



**GREAT YARMOUTH**  
BOROUGH COUNCIL

# Economic Development Committee

**Date:** Monday, 08 October 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.

- |           |  |                 |
|-----------|--|-----------------|
| <b>3</b>  | <b><u>MINUTES</u></b>  | <b>4 - 6</b>    |
|           | To confirm the minutes of the meeting held on the 3 September 2018.  |                 |
| <b>4</b>  | <b><u>FORWARD PLAN</u></b>   | <b>7 - 7</b>    |
|           | Report attached.   |                 |
| <b>5</b>  | <b><u>UPDATE ON MARKET GATES TOILETS - GATING OF THE AREA</u></b>  | <b>8 - 11</b>   |
| <b>6</b>  | <b><u>STRATEGIC REVIEW OF EVENTS</u></b>   | <b>12 - 23</b>  |
| <b>7</b>  | <b><u>GREAT YARMOUTH THIRD RIVER CROSSING - CONSULTATION</u></b>   | <b>24 - 48</b>  |
|           | Report attached.   |                 |
| <b>8</b>  | <b><u>INTEGRATED TRANSPORT STRATEGY FOR NORFOLK AND SUFFOLK</u></b>  | <b>49 - 71</b>  |
|           | Report attached.   |                 |
| <b>9</b>  | <b><u>GREAT YARMOUTH TRANSPORT STRATEGY</u></b>  | <b>72 - 88</b>  |
|           | Report attached.   |                 |
| <b>10</b> | <b><u>REGENERATING SEASIDE TOWNS AND COMMUNITIES – COUNCIL WRITTEN RESPONSE TO THE HOUSE OF LORDS SELECT COMMITTEE</u></b> | <b>89 - 105</b> |
|           | Report attached.   |                 |

**11     WINTER FESTIVAL UPDATE**

**106 -  
111**

**12     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.

**13     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, 03 September 2018 at 18:30

Present :

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

Also in attendance :

Mr D Glason (Development Director), Mrs K Watts (Strategic Director), Ms H Johnson (Project Officer), Mrs J feeney (Employment and Skills Co-ordinator, Norfolk County Council) and Mrs S Wintle (Member Services Officer)

### **1 APOLOGIES FOR ABSENCE**

Apologies for absence were received from Councillors Reynolds and B Walker.

### **2 DECLARATIONS OF INTEREST**

There were no declarations of interest declared at the meeting.



### **3 MINUTES**

The minutes of the meeting held on the 16 July 2018 were confirmed.

Councillor Wright asked in relation to item 9 where he had asked for a breakdown of the Town Centre Initiative spend. The Development Director advised that this matter had been discussed at the Town Centre Members Working Group and that this information could be sent to Members via email.

### **4 FORWARD PLAN**

The Committee received and noted the contents within the Economic Development Committee's Forward Plan.

The Chairman reported that he had asked for an update on the Beach Huts from the Head of Property and Asset Management, it was agreed that this matter be chased.

Members discussed the lack of items coming forward for Committee decision and the importance of the Economic Development Committee was highlighted, Members felt that the Committee should have more ownership on reports and the power to make decisions. Reference was made to the number of reports being taken straight through to the Policy and Resources Committee, due to the monetary values of the reports to be considered. The Strategic Director suggested that the comments raised be taken away and the Forward Plan be looked at by Officers.

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

Members received a presentation from Jan Feeney, Employment & Skills Manager at Norfolk County Council.

The following issues were discussed :-

- Apprenticeships, it was reported that nationally the statistics had dropped, Members discussed the difference in lengths of the apprenticeships and the challenges to maintain the quality of workmanship. It was pointed out that some expert skills were being missed due to individuals not being able to obtain the grades needed to undertake an apprenticeship.
- Members felt that there was a need for school involvement and that funding streams should be implemented into the school structures.
- A question was raised in relation to localised statistics, it was confirmed that statistics were held.

## **6 MAKING WAVES TOGETHER - YEAR ONE UPDATE**

The Strategic Director provided Members with an update on recent activity with the Making Waves Project and introduced the Committee to Helen Johnson who would be leading on the project.

Helen provided Members with an update and overview of the projects and its aims.

In considering the report the following issues were discussed :-

- Art installation on the Waterways - it was reported this needed to be considered by the Members Working Group.
- A Member asked that no spray paint be used on the historic buildings, the Strategic Director advised that representations would be checked.
- Members felt there was a need to look at how the project had impacted local residents following completion, this was confirmed.

## **7 QUARTER 1 PERFORMANCE REPORT 2018-19**

The Committee received and considered the Development Director's report which provided Members with an update on the very positive current performance of Economic Development Committee measures for the first quarter 2018/19 (Apr-Jun) where progress is assessed against targets which are set at the start of the financial year.

RESOLVED :

That all measures be monitored during the next quarter.

## **8 ANY OTHER BUSINESS**

There was no other business discussed at the meeting.

The meeting ended at: 20:30

### Forward Plan for Economic Development Committee

	Matter for Decision	Report by	Pre Agenda Meeting (PAM)	Economic Development	Policy & Resources	Council
1	Council Reponse to Consultation of Great Yarmouth Third River Crossing	Development Director	28/09/18	08/10/18		
2	Great Yarmouth Transport Strategy	Development Director	28/09/18	08/10/18		
3	Integrated Transport Strategy for Norfolk & Suffolk	Development Director	28/09/18	08/10/18		
4	Regenerating Seaside Towns and Communities - House of Lords Select Committee	Development Director	28/09/18	08/10/18		
5	Strategic Review of Council Events	Head of IT, Communications and Marketing	28/09/18	08/10/18		
6	Update on Market Gates Toilets - Gating of the area	Strategic Director (KW)	28/09/18	08/10/18		
7	Winter Festival Update	Head of Property and Asset Management	28/09/18	08/10/18		
8	Brexit (NALEP Report)	Head of Inward Investment	09/11/18	19/11/18		
9	NALEP Growth Deal (Update for Members on funding for infrastructure through New Anglia LEP)	Development Director	09/11/18	19/11/18		
10	Revised Action Plan for Economic Growth Strategy	Head of Inward Investment	09/11/18	19/11/18		
11	Tourism and Culture Strategy	Strategic Director (KW)	09/11/18	19/11/18		
12	Offshore Energy Update	Development Director	20/12/18	07/01/19		
13	Rapid Electric Recharge Point Report	Head of Customer Services	20/12/18	07/01/19		19/02/19

Subject: Gating of passageway underneath Market Gates Shopping Centre

Report to: Executive Leadership Team, 17<sup>th</sup> September 2018  
Economic Development Committee, 8<sup>th</sup> October 2018

Report by: Kate Watts, Strategic Director

## **SUBJECT MATTER/RECOMMENDATIONS**

This report updates Members of Economic Development Committee with regards to gating the passageway underneath Market Gates Shopping Centre and asks Members to;

- Note the content of this report and note that no decision to close the Market Gates toilets would be made until the Marketplace redevelopment is confirmed in due course

## **1. BACKGROUND**

- 1.1 The passageway underneath Market Gates has been subject to anti-social behaviour, on and off for a number of years. The passageway itself runs underneath Market Gates alongside a section of the Town Wall and allows access to the public toilets.
- 1.2 In October 2017 the Economic Development Committee received a proposal to gate this area to help prevent anti-social behaviour and subsequently approved this proposal, allocating £15,000 of money from the Town Centre Initiative Reserve to fund this work.
- 1.3 As a result of this agreement officers from conservation, property services and community safety worked to progress the gating of this area, while a number of shorter term initiatives were undertaken which included;
  - Homelessness Outreach worker from Herringhouse Trust engaged with

people sleeping rough in this area to determine their housing and other needs

- Police officers engaged / patrolled the area on a more frequent basis to monitor the area and to act as a deterrent / preventative measure
- GYB Services and Market Gates undertook more frequent cleansing of the area on an as and when needed basis rather than as per “schedule”

## **2. INTRODUCTION**

2.1 To be able to progress the gating of this area scheduled ancient monument consent was sought from Historic England. As a result of on-going dialogue between Historic England and the Council there was some delay in obtaining an answer about these proposals.

2.2 However Historic England more recently confirmed that they would not support these proposals due to the impact that the gating of this area would have on the Boroughs historical Town Wall, of which this gated area would need to adjoin. Their comments included concerns about the gating causing significant detriment to the setting of the Town Wall and the impact of restricting access to a public heritage asset.

2.3 Following on from this decision, officers have reviewed the current level of anti-social behaviour occurring in this area, and it is clear that rough sleeping has declined, but that on occasions;

- Young people have been accessing the Town Wall to run along the top
- People use the steps and alleyway to misuse drugs – both smoking and injecting
- People urinate in the covered part of the alleyway – both into the archways and against the wall of the public loo

2.4 Without gaining permission to gate this area from Historic England it is difficult to undertake further physical works to reduce this anti-social behavior. Other options have been considered such as putting a physical barrier in each of the Town Wall arches, but this comes at a greater cost and would not fully prevent access to this area and again Historic England consent may be difficult to obtain.

- 2.5 Closing the toilets would reduce footfall in this area and as such could help to reduce anti-social behavior. Members should note that The Council's Environment Committee have resolved to keep the Market Gates toilets open until the Marketplace redevelopment is confirmed, at which point they would review whether these toilets would need to remain open.

### 3. RECOMMENDATIONS

3.1 The Committee is requested to:

- Note the content of this report and note that no decision to close the Market Gates toilets would be made until the Marketplace redevelopment is confirmed in due course

Area for consideration	Comment
Monitoring Officer Consultation:	N/A
Section 151 Officer Consultation:	N/A
Existing Council Policies:	Town Centre Masterplan
Financial Implications:	No
Legal Implications (including human rights):	N/A
Risk Implications:	Yes as anti-social behaviour may continue without further intervention
Equality Issues/EQIA assessment:	N/A
Crime & Disorder:	Yes
Every Child Matters:	N/A



Subject: Strategic Review of Events

Report to: Economic Development Committee - Strategic Review of Events - 8 October 2018

Report by: Head of IT, Communications & Marketing

#### **SUBJECT MATTER/RECOMMENDATIONS**

Members are asked:

- (a) To note the current events programme including the type of support provided by the council.
- (b) To feedback comments to help inform the future direction of an events programme linked to the Council's six Corporate Priorities with a view to agreeing the future shape of the events programme and resource level from 2019/20 onwards.

## **1. INTRODUCTION**

1.1 In support of the council's corporate priorities the Borough Council directly supports and facilitates a broad range of business-related, public-facing and civic events. The purpose of the council supporting events is set-out below:

- To market and support the thriving economic climate that exists within the Borough.
- To showcase the Borough as a major visitor destination and create a vibrant atmosphere.
- To promote the Borough as a place of positive interest where good things happen and life can be lived well.
- To undertake Great Yarmouth's ambassadorial role representing the wider local community through maintaining, upholding and fostering the heritage and culture of the Borough.

1.2 Members have agreed to develop a new Tourism and Culture Strategy for the Borough in association with the Greater Yarmouth Tourism and Business Improvement Area District. Once approved, that new strategy will require a funding and delivery plan to bring to life the key themes which will be identified in the strategy. It is this work together with Great Yarmouth's track record of running events which should enable the Borough to support high quality events of all shapes and sizes.

1.3 As a reminder, events the council supports contribute to three of the six corporate priorities:

**Economic Growth** – ensuring the Borough of Great Yarmouth is well positioned to gain from the next generation of offshore energy developments and continue to build on creating the conditions for private and public investment, capturing growth and the benefits to local communities.

**Tourism, Culture and Heritage** - achieving national recognition for the borough's extensive heritage will act as a big stimulus to attracting new visitors, and providing more upmarket attractions. The seasonal nature of the sector will be extended with the tourism offer being developed to all year round attractions. We will seek to create a more coordinated approach



to major events and attractions across business, museums, arts and performance venues and spaces working closely with the Greater Yarmouth Tourism and Business Improvement Area District company. This should create a stronger sense of place and support targeted promotion.

**Great Yarmouth Town Centre** - 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 working with the Town Centre Partnership.

## 2. PARTNER INVOLVEMENT

- 2.1 The council has a positive working relationship with several key partner organisations which help make Great Yarmouth's public events successful. Whilst partner organisations support many of the events across the Borough with in-kind and financial sponsorship, other events, to date, are funded solely by the council.
- 2.2 A combination of revenue funding within service budgets, one-off commitments from reserves and the events budget are used to deliver public events.
- 2.3 Larger events and festivals, with the exception of the Wheels Festival, are also funded and owned by the Greater Yarmouth Tourism & Business Improvement Area (GYTABIA) company. The council's role in GYTBA events typically involves marketing, promotion and help to deliver the event on the day(s).
- 2.4 Whilst the council benefits from a vast amount of goodwill and generosity of spirit from a host of local community volunteers who help to make sure each event runs smoothly and successfully, inevitably there is a net cost in officer time to organise, facilitate and deliver each event.
- 2.5 Given the passage of time, the wealth of experience built-up over a number of years and the recognition that well-planned and executed events raise the profile of the Borough, attract people to visit and encourage investment opportunities in the area, it is timely for Members to reflect on how events support the council's Corporate Priorities as well as the revenue cost borne by the council as the council commences its annual budget setting process.

## 3. TYPES OF SUPPORT

- 3.1 Events within this strategic review that the council is involved with have been divided into three types:
- 3.2 **Wholly or partly funded events** - In terms of events and festivals funded in full or part by the council, the marketing and events team takes its brief from the client team within the council with a budget. A scope and event plan is worked-up and a resourcing plan agreed which can include securing external funding or sponsorship where required. The council's seed funding for these events encourages other partners to contribute either in kind or financially to events, for example the welcome party of recently arriving cruise ships.
- 3.3 Such events include the winter and Easter Festivals in support of encouraging footfall in the town centre market place, leisure events such as the Wheels Festival, business events such as the Spirit of Enterprise Awards and community engagement organised by the neighbourhood offices.
- 3.4 In some cases the council takes the lead in event planning, marketing and delivery e.g. A Service Level Agreement exists with the GYTBA company in which the council delivers a

series of events in support of the visitor economy. For example six weeks of fireworks in the summer season and the Maritime Festival. Delivery of such events does require an adequate level of officer resource going forward.

- 3.5 The council also works with the Town Centre Partnership to co-design entertainment and promote events aimed at increasing footfall in the market place and town centre.
- 3.6 The net budget excluding officer time for council supported events in 2018/19 is £91,565 made-up of:

Funding source	Income	Expenditure	Net cost
Events base budget	£44,990	£69,990	£25,000
Civic base budget			£21,250
Various service base budgets			£24,515
One-off from reserves			£20,800
			<b>£91,565</b>

- 3.7 Appendix 1 summarises the level of council funding and the types of events undertaken to date.
- 3.8 **Facilitated events** – includes public events and festivals undertaken within the Borough organised or led by other organisations independent of the council e.g. usually making use of council assets e.g. the beach, car parks, public areas etc. For this type of event, the council's role includes providing safety and preparatory advice by way of regular multi-agency Event Safety Advisory Group (ESAG) organised by the council, guidance and support to promote the event and help to facilitate the organisers' event plan e.g. Gorleston Cliff Top Festival, the Out There Festival, Tour de Broads cycle event.
- 3.9 Some of these facilitated events of other local organisations are made possible by the council's grants programme. Members should note that the grants programme will be reviewed as a separate piece of work in due course.
- 3.10 The marketing & events team takes the lead with the enquiring organisation and liaises with other GYBC services e.g. property and licensing. Events staff also administer the ESAG. Appendix 2 summarises facilitated events.
- 3.11 **Civic events** – consists of civic functions, Mayoral activities and community commemorations. The council is renowned for undertaking its civic ambassadorial role which befits the heritage of the Borough and its links with the naval and seafaring sectors.
- 3.12 The independent role of the Mayor as a community leader allows the council to acknowledge the thriving work of local community and charitable groups across the Borough. Appendix 3 sets out a typical year of civic events and duties. The net budget in 2018/19 for civic events is £21,250 which is flexed depending on which civic events are required from one year to the next.

#### 4. FINANCIAL IMPLICATIONS

- The revenue budget for events is as set-out in this report. Wherever possible the council looks to unlock match-funding from partners, attract sponsorship and raise income for each public event and festival.
- Each event's budget includes the cost of marketing and promotion where required but not officer time.

- c. It is proposed that the council's future events programme operates in terms of income and expenditure with a view to covering the revenue costs borne by the council.

## 5. RISK IMPLICATIONS

- b. Some events may not cover the full revenue cost owing to the significant competition for sponsorship. Nevertheless the council will continue to position key events and market them to potential headline sponsors as far as possible.
- c. It is unlikely that the events programme would be fully self-financing and therefore the reputational risk will require close management if or when support is withdrawn.

## 6. CONCLUSIONS

- 6.1 Great Yarmouth is more and more known for the calibre of its events. Many of which showcase and benefit the local business community in particular the tourism-related value chain and retail sector. The public events are available for all and can provide residents with a sense of place. Events also showcase the Borough's natural assets to a wider population who make return visits and spend locally. The development of a new Tourism, Culture and Strategy for Great Yarmouth will provide a framework for public events which should enable to council and its partners to maintain a vibrant and sustainable event programme.

## 7. RECOMMENDATIONS

Members are asked:

- (a) To note the current events programme including the type of support provided by the council.
- (b) To feedback comments to help inform the future direction of an events programme linked to the Council's six Corporate Priorities with a view to agreeing the future shape of the events programme and resource level from 2019/20 onwards.

## 8. BACKGROUND PAPERS

Area for consideration	Comment
Monitoring Officer Consultation:	
Section 151 Officer Consultation:	
Existing Council Policies:	Corporate Plan
Financial Implications:	Yes
Legal Implications (including human rights):	Yes
Risk Implications:	Yes
Equality Issues/EQIA assessment:	Yes

Crime & Disorder:	Yes
Every Child Matters:	Yes

## Funded events

## Appendix 1

Event	Month	Description	Revenue Cost	Officer Resource	Est. Officer Days/Time	Supports Corporate Priority
<b>Gorleston Bandstand entertainment</b>  [Footfall not counted]	Summer Sundays	Brass Bands – music every Sunday to June to end of August funded by GYBC.	£1,000 [Events budget]	¼ Event Manager overall ¼ Marketing Assistant	2 days prep for the season.	Tourism, Culture and Heritage
<b>Wheels Festival</b>  [Footfall: 50,000]  Est. 50,000 people with 18,000 motorcycles on Day 1]	July	Financially supported by the GYTABIA and GYBC together with sponsorship from leading seafront traders, a two day event which this year included the Great Yarmouth (motorcycle) Takeover where 50,000 people was recorded as being on the seafront. There is an opportunity to grow this event. It reported brought in quarter of million pounds to the local economy (anecdotal feedback from traders).	£18,000 GYBC [Events budget]	1 Event Manager 2 x Marketing Officers 8 x Event Staff	30 days prep  30 hours on event	Tourism, Culture and Heritage
<b>Community events</b> via 3 multi-agency partnership teams where the community is supported to take as much of a lead as possible. MESH Neighbourhoods that Work ComeUnity  <ul style="list-style-type: none"> <li>MESH fun day</li> <li>Community Neighborhood fair</li> <li>Make it Happen Resilience day</li> </ul>	Across the year	The majority of the events that the teams run are low key activities or are events that we support for the local community. The aim being to foster a sense of ownership and build community capacity. E.g. Street-based engagement activities- neighbourhood pop-ups, street meets, litter clean-ups etc. The events are responsive to the grass roots agendas, and are therefore planned and delivered on a weekly/fortnightly basis as and when funding allows  The majority of the frontline events delivery is undertaken by our commissioned VCS NTW partners.	Grant Funded via Neighbourhoods	Nil	Nil	Neighbourhoods, Communities & Environment

<b>Heritage Open Days</b>	September	Part of a National Campaign giving public opportunity to visit otherwise closed buildings.	£3,000 [Events budget]	1 Event Manager 2 Guides 1 Marketing officer	9 days prep 4 days while event taking place	Tourism, Culture and Heritage
<b>Cruise Ship</b>	Adhoc June & September in 2018	Tri-partite funding with Norfolk CC, Peel Ports and GYBC. Luxury cruise ship visits the Borough and via the Outer Harbour. Civic Welcome provided and guides on coaches together with stewards situated around the town helping and guiding passengers.	£2,000 GYBC contribution [Events Budget]	1 Event Manager 8 Event Staff 3 Heritage Guides	5 days prep 7 - 10 hours on day	Tourism, Culture and Heritage
<b>Crematorium Open Day</b>	2018 held in August	Normally held on an annual basis and incorporates either a general or special date memorial service (e.g. Mothering Sunday) An opportunity for members of the public to have a tour of the facilities including the cremation area with a short verbal presentation of the cremation process, along with a tour of the Garden of Remembrance and sales opportunity for memorial options	£500 from [Bereavement Services budget]	1 Crem Manager 1 Event Manager 1 Seafront Officer 1 Porter	10 days prep ½ day 2 days prep	Neighbourhoods, Communities & Environment
<b>Market Place - Winter Festival Programme</b>	November	This event in its 20 <sup>th</sup> year and covers market and craft stalls and seasonal activities for a three day period at the end of November. Added to the stalls are Christmas music and walkabout entertainers and includes a Christmas light switch-on on a Friday evening. This has proved very successful as shoppers stay longer at the event.  The Winter Festival Programme is funded in association with the Town Centre Partnership with support in kind from the Great Yarmouth Minster i.e. a choir from Norway attends for a Christmas Concert in Great Yarmouth Minster.	£17,800 net budget [One-off from Invest to Save]	½ Event Manager 2 Market Managers 1 Head of Service 1 Marketing Officer 1 Admin Officer 6 Event Staff	20 – 30 days prep 7 days prep  15 days prep 7 days prep  10 days prep 7 - 10 hours each day of event	Great Yarmouth's Town Centre
<b>Market Place - Pancake Day</b>	February	Launched in 2017 – a popular event which could expand to include schools and community groups. Great Yarmouth College have been involved in this event.	Sponsored by Great Yarmouth College	NA		Great Yarmouth's Town Centre

<b>Market Place - Great Yarmouth Food Festival</b>	May	Part of Great Yarmouth 'Feastival'. This event sees stalls on the market place together with food demonstrations. It would be advantageous if this event grew with GY tourism to promote food places in the Borough. The Moveable feast organised by Palliative Care and the Great Yarmouth Beer and Cider Festival organised by the Town Centre Manager also takes place at this time.	£4,700 [From Market service budget]	1 Event Manager 2 Market Managers 1 Admin 2 Event Staff	15 days prep 5 -7 days prep 5 – 7 days prep 7 – 10 hours each day of event	Great Yarmouth's Town Centre
<b>Market Place – Arts Festival</b>	June	Supports the Art Festival with a community carnival.	£3,000 [From Town Centre Initiative Reserve].			Great Yarmouth's Town Centre
<b>Market Place – Easter Fair</b>	March/ April	Long standing tradition in the market place since the Charter was granted in 1208. Four day event – largest showman fair in east Anglia.	£16,415 net [From Market service budget]	1 Head of Service 2 Market Managers 1 Event Manager 1 Admin Officer 7 Event Staff	10 – 15 days prep 12 – 15 hour day of event Event staff of shift rota	Great Yarmouth's Town Centre
<b>Spirit of Enterprise Awards</b>	November	A prestigious business-focused event held in the Town Hall celebrating a range of the leading businesses in the Borough with an Awards Ceremony.  Core funded by GYBC via EnterpriseGY, the event also attracts business sponsorship packages.	Officer time only	2 Marketing Manager 1 Event Manager 2 Porters 1 Head of service	30 days prep  7 days prep 7 days prep 2 – 3 days prep 12 hours on event	Economic Growth
<b>Leader's Reception</b>	December	Event Held in the Town Hall to celebrate the year and to look forward to the next to promote business in the Borough and networking.	£1,200 [Funded from Economic Development Budget]	1 Event Manager 1 Economic Development Manager 2 Porters	5 days prep 7 days prep 1 day prep	Economic Growth

## Facilitated Events

## Appendix 2

Event	Month	Description	Revenue Cost	Officer Resource	Est. Officer Days/Time	Supports Corporate Priority
<b>Maritime Festival</b> [Footfall: 25,000]	September	A GYTABIA event, the Maritime Festival is in its 19 <sup>th</sup> Year and focuses on heritage and culture of the Borough through our famous maritime history. The event runs along South Quay. GYBC is also sponsor.	Officer time only	1 Event Manager 1 Tourism Manager 2 Marketing Officers 2 Event Staff 4 Heritage Guides 4 Porters	30 – 40 days prep  10 days while event takes place  21 hours at the event	Tourism, Culture and Heritage
<b>Fireworks</b> [Footfall: 24,000 to 26,000, a 10,000 increase compared to a non-firework day]	6 weeks during summer holidays	A GYTABIA event, the Fireworks are provided on the seafront with a Radio Roadshow and live music. GYBC run the event for the BID.	Officer time only	1 Event Manager 1 Tourism Manager 1 Event Staff	7 days prep 9 hours each day for each member of staff	Tourism, Culture and Heritage
<b>Air Show</b> [Footfall 170,000]	June 2018	A GYTABIA high profile Event in the Borough to attract and promote Great Yarmouth as a destination.	Staff time only	1 Event Manager 1 Tourism Manager 2 Marketing Officers GYBC Property, Licensing, Insurance also involved.	Est. 70-90 days prep time 10 days of event set up and running event 2 days of take down	Tourism, Culture and Heritage
<b>Festival of Bowls</b>	September	This event has been running for over 70 years and runs for 6 weeks from end of August. Over 1,200 bowlers from all over the country come to take part. The event is sponsored by GYBC.	£1,000 net [From Events Budget]	1 Event Manager 1 Marketing Officer	30 – 40 days prep 15 days while event is taking place	Tourism, Culture and Heritage
<b>East Coast Run</b>	October	Held in October, this is a 10k Run around the Great Yarmouth – in conjunction with Great Yarmouth Road Runners. Involves site logistics and joint event management. GYBC also sponsor the event.	£1,700 funded from Neighbourhoods Service Budget]	1 Event Manger 2 Event Staff	4 days prep 8 hours on the day	Neighbourhoods, Communities & Environment
<b>Tour De Broads</b>	May and August	A cycle event owned and managed by Pedal Revolution. GYBC do the site set-up and logistics on the day.	Staff time only	1 Event Manager	2 day prep per Tour	Neighbourhoods, Communities & Environment



**Civic Events (Budget: £21,250)**
**Appendix 3**

Event	Month	Description	Revenue Cost	Officer Resource	Est. Officer Days/Time	Supports Corporate Priority
<b>Mayor Making</b>	May	Ceremonial display in honour of the Mayors. Installation of the Mayor in the Annual Mayor Making Ceremony held in the Town Hall. Invited guests of the incoming mayor together with civic guests list and members. 150 people normally attend. A buffet reception is served following the formal council meeting.	£3,500 [From Civic Budget]	1 Event Manager 3 Porters 3 Event Staff	15 Days prep 5 days prep 12 hours on the day	Tourism, Culture and Heritage
<b>Civic Service</b>	June - September	Civic with parade to church Normally in Great Yarmouth Minster – reception at Town Hall following service.	Nil as this year's food was provided by the Mayor.	1 Event Manager 3 Porters 2 Event Staff	7 days prep ½ day prep 6 hours on the day	Tourism, Culture and Heritage
<b>Civic Reception</b>	June - October	An opportunity to showcase the Borough and network with other districts and businesses – this year's reception was held at Air Show I	£4,000 [From Civic Budget]	1 Event Manager 2 Porters Dependent on where event held 3 Event Stewards	7 days prep ½ day prep  4 – 6 hours on day	Tourism, Culture and Heritage
<b>Town Hall Open Day</b>	September	(Maritime Festival) – key event in calendar – town hall open day attracts 4,000 visitors to town hall.	£200 [Civic Budget]	1 Event Manager 3 Porters 8 Event Staff	10 days prep 7 days prep 18 + for the weekend 7 hours for event staff	Tourism, Culture and Heritage
<b>Trafalgar Day</b>	October	service held at the Monument south denes with wreath laying and toast to the memory of Nelson	£400 [Civic Budget]	1 Event Manager 3 Porters 1 Event Staff	5 days prep ½ day prep 4 hours on day	Tourism, Culture and Heritage
<b>Festival of Remembrance Remembrance Day</b>	November	To commemorate the start of World War I. This year sees the finale to the 100 <sup>th</sup> Anniversary Commemorations and it is planned that an event will take place at the Hippodrome. This event also coincides with the national Campaign "Cry for Peace and Beacon Lighting" taking place in Anchor Gardens following the Festival and will be followed by a firework display. We are proud this year	Nil budget – funded via income from sale of tickets and contributions from the LAs	1 Event Manager 3 Porters 4 Event Staff	20 days prep ½ day prep 20 hours for weekend 7 hours for event staff	Tourism, Culture and Heritage

		to host this event on behalf of the County of Norfolk with HM Lord Lieutenant supporting this event to make it a countywide event. We are supported by local school children, community groups such as the Royal British Legion, Cadet organisations and Age Concern in putting this festival together. GYBC have been involved in supporting the Remembrance Day and Far East Prisoner of War Services on behalf of the Royal British Legion for a number of years. The event attracts well in excess of 3,000 people in the park each year and the numbers are growing. A parade takes place from the Market Place made up of Royal British Legion, Cadets and Community Organisations. The Civic Party assembles in St Georges Theatre and is made up of Civic Dignitaries, MP, Representatives of Armed Services, Police, Fire and Magistrates. Following the main service in the park a service is held on the seafront to support the FEPOW.	Staff costs only  £7,000 [Civic Budget]			
<b>Civic Carol Service</b>	December	Very well attended carol service in Great Yarmouth Minster – held jointly with the High Sheriff of Norfolk. Normally 600 plus guests	£600 [Civic Budget]	1 Event Manager 3 Porters 2 Event Staff	5 day prep ½ day prep 4 hours 4 hours for event staff	Tourism, Culture and Heritage
<b>Mayors Ball</b>	April	The finale of the Mayoral year which raises the majority of monies for the mayor charity. Held in the Town Hall since the refurbishment, 200 guests can attend. The Ball is a real opportunity to showcase the Mayor's year in office and celebrate all that has been achieved.	£300 remainder of the budget is offset by income [Civic Budget]	1 Event Manager 3 Porters	10 days prep 1 day prep 7 hours for the event	Tourism, Culture and Heritage
<b>WWI events</b>	Adhoc	Such anniversaries and commemorations – such as D-day and other such services that we have to mark. This also includes Armed Forces Day.	£1,000 [Civic Budget]	1 Event Manager 3 Porters 2 Event Staff	Dependent on event could take 10 day prep	Tourism, Culture and Heritage
<b>Military Parades /Naval Visits</b>	Adhoc	Adhoc for visits by the Royal Navy and Freedom of the Borough Parades	£2,000 [Civic Budget]	1 Event Manager 3 Porters 6 – 8 Event Staff dependent on nature of event	20 days pep 20 hours on weekend if applicable	Tourism, Culture and Heritage

<b>Great Yarmouth Sport Awards</b>	October/November	A civic event in conjunction with Active Norfolk and Sentinel. This year being held at the Town Hall. We provide invites and printing of certificates. All winners are then put forward to the Active Norfolk Award Ceremony.	£500 [Civic Budget]	This event is not going ahead in 2018/19.	5 days prep ½ day prep 4 hours on day	Neighbourhoods, Communities & Environment
<b>Town Twinning</b>	Adhoc	Adhoc events to support the twinning association. This can also include visiting Rambouillet to attend meetings.	£1,000 [Civic Budget]	1 Event Manager 3 Porters 4 – 8 event staff dependent on nature of event	20 to 30 days prep Dependent on nature of event Events normally over four days.	Tourism, Culture and Heritage
<b>Royal Visits</b>	Adhoc	Visits to Borough take place sporadically	£750 contingency [Civic Budget]	1 Event Manager 2 – 4 Event Staff dependent on visit	7 days prep	Tourism, Culture and Heritage
<b>Ambassador Visit</b>	Adhoc	As above		1 Event Manager 1 Officer 2 Porters	7 days prep	Tourism, Culture and Heritage
<b>Conferences</b>	Adhoc	Town Hall used as a conference venue		1 Event Manager 1 Officer 2 Porters	7 days prep	

Subject: Great Yarmouth Third River Crossing – Consultation

Report to:	Executive Leadership Team	24 September 2018
	Economic Development Committee	8 October 2018

Report by: David Glason - Development Director  
Kim Balls - Senior Strategic Planner (Planning & Growth)

## **SUBJECT MATTER**

Great Yarmouth Third River Crossing (Stage 3: Statutory pre-application)  
Consultation: 20 August – 5 October 2018

## **RECOMMENDATIONS**

**Members are recommended to support the Great Yarmouth Third River Crossing proposals, as set out in the Stage 3 (Statutory pre-application) Consultation and endorse the response contained in this report.**

## **1 EXECUTIVE SUMMARY**

1.1 It is considered that the Council should **fully support** the current proposals for a Great Yarmouth Third River Crossing as identified through the current consultation, recognising that the proposal will significantly improve the local highway network, create cohesive communities and greatly improving access to the port, outer harbour and the fast growing offshore energy Enterprise Zone at South Denes, supporting the town's role as part of the East of England Energy Zone and as a Centre of Offshore Renewable Engineering.

1.2 The proposal's economic business case is compelling<sup>1</sup>, offering high value for money, with businesses expected to benefit from reduced congestion, faster journeys and improved journey time reliability, with reduced costs and better access to markets, whilst commuters will similarly benefit from shorter, more reliable, journeys to work.

1.3 The Autumn Budget 2017 allocated a Government contribution of £98 million towards the scheme. The remaining cost will be locally funded and is likely to come from a range of sources.

## **2 INTRODUCTION**

2.1 Norfolk County Council is currently consulting on the Great Yarmouth Third River Crossing, a nationally significant infrastructure project (NSIP) that will link the A47 at Harfreys Roundabout with South Denes Road.

2.2 Under the Planning Act 2008 the Council is invited to comment on the proposed

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<sup>1</sup> Great Yarmouth Third River Crossing Outline Business Case (March 2017)

scheme before Norfolk County Council makes an application for a Development Consent Order (DCO) to the Secretary of State (SoS). The Council will be provided an opportunity to comment formally on the final submitted scheme once it has been received by the SoS.

