



GREAT YARMOUTH
BOROUGH COUNCIL

Economic Development Committee

Date: Monday, 03 April 2017
Time: 18:00
Venue: Peel Ports
Address:

AGENDA

Open to Public and Press

1 APOLOGIES FOR ABSENCE

To receive any apologies for absence.

2 DECLARATIONS OF INTEREST

You have a Disclosable Pecuniary Interest in a matter to be discussed if it relates to something on your Register of Interests form. You must declare the interest and leave the room while the matter is dealt with.

You have a Personal Interest in a matter to be discussed if it affects

- your well being or financial position
- that of your family or close friends
- that of a club or society in which you have a management role
- that of another public body of which you are a member to a greater extent than others in your ward.

You must declare a personal interest but can speak and vote on the matter.

Whenever you declare an interest you must say why the interest

arises, so that it can be included in the minutes.

3 MINUTES

4 - 7

To confirm the minutes of the meeting held on the 20 February 2017.

4 MATTERS ARISING

To consider any matters arising from the above minutes.

5 FORWARD PLAN

8 - 8

Report attached.

**6 GREAT YARMOUTH RAIL STATION TO MARKET PLACE
IMPROVEMENT PUBLIC CONSULTATION RESULTS**

9 - 19

The report from Norfolk County Council is attached.

7 GREAT YARMOUTH THIRD RIVER CROSSING

A Verbal update will be given at the meeting.

Please note : The County Council's report in relation to the Great Yarmouth Third River Crossing project, submission of outline Business Case which was presented to the Environment Development and Transport Committee at Norfolk County Council can be found for information at the foot of the CMIS page.

**8 HIGHWAYS ENGLAND - IMPROVING THE A47 - GREAT
YARMOUTH JUNCTION IMPROVEMENTS AND BLOFIELD TO
NORTH BURLINGHAM DUALLING**

20 - 45

Report attached.

9 GREAT YARMOUTH CULTURAL INVESTMENT PROGRAMME

46 - 52

Report attached.

10 BUILDING OUR INDUSTRIAL STRATEGY - GREEN PAPER 53 - 61
(JANUARY 2017)

Report attached.

Please note : The full "Building our Industrial Strategy" document can be located at the foot of the CMIS page

11 GREAT YARMOUTH ECONOMIC GROWTH STRATEGY 2017-21 62 - 88

Report attached.

12 SHOPFRONT IMPROVEMENT GRANT SCHEME SUB- 89 - 92
COMMITTEE

Report attached.

13 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.

14 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."

15 ENTERPRISEGY FUTURE

Details

Economic Development Committee

Minutes

Monday, 20 February 2017 at 18:30

PRESENT :

Councillor B Coleman (in the Chair); Councillors Grant, Hammond, Hanton, Jeal, Reynolds, Stenhouse, Wainwright, Walch and Walker.

Councillor Hacon attended as substitute for Councillor K Grey

Councillor Williamson attended as substitute for Councillor Pratt

Councillor Carpenter attended as substitute for Councillor Thirtle

Also in attendance were :

Mrs K Watts (Transformation Programme Manager), Mrs J Beck (Director of Customer Services), Mr P Wright (Economic Development Officer) and Mrs S Wintle (Members Services Officer).

1 APOLOGIES FOR ABSENCE

Apologies for absence were received from Councillors K Grey, Pratt and Thirtle.

2 DECLARATIONS OF INTEREST

Councillor Hanton declared his Personal Interest in the item relating to the Great Yarmouth Transport and Infrastructure Steering Group in his capacity as a Member of the CCTV Campaign.

3 MINUTES

The minutes of the meeting held on the 9 January 2017 were confirmed.

4 MATTERS ARISING

There were no matters arising.

5 FORWARD PLAN - ECONOMIC DEVELOPMENT COMMITTEE

The Committee noted the contents of the Economic Development Forward Plan.

6 GREAT YARMOUTH TRANSPORT AND INFRASTRUCTURE STEERING GROUP MINUTES

The Committee noted for information the minutes of the Great Yarmouth Transport and Infrastructure Steering Group held on the 25 January 2017.

Councillor Wainwright sought clarification as to the Members who were appointed to the Steering Group.

Councillor Hanton expressed his concern in relation to the CCTV Cameras item within the minutes, the Director of Customer Services advised that following the meeting of the Transport of Infrastructure Steering Group this matter had now been referred to the Civil Parking Enforcement Board at Norfolk County Council to determine.

Some concern was raised in relation to on street parking and the monies that the Council had contributed alongside other authorities, it was pointed out that it was the view of Members that a % of these monies would be paid back into schemes such as the CCTV cameras. Councillor Walker suggested that a letter be sent to Norfolk County Council to express the concerns of the Council in relation to the lack of funding received for schemes such as the CCTV cameras within the Town Centre. Councillor Wainwright suggested that the letter also be sent to the Police Commissioner and Chief Constable of Great Yarmouth Police.

RESOLVED :

(i) That the Committee note the minutes of the Great Yarmouth Transport and infrastructure Steering Group meeting held on the 25 January 2017.

(ii) That a letter be sent to Norfolk County Council, the Police Commissioner and Chief Constable of Great Yarmouth Police to raise the concerns of the Committee in relation to the lack of funding received for schemes such as the CCTV cameras within the Town Centre.

7 EASTER FAIR - PROGRESS UPDATE

The Committee received and considered the Transformation Programme Managers report which presented a financial update regarding the cost of the Easter Fair alongside the income generated.

The Transformation Programme Manager reported that whilst the cost for 2017/18 could be reduced from £10,376 (2016/17 cost) to £5,648, there was an option to reduce this to a nil cost should the Guild take on the direct running of the fair from 2018.

Councillor Wainwright pointed out the need for the event to be a cost neutral event to the Council, reference was made to Paragraphs 2.3 and 2.5 within the report and asked in relation to the calculated cost of £8,857, the Transformation Manager advised that the Council would initially incur a cost of £8,857 due to the Council controlling measures such as Traffic Management, site preparation, medical cover and staff liaison, however this would be fully reimbursed through the Showmans Guild.

RESOLVED :

That the Committee agree that Officers continue to work with the Guild to implement changes by Easter 2018.

8 QUARTER 3 PERFORMANCE REPORT 2016/17

The Committee considered the Group Manager Growths' report which provided Members with an update on current performance of the Economic Development Committee measures for the third quarter 2016/17 (Oct-Dec) where progress was assessed against targets which were set at the start of the financial year.

Councillor Wainwright asked whether associated costs could be provided to Members of the committee in relation to ED07 - Planning Appeals, he also asked in relation to ED17 % of increased footfall in Town Centre and how this measurement was measured, the Transformation Programme Manager advised that the Town Centre currently had one footfall counter but that a

report was being taking forward to the Town Centre Initiative to look at improvements on this matter.

RESOLVED :

That all measures continue to be monitored during the next quarter.

9 ANY OTHER BUSINESS

The Transformation Programme Manager reminded Members that the Economic Development Committee at its meeting on the 7 September 2016 had endorsed Officers to submit a phase 1 application to the GO TRADE Interreg Funding, she advised that the Council had been successful in the phase 1 application process and had been awarded £150,000 of revenue funding which would be used to support animation and events for Market Traders.

The Transformation Manager advised that a stage 2 application would now been undertaken and that once complete this item would then be brought back to the Committee.

10 EXCLUSION OF PUBLIC

There were no Members of the Public in attendance at this meeting.

11 CONFIDENTIAL MINUTES

The Confidential minutes of the meeting held on the 9 January were confirmed.

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	Great Yarmouth Economic Growth Strategy - 2017-2021	Group Manager (Growth)	23/03/17	03/04/17		
2	Future of enterpriseGY	Group Manager (Growth)	23/03/17	03/04/17		
3	Shopfront Improvement Scheme Sub-Committee	Transformation Programme Manager	23/03/17	03/04/17		
4	Great Yarmouth Cultural Investment Programme	Group Manager (Neighbourhoods and Communities)	23/03/17	03/04/17		
5	Building Our Industrial Strategy - Green Paper	Economic Development Officer	23/03/17	03/04/17		
6	Beacon Park Delegations	Group Manager (Property and Construction)		TBC		
7	Casino Licence 2017	Director of Customer Services		TBC		
8	Market Place Development Bid Procurement	Transformation Programme Manager		TBC		
9	NALEP Growth Deal	Group Manager (Growth)		TBC		
10	Town Centre Events Update	Transformation Programme Manager		TBC		

Great Yarmouth Transport and Infrastructure Steering group

Report title:	Great Yarmouth Rail Station to Market Place Improvement Public Consultation results
Date of meeting:	3 April 2017
Responsible Chief Officer:	Tom McCabe
Strategic impact This report sets out progress on the delivery of the rail station to marketplace improvement which is one of the key transport interventions in Great Yarmouth funded from the New Anglia Local Enterprise Partnership (NALEP) Growth Fund that will support and assist housing and employment growth.	

Executive summary

Great Yarmouth Rail Station to Market Place Improvement

Following consideration at the Great Yarmouth Transport and Infrastructure Steering Group meeting on the 25 January 2017, revised consultation plans were prepared and a public consultation exercise undertaken on the proposals in February/March 2017. This report outlines the consultation process and the feedback received.

Recommendations:

1) Members are asked to note the contents of this report and agree the Great Yarmouth Rail Station to Market Place Improvement proposals proceed to detail design.

1.1 At the Great Yarmouth Transport and Infrastructure Steering Group meeting on the 25 January, members were presented with proposed consultation plans (attached). These comprised drawing No PK6060-HP1-037A which detailed improvements to the rail station forecourt and surrounding area, and drawing No PK6060-HP1-038A which detailed improvements to North Quay and along The Conge. Members were happy with the rail station plan, but had concerns with the proposals for North Quay and The Conge. Namely that two lanes should be retained for traffic heading north along North Quay, and two way flows maintained at the eastern end of The Conge. As a consequence a revised plan was prepared for this area (PK6060-HP1-038B – also attached) and used for the subsequent consultation.

1.2 The consultation period run from 13 February to 13 March 2017, and consisted of a number of formats to reach different audiences and generate the maximum interest in the proposed improvements.

1.3 A consultation letter (attached) and plans were sent to residents and businesses in the vicinity of the rail station and The Conge area and also to key stakeholders.

1.4 A series of public consultation drop in events were held throughout the consultation period with one at the rail station, two at Market Gates and one at Asda. In addition the proposals were presented to a neighbourhood lunch event held at GY library on the 15 March.

1.5 A feedback form (attached) was produced and given out to the public during the consultation sessions. This could also be completed on line at www.norfolk.citizenspace.com where copies of all of the consultation material was available to view.

1.6 The questionnaire focussed on people's views of the overall proposals along with specific areas and features. It also asked whether the proposal would encourage greater use of the station and the importance of completing the restoration of the bridge.

1.7 A total of 141 responses were received. These comprised 5 responses via letter and e-mail along with 84 feedback forms and 52 on line surveys.

1.8 A summary of the questionnaire results is attached. In particular this showed:

- 92% of respondents supported the proposals.
- The importance of completing the bridge scored 8.59 out of 10.
- 88% of respondents either liked or strongly liked the proposals for the train station area.
- 81% of respondents either liked or strongly liked the proposals from the vauxhall bridge to the marketplace.
- 87% of respondents either liked or strongly liked the proposed wider pavements/public realm proposals.
- 85% of respondents either liked or strongly liked the proposed modified pedestrian and cycle crossings.
- 77% of respondents either liked or strongly liked the proposed cycle routes.
- 94% of respondents either liked or strongly liked the proposals for improved lighting and signage.
- 85% of respondents either liked or strongly liked the proposals for trees and planting.
- 83% of respondents either liked or strongly liked the proposals for seating and art features.
- 60% of respondents agreed that the proposed redevelopment would encourage them to use the train station more often.

1.9 There were a number of comments received from the questionnaires. A summary will be available at the meeting but the top ten comments were:

- This will make the area more attractive/appealing (29 references)
- The area is run down and creates a poor first impression (21)
- Need to improve the station building (21)
- Pointless – should spend the money in other areas (21)
- This will make the area feel safer (20)
- Like the idea of trees and shrubs – welcoming and huge improvement (15)
- Concerns with shared cycleway (15)
- Go for it – looks good (15)
- Will aid visitor experience / help attract more tourists (14)
- Will make it safer for pedestrians (10)

1.10 In addition to the questionnaire, feedback and support was also received from The Great Yarmouth Cycle Forum, The Police and The Broads Authority. Meetings were also held with taxi and bus drivers, the Norfolk & Norwich Association for The Blind and a representative of the Alzheimer's Society to consider how the proposals can be made dementia friendly.

1.11 From discussions with the Cycle Forum, it was recognised that the proposed unsegregated cycleway along The Conge was the best available option given the constraints of working within the existing highway but that it will need to be well signed given the number of pedestrians at busy times.

1.12 The Broads Authority are keen that any proposed wayfinding includes the Broads.

1.13 The Police support the proposals but asked that loading restrictions along The Conge need inclusion.

1.14 The NNAB support the proposals and are keen to be involved in the scheme development. In particular, consideration is being given to replicate the old train and tram lines in a material which would act as a means of guidance for white stick users to help them navigate through the space and to crossing points. The Alzheimer society are keen that signage is bold and the area distinctive to help with recognition.

1.15 From discussions with taxi and bus representatives, the layout to the station forecourt area is currently being remodelled to take into account their concerns, primarily around numbers and need to operate next to the kerb. A copy of the re-configured layout will be available at the meeting.

1.16 Although there are a few points of detail, the plans as put forward for public consultation are proposed for the basis of the detail design

Recommendation

Members are asked to note the contents of this report and agree the Great Yarmouth Rail Station to Market Place Improvement plans are progressed to detail design with a view to a start of construction late autumn 2017.

Officer Contact

If you have any questions about matters contained in this paper or want to see copies of any assessments, eg equality impact assessment, please get in touch with:

Officer name : David Wardale

Tel No. : 01603 223259



Email address : David.wardale@norfolk.gov.uk



If you need this report in large print, audio, braille, alternative format or in a different language please contact 0344 800 8020 or 0344 800 8011 (textphone) and we will do our best to help.

Great Yarmouth Rail Station to Marketplace Improvement







1. Overall, do you support the proposals?

			Response Percent	Response Total
1	Yes		92.31%	120
2	No		7.69%	10

2. How important is the completion of the bridge restoration? Please rate importance from 1 to 10 using the slider below, with 1 being 'unimportant' and 10 being 'very important'.







