



GREAT YARMOUTH
BOROUGH COUNCIL

Economic Development Committee

Date: Monday, 10 October 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

3 - 9

To confirm the minutes of the meeting held on 7 September 2016.

4 MATTERS ARISING

To consider any matters arising from the above minutes.

5 TOWN CENTRE MASTERPLAN

The Group Manager - Growth will give a presentation of priority areas, projects and consultation.

6 ROLLER SKATING RINK - GREAT YARMOUTH TOWN CENTRE

10 - 14

Report attached.

7 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.

8 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

Wednesday, 07 September 2016 at 18:30

PRESENT: Councillor B Coleman (in the Chair), M Coleman, Grant, Hammond, Jeal, Thurtle, A Grey, K Grey, Pratt, Reynolds, Wainwright, Walch, Walker.

Councillor A Grey substituted for Councillor Stenhouse, Councillor M Coleman substituted for Councillor Hanton.

Mr A Carr (Group Manager - Tourism & Communications), Mr D Glason (Group Manager - Growth), Mr R Gregory (Group Manager - Neighbourhoods and Communities), Mr R Read (Director of Neighbourhoods and Communities), Mr G Jones (Information Manager), Mrs K Watts (Transformation Programme Manager).

1 APOLOGIES FOR ABSENCE

Apologies were received from Councillors Stenhouse and Hanton.

2 DECLARATIONS OF INTEREST

Councillors B Coleman, Wainwright and Walch declared a personal interest in St Georges Trust.

In line with the Constitution they were allowed to speak and vote on this matter.

3 MINUTES

Councillor Hammond's name was added to the Minutes.

The Minute on Item 6 regarding appeals was clarified. Members agreed with the Monitoring Officers advice to keep the status quo.

4 MATTERS ARISING

There were no matters arising that are not covered by the agenda.

5 FORWARD PLAN

The Forward Plan was agreed.

6 CULTURE STRATEGY

A briefing on the new Culture Strategy was presented.

The Committee received the report from the Group Manager Neighbourhoods and Communities.

A Member asked if the cost of the Strategic Project Manager would be met from existing budgets. It was reported that there would not be an additional cost as the Borough Council would be putting in a bid for additional funding.

A Member asked how many responses had been received to the consultation. It was reported that 47 of the responses were confirmed to be from residents.

A Member asked if we received funding would it be on-going. It was reported that there would be no on-going liability.

RESOLVED:

The Cultural Strategy be approved.

7 GREAT PLACE SCHEME

The Committee received the report from the Group Manager Neighbourhoods and Communities.

It was noted that the Council as a Non Profit Organisation is eligible to bid for funding but will do so as part of a wider partnership of cultural organisations, it was also reported that an approach had been made by Waveney Council with

regard to a joint submission.

A Member asked if the Committee could make the recommendation or if it needed to go to Policy and Resources. The Committee were advised that under the Constitution they were able to make the recommendation.

A expression of interest needs to be submitted in October with the full submission in January 2017.

RESOLVED:

That an Expression of Interest to the Great Place Scheme be made.

8 WINTER GARDENS RESTORATION PROGRAMME

The Committee received the report from the Group Manager Neighbourhoods and Communities.

It was noted that a press release had been issued due to public interest.

The Committee were advised that this would be a 2 stage submission. Stage 1 would be the initial application that needed to be submitted in November 2016, if this was successful a robust plan would need to be submitted with a decision expected by September 2017. The second stage would be looked at nationally not regionally.

Following discussions with Heritage Lottery Fund the Council would need to fund some initial feasibility work ahead of stage 1.

It was noted that the stage 2 submission must contain a substantial business plan and the end use must be sustainable.

A Member asked if the Borough Council had the skills to put the plans together and if not successful can the Borough Council be assisted to de-list the building. It was reported that the Principal Conservation Officer and his team had the skills and this would be supplemented by buying in services of experts. It was not likely that we would be able to de-list the building due to its national importance. it was also noted that its final use does not have to be heritage based.

A Member asked who would decide if the end use was sustainable. It was reported that this Committee would make that determination in the first instance.

A Member asked for clarification on the timescale and was advised that Stage 1 would be submitted in November 2016 and the result would be known by December 2016, stage 2 would be known by September 2017.

RESOLVED:

That approval for the initial funding be agreed and that a robust submission be prepared and submitted.

9 EVENTS

The Committee received the report from the Group Manager Tourism and Communications.

RESOLVED:

The Committee voted to endorse the progression with the events programme and to agree the events detailed for 2017.

10 EASTER FAIR

The Committee considered the report presented by the Transformation Programme Manager.

The Chairman reminded members that there was a caveat on the Financial Breakdown.

A member asked why the Showmans Guild had not attended all the meetings. It was reported that no explanation had been given by the Guild.

A member asked why the Fair was costing the Council money and should not the full cost be charged to the Guild. It was reported that this was part of the discussion to be held with the Guild along with safety following the incident at Kings Lynn.

A member asked if the loss of revenue from parking had been taken into account. It was confirmed that the figures included losses from parking.