2.3 In short, this consultation presents the final opportunity to comment upon the proposal before it is submitted to the SoS for examination in Spring 2019. The deadline for comments is **Friday 5 October 2018 (note that for Great Yarmouth Borough Council this has been extended to Sunday 21 October 2018).**

2.4 Members will be aware that proposals for a Great Yarmouth Third River Crossing have been long in formation and have been consulted upon throughout the development of the current scheme, offering cross political support to the proposal's Outline Business Case in October 2017. Furthermore, the Council has continued to champion the proposed Great Yarmouth Third River Crossing through its adopted Corporate Plan, as well as adopting the preferred route alignment for the proposed bridge within the Local Plan Core Strategy (Policy CS16) statutory development plan in December 2015.

2.5 This consultation provides the Council with more detail, principally on matters concerning the scheme's proposed design as well as the associated infrastructure necessary to support its full implementation. Whilst some elements of the proposed scheme are now 'fixed' such as the height and horizontal alignment of the bridge deck, there are elements of the preferred design that are still 'evolving' such as the bridge opening mechanism which may lead to a variation of other aspects of the scheme's final design. Further work is being undertaken to resolve this issue, the final decision on the opening mechanism is expected to be made prior to its submission to the SoS.

2.6 There are some further environmental issues identified through the accompanying Preliminary Environmental Information Report (PEIR) which are yet to be fully resolved or considered in finer detail, given that elements of the proposed scheme are not yet 'fixed', however it is expected that the Council will work alongside Norfolk County Council and other participatory agencies to ensure that all potential impacts associated within the Proposed Scheme are identified and assessed, if not resolved, by the point of submission to the Secretary of State.

### **3 SCHEME DEVELOPMENT**

3.1 Aspirations for a Third River Crossing over the River Yare have been held for many years; however development of the current proposal has been undertaken since 2003. In 2009 Norfolk County Council confirmed a preferred route alignment over the River Yare and begun acquiring adjacent properties to safeguard the proposal. In 2015, the Borough Council embedded the preferred route alignment within its adopted Local Plan Core Strategy statutory development plan.

3.2 Between 2015 and 2016 funding was secured from both New Anglia Local Enterprise Partnership (£2 million) and the Department for Transport (DfT) to prepare an Outline Businesses Case (OBC) for development scheme funding. This was followed by

two rounds of informal public consultation, and in October 2017 the Borough Council's Group Leaders appended a letter to the Third River Crossing Business Case submission to Government, confirming cross political support to the proposal. In the Autumn Budget 2017 the Government committed £98 million towards the scheme, the balance being locally funded and likely to come from a range of sources.

3.3 In early 2018 Norfolk County Council received confirmation from DfT that a Great Yarmouth Third River Crossing proposal would be regarded as a Nationally Significant Infrastructure Project and would require a special type of permission called a Development Consent Order (DCO) in order to proceed. In advance of this anticipated DCO submission to DfT in Spring 2019, Norfolk County Council have firmed up their preferred design proposals for the Third River Crossing and are seeking views as part of this consultation.

## **4. PROPOSAL**

4.1 Information on the current consultation and the proposed scheme are provided in more detail in the accompanying consultation document (appended to this report). However, in summary, the main elements of the proposed scheme are set out below:

- Construction of a double leaf bascule bridge (similar in operation to Haven Bridge) over the River Yare, connecting the A47 to the South Denes peninsula.
- A new dual carriageway road linking the A47 at Harfreys Roundabout to the bridge crossing incorporating; a new five arm roundabout connecting the crossing with Suffolk Road, William Adams Way and the western end of Queen Anne's Road; and bridge over Southtown Road.
- A new dual carriageway linking South Denes Road to the bridge crossing, incorporating junction improvements (i.e. signal controlled) at South Denes Road and Sutton Road.
- Major new public realm improvements incorporating provision of new public routes (pedestrian and cyclists), landscaped space and re-provision of allotments (due to land take at the existing Queen Anne's Road allotment site).
- Other ancillary proposal measures including the installation of variable message signs across the main town to assist the movement of traffic around Great Yarmouth in response to the status of the Great Yarmouth Third River Crossing.

4.2 Norfolk County Council expects to submit the DCO application in Spring 2019 with an examination in the Summer of 2019. The DCO decision by the Secretary of State will be made in Spring/Summer 2020. Construction of the bridge is scheduled to begin in late 2020. The scheme is anticipated for completion and opening in early 2023.

## **5. MAIN ISSUES AND CONSIDERATIONS**

### Traffic & Transport

5.1 The consultation draws attention to the potential impacts of the proposed scheme using a model that was used to develop forecasts for traffic in the bridge opening year of

2023 and in 2038, comparing the likely increase or decrease in traffic over a number of locations in Great Yarmouth.

5.2 The current traffic modelling suggests that in the opening year (2023) traffic is expected to be:

- Significantly reduced (40-50%) at Haven Bridge, South Quay
- Moderately reduced (11-30%) at Southtown Road, south of Gapton Hall, Acle New Road/A149, Gapton Hall Road, Suffolk Road and Breydon Bridge
- Marginally reduced (1-10%) at Lawn Avenue and Northgate Street
- Marginally increased (1-10%) at Acle New Road/A47, south of Harfreys Roundabout, Nelson Road North and Marine Parade
- Moderately increased (20-30%) at Southgates Road

5.3 The largest projected increase in traffic is predicted at William Adams Way (55%). However, this is anticipated to be the main access onto the bridge from Harfreys Roundabout, as such the road will be upgraded as part of the proposals to take the additional traffic load. Predicted traffic impacts are generally continued at the same rate over the longer term (2038).

5.4 As part of the proposals, Norfolk County Council are proposing to install a number of electronic variable message signs to assist the movement of traffic around Great Yarmouth in response to the status of the Third River Crossing. These will warn drivers when the proposed new bridge is closed to traffic, and will help to manage traffic on the approach to the scheme and within the town centre.

5.5 Overall, the transport modelling and assessments taken thus far have concluded that the scheme is likely to have a beneficial effect on the local highway network by easing congestion. Once the bridge is open and fully functional the predicted impacts over the area are likely to be positive overall, by:

- Shortening journey times;
- Reducing congestion;
- Providing provisions for pedestrians and cyclists;
- Reducing collisions and casualties; and
- Encouraging and increasing the use of most active modes of transport.

5.6 The Council will continue a working dialogue with Norfolk County Council and Highways England throughout the project and beyond its implementation.

#### Drainage & Flood Risk

5.7 Members have previously raised concerns regarding the way in which drainage of surface water will be affected by the new bridge proposals, in particular whether this might lead to further localised surface water flooding, and whether surface water would be directly discharged in to the River Yare.



5.8 Preliminary work undertaken through the PEIR suggests that the current design (at this stage) is compliant with the Water Framework Directive (i.e. which offers protection and management of river basins). In addition, the PEIR has identified certain control measures that can be used to reduce impacts i.e. reducing discharge of sediment into the River Yare.

5.9 Further consultations and assessments are due to take place, including consideration of the effects on water once the bridge is open and fully functional. The Council will continue to liaise with Norfolk County Council, Broads Internal Drainage Board and Environment Agency to resolve any further outstanding issues. The Environment Agency are also engaged regarding their flood defence proposals along Bollard Quay to maximise the potential of these key investments in infrastructure.

#### People & Community

5.10 Construction of the bridge is forecast to generate positive economic benefits through job creation, demand for accommodation (due to influx of workers), improved traffic flows across the urban area and improved access across the River Yare for walkers and cyclists.

5.11 The joining of communities at South Denes and Southtown is unprecedented and provides an opportunity for greater social cohesion, opening up new educational and employment prospects for local residents. The Council may also wish to explore further community engagement programmes, linked to the new bridge crossing, which could support further skills i.e. civil engineering, design, art, provided through a network of local learning providers.

5.12 Concerns regarding necessary land take and disturbances to local businesses will continue, therefore it will be necessary that the Council maintain an open and active dialogue with Norfolk County Council throughout the planning and development stages of the bridge to minimise this impact.

### **6. FINANCIAL IMPLICATIONS**

6.1 As reported, the Autumn Budget 2017 allocated a Government contribution of £98 million towards the scheme. The total project cost is £121 million with the remaining cost being locally funded and is likely to come from a range of sources. The Borough Council is assessing the value of its landholdings around the area of the project to ascertain whether this could be a 'local contribution' to the project costs. A report will return for Members consideration once this work has been completed.

### **7. RISK IMPLICATIONS**

7.1 Considered under section 5 of this report.

### **8. CONCLUSIONS**

8.1 The Council should fully support the proposals for the Great Yarmouth Third River Crossing, as set out in the consultation.



8.2 Delivery of a Third River Crossing is a strategic infrastructure priority for the borough and is embedded within the Council's Corporate Plan and adopted Local Plan Core Strategy. The proposals will significantly improve the local transport network, help to create a cohesive community and will greatly improve access to the port area, outer harbour and the fast growing offshore energy Enterprise Zone at South Denes, supporting the town's role as part of the East of England Energy Zone.

8.3 The proposal's business case is compelling, offering high value for money, with businesses expected to benefit from reduced congestion, faster journeys and improved journey time reliability, with reduced costs and better access to markets, whilst commuters will similarly benefit from shorter, more reliable journeys to work.

8.3 The Council will be offered the opportunity to comment on the final Third River Crossing proposal once this has been accepted by the Secretary of State for a Development Consent Order (DCO).

## 9. RECOMMENDATIONS

**Members are recommended to support the Great Yarmouth Third River Crossing proposals, as set out in the Stage 3 (Statutory pre-application) Consultation and endorse the response contained in this report.**

## 10 ATTACHMENTS

Appendix A – Great Yarmouth Third River Crossing Consultation Brochure

*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:	Considered.
Section 151 Officer Consultation:	Considered.
Existing Council Policies:	Great Yarmouth Corporate Plan Great Yarmouth Local Plan Core Strategy (Policy CS16)
Financial Implications:	None.
Legal Implications (including human rights):	Considered.
Risk Implications:	Considered.

Equality Issues/EQIA assessment:	Considered.
Crime & Disorder:	None.
Every Child Matters:	None.

# Great Yarmouth Third River Crossing

## Stage 3 (Statutory pre-application) Consultation

### 20 August 2018 to 5 October 2018

We need your views on the proposed new bridge over the River Yare in Great Yarmouth.

This brochure sets out our proposals for the Third River Crossing. A questionnaire is available for you to feedback your comments and views.



# Introduction

The Third River Crossing scheme involves the construction, operation and maintenance of a new bridge over the River Yare in Great Yarmouth.

The crossing links the A47 at Harfrey's Roundabout with South Denes Road.

In Spring 2019 Norfolk County Council intends to make an application to the Secretary of State for a Development Consent Order for the Third River Crossing.

We are proposing a double leaf bascule bridge (a type of lifting bridge - similar in operation to the existing Haven Bridge). Although the height and horizontal alignment of the bridge deck is already fixed, we would like to retain some flexibility regarding the range of structure design and opening mechanisms being considered (see pages 6 and 7).

Before making this application we would like your views on the scheme that we propose to submit.

## Why do we need the Third River Crossing?

**The objectives of the Third River Crossing are:**

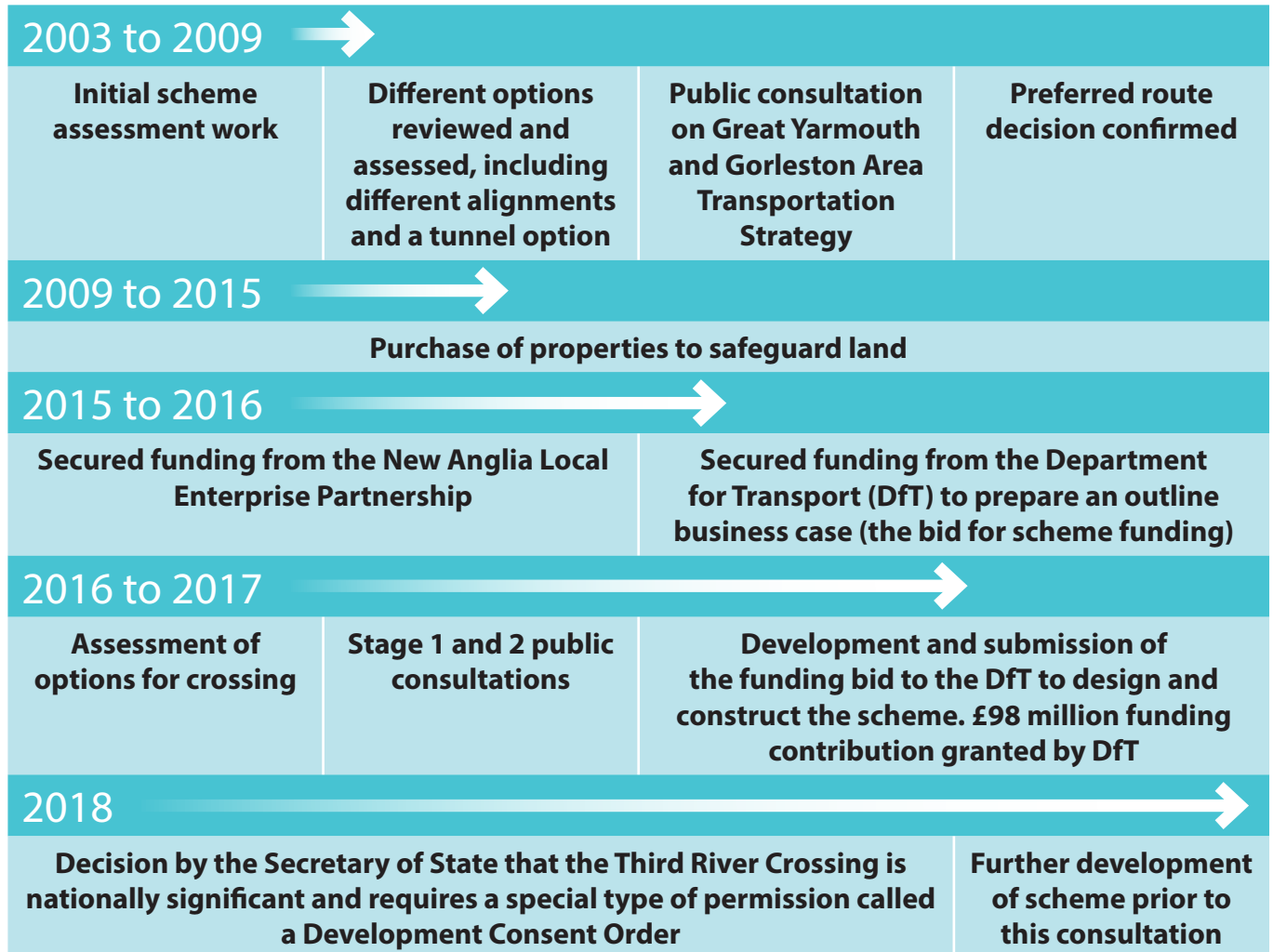
- To support Great Yarmouth as a centre for the offshore renewable energy, oil and gas industries and to enhance the port's role as an international gateway
- To help create new jobs by improving transport links between the port and the main road network
- To support the regeneration of Great Yarmouth, including the town centre and seafront
- To improve local access by reducing congestion and improving journey time reliability
- To improve safety and remove heavy traffic from unsuitable routes within the town centre
- To improve access to the Great Yarmouth peninsula for pedestrians, cyclists and buses
- To protect and improve the environment, and minimise the impact of the scheme on local people and places

## Project funding

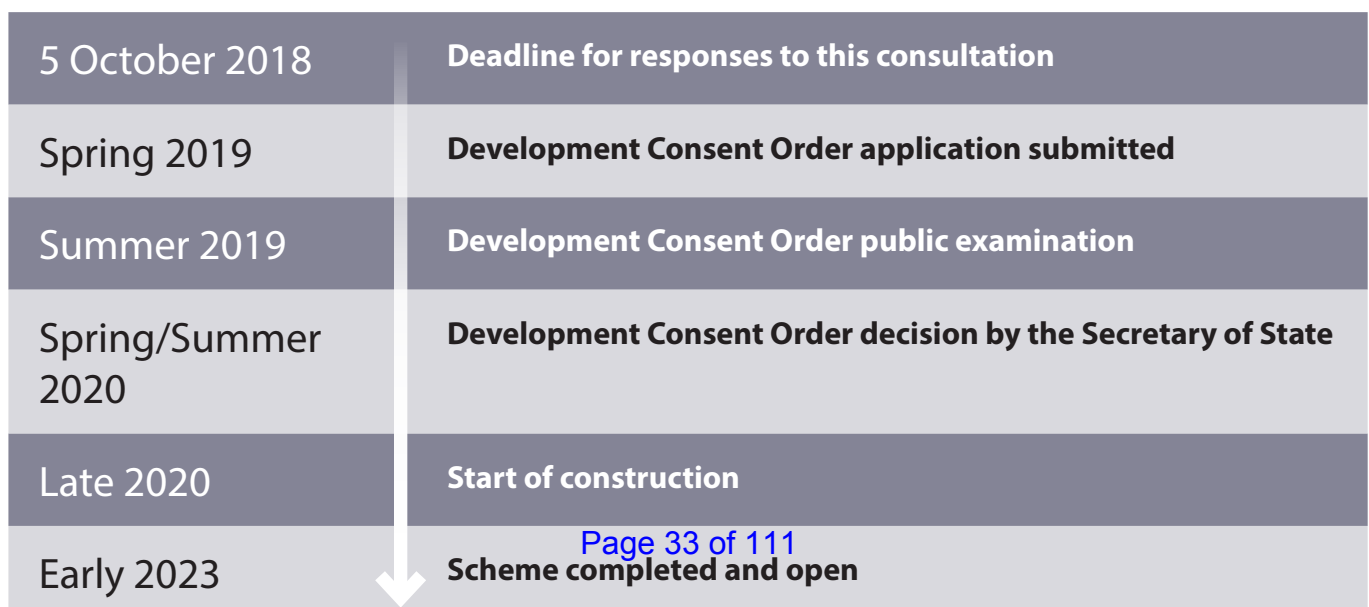
Norfolk County Council submitted a bid for a funding contribution to the Department for Transport (DfT). The submission to DfT set out the project cost as approximately £120m. The Autumn Budget 2017 allocated a Government contribution of £98m towards the scheme. The remaining cost will be locally funded and is likely to come from a range of sources.

# Progress to date and future timeline

## Progress to date



## Future timeline



# This consultation

This consultation is **Stage 3** of a three stage consultation process:

Dates	Stage	Purpose
November 2016 - January 2017	Stage 1 Initial engagement consultation	This was a non-statutory consultation to understand views on congestion, share emerging proposals and understand level of support
September – October 2017	Stage 2 Scheme development consultation	This was a non-statutory consultation to provide an update on progress and understand views on the bridge development work so far
August – October 2018	Stage 3 Statutory pre-application consultation	This is the statutory consultation to present details of the proposed scheme and obtain views on it before making an application for a Development Consent Order

**This is the current consultation**

## The key findings from Stage 1:

- Congestion in Great Yarmouth is considered a serious issue
- The Third River Crossing would make journeys faster
- Congestion would be reduced by the new crossing

## The key findings from Stage 2:

- Support for the scheme remains high
- There is overall support for the proposed scheme of a bascule bridge at 4.5m clearance
- A key concern relates to how the bridge affects port business and the passage of vessels on the river
- The consultation identified a number of suggestions regarding how the scheme could be improved

## Why are we consulting?

The Secretary of State has determined that the Third River Crossing is a project of national significance for the purposes of the Planning Act 2008.

This means that the project requires a special type of permission, called a Development Consent Order, to construct, operate and maintain it.

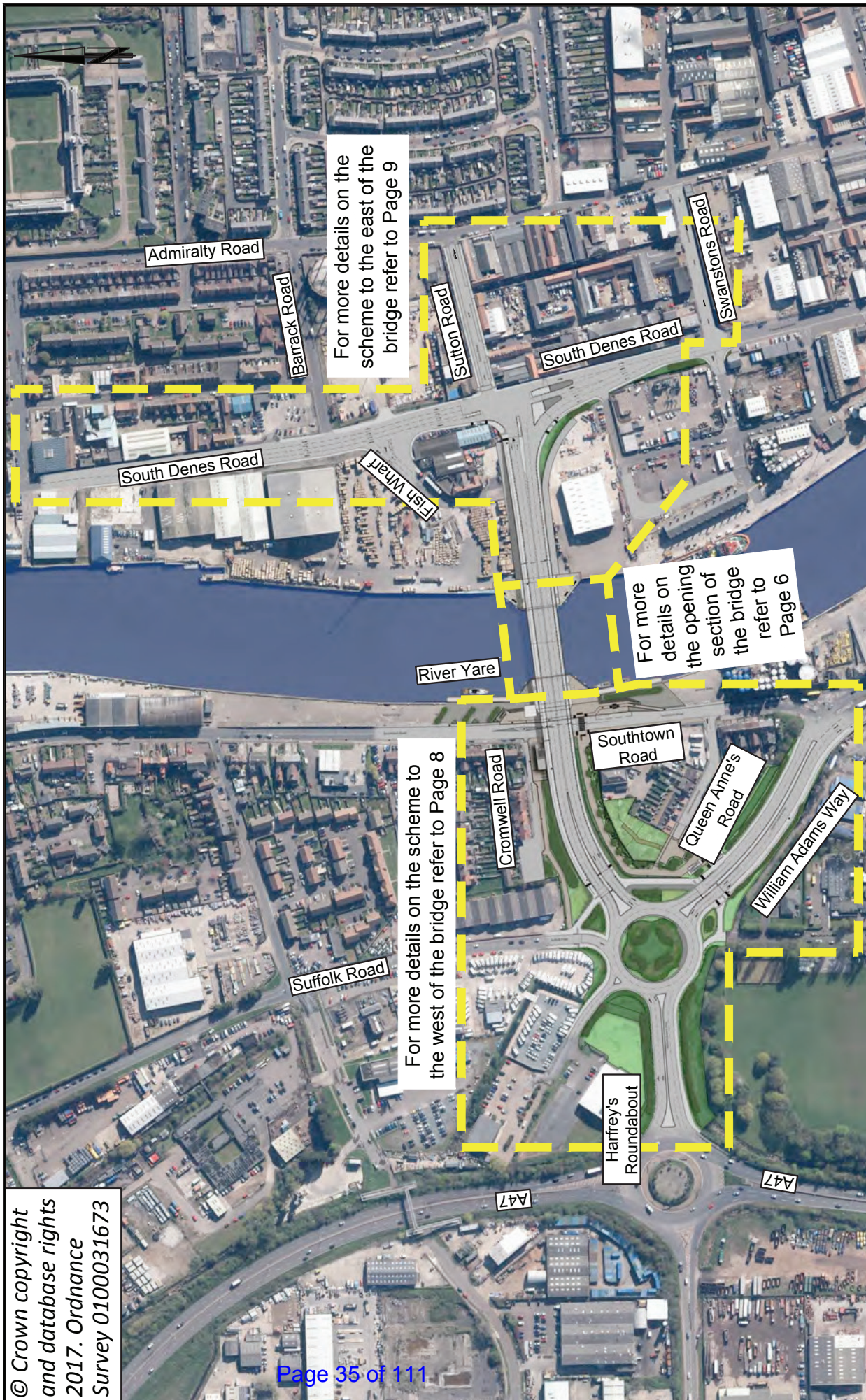
Under the Planning Act 2008 we have to carry out a statutory consultation before we apply for a Development Consent Order. This is the current consultation and your responses to this will help us develop the scheme.

A key feature of a Development Consent Order is that it replaces the need for planning permission and various other consents/orders which a project would normally need. Therefore this consultation is a very important opportunity to express views on the scheme.

**You can find out more on how to comment and have your say on page 17.**

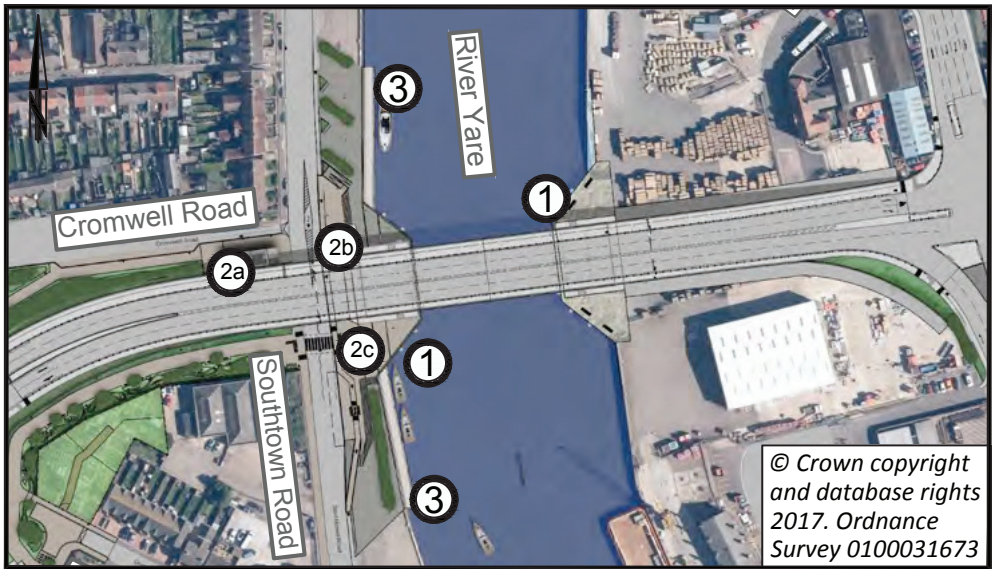


# Main scheme overview plan





# The opening section of the bridge



Depending on the type of bascule bridge, the bridge may need structures extending into the river to accommodate the opening mechanism **(1)**. A control tower structure located next to the bridge would enable the 24/7 operation of the opening span. Three provisional locations have been identified for the control tower depending on the type of bascule bridge

chosen. These are shown as **(2a)**, **(2b)** and **(2c)**. Please see page 7 for more information on the possible types of bascule bridge.

Barriers with flashing signs will be provided to prevent access onto the bridge whilst it opens. A waiting berth suitable for small vessels on either side of bridge will allow for moorings of vessels waiting for the bridge to open **(3)**.

The new bridge needs to open to allow the passage of boats and large vessels along the river. The Stage 2 Consultations in Summer 2017 helped confirm our view that the best solution for an opening bridge is to provide a bascule bridge with two sections or 'leaves' that lift. The bridge would have a clearance of 4.5m over the water at high tide when in the lowered position.

Key facts about the bridge	
Estimated number of openings on a typical day (in 2023)	15 (based upon our assessment of predicted river traffic)
Anticipated total length of time the bridge is closed to road traffic on a typical day	82 minutes (approximate average of 5 minutes 30 seconds per opening)
Total time each day the bridge is open to traffic/pedestrians/cyclists	22 hours 38 minutes
Time to open bridge as a result of power failure or hydraulic failure	It will take a maximum of 1 hour to open the bridge
Marine operations	The bridge will open for commercial vessels when required and for recreational vessels by arrangement

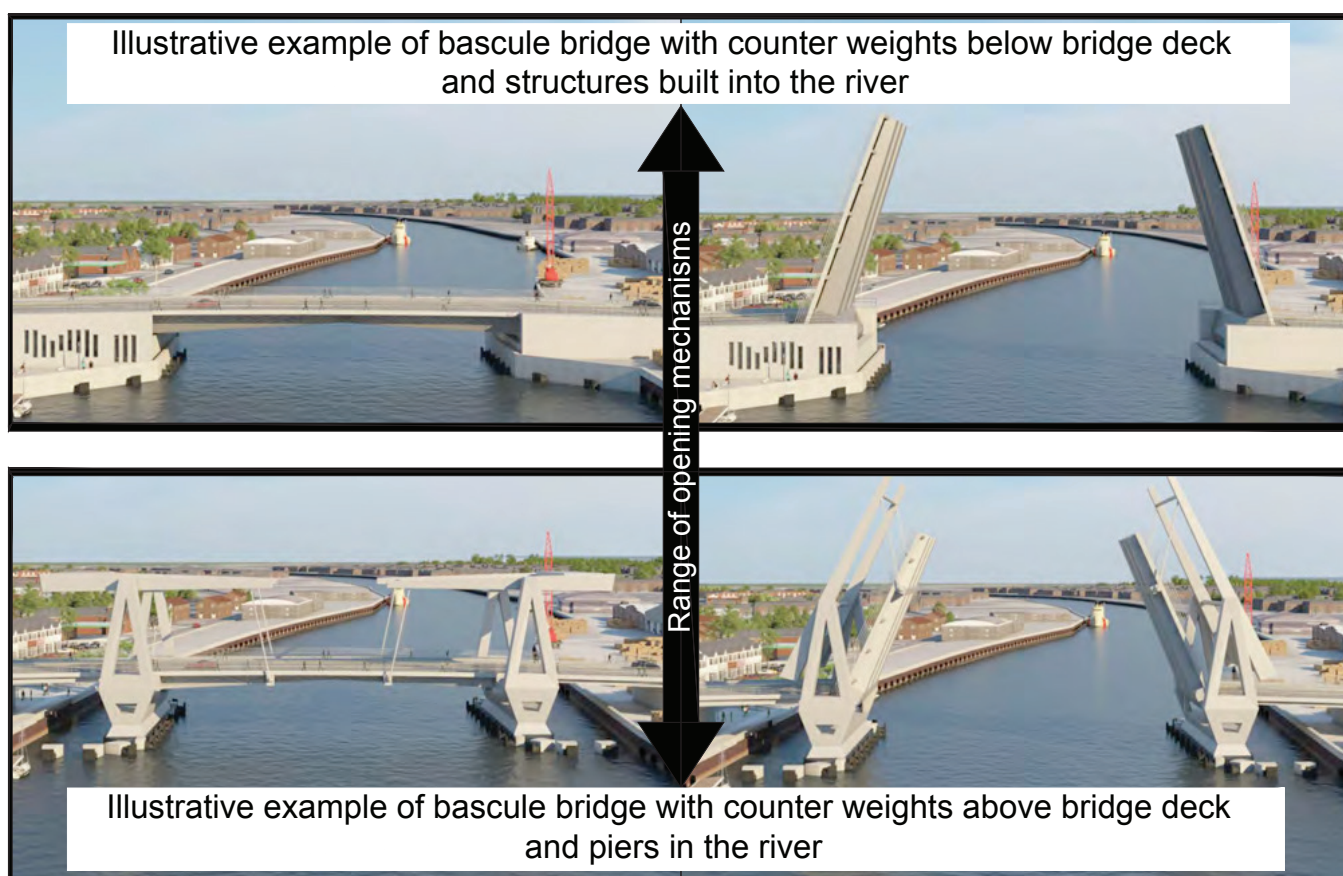


# Bascule bridge options

We are proposing a double leaf bascule bridge. After assessment this type of structure is the most appropriate at delivering the benefits of the scheme. The height and horizontal alignment of the bridge deck is already fixed. However, at present we would like to retain some flexibility regarding the type of opening mechanism to allow contractor innovation and hopefully reduce cost.

We have produced indicative visualisations below to show the range of opening mechanisms being considered.

The environmental assessments undertaken to date have taken account of this range of opening mechanisms by assessing a 'worst case'. The opening mechanism would be fixed when we submit our application for a Development Consent Order. **We welcome your views on the illustrative designs but please note the final design may be different to those shown below.**



**The final choice on the opening mechanism will be made by Norfolk County Council. In making this decision the following will need to be considered:**

- Operation times to ensure minimal delay to marine and road traffic
- Constructability (how easy it is to build)
- Cost, including future maintenance
- Safety and maintenance
- Impact on vessel navigation on River Yare
- Impact on surrounding land uses and port operations
- Aesthetic appeal and appropriateness to its surroundings / visual impact
- Environmental impacts
- Comments made during this consultation
- Reliability

# Proposals on west side of the bridge

On the west side of the bridge the scheme involves a new dual carriageway road linking the A47 at Harfrey's Roundabout to the bridge crossing.

A new five arm roundabout **(1)** on William Adams Way would be provided at the junction with Suffolk Road, allowing access to the Kings Centre and to provide a new dual carriageway road **(2)** onto the bridge.

A new bridge would be provided over Southtown Road **(3)**.

Queen Anne's Road would be closed at its junction with Suffolk Road and a new junction provided onto Southtown Road **(4)**.



A new pedestrian crossing would be provided on Suffolk Road **(5)**.

The footbridge on William Adams Way would be removed and replaced by a new crossing for pedestrians and cyclists **(6)**.

Key facts about the western side	
Height	<p>The new roundabout on William Adams Way <b>(1)</b> would sit approximately 2 metres above the surrounding existing ground levels</p> <p>The new dual carriageway road would rise up to approximately 7.2 metres above Southtown Road <b>(3)</b></p> <p>The bridge approach embankments would be retained by reinforced earth or retaining walls</p>
Gradients	<p>A maximum gradient of 5% (1 in 20) would be provided on the bridge approaches</p>



# Proposals on east side of the bridge

On the east side of the bridge the scheme involves a new dual carriageway road linking South Denes Road to the bridge crossing.