Item	Average	Min	Max	Std. Deviation	Total Responses
Importance of bridge completion	8.59	0.00	10.00	2.32	136

3. To what extent do you like or dislike the proposals for the train station area? Please select one only:

			Response Percent	Response Total
1	Strongly like		44.03%	59
2	Like		44.78%	60
3	Neither like nor dislike		4.48%	6
4	Dislike		2.99%	4
5	Strongly dislike		2.99%	4
6	Don't know		0.75%	1






4. Why do you say that? Please write in below:

5. To what extent do you like or dislike the proposals from the Vauxhall Bridge to the marketplace via The Conge? Please select one only:

			Response Percent	Response Total
1	Strongly like		38.81%	52
2	Like		43.28%	58
3	Neither like nor dislike		7.46%	10
4	Dislike		2.99%	4
5	Strongly dislike		5.97%	8
6	Don't know		1.49%	2







6. Why do you say that? Please write in below:

7. To what extent do you like or dislike the proposed wider pavements / public realm? Please select one only:

			Response Percent	Response Total
1	Strongly like		57.46%	77
2	Like		30.60%	41
3	Neither like nor dislike		5.97%	8
4	Dislike		1.49%	2
5	Strongly dislike		4.48%	6
6	Don't know		0.00%	0







8. Why do you say that? Please write in below:

9. To what extent do you like or dislike the proposed modified pedestrian and cycle crossings? Please select one only:

			Response Percent	Response Total
1	Strongly like		54.14%	72
2	Like		31.58%	42
3	Neither like nor dislike		6.77%	9
4	Dislike		4.51%	6
5	Strongly dislike		2.26%	3
6	Don't know		0.75%	1







10. Why do you say that? Please write in below:

11. To what extent do you like or dislike the proposed cycle routes? Please select one only:

			Response Percent	Response Total
1	Strongly like		48.51%	65
2	Like		28.36%	38
3	Neither like nor dislike		14.18%	19
4	Dislike		2.99%	4
5	Strongly dislike		5.22%	7
6	Don't know		0.75%	1






12. Why do you say that? Please write in below:

13. To what extent do you like or dislike the proposals for improved lighting and signage? Please select one only:

			Response Percent	Response Total
1	Strongly like		66.92%	89
2	Like		27.82%	37
3	Neither like nor dislike		2.26%	3
4	Dislike		0.75%	1
5	Strongly dislike		1.50%	2
6	Don't know		0.75%	1







14. Why do you say that? Please write in below:

15. To what extent do you like or dislike the proposals for trees and planting? Please select one only:

			Response Percent	Response Total
1	Strongly like		62.60%	82
2	Like		22.14%	29
3	Neither like nor dislike		11.45%	15
4	Dislike		2.29%	3
5	Strongly dislike		1.53%	2
6	Don't know		0.00%	0






16. Why do you say that? Please write in below:

17. To what extent do you like or dislike the proposals for seating and art features? Please select one only:




			Response Percent	Response Total
1	Strongly like		56.49%	74
2	Like		27.48%	36
3	Neither like nor dislike		7.63%	10
4	Dislike		3.05%	4
5	Strongly dislike		2.29%	3
6	Don't know		3.05%	4

18. Why do you say that? Please write in below:

19. How often do you visit the train station? Please select one only:

			Response Percent	Response Total
1	Daily		4.58%	6
2	More than once a week		12.98%	17
3	Once a week		14.50%	19
4	Monthly		16.03%	21
5	Less often		51.91%	68

20. Would the proposed redevelopment encourage you to use the train station more often? Please select one only:

			Response Percent	Response Total
1	Yes		59.69%	77
2	No		10.08%	13
3	Would not make a difference		30.23%	39

21. If you have any comments about the proposals in general, please write them in below:

22. Your name:









23. Name of organisation (if applicable:

24. Your address:

25. Your postcode:

26. Your email address:

27. What is your age? Please select one only:

			Response Percent	Response Total
1	Under 16		0.00%	0
2	16-24		6.11%	8
3	25-35		16.79%	22
4	36-45		12.98%	17
5	46-55		21.37%	28
6	56-65		16.79%	22
7	66-75		15.27%	20
8	75+		8.40%	11
9	Prefer not to say		2.29%	3

Great Yarmouth Railway Links

Feedback Form

Question 1

Overall, do you support the proposals Yes / No

Question 2

How important is the completion of the bridge restoration

Please rate from 1 to 10 with 1 unimportant and 10 very important

Question 3

To what extent do you like or dislike the proposals for the train station area (please tick)?

Strongly Like ☐ Like ☐ Neither Like nor Dislike ☐ Dislike ☐ Strongly Dislike ☐ Do not know ☐

Question 4

To what extent do you like or dislike the proposals from the Vauxhall Bridge to the marketplace via The Conge (please tick)?

Strongly Like ☐ Like ☐ Neither Like nor Dislike ☐ Dislike ☐ Strongly Dislike ☐ Do not know ☐

Question 5

To what extent do you like or dislike the proposed features (please tick)?

Wider Pavements/ Public Realm	Strongly Like	<input type="checkbox"/>	Like	<input type="checkbox"/>	Neither Like nor Dislike	<input type="checkbox"/>	Dislike	<input type="checkbox"/>	Strongly Dislike	<input type="checkbox"/>	Do not know	<input type="checkbox"/>
Modified Pedestrian and cycle crossings	Strongly Like	<input type="checkbox"/>	Like	<input type="checkbox"/>	Neither Like nor Dislike	<input type="checkbox"/>	Dislike	<input type="checkbox"/>	Strongly Dislike	<input type="checkbox"/>	Do not know	<input type="checkbox"/>
Cycle routes	Strongly Like	<input type="checkbox"/>	Like	<input type="checkbox"/>	Neither Like nor Dislike	<input type="checkbox"/>	Dislike	<input type="checkbox"/>	Strongly Dislike	<input type="checkbox"/>	Do not know	<input type="checkbox"/>
Improved Lighting and signage	Strongly Like	<input type="checkbox"/>	Like	<input type="checkbox"/>	Neither Like nor Dislike	<input type="checkbox"/>	Dislike	<input type="checkbox"/>	Strongly Dislike	<input type="checkbox"/>	Do not know	<input type="checkbox"/>

Trees & Planting	Strongly Like	<input type="checkbox"/> Like	<input type="checkbox"/> Neither Like nor Dislike	<input type="checkbox"/> Dislike	<input type="checkbox"/> Strongly Dislike	<input type="checkbox"/> Do not know	<input type="checkbox"/>
Seating & Art Features	Strongly Like	<input type="checkbox"/> Like	<input type="checkbox"/> Neither Like nor Dislike	<input type="checkbox"/> Dislike	<input type="checkbox"/> Strongly Dislike	<input type="checkbox"/> Do not know	<input type="checkbox"/>

Question 6

How often do you visit the train station?

Daily ☐ More than once a week ☐ Once a week ☐ Monthly ☐ Less often ☐

Would the proposed redevelopment encourage you to use the train station more often?

Yes ☐ No ☐ Would not make a difference ☐

Comments (if any):

.....

.....

.....

.....

Your Details (if response required):

Name:

Address/Organisation:.....

.....

Postcode:

Email address:

For our reporting only (please complete)

Age: Under 16 ☐ 16-24 ☐ 25-35 ☐ 36-45 ☐ 46-55 ☐ 56-65 ☐ 66-75 ☐ 75+ ☐

Your postcode:

Please return comments to the address below by Monday 13 March 2017

David Wardale, CES, County Hall, Martineau Lane, Norwich, NR1 2SG

Alternately leave a response at the Borough offices marked Great Yarmouth Railway Links Consultation, or go to www.norfolk.citizenspace.com and complete the online questionnaire.

Data Protection

The information you provide will be used by the Borough Council of Kings Lynn & West Norfolk and Norfolk County Council to help us make sure we are involving local people in this project and to enable us to evaluate local residents views. The information you provide will not be used for any other purpose.



**Subject: Highways England – Improving the A47
Great Yarmouth Junction Improvements and
Blofield to North Burlingham Dualling**

**Report to: Transport & Infrastructure Steering Group 3 April 2017
Economic Development Committee 3 April 2017**

Report by: Group Manager: Growth

SUBJECT MATTER

Highways England consultation to improve the A47 junctions at both Vauxhall and Gapton roundabouts in the borough of Great Yarmouth & dual the section of the A47 between Blofield and North Burlingham between Great Yarmouth and Norwich.

DECISIONS/RECOMMENDATIONS

Members are asked to support the investment and provide comments on the proposals as part of the consultation which ends on 21 April 2017.

1 INTRODUCTION

1.1 In 2014 the government published the Road Investment Strategy setting out a £15.1 billion investment for 2015-20 to improve journey's on England's motorways and major A roads. This includes a package of 6 schemes to improve journeys on the 115 mile section of the A47 between Peterborough and Great Yarmouth (now lengthened to Lowestoft).

1.2 The schemes include converting almost 8 miles of single carriageway to dual carriageway and making improvements to junctions across the route.

1.3 Two of the schemes are the A47 'Great Yarmouth junction improvements' and the A47 'Blofield to North Burlingham' dualling with construction programmed for 2020.

1.4 The two Highways England documents attached provide the detail of the consultation.

2 OBJECTIVES

2.1 The objectives are set out as:

- Supporting economic growth

- A safe and serviceable network
- A more free-flowing network
- Improved environment
- An accessible and integrated network
- Value for money

2.2 The schemes aim to reduce congestion-related delay, improve journey time reliability and increase the capacity of the A47.

3 CONSULTATION

3.1 Details of the schemes being promoted are contained within the attached consultation documents.

3.2 The consultation will run for 6 weeks from 13 March to 21 April 2017 and include public information events in the Town Hall and the King's Centre. The consultation has also been publicised on the Council's website.

4 POINTS FOR MEMBER'S CONSIDERATION (IN THE RESPONSE)

4.1 The investment at these key junctions in the borough of Great Yarmouth is strongly supported and improvement in the speed of delivery encouraged.

4.2 If full signalisation is deemed to be the most effective solution to both Vauxhall and Gapton roundabouts (acknowledging that alternative options have been considered), it would be beneficial to implement the latest MOVA (Microprocessor Optimised Vehicle Actuation) technology. Such intelligent traffic management will optimise the traffic flows at these critical junctions.

4.3 Bringing forward the programmed right turn out of the Great Yarmouth Rail Station / ASDA (on to the Acle New Road) part of the scheme should be implemented as soon as possible. This will greatly alleviate congestion at the Vauxhall roundabout in the short term.

4.4 Members are asked for a view on the proposal to introduce a Toucan Crossing across Runham Road, close to the Vauxhall roundabout.

4.5 Members are keen to see the details of the next stage in design e.g. A47 approaches to the Gapton roundabout (northbound) and all lane markings for each roundabout. This next stage is understood to be in the summer 2018.

4.6 Consideration should be given to the impact of the proposals on the vehicular entrance to Gapton Hall Retail Park which is close to the Gapton Hall roundabout scheme and currently suffers from congestion.

4.7 Members wish to have greater clarity on the following statement: *‘Harfreys England has also been considering improvements to Harfreys, Bridge Road and James Paget junctions. Our assessments have not identified improvements at these locations that would offer good value for money and we have removed them from the current consultations so they don’t slow down the wider improvements. We are keeping these junctions under review.’*

4.8 Dualling of the Blofield to North Burlingham section of the A47 is supported as it better connects the east coast.

4.9 Members should note that strong support is also given, regarding the investment, by the wider A47 Alliance (recent newsletter circulated to Members via e-mail) and New Anglia Local Enterprise Partnership.

5 NEXT STEPS

5.1 Subject to the findings of the consultation, a preferred set of proposals announcement will be made in late 2017 and the pre-application stage of the development consent process will begin.

5.2 Classed as Nationally Significant Infrastructure Projects under the Planning Act 2008, the application is planned to be submitted to the Planning Inspectorate by the summer 2018. Prior to the application, another consultation opportunity will be given to influence the preliminary design proposals.

6 DECISIONS/RECOMMENDATIONS

6.1 Members are asked to support the investment and provide comments on the proposals as part of the consultation which ends on 21 April 2017.

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	
Monitoring Officer Consultation:	N/A
Section151 Officer Consultation:	N/A
Existing Council Policies:	Corporate Plan Local Plan Core Strategy (Dec. 2015) Economic Development Strategy 2017-21
Financial Implications:	N/A
Legal Implications (including human rights):	N/A
Risk Implications:	N/A
Equality Issues/EQIA assessment:	N/A
Crime & Disorder:	N/A
Every Child Matters:	N/A

Improving the A47

Great Yarmouth junction improvements

Public consultation



Improving the A47 corridor:

We are improving the A47 around Peterborough, Norwich and Great Yarmouth to create better, safer journeys.

1. Introduction

About us

Highways England is the government owned company charged with operating, maintaining and improving England's motorways and major A roads. Formerly the Highways Agency, we became a government owned company in 2015.

About the A47 corridor improvement scheme

In 2014 the government published the Road Investment Strategy (RIS) setting out a £15.1 billion investment for 2015-2020 to improve journeys on England's motorways and major A roads.

The RIS includes a package of 6 schemes to improve journeys on the 115 mile section of the A47 between Peterborough and Great Yarmouth. Together, the proposals will relieve congestion and improve the reliability of journey times for drivers.

The A47 trunk road forms part of the strategic road network and provides for a variety of local, medium and long distance trips between the A1 and the east coast. The corridor connects the cities of Norwich and Peterborough, the towns of Wisbech, Kings Lynn, Dereham, Great Yarmouth and Lowestoft and a succession of villages in what is largely a rural area.

The schemes include converting almost 8 miles of single carriageway to dual carriageway and making improvements to junctions across the route.

The 6 schemes are:

- A47 Wansford to Sutton dualling
- A47 Guyhirn junction improvement
- A47 North Tuddenham to Easton dualling
- A47 Blofield to North Burlingham dualling
- A47/A11 Thickthorn junction improvement
- A47 Great Yarmouth junction improvements (Formerly A47/A12 junction enhancements)

Highways England has also been considering improvements to Harfreys, Bridge Road and James Paget junctions. Our assessments have not identified improvements at these locations that would offer good value for money and we have removed them from the current consultations so they don't slow down the wider improvements. We are keeping these junctions under review.

We are consulting on all 6 schemes at the same time. **In this brochure, you can find out more about the A47 Great Yarmouth junction improvements.** To find out more about the other schemes or request a copy of the consultation brochure, please visit:



Online:

www.highways.gov.uk/a47improvement



Email:

A47GreatYarmouthJunctionsRIS@highwaysengland.co.uk

In total, over £2 billion is being invested in the East of England to create better and safer journeys across the region.

We want your views

We are consulting on proposals to improve junctions on the A47 through Great Yarmouth. Vauxhall Roundabout including the Station Approach junction and Gapton Roundabout are located towards the northern end of Great Yarmouth and have been identified as priority junctions in need of fundamental improvement.

This consultation provides you with an opportunity to view, discuss and help shape our proposals. This will help us understand what is important to our customers and local communities and will help inform the selection of a preferred option.

There will be a further public consultation before any scheme is finalised.

The consultation will run for 6 weeks from Monday 13 March to Friday 21 April 2017.

2. Need for the scheme

The A47 junctions to the north of Great Yarmouth experience heavy congestion during the peak hours due to lack of route options entering and exiting the town and a lack of connectivity between the east and west movements within the town.

Future developments planned for the south of Great Yarmouth are likely to impact significantly on junctions on the A47. Increased congestion in future years is likely to constrain economic growth in Great Yarmouth and reduce customer satisfaction.

As part of the scheme's development, we aim to address these issues by making improvements that will alleviate existing congestion and accommodate anticipated traffic growth.

The scheme will help support economic growth by making journeys safer and more reliable.

3. Scheme objectives

Highways England's Strategic Business Plan sets out the objectives of the proposed A47 Great Yarmouth junction improvements as:

■ Supporting economic growth

Contributing to sustainable economic growth by supporting employment and residential development opportunities. The scheme aims to reduce congestion-related delay, improve journey time reliability and increase the overall capacity of the A47.

■ A safe and serviceable network

Improving road safety for all road users by designing to modern highway standards appropriate for a major A road.

■ A more free-flowing network

Increasing the resilience of the junctions in coping with incidents such as collisions, breakdowns, maintenance and extreme weather. The improved A47 junctions would be more reliable, reducing journey times and providing capacity for future traffic growth.

■ Improved environment

We will protect the environment by minimising adverse impacts and where possible improving the environmental effects of transport on those living along the existing A47. We will do this by minimising the impact of new infrastructure on the natural and built environment.

