



GREAT YARMOUTH
BOROUGH COUNCIL

Economic Development Committee

Date: Monday, 03 September 2018
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 3 - 7

To confirm the minutes of the meeting held on the 16 July 2018.

4 FORWARD PLAN 8 - 8

Report attached.

**5 SKILLS – AN OVERVIEW OF THE CURRENT POSITION AND
LOCAL ACTIVITY**

Members to receive a presentation from Jan Feeney (Employment & Skills Manager at Norfolk County Council).

6 MAKING WAVES TOGETHER - YEAR ONE UPDATE

Report to follow.

7 QUARTER 1 PERFORMANCE REPORT 2018-19 9 - 14

Report attached.

8 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.

9 EXCLUSION OF PUBLIC

In the event of the Committee wishing to exclude the public from the meeting, the following resolution will be moved:-

"That under Section 100(A)(4) of the Local Government Act 1972, the public be excluded from the meeting for the following item of business on the grounds that it involved the likely disclosure of exempt information as defined in paragraph 1 of Part I of Schedule 12(A) of the said Act."

Economic Development Committee

Minutes

Monday, 16 July 2018 at 18:30

Present :

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

Also in attendance :

Mr D Glason (Development Director), Mrs K Watts (Strategic Director), Mrs C Sullivan (Project Manager) and Mrs S Wintle (Senior Member Services Officer).

1 APOLOGIES FOR ABSENCE

There were no apologies for absence.

2 DECLARATIONS OF INTEREST

There were no declarations of interest declared at the meeting.

3 MINUTES

The minutes of the meeting held on the 4 June 2018 were confirmed.

4 FORWARD PLAN

The Committee received and noted the contents of the Forward Plan.

5 TOURISM AND CULTURE STRATEGY DEVELOPMENT PLAN

The Committee considered the Strategic Director's report which provided Members with the rationale to create a new Tourism and Cultural Strategy for Great Yarmouth, and presented an overview of how this strategy will be developed, concluding the final approval of this strategy will be made by Members during December 2018.

The Strategic Director advised the Committee that the report asked Members to note the content of the report and agree to nominating 3 Members, 2 Conservative and 1 Labour to attend a study visit as part of the development process of the strategy.

Reference was made to the local BID and whether any consideration had been given to the Tourism BID being unsuccessful, the Strategic Director reported that these risks had been factored into the Development Plan.

The Chairman suggested that a Member of the Tourism BID Board (Private Sector Member) be asked to attend the development process of the Strategy.

Clarification was sought as to when the Strategy was to be finalised, the Strategic Director advised that final approval would be sought during December 2018.

It was suggested that the risk of the Tourism BID not being successful should form part of the Council's Risk Register, the Strategic Director advised she would look into this matter.

RESOLVED :

(1) That Members note the contents of the Strategic Director's report.

(2) That Councillor's B Coleman, Hammond and Cordiner-Achenbach be appointed to attend a study visit as part of the development process.

6 ANNUAL PERFORMANCE REPORT 2017/18 FOR ECONOMIC DEVELOPMENT

The Committee considered the Development Directors report which asked Members to note the Economic Development element of the annual performance report for 2017/18 which along with elements from other Service Committees makes up the annual performance report for 2017/18.

The Development Director summarised the performance measures and drew

Members attention to ED10- Number of new homes built, where he explained that this measure remained under target and ED17 - % of increased footfall in Town Centre which had seen a decrease in the footfall figures for the town centre.

Members discussed ED10 and it was pointed out that approval had been given to a significant number of applicants to grant planning permission but that following approval the works had not been commenced. The Development Director advised that the developer forum had been re-instated to try and encourage better engagement and understanding with developers. Concern was raised in relation to Affordable Housing and the need for this element to remain.

RESOLVED :

That the Committee note the Economic Development element of the Annual Performance Report for 2017/18.

7 LOCAL ENERGY EAST STRATEGY REPORT

The Committee considered the Development Director's report which asked Members to endorse the Local Energy East Strategy, note the responses to the questions on the Delivery Plan submitted by Officers and note and comments on the main opportunity areas that could be for the Council and companies of the Borough to exploit in the delivery of the Strategy.

In discussing the report the following issues were raised:-

- Electronic Charging Points - a suggestion was made it be built in to the Strategy that all new developments include a charging point- it was agreed that this matter be fed back to the Strategic Planning Department.
- Career Pathways - it was pointed out that there was no mention of East Coast College and the need for this to be included.