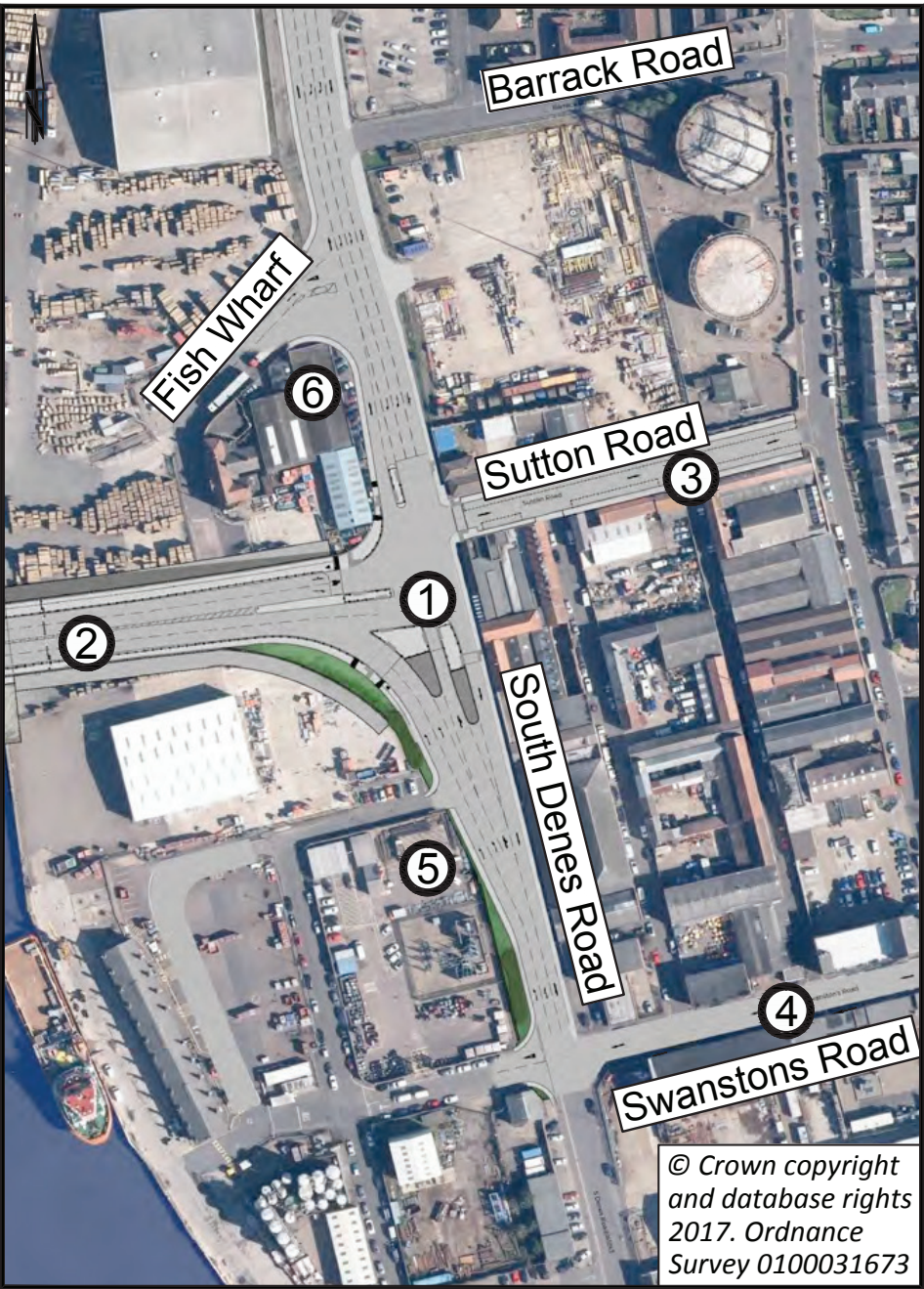
A new signal controlled junction would be provided at the junction of South Denes Road with Sutton Road **(1)**. South Denes Road would be widened to the side closest to the river on its approaches to this junction.

A new dual carriageway road **(2)** would be provided from this junction onto the bridge.

The one way systems on Sutton Road **(3)** and Swanstons Road **(4)** would be reversed.

New access arrangements would be provided to and from the existing quayside areas near the bridge **(5)**.

Revisions to the junction of Fish Wharf with South Denes Road **(6)** would be required.



## Key facts about the eastern side

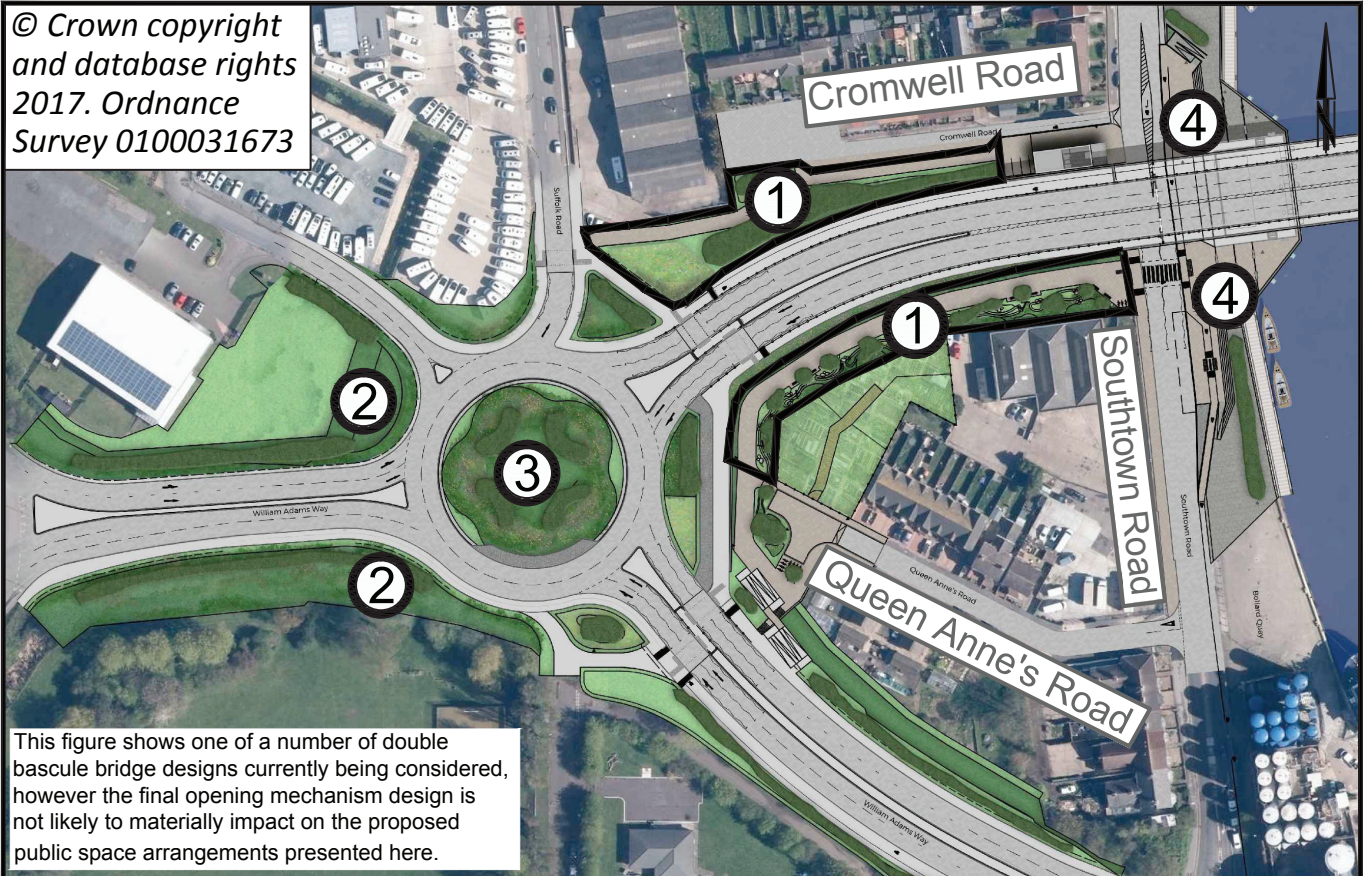
Height	The signal controlled junction with South Denes Road <b>(1)</b> would be at existing ground level
Gradients	A maximum gradient of 5% (1 in 20) would be provided on the bridge approaches



# Public space improvements

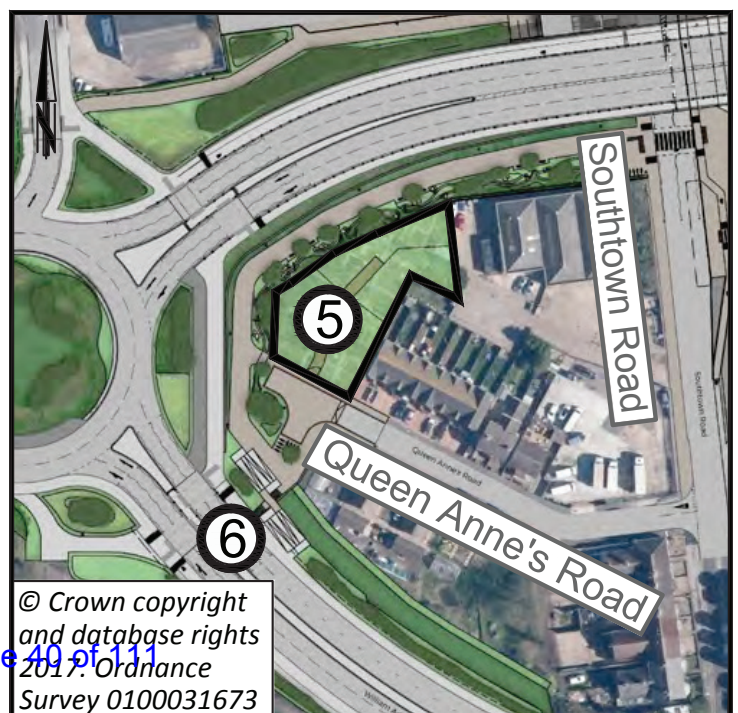
As part of the scheme proposals we intend to provide a number of public space improvements within the land required for the scheme. These include the provision of new areas of public routes **(1)** and areas of landscaped space **(2)** (including the centre of the new roundabout on William Adams Way **(3)**). The area around the bridge at Bollard Quay provides the opportunity to consider a new public space, forming an important interchange for pedestrians and cyclists **(4)**.

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The Third River Crossing scheme requires land from the existing allotment sites. A new location for the existing allotment site on the north of Queen Anne's Road has been identified **(5)**.

Steps/ramps up to William Adams Way are proposed **(6)**.

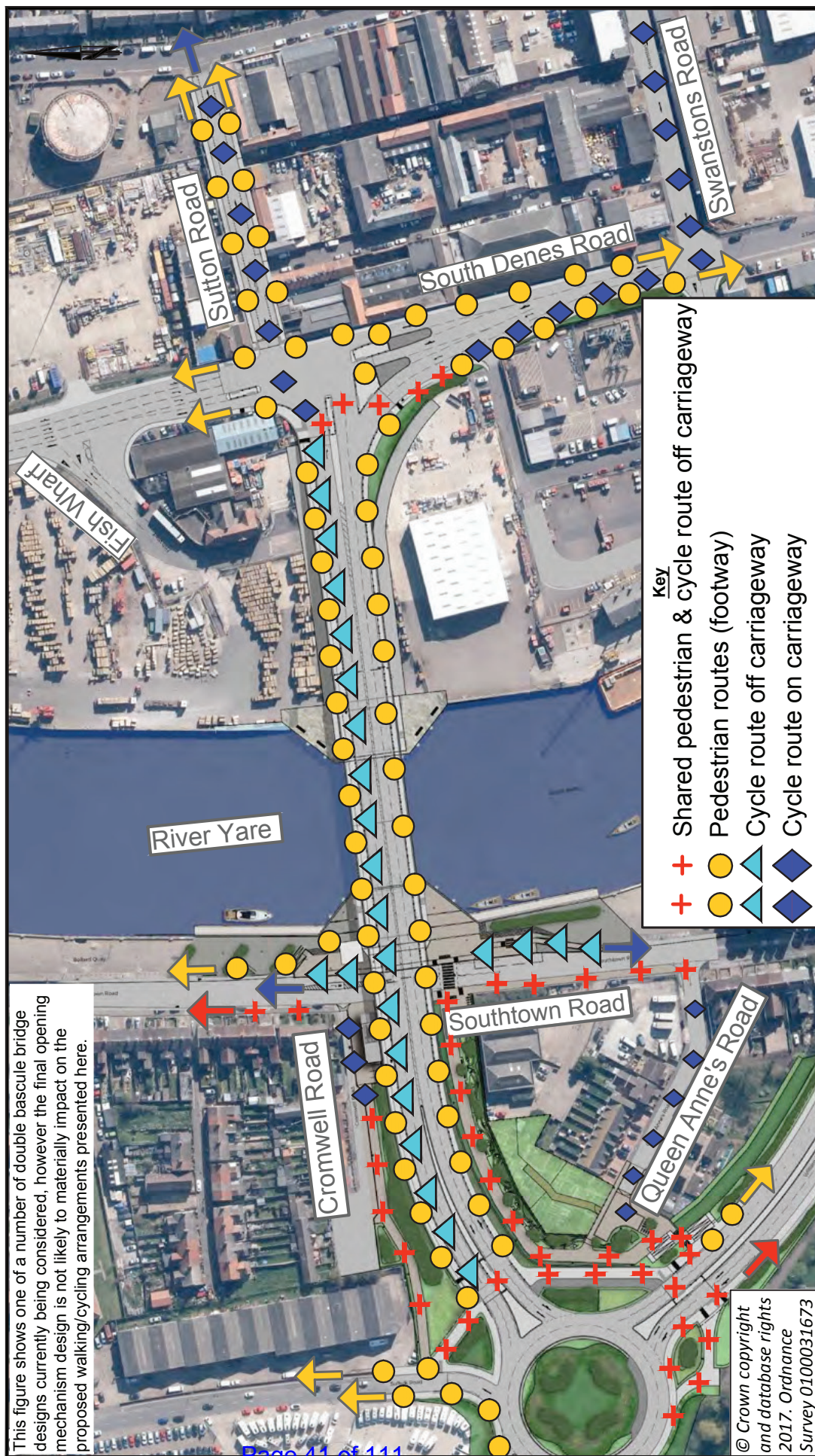


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# Walking/cycling routes

The design of the proposed highway alignment and bridge approach creates an opportunity to develop routes for walkers and cyclists that connect Southtown Road with South Denes Road. The proposed routes for walkers and cyclists are shown on the plan below.





# Lighting, parking and vessel berths

## Lighting

We intend to install lighting on and around the new bridge. The lighting design will be developed further during detailed design, to incorporate both the architectural lighting of the crossing and also the public space areas that have been identified. The lighting scheme will utilise specialised lighting to minimise obtrusive light and to mitigate any light pollution onto the River Yare and avoid any impacts to navigation.

## Waiting and Parking Restrictions

Between the new roundabout on William Adams Way and the new traffic signalled junction on South Denes Road the bridge and its approach road would have the following parking restrictions:

- no waiting at any time
- no loading/unloading at any time

Changes to waiting/parking restrictions on other roads are being developed and will be included in the application for a Development Consent Order.

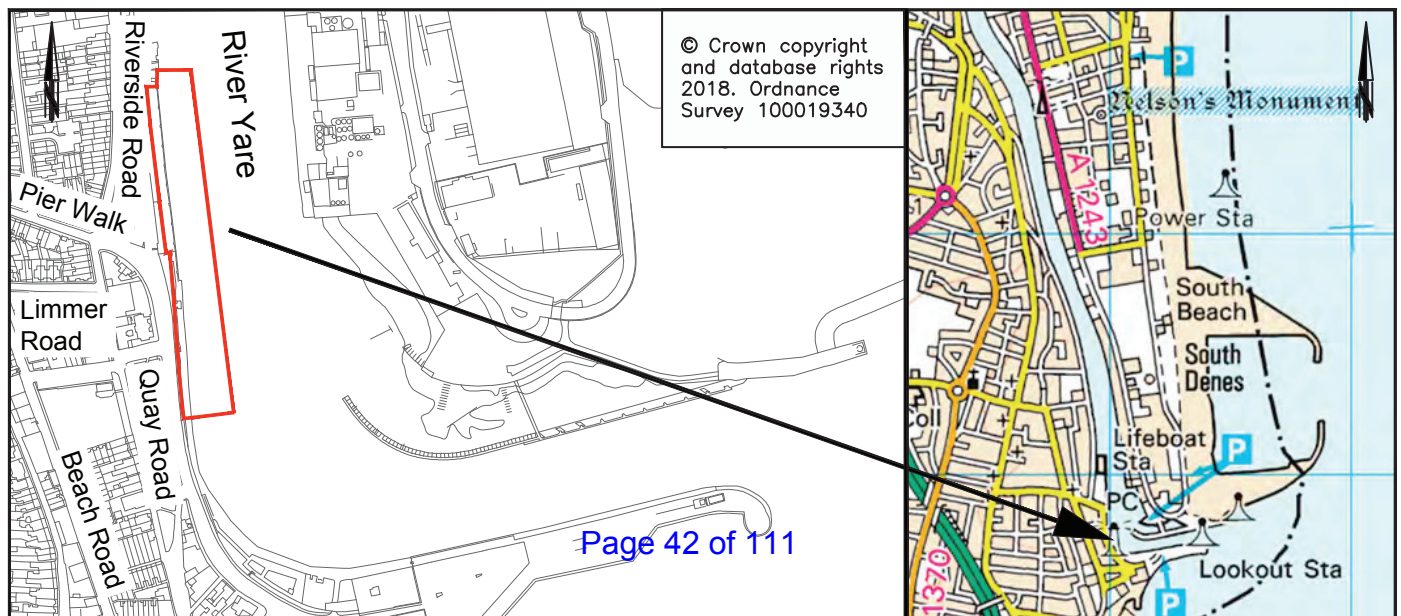
## River Vessel Berthing Facilities

Page 6 of this document describes the proposals for waiting facilities to the north and south of the bridge for small vessels.

Consideration is being given to a potential large commercial vessel waiting facility, for use in the event that the bridge fails to operate. The proposed location for this facility is shown below.

The facility would be designed to accommodate all commercial vessels greater than 30m in length that are capable of using the River Port. It would only be provided for temporary mooring while the bridge was restored to an operational condition and no port facilities would be provided at the location.

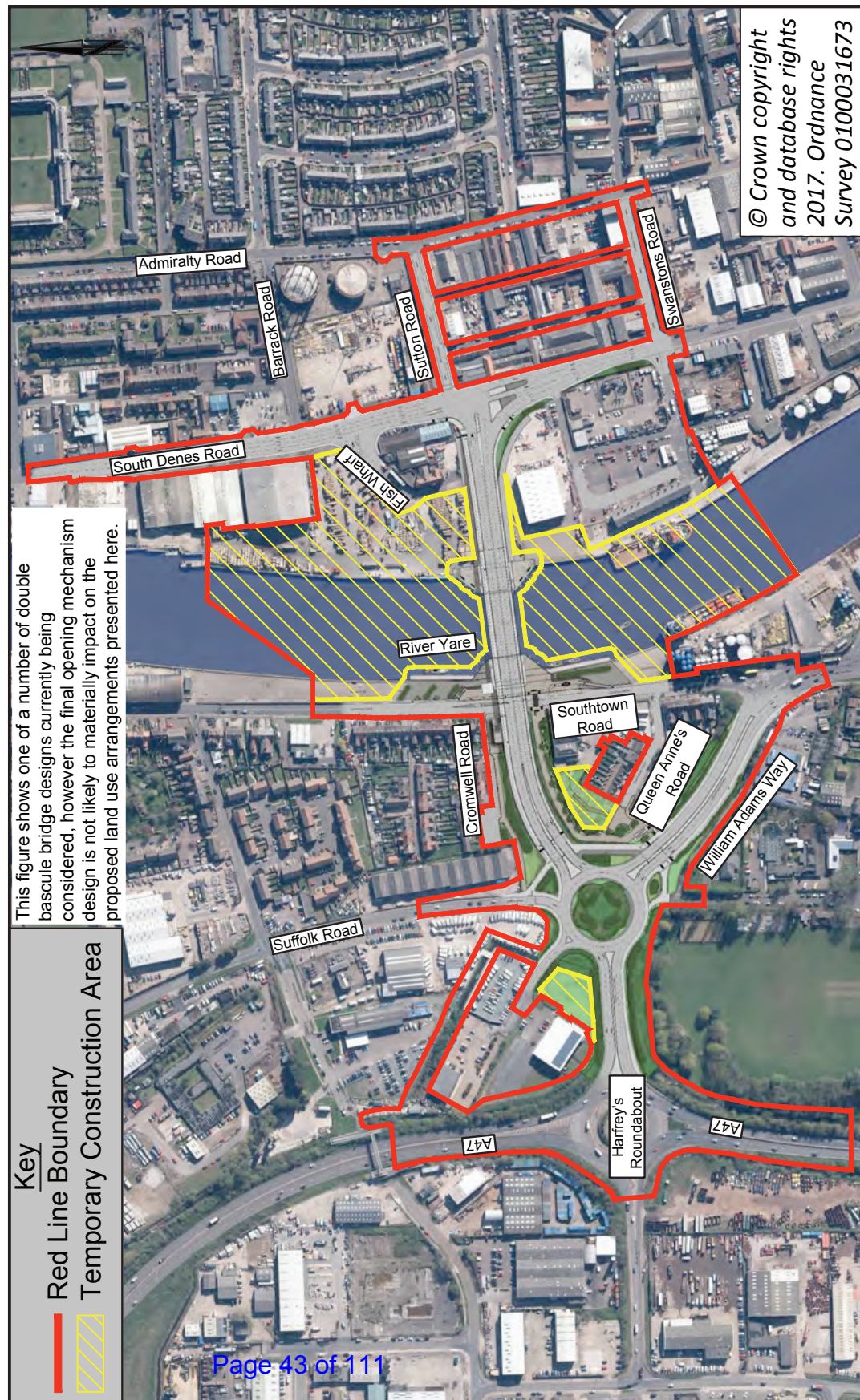
The need for this facility will be confirmed in the application for the Development Consent Order.





# Land

The area of the proposed development site is shown by the red line below. This includes the area of the permanent scheme, areas required temporarily during construction and areas where works will be required to private property.



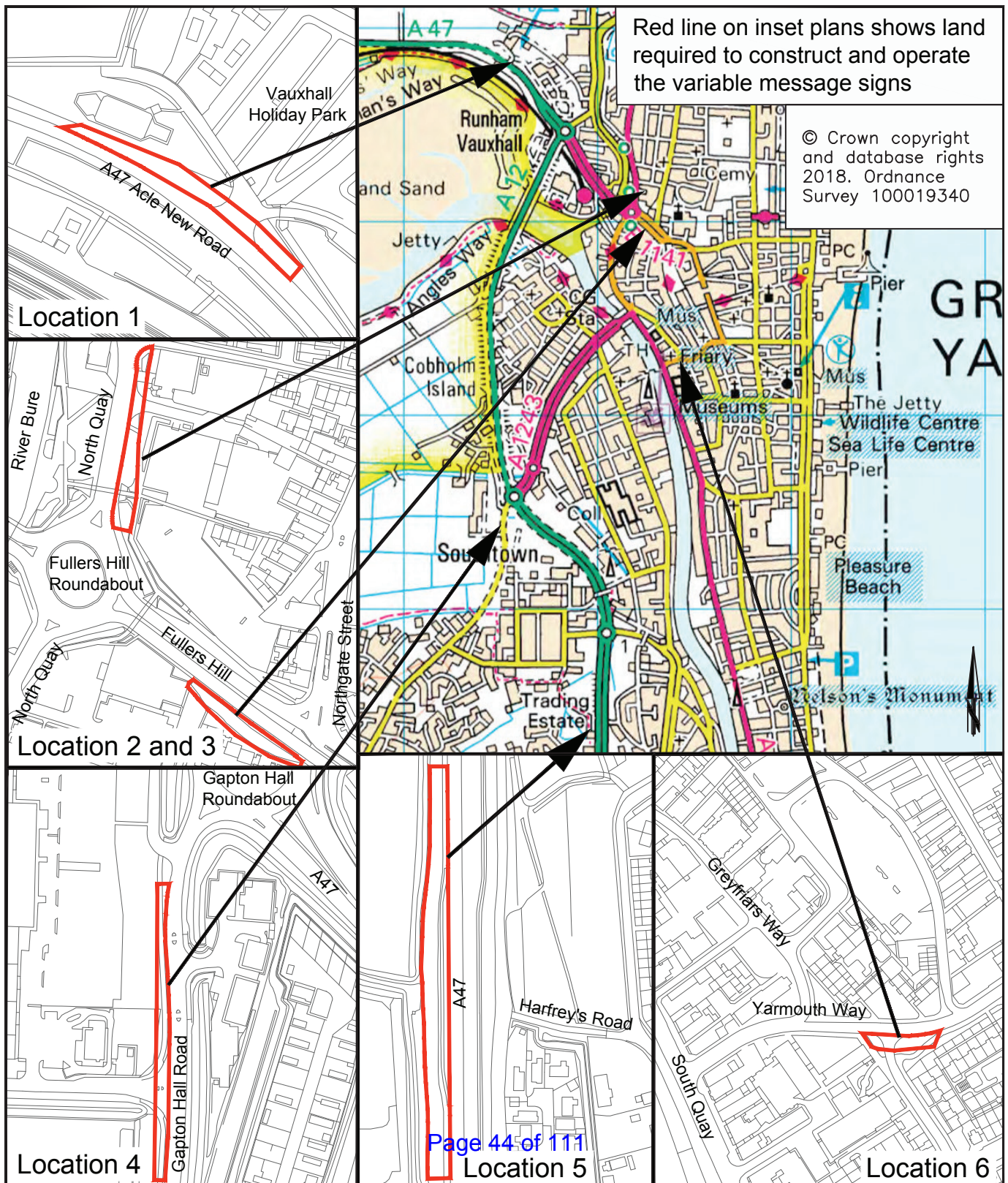
Where we do not already own or control the land, we have started negotiations with the relevant landowners. However, as part of our application for a Development Consent Order we intend to apply for powers which would allow us to acquire land and rights over land compulsorily (subject to payment of compensation) if it has not been possible to acquire by agreement.



# Variable Message Signs

We are proposing to install a number of electronic variable message signs to assist the movement of traffic around Great Yarmouth in response to the status of the Third River Crossing. These will warn drivers when the proposed new bridge is closed to traffic, and will help to manage traffic on the approach to the scheme and within the town centre.

**The locations of these are shown below. Each requires small areas of land to provide them.**

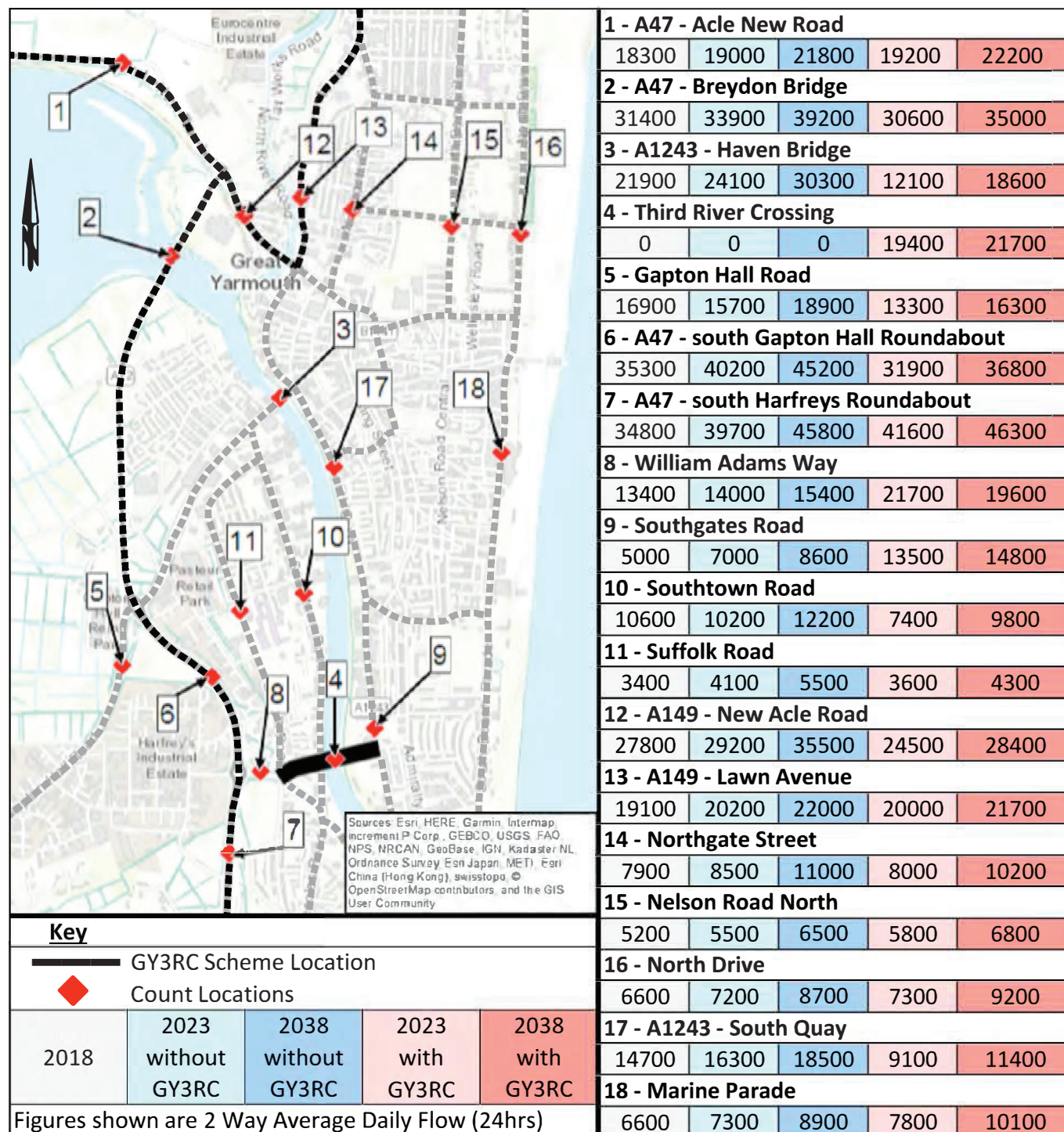




# Traffic impacts

We have used computer modelling software to assess the potential impacts of the proposed scheme on traffic flows. The model has been used to develop forecasts for traffic in the envisaged opening year of 2023 and in 2038.

The plan below shows the traffic flow forecasts obtained from the model.



We have created a separate briefing note about our transport modelling which describes the process we have used to produce the data in this document. This is available to view on Norfolk County Council's website ([www.norfolk.gov.uk/3rc](http://www.norfolk.gov.uk/3rc)) at the public consultation events and locations set out on page 18. You can also obtain a copy by emailing us at [gy3rc-st3consultation@norfolk.gov.uk](mailto:gy3rc-st3consultation@norfolk.gov.uk).

# Environmental impacts

The nature and scale of the scheme is such that it requires a formal Environmental Impact Assessment. Specific consideration of the scheme's effects on sites protected by the Habitats Directive is also required. We will submit an Environmental Statement with our application for a Development Consent Order. This Environmental Statement will set out our full assessment of the environmental impacts of the Third River Crossing, including its effects on the Habitats Directive sites.

## Some of the topics assessed in the forthcoming Environmental Statement will include:

- **Air quality** – will assess the changes in concentrations of vehicle emissions as a result of the scheme. The assessment will also evaluate the potential dust created during construction
- **Noise and vibration** – will assess the changes in noise and vibration as a result of vehicle movements associated with the scheme. The assessment will also evaluate noise and vibration as a result of construction activities
- **Ecology** – considers effects of the scheme on species, habitats and protected sites, including the River Yare, which forms part of the Outer Thames Estuary Special Protection Area.
- **Geology and soils** – considers the effects to the underlying geology, contaminated land and unexploded ordnance
- **Townscape and visual impact** – considers the visual impacts in the surrounding local area, which is expected to be greatest once the bridge is open
- **Cultural heritage** – considers the impacts on archaeology, monuments and historic buildings
- **Drainage and flood risk** – considers the effects to surface and ground water quality, as well as the potential for the scheme to increase flood risk
- **People and communities** – considers the effects of land take, impacts on people and businesses and also the employment opportunities and economic activity that may be created

At the time of this consultation we are still currently assessing the impacts, and this process will need to continue as the scheme proposals are refined and finalised following this consultation.

We have produced a Preliminary Environmental Information Report (PEIR) which provides information on the potential environmental effects of the scheme using information that is currently available to us. We have also produced a non-technical summary of the PEIR.

Both the PEIR and its non technical summary are available to view on Norfolk County Council's website ([www.norfolk.gov.uk/3rc](http://www.norfolk.gov.uk/3rc)), at the public consultation events and locations set out on page 18. You can also get a copy by emailing us at [gy3rc-st3consultation@norfolk.gov.uk](mailto:gy3rc-st3consultation@norfolk.gov.uk).

# Responding to this consultation

We would like to hear your views on our proposals for the Third River Crossing.

**You can respond to this consultation by:**

- Completing a questionnaire on line at [www.norfolk.gov.uk/3rc](http://www.norfolk.gov.uk/3rc)
- Completing the paper questionnaire that accompanies this brochure and posting it to **Freepost Plus RTCL-XSTT-JZSK, Norfolk County Council, GY3RC, Ground floor - south wing, County Hall, Martineau Lane, Norwich NR1 2DH**
- Emailing comments to [gy3rc-st3consultation@norfolk.gov.uk](mailto:gy3rc-st3consultation@norfolk.gov.uk)
- Writing to **Freepost Plus RTCL-XSTT-JZSK, Norfolk County Council, GY3RC, Ground floor - south wing, County Hall, Martineau Lane, Norwich NR1 2DH**
- You do not need to use a stamp if you are using the above Freepost address. However, if you want to help the council save money please use a stamp and send to this address: **Great Yarmouth Third River Crossing Stage 3 Consultation, Infrastructure Delivery Team, Norfolk County Council, County Hall, Martineau Lane, NR1 2DH.**

**The deadline for responses to this consultation is 23:59 hrs on 5<sup>th</sup> October 2018.**

**If you have any queries regarding the consultation please email [gy3rc-st3consultation@norfolk.gov.uk](mailto:gy3rc-st3consultation@norfolk.gov.uk) or phone 0344 800 8020. However, please could all responses to the consultation be made in writing using one of the methods outlined above.**

## How we will use your responses

We will record all comments received during the consultation period and the project team will carefully consider these. We will produce a consultation report that will include your comments and an explanation of how they have helped influence the scheme. This consultation report will form part of the documents we submit with our application for a Development Consent Order.

The questionnaire that accompanies this brochure does not request identifying information such as your name or email address. It asks for a postcode so that we can understand where people's responses are coming from. The information from the questionnaire will be used solely for purposes in connection with the pre-application consultations, DCO application process, assessment and determination of the application and otherwise in connection with the further development of the scheme.

Where personal details are received as part of this consultation (e.g. from email and letter responses) these will be held securely and will not be disclosed to any third parties except where the County Council is required to do so by law (e.g. where required to do so following a Freedom of Information Act request).

All data including personal data is kept securely and stored in a password protected electronic format. Paper copies of documents received will be stored in secure cabinets. Please read Norfolk County Council's privacy notice for further information as to how your data is used and your rights - [www.norfolk.gov.uk/gdpr](http://www.norfolk.gov.uk/gdpr).