■ An accessible and integrated network

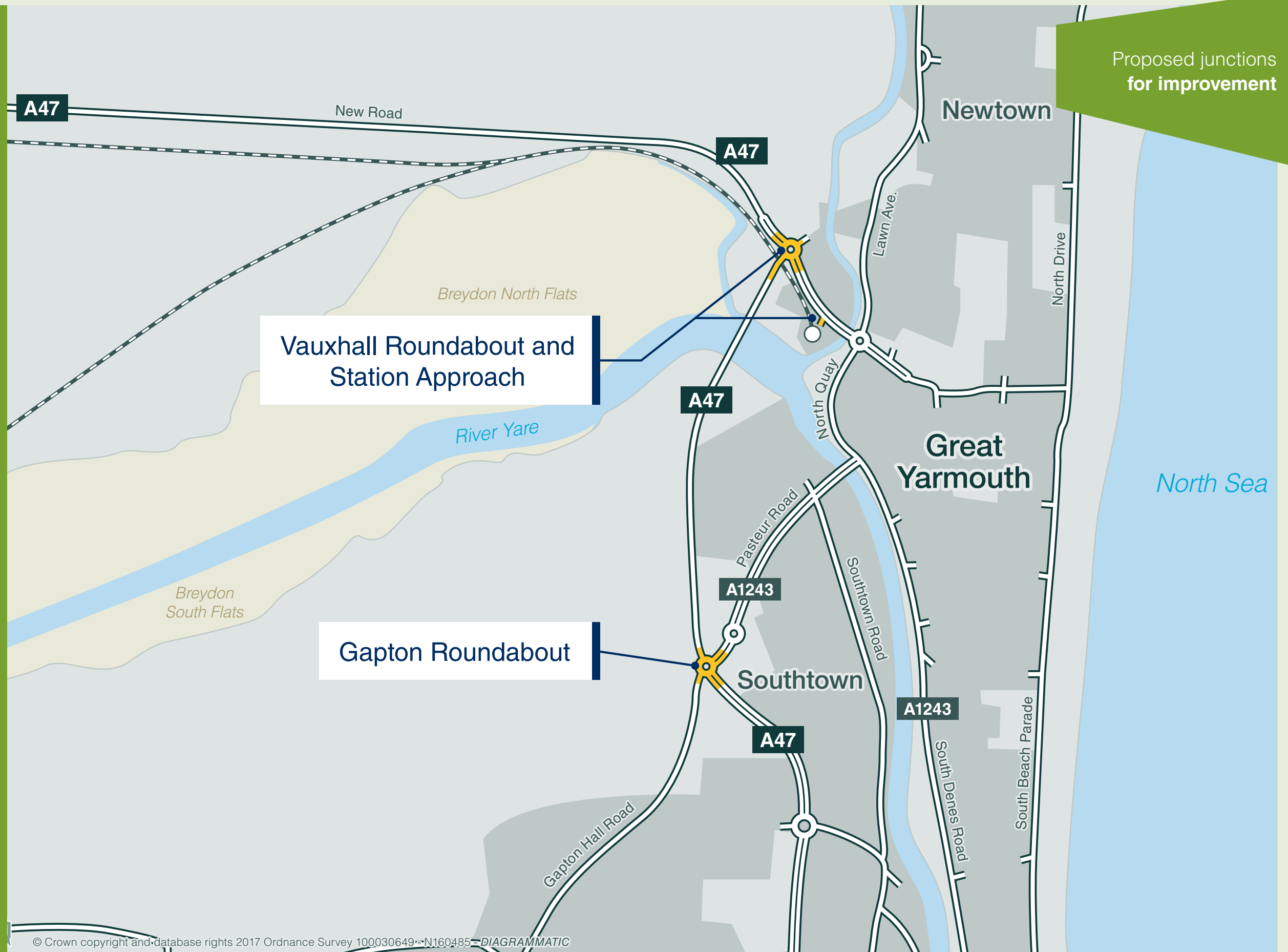
Ensuring the proposals take into account local communities and access to the road network, providing a safer route between communities for cyclists, pedestrians, and other non-motorised groups.

■ Value for money

Ensuring that the scheme is affordable and delivers good value for money.

4. Our proposed options

Our assessment work has identified that the existing Vauxhall and Gapton roundabouts to the north of Great Yarmouth are unable to cope with the volume of traffic and suffer from significant congestion in particular during the peak periods. Improvement of the Station Approach junction has also been identified to help relieve traffic pressure at the Vauxhall junction.



Proposed option for Vauxhall Roundabout

The proposed option at Vauxhall Roundabout includes:

- A larger, fully signalised roundabout and a widened bridge over the railway line to accommodate widening of the A47 southern exit and approach.
- Realignment to current highway standards to improve driver experience and safety.
- Review of non-motorised user movements for potential improvements.

Proposed option for Station Approach

The proposed option for Station Approach comprises:

- Minor improvements at the existing junction, including the addition of a dedicated right turn at the existing left turn only junction.
- Changes to the existing traffic signals.
- Realignment of existing traffic islands.



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Proposed option for
Vauxhall Roundabout
Proposed option for
Station Approach

Proposed option for Gapton Roundabout

Our proposed option at Gapton Roundabout includes:

- Installing traffic signals on the existing roundabout.
- We are also considering improving provision for pedestrians, cyclist and other non-motorised users.

A number of potential alternative options were considered as part of the scheme development process during 2016. These options did not perform well against the objectives therefore were not progressed any further.

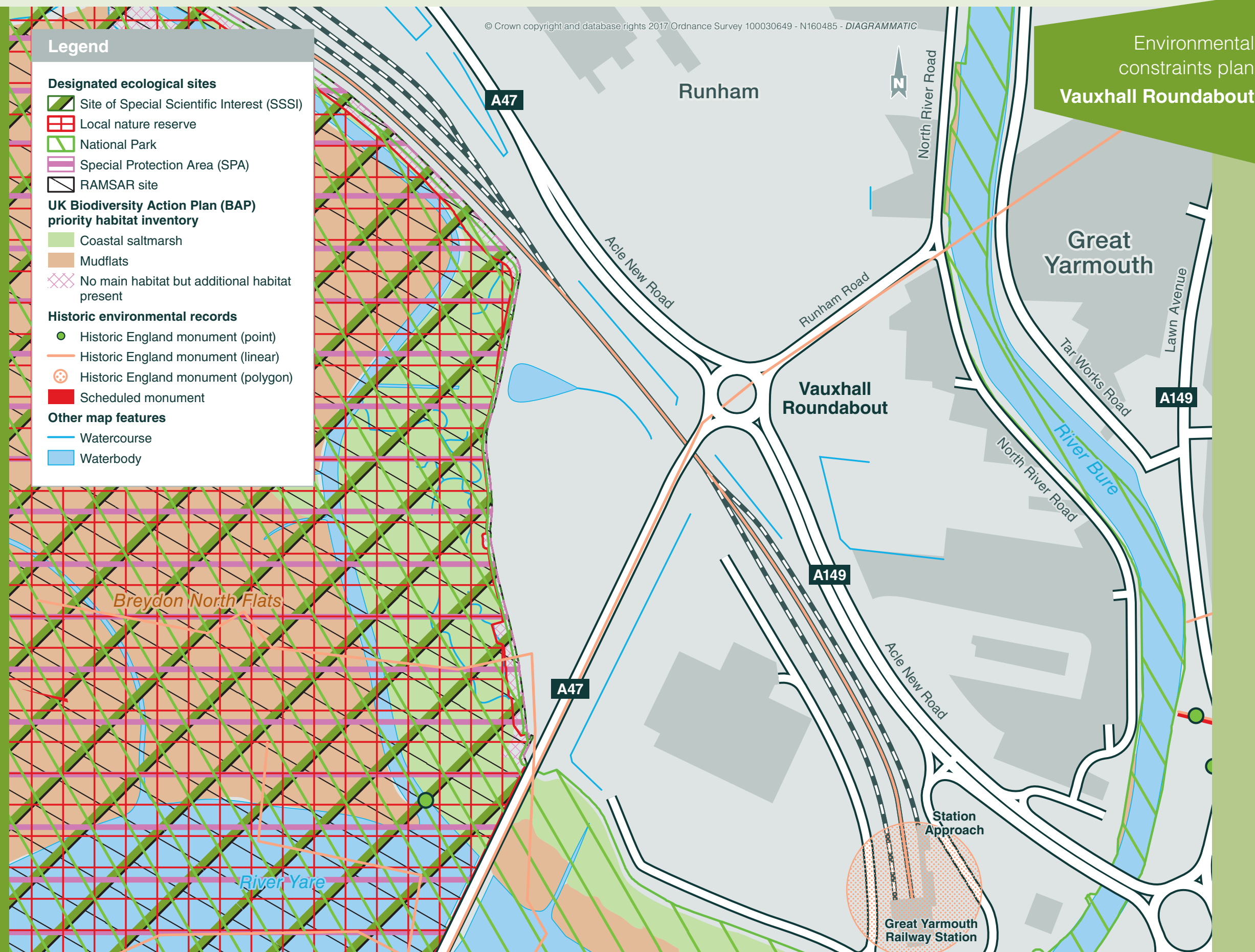


Proposed option for Gapton Roundabout

5. Respecting the environment

We will ensure we safeguard and protect the local environment in particular the Breydon Water SPA and SSSI to the west of the Vauxhall junction. We are surveying the local surroundings, and the results will be used to decide ways to both reduce any negative effects and contribute towards improving the local environment. We will plan the construction works to minimise effects on the environment.

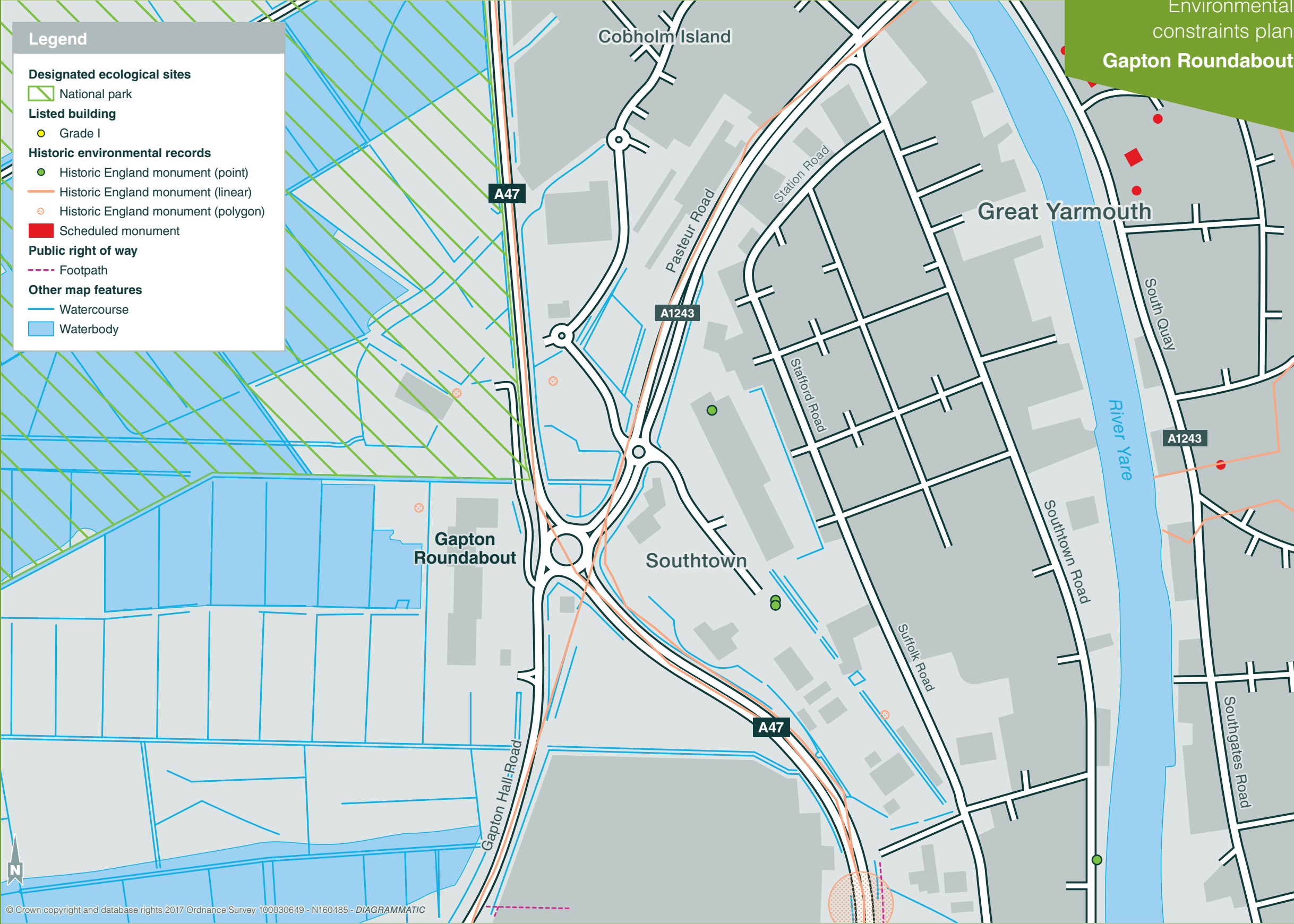
Please see the environmental constraints plan for details.



Respecting the environment

Please see the environmental constraints plan for details.

Environmental constraints plan
Gapton Roundabout



Local communities

The public rights of way network will be kept or alternatives provided. Pedestrian/cycle routes and crossings will be maintained or improved.

We will use planting where possible to help screen the junctions from nearby properties. We will use modern road lighting to reduce any light pollution.

Landscape

To reduce the visual impact of the scheme, we will plant areas of trees, shrubs and grassland. Where possible, we will use native species that are local to the area.

Wildlife and nature conservation

The study area for the scheme includes a range of habitats that support different plant and wildlife species. We are currently carrying out ecological surveys in the area to identify any evidence of protected species, including bats, badgers, water voles, great crested newts, white-clawed crayfish, reptiles and birds.

If we find any evidence of protected species, we will include methods at the design stage to reduce any impacts of the scheme. This work will be carried out in consultation with Natural England, the Broads Authority and Norfolk Wildlife Trust as well as local interest groups.

The design will allow for habitat replacement and create opportunities for new habitats.

Historic environment

The area contains a variety of features of cultural heritage importance, including a scheduled ancient monument, archaeological sites and listed buildings.

We will include various measures in the scheme design to reduce the impacts on these areas.

Air quality

Our initial air quality assessment shows that there will be no significant changes in air quality for the residential properties in the area. The majority of residential areas are expected to experience improved air quality as a result of the scheme, due to improved traffic flows.

There may be some worsening in air quality for the properties nearest to the junctions in particular for the existing Vauxhall Holiday Park to the north of the Vauxhall junction. We will monitor the effects on air quality in the area with the aim of meeting national air quality objectives.

Noise

Our initial noise assessment shows that there will be no significant changes in noise in the built-up areas near the junction. We will use low noise road surfacing and the detailed design will include further assessments to determine whether any additional noise mitigation, such as barriers, is required.

We will pay particular attention to the properties nearest to the proposed junctions.

Water

We will provide appropriate drainage to deal with the surface water from the road. Existing watercourses and groundwater will be protected with balancing ponds, pollution control devices and water treatment features.

Any improvement to the junctions would be designed to ensure flood mitigation measures are either maintained or improved.

6. Next steps

Preferred route

This consultation is your opportunity to express your views on our proposals ahead of any further development and selection of preferred options. After the consultation ends, we will publish a report summarising our findings. From this, we will make recommendations for further development of the scheme.

Subject to the findings of the consultation, a preferred route announcement will be made in late 2017 and the pre-application stage of the development consent process will begin.

Development Consent Order application

This scheme is classed as a Nationally Significant Infrastructure Project under the Planning Act 2008. As such, we are required to make an application for a Development Consent Order in order to obtain permission to construct the scheme. The application will be made to the Planning Inspectorate who will examine the application in public hearings and then make a recommendation to the Secretary of State for Transport who will decide on whether or not the project will go ahead.

We currently intend to make our application by summer 2018. Prior to the application, you will have another opportunity to have your say with a public consultation on our preliminary design proposals.

More information about the Development Consent Order process can be found on the Planning Inspectorate's website:

<http://infrastructure.planningportal.gov.uk>

7. What happens next?

We are at the early stages of this project and there are many stages to come. This includes another opportunity to have your say before a final decision is made.

Your views are important to us. We will consider all responses to this consultation. Your feedback will help inform the decision on the preferred solution.

Below are the key milestones and the steps we plan to take before we start construction:

Summer 2017

We will analyse the consultation responses and undertake additional technical work

Autumn 2017

If there is a compelling case for the scheme and a suitable option is selected, a preferred route will be announced

Autumn 2017

We will engage with communities, land owners and stakeholders on the preferred route and design

Winter 2017/18

Statutory public consultation on the preferred route

Summer 2018

Submit an application for a Development Consent Order (Planning Application)

Winter 2019/20

Decision on the Development Consent Order (estimated)

Construction starts*
(estimated)

*Construction on the A47 corridor improvement is likely to start in spring 2020. We may need to sequence the improvements along the route to manage the disruption to customers and local communities.



8. Share your views

This is the first stage in our consultation process and we would like to know what you think about the proposed options. We will listen to your views and publish a Consultation Report to inform the selection of a preferred option.

Join us at one of our events. Members of our team will be on hand to answer your questions.

Public information events


Venue	Date	Time
Britten Centre, QD Stores, Lowestoft (pop-up shop)	Friday 17 March	1.30pm - 4.30pm
King's Centre, Great Yarmouth	Saturday 18 March	10am - 2pm
Great Yarmouth Town Hall	Monday 20 March	10am - 5pm
King's Centre, Great Yarmouth	Wednesday 22 March	3pm - 8pm

9. How to respond

Please only respond using one of the following channels, which have been set up for the specific purpose of this consultation:

 Online: www.highways.gov.uk/a47Improvement

 Email: A47GreatYarmouthJunctionsRIS@highwaysengland.co.uk

 Post: You can write to us or post paper copy responses to: **FREEPOST A47 Great Yarmouth junctions**

We cannot accept responsibility for ensuring responses that are sent to addresses other than those described above are included in the consultation process. All responses must include at least your postcode. Please state whether you are responding as an individual or representing the views of an organisation. If responding on behalf of an organisation, please make it clear who the organisation represents and, where applicable, how the views of members were assembled.