RESOLVED :

(1) That the Committee endorse the Local Energy East Strategy

(2) The Committee note the responses to the questions on the Delivery Plan submitted by officers

(3) The Committee note the main opportunity areas there could be for the Council and companies of the Borough to exploit in the delivery of the Strategy.

8 TOWN CENTRE WAYFINDING

The Committee considered the Development Director's report which asked the Committee to consider a number of recommendations made by the Town Centre Member Working Group as part of the Wayfinding Project.

In discussing the report the following issues were raised :-

- Why there had been no megaliths proposed near to the waterways to encourage footfall into the town centre - it was agreed that this be added into the Wayfinding Document
- A question was raised in relation to the maintenance of signage and the need to ensure adequate monies were available to maintain.
- A comment was made in relation to the ownership of the megaliths, it was advised that this matter was to be discussed further at the Town Centre Masterplan Meeting.
- Whether QR codes could be used, it was advised that this matter was being looked in to.
- A suggestion was made that a map be produced that can be used on your phone, it was noted that the Preservation Trust had been working on an electronic map also, it was noted that the Project Manager would look into this matter.
- A question was raised as to why Gorleston had not been included within the document, but it was pointed out that the document covered only the Great Yarmouth Town Centre (masterplan delivery).

RESOLVED :

That the recommendations from the Town Centre Member Working Group be approved together with the additions as detailed above.

9 TOWN CENTRE INITIATIVE

The Committee considered the Development Director's report which provided Members with an update on the latest Town Centre Initiative activity, as reported at the Great Yarmouth Town Centre Member Working Group meeting on the 9 July 2018.

In discussing the report the following issues were raised :-

- Concern was raised in relation to the entrance to the Town Centre via the Acle Straight and the poor state of the Acle new road area, the Development Director reported that planning consent had been granted to the area in question but that no work to date had been commenced.
- Reference was made to the Vauxhall Bridge, it was confirmed that a meeting had taken place with Sustrans, where the submission of a Heritage Lottery

Fund bid had been discussed.

- The need for engagement from the Local MP
- The need to be more proactive with business owners situated on Hall Quay
- The Conge redevelopment was discussed and issues relating to leases currently in place by business owners and the need to be conscious of time frame on this development.
- Councillor Wright asked for a breakdown of the £905,000 that had already been spent, the Development Director advised that he would provide this information.

RESOLVED :

That the Committee note the contents of the report.

The meeting ended at: 19:43

Forward Plan for Economic Development Committee

	Matter for Decision	Report by	Pre Agenda Meeting (PAM)	Economic Development	Policy & Resources	Council
1	Making Waves Together - Year 1 Update	Strategic Director (KW)	24/08/18	03/09/18		
2	Quarter 1 Performance Report	Development Director	24/08/18	03/09/18		
3	Skills – An Overview of the Current Position and Local Activity	Jan Feeney (Employment & Skills Manager at Norfolk CC)	24/08/18	03/09/18		
4	Council Reponse to Consultation of Great Yarmouth Third River Crossing	Development Director	28/09/18	08/10/18		
5	NALEP Growth Deal (Update for Members on potential funding streams for infrastructure through New Anglia LEP)	Development Director	28/09/18	08/10/18		
6	Rapid Electric Recharge Point Report	Head of Customer Services	28/09/18	08/10/18		01/11/18
7	Revised Action Plan for Economic Growth Strategy	Development Director	28/09/18	08/10/18		
8	Strategic Review of Council Events	Head of IT, Communications and Marketing	28/09/18	08/10/18		
9	Update on Market Gates Toilets - Gating of the area	Strategic Director (KW)	28/09/18	08/10/18		
10	Winter Festival Update	Head of Property and Asset Management	28/09/18	08/10/18		
11	Tourism and Culture Strategy	Strategic Director (KW)	09/11/18	19/11/18		
12	Harfreys Activity Hoarding	Head of Property and Asset Management	TBC	TBC		

Subject: Economic Development - Quarter 1 Performance Report 2018/19

Report to: Economic Development Committee – 3 September 2018

Report by: Development Director

SUBJECT MATTER/RECOMMENDATIONS

The following gives an update on current performance of Economic Development Committee measures for the first quarter of 2018/19 (Apr – Jun) where progress is assessed against Targets which are set at the start of the financial year.

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

The summary report, see attached, highlights performance measures that are within the area covered by the Economic Development Committee. Commentary is provided at the end of the summary report highlighting those measures that outturns are below target or moving in the wrong direction.