A number of members indicated that they wanted the event to be cost neutral for the Council.

RESOLVED:

1. Ask officers to further investigate alternative management options
2. Request officers to work up increased fees and charges proposals for 17/18 budget setting process.

11 GO TRADE INTERREG FUNDING APPLICATION

The Committee received the report from the Transformation Programme

Manager.

It was noted that the initial bid failed at phase 2 but feedback from this highlighted the areas that needed further development.

RESOLVED:

That officers resubmit the application following the advice for further development.

12 ICE RINK

The Committee received the report from the Group Manager - Tourism and Communications which provided a final update on the work undertaken in scoping the running of an Ice Rink in the Town Centre for the second year..

A member noted that it encouraged people to visit the town centre but traders needed to adjust their opening times to take advantage of this increased footfall.

A member noted that this would cost the Council over £100,000 per year for the next three years to run.

A member asked if other avenues had been explored as we needed to look at more cost effective options.

A member stated that the figures as presented were misleading.

It was reported that other avenues had been explored but the cost differences were minimal.

A member stated that it was not always possible for traders to change their opening hours. they also expressed concern that advertising would not be taken up as this was in addition to other projects being considered.

A member noted that we subsidise other events and we do this for the benefit of the area. We need to create the appropriate atmosphere and project like this one will do that.

A number of members asked how the cost to the council could be reduced.

it was reported that this could be achieved by increasing the hire costs.

RESOLVED:

That the proposal to hold a Ice Rink over the next three years be not approved.

13 TOWN CENTRE SHOP FRONT IMPROVEMENT SCHEME

The Committee received the report from the Transformation Programme Manager.

Members were reminded that this was an outline proposal and that they were being asked to endorse the scheme.

A member asked why owners were not being required to keep their shop fronts up to standard. it was reported that a list of shops that didn't keep up to standard would be drawn up and enforcement action would be taken.

RESOLVED:

That the report be approved.

14 TOWN CENTRE HERITAGE MAP DEVELOPMENT. pdf

The committee received the report from the Transformation Programme Manager.

RESOLVED:

That approval be given to fund a Town Centre map project, to be delivered through the Preservation Trust as part of the Town Centre Initiative, totaling £5,000.

15 QUARTER 1 PERFORMANCE REPORT

The committee received the report from the Group Manager - Growth.

RESOLVED:

That all measures be monitored during the next quarter.

16 THIRD RIVER CROSSING

The Group Manager - Growth gave a verbal update to the Committee .

It was noted that a bid for £1M was successful and that the business case would be progressed.

A member requested a breakdown of traffic movement from the original figures and it was agreed that this would be supplied.

17 ANY OTHER BUSINESS

No items had been referred to the Chairman for consideration.

The meeting ended at: 20:30

Subject: Roller Skating Rink – Great Yarmouth Town Centre

Report to: EMT – 29th September 2016
Economic Development Committee 10th October 2016

Report by: Transformation Manager

SUBJECT MATTER/RECOMMENDATIONS

This paper provides a summary of options to rent or buy a roller skating rink for use in the town centre and potentially other venues in the Borough

Members are therefore asked to make a decision on one of the following options:-

1. To hire roller skating rink and its associated requirements for this year's festive season 25th November 2016 – 6th January 2017; investing £95k (based on £4 per skating session) from the Town Centre Initiative budget.
2. Buy a roller skating rink and thus recommend to Policy & Resources Committee to make budgetary provision to support the rink over three years (based on £4 per skating session) at £147,052 in Year 1; £66,552 in Year 2 and £66,552 in Year 3 from the Town Centre Initiative budget. Recognising that there is scope to re-locate the rink around the Borough to recover some of the costs.
3. Take no action

1. Introduction/Background

- a. At the last meeting of the Economic Development Committee a member asked that officers explore the option of siting a roller-skating rink in the town centre over the festive period as an alternative to the ice rink.

2. Assumptions

- a. Costings have been based on the assumptions of hiring a roller skating rink to be open over a period of 43 days: 25th November 2016 – 6th January 2017
- b. Whilst an open air rink brings its own novelty value it would be necessary to provide a covered area to offer protection from inclement weather.

3. Pricing Policy

- a. Calculations are based on either £4.00 per session and £5.00 per session
- b. The calculations of income are based on 43 operating days attracting 150 skaters a day; a third of which are anticipated to use hired skates

4. Sponsorship potential

- a. Potential sponsorship is estimated at:-

<u>Sponsorship</u>	<u>No. Of</u>	<u>Cost per item</u>
Main Sponsor	1	£7,500.00

Secondary Sponsor	1	£2,500.00
10 x Rink side boards	10	£250.00

5. Hire Option

- In the table below (7(a) sets out the costs of **hiring** a rink, providing all-weather cover; 24 hour security; medical cover; publicity and insurance.
- All figures shown are Ex-VAT

6. Buying Option.

- In the table below (7(b) – (c) gives the figures to buy a 300sqm rink with side barriers, skates, racks and benches would be in the region of £70,000. Costings for the accompanying accessories are also included in these table
- It also assumes that whenever used it can be sited on a flat, firm, level surface (usually indoors) which requires no additional levelling interventions.