# How to find out more

**The consultation documents will be available to view at the following places between 20 August 2018 and 5 October 2018:**

- Great Yarmouth Library, Tolhouse Street, Great Yarmouth, NR30 2SH
- Gorleston Library, Lowestoft Road, Gorleston-on-Sea, Great Yarmouth, NR31 6SG
- Kings Centre, 30 Queen Annes Road, Southtown, Great Yarmouth, NR31 0LE
- Great Yarmouth Town Hall, Hall Plain, Great Yarmouth, NR30 2QF
- Priory Centre, Priory Plain, Great Yarmouth, NR30 1NW
- The Archive Centre, County Hall, Martineau Lane, Norwich, NR1 2DQ

**They are also available to view on Norfolk County Council's website ([www.norfolk.gov.uk/3rc](http://www.norfolk.gov.uk/3rc)).**

**The consultation documents include:**

- This brochure
- Preliminary Environmental Information Report (PEIR)
- Non-technical summary of the PEIR
- Design process summary
- Frequently asked questions and answers
- Non-technical note on transport modelling

**In addition consultation events, which will be staffed to allow interested parties to hold face-to-face discussions with the project team, are being held at the following venues.**

Venue	Date	Time
Great Yarmouth Library, Tolhouse Street, Great Yarmouth, NR30 2SH	Saturday 25 August 2018	10am to 4:30pm
Priory Centre, Priory Plain, Great Yarmouth, NR30 1NW	Thursday 30 August 2018	10am to 9pm
Gorleston Library, Lowestoft Road, Gorleston-on-Sea, Great Yarmouth, NR31 6SG	Tuesday 4 September 2018	10am to 8pm
Kings Centre, 30 Queen Annes Road, Southtown, Great Yarmouth, NR31 0LE	Wednesday 12 September 2018	10am to 8pm



If you need this report in large print, audio, Braille, alternative format or in a different language please email [gy3rc-st3consultation@norfolk.gov.uk](mailto:gy3rc-st3consultation@norfolk.gov.uk) or telephone 0344 8008020 and we will do our best to help.

Ak potrebujete tento dokument vytlačený veľkým písmom, Braillovým písmom, v alternatívnom formáte, vo zvukovej forme alebo v inom jazyku, pošlite e-mailovú správu na adresu [gy3rc-st3consultation@norfolk.gov.uk](mailto:gy3rc-st3consultation@norfolk.gov.uk), kontaktujte oddelenie služieb zákazníkom na čísle 0344 800 8020 alebo pošlite textovú správu na 18001 0344 800 8020 (textový telefón) a vynesnážíme sa pomôcť vám.

Если вам необходимо распечатать этот документ крупным шрифтом, шрифтом Брайля, а также если этот документ нужен вам в аудио-формате, альтернативном формате или на другом языке, отправьте сообщение на адрес электронной почты [gy3rc-st3consultation@norfolk.gov.uk](mailto:gy3rc-st3consultation@norfolk.gov.uk), обратитесь в центр обслуживания клиентов по телефону 0344 800 8020 или службу для людей с ограниченными возможностями по номеру 18001 0344 800 8020 (текстофон), и мы сделаем все возможное, чтобы вам помочь.

Se precisar deste documento com caracteres grandes, em Braille, num formato alternativo, em áudio ou noutro idioma, envie, por favor, um e-mail para [gy3rc-st3consultation@norfolk.gov.uk](mailto:gy3rc-st3consultation@norfolk.gov.uk), contacte o Serviço de Apoio ao Cliente através do 0344 800 8020 ou envie uma mensagem de texto para o 18001 0344 800 8020 (telefone de texto) e faremos o nosso melhor para o/a ajudar.

Jei norėtųmėte šį dokumentą gauti dideliu šriftu, garso įrašu, Brailio raštu, kitu formatu ar kita kalba, atsiųskite el. laišką [gy3rc-st3consultation@norfolk.gov.uk](mailto:gy3rc-st3consultation@norfolk.gov.uk), susisiekitė su klientų aptarnavimo centru tel. 0344 800 8020, arba teksto atpasakojimo numeriu 18001 0344 800 8020 (tekstinis telefonas) ir mes pasistengsime jums padėti.

Aby otrzymać ten dokument wydrukowany większą czcionką, zapisany alfabetem Braille'a, w innym formacie, w postaci dźwiękowej lub w innym języku, prosimy o wysłanie wiadomości e-mail na adres [gy3rc-st3consultation@norfolk.gov.uk](mailto:gy3rc-st3consultation@norfolk.gov.uk) albo kontakt z Obsługą Klienta pod numerem 0344 800 8020 lub pod numerem telefonu tekstowego 18001 0344 800 8020, a dołożymy wszelkich starań, aby udzielić pomocy.



Subject: Integrated Transport Strategy for Norfolk & Suffolk

Report to: Executive Leadership Team 24 September 2018  
Economic Development Committee 8 October 2018

Report by: David Glason – Development Director

**SUBJECT MATTER**

**The Integrated Transport Strategy for Norfolk and Suffolk.**

**RECOMMENDATION**

**Members are recommended to note the contents of this report and the published Integrated Transport Strategy for Norfolk & Suffolk and its relevance to the borough of Great Yarmouth.**

**1. INTRODUCTION**

1.1 The Norfolk and Suffolk Local Transport Board (New Anglia Local Enterprise Partnership) published its 'Integrated Transport Strategy for Norfolk and Suffolk: A Strategy for Growth and Opportunity' in May 2018. The document is attached to this report or can be viewed at: <https://newanglia.co.uk/wp-content/uploads/2018/07/ITS-FINAL-280618.pdf>

1.2 This Strategy is intended to set out the key transport requirements for the two counties, and can influence the priority and resources devoted to particular projects. A number of the proposal themes relate directly to the borough, and the Borough Council is identified as one of the delivery partners for the Strategy.

1.3 This Strategy will also sit above and shape the emerging Great Yarmouth Transport Strategy which Members will also be considering at this meeting.

**2. BACKGROUND**

2.1 The Norfolk and Suffolk Local Transport Board acts on behalf of the New Anglia Local Enterprise Partnership (NALEP) to provide strategic guidance and leadership on transport matters, produce the Integrated Transport Strategy, manage related stakeholder engagement, produce a work programme of individual transport schemes, and provide recommendations on priorities for funding.

2.2 The Local Transport Board comprises a wide range of transport providers and agencies, groups representing businesses, together with NALEP, Department for Transport and the two County Councils.

### **3 THE STRATEGY AND ITS RELATIONSHIP TO THE BOROUGH OF GREAT YARMOUTH**

3.1 The Strategy includes a profile of Norfolk and Suffolk today, identifies significant socio-economic trends and the challenges and opportunities these present, together with an indicative timeline of technological developments and social change from 2020 to 2040 and beyond.

3.2 These form the background to the identification of five Priority Themes: 'Connecting the East, Accessing the World'; 'Regional Connectivity and Our Priority Places'; 'Agile to Change'; 'Local and Coastal'; and 'Making it Happen'. Taken together, these are considered to encompass, at least in general terms, the key concerns and aspirations of the borough. For example, specific references are made to the Enterprise Zones, the A47 and A47 Alliance, and to Great Yarmouth's port; place in the Energy Coast; and Great Yarmouth's Third River Crossing.

3.3 The Strategy is intended to be taken forward through the establishment of partnerships with local authorities and many others, and a three year delivery plan is to be prepared, which the borough Council will help shape.

### **4. FINANCIAL IMPLICATIONS**

4.1 None directly.

### **5. RISK IMPLICATIONS**

5.1 None identified.

### **6. CONCLUSIONS**


6.1 The Integrated Transport Strategy for Norfolk and Suffolk recognises the importance of key issues and projects of interest to the Borough Council, and anticipates the Council's involvement in partnerships to deliver the Strategy.

### **7. RECOMMENDATION**

**Members are recommended to note the contents of this report and the published Integrated Transport Strategy for Norfolk & Suffolk and its relevance to the borough of Great Yarmouth.**

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

<b>Area for consideration</b>	<b>Comment</b>
Monitoring Officer Consultation:	n/a
Section 151 Officer Consultation:	n/a
Existing Council Policies:	Consistent with the Corporate Plan and Local Plan Core Strategy
Financial Implications:	None directly.
Legal Implications (including human rights):	n/a
Risk Implications:	None identified.
Equality Issues/EQIA assessment:	n/a
Crime & Disorder:	n/a
Every Child Matters:	n/a



# THE > EAST

## INTEGRATED TRANSPORT STRATEGY FOR NORFOLK AND SUFFOLK

A STRATEGY FOR  
GROWTH AND OPPORTUNITY

**MAY 2018**



# OUR PLACE

## KEY

- Trunk Road
- Proposed MRN
- Local MRN priorities
- Wind Farm
- Gas Terminal
- Nuclear Power Station
- Airport
- Shipping Port
- Rail



# FOREWORD

To create an environment where **businesses continue to flourish**, we need to further improve our transport infrastructure. Effective transport networks can help to **boost inward investment and enterprise creation**, as well as **increase productivity** by improving access to markets and increasing value for money. They can also help to unlock **opportunities for balanced and inclusive growth** and offer people better and **safe access** to services, products and opportunities.



Doug Field: © Pagepix

*Douglas Field*

## DOUG FIELD

Chair of  
New Anglia Local  
Enterprise Partnership

The future is changing rapidly. These changes will affect our networks and the way in which we use them. It is vital that our networks are innovative in their response to these changes to ensure we embrace the opportunity they present, to the benefit of everyone.

Reliable and resilient networks are a fundamental building block to the ongoing success and growth of our £35.5bn economy and in ensuring the East realises its future ambitions as set out in the

## Norfolk and Suffolk Economic Strategy.

However, our potential is sometimes constrained by journey times and capacity, which compound the perception that our area is a 'long way' from the rest of the country.

The New Anglia Local Transport Board partners have developed this Integrated Transport Strategy. It sets out our ambition, our collective goals for delivery and how we might see them brought to fruition. It also provides a robust foundation for the newly formed sub-national transport forum: Transport East.

Most importantly, it sets out how our transport network can help to continue to make Norfolk and Suffolk a great place to trade, live, work, visit and learn. For the East to continue to thrive, we must work together to develop a network that meets our aspirations both now and in the decades to come. If implemented successfully future businesses will benefit from better connected opportunities for growth, a wider pool of accessible skilled labour and the opportunity to engage in more markets than ever before.



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## THE STRATEGY

Our Strategy looks ahead to the 2040s but focuses on the actions we need to take over the next three to five years to help secure the foundations for long-term success. It is a dynamic and living blueprint to guide the work and investment of many interested partners. Together we have:

- **Examined the evidence**, making sure we understand our transport networks and modal needs in detail and how we can remain agile to future opportunities and challenges
- **Set challenging but achievable ambitions**, based on evidence, that describe the place and transport solutions we want for Norfolk and Suffolk
- **Agreed the themes** under which we will prioritise action and investment in transport improvements
- **Identified actions and measures for success** with partners, to drive delivery and measure success



© Mike Page

# NORFOLK AND SUFFOLK TODAY<sup>1</sup>

The East is a geographically and **economically diverse area**, with an established, **growing** and ageing population of more than 1.6 million people.

Exploiting an advantageous geographic position, Norfolk and Suffolk retain a **strong commercial relationship** with the rest of the world. **The Port of Felixstowe** is the UK's major container gateway to the world, handling some 28m tonnes of imports and exports per year (42% of the country's container traffic). East-west links and maritime connectivity continue to be crucial to the ongoing movement of freight into and out of the country from both Felixstowe and the other ports including **Ipswich, King's Lynn, Great Yarmouth and Lowestoft**.

Also looking outward, **London Stansted Airport**, within an hour's reach of many parts of Norfolk and Suffolk, provides access to many national and international destinations. It currently serves 26m passengers a year (set to rise to 35m before 2023). It is also the country's third busiest freight airport handling in excess of 220,000 tonnes per annum. **Norwich Airport** provides access for more than 0.5m passengers a year to a number of regional airports and the many energy installations in the North Sea, as well as Europe and beyond, usually via Amsterdam Airport Schiphol. Easy access to these international hubs, both by public and private transport methods, will help to ensure their ongoing success. The recently completed **Broadland Northway** demonstrates the collaborative local delivery of a project of national significance and has the potential to provide jobs, help businesses and bring more than £1bn of economic benefits to Norfolk, as well as a high-quality link to Norwich Airport.

The area has important strategic connections with London, Cambridge, Peterborough and beyond. Key rail routes include the Great Eastern Main Line (GEML), the West Anglia Main Line (WAML), and the Felixstowe to Peterborough route which connects into the East Coast Main Line. The Strategic Road Network (SRN), via the A11/M11, A12/A120, A14/M6, A47/A1 and A428/A421 and beyond to Oxford, provides connectivity to these locations as well as to the Midlands, the North and the rest of the country. Our economy will continue to rely on making sure that there is good connectivity to and from the East.

In addition, priority corridors have been identified as the **Cambridge-Norwich Growth Corridor**, with an abundance of high tech businesses; the **A14 growth corridor**, between Felixstowe and Cambridge; the **A47 growth corridor** between Lowestoft and Peterborough (projects included in the first Roads Investment Strategy); and **King's Lynn** and the **A10 growth corridor** to Cambridge. Ensuring reliable and resilient connections will be critical to driving business growth and productivity in the East.

**Ipswich** and **Norwich** are the largest economic centres for our area with specialisms in the **financial services and insurance** sector and **ICT, tech and digital creative** at Adastral Park and Norwich. Coastal towns such as **Great Yarmouth** and **Lowestoft** are also important centres of activity, particularly in the globally competitive energy sector. Together, they form part of the **Norfolk and Suffolk Energy Coast** along with Sizewell, Bacton and the offshore windfarm clusters as part of the East of England Energy Zone. In addition, Norfolk and Suffolk has a thriving **life sciences and bio-tech** sector clustered around Norwich Research Park, the National Blood Transfusion Service (NBS) (resourcing)

in Newmarket and CEFAS (Centre for Environment, Fisheries and Aquaculture Science) in Lowestoft. Each of our key sector clusters, together with our other sector strengths, need to be well connected in order to continue to be catalysts for innovation and opportunity and to drive our strong and growing economy.

Other significant centres, including but not limited to, **Bury St Edmunds, Haverhill, King's Lynn and Thetford**, are the focus for our local economies. Each has their own successful economy and uniqueness and this diversity must be maintained in order to secure our ongoing economic success. Transport and connectivity to larger economic centres including Cambridge remains a key facilitating factor for their local economies.

However, our transport networks can suffer from **reliability and resilience issues**, particularly during periods of bad weather. They also have a number of pinch-points that can contribute to the perception that Norfolk and Suffolk are a 'long way' from the rest of the country. Transport in the East must do all it can to reduce these barriers to **inward investment, business creation and productivity**, recognising business needs, whatever their size.

## SOCIAL INCLUSION AND SKILLS

We must also consider how transport can drive social inclusion and skills, using innovative and digital means, as well as more traditional methods, so that people can access education, training and labour market opportunities and are able to meet their full potential. This raises living standards and social mobility and rebalances the economy.

# NORFOLK & SUFFOLK PROFILE AT A GLANCE



**101**  
**3,300**

REGULAR SCHEDULED FLIGHTS  
DEPARTING FROM NORWICH  
AIRPORT PER WEEK

DEPARTURES PER WEEK  
FROM STANSTED

50 MINS FROM  
NORWICH TO AMSTERDAM



STANSTED HANDLES

**220K**

TONNES OF  
FREIGHT PER YEAR



**28M**  
TONNES OF  
FREIGHT PER YEAR

FELIXSTOWE PORT IS THE BUSIEST  
CONTAINER PORT IN THE UK  
AND 7TH BUSIEST IN EUROPE



**NORWICH**  
**10,000**  
PASSENGERS  
PER WEEK

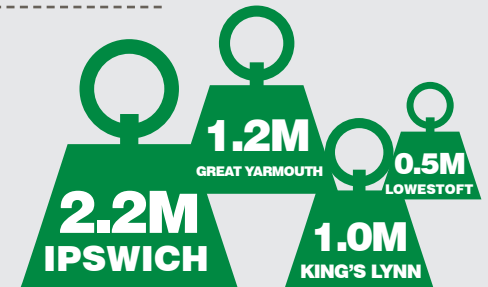
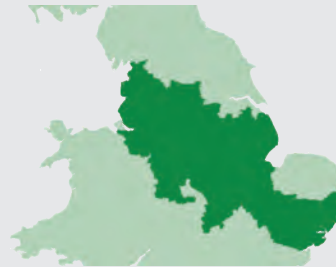
COMPARED TO

**STANSTED**  
**490,000**  
PASSENGERS  
PER WEEK

STANSTED IS 4TH BUSIEST  
AIRPORT IN THE UK

**70%**

OF CONTAINERS  
COMING THROUGH  
FELIXSTOWE ARE  
DELIVERED TO THE  
'GOLDEN TRIANGLE'



TONNES HANDLED PER YEAR  
VIA OUR PORTS



SECURED RAIL SERVICE  
IMPROVEMENTS WILL INCREASE  
CONNECTIONS



**60**

MINS  
IPSWICH  
TO  
LONDON

▼ 5 MINS

**90**

MINS  
NORWICH  
TO  
LONDON

▼ 15 MINS

**75**

MINS  
CAMBRIDGE  
TO  
IPSWICH

**90**

MINS  
PETERBOROUGH  
TO  
NORWICH

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**330**  
RAIL  
FREIGHT  
MOVEMENTS

INTO AND OUT OF THE  
PORT OF FELIXSTOWE PER WEEK





## SEVERE CONGESTION

### A14

- J55-J58 SOUTH OF IPSWICH
- BURY ST EDMUNDS AND NEWMARKET (J36-J38 AND J42-J44)

### A47

- GREAT YARMOUTH TO ACLE

## REGULAR CONGESTION

### A11

- BETWEEN MILDENHALL AND THETFORD (CAN BE SEVERE TOO)

### A47

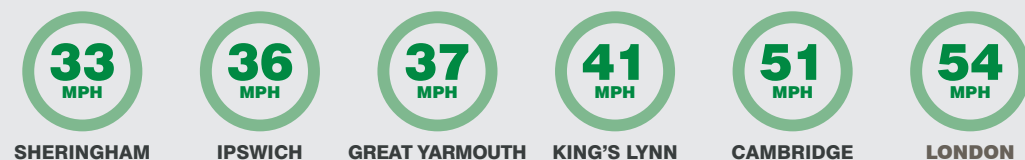
- BETWEEN NORWICH AND HONINGHAM
- AT KING'S LYNN



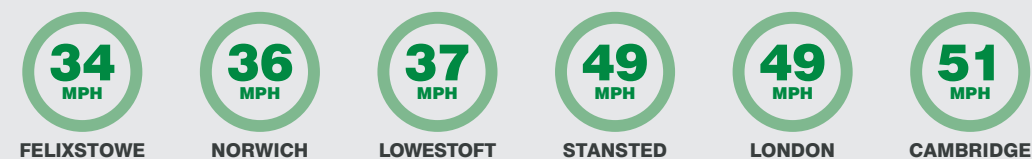
## SPEEDS FOR REGIONAL JOURNEYS SLOWER THAN TO MAJOR NATIONAL CENTRES

FUNDING AND DELIVERY OF PLANNED IMPROVEMENTS NEEDS TO BE SECURED TO IMPROVE THESE AVERAGE SPEEDS

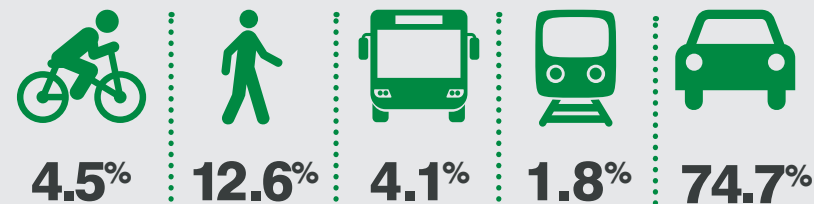
### BY CAR, FROM NORWICH TO:



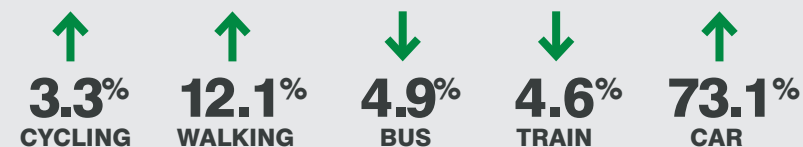
### BY CAR, FROM IPSWICH TO:



## % MODE SHARE TRAVELLING TO WORK

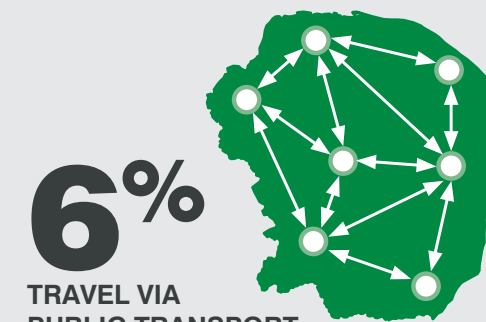


### ENGLAND AVERAGE:



### COMMUTING PATTERNS ARE PRIMARILY CONCENTRATED ON

**NORWICH IPSWICH**  
**A14 CORRIDOR**  
**KING'S LYNN**



**6%**

TRAVEL VIA  
PUBLIC TRANSPORT  
IN NORFOLK AND SUFFOLK



COMPARED TO  
**10%**

UK AVERAGE IN ALL  
NON-METROPOLITAN  
AREAS



# PLANNING FOR THE FUTURE

There are a number of significant socio-economic trends which present various challenges and opportunities for the East. These will impact how, when and why we access and use our transport network:



## DEMOGRAPHIC

A growing and ageing population, many of whom may work longer, the impacts of net migration and the ongoing trend of urbanisation.



## SOCIAL

The rise of the sharing economy and the growth in immediacy expectations will impact the traditional models of transport access, ownership and use, particularly in younger generations.



## ENVIRONMENTAL

Impacts of climate change, particularly in low-lying and coastal areas, scarcity of resources and the role of renewable energy.



## TECHNOLOGICAL

Significant and rapid future change, which will alter how, when and where infrastructure and services are provided and accessed:

- **'Big Data', Artificial Intelligence (AI) and cognitive thinking and self-learning systems** will improve transport operations and services and how customers engage with them
- **Automation and robotics** have the potential to improve maintenance and safety - The most visual aspect of this change will be Autonomous Vehicles
- **Propulsion and energy decarbonisation** will have air quality benefits but could negatively impact energy distribution networks
- **Material science** improvements will mean cheaper, more functional and sustainable use within vehicles and infrastructure
- **3D printing** techniques have the potential to allow local production of components and products that will likely impact traditional supply chains
- **Shared mobility** will provide agile alternatives to traditional fixed public transport routes and car ownership models, particularly in urban areas



## ECONOMIC

The rise of the gig economy, local manufacturing (including 3D printing) and the 'just-in-time' culture on business models, e-commerce, freight and last-mile delivery.



## POLITICAL

Devolution of decision-making, future economic uncertainty regarding national political decisions, changes in legislation, the impacts of globalisation and the protectionism of markets.

The way the economy responds to these future challenges and opportunities will have important implications for the area's land use and transport strategy. Indeed, global trends will impact our key sectors in different ways and it is important to recognise how to maximise the associated economic and transport opportunities effectively. We have considered some future scenarios for technological and mobility changes on pages 12 and 13, while recognising that their availability, application and social adoption is difficult to predict, especially considering the speed at which these developments may occur.

# CHALLENGES AND OPPORTUNITIES

**Improving strategic connectivity** across the East, especially London, Cambridge, Peterborough and beyond, will help to open up as yet untapped opportunities and help drive business growth and productivity.

Making the most of our advantageous location with respect to **accessing global markets** is another key opportunity for our area. Ensuring the ongoing success, access to and growth of the Port of Felixstowe and our other ports at Ipswich, King's Lynn, Great Yarmouth and Lowestoft, as well as airports at London Stansted and Norwich, will help to improve our Offer to the World, plus boost enterprise formation and inward investment in the region.

Capitalising on our geographic diversity and meeting the needs of our significant urban centres and market towns, as well as our rural and coastal communities, will ensure that the needs and aspirations of all our communities and businesses, no matter their size, are realised. Our road and rail networks can help to achieve this by **improving capacity and journey times**, as well as **reliability and resilience** in times of strain.

We must also help to ensure that the East continues to **increase its contribution to UK plc**. In doing so our economic diversity must be maintained and enhanced and our transport network can help to support our **world-leading competitive clusters** in clean energy, financial services and insurance, ICT, tech and digital creative and life sciences and biotech to thrive. Our other key sectors, for which Norfolk and Suffolk has a competitive advantage, will also contribute to this ambition. We must ensure that our transport network

supports each of these clusters to continue to drive our competitive advantage.

Contributing to **driving social inclusion and skills** uplift is another opportunity for the East. Transport and digital connectivity can help to improve access to learning, both now and in the future. This means people will have the right qualifications and improved access to opportunities, helping boost social mobility and living standards in turn. In addition, we must also help to achieve modal shift, improve air quality, reduce the impact of flooding and ensure we mitigate and adapt to **environmental challenges**.

Our network must accommodate an ever **growing and ageing population**. Digital technology will have a part to play to help us reduce overall demand, thus improving access to services outside the more traditional forms of transport.

We must stand ready to ensure our strategic ambitions are realised. We must be agile, encourage innovation and look to exemplars to help guide the development of robust, **viable solutions** to these changes. In doing so we will **develop relationships** with new and existing partners in relevant and growing sectors to understand their needs and drivers and clearly **articulate our vision** for transport in the East, with Transport East, in the short, medium and longer-term.

**Transport and digital connectivity** is an integral part of the East's economy, helping to unlock the area's substantial resources in land, labour and capital. It is therefore a significant driver of productivity. Addressing connectivity issues is a crucial building block to our future growth and economic success. Working with our partners we have set out a **record** of

addressing constraints through targeted investment. However, more needs to be done to make sure our transport network is truly integrated and agile to future changes.

The Government's Industrial Strategy (and its underpinning Clean Growth Strategy) sets out Grand Challenges to put the UK at the forefront of the industries of the future, ensuring that the UK takes advantage of major global changes, improving people's lives and the country's productivity. The first four Grand Challenges are focused on the global trends which will transform our future:

- growing the Artificial Intelligence and data driven economy
- clean growth
- future of mobility
- ageing society

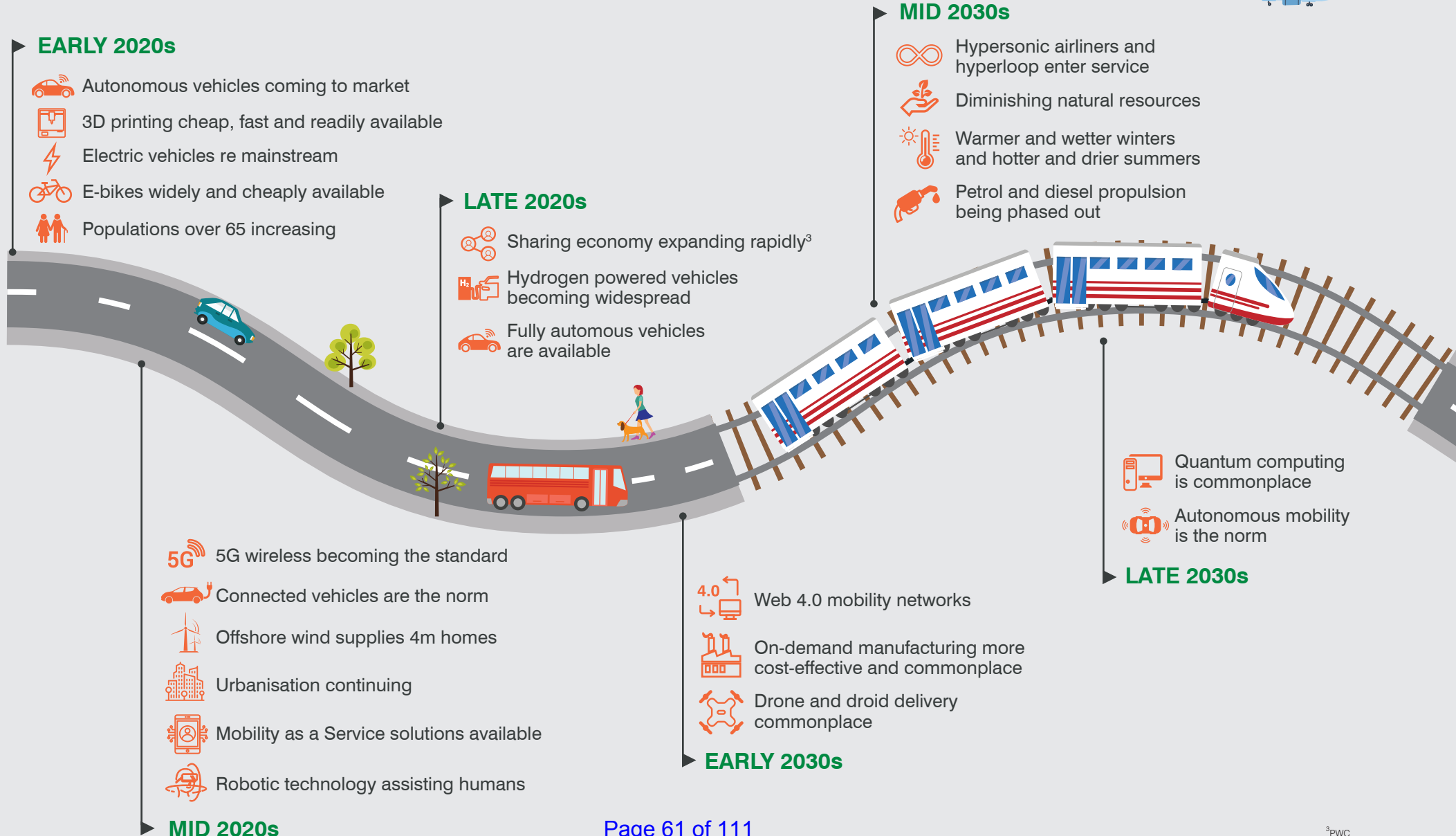








# INDICATIVE TIMELINE



## 2030s

- Digital connectivity improved, allowing people to access opportunities from home and on the move
- Key pinchpoints addressed and improved network capacity and operation makes journeys more reliable and resilient
- Better access to information leads to 'peak' travel spread and allows people to make choices with more certainty

## MID 2040s



Norfolk and Suffolk population exceeds 2 million...  
...migration a big influence

## LATE 2040s



Robots and automation widespread in society...  
...more than 30% of jobs now completed by them



## 2040s

- Connected vehicles the norm, improving safety and smoother running of the network
- Agile, on-demand, responsive transport services offer more choice and efficiencies
- Decarbonisation largely complete, supported by alternative generation and storage solutions, plus air quality benefits

## BEYOND...

- Digital access to services (health and social care) and opportunities (education and training) helps people be more productive
- New service models reduce costs and provide for hard to reach communities
- Direct rail access between key centres with faster journey times and higher capacity...Local rail services have more reliable rolling stock and improved customer experience
- On-account, seamless, barrier-less payment technologies facilitate Mobility as a Service (MaaS)...A priority for our communities



Artificial 'energy islands' developed



Increased global communication reach



Global democracy growing in strength

## EARLY 2040s



# PRIORITY THEMES AND PLACES<sup>2</sup>

The Norfolk and Suffolk Economic Strategy considered what future success looks like for the East. We have mapped our Economic Strategy themes to our key transport themes below.



**Our Offer to the World / Competitive Clusters close to Global Markets**

## CONNECTING THE EAST, ACCESSING THE WORLD

Quicker, more reliable and resilient strategic connections to boost our contribution to UK plc, encouraging improved perceptions, economic participation and inward investment for our key sectors and competitive clusters.



**Driving Business Growth and Productivity**

## AGILE TO CHANGE

Embracing new technologies and digital connectivity to enable remote access to services and opportunities to facilitate Mobility as a Service (MaaS).

## REGIONAL CONNECTIVITY AND OUR PRIORITY PLACES

Keeping people and products moving in and around our growing Priority Places and Enterprise Zones through new investment, placemaking, maintenance and an integrated public transport network with opportunities for walking and cycling.



**Driving Inclusion and Skills**

## LOCAL AND COASTAL

Innovative on-demand transport solutions and improvements to facilitate local sustainable growth, walking and cycling, recognising local distinctiveness, and offering access to services and opportunities through digital means.



**Collaborating to Grow**

## MAKING IT HAPPEN

An accompanying Delivery Plan for Norfolk and Suffolk to help gain the momentum needed to unlock and deliver, through innovative means, the key strategic interventions identified by new and existing partners.

## OUR PRIORITY PLACES

Our Priority Places are the areas where the evidence shows there are significant opportunities and commitment for continued growth:

- Ipswich and the surrounding area
- Norwich and the Greater Norwich area
- The Norfolk and Suffolk Energy Coast, including Bacton, Great Yarmouth, Lowestoft and Sizewell, with assets on and offshore
- The Cambridge-Norwich growth corridor – connecting two global centres of research
- The critical east-west growth corridors along the A47 from Lowestoft and Great Yarmouth to King's Lynn, plus the A14 from Felixstowe through Ipswich, Stowmarket, Bury St Edmunds, Newmarket and Haverhill to Cambridge and Peterborough
- King's Lynn - and the A10 and rail corridor to Cambridge

# OUR STRATEGY

We aim to provide the foundations for an integrated, total transport solution which serves our growing economy, links our people and their activities with our developing Priority Places and is fit for agile digital, socio-economic and transport developments.

With our partners, we will drive business growth and productivity, improve inclusion and skills, benefit health and well-being and do so in an environmentally sustainable way, with safety at its core.

From our Priority Places, ports, airports and the strategic corridors that link them, to our rural and coastal communities, transport needs vary greatly. Therefore there are a myriad of both short and longer distance journeys for every one of our businesses, residents and visitors. It is critical that we consider how we best serve all levels of our community with a reliable and resilient integrated transport network. In order to rise to the challenges and opportunities presented previously, we have grouped our Strategy priorities under the following themes, based on the different unique market opportunities they present to the East.