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

RECOMMENDATIONS

The actions are:

- All measures to be monitored during the next quarter

1. INTRODUCTION/BACKGROUND

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

This report provides details of a number of indicators affecting Economic Development Committee, which form part of the Council's Annual Action Plan 2018/19 which was approved at Policy & Resources Committee in July 2018.

2. PERFORMANCE MEASURES

Performance Measures – Highlights

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

Generally the trend for all the measures is in a positive direction, however the following areas of performance are brought to your attention:

Improved performance:

- a) ED01 to ED06 inclusive: It is notable that all of the planning application and appeal performance indicators have exceeded their set targets over a sustained period of time.
- b) ED07: Building Control performance has started strongly with 100% of building regulation applications having a decision notice issued within the 8 week statutory period.
- c) ED08: Percentage of Land Charges search returns sent within 10 working days is at 97.4%, compared to 76.38% in the same quarter last year (2017/18).
- d) ED09 Enterprise Zone – Beacon Park: Percentage of empty floor space across Beacon Park (quarterly snapshot). Occupation of Beacon Park continues to increase with the previous year's target having risen from 20% to 15% vacancy. Although at present the RAG rating shows as amber this is in effect only 0.56% short of the target with anticipated occupancy during the next quarter anticipated the bring this within target and into the green RAG status. Empty floor space has dropped from 37% (Qtr 1 2017/18) to 15.56% this quarter.

Reduced performance:

- a) None to report.

Data Quality note

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

3. FINANCIAL IMPLICATIONS

None

4. **RISK IMPLICATIONS**

None

5. **CONCLUSIONS**

The significant improvement in RAG status across most areas is noted.

6. **RECOMMENDATIONS**

The actions are:

- All measures to be monitored during the next quarter

7. **BACKGROUND PAPERS**

None

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








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

PERFORMANCE INDICATORS – SUMMARY REPORT QUARTER 1 (Apr - Jun) 2018/19

ECONOMIC DEVELOPMENT COMMITTEE

Measure	Previous Quarter	This Quarter	Target	Qtr 1 2017/18	Status	Trend	
						Last Period	Last Year
ED01: Planning applications: Major applications determined within 13 weeks or as agreed extension (Quarterly Cumulative)	96.4%	80%	75%	100%	G	↓	↓
ED02: Planning applications: Non Major (Minor or Other) applications determined within 8 weeks or as agreed extension (Quarterly Cumulative)	85.5%	78%	75%	93.2%	G	↓	↓
ED03: Percentage of Major planning applications processed within 13 weeks or as agreed extension over the last 24 months (Quarterly Cumulative)	95%	93%	75%	88.9%	G	↓	↑
ED04: Percentage of Non Major planning applications processed within 8 weeks or as agreed extension over the last 24 months (Quarterly Cumulative)	New measure	78.6%	75%	New measure	G	N/A	N/A
ED05: Percentage of Major planning applications overturned on appeal over the last 24 months (Quarterly Cumulative)	0%	0%	9%	0%	G	↔	↔
ED06: Planning Appeals: a) Total number of Non Major Planning Application appeals b) Percentage of Non Major Planning applications overturned on appeal over the last 24 months of an authority's total number of decisions on applications (Quarterly Cumulative)	11 New measure	4 0.69%	Monitor 9%	0 New measure	G	N/A N/A	↓ N/A
ED07: Building Control: The percentage of building regulation applications where a decision notice is issued within the eight week statutory period. (Quarterly Cumulative)	98.1%	100%	100%	100%	G	↑	↔

Measure	Previous Quarter	This Quarter	Target	Qtr 1 2017/18	Status	Trend	
						Last Period	Last Year
ED08: Percentage of Land Charges search returns sent within 10 working days. (Quarterly Cumulative)	90.34%	97.4%	90%	76.38%	G	↑	↑
ED09: Enterprise Zone: Beacon Park a) % of empty floor space across Beacon Park (Quarterly Snapshot at last day of quarter)	14.55%	15.56%	15%	37%	A	↓	↑
Note: ED09: Enterprise Zone: Beacon Park; a) % of empty floor space across Beacon Park - Although at present the RAG rating shows as amber this is in effect only 0.56% short of the target with anticipated occupancy during the next quarter anticipated the bring this within target and into the green RAG status.							
Measures that are not achieving Target:							

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

Key:

NA = No target set, contextual information only

N/A = Not available/not applicable