The final date we will accept consultation responses will be no later than 11:59pm on Friday 21 April 2017.

For further information about the scheme or this consultation, please call the Highways England Customer Contact Centre on **0300 123 5000**.

Confidentiality and data protection

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Highways England will process your personal data in accordance with the DPA and in the majority of circumstances this will mean that your personal data will not be disclosed to third parties.





If you need help accessing this or any other Highways England information, please call **0300 123 5000** and we will help you.

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This document is also available on our website at www.gov.uk/highways

If you have any enquiries about this publication email info@highwaysengland.co.uk or call **0300 123 5000***. Please quote the Highways England publications code **PR243/16**.

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Improving the A47

Blofield to North Burlingham dualling

Public consultation



Improving the A47 corridor:

We are improving the A47 around Peterborough, Norwich and Great Yarmouth to create better, safer journeys.

1. Introduction

About us

Highways England is the government owned company charged with operating, maintaining and improving England's motorways and major A roads. Formerly the Highways Agency, we became a government owned company in 2015.

About the A47 corridor improvement scheme

In 2014 the government published the Road Investment Strategy (RIS) setting out a £15.1 billion investment for 2015-2020 to improve journeys on England's motorways and major A roads.

The RIS includes a package of 6 schemes to improve journeys on the 115 mile section of the A47 between Peterborough and Great Yarmouth. Together, the proposals will relieve congestion and improve the reliability of journey times for drivers.

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The schemes include converting almost 8 miles of single carriageway to dual carriageway and making improvements to junctions across the route.

The 6 schemes are:

- A47 Wansford to Sutton dualling
- A47 Guyhirn junction improvement
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- A47 Blofield to North Burlingham dualling
- A47/A11 Thickthorn junction improvement
- A47 Great Yarmouth junction improvements (Formerly A47/A12 junction enhancements)

We are consulting on all 6 schemes at the same time. **In this brochure, you can find out more about the A47 Blofield to North Burlingham dualling.** To find out more about the other schemes or request a copy of the consultation brochure, please visit:



Online:

www.highways.gov.uk/a47improvement



Email:

A47BlofieldtoNorthBurlinghamRIS@highwaysengland.co.uk

In total, over £2 billion is being invested in the East of England to create better and safer journeys across the region.

We want your views

We are consulting on proposals to improve the A47 between Blofield and North Burlingham. Our proposals will create a new dual carriageway that will relieve congestion, provide extra road space, improve safety and help provide a free-flowing network.

This consultation provides you with an opportunity to view, discuss and help shape our proposals. This will help us understand what is important to our customers and local communities, and informs the selection of a preferred route.

We are working closely with local authorities to ensure that our proposals align with local and regional plans and aspirations for growth.

There will be a further public consultation before a formal application for a Development Consent Order is made.

The consultation will run for 6 weeks from Monday 13 March to Friday 21 April 2017.

2. Need for the scheme

Approximately half of the A47 is already dual carriageway standard, but the section between Blofield and North Burlingham is still single carriageway. This section acts as a bottleneck, resulting in congestion and leading to longer and unreliable journey times. This section of the A47 also has a poor safety record.

There are a number of reasons for these problems. Our investigations to date, have highlighted these as:

- Difficulty of accessing and crossing the A47
- Standard of the road and junctions
- Traffic levels outgrowing the capacity of the road, causing tailbacks and delays
- Limited opportunities for overtaking slower moving vehicles
- Development in the local area

The delays on this stretch of the A47 are forecast to worsen if nothing is done to improve capacity and connectivity.

In developing this scheme, we aim to address these issues by upgrading this section of the A47 to a high quality dual carriageway.

The improvements will support economic growth by making journeys safer and more reliable.

3. Scheme objectives

Highways England's Strategic Business Plan sets out the objectives of the proposed A47 Blofield to North Burlingham dualling scheme as:

■ Supporting economic growth

Contributing to sustainable economic growth by supporting employment and residential development opportunities. The scheme aims to reduce congestion-related delay, improve journey time reliability and increase the overall capacity of the A47.

■ A safe and serviceable network

Improving road safety for all road users by designing to modern highway standards appropriate for a major A road.

■ A more free-flowing network

Increasing the resilience of the road in coping with incidents such as collisions, breakdowns, maintenance and extreme weather. The improved route between Blofield and North Burlingham will be more reliable, reducing journey times and providing capacity for future traffic growth.

■ Improved environment

Protecting the environment by minimising adverse impacts and, where possible, improving the environmental effects of the scheme on those living along the route.

■ An accessible and integrated network

Ensuring the proposals take into account local communities and access to the road network, providing a safer route between communities for cyclists, pedestrians, equestrians and other non-motorised groups.

■ Value for money

Ensuring that the scheme is affordable and delivers good value for money.

Learning from previous proposals

A previous scheme to improve this section of road was presented for consultation in 2008. A preferred route was announced in 2009, but not developed further at that time. Since then we have reviewed whether the 2009 route is still an appropriate solution and have also developed a number of other route options.

4. Our proposed options

We have developed 4 route options for consultation.

- Dualling the existing A47.
- Building a new dual carriageway to the north and to the south of the existing A47.
- Building a new dual carriageway to the south of the existing A47.
- Building a new dual carriageway to the south of the existing A47.

Where we propose to build a new road, the existing carriageway will be retained for access to fields, farms, properties and for non-motorists.

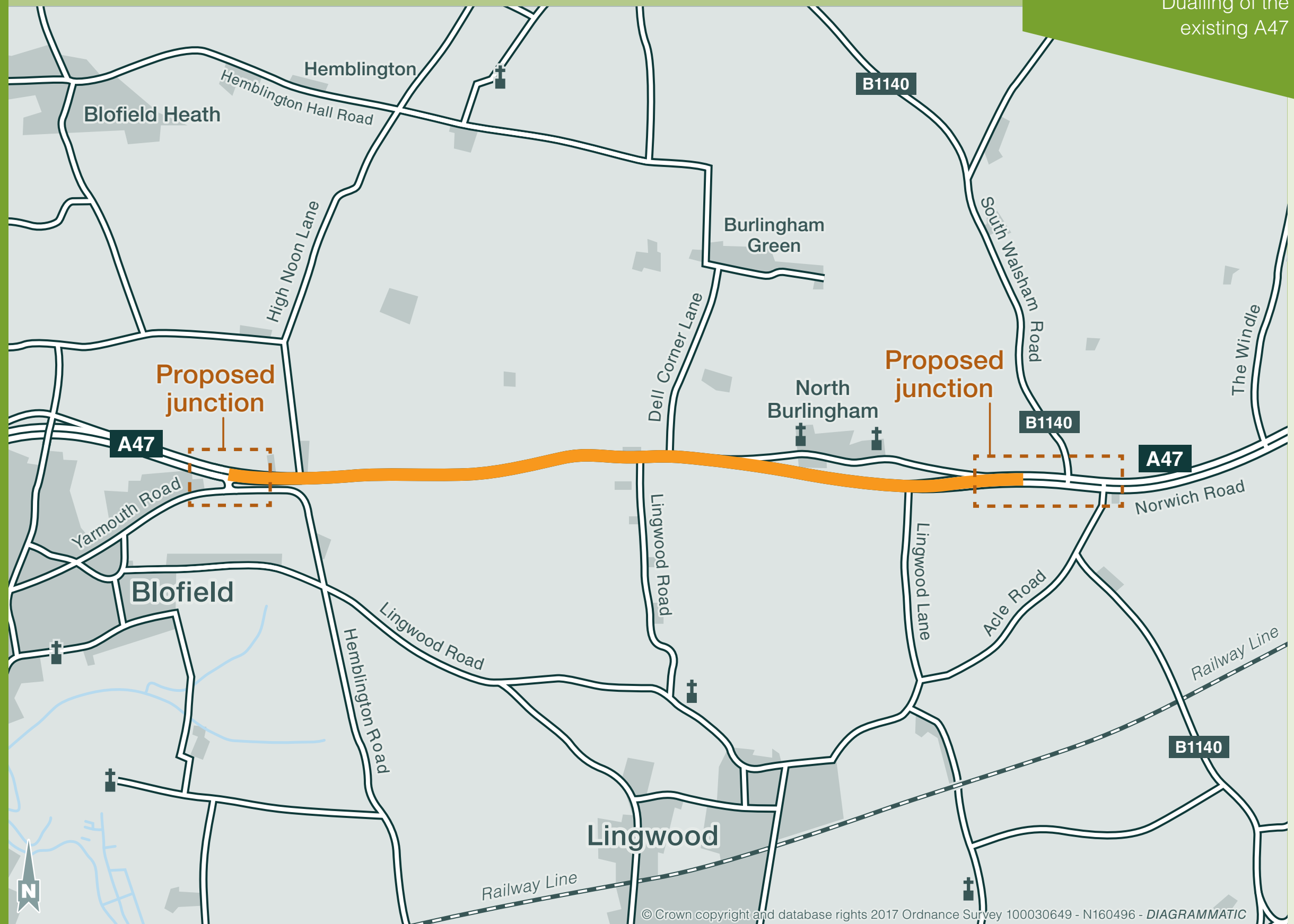
Proposed option 1

Option 1 proposes dualling the existing A47 with the following:

- Improve the single carriageway section of the A47 between Blofield and North Burlingham to dual carriageway standard by constructing a new section of dual carriageway. The new carriageway will include new junctions.
- This option would attempt to use as much of the existing carriageway as possible. However, due to the differences between single and dual carriageway standards, it may not be possible to achieve this in all locations.

Proposed option 1

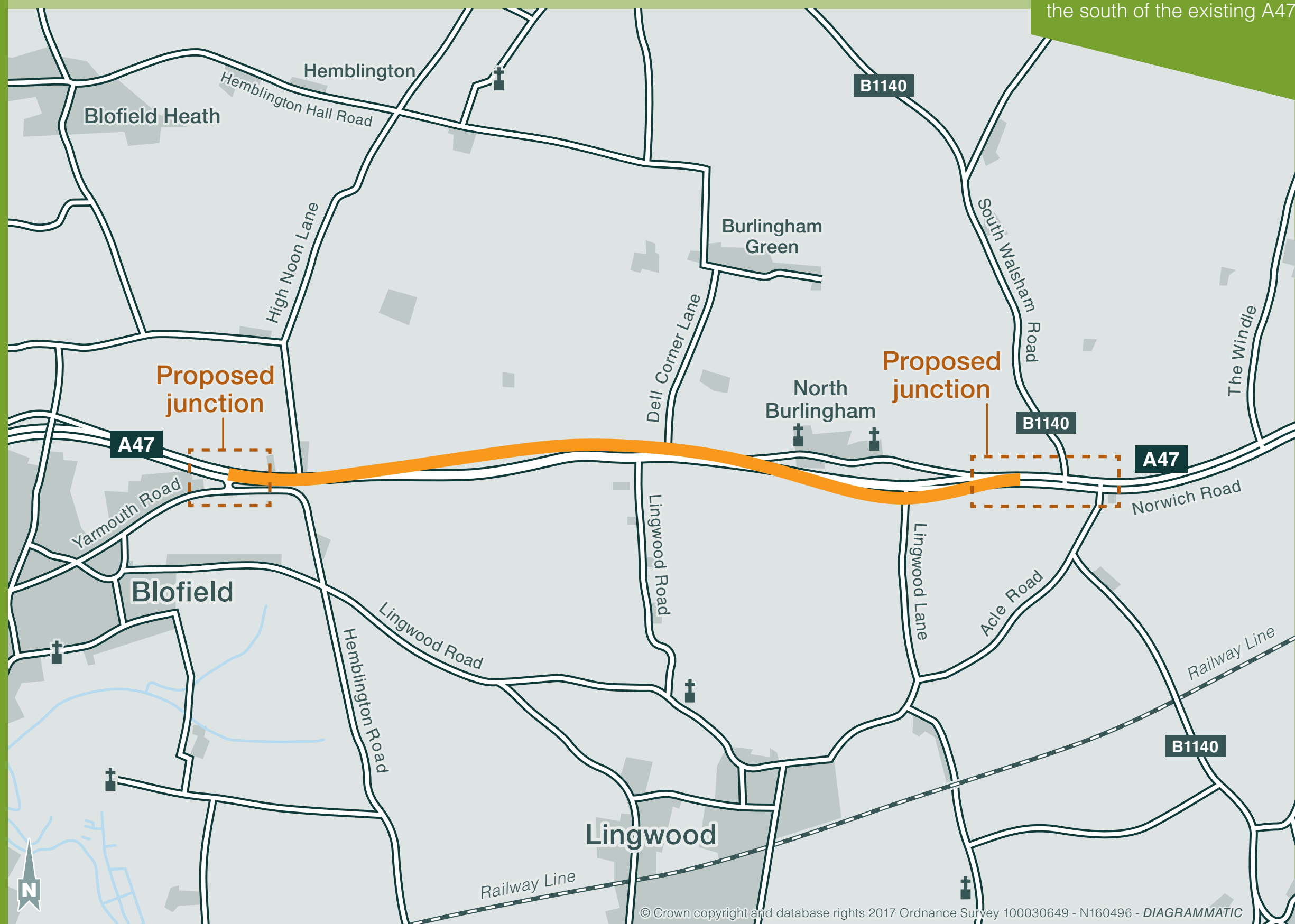
Dualling of the existing A47



Proposed option 2

Option 2 proposes building a new dual carriageway to the north and to the south of the existing A47 with the following:

- The proposed new dual carriageway runs to the north of the A47 as the route heads east away from the village of Blofield and to the south of the existing A47 as the route passes the village of North Burlingham, crossing the existing A47 between the villages.
- The route passes predominantly through open farm land. The remaining existing A47 would, where unaffected by the new dual carriageway, become part of the local road network.



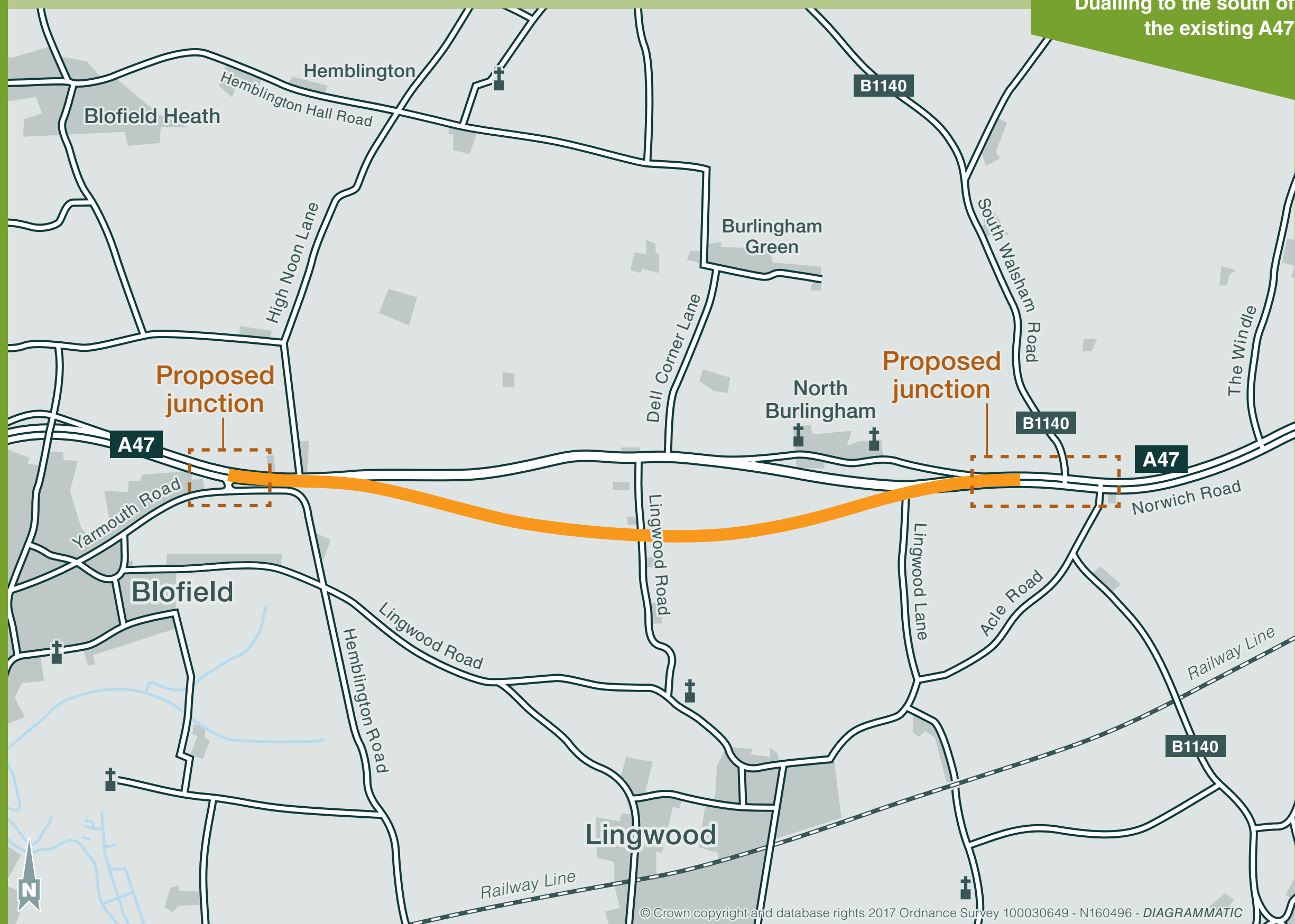
Proposed option 2

Dualling to the north and to the south of the existing A47

Proposed option 3

Option 3 proposes building a new dual carriageway to the south with the following:

- The proposed new dual carriageway for this option follows an alignment running to the south of the A47. The route passes predominantly through open farm land.
- The proposed route of the A47 corridor to the south of the existing A47 is effectively a new highway corridor, so we would need to acquire land along the route to accommodate the improvements.
- The remaining existing A47 would, where unaffected by the new dual carriageway, become part of the local road network.