7. Financial comparisons

Expenditure

Potential Income

YEAR 1 - HIRE

<u>Item</u>	<u>Costs</u>	<u>Item</u>	<u>£4 less VAT</u>	<u>£5 less VAT</u>
Structure & Build (hire)	£28,300	Skate Tickets*	£23,263	£28,681
Skate Exchange Marquee & Decoration	£7,800	Sponsorship	£12,500	£12,500
Site Electric	£500			
GYBS Site prep & fencing	£2,000			
Sound system	£1,500			
Management	£24,000			
Security	£18,720			
Medical	£6,450			
Marketing & Publicity	£18,500			
Insurance	£6,000			
Contingency 15% of overall	£16,840			
Total	£130,610	Total	£35,763	£41,181
Cost to GYBC			£94,847	£89,429

YEAR 1 PURCHASE

<u>Item</u>	<u>Costs</u>	<u>Item</u>	<u>£4 less VAT</u>	<u>£5 less VAT</u>
Structure & Build (purchase)	£70,000	Skate Tickets*	£23,263	£28,681
Repairs & Maintenance (5%)	£3,500	Sponsorship	£12,500	£12,500

Skate Exchange Marquee & Decoration	£7,800			
Site Electric	£500			
GYBS Site prep & fencing	£2,000			
Sound system	£1,500			
Management	£24,000			
Security	£18,720			
Medical	£6,450			
Marketing & Publicity	£18,500			
Insurance	£6,000			
Contingency 15% of overall	£23,845			
Total	£182,815	Total	£35,763	£41,181
Cost to GYBC			£147,052	£141,634

YEAR 2 PURCHASE

<u>Item</u>	<u>Costs</u>	<u>Item</u>	£4 less VAT	£5 less VAT
Structure & Build (purchase)	£0	Skate Tickets*	£23,263	£28,681
Repairs & Maintenance (5%)	£3,500	Sponsorship	£12,500	£12,500
Skate Exchange Marquee & Decoration	£7,800			
Site Electric	£500			
GYBS Site prep & fencing	£2,000			
Sound system	£1,500			
Management	£24,000			
Security	£18,720			
Medical	£6,450			
Marketing & Publicity	£18,500			
Insurance	£6,000			
Contingency 15% of overall	£13,345			
Total	£102,315	Total	£35,763	£41,181
Cost to GYBC			£66,552	£61,134

YEAR 3 PURCHASE

<u>Item</u>	<u>Costs</u>	<u>Item</u>	£4 less VAT	£5 less VAT
Structure & Build (purchase)	£0	Skate Tickets*	£23,263	£28,681
Repairs & Maintenance (5%)	£3,500	Sponsorship	£12,500	£12,500
Skate Exchange Marquee & Decoration	£7,800			
Site Electric	£500			
GYBS Site prep & fencing	£2,000			

Sound system	£1,500			
Management	£24,000			
Security	£18,720			
Medical	£6,450			
Marketing & Publicity	£18,500			
Insurance	£6,000			
Contingency 15% of overall	£13,345			
Total	£102,315	Total	£35,763	£41,181
Cost to GYBC			£66,552	£61,134

8. **3-year summary** – comparing net costs over 3 years of hiring and buying

a. **Net costs**

NET COSTS	HIRE	PURCHASE
	£4	£4
Year 1	£94,874	£147,052
Year 2	£94,874	£66,552
Year 3	£94,874	£66,552
	£284,622	£280,156
	£5	£5
Year 1	£89,429	£141,634
Year 2	£89,429	£61,134
Year 3	£89,429	£61,134
	£268,287	£263,902

- b. In addition – in the purchase option - there may be opportunities to use this mobile rink at other venues around the Borough. However it is estimated that adhoc transport, construction, security, staffing and potentially medical cover could be approaching £1500 for a weekend booking necessitating around 450 users to breakeven @ £4 a session. Alternatively the rink could be rent out to a third party outside of the festive season.

9. **Risk Implications**

- a. Reputational risk – some may see a roller-skating rink as a poor substitute to last year's ice-rink.
- b. The estimates for usage and sponsorship may not reach targets.
- c. Competitive risk: Some people may feel that we are competing with existing businesses in the town.

- d. Staffing risk: In buying a rink the current staffing levels may have insufficient time to manage the roller-skating rink as a business proposition.

10. Conclusions

- a. All the costs included in the table above would be subject to a competitive tender process.

11. Recommendations

- a. That Member's consider either the principle of hiring a roller skating rink for 43 days over the Christmas & New Year period and the principle of buying a rink, with it associated operating costs, with the potential for additional use beyond the festive season.

12. Background Papers

Area for consideration	Comment
Monitoring Officer Consultation:	
Section 151 Officer Consultation:	
Existing Council Policies:	
Financial Implications:	Yes detailed above
Legal Implications (including human rights):	Yes
Risk Implications:	Yes
Equality Issues/EQIA assessment:	
Crime & Disorder:	Not applicable
Every Child Matters:	Not applicable

1.