- **Connecting the East, Accessing the World**
- **Regional Connectivity and Our Priority Places**
- **Agile to Change**
- **Local and Coastal**
- **Making it Happen**

This integrated approach will not only increase access to opportunities irrespective of circumstances. If successful, it will consider the use of digital data to help balance supply and demand across all transport networks delivering significant benefits across the economy.



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## CASE STUDY

### THE GREAT EASTERN MAIN LINE TASKFORCE

*Successful partnerships in action*

Launched in summer 2014 the Great Eastern Rail Campaign demonstrates the drive, enthusiasm and ability of our partners in the East to deliver our collective aspirations. More than 100 of the region's most senior business and education leaders, representing more than 111,000 employees and students, pledged their support and more than 1,600 commuters and rail users joined the campaign to deliver significant improvements to rolling stock, infrastructure and journey times between Norwich and London, known as 'Norwich in 90'.

Delivered to government in 2014, the Great Eastern Rail Report set out our aspirations, subsequently forming part of the re-franchising specification. Last year it was announced that Greater Anglia was successful with its bid, which will deliver a major package of improvements for rail services in the region. This includes replacement of the entire fleet of trains with 1,043 new carriages which will start to come into service from 2019; journey times to be cut by up to 10%; delivery of at least four 90-minute services between London and Norwich and two 60-minute services between London and Ipswich each weekday; providing up to 32,000 more seats by 2021 and free Wi-Fi for all passengers.

# CASE STUDY

## THE PORT OF FELIXSTOWE

Keeping UK trade moving

The Port of Felixstowe is Britain's biggest and busiest container port, and the seventh busiest in Europe.

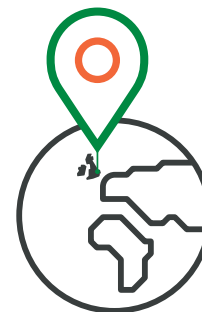
The port handles more than 4 million TEUs (Twenty-foot Equivalent Units) and welcomes about 3,000 ships each year, including the largest container vessels afloat today. Crucially the port provides some of the deepest water close to the open sea of any European port. About 30 shipping lines operate from Felixstowe, offering about 90 services to and from 400 ports around the world.

Road and rail connect it to distribution hubs in the Midlands and elsewhere across the UK. Felixstowe plays a pivotal role in keeping the UK's trade moving and delivers real benefits to customers, the community and industry.



# CONNECTING THE EAST, ACCESSING THE WORLD: OUR OFFER TO THE WORLD

The world is 'getting smaller' and competition in global markets is more intense, meaning that businesses that rely on international trade for raw materials and import/export markets will need stronger connections to international gateways in the East to remain competitive.



Improved access to international markets will also help business-to-business connectivity in terms of realising opportunities and encourage inbound and outbound tourism directly to and from the East.

International access is a key strength and opportunity for the East. Access to the Port of Felixstowe as the nation's largest container gateway and our other ports, as well as airports at London Stansted and Norwich are clear priorities for our area.

To capitalise on our position, we will work together with partners in the port and airport sectors to improve our offer to the world.

- Ensuring the ongoing success of the **Port of Felixstowe** as the country's largest container port, and our other ports, including **Ipswich, King's Lynn, Great Yarmouth and Lowestoft**, to maximise future import/export and bulk cargo opportunities for the East and UK plc. We will do this by making the case for and securing investment in strategic routes, and their facilities, plus in maritime connectivity, to improve freight accessibility. This will ensure the UK remains relevant to international markets capitalising on the recent DfT study of England's Port Connectivity.
- Ensuring greater choice for international air travel by encouraging the development of additional services and good connectivity to and from **London Stansted and Norwich Airports** and other international hubs outside the region and the UK, through road and rail improvements from Norwich, Ipswich and our other Priority Places, ensuring future agility.

Connectivity between the East and the rest of the UK is essential to enabling businesses to have strong links to customers and supply chains. Fast and reliable links to London, Cambridge, Peterborough and beyond are key to business-to-business connectivity, realising new opportunities and future economic performance and competitiveness of the East and UK plc. With the Midlands Engine and Northern Powerhouse strengthening their reach and influence, the strategic case for better east-west connections through East West Rail and the Oxford to Cambridge Expressway is ever greater, both in terms of international freight and passenger movements. Strong national links are also crucial for access to the Norfolk and Suffolk Energy Coast and our unique tourism offer.

Importantly, we recognise that many of our partners also have aspirations outside the region which may



have a reliance on the accessibility and connectivity of the East.

We will work together with our partners to drive business growth and productivity and connect the East by:

- Ensuring a **resilient Strategic Road Network (SRN)** that is agile to future opportunities, the timely delivery of already committed schemes and certainty that the A11, A12 (south of Ipswich), A14 and A47 feature prominently in future Roads Investment Strategies by strengthening relationships with Highways England. In doing so, the importance of the SRN and Major Road Network (MRN) outside the East (like the A120 and A1307) and the integration with the local road network will be highlighted and championed.
- Ensuring a **better connected rail network** to London, Cambridge, Peterborough and the rest of the country that is resilient to future changes. This will be done through the delivery of schemes like Felixstowe to Nuneaton and the North (F2N) and the Eastern Section of East West Rail (to leverage the benefits from investment in the Oxford – Cambridge – Milton Keynes arc). Key upgrades such as Trowse Bridge, Ely Area Enhancements, Haughley junction, loops south of Colchester, the introduction of **digital signalling** as well as improved regional route journey times through infrastructure upgrades by strengthening relationships with Network Rail, franchise operators and potential third party funders.
- Making the East a more attractive proposition to inward investors by **challenging perceptions** about connectivity and **influencing peak demand requirements** to improve network capacity and reliability.

- Making **whole journey reliability** a priority by improving timetabling, access and facilities, including parking, at **transport hubs**, by all modes.

- Encouraging the development of more **regional air services** to and from Norwich Airport to improve direct, fast connectivity with other parts of the UK.



*Hardwick Roundabout, King's Lynn*

## CASE STUDIES

### NO MORE A14 DELAYS IN SUFFOLK

*Working together to promote improvements*

Suffolk Chamber is leading the multi-partner 'No More A14 Delays in Suffolk' campaign to secure:

- Improvements to key junctions on the A14 at Ipswich, Bury St Edmunds and Newmarket
- Major maintenance schemes on the A14 between Haughley and Woolpit and between Copdock and the Orwell Bridge
- A comprehensive feasibility study of the A14 from the M11 at Cambridge to Felixstowe, to address remaining concerns about the A14 and the impact of future growth in the county and across the UK

The 'No More A14 Delays in Suffolk' campaign has the backing of many partners including businesses, all of the county's MPs and local authorities, plus New Anglia and the Cambridgeshire and Peterborough Combined Authority.

### THE A47 ALLIANCE

*Making it happen through collaboration*

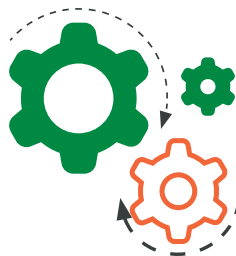
The A47 Alliance is a very successful lobbying group which is pushing for full dualling of the A47 between Peterborough and Lowestoft. The dualling of the A47 has cross-party, cross-county support and in 2014, the government awarded a £300m funding package for dualling and junction improvement schemes along the A47. The A47 Alliance brings together the Chambers of Commerce, local authorities, LEPs and MPs along the route and is also supported by other stakeholders including the RAC, Eastern Daily Press and local businesses.

The Eastern Daily Press, Norfolk Chamber of Commerce and Norfolk County Council are currently spearheading the 'Just Dual It' campaign to push government to invest further in the A47 and get a commitment for full dualling of the A47 by 2030.

# REGIONAL CONNECTIVITY AND OUR PRIORITY PLACES:

## DRIVING BUSINESS GROWTH AND PRODUCTIVITY

Improving accessibility between our economic centres is essential to the realisation of our future aspirations. It provides better access to jobs, education and healthcare, encourages the clustering benefits of development and services and attracts inward investment. A strong digital and transport network across the East will link businesses and suppliers to markets and provide the backbone for the East to thrive.



Improved digital and transport connectivity between areas within the region will support the growth of specialist clusters of economic activity such as clean energy, finance and insurance, digital and life sciences and biotech. These clusters strengthen the economic interactions between Ipswich, Norwich, Bury St Edmunds, Great Yarmouth, Haverhill, King's Lynn, Lowestoft and Thetford, as well as Cambridge.

In order to enable a more connected region we will work together with our partners to:

- Deliver a **reliable Major Road Network (MRN)** with improved journey times between our Priority Places, through the creation of an integrated MRN Action Plan for delivery. This will include the **Ipswich Northern Route(s)** and the **Norwich Western Link**, connecting the new Broadland Northway from the A1067 to the A47 west of Norwich, to improve the flow of traffic around our growing communities and ensure the network is kept in a good state of repair.
- Make **public transport the 'go to' option** for our Priority Places. This will be done by encouraging a consistent, affordable, smart-ticketed, integrated public transport network (including the use of innovative and community solutions where appropriate) with high quality, multi-modal interchanges, real-time, predictive and personalised information and more frequent services.

Our local transport networks are the lifeblood of our communities. Improving access to, from and within them is essential so we can capitalise upon the strengths of our economic centres to serve those that live, work, learn and do business there. Our Priority Places and their transport networks need to be truly integrated in order to serve growing and changing

populations in a sustainable way, supporting new and existing communities alike. They must also be agile to the changing shape of private (including passenger and freight), public and shared transport to adequately link people and places both now and in the future.

Recognising this we will work together with our partners to:

- **Facilitate better connectivity** which provides more reliable and resilient journey times within and this will be between our Priority Places. This will be through making the strategic case for and the delivery of infrastructure investment. It will include new **river crossings** (in Great Yarmouth, Ipswich and Lowestoft), **orbital links and relief roads** (including the **Ipswich Northern Route(s)** and the **Norwich Western Link**, connecting the new Broadland Northway from the A1067 to the A47 west of Norwich), and **junction improvements**, prioritising infrastructure that will facilitate the delivery of significant housing and jobs growth.
- Ensure the success of our **Enterprise Zones, Food Enterprise Zones and key sectors** by working to resolve infrastructure constraints.
- Facilitate place-making by **improving public realm**, tackling air quality and other environmental issues and delivering joined-up **cycling** (including e-bikes) and **walking networks** in our Priority Places to ensure flexible access to services, to suit the changing needs of our populations and encourage a safe, active and healthy lifestyle.
- Develop and promote **local freight centres** to reduce the impact of local deliveries in our Priority Places.

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# CASE STUDY

## CYCLE INFRASTRUCTURE

'Pushing Ahead: Your Journey Your Way'

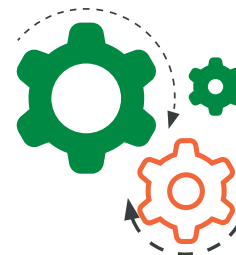
Sustainable transport and multi modal partnership has been supported across the region through initiatives using the Sustainable Transport Transition Year (STTY) funding, particularly the Pedalways in Norwich, the "A to Better" travel planning programme, Lowestoft Local Links project and Local Growth Funding.

The Access Fund award in 2017 of £1.488m for Pushing Ahead will enable revenue funding to build on the previous capital investments and expand the impact of sustainable active travel for commuting and recreation. It will help the region to move towards the ambition to double the modal share for walking and cycling to 10% by 2025.



## AGILE TO CHANGE: DRIVING BUSINESS GROWTH AND PRODUCTIVITY

To respond to the future challenges and opportunities we must remain agile to change.



We will ensure that connectivity is not a barrier to making the most of these opportunities by working together to:

- Ensure **complete superfast broadband** coverage and the delivery of **ultra-fast broadband**. This will firstly be in our Priority Places, but also in our rural areas. We will ensure the delivery of **5G technology**, as soon as possible, to provide excellent and reliable digital capacity to meet the region's needs<sup>4</sup>.
- Promote the East as being '**open**' to **innovative new technologies**, particularly where change could facilitate growth in our key sectors. This will be by encouraging the take up of low/zero emission vehicles (including hydrogen), recognising the need to ensure the appropriate electricity network infrastructure and the trial of autonomous vehicles and drones for commercial and freight services, where appropriate. We will also ensure the necessary supporting infrastructure both at home and on the move, with particular opportunities focused along the A11 and A14 corridors.

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- Establish the East as a location for **remote home and hub working**, providing access to education and health services as an alternative to travelling, particularly in 'hard to reach' areas.
- **Shape collaborative future mobility** by encouraging new business models, led by evidence, to increase personal autonomy through affordable, convenient and digitally enabled business and personal travel plans. This will boost journey-sharing opportunities and the blending of traditional public and private transport modes and provide the widest accessibility offer.
- Encourage the **use of data** to enable the more intelligent operation of our networks and the adoption of connected, self-monitoring technologies for roadside infrastructure, to improve network reliability and performance.
- Encourage **behaviour and cultural change** so that shorter journeys are made actively wherever practicable and that sustainable choices are easy to access and use, to the benefit of health and well-being.

### MOBILITY AS A SERVICE(MaaS)<sup>5</sup>

Traditionally our mobility has been provided for by managing fleets of vehicles around networks, framed by strategic transport planning objectives. MaaS, as a service model, turns this on its head by putting the customer first and framing the mobility systems around customer preferences. MaaS offers an opportunity to improve how people and goods move, both from the perspective of the policy maker and for travellers themselves.

<sup>4</sup><https://www.betterbroadbandnorfolk.co.uk/> and <http://www.betterbroadbandsuffolk.com/>

<sup>5</sup>Transport Catapult – Mobility as a Service – July 2016

# CASE STUDY

## MARKET TOWNS

A vital part of the East

The market towns of Norfolk and Suffolk are diverse in their activities, economies and transport provision. They are a vital part of our economy, being home to countless businesses providing local employment opportunities for thousands of people as well as providing many distinctive retail and tourism offers. Norfolk County Council is embarking on a number of Market Town Network Improvement Strategies. Many of Norfolk's market towns and larger villages have a considerable amount of planned housing and employment growth identified. Addressing the transport pressures this growth will bring is vital to facilitate the economic prosperity of these towns and villages and, as such, planning this ahead of growth allows Norfolk County Council to respond accordingly. These transport strategies will identify the most effective transport improvements to support future planned growth and help address transport issues such as congestion, enhancements to safety and access to public transport.



## LOCAL AND COASTAL: DRIVING INCLUSION AND SKILLS

The Norfolk and Suffolk Energy Coast is a significant contributor to our economy and serves Sizewell nuclear power station, Bacton Gas Terminal and the significant offshore energy sector as part of the wider East of England Energy Zone.



Indeed, our smaller local and coastal communities are also a vital part of the East's economy, providing some of the UK's most attractive places to live and work. Transport has a key role to play in providing access to services and opportunities in these areas. Our local and coastal communities need strong, reliable and resilient networks to help encourage sustainable access to our local markets as well as our unique tourism and culture offer.

Working together with our partners we will:

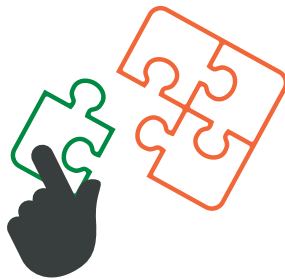
- Ensure **complete superfast broadband** coverage and the delivery of **ultra-fast broadband**. This will firstly be in our Priority Places, but also in our rural areas. We will ensure the delivery of **5G technology**, as soon as possible, to provide excellent and reliable digital capacity **Page 69 of 111** to meet our needs.

- Cater for the growth aspirations and development plans in market towns by identifying and **prioritising local road improvement schemes** to release pinch-points, recognising the network's importance to the agriculture sector.
- Encourage service providers to provide **cost-effective, on-demand public transport services** by using better data, to meet rural and coastal needs and improve economic and social inclusion.
- Improve **hub and home working** to offer innovative, flexible and/or remote digital alternatives for post-16 transport strategy and access to healthcare and social care services, ensuring opportunities and access for all.
- Support **community rail partnerships** for rural and coastal branch lines. We will identify capacity and station improvements (including parking) and differentiate individual offers, to promote to a wide audience and encourage use and provide evidence for possible service expansion.
- Encourage **walking and cycling** by developing Walking and Cycling Investment Plans. The delivery of projects on the National Cycle Routes and those such as the Greater Broads Cycling Country project, will benefit public health and well-being and the environment.

# MAKING IT HAPPEN:

## COLLABORATING TO GROW

We are at the start of our journey and we are **ambitious**. Local and collaborative delivery is important, having the potential to make a real difference and we need the skills, experience and resources from a number of new and existing partners to help bring our ambitions to fruition.



One of our first actions will be to broaden our dialogue and engagement to develop the momentum necessary for delivery. We will **collaborate with partners** to determine our strategic priorities for delivery, with this dialogue being informed by the Norfolk and Suffolk Economic Strategy. We will collaborate with informal stakeholder groups to stimulate specific issue debates and encourage **innovative and creative partnerships** to help accelerate delivery. We must bring forward strategic investments, through collaboration, to not only unlock growth in the corridors and places they serve but to act as a catalyst to other interventions for further, integrated improvements.

Together with partners we will:

- Work up and publish a **three-year Delivery Plan**, in line with strategic funding timescales, to support this strategy. It will show what we propose to deliver, how we propose to do this, and by when.
- Work across sectors to enable collaboration on increasingly common requirements for technical know-how and **access to new markets and techniques** that might once have been more distinct, such as telecoms and logistics.
- Work between public and private sectors to explore **innovative approaches to funding and finance**, driving returns on investment in infrastructure.
- Work with other regions on regional, national and international opportunities through **Transport East**.

Our Delivery Plan will not start from scratch. While development of this strategy has enabled us to take a long-term look at the interventions required, it has also confirmed the value of many of the projects we have already been working on. The Delivery Plan will also detail how we will measure success considering delivery against key, relevant ambitions in the Economic Strategy, assessing how emerging transport outcomes contribute to those aims.

We will be successful when our transport network, in all its existing and future forms, is recognised as a seamless enabler, helping our business and communities thrive and helping to make the East one of the UK's most attractive places to do business, live, learn, work and visit.

### PARTNERS WILL INCLUDE:

- Transport East
- Government including HMT, DfT, BEIS, DCMS, MHCLG and GO Science
- Members of Parliament
- Network providers including Highways England, Network Rail and communications companies
- Highway Authorities
- Local Planning Authorities
- Norfolk and Suffolk Chambers of Commerce, the Federation of Small Businesses and the wider business community including the tourism sector
- Others including Norwich Airport, London Stansted Airport, Hutchison Ports, Associated British Ports, Peel Ports, Greater Anglia, Govia Thameslink Railway, the East Midlands franchise operator, local bus operators, freight operators, Sustrans and the voluntary sector





THE>EAST

NEWANGLIA

Local Enterprise Partnership  
for Norfolk and Suffolk



Subject: Great Yarmouth Transport Strategy

Report to: Executive Leadership Team  
Economic Development Committee

24 September 2018

8 October 2018

Report by: David Glason – Development Director  
Tom McCabe – Executive Director of Community & Environmental  
Services (NCC)

### **SUBJECT MATTER**

Members of the Great Yarmouth Transport and Infrastructure Steering group formally supported the proposals for developing a transport strategy for Great Yarmouth at their meeting on 6 March 2018.

The work is being carried out by WSP consultants, steered and guided by both Norfolk County Council (NCC) and Great Yarmouth Borough Council (GYBC).

To date an analysis of the problems and issues has been carried out (attached) with stakeholder engagement and Vision and Objectives established.

The next steps are to appraise a long list of possible transport schemes to determine their appropriateness for inclusion into the strategy. A further report to the Great Yarmouth Transport and Infrastructure Steering Group is proposed for mid-December 2018.

### **RECOMMENDATIONS**

**Members are recommended to note the contents of this report, and endorse:**

- i) the associated Stage 1 Issues and Opportunities report for the Great Yarmouth Transport Strategy**
- ii) the long list of transport schemes – adding any further suggestions for appraisal**

## **1. EXECUTIVE SUMMARY**

- 1.1 This report sets out work in progress on developing the Great Yarmouth Transport Strategy. It describes the working arrangements, progress to date and what work is proposed over the next few months. It also sets out when the next outputs will be available that can be shared with members.

## **2. BRIEF AND MANDATE FOR A GREAT YARMOUTH TRANSPORT STRATEGY**

- 2.1 Members of the Great Yarmouth Transport and Infrastructure Steering group



considered the draft brief for the development of a transport strategy for Great Yarmouth, at their meeting on 6 March 2018.

2.2 A summary of the overall process was set out as follows:

- Analysis of the current and future transport problems and issues
- Development of possible transport options identified by both Great Yarmouth Borough Council and Norfolk County Council to address the issues
- Use of Department for Transport Early Appraisal Sifting Tool to assess possible transport schemes
- Stakeholder consultation/workshop and identification of a preferred strategy for GYBC and NCC to pursue

2.3 County Councillor Castle commented that he welcomed the strategy and felt that it was a positive document and suggested that continuity was built into the strategy. Borough Councillor Jeal raised some concern in relation to cycle lanes that are introduced and then not used. Borough Councillor Plant commented on the issues of traffic management along the Quay, Nelson Road and the Seafront in Great Yarmouth, and he was advised that work was needed to address the traffic flow.

2.4 It was resolved: *That the support of the Great Yarmouth Transport and Infrastructure Steering Group be noted in respect of the Great Yarmouth Transport Strategy.*

### **3. WORKING ARRANGEMENTS**

3.1 The work on developing the transport strategy is being progressed by WSP who are the consultant partner of Norfolk County Council. Although the contract is between Norfolk County Council and WSP, they are being steered and managed jointly by Norfolk County Council and Great Yarmouth Borough Council officers. To this end, monthly meetings are held with all parties represented.

### **4. PROGRESS TO DATE**

4.1 The analysis of the current and future transport problems and issues has been completed and this is presented in a **Stage 1: Issues and Opportunities Report** which is attached to this report and circulated prior to this meeting.

4.2 The analysis work included evidence gathering which built on work previously carried out to determine sustainable transport schemes for delivery using the New Anglia Local Enterprise Partnership (LEP) Local Growth Fund (LGF). The key activities carried out are listed below:

- Audit of transport network including site visits
- Stakeholder presentation and workshop on 14 June 2018
- Consideration of stakeholder and Member views
- Dialogue with Third River Crossing Team
- Preparation of current and future transport problems and issues report

4.3 At the stakeholder workshop on 14 June 2018 a vision and set of objectives for the strategy were proposed and agreed, taking account of comments made by Member and stakeholder responders.

4.4 Consideration of the analysis of the current and future transport problems and issues, including the stakeholder feedback, has enabled a **Long List** of possible transport schemes and measures to be drawn up to be further considered and appraised (attached). This has also been circulated prior to this meeting.

## **5. NEXT STEPS**

5.1 The next stage is to assess and appraise the schemes on the **Long List** against the Vision and Objectives.

5.2 The assessment and appraisal will use the Department for Transport (DfT) Early Appraisal Sifting Tool (EAST), and where appropriate, transport modelling. The process will score each possible intervention and determine whether they should be included in the short list from which a draft strategy of schemes and measures could be derived.

5.3 The Consultants WSP will provide modelling and appraisal reports that document this assessment and appraisal work and shows how the short list has been arrived at and transparently sets out why.

5.4 Early drafts of these are likely to be available in mid-December 2018 and these will be presented to Members of the Great Yarmouth Transport and Infrastructure Steering Group for comment before being shared with the wider stakeholder group. In view of these, another meeting of the Great Yarmouth Transport and Infrastructure Steering Group will convene in mid-December 2018.

5.5 The completed Great Yarmouth Transport Strategy will return to the Economic Development Committee for endorsement and adoption in Spring 2019.

## **6. FINANCIAL IMPLICATIONS**

None.

## **7. RISK IMPLICATIONS**

None.

## **8. RECOMMENDATIONS**

**Members are recommended to note the contents of this report, and endorse:**

- i) **the associated Stage 1 Issues and Opportunities report for the Great Yarmouth Transport Strategy**
- ii) **the long list of transport schemes – adding any further suggestions for appraisal**

## 9. ATTACHMENTS

1. Great Yarmouth Transport Strategy Report: Stage 1 Issues and Opportunities
2. Great Yarmouth Transport Strategy Report: Long List of Transport Schemes

*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:	Considered
Section 151 Officer Consultation:	Considered
Existing Council Policies:	The Corporate Plan Local Plan Core Strategy
Financial Implications:	Considered
Legal Implications (including human rights):	Considered
Risk Implications:	Considered
Equality Issues/EQIA assessment:	Considered
Crime & Disorder:	None
Every Child Matters:	None

# **GREAT YARMOUTH TRANSPORT STRATEGY: LONG LIST OF OPTIONS FOR INITIAL SIFT AGAINST THE PREFERRED TRANSPORT STRATEGY'S OBJECTIVES**

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## **Overview**

This technical note identifies a long list of options for the Great Yarmouth Transport Strategy. The options have been informed by the Stage 1 Issues and Opportunities Report and Stakeholder Consultation undertaken in June 2018.

The options in the long list have been broken down by transport theme. In the preferred Transport Strategy the options will be broken down by delivery time scale: Short (0 to 3 years), medium (3 to 10 years) and long-term options (10 years +). The delivery timescale of each option will be established during the preparation of proformas for each option.

Where the option is being developed / progressed as a part of a separate study (e.g. NCC or Highways England) this has been identified in brackets.

Stage 2 of the project will involve an initial sift of the long list of options against the Transport Strategy's objectives to develop a short list for appraisal. The purpose of this initial sift is to discount early on options that do not fit the Transport Strategy's objectives.

Following the initial sift, an appraisal of the short list of options will be undertaken. This will be based on DfT's Early Assessment Sifting Tool (EAST). The results of the appraisal will be used to identify options to be included within the preferred Transport Strategy (Stage 3 of the project).

## **1. Local Highway Network**

### **GENERAL IMPROVEMENTS**

- 1.1. Great Yarmouth Third River Crossing (*NCC Committed Scheme*).
- 1.2. Traffic management measures to reduced HGV movements along the sea front (*Scheme being developed / investigated by NCC*).
- 1.3. Upgrade existing traffic signal network within Great Yarmouth to coordinate signal times and phasing and improve the flow of traffic (*Scheme being developed / investigated by NCC*).
- 1.4. Develop and introduce a signage strategy to inform drivers of car parking availability, congestion and, when implemented, status of the Great Yarmouth Third River Crossing (*Scheme being developed / investigated by NCC, part of proposed GYTRC Scheme, Town Centre Initiative*).
- 1.5. Provision of right turn facility between A1243 Hall Quay and A1423 Bridge Road (*Scheme being developed / investigated by NCC*).
- 1.6. Convert Fuller's Hill bus only right turn to all vehicles right turn (*Scheme being developed / investigated by NCC*).
- 1.7. Create sense of arrival into the town through new gateway features on Fullers Hill, Acle New Road, at Fullers Hill Roundabout, and at Great Yarmouth railway station and North Quay (*Scheme being developed / investigated by NCC*).
- 1.8. Road safety improvements at and on approach to the A143 / A47 slip roads / Shrublands Way signalised junction (*Scheme being developed / investigated by NCC*).
- 1.9. Investigate introduction of urban clearways on key strategic routes (*Scheme being developed / investigated by NCC*).
- 1.10. Develop contingency measures to improve network resilience.
- 1.11. Reallocation of highway space at Hall Quay to improve movement of non-motorised users (*Scheme being developed / investigated by NCC*).

## CAPACITY IMPROVEMENTS

- 1.12. Capacity improvement at A1243 Pasteur Road / Southtown Road / Bridge Road signalised junction (*Scheme being developed / investigated by NCC*);
- 1.13. Capacity improvement at Southtown Road / Station Road / Matalan and Farm Foods access signalised junction (*Scheme being developed / investigated by NCC*).
- 1.14. Capacity improvement at A143 Beccles Road / Crab Lane priority junction.
- 1.15. Capacity improvement at A143 Beccles Road / Church Lane / Long Lane / Mill Lane signalised junction;
- 1.16. Capacity improvement at A143 Beccles Road / Shrublands Way / A147 slip road signalised junctions;
- 1.17. Capacity improvement at A143 Beccles Road / William Adam's Way / Southtown Road signalised junction (*scheme incorporated in GYTRC proposals, NCC Committed Scheme*);
- 1.18. Capacity improvement at Fullers Hill / Northgate Street signalised junction;
- 1.19. Capacity improvement at Gapton Hall Road / Hewett Road (Gapton Hall Industrial Estate) priority junction;
- 1.20. Capacity Improvement at Hall Quay / South Quay / Bridge Road signalised junction;
- 1.21. Capacity Improvement at Lawn Avenue / Tar Works Road / Caister Road signalised junction
- 1.22. Capacity improvement at A47 Lowestoft Road / High Street / Church Lane / Baker Street signalised junction.
- 1.23. Capacity improvement at Priory Plain / St Nicholas Road / Temple Road signalised junction.
- 1.24. Capacity improvement at Market Gates / Temple Road / South Market Road signalised junction.
- 1.25. Review and reconsider the arrangement of the Town Centre one-way system and gyratory to improve traffic flow.
- 1.26. New link road between Thamesfield Way and Suffolk Road.
- 1.27. Review use and efficiency of traffic signals along Southtown Road.

## 2. Strategic Road Network

- 2.1. Dual A47 Acle Straight.
- 2.2. Reduce speed limit on existing A47 Acle Straight.
- 2.3. Introduce Average Speed Cameras on existing A47 Acle Straight.
- 2.4. Capacity improvements at A47 Harfreys Roundabout (*Scheme being investigated by Highways England*)
- 2.5. Capacity improvements at A47 Vauxhall Roundabout (*Highways England RIS 1 Scheme*)
- 2.6. Capacity improvements at A47 Gapton Hall Roundabout (*Highways England RIS 1 Scheme*).
- 2.7. Capacity improvement at A47 / James Paget University Hospital signalised junction.
- 2.8. Capacity improvement at A47 Lowestoft Road / Brasenose Avenue / Bridge Road signalised junction.

## 3. Bus Services & Associated Infrastructure

- 3.1. Bus Stop Improvements throughout the main urban area of Great Yarmouth, Gorleston-on-Sea and Caister-on-Sea. This could include: Introduction of real time passenger information (RTPI), new/ improved bus shelters, new / improved waiting facilities and raised kerbs (*Scheme being developed / investigated by NCC*).
- 3.2. Improve bus interchange facilities at Great Yarmouth railway station.
- 3.3. Upgrades to Market Gates bus station to improve amenity and facilities for pedestrians.
- 3.4. Introduction of new regular shuttle bus service between Great Yarmouth railway station and Great Yarmouth Town Centre, possibly extending to James Paget University Hospital, Beacon Park Enterprise Zone and South Denes Enterprise Zone.
- 3.5. Improve public transport connectivity of South Denes peninsula / South Denes Enterprise Zone through introduction of new bus services / extension of existing services (e.g. bus route 2).
- 3.6. Work with local bus operators to introduce universal ticketing on all bus services that serve Great Yarmouth.
- 3.7. Introduction of demand responsive bus service to serve rural villages surrounding Great Yarmouth with restrictive or no existing bus service.
- 3.8. Work with bus operators to maintain and where possible improve the frequency of rural bus services that serve villages to the north west and south west of Great Yarmouth.



- 3.9. Improve bus services between Great Yarmouth and Lowestoft.
- 3.10. Investigate reallocation of carriageway space within Great Yarmouth Town Centre to improve bus and pedestrian routes (*Scheme being developed / investigated by NCC – Stonecutters Way and Howard Street North*).
- 3.11. Improvements to facilities at Beach Coach Station (e.g. improved drop-off facilities and waiting facilities).
- 3.12. New / improved coach drop-off facilities in Great Yarmouth Town Centre.

## 4. Heavy Rail Services & Great Yarmouth Rail Station

- 4.1. Work with Network Rail and Greater Anglia to improve Great Yarmouth railway station concourse.
- 4.2. Work with Network Rail and Greater Anglia to improve the frequency of train services between Great Yarmouth and Norwich.
- 4.3. Work with Network Rail and Greater Anglia to improve the reliability of train services on the Wherry Line (*Committed Scheme in Network Rail's Control Period 5 to upgrade signalling system and level crossings*).
- 4.4. Work with Greater Anglia to improve amenity for passengers travelling on Wherry Line (*Committed Scheme: Greater Anglia are introducing new rolling stock in 2019/20*).
- 4.5. Work with Greater Anglia to improve patronage numbers on rail services to / from Great Yarmouth.
- 4.6. Improve rail freight facilities at Great Yarmouth.

## 5. Walking

- 5.1. Improvement to the access and signage and promotion of Norfolk's long distance footpath network from Great Yarmouth. This includes: Norfolk Coastal Path (Hunstanton to Hopton on Sea), Angles Way (Great Yarmouth to Thetford), Weaves Way (Cromer to Great Yarmouth), Cross-Norfolk Trail (King's Lynn to Great Yarmouth) and Wherryman's Way (Norwich to Great Yarmouth) (*Scheme being developed / investigated by NCC*).
- 5.2. Reallocate carriageway space to increase footway provision for pedestrians within Great Yarmouth Town Centre and along sea front where there is a high footfall / high number of mobility scooter users.
- 5.3. Improve lighting and tactile paving along northern section of esplanade.
- 5.4. Town Centre Wayfinding Strategy to improve pedestrian connectivity between the Town Centre, Sea Front, bus station, railway station and other key trip attractors (*Scheme being developed / investigated by NCC*).
- 5.5. Improve the pedestrian amenity of The Rows (*Scheme being developed / investigated by NCC - Town Centre Masterplan*).
- 5.6. Improve pedestrian crossing facilities along the A143 Beccles Road (*Scheme being developed / investigated by NCC – minor improvements to existing uncontrolled crossings*).
- 5.7. Simplify existing signalised arrangement and improve pedestrian crossing facilities at junction of Fuller's Hill / Northgate Street (*Scheme being developed / investigated by NCC*).
- 5.8. Improve existing pedestrian routes to / from Harfreys Industrial Estate (e.g. foot/ cycle bridge across A47, footpath between Harfreys Road and Burgh Road, footpath between Edison Way and Burgh Road) (*Scheme being developed / investigated by NCC*).
- 5.9. Improve pedestrian crossing facilities at B1370 / Church Lane roundabout and outside East Norfolk Sixth Form College.
- 5.10. Improve pedestrian crossing facilities at Crab Lane / Magdalen Way signalised junction (*Scheme being developed / investigated by NCC*).
- 5.11. Improve pedestrian crossing facilities along Nottingham Way.
- 5.12. Improve facilities for pedestrians and cyclists around Garton Hall Retail Park.
- 5.13. Improve facilities for pedestrians and cyclists between Caister-on-Sea and Great Yarmouth Town Centre.