Proposed option 4

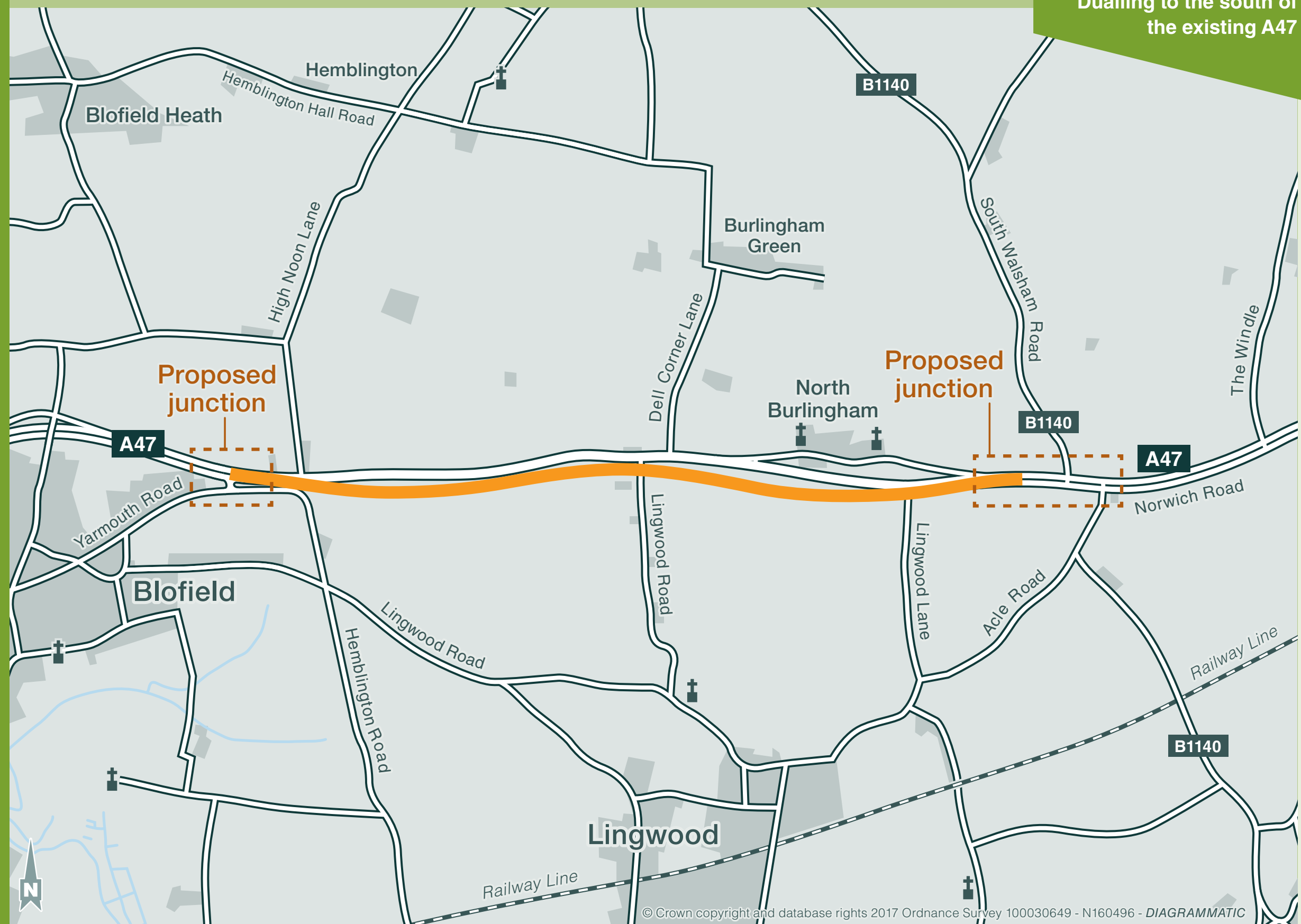
Option 4 proposes building a new dual carriageway to the south with the following:

- The proposed new dual carriageway for this option follows an alignment running just to the south of the A47. The route passes predominantly through open farm land.
- The proposed route of the A47 corridor to the south of the existing A47 is effectively a new highway corridor, so we would need to acquire land along the route.
- The remaining existing A47 would, where unaffected by the new dual carriageway, become part of the local road network.

Alternative options

A number of potential alternative options were considered as part of the development process during 2016. These options did not perform well against the objectives therefore were not progressed any further.

Proposed option 4
Dualling to the south of
the existing A47



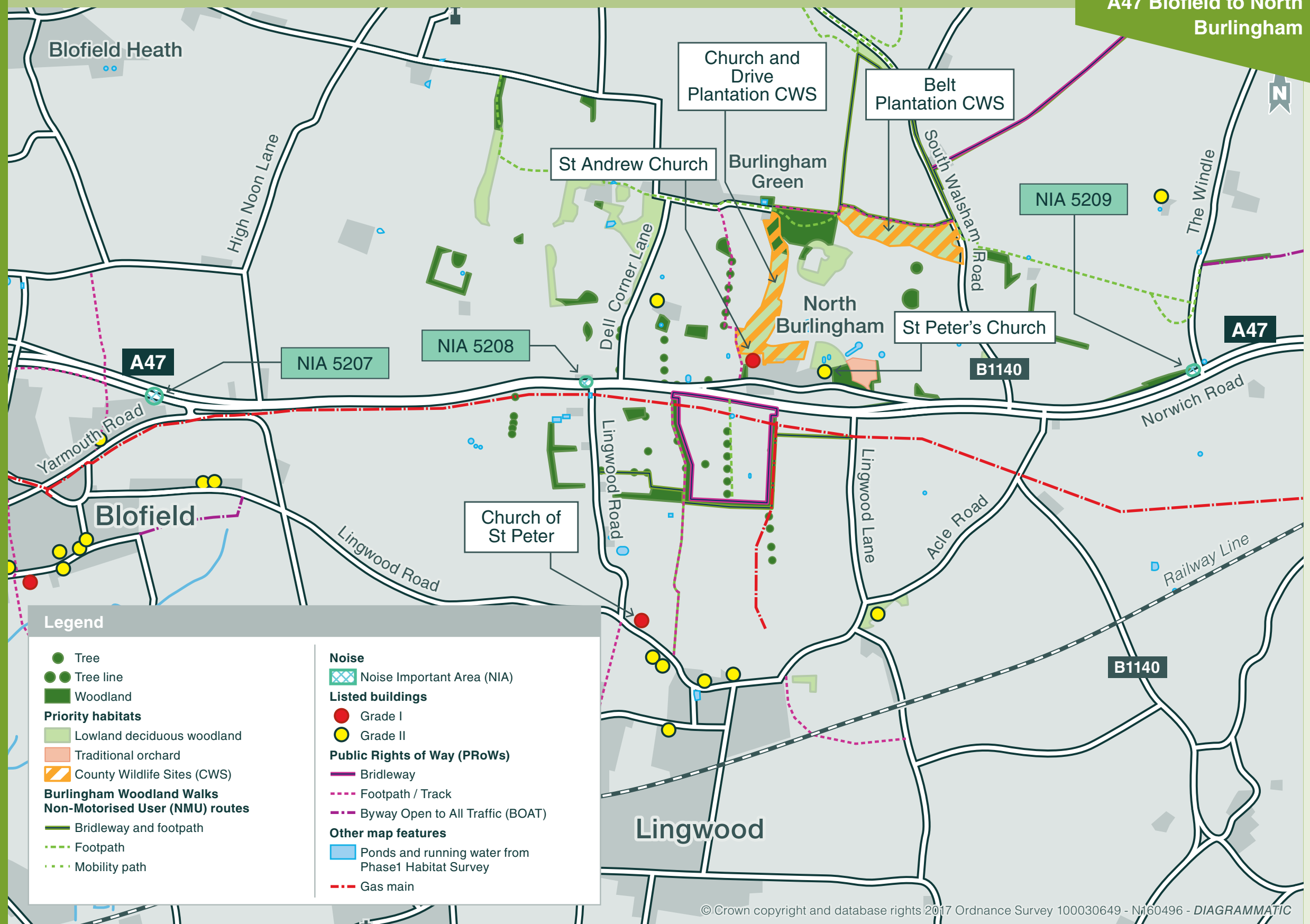
5. Respecting the environment

Whichever option is selected to improve the route, we will safeguard and protect the local environment. We are surveying the local surroundings, and the results will be used to decide ways to both reduce any negative effects and contribute towards improving the local environment. We will plan any construction to minimise effects on the environment.

It is highly likely that we would need to acquire land adjacent to the existing route. All options pass predominantly through open farm land.

Please see the environmental constraints plan for details.

Environmental constraints plan A47 Blofield to North Burlingham



Local communities

The public rights of way network will remain in place or alternatives will be provided. Pedestrian and cycle routes and crossings will also be maintained around the existing carriageway or replaced where required.

We will use earth mounds and planting where possible to help screen the route from nearby properties. New lighting will be designed to minimise light pollution.

Landscape

To reduce the visual impact of the scheme, we will plant areas of trees, shrubs and grassland. Where possible, we will use native species that are local to the area.

Wildlife and nature conservation

The study area for the scheme includes a range of habitats that support different plant and wildlife species. We are currently carrying out ecological surveys in the area to identify any evidence of protected species, including bats, badgers, water voles, great crested newts, white-clawed crayfish, reptiles and birds.

If we find any evidence of protected species, we will ensure that these are considered as part of the design stage and that there are appropriate mitigation measure in place to reduce any impacts of the scheme. This work will be carried out in consultation with Natural England and Norfolk Wildlife Trust as well as local interest groups.

The design will allow for habitat replacement and create opportunities for new habitats.

Historic environment

The area contains a variety of features of cultural heritage importance, including archaeological sites and listed buildings.

We will include various measures in the scheme design to reduce the impacts on these areas.

Air quality

Our initial assessment shows that there will be no significant changes in air quality for the residential properties in the area. Most residential areas are expected to experience improved air quality as a result of the scheme, due to improved traffic flows.

We will monitor the effects on air quality in the area with the aim of meeting national air quality objectives.

Noise

Our initial noise assessment shows that there should be no significant changes in noise near the existing route. We will use low noise road surfacing and the detailed design will include further assessments to determine whether any additional noise mitigation, such as barriers, is required.

We will pay particular attention to the properties nearest to the proposed route.

Water

We will provide appropriate drainage to deal with the surface water from the road. Existing watercourses and groundwater will be protected with balancing ponds, pollution control devices and water treatment features.

6. Next steps

Preferred route

This consultation is your opportunity to express your views on the proposals at an early stage of development and to inform the selection of a preferred route. After the consultation ends, we will publish a report summarising the responses. Following this, we will make recommendations for further development of the scheme.

Subject to the findings of the consultation, a preferred route announcement will be made in late 2017 and the pre-application stage of the development consent process will begin.

Development Consent Order application

This scheme is classed as a Nationally Significant Infrastructure Project under the Planning Act 2008. As such, we are required to make an application for a Development Consent Order in order to obtain permission to construct the scheme. The application will be made to the Planning Inspectorate who will examine the application in public hearings and then make a recommendation to the Secretary of State for Transport who will decide on whether or not the project will go ahead.

We currently intend to make our application by summer 2018. Prior to the application, you will have another opportunity to have your say with a public consultation on our preliminary design proposals.

More information about the Development Consent Order process can be found on the Planning Inspectorate's website:

<http://infrastructure.planningportal.gov.uk>

7. What happens next?

We are at the early stages of this project and there are many stages to come. This includes another opportunity to have your say before a final decision is made.

Your views are important to us. We will consider all responses to this consultation. Your feedback will help inform the decision on the preferred solution.

Below are the key milestones and the steps we plan to take before we start construction:

Summer 2017

We will analyse the consultation responses and undertake additional technical work

Autumn 2017

If there is a compelling case for the scheme and a suitable option is selected, a preferred route will be announced

Autumn 2017

We will engage with communities, land owners and stakeholders on the preferred route and design

Winter 2017/18

Statutory public consultation on the preferred route

Summer 2018

Submit an application for a Development Consent Order (Planning Application)

Winter 2019/20

Decision on the Development Consent Order (estimated)

Construction starts*
(estimated)

*Construction on the A47 corridor improvement is likely to start in spring 2020. We may need to sequence the improvements along the route to manage the disruption to customers and local communities.



8. Share your views

This is the first stage in our consultation process and we would like to know what you think about the proposed options. We will listen to your views and publish a Consultation Report to inform the selection of a preferred route.

Join us at one of our events. Members of our team will be on hand to answer your questions.

Public information events

Venue	Date	Time
Lingwood Village Hall	Wednesday 29 March	3pm - 8pm
Blofield Courthouse	Friday 31 March	10am - 5pm
Lingwood Village Hall	Saturday 1 April	10am - 2pm

Confidentiality and data protection

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BSubject: Great Yarmouth Cultural Investment Programme

Briefing to: Economic Development Committee

Briefing by: Rob Gregory, Group Manager – Neighbourhoods & Communities

Date: 3rd April 2017

Subject matter and decisions to be made:

The Economic Development Committee is asked to note the progress made since the completion of the Culture Strategy in September 2016 and to approve the council arts budget allocation as per the recommended next steps from the September report.

1. BACKGROUND

- 1.1. The Economic Development Committee approved the adoption of the Culture Strategy – Making Waves in September 2016. The strategy was officially launched at the Great Yarmouth Cultural Heritage Conference at St George’s Theatre on 20th October 2016.
- 1.2. The culture strategy presents a strong vision for defining a strong cultural offer for the borough moving forward, based around 5 key objectives;
 - i. Securing our cultural infrastructure to expand and enrich our cultural offer
 - ii. Ensuring that the cultural sector makes the fullest possible contribution to the economic success of the Borough
 - iii. Supporting vibrant Neighbourhoods and Communities
 - iv. Making Great Yarmouth a more vibrant place to live, work and invest
 - v. Better connecting and supporting our creative community
- 1.3. The committee report in September recommended the next steps for the council following the completion of the strategy. These next steps were to ensure that it continues to support those organisations which have been successful in developing

the Borough's current profile for arts and culture and which provide the platform on which to build for the future. They also noted a need to provide support to new and emerging organisations and activities. These ambitions recognised the financial constraints for the council and recommended that the next steps be delivered within the envelope of the Council's existing budget for the arts, which has now been approved for 2017-18.

