID, but in line with the Council's Constitution was allowed to speak and vote on this matter.

3 AN OVERVIEW OF ECONOMIC DEVELOPMENT

Members noted the Group Manager Growths presentation which provided a brief overview of the the following :-

- 2 Enterprise zones - Beacon Park and South Denes
- East Anglia One
- Great Yarmouth Tidal Defences
- Local Plan 'Core Strategy' - adopted in December 2015
- Great Yarmouth waterfront regeneration and its proposals
- Urban Concept
- Flood resilience
- Town Centre initiative
- Tourism, Culture and Heritage

A Member asked in relation to the Carter Jonas report and its deadlines, the Group Manager Growth advised that in initial draft report was due to be completed within the next 2 months.

4 THIRD RIVER CROSSING

The Chairman gave a brief outline to the report on the Third River Crossing and advised Members that due to the short window of opportunity to submit the BID for the Great Yarmouth Third River Crossing the Leader of the Council had submitted a letter to Tom McCabe, Executive Director for Community and Environmental Services at Norfolk County Council to ensure the BID deadline was met.

The Chairman advised Members that the recommendation to be considered was the endorsement of a £965,000 scheme development bid for Great Yarmouth Third River Crossing through the 'major local transport scheme' (non trunk road) funding stream announced in the 2016 Budget.

Claire Sullivan of Norfolk County Council, gave a power point presentation to Members which provided a overview of the the advantages of a third river crossing in Great Yarmouth.

A question was raised in relation the height of the bridge and whether there would be a limit on openings of the bridge to alleviate traffic congestion, it was advised that it would be approximately 75m with minimum openings.

The Ward Councillor for North Yarmouth raised some concern in relation to the Bure link and asked why this had not been an option, he was advised that the Bure Link project had been investigated although through the congestion alleviation process it was found that the development of a Third River Crossing would have a greater impact on the alleviation of traffic for Great Yarmouth.

The Chairman asked if there were reports available for new Members of the

Council together with Members of the Committee to show the statistics that had been undertaken in 2009.

A Member asked if there was potential that a charge would be put in place on the bridge, it was advised that there were no plans to charge for the use of the bridge.

RESOLVED :

That the Committee agree to endorse a £965,000 scheme development bid for the Great Yarmouth Third River Crossing through the 'major local transport scheme' (non trunk road) funding stream announced in the 2016 Budget. This will be led by Norfolk County Council as the Highways Authority and submitted to Government by 31 May 2016 Deadline.

5 COASTAL COMMUNITIES FUND - ROUND 4 LAUNCH

The Group Manager Growth reported on the Coastal Communities Fund Bid, he advised Members that the CCF (Coastal Communities Fund) was a UK - wide programme designed to support the economic development of coastal communities by promoting sustainable economic growth and jobs, so that people are better able to respond to the changing economic needs and opportunities of their area. Last year, the CCF awarded funding to 36 projects as part of its Round Three allocations in England; this included the Council's enterpriseGY programme.

Members were advised that in England the fourth round was launched on the 23 May 2016 and the Council intends to submit an application by the 30 June 2016 deadline.

The Director of Housing and Neighbourhoods reported that the Executive Management Team and all Group Managers had been asked to submit their "expressions of interest" with a summary of ideas/proposals. He reminded Members of the bid deadline and that a decision by the Economic Development Committee would be required before the application was submitted. Concern was raised in relation to Members being unaware of developing projects and the need to make decisions on such projects.

A Member suggested that information be sent via email to all Committee Members, and that should any strong objections be received a further meeting be arranged.

It was agreed that delegated decision be given to the Chair and Vice Chair of the Committee after a consultation has taken place with Councillor Jeal, Lead Member of Economic Development and that an email be sent to all Committee Members.

RESOLVED :

(1) That the Committee agree to note the content of the report.

(2) That the Committee agree that delegated decision be given to the Chair and Vice Chair of the Committee after consultation with Councillor Jeal, and an email has been sent to all Committee Members confirming details of relevant documents.

6 GY AIR SHOW 2017

The Chairman gave a brief summary to Members on the proposals for an Air Show in Great Yarmouth for 2017, he advised Members that the Greater Yarmouth Business and Tourism Improvement Area (GYTABIA) has part of their event planning process, committed to holding the first annual Great Yarmouth Air Show in June 2017 working alongside the Borough Council's Car Parking and Property sections to optimise the use of seafront car park's and land assets.

The Ward Councillor for Nelson Ward raised his concerns in relation to the residents parking around the area, he was advised that at this stage this matter had not been fully addressed.

A Member asked if the bid payers were to be consulted throughout the planning process of the Air Show.

RESOLVED :

(1) That Members of the Economic Development Committee recognise the strategic importance of an Air Show and note the structures currently in place to ensure a safe and exciting event.

(2) That the Committee note that GYTABIA will be looking to work alongside the Borough Council's Car Parking Section and Property Section optimise the use of seafront car parks and land assets, on which a subsequent paper will be presented to Members in July 2016.

7 TOWN CENTRE ICE RINK

The Chairman gave a brief background overview of the Ice rink and the proposals for 2016 and beyond. He reported on the recommendations for the Committee to consider. Officers requested permission from the Committee to investigate additional options, these would be reported back to the Committee at a later date.

The Group Manager, Tourism and Communications Manager reported on the significant items from within the report.

A Member expressed great concern over the costing of the Ice Rink and advised that he had spoken with retailers from within the Town Centre who claimed that no improvement in takings had been seen whilst the ice rink was in place.

A Member suggested that as part of the Officers investigations feedback from retailers should be included within their findings.

The Ward Councillors for Nelson and Central and Northgate Wards advised that they had received some negative feedback from residents in relation to the ice rink and its cost.

RESOLVED :

(1) That the Committee agree to consider the option of bringing the ice rink back to Great Yarmouth for Christmas 2016, building on the success of its first year and allocating funding from within the Town Centre reserve.

(2) That the Committee agree to further consider the option of a 2 or 3 year investment to reduce the annual costs of another one off event.

8 TOWN CENTRE EVENTS

The Group Manager, Tourism and Communications summarised the report to Members which asked Members to consider the establishment of an annual town centre events budget of £60,000 from the Town Centre reserve for 2016/17 and to consider this level of support being maintained over a 3 year period.

A Member raised concern in relation to the Easter Fair and the cost to the Council and asked for a breakdown over the last 5 year period to be provided to Members to evidence the breakdown of cost to the Council.

Members were advised that due to the Committees finance threshold, up to £50,000 could be agreed, with the subsequent amounts being taken forward to the Policy and resources Committee for approval.

RESOLVED :

That approval be given to £50,000 for an annual town centre events budget from the Town Centre Reserve for 2016/17, subject to the Officer's checking the Constitution to determine the Committee's financial threshold limits and if the threshold is up to £100,00 then approval be given to allocate £60,000 to the annual town centre events budget from the Town Centre Reserve for 2016/17.

9 ANY OTHER BUSINESS

The Chairman reported on the forward plans for the Committee and advised Members that these would be an item on the agenda at future meetings. A Member asked in relation to items on the agenda, whether Members could bring relevant items to be considered by the Committee forward, it was advised that this would need to be agreed by the Committee.

Members noted and agreed the date for the next meeting to be Tuesday 19 July 2016 at 6:30pm.

The meeting ended at: 20:00