



Economic Development Committee

Minutes

Monday, 23 May 2022 at 18:00

PRESENT:-

Councillor Candon (in the Chair); Councillors Cordiner-Achenbach, Freeman, Jeal, Lawn, Mogford, Plant, Price, Robinson-Payne, B Walker & A Wright.

Councillor G Carpenter attended as a substitute for Councillor P Hammond.

Mr D Glason (Director of Planning), Mr S Best (Interim Head of Inward Investment), Mr J Goffin (Media & Comms Manager) & Mrs C Webb (Executive Services Officer).

Mr M Brett (IT Support).

Mr C Sargisson (CEO, Chamber of Commerce).

1 APOLOGIES FOR ABSENCE

Apologies for absence were received from Councillors P Hammond & Talbot.

2 DECLARATIONS OF INTEREST

There were no declarations of interest declared at the meeting.

3 MINUTES

The minutes of the meeting held on 7 March 2022 were confirmed with an amendment that Councillor Fairhead be added to the list of attendees.

4 MATTERS ARISING

The Chairman reported that there were no matters arising from the above minutes.

5 FORWARD PLAN

The Committee received and considered the Forward Plan.

Councillor Jeal asked for a report detailing the cost to the Council of the Easter Fair and the profit it generated. Officers to check whether this would need to be added to the Economic Development Committee Forward Plan or the Policy & Resources Committee Forward Plan.

Councillor Plant asked that a report on the Norfolk Infrastructure Plan be added to the Forward Plan.

Councillor Price asked for a briefing note on the remit of the Economic Development Committee. The Chairman reported that Democratic Services would be asked to prepare a briefing note for Committee.

RESOLVED:-

That the Forward Plan, with the amendments agreed at the meeting, be noted.

6 GREAT YARMOUTH ENTERPRISE HUB PILOT UPDATE

The Committee received and considered the report from the Head of Inward Investment.

The Head of Inward Investment gave an update on the Great Yarmouth Enterprise Hub pilot project and Enabling Self-Employment in Norfolk project. It set out the current plans for a fully-funded scheme to run until the end of December 2022 in premises within Market Gates, delivered with the Town Centre Partnership, Norfolk Chamber of Commerce and other trusted partners.

The pilot would also cover costs for the two existing GYBC Business Advisor posts beyond June 2022 when their current funding ended and helped inform development of the support for businesses theme within the Borough's emerging UK Shared Prosperity Fund Investment Plan.

Councillor A Wright asked why the former Greenwoods shop had not housed the

Enterprise Hub as previously reported to the Committee. The Council also owned other premises within the Town Centre, such as in the Market Row, which would have negated the cost of rent. Councillor Wright asked for clarification as to whether the two Business Advisor posts were new posts or whether they were existing posts. Councillor Wright asked whether it would be possible for the Business Advisors to attend a future meeting to introduce themselves to the Committee.

Councillor Wainwright asked if the Committee could be informed of how many vacant premises we had in the Town Centre. The Chairman agreed that a report, for information only, would be prepared and circulated to the Committee.

Councillor Cordiner-Achenbach was concerned regarding the length of time and costs it was taking to get this important project off the ground. The head of Inward Investment reported that the fit-out of the premises in Market Gates would be basic, new flooring, up-cycled desks and acrylic signage at the front and would not hold up the opening of the hub for very long.

Councillor Cordiner-Achenbach highlighted that the Hub must not dual-fund the same users to enable the initiative to help as many people as possible. The head of Inward Investment agreed that the initiative should not run the risk of double-accounting.

The Chairman thanked the Head of Inward Investment for an excellent report and reported that the scheme would extend front-line business support and provide the essential data to expand this service in Great Yarmouth.

RESOLVED:-

That the Committee:-

- (i) Review and comment upon the update on the Great Yarmouth Enterprise Hub pilot project and Enabling Self Employment in Norfolk project as set out in this report; and
- (ii) Note the associated opportunity to extend existing frontline business support until the end of 2022 and help gauge local need and demand for any further development of the concept under the local UK Shared Prosperity Fund award.

7 CHAMBER OF COMMERCE - SUPPORT FOR THE GREAT YARMOUTH BUSINESS COMMUNITY

The Committee received a presentation from Chris Sargisson, CEO, Norfolk Chamber of Commerce.

A copy of the presentation slides had been circulated to all members of the committee prior to the meeting.

Chris Sargisson explained the following:-

- how the Chamber of Commerce planned to maximise membership
- gave an overview of key messages
- introduced key staff members
- gave an insight into the customer experience
- informed the Committee of planned events for 2022/23
- improved marketing of the Chamber
- international trade services
- key campaigns

- Co.Activate which would shortly be launched
- the launch of the new, improved website
- social media platforms
- the launch of the Digital Chamber; and
- what's next in the aspiration of the Chamber.

Councillor A Wright reported that he had been a Council representative on the Chamber of Commerce for two years and had not attended a single meeting which greatly concerned him. Councillor Wright reported that the Chamber's decision to move away from Great Yarmouth had been a bad mistake and he was please to see that the Chamber was returning to the town to build relationships with the business owners of Great Yarmouth. The residents of the town needed all the help and support they could get as the town was struggling with the skills agenda where it languished bottom of the league table. Young people must be encouraged to go to college and up-skill to be able to secure a skilled, well-paid job in their home town.

Councillor Price reported that it was essential that the businesses in the town built a relationship with the Chamber to prepare them for the new work which would come as a result of the offshore windfarms.

Councillor Plant reminded the Committee that Nova Fairbanks had been involved in many projects, such as the A47 road improvements and had been a visible face of the Chamber. Virtual meetings were replacing face-to-face meetings and the chamber had acknowledged that they would be working in a different format in the town but would also have a physical presence in the Hub which would be putting thee right people in the right place at the right time.

Councillor Cordiner-Achenbach reported that the Chamber had carried out its role as a Gateway for the Kickstart initiative in an exemplary manner.

The Chairman thanked Chris Sargisson for attending the meeting and giving an excellent, informative presentation to the Committee and that he looked forward to the Chamber's physical presence at the Hub.

RESOLVED:-

That the Committee note the update.

8 ANY OTHER BUSINESS

The Chairman reported that there was no other business being of sufficient urgency to warrant consideration at the meeting.

9 EXCLUSION OF PUBLIC

The Chairman read out the resolution to the Committee to exclude the public from the meeting.

RESOLVED:-

That under Section 100(A)(4) of the Local Government Act 1972, the public be

excluded from the meeting for the following item of business on the grounds that it involved the likely disclosure of exempt information as defined in paragraph 1 of Part I of Schedule 12(A) of the said Act.

- 10 MINUTES OF THE GREAT YARMOUTH TRANSPORT AND INFRASTRUCTURE STEERING GROUP**
(Confidential Minute on this Item)
- 11 MINUTES OF THE TOWN CENTRE AND TOWN DEAL MASTERPLAN MEMBER WORKING GROUP**
(Confidential Minute on this Item)
- 12 MINUTES OF THE TOWN CENTRE AND TOWN DEAL MASTERPLAN MEMBER WORKING GROUP**
(Confidential Minute on this Item)
- 13 MINUTES OF THE TOWN CENTRE AND TOWN DEAL MASTERPLAN MEMBER WORKING GROUP**
(Confidential Minute on this Item)

The meeting ended at: 20:00