## 6. Cycling

- 6.1. New signed strategic cycle route between Great Yarmouth Town Centre and Gorleston-on-Sea that utilise Great Yarmouth Third River Crossing. This could utilise parts of the existing cycle route 2 to the east of the River Yare and Sustrans Route 517, cycle route 5, cycle route 6 or existing neighbourhood links along the A143.

- 6.2. Work with dock less cycle operators to introduce a cycle hire scheme in Great Yarmouth.
- 6.3. Review of existing and provision of new or upgraded cycle parking in Great Yarmouth Town Centre, along the sea front and close to large trip attractors in the wider study area (*Scheme being developed / investigated by NCC*).
- 6.4. Improve wayfinding for cyclists in the centre of Great Yarmouth and along existing pedalways (*Scheme being developed / investigated by NCC*).
- 6.5. Improve signage of Sustrans National Cycle Route 517 between Great Yarmouth and Lowestoft.
- 6.6. Improve existing and establish new segregated cycle routes between Great Yarmouth and Lowestoft.
- 6.7. Develop a cycle route map for Great Yarmouth showing the standard of cycle infrastructure (e.g. shared use, segregated, advisory on-road, on-road).
- 6.8. Develop a cycling smartphone app for Great Yarmouth showing cycling routes and associated infrastructure.
- 6.9. Join up and fill in the gaps in Great Yarmouth's cycling network to create a coherent network that allows uninterrupted journeys across the town by bicycle. Identified schemes include:

#### **SOUTH DENES PENINSULAR**

- 6.9.1. New on-road cycle facilities along South Quay / Southgates Road to tie up with Great Yarmouth Third River Crossing.

#### **A143 BECCLES ROAD**

- 6.9.2. Improved crossing facilities for cyclists on A143 Beccles Road north of Green Lane where the shared use route on the westside of the carriageway terminates to connect shared use routes on east and west side of the carriageway.
- 6.9.3. Widen existing shared use route on A143 Beccles Road between Burnet Road and New Road.
- 6.9.4. New cycle route along A143 Beccles Road between Primrose Way and Beccles Road / Burgh Road Roundabout, including provision of new cycle crossing facilities.
- 6.9.5. Improve east-west cycle connectivity along existing neighbourhood cycle route between Bussey's Loke and Crab Lane (*Scheme being developed / investigated by NCC*).
- 6.9.6. Improve east-west cycle connectivity along existing neighbourhood cycle route between Burnet Road and Sun Lane, including improved crossing facilities for cyclists at A143 / Sun Lane priority junction.

#### **HAVEN BRIDGE**

- 6.9.7. Reallocation of carriageway space to provide cycle route across Haven Bridge between Mill Road and Hall Quay.

#### **SOUTHTOWN**

- 6.9.8. Improved crossing facilities for cyclists at Pasteur Road / Bridge Road / Southtown Road signalised junction (*Scheme being developed / investigated by NCC*)
- 6.9.9. Improved cycle route and crossing facilities along Southtown Road (particularly between Pasteur Road / Bridge Road / Southtown Road signalised junction and Burns Lane / Southtown Road priority junction) (*Scheme being developed / investigated by NCC along entire length for pedestrians and cyclists*).
- 6.9.10. Improve cycling connectivity between Suffolk Road and Southtown Road.
- 6.9.11. Improve cycling connectivity across William Adam's Way between Suffolk Road (north) and Suffolk Road (south).
- 6.9.12. Improve pedestrian and cycling connectivity across the A47 between Harfreys Roundabout and Garton Hall Roundabout.
- 6.9.13. Improve the cycling route along Riverside Road (*Scheme being developed / investigated by NCC*).
- 6.9.14. Improve pedestrian and cycling crossing facilities at B1370 / Church Lane roundabout (*Scheme being developed / investigated by NCC*).

### **GORELSTON-ON-SEA**

- 6.9.15. New and improved crossing facilities for pedestrians and cyclists along A47 Lowestoft Road between A47 / B1370 Middleton Road roundabout and A47 Lowestoft Road / Beaufort Way roundabout.
- 6.9.16. New north south cycle route along B1370 (Middleton Road and Church Road) between B1370 A47 / Middleton Road Roundabout and A143 Beccles Road / Burgh Road / B1370 Church Road / Suffolk Road roundabout.

### **GREAT YARMOUTH TOWN CENTRE**

- 6.9.17. Investigate new north / south cycle route options between The Conge and Regent Street (*Scheme being developed / investigated by NCC*).
- 6.9.18. Investigate new north / south cycle route options between Fullers Hill Roundabout, The Conge and The Minster (*Scheme being developed / investigated by NCC*).
- 6.9.19. Investigate new east / west cycle route options between the Town Centre, Hall Quay and the Sea Front (*Scheme being developed / investigated by NCC*).

### **SEA FRONT**

- 6.9.20. Provide continuous uninterrupted cycle route along the sea front between Haven Seashore Holiday Park and South Denes Peninsular via North Drive, Marine Parade and South Beach Parade. Areas for improvement include the link between the cycle lane south of Britannia Pier and the shared space cycle facility north of Britannia Pier (*Scheme being developed / investigated by NCC*).

### **NORTH QUAY**

- 6.9.21. Improve east west cycling connectivity between Lawn Avenue and North Drive (*Scheme being developed / investigated by NCC*).
- 6.9.22. Improve east west pedestrian and cycle connectivity route along Fullers Hill and St Nicholas Road (*Scheme being developed / investigated by NCC*).

### **VAUXHALL**

- 6.9.23. Improve east west pedestrian and cycle connectivity between Vauxhall Holiday Park, residential areas to the west of the River Yare and Fullers Hill Roundabout (*Scheme being developed / investigated by NCC*).

## **7. Parking**

- 7.1. Develop a parking strategy for the town to assess visitor and residential parking demand and review controlled on-street car parking
- 7.2. Parking proposed as a part of new developments should be future ready and include electric vehicle charging.

## **8. Electric Vehicles & Associated Infrastructure**

- 8.1. Support and encourage the installation of electric vehicle charging points GYBC car parks and at designated on-street bays in town centre / sea front locations.
- 8.2. Support and encourage local businesses to install electric car charging points.

## **9. Car Sharing / Car Club**

- 9.1. Support and encourage the installation of car sharing spaces within GYBC car parks.
- 9.2. Support and encourage local businesses to introduce priority parking for workers that car share.
- 9.3. Work with car club operators to establish a car club for the town.

## **10. Smarter Choices**

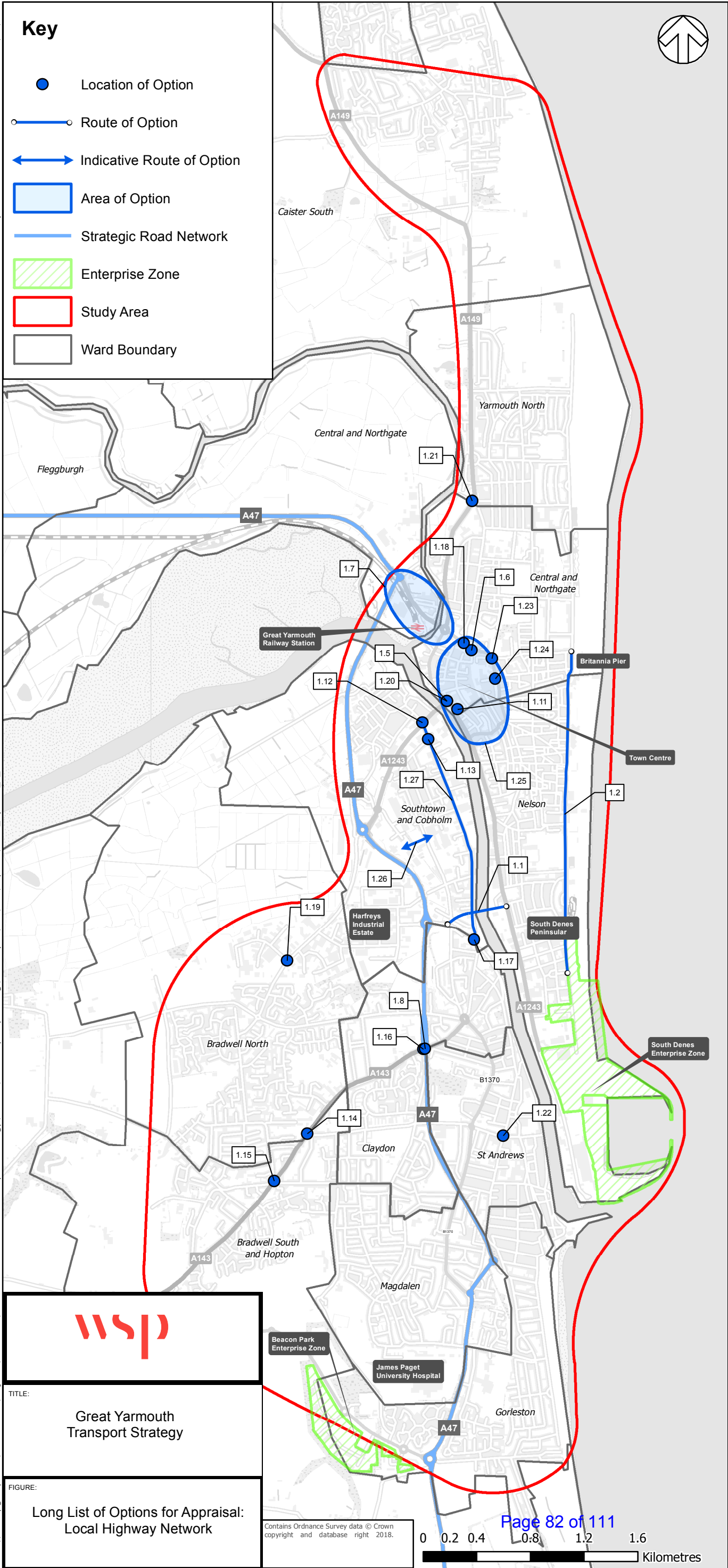
- 10.1. Support and encourage non-residential developments to produce a travel plan (e.g. workplace or school travel plan). Where practical and feasible this should include a commitment to providing facilities for cyclists (e.g. changing areas, showers etc.).
- 10.2. Support and encourage developers of new residential developments to produce residential plans. This should include a commitment to provide residents with free bus taster tickets and / or cycle vouchers (*LGF Scheme*).
- 10.3. Install travel information hubs within Great Yarmouth Town Centre and other areas of high footfall to provide information on public transport services and traffic information.

## **11. Autonomous Vehicles**

- 11.1. Keep under review the development of autonomous vehicle technology.



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## Local Highway Network

### Network-wide Options

- 1.3: Upgrade existing traffic signal network within Great Yarmouth to coordinate signal times and phasing and improve the flow of traffic.
- 1.4: Develop and introduce a signage strategy to inform drivers of car parking availability, congestion and, when implemented, status of the Great Yarmouth Third River Crossing.
- 1.9: Investigate introduction of urban clearways on key strategic routes.
- 1.10: Develop contingency measures to improve network resilience.

### Specific Options

#### General Improvements

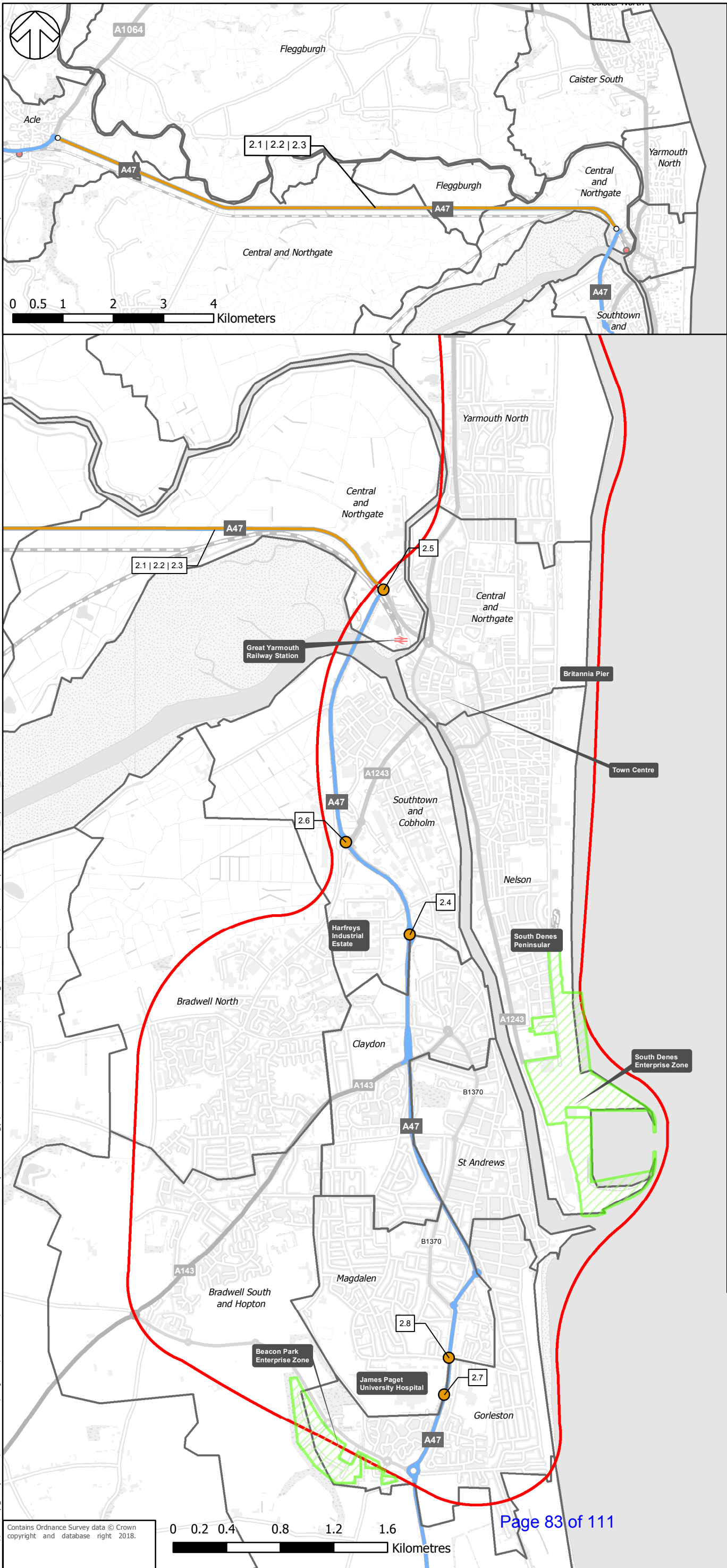
- 1.1: Great Yarmouth Third River Crossing.
- 1.2: Traffic management measures to reduced HGV movements along the sea front.
- 1.5: Provision of right turn facility between A1243 Hall Quay and A1423 Bridge Road.
- 1.6: Convert Fuller's Hill bus only right turn to all vehicles right turn.
- 1.7: Create sense of arrival into the town through new gateway features on Fullers Hill, Acle New Road, at Fullers Hill Roundabout, at Great Yarmouth Railway Station and North Quay.
- 1.8: Road safety improvements at and on approach to the A143 / A47 slip roads / Shrublands Way signalised junction.
- 1.11: Reallocation of highway space at Hall Quay to improve movement of non-motorised users.

#### Capacity Improvements

- 1.12: Capacity improvement at A1243 Pasteur Road / Southtown Road / Bridge Road signalised junction.
- 1.13: Capacity improvement at Southtown Road / Station Road / Matalan and Farm Foods access signalised junction.
- 1.14: Capacity improvement at A143 Beccles Road / Crab Lane priority junction.
- 1.15: Capacity improvement at A143 Beccles Road / Church Lane / Long Lane / Mill Lane signalised junction.
- 1.16: Capacity improvement at A143 Beccles Road / Shrublands Way / A47 slip road signalised junctions.
- 1.17: Capacity improvement at A143 Beccles Road / William Adam's Way / Southtown Road.
- 1.18: Capacity improvement at Fullers Hill / Northgate Street signalised junction.
- 1.19: Capacity improvement at Gaptown Hall Road / Hewett Road (Gaptown Hall Industrial Estate) priority junction.
- 1.20: Capacity improvement at Hall Quay / South Quay / Bridge Road signalised junction.
- 1.21: Capacity Improvement at Lawn Avenue / Tar Works Road / Caister Road signalised junction.
- 1.22: Capacity improvement at A47 Lowestoft Road / High Street / Church Lane / Baker Street signalised junction.
- 1.23: Capacity improvement at Priory Plain / St. Nicholas Road / Temple Road signalised junction.
- 1.24: Capacity improvement at Market Gates / Temple Road / South Market Road signalised junction.
- 1.25: Review and reconsider the arrangement of the Town Centre one-way system and gyratory to improve traffic flow.
- 1.26: New link road between Thamesfield Way and Suffolk Road.
- 1.27: Review use and efficiency of traffic signals along Southtown Road.



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## Strategic Road Network

- Location of Option
- Route of Option
- ↔ Indicative Route of Option
- Area of Option
- Strategic Road Network
- Enterprise Zone
- Study Area
- Ward Boundary

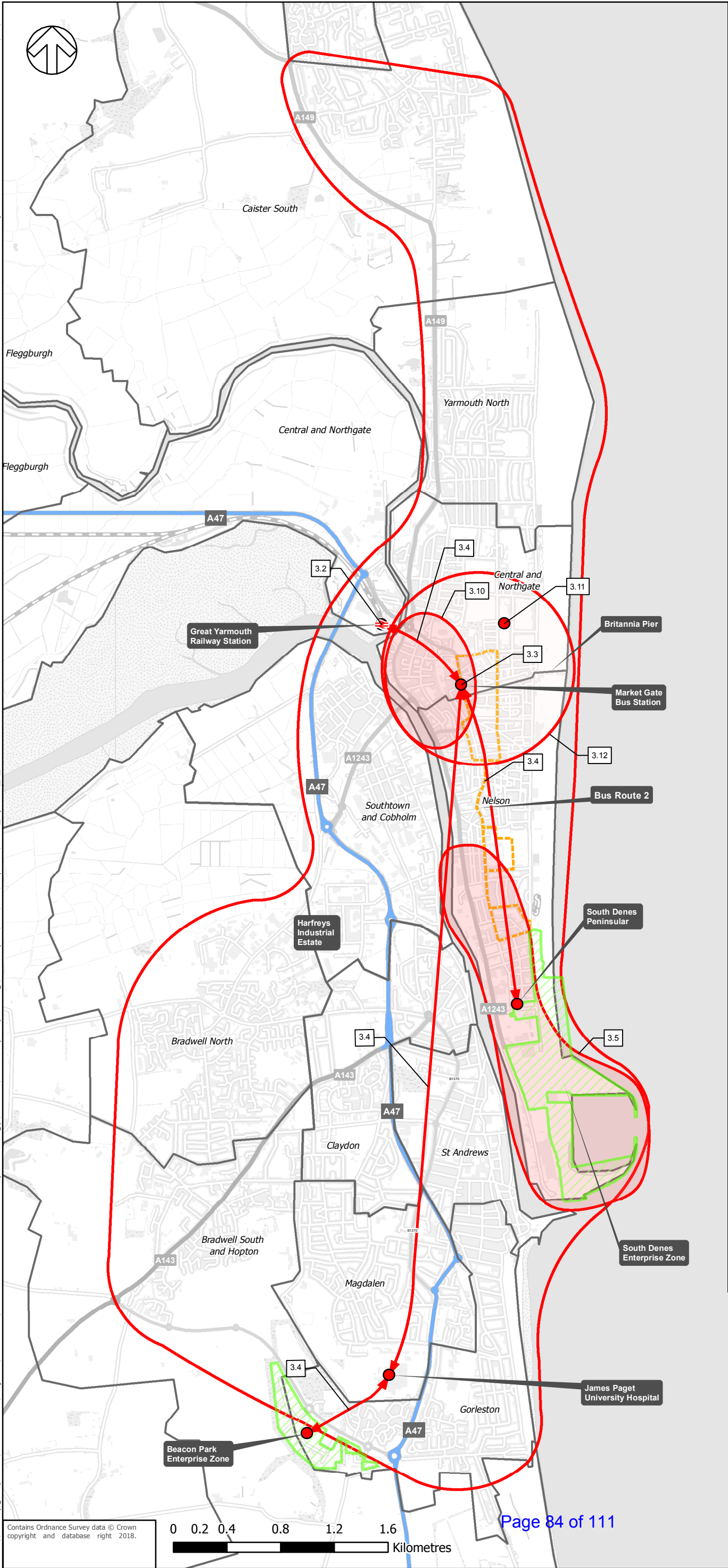
## Specific Options

- 2.1: Dual A47 Acle Straight.
- 2.2: Reduce speed limit on existing A47 Acle Straight.
- 2.3: Introduce Average Speed Cameras on existing A47 Acle Straight.
- 2.4: Capacity improvements at A47 Harfreys Roundabout.
- 2.5: Capacity improvements at A47 Vauxhall Roundabout.
- 2.6: Capacity improvements at A47 Gapton Hall Roundabout.
- 2.7: Capacity improvement at A47 / James Paget University Hospital signalised junction.
- 2.8: Capacity improvement at A47 Lowestoft Road / Brasenose Avenue / Bridge Road signalised junction.



TITLE:  
Great Yarmouth  
Transport Strategy

FIGURE:  
Long List of Options for Appraisal:  
Strategic Road Network



## Bus Services & Associated Infrastructure

- Location of Option
- Route of Option
- ↔ Indicative Route of Option
- Area of Option
- Strategic Road Network
- Enterprise Zone
- Study Area
- Ward Boundary
- Bus Route 2 (existing service)

### Network-wide Options

3.1: Bus Stop Improvements throughout the main urban area of Great Yarmouth, Gorleston-on-Sea and Caister-on-Sea. This could include: Introduction of real time passenger information (RTPI), new/ improved bus shelters, new / improved waiting facilities and raised kerbs.

3.6: Work with local bus operators to introduce universal ticketing on all bus services that serve Great Yarmouth.

3.7: Introduction of demand responsive bus service to serve rural villages surrounding Great Yarmouth with restrictive or no existing bus service.

3.8: Work with bus operators to maintain and where possible improve the frequency of rural bus services that serve villages to the north west and south west of Great Yarmouth.

3.9: Improve bus services between Great Yarmouth and Lowestoft.

### Specific Options

3.2: Improve bus interchange facilities at Great Yarmouth Railway Station.

3.3: Upgrades to Market Gates bus station to improve amenity and facilities for pedestrians.

3.4: Introduction of new regular shuttle bus service between Great Yarmouth railway station and Great Yarmouth Town Centre, possibly extending to James Paget University Hospital, Beacon Park Enterprise Zone and South Denes Enterprise Zone.

3.5: Improve public transport connectivity of South Denes Peninsula / South Denes Enterprise Zone through introduction of new bus services / extension of existing services (e.g. Bus Route 2).

3.10: Investigate reallocation of carriageway space within Great Yarmouth Town Centre to improve bus and pedestrian routes.

3.11: Improvements to facilities at Beach Coach Station (e.g. improved drop-off facilities and waiting facilities).

3.12: New / improved coach drop-off facilities in Great Yarmouth Town Centre.

TITLE:

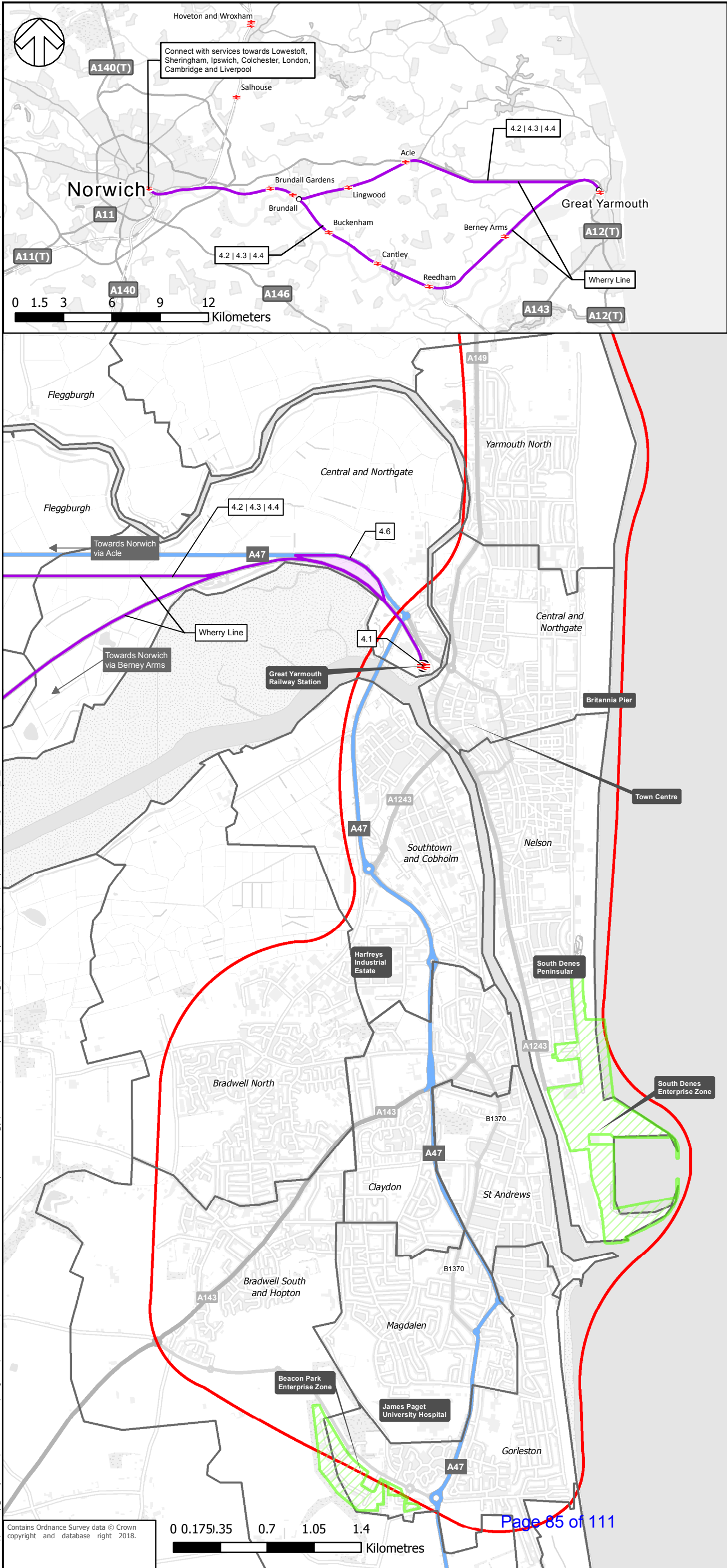
Great Yarmouth Transport Strategy

FIGURE:

Long List of Options for Appraisal:  
Bus Services & Associated Infrastructure



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## Heavy Rail services & Great Yarmouth Rail Station

- Location of Option
- Route of Option
- Indicative Route of Option
- Area of Option
- Strategic Road Network
- Enterprise Zone
- Study Area
- Ward Boundary

### Network-wide Options

4.5: Work with Greater Anglia to improve patronage numbers on rail services to / from Great Yarmouth.

### Specific Options

4.1: Work with Network Rail and Greater Anglia to improve Great Yarmouth railway station concourse.

4.2: Work with Network Rail and Greater Anglia to improve the frequency of train services between Great Yarmouth and Norwich.

4.3: Work with Network Rail and Greater Anglia to improve the reliability of train services on the Wherry Line.

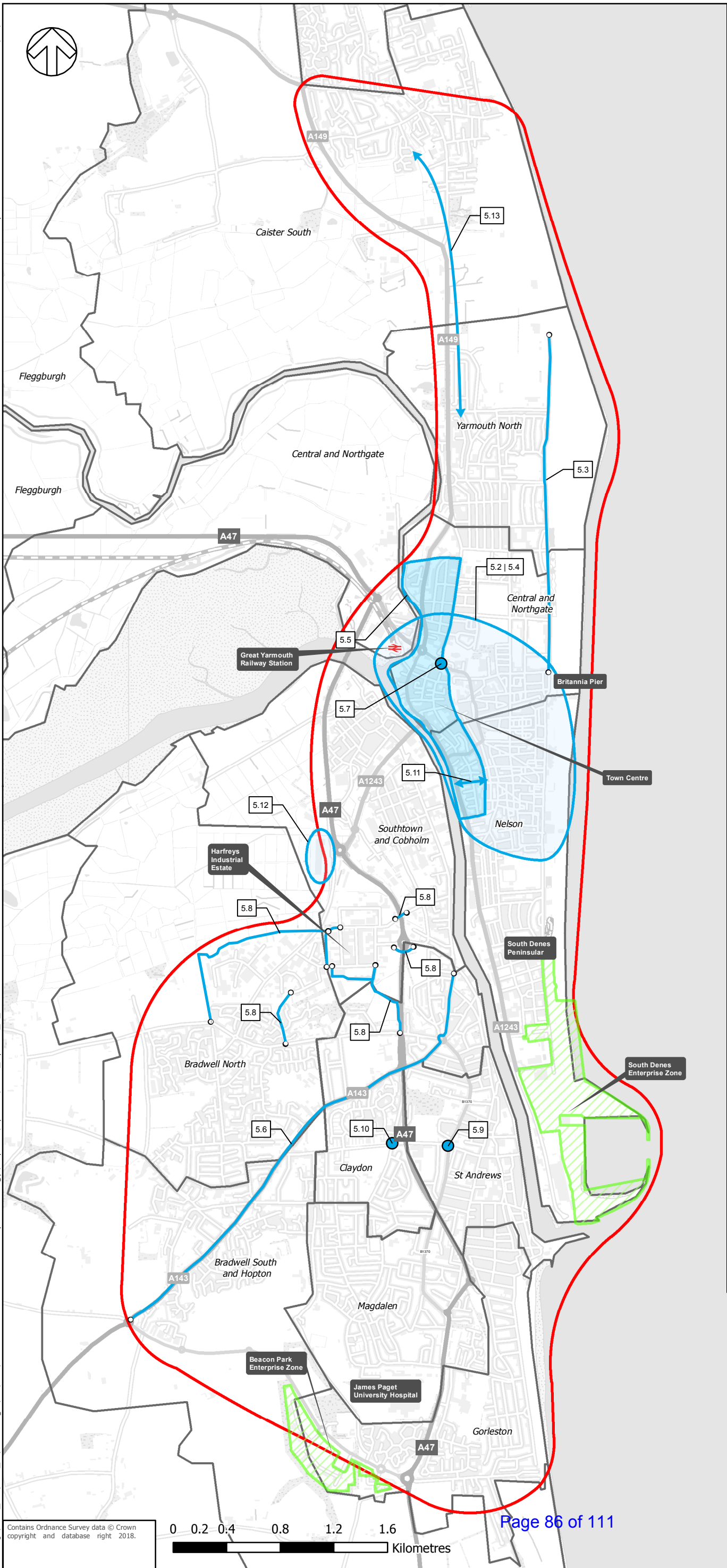
4.4: Work with Greater Anglia to improve amenity for passengers travelling on the Wherry Line.

4.6: Improve rail freight facilities at Great Yarmouth.



TITLE:  
Great Yarmouth  
Transport Strategy

FIGURE:  
Long List of Options for Appraisal:  
Heavy Rail Services &  
Great Yarmouth Rail Station



### Walking

- Location of Option
- Route of Option
- ↔ Indicative Route of Option
- Area of Option
- Enterprise Zone
- Study Area
- Ward Boundary

### Network-wide Options

5.1: Improvement to the access and signage and promotion of Norfolk's long distance footpath network from Great Yarmouth. This includes: Norfolk Coastal Path (Hunstanton to Hopton-on-Sea), Angles Way (Great Yarmouth to Thetford), Weavers Way (Cromer to Great Yarmouth), Cross-Norfolk Trail (King's Lynn to Great Yarmouth) and Wherryman's Way (Norwich to Great Yarmouth).

### Specific Options

5.2: Reallocate carriageway space to increase footway provision for pedestrians within Great Yarmouth Town Centre and along sea front where there is a high footfall / high number of mobility scooter users.

5.4: Town Centre Wayfinding Strategy to improve pedestrian connectivity between the Town Centre, Sea Front, Bus Station, Railway Station and other key trip attractors.

5.3: Improve lighting and tactile paving along northern section of esplanade.

5.5: Improve the pedestrian amenity of The

5.6: Improve pedestrian crossing facilities along the A143 Beccles Road.

5.7: Improve and simplify pedestrian crossing facilities at Fullers Hill / Northgate Street signalised junction.

5.8: Improve existing pedestrian and cycle routes to Harfrey's Industrial Estate (e.g. foot/ cycle bridge across A47, footpath between Harfrey's Road and Burgh Road, footpath between Edison Way and Burgh Road).

5.9: Improve pedestrian crossing facilities at B1370 / Church Lane roundabout.

5.10: Improve pedestrian crossing facilities at Crab Lane / Magdalen Way signalised junction.

5.11: Improve pedestrian crossing facilities along Nottingham Way.

5.12: Improve facilities for pedestrians and cyclists around Gapton Hall Retail Park.