The report recommended that the Council would;

- i. Appoint a Strategic Project Manager to help coordinate the delivery of this strategy along with elements of the Cultural Heritage Strategy.
- ii. Set aside part of GYBC's SLA budget with SeaChange Arts to support bid development work. The work to be carried out on an 'on fee' basis with appointment of the supporting organisation through competitive tender.
- iii. Provide ongoing support for Seachange Arts, through grant funding, to support SeaChange's continued development of *The Out There Festival*, and of Great Yarmouth as a thriving centre of excellence for circus and street arts as well as a community outreach programme. Funding would be for a fixed period and would be reviewed alongside the Arts Council's funding for National Portfolio Organisations.
- iv. Work with the Arts Council and the consultant appointed through the recent ACE Grants for the Arts Award to St George's Theatre, to review the business plan for St George's Theatre to understand what ongoing support the Borough Council needs to provide.
- v. Integrate the arts development role more closely with the work of the Cultural Education Partnership in Great Yarmouth
- vi. Through the Cultural Board, administer a small commissioning pot to be focused on a tailored approach to fostering the work of a range of NPOs delivering programmes of community engagement across the Borough.

- vii. Lead interventions which can support amateurs, artists and volunteers across the borough to feel part of the cultural offer.

2. **PROGRESS TO DATE**

- 2.1. The council has submitted a Grant for the Arts submission to initially fund a Strategic Post for culture for a period of 9 months. The result of this bid will be known by the end of April, with recruitment starting immediately afterwards. The cultural lead will assume responsibility for driving the development of a cultural board and the progression of the overall strategy, working with other cultural stakeholders and co-investors.
- 2.2. There have been further discussions with the Arts Council about future investment in SeaChange Arts pending the end of the current Service Level Agreement for Arts Development. The proposed grant funding moving forward would focus upon the *Out There Festival* and a continued youth and community outreach programme across the borough. This would represent a reduction in direct funding in comparison to the current SLA, but would demonstrate an annual local authority commitment to an Arts Council National Portfolio Organisation for the period of the next NPO funding round from 2017-2021.
- 2.3. In October the Arts Council awarded a discretionary grant to support the development of a future business model for St Georges Theatre, following an additional grant award of £40,000 from the council for 2016-17. The final report sets out clear recommendations for St George's to improve its financial outlook by making a series of structural changes. These relate to both the creation of a Commercial Manager post to drive the activities of St Georges Trading Company and a Creative Director appointment to drive an audience development plan and a future cultural programme, working with other venues and regional touring productions and preparing a larger Arts Council funding application. This post would initially be supported by the Arts Council discretionary award. The business model identifies a continued need for council investment for the following 3 years, of £25,000 in 2017-18, to £20,000 in 2018-19, to £10,000 in 2019-20. This

investment would be conditional upon elements of the business plan being fully implemented. The committee may also wish to consider encouraging the Trust to continue to explore alternative business models for the theatre, including formal partnerships and commercial opportunities.

- 2.4. The need to further arts development support beyond the council's two anchor arts organisations has been clearly articulated by the cultural sector locally. On the back of the launch of the Culture Strategy the council led a submission to the Great Place Scheme announced in October 2016 working in partnership with Waveney District Council to lever £737,900 additional investment over 3 years (2017-2020) across both areas. The bid process required a procured set of partners. 9 were appointed for Great Yarmouth and Lowestoft. Great Yarmouth has been successful in this programme as 1 of 16 areas shortlisted to pursue this programme Delivery partners include Dance East, Lowestoft and Great Yarmouth Cultural Education Partnerships, Great Yarmouth Preservation Trust, Marina Theatre, Norfolk Museums Service, Original Projects, Reprezent, SeaChange Arts, . Part of this work will be about strengthening cultural education opportunities for young people locally and creating more support for cultural organisations to develop their activities. For Great Yarmouth there is also a specific objective to link cultural activity with current place-shaping initiatives, particularly in relation to the Town Centre and the development of the Waterways restoration programme and specific support for performance venues. The Great Place Scheme requires a commitment to match-funding. The current arts programming budget of £13,750 which is unallocated for future years has been proposed as a suitable match amount for the duration of the programme.

2.5. It is proposed that a Cultural Board is established immediately, consisting of cultural investors which include; the Arts Council, Heritage Lottery Fund, New Anglia LEP, GYTA BID, Town Centre BID, NCC and GYBC and cultural forums, including the Cultural Education Partnership and Cultural Heritage Partnership. The board will be facilitated by the council and serviced by the Cultural Strategic post, but stakeholder commitment will explore a localised commissioning pot.

2.6. Work has continued to support new and emerging cultural organisations in the borough. Original Projects – a new visual arts organisations have been successful in securing arts council investment to develop their work in the borough and further interest has been generated by other groups and organisations following the completion of the culture strategy.

3. ALLOCATION OF COUNCIL ARTS BUDGET 2017-2021

3.1. Following the above recommendations and progress to date the strategic investment of council funding to leverage greater investment in both culture and economic growth will be key over coming years.

3.2. The table below recommends a budget profile over future years for arts as per the recommendations outlined above:

Investment Area	Purpose	2017-18	2018-19	2019-20	2020-21
SeaChange Arts	Annual Grant for Youth and Community Outreach Programme and Outthere Festival	58,500	<i>58,500</i>	<i>58,500</i>	<i>58,500</i>
St Georges Theatre Trust	Core Funding	25,000	<i>20,000</i>	<i>10,000</i>	<i>10,000</i>
Great Place Match-Funding	To support cultural place-shaping activities, that will include the Town Centre and Waterways programmes.	13,750	<i>13,750</i>	<i>13,750</i>	
<i>Unallocated</i>	<i>Unallocated funds to be considered for investment decisions in partnership with the Cultural Board</i>	494	<i>5,494</i>	<i>15,494</i>	<i>29,244</i>
Total		97,744	<i>97,744</i>	<i>97,744</i>	<i>97,444</i>

4. NEXT STEPS

4.1. The appointment of a strategic lead for culture will be of vital importance moving forwards, particularly in relation to the development of a cultural board and the pursuit of further investment opportunities for the borough. The cultural board will be established by early summer with a dedicated work programme following soon after.

5. CONCLUSIONS

5.1. The cultural agenda will continue to present a number of opportunities to the borough over coming months and years. The strategic positioning of culture as a place-shaping tool will enable further dialogue with the Local Enterprise Partnership both in terms of town centre redevelopment and further opportunities with Cultural Tourism. The council will be well-placed to progress these opportunities in conjunction with a Cultural Board of co-investors.

6. RECOMMENDATIONS

6.1. The Economic Development Committee is recommended to

- i. Note the progress made to date towards the implementation of the Culture Strategy.
- ii. Note the progress towards creating a sustainable business model for St Georges Theatre moving forwards.
- iii. Note the successful grant award through the Great Place Scheme.
- iv. Approve the budget allocations for 2017-18 as outlined in 3.2 of this report.
- v. Confirm that a representative from the committee will be appointed to sit on the Great Yarmouth Cultural Board.

Area for consideration	Comment
Monitoring Officer Consultation:	
Section 151 Officer Consultation:	
Existing Council Policies:	
Financial Implications:	

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

Subject: Building our Industrial Strategy - Green Paper (January 2017)

Report to: EMT 23 March 2017
Economic Development Committee 3 April 2017

Report by: Peter Wright, Economic Development Officer

SUBJECT MATTER/RECOMMENDATIONS

Members are asked to note the content of the Government's 'Industrial Strategy' Green Paper and consider a response to the consultation.

Members are asked to note the focus on energy, infrastructure and skills. Great Yarmouth is a growth area for the New Anglia Local Enterprise Partnership with energy, the port and Enterprise Zones at the forefront.

Members are recommended to encourage Government to produce a strategy that will drive growth in Great Yarmouth through key sector development, infrastructure provision and skills development.

1. Introduction/Background

The Government has published a Green Paper for consultation (deadline 17 April 2017) to aid the development of a long term industrial strategy to provide a policy framework against which major public and private sector investment decisions can be made with confidence. Councils are invited to work together with the Government to develop jointly plans to help every place meet its potential.

2. Industrial Strategy (January 2017)

- 2.1 The approach of the Government in this document is to create a stronger economy and a fairer society that works for everyone across the UK. This is a new strategy for the post BREXIT era.
- 2.2 The Green Paper sees the following major challenges: to build on the UK's strengths, close the productivity gaps and make the UK the most competitive place to grow a business.
- 2.3 The objective of the Industrial Strategy is to improve living standards and economic growth by increasing productivity and driving growth across the whole country. The nature of challenge is to address the disparities in economic performance in terms of wages and productivity compared both internationally and regionally. For example London's Gross Value Added per head is 72 % higher than the UK average. 61% of people in the UK live in places with an income 10% below the national average.

10 Pillars of the Industrial Strategy

- 2.4 This section of the report outlines the Government's 10 pillars, summarizing the issues identified that need to be addressed, outlining the Government response and adding a comment from a Great Yarmouth point of view.

2.5 A. Investing in science, research and innovation

Issues: The UK is not good at commercialization and does not spend as much as other countries. Spend is focused on Oxford/Cambridge/London (46% of Research Council/Higher Education Funding Council).

Proposal: New Research and Development investment planned with an Industrial Strategy Challenge Fund to support smart, clean digital and innovative technologies. Energy storage research institute planned.

GY: Renewables Catapult to encourage innovation is an initiative that is not yet happening in Great Yarmouth. Sector specific innovation funds and an Industry Challenge Fund are available.

2.6 B. Developing skills

Issues: The UK has some of the top universities but technical education has been relatively neglected. Too few people with technical qualifications and too many under performing schools.

Proposal: New system of technical education with simplified qualifications and easier access. Consulting on how to boost Science, Technology, Engineering and Maths skills at all levels, transition year at 16 to reduce drop out rates and more help for re-training and lifelong learning. Announcements made in the Spring Budget 2017.

GY: College merger should put East Coast College in a good place to react to the new opportunities. The proposed Energy Skills Centre will be an important part of that.

2.7 C. Up-grading infrastructure

Issues: Transport infrastructure lagging behind in G7 Countries. Partly due to a lack of long term planning and the alignment of planning for industry and housing.

Proposal: National Productivity Investment Fund £23bn from 2017-22 for transport, fibre broadband and 5g mobile. New Infrastructure Commission and Projects Authority. Decisions made on Hinkley Point C, Heathrow and HS2. Housing Infrastructure Fund £2.3bn and £1.7bn Accelerated Construction programme.

GY: Sizewell C is more likely after Hinkley approval. Major infrastructure bids submitted for Great Yarmouth's Third River Crossing and tidal defences are utilizing separate funding streams. Also, proposals from Highways England for A47 improvements are funded by the Regional Investment Strategy.

2.8 **D. Supporting business to start up and grow**

Issues: World leading finance centre and ranked 3rd for start-ups, but fewer companies scale up successfully. The UK invests 2-3 % less GDP in fixed capital.

Proposal: The Patient Capital Review into the barriers to long term investment will identify the most effective ways to improve the availability of patient capital for growing businesses. Views on how to address the factors constraining quoted companies and fund managers from making longer-term investment decisions. To work with the British Business Bank and the Scale Up Institute to help to address the relative weakness of venture capital funding and entrepreneurship networks outside the South East.

GY: A national programme of start up support and growth acceleration is needed. Initiatives to help businesses to diversify from an over reliance on one sector would be helpful i.e. oil and gas downturn.

2.9 **E. Improving procurement**

Issues: Government spend represents the equivalent of 14% of GDP which could be used strategically to encourage competition, innovation.

Proposal: The Government has launched an independent review of how strategic procurement can be used to support businesses developing innovative new products and services. The Government is rolling out the "balanced scorecard", across all major construction, infrastructure and capital investment projects over £10 million, including the National Infrastructure and Construction Pipeline²⁴. The scorecard will ensure the impact of procurement on the growth of small business and UK supply chains, skills and apprenticeships is taken into account when considering the value for money of different bids.

GY: The 'UK content' approach adopted in the 'contracts for difference' for offshore wind subsidy should be used more widely in public sector contracts, along with stipulating training and development requirements.

2.10 **F. Encouraging trade and inward investment**

Issue: The UK is number 1 for foreign direct investment, but not enough companies export.

Proposal: The new Department for International Trade established, increased export finance and new consortia approach for major overseas contracts. More work to develop local area and key sector promotion.

GY: Centre for Offshore Renewable Engineering status for Great Yarmouth/Lowestoft has diminished in importance in terms of renewables. Danish Government acts to guarantee wind developments in home waters. Government could help with bonds to assist collaborative bidding in oil and gas /wind projects. GYBC/NCC are taking local companies with them to offshore wind exhibitions to promote trade and investment.

2.11 **G. Delivering affordable energy and clean growth**

Issues: Keep down energy costs, co-ordinate changes to energy infrastructure and secure the benefits of the transition to a low carbon and resource efficient economy.

Proposal: The Government will set out a long-term roadmap in 2017 to minimise business energy costs, having reviewed the cost of achieving the decarbonisation goals in the power and industrial sectors. The review will cover how best to support greater energy efficiency, the scope to use existing instruments to support further reductions in the cost of offshore wind once current commitments have been delivered, and how Government can best work with the regulator Ofgem to ensure markets and networks operate as efficiently as possible in a low-carbon system. The Government will also review the opportunities for growth from the energy sector and the opportunities for the UK e.g. the use of new grid technologies for electric vehicles. To ensure that new energy technologies are developed here and the UK benefits from global investment in this area the Government has doubled support for energy innovation, and are already investing over £600 million.

GY: To ensure the continued reduction in costs, the offshore wind sector needs certainty over the future funding regime from Government. Further Contract For Difference rounds should be instituted to ensure industrial scale development.

2.12 **H. Cultivating world leading sectors**

Issue: Open door challenge to businesses for sector deals to redress regulation, innovation, export etc.

Proposal: Invite private sector proposals to address sectoral productivity.

GY: Oil and gas could be the subject of a sector deal especially in regard to the plan for the Southern North Sea (SNS) which is being prepared. This could develop regional ideas for late life development, decommissioning, pipeline re-use and diversification together with the necessary supply chains of local companies. Both tourism and offshore wind could also benefit from

collaborative approaches through sector deals.

2.13 **I. Driving growth across the whole country**

Issue: Economic imbalances between different parts of Britain are larger than our competitors, with incomes and living standards lagging behind in too many parts of the country. These disparities hold back the country's growth and limit opportunities for too many people.

Proposal: Decentralized governance in terms of the Housing Infrastructure Fund and local road/transport funding £1.1bn. Major infrastructure up-grades Midlands Rail Hub/Northern Powerhouse Rail. New approaches to address skills disparities at a local level will be tested. New funding for localised support for key sectors in terms of research, innovation and commercialisation.

GY: Lyons Review in the past offered the prospect of re-location of central government jobs. Diversification in industrial sectors would help address over reliance and raise productivity. Education Action Zone designation in the past to address long standing educational performance.

2.14 **J. Creating the right institutions to bring together sectors and places.**

Issue: Build on or create the right institutions to support development over the long term.

Proposal: Develop local area clusters and the necessary institutions. Support supply chain development and inward investment. Consider re-location of public agencies. Creation of new educational institutions. Local Government freedoms.

GY: We have the right institutions e.g. Local Enterprise Partnership, Chamber of Commerce and trade associations such as East of England Energy Group and the Greater Yarmouth Tourism and Business Improvement Area.

The Lyons Review considered the re-location of Government offices to balance economies.

3. **Views of other organisations**

3.1 Both the Norfolk County Council and the New Anglia Local Enterprise Partnership are considering the Green Paper at their next meetings in March 2017.

3.2 **Norfolk County Council**

3.3 The County Council have framed their discussions of the Industrial Strategy

to focus on the 3 sectors which both Norfolk CC and the New Anglia LEP believe have a genuine competitive advantage and can contribute to the national growth i.e. Energy, the BIO Economy and ICT/Digital Creative. In showcasing these sectors Norfolk CC believes that it can highlight the skills, business support and infrastructure requirements needed to sustain and grow these sectors locally. The aim is to maintain a high level response targeted to have impact.

