

Subject: Town Centre Heritage Map Development - proposal for funding through the Town Centre Initiative

Report to: EMT/Economic Development Committee

Report by: Kate Watts Transformation Programme Manager

RECOMMENDATIONS

That the Economic Development Committee considers funding a Town Centre map project, to be delivered through the Preservation Trust as part of the Town Centre Initiative, totaling £5,000.

1. INTRODUCTION

As part of the development of the Cultural Heritage Strategy in 2014 the need for a strong heritage brand was identified. In addition to this, and more recently, the master planning work in relation to the Town Centre has presented a future vision for the Town Centre which focuses in part on heritage.

This master planning work also identified opportunities for the development of a common Town Centre map which clearly pinpoints destinations within this area, the use of an IT application focused on heritage destinations to move people around the Town and a clear brand that can be used to readily identify the Town Centre and what it has to offer to visitors and residents.

Progress in these three areas has been slow, and subsequently the Council has been approached by the Great Yarmouth Cultural Heritage Partnership with a proposal to take some of this work forwards, subject to a funding request.

2. PROPOSAL

Great Yarmouth Cultural Heritage Partnership has already commenced some work to develop a foundational Town Centre Map. This map is being electronically developed and as such will provide opportunity to overlay with information as required.

For example key heritage sites within the Town Centre have already been identified and information is being pulled together so that an online overlay can provide hyperlinks to this information.

Future scope will include the ability to map additional layers as required such as retail destinations, walking tours, information hot spots etc. In addition this information can then easily be used to develop electronic applications to guide people around the Town Centre, e.g. a heritage tour.

It is proposed that the Preservation Trust would host this map with development being overseen by an operational board to include officers of the Council. Although this paper is requesting financial support in terms of the Town Centre map, the framework that would subsequently be created could then be used to develop maps for the whole borough.

It is proposed that this programme of work is launched on the 20th October 2016 during the annual Great Yarmouth heritage conference.

3. FINANACIAL CONSIDERATIONS

A request of £5,000 is being made by the preservation trust to the Council to deliver a common Town Centre map initially overlaid with heritage destinations and information which would then be used in electronic application development.

The money would be spent on

- Town Centre map development
- Software costs
- Website hosting and ongoing maintenance (for a two year period from launch)

In return the Council would

- Have officers sitting on the operational development board
- Full access to the Town Centre maps with an ability to create future overlays as required
- Full access data so that the Council's own Tourism website can present updated information as this project develops

4. RECOMMENDATIONS

That the Economic Development Committee considers funding a Town Centre map project, to be delivered through the Preservation Trust as part of the Town Centre Initiative, totaling £5,000.