5.13: Improve facilities for pedestrians and cyclists between Caister-on-Sea and Great Yarmouth Town

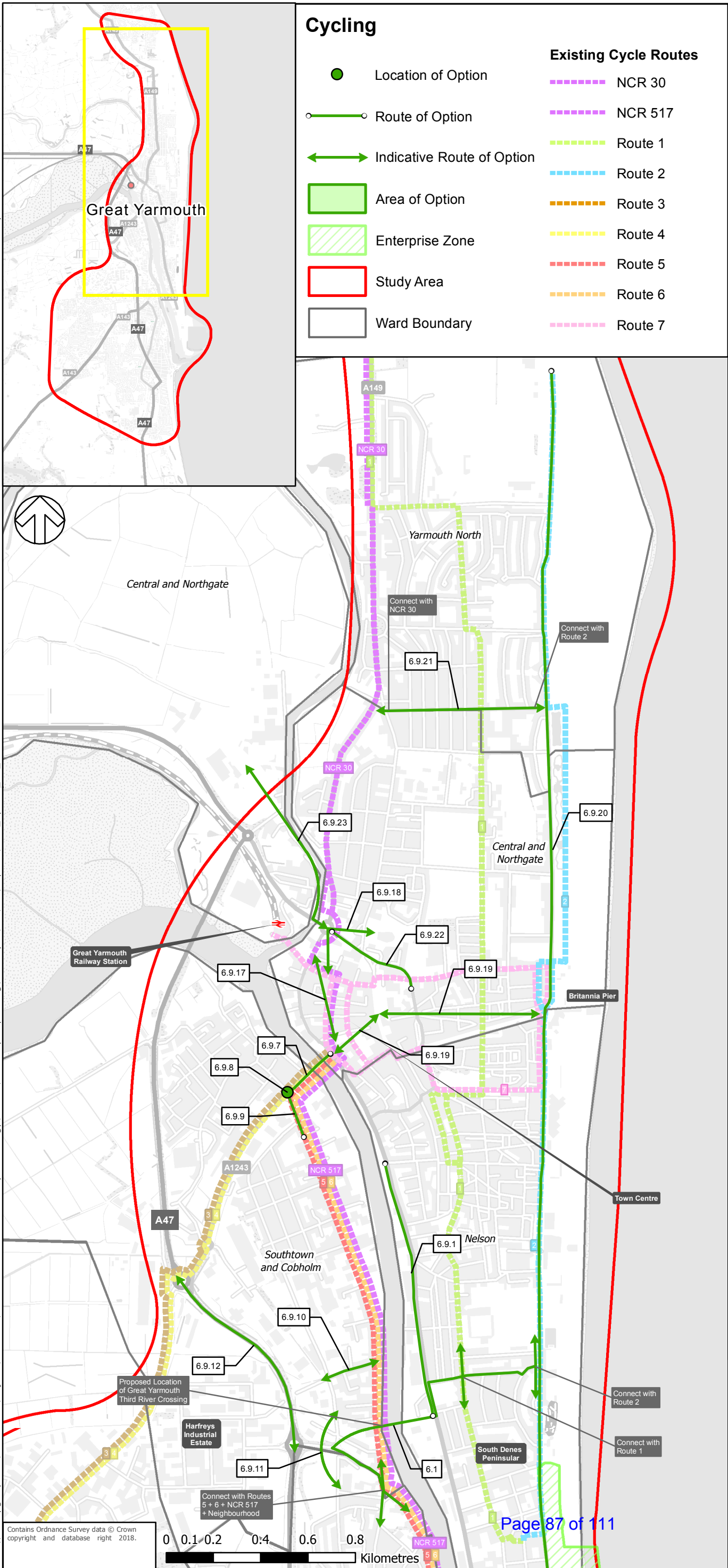
TITLE:

Great Yarmouth  
Transport Strategy

FIGURE:

Long List of Options for Appraisal:  
Walking





### Network-wide Options

6.2: Work with dock less cycle operators to introduce a cycle hire scheme in Great Yarmouth.

6.3: Review of existing and provision of new or upgraded cycle parking in Great Yarmouth Town Centre, along the sea front and close to large trip attractors in the wider study area.

6.4: Improve wayfinding for cyclists between Great Yarmouth Railway Station, Town Centre and Sea Front.

6.6: Improve existing and establish new segregated cycle routes between Great Yarmouth and Lowestoft.

6.7: Develop a cycle route map for Great Yarmouth showing the standard of cycle infrastructure (e.g. shared use, segregated, advisory on-road, on-road)

6.8: Develop a cycling smartphone app for Great Yarmouth showing cycling routes and associated

### Specific Options

6.1: New signed strategic cycle route between Great Yarmouth Town Centre and Gorleston-on-Sea that utilise Great Yarmouth Third River Crossing.

6.5: Improve signage of Sustrans National Cycle Route 517 between Great Yarmouth and Lowestoft.

6.9.1: New on-road cycle facilities along South Quay / Southgates Road to tie up with Great Yarmouth Third River Crossing.

6.9.7: Reallocation of carriageway space to provide cycle route across Haven Bridge between Mill Road and Hall Quay.

6.9.8: Improved crossing facilities for cyclists at Pasteur Road / Bridge Road / Southtown Road signalised junction.

6.9.9: Improved cycle route and crossing facilities along Southtown Road between Pasteur Road / Bridge Road / Southtown Road signalised junction and Bunn's Lane / Southtown Road priority junction.

6.9.10: Improve cycling connectivity between Suffolk Road and Southtown Road.

6.9.11: Improve cycling connectivity across William Adam's Way between Suffolk Road (north) and Suffolk Road

6.9.12: Improve pedestrian and cycling connectivity across the A47 between Harfreys Roundabout and Gapton Hall Roundabout.

6.9.17: Investigate new north / south cycle route options between The Conge and Regent Street.

6.9.18: Investigate new north / south cycle route options between Fullers Hill Roundabout, The Conge and The Minster.


6.9.19: Investigate new east / west cycle route options between the Town Centre, Hall Quay and the Sea Front.

6.9.20: Provide continuous uninterrupted cycle route along the sea front between Haven Seashore Holiday Park and South Denes Peninsular via North Drive, Marine Parade and South Beach Parade. Areas for improvement include the link between the cycle lane south of Britannia Pier and the shared space cycle facility north of Britannia Pier.

6.9.21: Improve east west cycling connectivity between Lawn Avenue and North Drive.

6.9.22: Improve east west pedestrian and cycle connectivity route along Fullers Hill between Fuller's Hill Roundabout and Priory Plain.

6.9.23: Improve east west pedestrian and cycle connectivity between Vauxhall Holiday Park, residential areas to the west of the River Yare and Fullers Hill



TITLE:

Great Yarmouth  
Transport Strategy

FIGURE:

Long List of Options for Appraisal:  
Cycling (1 of 2)



Cycling

- Location of Option
- Route of Option
- ↔ Indicative Route of Option
- Area of Option
- ▨ Enterprise Zone
- Study Area
- Ward Boundary

Existing Cycle Routes

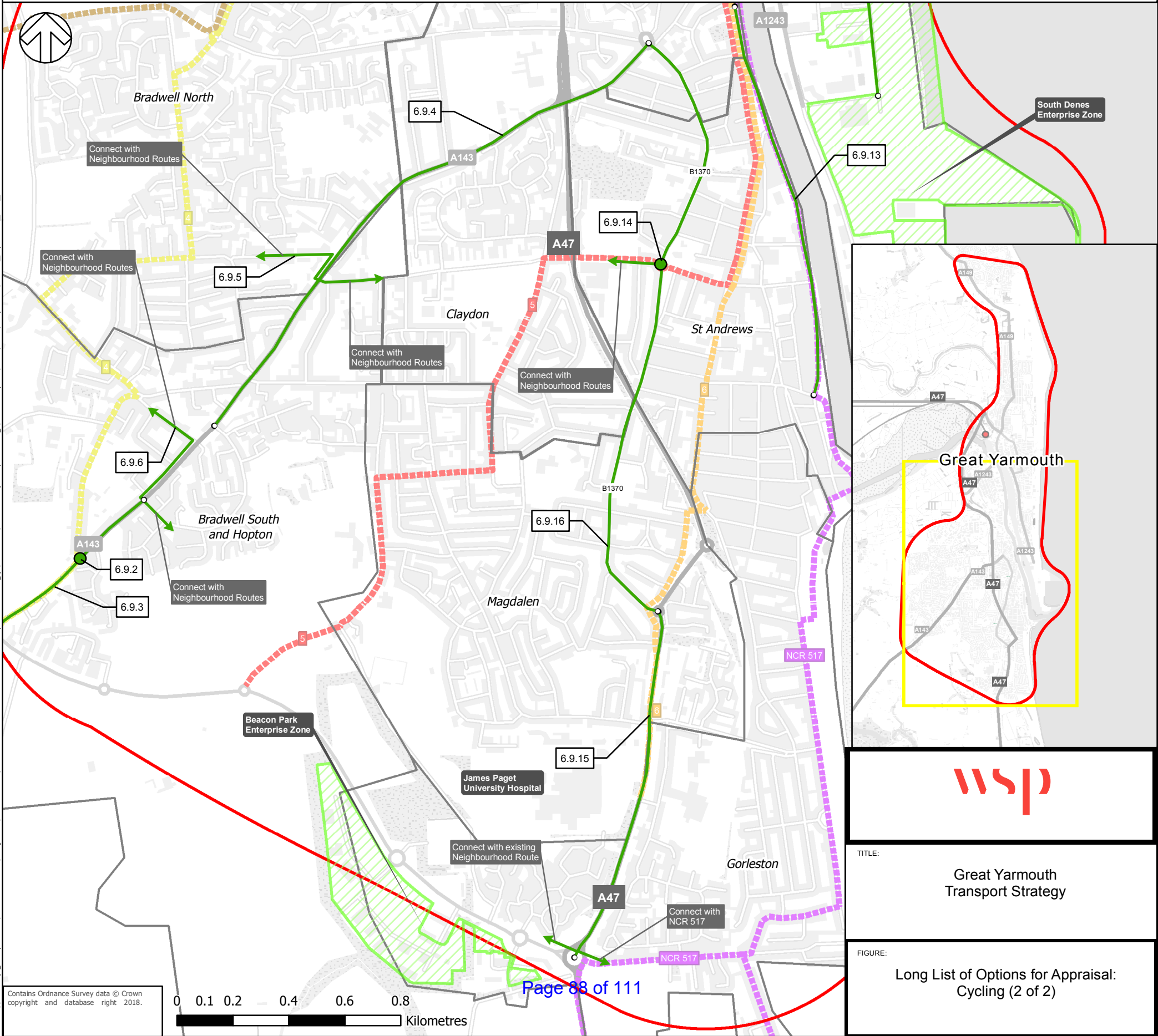
- |               |               |
|---------------|---------------|
| ----- NCR 30  | ----- Route 4 |
| ----- NCR 517 | ----- Route 5 |
| ----- Route 1 | ----- Route 6 |
| ----- Route 2 | ----- Route 7 |
| ----- Route 3 |               |

Network-wide Options

- 6.2: Work with dock less cycle operators to introduce a cycle hire scheme in Great Yarmouth.
- 6.3: Review of existing and provision of new or upgraded cycle parking in Great Yarmouth Town Centre, along the sea front and close to large trip attractors in the wider study area.
- 6.4: Improve wayfinding for cyclists between Great Yarmouth Railway Station, Town Centre and Sea Front.
- 6.6: Improve existing and establish new segregated cycle routes between Great Yarmouth and Lowestoft.
- 6.7: Develop a cycle route map for Great Yarmouth showing the standard of cycle infrastructure (e.g. shared use, segregated, advisory on-road, on-road)
- 6.8: Develop a cycling smartphone app for Great Yarmouth showing cycling routes and associated

Specific Options

- 6.5: Improve signage of NCR 517 between Great Yarmouth and Lowestoft.
- 6.9.2: Improved crossing facilities for cyclists on A143 Beccles Road north of Green Lane where the shared use route on the westside of the carriageway terminates to connect shared use routes on east and west side of the carriageway.
- 6.9.3: Widen existing shared use route on A143 Beccles Road between Burnet Road and New Road.
- 6.9.4: New cycle route along A143 Beccles Road between Primrose Way and Beccles Road / Burgh Road Roundabout, including provision of new cycle crossing facilities.
- 6.9.5: Improve east-west cycle connectivity along existing neighbourhood cycle route between Bussey's Loke and Crab Lane.
- 6.9.6: Improve east-west cycle connectivity along existing neighbourhood cycle route between Burnet Road and Sun Lane, including improved crossing facilities for cyclists at A143 / Sun Lane priority junction.
- 6.9.13: Improve the cycling route along Riverside Road.
- 6.9.14: Improve pedestrian and cycling crossing facilities at B1370 / Church Lane roundabout.
- 6.9.15: New and improved crossing facilities for pedestrians and cyclists along A47 Lowestoft Road between A47 / B1370 Middleton Road roundabout and A47 Lowestoft Road / Beaufort Way roundabout.
- 6.9.16: New north south cycle route along B1370 (Middleton Road and Church Road) between B1370 A47 / Middleton Road Roundabout and A143 Beccles Road / Burgh Road / B1370 Church Road / Suffolk Road roundabout.



TITLE:

Great Yarmouth Transport Strategy

FIGURE:

Long List of Options for Appraisal: Cycling (2 of 2)

Subject: **REGENERATING SEASIDE TOWNS AND COMMUNITIES – COUNCIL  
WRITTEN RESPONSE TO THE HOUSE OF LORDS SELECT COMMITTEE**

Report to: Economic Development Committee – 8 October 2018

Report by: Simon Best: Regeneration and Funding Manager  
Michelle Burdett: Head of Inward Investment

#### SUBJECT MATTER/RECOMMENDATIONS

This report provides a background and overview to the response for the House of Lords Select Committee as coordinated by officers in the Council, which is included as an appendix.

Members are asked to:

1. Review the response (appended) and provide comment on its contents
2. Endorse the dissemination of the response to the House of Lords Committee by the deadline of 9 October 2018

## 1. BACKGROUND

- 1.1 The House of Lords Select Committee on Regenerating Seaside Towns and Communities was appointed by the House on 17 May 2018. The remit of the Committee is “*to consider the regeneration of seaside towns and communities*”.
- 1.2 The Committee will explore the following key issues in detail; background and understanding, housing and demographics, transport and connectivity, the visitor economy, social and economic regeneration, education, health and wellbeing, delivery structures, and finally people and place.
- 1.3 **The deadline for submissions is 1pm on Tuesday 9 October 2018.**

## 2. THE RESPONSE

- 2.1 The detail within the appendix provides a strong case for Great Yarmouth, and presents a sound picture of the economy of the Borough as well as the positive impacts of public funding.
- 2.2 It does however; also provide a stark reminder of why public funding is so important, particularly how the lack of it has negatively affected the physical environment. It also emphasises the importance of partnership working; especially when considering the

impact of public realm on arrival to the Town, and the responsibility other agencies play in keeping the Town looking vibrant and attractive for those who live and work here, as well as for visitors.

### **3 FINANCIAL IMPLICATIONS**

- 3.1 There are no financial implications for the Council arising from the report or the response, but it is important to recognise that the results may be used to form a view of what support or public funding may be released from the Government at a future point in time.

### **4 RISK IMPLICATIONS**

- 4.1 There are no risk implications arising from this report, aside from the lost opportunity of influencing the House of Lords Select Committee, should the Council choose not to submit a response.

### **5 CONCLUSIONS**

- 5.1 Officers have brought together a thorough evidence base, mapping the results of interventions by the Borough Council and its partners. The suggested response in the appendix is the result of this work.

### **6 RECOMMENDATIONS**

This report provides a background and overview to the response for the House of Lords Select Committee as coordinated by officers in the Council.

Members are asked to:

1. Review the response (appended) and provide comment on its contents
2. Endorse the dissemination of the response to the House of Lords Committee by the deadline of 9 October 2018.

*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:	Embedded within the appendix



Financial Implications:	Addressed above
Legal Implications (including human rights):	N/A
Risk Implications:	Addressed above
Equality Issues/EQIA assessment:	N/A
Crime & Disorder:	N/A
Every Child Matters:	N/A



**GREAT YARMOUTH**  
BOROUGH COUNCIL

Sheila Oxtoby  
Chief Executive  
Great Yarmouth Borough Council  
Town Hall  
Great Yarmouth  
Norfolk  
NR30 2QF

Clerk of the Select Committee on Regenerating  
Seaside Towns and Communities  
House of Lords  
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Westminster  
London SW1A 0PW

Please ask for: Tina Bunn  
Direct Line: 01493 846381  
Email: [tina.bunn@great-yarmouth.gov.uk](mailto:tina.bunn@great-yarmouth.gov.uk)

27 September 2018

Dear Sir/Madam,

**PUBLIC CALL FOR WRITTEN EVIDENCE PUBLISHED BY THE HOUSE OF LORDS SELECT COMMITTEE ON REGENERATING SEASIDE TOWNS AND COMMUNITIES**

The following is presented by Great Yarmouth Borough Council in response to the public call for written evidence published by the Select Committee on Regenerating Seaside Towns and Communities. The structure/numbering corresponds to the Call for Evidence.

**Executive summary**

Great Yarmouth shares a number of well-documented challenges with other relatively remote seaside towns – connectivity/isolation, the quality of housing stock, population transience and demographics, flood risk, heritage/preservation imperatives and the availability/accessibility of funding. A number of complex, interrelated factors, such as evolving tourism trends over a number of years, have left a persistent legacy of deprivation, depressed wages, land values and social mobility and poor education/health outcomes.

Physical, social and economic regeneration to date has been somewhat fragmented, reflecting the evolving funding landscape but integrated, targeted interventions delivered in partnership with stakeholders have made – and are making – a very significant difference to the lives, opportunities and prospects of residents, as Great Yarmouth seeks to de-seasonalise, rebalance and diversify its economy and consolidate its position as an Enterprise Town at the very forefront of the North Sea offshore industry.

This response characterises and quantifies the various challenges in some detail, evaluates the impact of measures taken to address them and makes a number broad proposals, in terms of the fiscal/financial measures and freedoms available to seaside towns.

Ongoing underfunding has directly contributed to the challenges outlined herein, conflicting with ambitions to realise a wider local 'offer' that can attract and retain visitors, tourists and the skilled workers required to drive the economy. This applies both to direct funding, reliefs and other financial instruments available to the Authority and also to the investment priorities of other agencies – e.g. transport infrastructure – and the private sector.

Without a commitment to progressively increase support to seaside towns – alongside the granting of specific mitigating freedoms and flexibilities – there is likely to be a sustained downward spiral, particularly in inner urban neighbourhoods as seaside towns decline further in relation their peers.

## Background and understanding

- 1. What are the challenges facing seaside towns and communities? Which of those challenges are common to many seaside towns, and to what extent (and why) have such challenges persisted over a number of years?**
  - 1.1 With a population of 98,700 residents, projected to increase to 105,400 by 2021, Great Yarmouth – situated between the North Sea and the Norfolk Broads – shares a number of well-documented challenges with other relatively remote seaside towns; connectivity, educational outcomes/aspirations, social mobility and health.
  - 1.2 Evolving tourism trends over a number of years have left a persistent legacy of semi-redundant accommodation and housing stock and low housing/land values. The reliance of the local economy upon tourism presents a number of challenges, including a transient population and seasonal employment opportunities attracting depressed wages. Severe deprivation is concentrated in the urban wards where over half of working-age residents live.
  - 1.3 In 2014, the Borough used the CIPFA (Chartered Institute of Public Finance and Accountancy) *Nearest Neighbour Model* to undertake a comparative analysis and calculation of 'distance' between Great Yarmouth and other local authorities. Whilst the comparison is somewhat broad-brush, it is derived from data covering 41 different metrics across a wide range of socioeconomic indicators. On that basis, of Great Yarmouth's fifteen 'nearest' neighbours, twelve were other coastal/seaside towns and communities: Waveney; Scarborough; Shepway; North Devon; Allerdale; Barrow-in-Furness; Dover; Thanet; Weymouth & Portland; Chesterfield; Sedgemoor; Hastings; Mansfield; Fenland; Lancaster. It is reasonable to conclude, therefore, that the Borough shares, in common, a number of underlying challenges with other seaside towns.
  - 1.4 There are, however, opportunities. The Borough has been an operations and maintenance base for gas extraction for more than half a century and, with its established deep-water port, is well-placed to establish itself as a centre of excellence for offshore decommissioning, provided the wider local 'offer' can attract and retain highly-skilled workers.
- 2. Has sufficient research been conducted to provide robust analysis of the economic and social health and vitality of seaside towns? What are the main conclusions to be drawn from such data and research – and where are the principal gaps in knowledge and understanding?**
  - 2.1 Reports are published periodically (e.g. *Turning the Tide* from the Centre of Social Justice in 2013, which included Great Yarmouth) and the media occasionally showcases the plight of seaside towns (e.g. The Financial Times' awarding-winning report on Blackpool in 2017). The *English Indices of Multiple Deprivation* published by the Ministry of Housing, Communities & Local Government (MHCLG) are particularly useful in quantifying and characterising the various component factors of local deprivation.
  - 2.2 There remains, however, a gap in our collective understanding of the mechanisms by which disadvantage – expressed in terms of economic and social health – are conferred upon the geographic margins of the UK – and 'ends of the line', such as seaside towns.
  - 2.3 Recent commentary proposed that current fiscal policy depressed the regions relative to London and that the UK is, on a regional basis, the most heterogeneous country in the EU; seaside towns are often to be found at the extreme end of that spectrum, compounded by social factors associated with other urban centres.
  - 2.4 Additional effort is needed to describe the mechanisms/factors that give rise to this phenomenon by looking at the geospatial effects of the fiscal regime, credit distribution by the banking sector and fiscal transfers (i.e. government spending). These factors and the mitigating measures applied should be benchmarked against states exhibiting less regional imbalance.
  - 2.5 At a local authority level, there needs to be sufficient capacity/resource to generate and maintain robust evidence bases – data, analyses and exposition – in order to support the regeneration agenda and participate meaningfully in shaping local and regional priorities.

## Housing and demographics

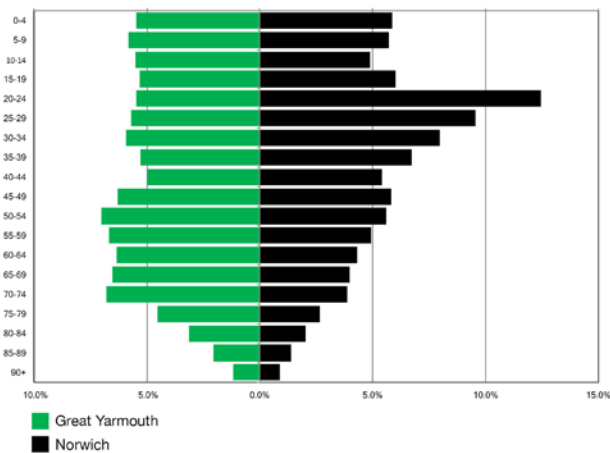
3. **To what extent are seaside towns affected by issues arising from the nature of their housing stock, including Houses in Multiple Occupation (HMOs) and former tourist accommodation that has been converted for other uses? How might any such issues be addressed – and are any changes to Government policy required?**
- 3.1 Great Yarmouth aspires to an attractive mix of housing and a healthy private rented landscape fit for purpose for all to meet the Borough's existing and future needs. Land value is a persistent barrier to realising this ambition and the Borough struggles to create a context in which investors have confidence to build or develop existing housing projects to support growth regeneration. The Council will examine options to make use of the new £630m *Small Sites Fund* to be administered by Homes England to de-risk the development of residential sites.
- 3.2 There are ongoing issues around the private rented sector and multi-agency intervention is required to tackle rogue landlords, bring empty homes back into use and improve amenity. Local housing strategy must also balance the need to provide new houses of a better quality to ensure that a) the higher-earning employees of local companies feel able to live well and develop roots in our Town and b) provide social and affordable housing to meet the needs of the community.
- 3.3 As holiday tastes have changed, owners of large properties such as guesthouses have had little financial alternative to opening their rooms up to residents who need living accommodation, leading to a dramatic growth in the number of houses in multiple occupation (HMOs), bedsits, and small flats (in pursuit of the maximum number of rental units) within several borough wards.
- 3.4 A significant number of these HMOs are run by irresponsible landlords exploiting the plight of their tenants, some of whom are amongst the most vulnerable in society. As more hotel and guesthouse businesses close and owner-occupiers move out, more private landlords move in. The private rented sector has become the dominant tenure in some locations, with landlords owning large portfolios.
- 3.5 Piecemeal interventions by a number of agencies over the years have secured improvements to some of the housing on a generally reactive basis and it is recognised that attempts at wider area schemes such as the Secondary Holiday Area Regeneration Project (SHARP) – a heritage 'enveloping' grant scheme funded by the former East of England Regional Assembly in 2006 for a two year period – have delivered localised improvements to the housing stock.
- 3.6 Coupled with a rise in the number of complaints to public agencies about low-level crime and anti-social behaviour, some locations have become characterised by low housing demand where only a significant investment in resources on an area-wide basis can realise tangible improvements for residents.
- 3.7 As a result, the accommodation offer has largely been aimed at the lower end of the market. With many vulnerable households migrating inwards, the socio-economic shift has led to the area having some of the most deprived neighbourhoods in the country, represented by high levels of worklessness, benefit dependency, crime and anti-social behaviour, poor educational achievement (Great Yarmouth has the worst post-16 educational attainment in the Country) and health inequalities.
- 3.8 According to the *English Indices of Multiple Deprivation*, the Nelson, Central and Northgate wards are amongst the most 10% deprived wards in the Country with parts of the Nelson ward ranking 20th out of 32,844 neighbourhoods in England for multiple deprivations. Overall, 20 out of 61 of the Borough's 'Local Lower Surface Output Areas' (LSOAs) are in the bottom 20% nationally, 16 of these in the bottom 10%, and 5 in the bottom 1%.
- 3.9 Preliminary investigations based upon increased political and police interest in HMOs led to an investigation into associated anti-social behaviour (ASB), although there was no definitive correlation between Mandatory Licensed HMOs and complaints received by the Council or Police. However, analysis of the data demonstrated that the majority of Police ASB incidents, computer-aided dispatches (CADs), ASB complaints to the Police and Council and housing complaints to Environmental Health were centred on the Nelson, Central and Northgate wards (typically more than the rest of the Borough combined).
- 3.10 This led to concerted efforts to address the challenge through other forms of property licensing and Selective Licensing was found to be the most effective means of doing so. Analysis of Police and Council data demonstrated that conditions within the wards satisfied



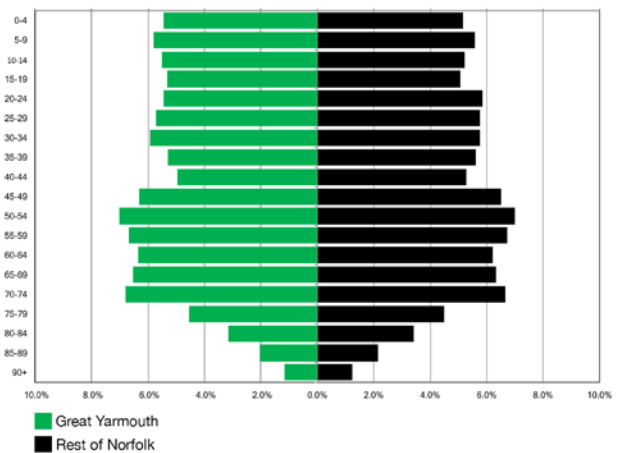
five of the six tests for Selective Licensing in addition to having the: highest density housing in Borough; greatest regulatory involvement; largest proportion of rented properties; lowest housing standards; very poor health; and very significant deprivation.

- 3.11 On the strength of evidence characterising the multifarious challenge facing the community, the National Landlords Association publicly supported the Council's Selective Licensing Designation Report (upon which it consulted between June and August 2018). Whilst individual private landlords cannot be held responsible for the wider social and economic changes and challenges, some are compounding deprivation and poor health outcomes by providing poorly-managed and unsafe homes. Such landlords are able to undercut their more-responsible competitors. Selective Licensing should make Great Yarmouth a fairer place for landlords to do business, while providing decent homes for residents.
- 4. Do population transience, and demographic changes more widely, present any particular issues for seaside towns and communities? What is the nature and scale of such issues, and how can local organisations and communities be assisted in seeking to address them?**
- 4.1 There is anecdotal evidence that transient and newly-integrated populations within the Borough may strain social cohesion and contribute to depressed educational attainment levels. At a practical level it's been observed that *Big Society* indicators, such as volunteering rates and active engagement in community initiatives appear to be relatively low too.
- 4.2 The Nelson, Central and Northgate wards exhibit elevated levels of single-occupier households, due to the inward migration of low-income households and individuals and because of the availability of relatively low-cost HMO and bedsit accommodation. There is a greater proportion of individuals who are resettling following release from prison (some landlords operate HMOs in these areas that specialise in accommodating recent ex-offenders), have mental health issues, a history of substance abuse, are effectively relocated by other local authorities – or are simply seeking a seaside lifestyle that recalls cherished holidays.
- 4.3 Other local authorities are known to cite the excellent Herring House Trust charity and hostel for the homeless and pay for individuals to travel to the Borough, even if there are no confirmed hostel places. This contributes to regular unauthorised encampments, anti-social behaviour, discarded needles and waste at the Minster Churchyard, on the beach, and in parks. The nationally-acclaimed and resident-led *Neighbourhoods That Work* programme seeks to address these issues in certain urban wards and is described in *Section 15*.
- 4.4 Populations within the Nelson, Central and Northgate wards tend to be highly transient, with most aspirational individuals families seeking to move out of the area and into better accommodation as soon as the opportunity arises. This churn affects social cohesion and pride in the area, resulting in poorly presented/maintained properties and a corresponding increase in environmental nuisance/crime such as littering and fly-tipping.
- 4.5 This is reflected in local housing demand and very depressed rents; average housing freeholds (typically £80,000 in one area) have fuelled the growth of the low-quality private rented sector (approximately 60% of all dwellings within the Selective Licensing Designation, compared to 20% for England as a whole). Selective Licensing is addressed further in *Paragraphs 3.9-3.11*.
- 4.6 There is also anecdotal evidence that the labour market and demand for public/health services have been distorted by demographics; local age distribution appears to be skewed towards older, less economically-active individuals. Whilst this is certainly the case in comparison to the major metropolitan centre of nearby Norwich, there is little quantitative evidence that Great Yarmouth deviates significantly from the situation in the rest of the County, as illustrated in the following charts, which use, as their basis, the 2017 data retrieved from the ONS.
- 4.7 It is likely – but not verified – that the perception that the Town has a predominantly older population arises because many individuals of a working age take advantage of lower local living costs and commute outside of the Borough for work.

Great Yarmouth demography / age composition compared to Norwich



Great Yarmouth demography / age composition compared to the rest of Norfolk



## Transport and connectivity

5. **Do problems relating to transport and connectivity (including digital connectivity) present a barrier to economic growth for seaside towns and communities? What action has been taken to address such matters, and is any further Government action required? To what extent would addressing such issues create the opportunity for future inward investment and growth?**
  - 5.1 Great Yarmouth is connected to Norwich by rail and by the A47, which is part of the Strategic Road Network (SRN). It is linked to Lowestoft by rail and by the A47 (formerly the A12 and also part of the SRN). The other important road is the A143 to Bury St. Edmunds, which terminates in the Town. By virtue of its location on the coast to the east of the Norfolk Broads, Great Yarmouth is relatively isolated.
  - 5.2 Despite significant traffic congestion into, out of and within the Town, it is an important employment centre and tourist destination, with over 1 million overnight visitors and about 4 million visitor trips each year. The major investment in transport infrastructure needed to support regeneration and economic growth is ongoing, with £120m being invested in a third river crossing and £9m being invested to secure congestion relief and sustainable transport improvements within the Borough. Safety is also a driver; there were 180 serious/fatal accidents on the A47 between 2011 and 2015.
  - 5.3 Aside from tourism, Great Yarmouth has been defined – historically – by its port, which services a range of diverse business interests as a potential entry point for national/international freight and base for offshore decommissioning projects in the southern North Sea basin. Further exploitation of the Port as an engine of growth, regeneration and diversification/de-seasonalisation of the economy is currently constrained by road and rail connectivity – specifically a) capacity/safety issues with the A47 and b) the need for a third river crossing to improve urban linkages between tourism, retail and port industry – affecting the movement of goods, services and workforces into, out of and within the Borough.
  - 5.4 Rail connectivity is somewhat constrained by a stretch of single track between the village of Brundall on the Norfolk Broads and the *Acle Straight*, to the immediate west of Great Yarmouth and by a physical disconnect with the Town's industrial/port areas to the east of the River Bure – limiting options for integrated freight-handling. Passenger services are, however, expected to be enhanced by planned investment in new rolling stock over the next year.
  - 5.5 In 2016, Highways England commissioned a report on key international gateways (ports and airports), their importance to England's economy and the role of the Strategic Road Network in supporting this critical infrastructure. It noted that: ports serve manufacturing sectors and are key inter-modal points for the logistics and distribution sector; ports are highly dependent on road connectivity for the inward and outward movement of freight; ports are significant employment areas; congestion, causing increased travel times and reduced journey time reliability, can increase freight costs and diminish the competitive advantage of parts of the UK, by reducing the effective catchment area of a port.
  - 5.6 The third river crossing will support [Page 96 of 111](#) as part of the East of England Energy Zone, as a centre for offshore renewable engineering and the emerging offshore decommissioning sector. It will also enhance wider regeneration efforts, economic growth

and act as a catalyst for inward investment, connecting the strategic road network and the fast growing energy-focussed Enterprise Zone and industrial centre on the South Denes peninsula.