3.4 Norfolk CC have held workshops with key stakeholders to gain early feedback and the following key issues have emerged:

- The development of leadership skills
- Connectivity
- Profile raising
- Research and investment approach

3.5 The Norfolk CC report describes the 3 key sectors in more detail starting with Energy. This section describes the energy offer in the region, the importance of Great Yarmouth, the need for investment in the Great Yarmouth Third River Crossing and the Acle Straight, the importance of the port and the need to address skills issues. In this regard the report mentions the East Coast College's proposed Energy Skills Centre and the idea for an innovation centre in the Enterprise Zone.

3.6 **New Anglia Local Enterprise Partnership**

3.7 Again, the New Anglia LEP focuses on a high level narrative outlining the strong messages that they would like to see in the Strategy. There will be an evidence based submission that demonstrates Norfolk and Suffolk's economic assets, ambition and opportunity. The New Anglia LEP are working with Local Authorities, businesses, stakeholders, education providers and business organisations to reach a collective position.

3.8 The framework for the New Anglia LEP's response will be as follows:

Place

- A strong narrative on the importance of place in ensuring we build the right skills, infrastructure, business support needed for inclusive growth
- Focus on our world-leading sectors (Agri-tech, Energy and ICT) with thought given to potential sector deals
- Clear and shared understanding of future growth opportunities and the collective and individual roles of private and public organisations in realising the potential

Scale

- Identifying what could be scaled-up and what interventions are needed to do this and when

- Working across our key sectors to fully capitalise on opportunities for scaling up

Interventions

- Longer term decision-making
- Increased revenue and capital funding with local flexibility
- Place-based and evidence-based
- Invitation to pilot schemes in Norfolk and Suffolk

Collaborations and Institutions

- Better join-up/coherence in policy and funding
- Greater local autonomy – understanding place, how local economy contributes nationally, internationally and delivers inclusive growth
- Identifying areas for collaboration which will complement our strengths

4. Conclusions

- 4.1 The Government is consulting on a wide range of issues pertinent to the future development of the UK economy. Norfolk CC and the New Anglia LEP have identified Energy as a key sector for the development of the regional economy. Taking the 10 pillars of the strategy there is something that can be done in each to help develop the local Great Yarmouth economy. However, the education and skills issues, the sector development plans, the certainty of the wind energy finance regime and continued infrastructure provision support need prioritising.

5. Recommendations

- 5.1 Members are asked to note the focus on energy, infrastructure and skills. Great Yarmouth is a growth area for the New Anglia Local Enterprise Partnership with energy, the port and Enterprise Zones at the forefront.
- 5.2 Members are recommended to encourage Government to produce a strategy that will drive growth in Great Yarmouth through key sector development, infrastructure provision and skills development.

6. Background Papers

HMG Building our Industrial Strategy, Green Paper January 2017

Norfolk County Council, Policy and Resources Committee (March 2017), Item 11 Industrial Strategy Green Paper

New Anglia LEP Board Paper (March 2017) Item 11

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:	The Plan & Great Yarmouth Economic Growth Strategy
Financial Implications:	N/A
Legal Implications (including human rights):	N/A
Risk Implications:	N/A
Equality Issues/EQIA assessment:	N/A
Crime & Disorder:	N/A
Every Child Matters:	N/A

The 10 pillars



Investing in science,
research & innovation



Developing skills



Upgrading
infrastructure



Supporting businesses
to start and grow



Improving
procurement



Encouraging trade
& inward investment



Delivering
affordable energy
& clean growth



Cultivating
world-leading sectors



Driving growth
across the
whole country



Creating the right
institutions to bring together
sectors & places

Subject: Great Yarmouth Economic Growth Strategy 2017-21

Report to: EMT 23 MARCH 2017
ECONOMIC DEVELOPMENT COMMITTEE 3 APRIL 2017

Report by: Peter Wright, Economic Development Officer

SUBJECT MATTER

The revised Great Yarmouth Economic Growth Strategy 2017-2021.

DECISIONS/RECOMMENDATIONS

Members are asked to approve the revised Great Yarmouth Economic Growth Strategy 2017-21

1 INTRODUCTION

- 1.1 Following consideration of a draft Great Yarmouth Economic Growth Strategy at the November 2016 Economic Development Committee, Members approved the draft for consultation.

2 CONSULTATION

- 2.1 The draft Great Yarmouth Economic Growth Strategy was distributed to 60 key stakeholders on 29 November 2016 for a consultation period which ran until 6 January 2017.

Detailed responses were received from:

- EEEGR/Skills for Energy
- Norfolk Chamber of Commerce
- Mark Goodall, New Anglia Local Enterprise Partnership Board member
- Peel Ports Great Yarmouth
- Mike Dowdall, Suffolk County Council Economic Development Manager

3 THE NEW STRATEGY

- 3.1 Most responses received during the consultation period focussed on the finer detail of content, which can be regarded as an implicit approval of the main thrust of the document.
- 3.2 It was felt by consultees that the document had become too detailed, particularly as more detail had been requested from other consultees (for instance on

housing, or highlighting the role of EEEGR). Therefore, a more concise and focused document has been produced with a clear Action Plan.

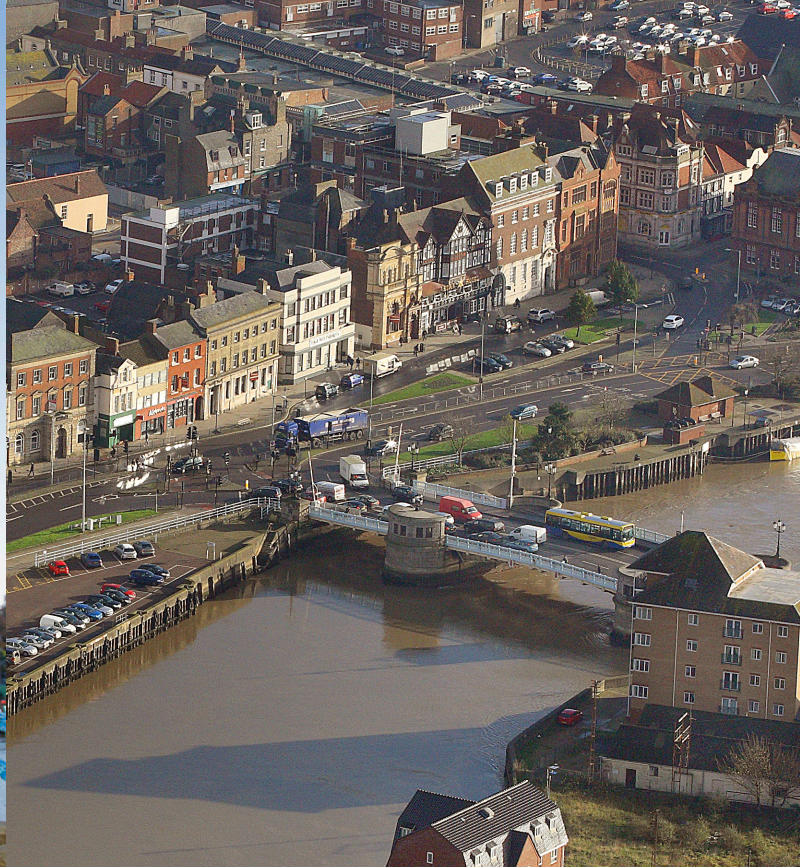
- 3.3 This new document has the same structure, strategy and actions but with explanatory detail removed. As such, it is much brighter, lighter and easier to read. It also concentrates more on the strategy itself and less so the underlying reasons for it.
- 3.4 The Action Plan will be monitored and reviewed regularly with new elements added and completed actions recognised. The key priorities will remain for the period of the strategy.
- 3.5 It is intended that the fuller version will 'sit underneath' this more concise and fresher strategy and be available for reference.

4 DECISIONS/RECOMMENDATIONS

- 4.1 Members are asked to approve the new look Great Yarmouth Economic Growth Strategy 2017-21 together with the associated Action Plan.

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	
Monitoring Officer Consultation:	N/A
Section151 Officer Consultation:	N/A
Existing Council Policies:	Corporate Plan Economic Development Strategy 2011-16
Financial Implications:	Within budget
Legal Implications (including human rights):	N/A
Risk Implications:	N/A
Equality Issues/EQIA assessment:	N/A
Crime & Disorder:	N/A
Every Child Matters:	N/A



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Welcome to the Great Yarmouth Borough Council's Economic Growth Strategy 2017-2021, which sets out the planned approach to support the growth of the local economy over the next four years.



The Borough Council has bold ambitions, coupled with a determination to do what is necessary to realise them. From the enterprise zone to Neighbourhoods That Work, the Borough Council has a record of action in delivering its vision or addressing the challenges it faces. It is our intention to continue this pro-active approach and to do so together with local stakeholders and businesses.

Our Corporate Plan prioritises the economy, with particular emphases on growth; neighbourhoods; tourism, culture and heritage; the town centre and infrastructure. These are reflected in this strategy's structured and joined-up approach.

I am proud of the strengths this Borough possesses and am determined that we work together to achieve our true potential. I look forward to reporting the progress made on the activities outlined here and also in continuing our strong record of partnership working with organisations across the Borough as we realise our vision for Great Yarmouth together.

Councillor Barry Coleman, Chair - Economic Development Committee

A handwritten signature in black ink, which appears to read 'Barry Coleman'.

THE STRATEGY

Great Yarmouth is a borough with many strengths: it is the main service base in England for the offshore energy industry and has a thriving tourism sector. There are also new opportunities for the borough in sectors such as offshore wind and culture-led urban regeneration. There are challenges too. The strategy aims to address the challenges and meet new opportunities through further growth in the Borough's key sectors and by putting a new emphasis on Place:

"The Council as an enabler of economic growth will focus on strong place leadership, increasingly engaging with and helping to transform neighbourhoods and communities." – 'The Plan'

This Economic Strategy has been developed through a review of previous documents, policies and commissioned studies as well as consultations with local stakeholders. It sets out in detail the key sectors best-placed to deliver employment growth, prospects that are to be realised and the challenges in particular sectors that need addressing over the next four years.

The Strategy is to lead a place-making agenda that changes how Great Yarmouth is perceived and understood amongst residents, visitors, existing and new businesses, investors and potential workers.

Leadership of this strategy resides with the Economic Development Committee. The strategy is realised through the implementation of the Action Plan. Its implementation in turn is reported to and monitored by the Economic Reference Group, whose membership consists of partners from a wide-range of stakeholder groups, including further education, cultural and industry groups. An annual benchmarking report will summarise progress. Progress will be reported to the Economic Development Committee and further direction is taken from the Committee.

The Action Plan will deliver the growth and development in each field. The individual actions are grouped under the four broad aims that encompass the strategy's vision on Place, Key Sectors, Workforce Development and Infrastructure:

- **A Destination In Which To Invest, Work, Visit and Live**
- **Key Sector Development and Sustainability**
- **Developing communities, entrepreneurship and the workforce**
- **A Prosperous Physical Environment and Improved Infrastructure**

The challenges and opportunities of each part of the local economy are described in this document. The actions shown at the end of the document will facilitate the development of each area of the economy. Whilst these aims will guide the strategy's implementation over the next four years, the actions that sit beneath these aims can be revised as it progresses.

This strategy builds upon the preceding document, which covered the period from 2011 to 2016. This strategy was informed by an extensive employment growth study that identified three sectors most likely to improve the employment prospects in the Borough (Energy, Engineering and Advanced Manufacturing , Port & Logistics and Tourism). Since then, the New Anglia Local Enterprise Partnership's Strategic Economic Plan, which considers the sub region of Great Yarmouth and Lowestoft to represent a key growth location, has also reiterated that the energy, advanced manufacturing and engineering sectors are an important opportunity for the Borough. In addition, the Department for Culture, Media and Sport's White Paper on Culture (March 2016), highlighted the importance of culture and heritage in a local economy and this aspect is now included. Consequently, we are able to identify these three sectors to be central to the strategy's success:

- Energy, Engineering and Advanced Manufacturing
- Port & Logistics
- Tourism, Culture & Heritage

These sectors are also the core of the New Anglia LEP's work, and key to driving economic growth, improving productivity and stimulating innovation in the region. Therefore the sustainability and growth of these sectors, and access to these sectors, feature prominently in the Action Plan.

ECONOMIC CONTEXT

Great Yarmouth, situated between the harsh North Sea and the picturesque Norfolk Broads, boasts world-class knowledge in the offshore oil and gas and wind industries, a 24-hour accessible port with deep-water outer harbour and a host of internationally-renowned companies.

For more than 50 years, Great Yarmouth has been the main operations and maintenance base for gas extraction in the Southern North Sea, and is also well positioned to secure investment in future offshore wind farm developments and decommissioning opportunities.

As a vote of confidence in the growth prospects of the port and wider borough, the port company now has new owners, Peel Ports, which operates some of the largest ports in the UK and Ireland and has investment plans for Great Yarmouth.

Great Yarmouth has a wide range of industrial and commercial land and premises at competitive rates and one of the UK's most successful Enterprise Zones. Great Yarmouth also benefits from Assisted Area Status, which brings enhanced rates of public assistance, and is also designated as a Centre for Offshore Renewable Engineering.





1

A DESTINATION IN WHICH TO INVEST, WORK, VISIT AND LIVE

OUR AIM: To 'create a stronger sense of place' within Great Yarmouth, as aspired to in the Borough's Corporate Plan.

THE FOUR MAIN OBJECTIVES ARE:

- **Invest:** Encouraging investors to 'buy into' the Borough's renewed sense of place resulting in higher business investment
- **Work:** Attracting and retaining new cohorts of people and highly skilled workers
- **Visit:** Unlocking new visitor markets for the Borough

Live: Making the Borough an attractive place to live through cultural renaissance

'The Council as an enabler of economic growth will focus on strong place leadership, increasingly engaging with and helping to transform neighbourhoods and communities'

On considering the investment of their life or capital into a town, the perception of place is a key consideration for attracting capital investment, high skilled labour and new visitor markets to an area — perceptions can also impact on the existing business community and may also prove pivotal for potential investors.

OUTCOMES: As with all the four aims, the Strategy's Action Plan will propose a schedule of measures to advance the aim, which can be updated. A rolling completion of the actions will help towards achieving these key outcomes:

- Higher investment and participation from the private sector in culture
- Enhanced cultural place-making, improving graduate and skilled-worker retention, increased presence of creative industries and creating new visitor markets
- Revived evening economy
- Transform Great Yarmouth's arrival experience by creating a network of attractive, vibrant and well-connected neighbourhoods to create a new gateway to the town



2

KEY SECTOR DEVELOPMENT AND SUSTAINABILITY

OUR AIM: To facilitate further growth and ensure sustainability in the Borough's three key sectors — namely, Tourism & Culture; Energy, Engineering & Advanced Manufacturing and Port & Logistics.

The preceding Strategy was built around the concept of Key Sectors, identified to be the primary source of new employment and growth in the Borough. This focus retains that logic, but with a broader approach which allows for cultural development and place shaping. Great Yarmouth hosts a varied and strong industrial base, including a wealth of experience in the energy, engineering, manufacturing and boatbuilding sectors, all of which continue to be important industries serving customers across the globe.

THE OBJECTIVE is to assist the further growth and sustainability of companies in the three key sectors, through supply chain development, promotion and access to finance.

Energy, Engineering and Advanced Manufacturing: Since the discovery of gas in the Southern North Sea (SNS) in the 1960s, Great Yarmouth has grown to be one of the largest service bases in the UK, rivalled only by Aberdeen. The Borough is home to both international companies and small independent firms all contributing to this mature industry. Since the construction of the Scroby Sands windfarm in 2003, Great Yarmouth has developed its capability to both construct and maintain windfarms.

Tourism and Culture: As a holiday destination for generations, Great Yarmouth is now the third largest seaside resort in the UK. The tourism industry contributed over £591m annually to the local economy through both overnight visitors and day visitors. Traditional tourism remains a bedrock of the economy, with up to 30% of total employment in the borough reliant on the industry.

Great Yarmouth Borough Council has recently agreed its first ever Culture Strategy, 'Making Waves', which sets out a clear and ambitious vision for the role of culture in supporting success in the borough. Making Waves has five key objectives: Securing our cultural infrastructure to expand and enrich our cultural offer, ensuring that the cultural sector makes the fullest possible contribution to the economic success of the borough, supporting vibrant neighbourhoods and communities, making Great Yarmouth a more vibrant place to live, work and invest and better connecting and supporting our creative community

Port and Logistics: Peel Ports Great Yarmouth accommodates vessels of up to a maximum 30,000 dwt (deadweight tons) and has a wide range of berths and quays in the deepwater Outer Harbour and in the river. Peel Ports have already attracted a variety of different cargoes to the port, including cars, supplementing the oil and gas, bulk cargoes (e.g. grain) and wind business.

OUTCOMES: The outcomes assigned to this aim are:

- Diversified and resilient industry, able to exploit new markets
- Expanded year-round tourism and cultural offer
- Further development of the Port facilities and business base



3 DEVELOPING COMMUNITIES, ENTREPRENEURSHIP AND THE WORKFORCE

OUR AIM: To ensure that people in the Borough have the right opportunities to succeed. This need extends from the Key Sectors, where upskilling may be paramount, to the residents of the Borough's deprived neighbourhoods.

A smaller proportion of Great Yarmouth's population have 'high-end' skills and are qualified to NVQ Level 4 (degree level or higher) than the national and regional averages. At the other end of the scale, the share of the population with no qualifications is higher than the regional and national averages.

THE OBJECTIVE is to increase the economic activity of the working age population by promoting enterprise, addressing barriers to employment and providing training in the key sectors.

There are a number of significant programmes involved in this field within the Borough. The 'Neighbourhoods that Work' programme aims to support private, public and voluntary sector organisations to transform the way services are delivered by working more collaboratively, with each other and local communities in Great Yarmouth, whilst enterpriseGY is primarily tasked with encouraging enterprise and helping residents start or grow their business but also has a remit to support existing businesses, including tourism and cultural enterprises.

Skills for Energy, one of the East of England Energy Group's core programmes, is led by industry. Its primary aim is to ensure the ongoing diversity and volume of skilled individuals to support the continued life and wellbeing of the energy sector. STEM skills are vital to the borough's economy and encouraging a joined-up approach from Skills for Energy, further education colleges, Job Centre Plus and other stakeholders is pivotal.

OUTCOMES: The outcomes assigned to this aim are:

- Greater entrepreneurialism
- Improved business resilience
- Business growth
- Less seasonality in employment
- More highly skilled workforce, reflective of local industry needs
- More economically active workforce
- Residents in deprived communities able to engage with the economy
- A better match of the demand and supply of skills



4

A PROSPEROUS PHYSICAL ENVIRONMENT AND IMPROVED INFRASTRUCTURE

**OUR AIM: TO CREATE THE RIGHT ENVIRONMENT IN WHICH TO INVEST, WORK, VISIT
AND LIVE.**

THE OBJECTIVE is to provide land and premises for energy sector development, improved transport, broadband connectivity and flood defences and advance a clear plan for a revived town centre.

‘Creating prosperous and sustainable communities can only be done if the necessary infrastructure is in place. Effective and co-ordinated investment in the right infrastructure, of the right quality and at the right time, is essential to achieve the objectives of the emerging Local Plan and to ensure the sustainable economic, social and environmental future of the borough’ – Infrastructure Plan, 2014

Great Yarmouth Borough Council’s Infrastructure Plan (2014) sets out a rolling programme of the infrastructure that is required to support the new development in the Great Yarmouth Local Plan. Trunk road improvements to the A47, notably the dualling of the Acle Straight, the Great Yarmouth Third River Crossing and improved tidal defences along the River Yare are key components.

OUTCOMES: The measures outlined in the Action Plan intend to create the conditions for the following outcomes:

- An improved town centre
- Increased occupancy of Beacon Park
- Improved public realm
- Inward investment and expansion of businesses requiring access or proximity to the port
- Attracting the services sector to broaden the economic base
- Transport and infrastructure will be joined up and much improved
- Residents, businesses and visitors will access and travel throughout the borough with ease
- Great Yarmouth will become a smart borough utilising technology to enable all to live with ease and convenience and the roll out of fast broadband completed

5

ACTION PLAN

A Destination In Which To Invest, Work, Visit and Live

Aim 1	Actions	Lead Delivery Partner	Secondary Delivery Partner
1.1	Communicate with Great Yarmouth businesses and potential investors	GYBC EDU	GYBC Marketing
1.2	Establish the Great Yarmouth Cultural Board	GYBC Neighbourhoods & Communities	St George's Theatre; Greater Yarmouth Tourism and Business Investment Area; Seachange; enterpriseGY
1.3	Advance the Great Yarmouth Waterfront redevelopment project	GYBC Strategic Planning	
1.4	Promote the Greater Yarmouth area to visitors and investors	GYBC Tourism; Greater Yarmouth Tourism and Business Investment Area	

Key Measurables	Timescale	Outcomes
<ul style="list-style-type: none"> • Publish two 'Business' EDU Newsletters per annum; • Publish Business Support Guide and Inward Investment Prospectus" • Board established, meeting regularly with a broad membership • Supplementary Planning Document Great Yarmouth Waterfront • Expanded programme of Heritage Guided Walks • New Group Travel Advertising Campaign 	<ul style="list-style-type: none"> • 2x Newsletter per annum (spring and autumn) • Publish Business Support Guide and Inward Investment Prospectus: October 2017" • Autumn 2017 • Autumn 2017 • September 2017 	<ul style="list-style-type: none"> • Higher investment from the private sector in culture • Enhanced cultural place-making, improving graduate and skilled-worker retention, increased presence of creative industries and creating new visitor markets • Revived evening economy • Transform Great Yarmouth's arrival experience by creating a network of attractive, vibrant and well-connected neighbourhoods to create a new gateway to the town

Key Sector Development and Sustainability

Aim 2	Actions	Lead Delivery Partner	Secondary Delivery Partner
2.1	Prepare supply chain data for all key sectors	GYBC EDU; East of England Energy Group (EEEGR)	
2.2	Promote key sector opportunities at international trade fairs and conferences	GYBC EDU; East of England Energy Group (EEEGR)	Enterprise Zone Working Group
2.3	Obtain private sector support for cultural place-making	Cultural Board	enterpriseGY
2.4	Increase in the number of Great Yarmouth businesses accessing available grants	New Anglia Local Enterprise Partnership Growth Hub; GYBC EDU	
2.5	Ensure the Enterprise Zone's Oil and Gas Taskforce funding is taken up by Great Yarmouth businesses	New Anglia Local Enterprise Partnership Growth Hub; GYBC EDU	Enterprise Zone Working Group

Key Measurables		Timescale	Outcomes
<ul style="list-style-type: none"> Decommissioning Supply Chain Matrix Databases established 	<ul style="list-style-type: none"> November 2017 		<ul style="list-style-type: none"> Diversified and resilient industry, able to exploit new markets Expanded year-round tourism and cultural offer Further development of the Port facilities and business base
<ul style="list-style-type: none"> Attendance at Offshore Wind Energy Attendance at Offshore Europe 	<ul style="list-style-type: none"> Offshore Wind Energy: London, June Offshore Europe: Aberdeen, September" 		
<ul style="list-style-type: none"> Evidenced private sector support (£) 	<ul style="list-style-type: none"> October 2017 		
<ul style="list-style-type: none"> Increase in applications from Great Yarmouth businesses as reported by New Anglia Local Enterprise Partnership 	<ul style="list-style-type: none"> June 2017 		
<ul style="list-style-type: none"> Increase in applications from Great Yarmouth businesses as reported by New Anglia Local Enterprise Partnership 	<ul style="list-style-type: none"> June 2017 		

Developing communities, entrepreneurship and the workforce

Aim 3	Actions	Lead Delivery Partner	Secondary Delivery Partner
3.1	Assist 100 residents a year to start up a business	enterpriseGY	
3.2	Advise and support small business to grow, diversify and be sustainable	enterpriseGY	New Anglia Local Enterprise Partnership Growth Hub
3.3	Hold or support events to promote entrepreneurial skills	enterpriseGY	
3.4	Provide support to local residents to access employment, address complex needs and drive community development to improve life chances for people living in more deprived areas of the borough"	Neighbourhoods that Work	
3.5	Develop a programme of training, customer focus and related quality assurance for all Great Yarmouth businesses associated with tourism	GYBC Tourism; Greater Yarmouth Tourism and Business Investment Area	enterpriseGY; FE Colleges;
3.6	To deliver a skills event within the region working collaboratively with a variety of organisations	Skills for Energy	Further Education Colleges

Key Measurables	Timescale	Outcomes
<ul style="list-style-type: none"> 100 start-ups per annum 	<ul style="list-style-type: none"> May 2017 	
<ul style="list-style-type: none"> 60 per annum 	<ul style="list-style-type: none"> May 2017 	<ul style="list-style-type: none"> Greater entrepreneurialism
<ul style="list-style-type: none"> 18 per annum 	<ul style="list-style-type: none"> May 2017 	<ul style="list-style-type: none"> Improved business resilience
<ul style="list-style-type: none"> 300 people seamlessly supported by Life Connectors to receive appropriate specialist support. 150 long term unemployed people provided with up to 12 months transitional support by Life Connectors as part of welfare to work transition." 	<ul style="list-style-type: none"> Progress Report by June 2017 	<ul style="list-style-type: none"> Business growth Less seasonality More highly skilled workforce, reflective of local industry needs
<ul style="list-style-type: none"> Programme initiated 	<ul style="list-style-type: none"> December 2017 	<ul style="list-style-type: none"> More economically active workforce Residents in deprived communities able to engage with the economy
<ul style="list-style-type: none"> Number of external organisations which volunteer their support in relation to the event. Total number of students attending the event. Percentage of students indicating that they would be interested in pursuing a career within the energy industry in the future. 	<ul style="list-style-type: none"> December 2017 	<ul style="list-style-type: none"> A better match of skills and supply demands Ensure the ongoing diversity and volume of skilled individuals to meet industry's needs, both now and in the future.

A Prosperous Physical Environment and Improved Infrastructure

Aim 4	Actions	Lead Delivery Partner	Secondary Delivery Partner
4.1	Reinvest Enterprise Zone retained Business Rates to promote the growth of the zone and the energy sector	Enterprise Zone Working Group; GYBC EDU; GYBC Property; Norfolk CC	New Anglia Local Enterprise Partnership
4.2	Make ready the extensions to the South Denes and Beacon Park Enterprise Zone sites	New Anglia Local Enterprise Partnership; GYBC (Property; EDU)	
4.3	Underused Energy Park sites in the South Denes brought back to the market	GYBC; Great Yarmouth Development Company	
4.4	Completion of the Town Centre Masterplan	GYBC	
4.5	Create a coordinated a response to urban blight	GYBC	
4.6	Advance the business case for the Third River Crossing	GYBC; NCC; New Anglia Local Enterprise Partnership	Norfolk Chambers of Commerce
4.7	Work with the A47 Alliance to seek the full dualling of the route through to Peterborough and promote dualling the Acle Straight	GYBC; NCC; New Anglia Local Enterprise Partnership; A47 Alliance	Norfolk Chambers of Commerce
4.8	Campaign for funding to improve the flood defences along the River Yare	Great Yarmouth's Tidal Defences Business Partnership;	New Anglia Local Enterprise Partnership; Environment Agency

Key Measurables		Timescale	Outcomes
<ul style="list-style-type: none"> Increase in floor space and jobs in the Enterprise Zone 	<ul style="list-style-type: none"> Quarterly report 		<ul style="list-style-type: none"> An improved town centre Increased occupancy of Beacon Park Improved public realm Inward investment and expansion of businesses requiring access or proximity to the port Attracting the services sector to broaden the economic base Transport and infrastructure will be joined up and much improved Residents, businesses and visitors will access and travel throughout the borough with ease Great Yarmouth will become a smart borough utilising technology to enable all to live with ease and convenience and the roll out of fast broadband completed
<ul style="list-style-type: none"> 10Ha additional allocation at Beacon Park; addition of three individual sites on South Denes 	<ul style="list-style-type: none"> July 2017 		
<ul style="list-style-type: none"> Land (ha) available 	<ul style="list-style-type: none"> July 2017 		
<ul style="list-style-type: none"> As described 	<ul style="list-style-type: none"> May 2017 		
<ul style="list-style-type: none"> Property Enforcement Board outputs 	<ul style="list-style-type: none"> July 2017 		
<ul style="list-style-type: none"> Prepare Business Plan 	<ul style="list-style-type: none"> August 2017 		
<ul style="list-style-type: none"> Business Plan Funding (£)" 	<ul style="list-style-type: none"> July 2017 		
<ul style="list-style-type: none"> To be evidenced (e.g. £ private and £ public investment) 	<ul style="list-style-type: none"> July 2017 		

Subject: Shopfront Improvement Grant Scheme Subcommittee

Report to: EMT- 23 March 2017
Economic Development Committee- 3 April 2017

Report by: Kate Watts (Transformation Programme Manager) & Kellie Colby (Senior Business Advisor)

RECOMMENDATIONS

It is recommended that Economic Development Committee approve the terms of reference for the Shopfront Improvement Grant Scheme Subcommittee and approve the subcommittee recommendations for the awarding of grant funding to recent applicants of this scheme.

1. INTRODUCTION

1.1 The Economic Development Committee agreed to support the Shopfront Improvement Grant Scheme on 21 November, 2016, with a fund of £60,000. It was agreed that a subcommittee would be formed to meet regularly to review the applications with the view of determining acceptance or rejection and the level of grant successful applications would receive.

1.2 The members of the subcommittee are Cllr B Coleman, Cllr K Grey and Cllr M Jeal. The Subcommittee met for the first time on Thursday, 16th March, 2017.

2. TERMS OF REFERENCE

2.1 At this meeting it was noted that the terms of reference were yet to be agreed for the subcommittee. Terms of reference have subsequently been drawn up by Nplaw for approval by this committee, see appendix 1.

3. REVIEW OF GRANT APPLICATIONS

3.1 During this meeting the subcommittee also reviewed eight applications and in doing so established a number of recommendations for approval by this Economic Development Committee. See appendix 2 for these recommendations.

4. FINANCIAL IMPLICATIONS

4.1 There is a fund of £60,000 allocated to the scheme with a maximum grant of £3,000 allowed for each applicant upon acceptance of their application by and subject to approval of their claim form by the subcommittee.

5. RISK IMPLICATIONS

5.1 Risks are mitigated by officers and the Shopfront Improvement Scheme Subcommittee adhering to the framework as agreed by the Economic Development Committee on 21 November, 2016.

6. RECOMMENDATIONS

6.1 It is recommended that Economic Development Committee approve the terms of reference for the Shopfront Improvement Grant Scheme subcommittee and approve the subcommittee recommendations for the awarding of grant funding to recent applicants of this scheme.

Appendix 1 Terms of Reference

1. A subcommittee of the Economic Development Committee is formed review the shop front grant funding applications.
2. The nominated members of the subcommittee are Cllr B Coleman, Cllr K

Grey and Cllr M Jeal.

3. The purpose of this subcommittee is to receive and determine applications for grants in respect of shop fronts, in the context of Town Centre regeneration and as such Economic Development Committee delegate decisions regarding this scheme to this subcommittee.

Appendix 2 Grant Funding Recommendations

Applicant	applied for (75%)	application approved - rejected	grant amount to be approved
Stephen Cook - Branded Toys	£ 891.00	Approval	£ 891.00
Ryan Lawes - Gentlemen's Headquarters	£ 1,950.00	Approval	£ 1,950.00
Michael Pywell - The Kings Arms	£ 3,000.00	Rejection (out of the area)	
Andreas Panteli - 21 Regent Road	£ 3,000.00	Further information required	
Jonathan Mott - Papa Johns	£ 3,000.00	Rejection	
Richard Marks - Woodcraft	£ 1,645.23	Approval	£ 1,645.23
The Sock Stop - Sharon & Jonathan Hanks	£ 3,000.00	Approval	£ 3,000.00
Mike Wallis, Wallis' Wonders	£ 1,026.00	Approval	£ 1,026.00

TOTAL TO AWARD			£ 8,512.23
REMAINING BUDGET			£ 51,487.77

BACKGROUND PAPERS

Economic Development Committee Report – Shopfront Improvement Grant Scheme, 21 November, 2016.

Area for consideration	Comment
Monitoring Officer Consultation:	n/a
Section 151 Officer Consultation:	n/a
Existing Council Policies:	Covered in the report
Financial Implications:	Covered in the report
Legal Implications (including human rights):	Covered in the report
Risk Implications:	Covered in the report
Equality Issues/EQIA assessment:	n/a
Crime & Disorder:	n/a
Every Child Matters:	n/a