- 5.7 East/west connectivity is considered essential to open up the Borough to inward investment and growth. The Council has a key ongoing advocacy role, mobilising and working closely with local stakeholders/lobbies (established relationships with Highways England and Norfolk County Council, the LEP, local press and the vocal A47 Alliance campaign) – building the evidence base, supporting individual improvement measures and ensuring that the issue is reflected in the Integrated Transport Strategy for Norfolk & Suffolk, Norfolk & Suffolk Economic Strategy and Norfolk Strategic Framework.
- 5.8 A fully-dualled A47 would help to boost the economic prosperity of a large part of the east of England and make a significant contribution to the national economy, improving east/west connectivity and linking the deep water port with other regional centres. A programme of staged, incremental investment will turn 115 miles of the A47 into a genuine strategic link and the Government is committed – via its Road Investment Strategy (*RIS 1*) investment plan for 2015 to 2020 – to the investment of £300m+ for improvements along the route during the early 2020s.
- 5.9 The estimated cost of a fully-dualled A47 is £1.4bn, which would deliver 17,000 new jobs 11,000 new dwellings and increase GVA by £706m. The dualling of the main east/west road to Norwich and the region beyond – the *Acle Straight* – is identified as a specific priority in the second RIS (*RIS 2*), which spans the financial years 2020/21 to 2024/25.
- 5.10 At a national level, a funding allocation prioritisation mechanism that addresses the physical disconnect between many seaside towns and the wider regions would be very positive – for example, some relaxation of the value-for-money thresholds applied to the financial evaluation of proposals for major road projects.
- 5.11 Digital connectivity is considered in the context of digital exclusion, broadly defined as the inability to access online products or services or to use simple forms of digital technology. The issue disproportionately affects vulnerable people, low-income groups, the elderly and more marginalised communities, creating a strong correlation between digital exclusion and social exclusion.
- 5.12 At a strategic level, the *Better Broadband for Norfolk* (BBfN) scheme is a multi-million pound partnership funded through Norfolk County Council, BT, the Department for Culture, Media and Sport (DCMS), New Anglia LEP and five of Norfolk's district councils and is leading on upgrades to high-speed fibre optic networks across the County.
- 5.13 A digital exclusion heatmap was developed by the Local Government Association (LGA) and the London School of Economics and Political Science (LSE) and drew upon research from the 2017 Ipsos MORI *Get Digital Skills Survey*. It used four digital metrics (infrastructure, an ONS internet access indicator and individual skill/use data), three social metrics from the Index of Multiple Deprivation (health, employment/skills and income) and age distribution data to calculate the overall likelihood of exclusion.
- 5.14 The study found that the likelihood of overall digital exclusion in Great Yarmouth was *high*: whilst broadband speeds were adequate, the availability of 4G mobile data remained patchy; 11.4% of adults had not been online within the last 3 months; 76% of adults had all five of the *Basic Digital Skills* set out in the Tech Partnership's framework (managing information, communicating, transacting, problem solving and creating); 42% of adults in Great Yarmouth had used all of those skills in the preceding three months. The *high* digital exclusion rating was compounded by the inclusion of deprivation data in the assessment.
- 5.15 The *UK Consumer Digital Index 2018* published by Lloyds Banking Group benchmarked people's digital and financial capabilities. Amongst other insights, it found a) an average difference of £13,000 between the annual income of those with the full five Basic Digital Skills and those without, and b) people with a registered disability were four times more likely to be offline and almost a third of those over the age of 60 are digitally excluded.
- 5.16 Better Broadband for Norfolk (BBfN) is a multi-million pound partnership funded through Norfolk County Council, BT, the Department of Culture, Media and Sport (DCMS), New Anglia LEP, and five of Norfolk's district councils and is leading on upgrades to broadband across the County through the installation of high-speed fibre optic networks.

## The role of the visitor economy

- 6. How successful have initiatives that seek to promote tourism and the visitor economy in seaside towns proven to be? How important are these sectors to the economies of seaside towns? Is sufficient attention being given to the potential contribution that could be made by other sectors, beyond tourism?**
- 6.1 Great Yarmouth has been largely successful in maintaining its core tourism industry despite changes to the market since the advent of affordable air travel. As a holiday destination for generations, Great Yarmouth is now the third largest seaside resort in the UK. Tourism is worth £625.6m to the borough's economy (Destination Research, 2017) and supports 9,191 FTE jobs, equivalent to 35.5% of the workforce. Approximately one third of visitor spend is on food and drink, a quarter on shopping and a fifth on accommodation.
- 6.2 Second home ownership levels are relatively low, with nearly 90% of overnight visitors relying on paid accommodation, comprising hotels, guest houses, inns, B&Bs and holiday parks. The ability to attract and create new tourism markets is recognised as important, with an additional – year-round – emphasis on culture and heritage to capitalise on out-of-season vacationing and improve the offer to residents, in line with the overarching ambition to attract and retain skilled workers.
- 6.3 ONS data for 2017 enable the tourism sector to be characterised at a borough level. For this particular analysis, the list of enterprises included was drawn from the international definition of tourism-related industries identified on the basis of UK five-digit SIC07 codes in line with *VisitEngland* and ONS *Guidance Note Five: Measuring the Supply Side of Tourism*. In terms of enterprise counts, take away food shops and mobile food stands and public houses and bars dominate. Compared to the wider Norfolk picture, Great Yarmouth has a higher proportion of enterprises providing: gambling and betting activities; holiday centres and villages; other foodservice activities; camping grounds, recreational vehicle parks and trailer parks – as well as other accommodation and foodservice providers.
- 6.4 Great Yarmouth hasn't taken the purely Destination Marketing Organisation (DMO) approach adopted by, for example, *Visit Norwich*. Instead, it has helped to establish the Greater Yarmouth Tourism and Business Improvement Area, which supported over 30 projects and events during its first year. This device – an evolution of the Business Improvement District (BID) model – democratises strategy/delivery and there are clear signs that this has reduced resistance to change from providers and local stakeholders. The Organisation also helps to drive an ambitious cultural package to consolidate and extend the season, which is considered absolutely intrinsic to the tourism 'offer'.
- 6.5 Traditional tourism remains a bedrock of the economy and, alongside the current stakeholder-led exercise to update its Tourism Strategy, the Town is actively exploring ways to make its 'offer' more coherent for residents, potential residents, tourists and investors, acknowledging the need to distil and communicate the cultural vision and opportunities on offer and promote what makes the place special in a crowded marketplace. Such an approach could: get Great Yarmouth's story in front of the audiences that matter; increase visitor numbers, their length of stay and per capita spend; encourage private sector collaboration and ownership to grow the local economy; attract more inward investment; attract and retain the best talent.
- 6.6 The Borough is not solely dependent upon tourism and hosts other key growth sectors, as identified in its Economic Growth Strategy. These are primarily focused on servicing the offshore industry and the Port and have been important since the Second World War, when some engineering industries were relocated out of London. The discovery and exploitation of hydrocarbons in the southern North Sea basin from the 1960s has been crucial in offsetting the decline the tourism industry from about the same period.
- 6.7 The boom in offshore wind installation/servicing now underpins growth in these sectors, although North Sea gas will remain a resource for the foreseeable future. Great Yarmouth is now a globally-recognised offshore energy sector hub, serving as the base for assembly, installation and maintenance of some of the world's largest offshore wind projects. The emergence of opportunities around offshore oil and gas infrastructure decommissioning will need to be capitalised upon and these are reflected in recent upgrades to the Port, the third river crossing, the establishment of the successful energy-focused Enterprise Zone and other proposed upgrades to transport connectivity.



## Physical regeneration

- 7. Are sufficient tools and resources available to local authorities, property owners and other stakeholders to allow them to promote and deliver the restoration and regeneration of the physical environment in seaside towns? Could new approaches – or the removal of any existing barriers – support further regeneration?**
- 7.1 The stakeholder-led Great Yarmouth Town Centre Regeneration Framework & Masterplan – developed in collaboration with Carter Jonas – sets out ambitions/priorities for the regeneration of the town centre over the coming decade. Depressed land values are a persistent barrier to physical regeneration and redevelopment, however, and – alongside elevated flood risks and archaeological constraints within the Town – act to deter public/private investment in new projects.
- 7.2 Successful initiatives, such as SHARP (see *Section 3*) and joint working with the Great Yarmouth Preservation Trust have, however, significantly reduced the number of buildings listed on Historic England's *Heritage at Risk Register* in recent years – including the iconic St. George's Theatre on King Street. Competitive funding will need to be secured for other pressing priorities, such as the Grade II\* listed Winter Gardens.
- 7.3 There is a body of analysis to support the proposition that the current business rates regime confers a structural bias against peripheral economies such as Great Yarmouth. Reform of commercial taxation, compulsory purchase orders (CPOs) and the attendant change-of-use regime would directly assist local authority regeneration efforts. Switching the focus of commercial taxation to land value would help struggling high streets and rebalance the economy, both geographically and sectorally. Key and emerging sectors, such as manufacturing and technology are likely to be the primary beneficiaries of any such change.
- 7.4 High streets and the enterprises therein would also benefit at a time when they are under sustained and well-documented pressure from both business rates overheads and the profound market changes arising from social and technological developments (e.g. the wider digital transformation agenda and the challenge of online retail). There is a core geospatial element too; business rates distort the economy by conferring disproportionate benefit on London and away from manufacturing.
- 7.5 The success of the Borough's energy-focussed Enterprise Zone demonstrates the positive impact of taxation and related incentives in driving inward investment, growth, job creation and diversification of the local economy. This is addressed further in *Section 8*. Alongside a review of the commercial tax regime, other related observations/recommendations are made as follows:
- The total exemption of vacant listed buildings from business rates has resulted, locally, in a number of iconic listed properties remaining vacant, with few obvious incentives for landowners to restore them to suitable use. Speculative land ownership has resulted in derelict/unused sites and landlords can avoid incurring business rates on empty premises by striking deals with charities – including the occupation of parts of premises to benefit from relief on the whole – resulting in an oversupply of charity shops, rather than private, wealth-creating enterprises.
  - Property-owner BIDs (Business Improvement Districts) would focus upon freeholders, rather than tenants, helping to identify absentee landlords, incentivise them appropriately and address the resistance of commercial tenants to BIDs.
  - The power to purchase property at existing use value could be restored to local government to drive affordable regeneration activity and return betterment value to support local government finance. There is also some scope to explore and facilitate social models of ownership under the Community Right to Bid arrangements and developing shorter flexible leasing products.
  - The Town's extensive range of impressive – if somewhat faded – Victorian and Edwardian buildings – a key component of its 'offer' – tends to result in an over-reliance on resourcing for regeneration/conservation on competitive funds such as the Heritage Lottery Fund, alongside the Coastal Communities Fund. Continued government patronage of schemes such as these is critical.
  - The New Homes Bonus is a grant paid by central government to local councils to reflect and incentivise housing growth in their areas, based on the amount of extra Council Tax revenue raised for new-build homes, conversions and long-term empty homes brought back into use. The District Councils' Network recently argued that, whilst the scheme has

- been a powerful driver for housing growth, the New Homes Bonus threshold should be scrapped. Such a move might enable the ring-fencing of additional funds for regeneration.
- VAT regime reform should recognise the importance of renovation and refurbishment over new build in seaside regeneration schemes; the current system clearly favours new build and, therefore, discriminates against seaside towns in which the heritage of the built environment forms an intrinsic part of the 'offer'.

## Social and economic regeneration

### 8. What work is being done in seaside towns to support social and economic regeneration, and to improve social mobility across the whole community? What more could or should be done by the Government, and relevant organisations, to deliver such initiatives?

- 8.1 Local wages are depressed and employment opportunities are still seasonal. Interventions to date have been somewhat fractured, reflecting the overall funding landscape. There is, for example, a Great Yarmouth Town Centre Regeneration Framework & Masterplan, a £1m Town Centre Initiative, improvements to the public realm and a shopfront grants scheme.
- 8.2 There are also a) efforts to assist of individuals into self-employment, using GYBC-licensed markets as low-risk, low-outlay vehicles for local entrepreneurs to trial/refine/grow sustainable new products/services/models (the EU Interreg-backed *GoTrade* project), and b) opportunities for dialogue and partnerships to make vacant commercial space available for pop-up uses (shops, indoor markets, foodservice or galleries). These measures act synergistically in support of the Masterplan.
- 8.3 The Council acknowledges the need for physical regeneration – affordable quality housing and a desirable coastal destination/environment to attract/retain people and enterprises – and addressing local educational barriers to enhance aspirations, prosperity and social/economic inclusion by incentivising specific skills/qualifications to manage the mismatch between skills supply and demand (see *Section 10*) – in order to diversify the local economy, maximise social inclusion and the accessibility of associated opportunities.
- 8.4 Core to regeneration efforts is addressing the challenge to high street enterprises in a rapidly-changing operating environment through adaptation; building a resilient, vibrant, balanced town centre that harnesses the potential of a safe and vibrant evening economy, services/supports the surrounding community and visitor economy and provides an enhanced route to economic activity/inclusion – and social mobility – for local people.
- 8.5 Traditional high street destinations have been under sustained pressure for some time, reflecting changes in the distribution of populations, the wider economic picture and an increasing emphasis upon shopping centres and retail parks. Arguably the most significant factor is, however, the relentless rise in online sales, which has been steady since at least 2007. According to ONS data, online retail accounted for 2.8% of total sales over Christmas 2006, as opposed to nearly 20% for the same period in 2017.
- 8.6 Google reports that 72% of people buy online and existing physical stores have been attempting – with mixed success – to move into the online space. In fact, there's evidence that mature domestic retailers are often simply shifting their existing customers from physical stores to online, rather than generating additional sales.
- 8.7 New retailers aren't entering the UK market and rolling out 400 new outlets across all the major town centres anymore. They now open 20-50 larger 'showroom' stores in the major retail centres, combined with a strong internet presence that runs symbiotically, providing the consumer with both traditional and online shopping options.
- 8.8 In 2017, the Centre for Retail Research predicted that the rise of online retailing will result in a decrease in physical stores. Colliers International argue, however, that the number of empty shops is actually expected to fall by 2020, a temporary reprieve driven largely by a projected increase in population. It is also difficult to say with any certainty what the long-term effects of Brexit on retail and the high street might be.
- 8.9 The *Portas Pilots*, which reported on their impact in July 2013, showcased innovative ways of getting people back into local shops, but resources were spread very thinly. Since then, the Association of Town Centre Management and the MHCLG have published their *Digital High Street 2020* report, proposing town centre connectivity infrastructure, addressing digital skills shortages, the rollout of easy-to-use digital capabilities for town centre businesses and benchmarking tools.

- 8.10 In realising its own ambitions in relation to its high streets, the Borough must be pragmatic about the scale of the online challenge; there is no way to reverse the trend towards online. It's also worth noting that the performance of high streets is not purely a function/reflection of retail performance. Town centres are unique, complex environments which serve many roles simultaneously – particularly in Great Yarmouth, with its focus on the seasonal tourist trade.
- 8.11 The strategic focus should, therefore, be upon working alongside the Greater Yarmouth Tourism and Business Improvement Area to facilitate the adaptation to – rather than the countering of – this challenge by supporting a resilient, balanced town centre that 'looks beyond retail'; consumers are increasingly spending their money on eating out, socialising and wellbeing in successful town centres and it's important to attract and sustain a healthy mix of businesses and people to invest, trade, employ and reside therein.
- 8.12 There are some encouraging signals; the British Retail Consortium (BRC) reports that high street footfall rose by 0.9%, while footfall in shopping centres fell by 0.8% in the year to June 2017, although this is not necessarily apparent in a seasonal market like Great Yarmouth. Examples that could be explored as hooks to pull people into the town centre and generate footfall include:
- making increased use of local assets (shops, public art, heritage);
  - harnessing the potential of a safe and vibrant night-time/evening economy, tapping into estimated spend across the UK of £60 billion;
  - exploring social models of ownership for certain types of hospitality or retail enterprise and premises under the *Community Right to Bid* arrangements.
- 8.13 The Borough and the various projects can also reach out to owners and developers of properties to:
- make empty units available for pop-up uses (shops, indoor markets, foodservice or galleries), possibly free-of-charge;
  - develop shorter, flexible leasing products;
  - visually enhance vacant units with graphics/displays to improve visual amenity.
- 8.14 The Borough is seeking to reposition itself as fast-growing coastal 'Enterprise Town', attracting new business, inward investment, and fully exploiting the port and opportunities of offshore energy industry. The extension of the Borough's existing and highly-successful Enterprise Zone and the incentives therein – alongside leveraging business support provision and inward investment interventions, schemes to connect businesses to schools and support the development/retention of relevant skills locally to ensure that residents are able to access the high wages on offer within the Borough – presents a significant opportunity to rebalance the local economy – provided the local authority is given sufficient flexibility to put in place the right package of enabling incentives and reliefs.

**9. What role should local businesses, SMEs and social enterprises play in seeking to deliver regeneration in seaside towns? How effective is any help currently provided to these groups by the Government, local authorities and others? Are there any barriers to growth that could be addressed by changes in policy?**

- 9.1 Economic growth is addressed in the stakeholder-led Great Yarmouth Economic Strategy, which reflects the local significance of both SMEs and social enterprises. Local full time employment remains low in comparison to Norfolk and the rest of the Country, but part time employment rates are higher. Great Yarmouth hosts some of highest paid jobs in Norfolk, but residents earn less than regional and national averages; many of the people in the highest paid jobs live outside the Borough. Improving graduate and skilled-worker retention to service growth industries – along with work returners and other off-the-radar individuals – is a key priority.
- 9.2 The LEP is currently rolling out a central customer relationship management system (CRMS) to ensure that serial business interventions by different districts and other providers can be tracked and co-ordinated. Whilst this joined-up approach is welcome, there are some concerns that the districts will only have access to a subset of the underlying data and that the LEP may become the predominant interface for inter-district economic development and inward investment communication.

- 9.3 As outlined in *Section 6*, improved coherence around 'sense of place' should encourage private sector collaboration and ownership to grow the local economy and get businesses involved in promoting Great Yarmouth as a fast-growing coastal 'Enterprise Town', attracting inward investment and skilled workers to service growth opportunities and economic regeneration.
- 9.4 The Town could also stand to benefit from depressed land/property values to mirror, for example, the *East London Effect*, whereby creative industries are increasingly moving out of expensive areas to cheaper locations, such as Waltham Forest, which is seeking to establish a Creative Enterprise Zone to maintain, grow and encourage collaboration within the creative cluster already establishing itself there. This approach would need to be driven by 'immigration' from other subregional locations, alongside careful stewardship of the emerging scene/cluster within the Town – which is sustained, to some extent, by the strategic emphasis on a strong programme of cultural activity to support tourism.
- 9.5 Local enterprise activity must amplify, extend and go beyond the kinds of support provided by the Growth Hub; there is a need to both establish/deliver new projects and also ensure that the Borough is able to shape and benefit equitably from third party projects and funds – particularly in the context of the LEPs' increasing role as a conduit for public funding and economic development at both a strategic and delivery level.
- 9.6 It is essential that, if the delivery of frontline economic development falls increasingly within the LEPs' remit, local authorities must be able to inform the strategic landscape in order to avoid the centralisation of economic growth decision making at a LEP level and the potential for 'democratic deficit'. There is also an immediate opportunity to influence the formulation/focus of the new UK Shared Prosperity Fund – which will replace key EU structural funds – and ensure that its operational programmes reflect the particular needs of seaside economies.

## **Education, health and wellbeing**

### **10. Is educational provision in coastal communities of a good enough standard? Do coastal communities experience any particular challenges around the provision of secondary, further and higher education and, if so, what action should be taken to promote positive change?**

- 10.1 In terms of education, skills and training, Great Yarmouth ranks bottom out of 326 local authority areas. Great Yarmouth GCSE achievement is below the national and county averages, with 56.5% of its school children achieving 5 GCSEs graded A\*-C in 2015 compared to 63% in England and 61.4% in Norfolk. NEET (Not in Education, Employment or Training) rates for 16-18 year-olds are declining, although they are the second highest in Norfolk. In 2016, 23% of residents in Great Yarmouth had an NVQ Level 4 or above. This is an increase since 2009 (10.3%) and 2015 (16.9%). It still compares unfavourably to Norfolk (31.4%), the wider East of England (34.9%) and the UK (38%).
- 10.2 Lower achievement is common to many peripheral areas, such as Cumbria, Cornwall and the Isle of Wight. It is quite possible that this correlation in performance translates into causation, but the exact mechanism is little understood. By contrast, achievement has improved considerably in London, even in the more deprived areas.
- 10.3 Underlying aspiration levels remain stubbornly low, contributing to reduced social mobility. Local wages are depressed and employment opportunities are still seasonal. Various commentators have proposed that travel constraints are a significant educational disincentive in the young. Affordable quality housing and a desirable coastal location could, however, attract and retain enterprises and skills must reflect and service the opportunity around the Norfolk and Suffolk Energy Coast – focussing on the trio of energy sectors within the Industrial Strategy; offshore wind, oil/gas, nuclear.
- 10.4 The need to address local educational barriers and enhance aspirations, prosperity and social/economic inclusion by incentivising specific skills/qualifications to manage the mismatch between skills supply and demand – the 'predict and provide' model – is generally acknowledged. The Norfolk & Suffolk Economic Strategy highlights the need for collaboration between businesses and schools to drive skills, employment and median wage and there is an opportunity to ensure that this is enshrined in the LEP's emerging Energy Sector Skills Plan.



- 10.5 It is recognised that for borough residents to take job opportunities arising from the energy sector, having the right skill set is essential. Of particular importance are the STEM (science, technology, engineering and mathematics) subjects required to align education with employer needs (particularly in regard to the offshore/maritime sectors). Provision in the Borough reflects this, with a new Offshore Energy Skills Centre forming part of the proposed Institute of Technology, the East Norfolk Sixth Form, the University Campus Suffolk (UCS)-linked East Coast College and – slightly further afield – the University of East Anglia’s energy engineering course.
- 10.6 There are a number of complementary opportunities that – if properly resourced – could improve the situation: utilising digital connectivity to maximise access to education; community outreach to engage the economically-inactive and returners; connecting local business leaders with local schools and colleges; direct enterprise dialogue and the provision of free/subsidised transport to attend courses/apprenticeships and utilising apprenticeships levy within key sector supply chains. These could enhance individuals’ access to education, training and the labour market; raise aspirations with individuals able to meet their full potential; boost social mobility and living standards; create the conditions for sustained growth and address urban/rural convergence.
- 10.7 It is understood that schools in *special measures* do not let their students attend events pertaining to aspiration and are 100% curriculum-focussed. As a consequence, local skills events held in our Borough (such as those hosted by *Skills for Energy*, which seek to interest local students in the high-GVA energy jobs on their doorstep) can be inaccessible to whole cohorts of pupils.
- 11. Is there evidence to suggest that certain health conditions are more prevalent in seaside towns? What factors might contribute to levels of poor health in coastal areas? Would any targeted interventions help to address any such issues in these areas?**
- 11.1 Health can be both a cause and effect of deprivation. 22.5% of adults in Great Yarmouth have long-term illness or disability. Although life expectancy for men and woman in the Borough is slightly lower than the national average (78 for men, compared with 79.5 nationally, and 82 for women, compared with 83.2 nationally) all-cause mortality rates have fallen, with early death rates from cancer, heart disease and stroke falling in line with the national average.
- 11.2 There is significant variation within the Borough, however. Men in urban wards can expect to live to 72 or 73 years and women to 77, substantially below the national average. There is also more adult obesity and incidence of cancer than elsewhere in Norfolk. Curiously, there is less diabetes but this may be linked to shorter life expectancies overall. Similarly, incidence of dementia is lower in Great Yarmouth than in Norwich. The combination of isolated single-occupier households and troubled individuals is thought to contribute to elevated suicide rates within the deprived Nelson, Central and Northgate wards.
- 11.3 Great Yarmouth is working closely with Active Norfolk, the County Sports Partnership (CSP) and one of 43 CSPs covering England, to improve and increase opportunities for people to be physically active, increase participation in sport and physical activity, and support people of all ages to lead healthy and active lifestyles (for example, leading *health walks* in the Borough).
- 11.4 The Council is currently conducting an extensive activity and sports participation survey to deepen its understanding of residents’ activity levels and how local communities access and use facilities. This is the first spatially-focused strategic analysis that Active Norfolk has undertaken; previous surveys have related to specific age cohorts or communities. The data will directly inform local strategy and policy, particularly in relation to the investments required to effect the development and renewal of sports assets, such as the Marina Leisure Centre and historic Wellesley Recreation Ground.

## Delivery structures

### **12. What impact has the Coastal Communities Fund had upon seaside towns and communities? Are any further targeted interventions from Government required?**

12.1 *EnterpriseGY* was funded in Coastal Communities Fund Rounds 1 & 3; revenue-based support for start-ups and new businesses and promoting self-employment as a route to economic inclusion. The scheme has helped over 1,000 businesses to start throughout its 11-year history — most of which has been with the direct support of Coastal Communities Fund. It has also funded training, advice and even business awards in the Borough. The outcomes of more recent Coastal Communities Fund applications – covering, for example, enhancements to the historic market – have not yet been advised.

### **13. To what extent is it currently possible to develop a ‘vision’ for individual seaside towns? Is there a need for longer-term thinking and, if so, is that need currently being met? What role should Government departments, local authorities, local enterprise partnerships and other stakeholders play in delivering against such a vision, and is any action required to improve integrated working between these groups?**

13.1 It is considered both possible and desirable to develop stakeholder-led visions at a town/borough level (the National Coastal Tourism Authority has a vision too – health, sea air and appealing to childhood memories). The pioneering, stakeholder-lead Greater Yarmouth Tourism and Business Improvement Area Business Improvement Area has democratised the approach to deriving a vision, driving advertising, perceptions, marketing and co-ordinating/commissioning the delivery of complementary activities/events around tourism and culture.

13.2 As outlined in *Section 6*, the Town is actively exploring ways to make its ‘offer’ more coherent for residents, potential residents, tourists and investors, acknowledging the need to distil and communicate the cultural vision and opportunities on offer and promote what makes the place special in a crowded marketplace. Such an approach could: get Great Yarmouth’s story in front of the audiences that matter; increase visitor numbers, their length of stay and per capita spend; encourage private sector collaboration and ownership to grow the local economy; attract more inward investment; attract and retain the best talent. There is clearly an input/support role for input for the Government, the County and the LEP, provided this doesn’t result in the imposition of a top-down approach/solution to the detriment of local interests/stakeholders.

### **14. Are there fiscal or financial measures available which could help to support the regeneration of seaside towns? Could the Government provide any financial freedoms or investments which would help to generate positive change?**

14.1 Fiscal/financial measures that could help to support the regeneration of seaside towns are outlined in the bullet points at the end of *Section 7*. In addition, it’s noted that regional community banks have been shown to address market failure around the provision of SME finance for investment and growth. One such bank is being created in Hampshire; the Hampshire Community Bank, which was first unveiled in 2013, and modelled on Germany’s local public savings banks and local co-operative banks (Sparkasse and Volksbank). Nearly 70% of the banking sector in Germany comprises 1,700 locally-controlled, small banks, lending mostly to productive SMEs. The new bank will focus on “creating credit for productive purposes, mainly to SMEs” and also for housing construction (buy-to-build mortgages) with surplus revenues channelled towards other measures to develop the local economy.

## People and place

- 15. What role should local people and local communities play in the regeneration of seaside towns and communities? Do good processes of community engagement, and community resilience and capacity building, currently exist and, if so, could they be applied more widely?**
- 15.1 The nationally-acclaimed Lottery-funded *Neighbourhoods That Work* programme focusses on three urban wards, embedding Neighbourhood Managers to access those people furthest from the labour market, empowering and upskilling them; life-connecters and skill-connecters. Ward-level boards are chaired by local residents and encompass a wide range of stakeholders. The programme is currently in its third year of five and also provides a key interface between the Council and some of its most deprived areas, with engagement and dialogue directly informing the commissioning of services and regeneration priorities. The model has already been adopted by Lincoln and there is significant scope for further replication elsewhere.
- 16. Do any integrated models of regeneration, bringing together local communities, businesses, public sector bodies and others to pursue common goals, currently exist? If so, how do such models seek to promote physical, social and economic regeneration in seaside towns? How can any lessons learnt from such work be applied more widely – and is further innovation required?**
- 16.1 Great Yarmouth aspires to an integrated regeneration framework, a range of measures to link stimulation of the economy to environmental improvements and social and cultural elements through delivery, engagement/consultation (e.g. the third river crossing), collectively-owned campaigns and policies (e.g. the A47 Alliance and Great Yarmouth Economic Strategy) and key stakeholder relationships (e.g. the Great Yarmouth Preservation Trust and stakeholder-led entities such as the Greater Yarmouth Tourism and Business Improvement Area). The Town is actively exploring ways to establish and communicate a collectively-owned universal 'offer', identity and sense-of-place to underpin its broader regeneration, inward investment and appeal to potential residents and visitors.

Yours faithfully,

Sheila Oxtoby  
Chief Executive, Great Yarmouth Borough Council

Subject: Winter Festival Update

Report to: Management Team 1<sup>st</sup> October 2018  
Economic Committee 8<sup>th</sup> October 2018

Report by: Head of Property and Asset Management

**SUBJECT MATTER:**

This report is to update the Committee in relation to the Winter Festival.

**1. Background**

1.1 In March 2018 the Economic Committee agreed the introduction of a Winter Festival into the events schedule for Great Yarmouth Market Place. This year the festival is to be held from 30<sup>th</sup> November 2018 to 23<sup>rd</sup> December 2018.

1.2 The below option was approved as part of the recommendation:

Winter Festival
Chalet and Gazebo offer to be enhanced with artistic Christmas décor, the Christmas Tree will be located to the green and additional Christmas trees and lighting will be provided in the Market Place.
Commencement of Winter Festival with the Light Switch on, arrival of Father Christmas and the commencement of the Christmas Fayre (to include the Craft stalls in the Minster and Chalet's/Gazebos on the Market Square). Video projection in the Market Place together with a centrepiece Christmas artistic tower. A programme of events including live music, walkabout acts and an Ice Sculpture display and snow machine across the month long event.
Chalets and Gazebo's operational for trader use across all four weekends leading up to and including Sunday 23 <sup>rd</sup> December 2018.



## 2. Current Position

- 2.1 Tenders have been undertaken and completed for the supply and delivery of both the wooden chalets and the gazebo these have now been ordered and confirmed. The costs of purchase of this equipment has been allocated to the Winter Festival although the units will have the ability to be utilised at future events reducing ongoing costs. Actuals are pictured below:



- 2.2 Local artists will provide the decorative facades for the chalets in addition to general decoration and a market place centrepiece.
- 2.3 A bespoke light projection is being designed for display in the Market Place as part of the Christmas Fayre opening with a plan to continue to display throughout the weekend events. Discussions are underway with businesses in the Town Centre to facilities the projection.
- 2.4 The provision of a small children's fairground based on the Market Place throughout the Winter Festival including helter-skelter, roundabouts etc.

2.4 As part of the Winter Festival there will be four themed weekends:

<b>Weekend Date - 2018</b>	<b>Event</b>
30 <sup>th</sup> November	Christmas Fayre
8 <sup>th</sup> December	Arts and Crafts Weekend
15 <sup>th</sup> December	Micro-Breweries
22 <sup>nd</sup> December	Food Festival

2.5 Bookings for the events have been slow and although trader information has been advertised since June 2018 booking have only been received for two of the four weekends to date (Christmas Fayre and Arts and Crafts) with numbers being lower than anticipated. Income projections have been amended to reflect fewer chalets. Further marketing and promotion is underway for both traders and visitors.

2.6 A schedule of entertainers for the Christmas Fayre weekend includes:

<b>Date – Time</b>	<b>Entertainment</b>
1 <sup>st</sup> December from 10.00am to 4.00pm	Christmas with Buble A Traditional Christmas in the Minster 1980's Christmas Treble Clef The Testosta-tones Healing Melodies
2 <sup>nd</sup> December from 10.00am to 4.00pm	Acapella Carols in the Minster A Traditional Christmas in the Market Place The Bellaires 1980's Christmas Bellatonic Christmas with the Rat Pack

### **3. Financial Update**

3.1 The Economic Committee at its meeting in March agreed an allowance from the Invest to Save fund toward the cost of the Winter Festival to a maximum of £25,800.

3.2 The following information identifies both actual and anticipated spend for the duration of the festival, the following information has been provided by Financial Services based on current expenditure:

Winter Festival -			
Description	Additional Description	£	£
Expenditure:			
Lighting installation			5,000
Video Projections			3,500
	Equipment Hire	500	
	Content Creation	3,000	
Traders Stalls			11,696
(To be used year on year)	10 Stalls (Gazebo's)	2,396	
	6 Wooden Chalets	5,100	
	Artistic Creation Décor	3,000	
	Install/Demount Trader Stalls	1,200	
Site Décor			2,900
(To be used year on year)	Artistic Entrance	2,000	
	Install/Demount Site	400	
	Snow Machine Hire	500	
Centrepiece Pyramid Tower	Creation & Fabrication		2,000
(One off use)			
On site Security - four weekends			1,600
			26,696
Weekend One:			
			5,000
Weekend Two:			6,100
Weekend Three:			6,100
Weekend Four:			
			6,100
Marketing			10,000
Total Anticipated Expenditure:	Economic Development Committee 13-05-18 (£63,600)		59,996
Income: Anticipated adjusted for fewer Chalets			
Chalet & Gazebo Hire			6,000
Sponsorship			10,000
Go Trade			10,000
Total Anticipated Income:			26,000
Total Anticipated Loss:			33,996
Less Market Base Budget			8,285
Total Anticipated Loss to be funded from Invest to Save Reserve:			25,711

#### **4. Marketing**

- 4.1 Marketing of the event is key to success and a budget of £10,000 was identified as part of the original report this will include the provision of:
- radio advertising commencing in November and operating through December with The Beach, Radio Norwich and North Norfolk Radio.
  - 4-sheet Billboards at 7 locations around Great Yarmouth and Lowestoft.
  - Newspaper advertisements in the local/regional press.

#### **5. Risk Implications**

- 5.1 There remain risks around the delivery and success of this new event and events such as this require year on year growth to become fully sustainable.

Ongoing risks include:

- Delivery within budget – careful project management and inclusion of the finance as part of the working group has been incorporated to mitigate risk.
- Achieving anticipated income
  - Stalls based on 2017 rates however footage rates on the two day market are significantly lower and may impact bookings of the Chalet and Gazebo offer in the Market Square – wooden chalets and gazebos have now all been located within the Market Square to maximise footfall to these stalls in addition overnight security has been added to the service to enable traders to leave goods from set up on the Friday through to Sunday close (goods will this be left at the traders risk as in previous years).
- Weather – poor weather during the month of December could have a significant impact on footfall.



## 6. Conclusions

6.1 The introduction of a Winter Festival aims to develop an offer for Great Yarmouth that will grow year on year to:

- increase footfall to the town centre
- increase the opportunity for sales in Town Centre shops and Marketplace
- contribute to the overall strategic objective to sustain and build upon the retail offer in the Town Centre
- establish the Town Centre as a key element of the Great Yarmouth offer

## 6. Recommendations

6.1 For the Committee to note progress in relation to this event.

**FINANCIAL IMPLICATIONS:** Included within section 3 of the report.

**LEGAL IMPLICATIONS:** None

Area for consideration	Comment
Monitoring Officer Consultation:	
Section 151 Officer Consultation:	
Existing Council Policies:	Yes
Financial Implications:	Yes
Legal Implications (including human rights):	No
Risk Implications:	Yes
Equality Issues/EQIA assessment:	No
Crime & Disorder:	Yes
Every Child Matters:	Yes