



GREAT YARMOUTH
BOROUGH COUNCIL

Economic Development Committee

Date: Tuesday, 03 April 2018
Time: 18:30
Venue: Supper Room
Address: Town Hall, Hall Plain, Great Yarmouth, NR30 2QF

AGENDA

Open to Public and Press

1 **APOLOGIES FOR ABSENCE**

To receive any apologies for absence.

2 **DECLARATIONS OF INTEREST**

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

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

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

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

Whenever you declare an interest you must say why the interest

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

3 MINUTES 4 - 7

To confirm the minutes of the meeting held on the 19 February 2018.

4 FORWARD PLAN 8 - 8

Report attached.

5 PROVISION OF RAPID VEHICLE ELECTRIC CHARGE POINTS 9 - 19

Report attached.

6 NORTH WEST TOWER 20 - 26

Report attached.

7 MAKING WAVES TOGETHER DELIVERY 27 - 34

Report attached.

**8 GREAT YARMOUTH TRANSPORT AND INFRASTRUCTURE
STEERING GROUP MINUTES 35 - 41**

The draft minutes of the Great Yarmouth Transport and Infrastructure Steering Group meeting held on the 6 March 2018 are attached for information.

9 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.

10 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."

11 CONFIDENTIAL MINUTES

Details

Economic Development Committee

Minutes

Monday, 19 February 2018 at 18:30

Present :

Councillor B Coleman (in the Chair); Councillors Andrews, Grant, K Grey, Hammond, Hanton, Jeal, Pratt, Reynolds, Thirtle, Wainwright, Walch and Walker.

Also in attendance :-

Mrs K Watts (Strategic Director), Mrs J Beck (Head of Property and Asset Management), Ms K Sly (Finance Director) and Mrs S Wintle (Member Services Officer)

1 APOLOGIES FOR ABSENCE

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

2 DECLARATIONS OF INTEREST

There were no declarations of interest declared at the meeting.

3 MINUTES

The minutes of the meeting held on the 8 January 2018 were confirmed.

4 FORWARD PLAN

The Committee received and noted the items contained within the Forward Plan for the Economic Development Committee.

5 REVIEW OF ICE RINK - CHRISTMAS 2017

The Committee considered the Strategic Director's report which provided a detailed evaluation of the ice rink for the period 23 November 2017 to 2 January 2018.

Members attention was drawn to the detailed tables and appendices within the Strategic Director's report which provided an overview of the following :-

- Comparison % of footfall figures
- Actual footfall figures for Great Yarmouth's Town Centre
- What impact did the ice rink have on Christmas performance
- Ticket prices
- Appendix 1 - Actual figure against the financial information presented to Members at Council in October 2017.
- Appendix 2 - Sponsorship leaflet

The Chairman commented on the footfall figures reported and passed on his thanks to the Officers involved with the Ice Rink.

In discussing the report the following issues were raised :-

- Councillor Wainwright commented in regard to the operation of the ice rink and raised concern to the substantial funding required from the Town Centre Initiative, he referenced comments received from Market Traders and stated that, in his opinion, the ice rink had been an abject failure.
- Councillor Williamson raised concern in relation to the randomised survey that had been undertaken and the small demographic used to compile it.
- Councillor Jeal reiterated the concerns raised by Councillor Wainwright and pointed out the need for residents of the Borough to be considered.
- Councillor Walch commented that, in his opinion, the roadworks at Fullers Hill Roundabout had caused significant impact on the footfall within the town centre, he also stated that whilst he agreed there was a need for a feel good factor event within the town centre, that similar events such as the ice rink should not impose financially on the residents of the Borough.
- Councillor M Coleman stated, that in her opinion, the lack of sponsorship for the event had caused a detrimental effect to the income for the event and

commented that this had been due to time delays.

The Chairman advised that a number of schools had made use of the ice rink and that this had been positively received.

RESOLVED :

That the Committee would like to place on record their thanks to all Great Yarmouth Borough Council staff involved in producing the ice rink for the Christmas period of 2017 at considerably under budget in relation to the spend, this resulted in Great Yarmouth's footfall figures outstripping national figures throughout December and this helped create a vibrant atmosphere and raise the profile of Town Centre retailing.

6 CHRISTMAS FESTIVAL

The Committee received the Head of Property and Asset Management's report which outlined opportunities to introduce a Christmas Festival in Great Yarmouth Town Centre for the 2018 Christmas period operating from 30th November through to 24 December 2018.

The Head of property and Asset Management reported that the Council had an opportunity to submit a bid to the Arts Council for potential funding for the event, however she pointed out that the bid needed to be submitted soon. It was also reported that due to the level of funding required the report if agreed would need to be considered and approved by the Policy and Resources Committee at its meeting on the 22 March 2018.

The Head of Property and Asset Management made reference to the detailed programme of events which would take place over the life of the event.

In discussing the report the following was discussed :-

- Clarification was sought in respect of the Christmas Festival and whether this event would be held in addition to an ice rink. Members were of the opinion that the Christmas Festival would be in place of an ice rink.
- Councillor Jeal commented on an event that he had attended where children had received free presents, he advised that residents were required to provide proof of living within the particular Borough.
- A suggestion was made of making use of the vacant properties within the Town centre for the staging of some events.

RESOLVED :

(1) That approval be given in principle to the development of a Christmas Festival for Great Yarmouth commencing on Friday 30 October and concluding on Sunday 23 December 2018.

(2) That the recommendation in respect of the funding for the Christmas festival be deferred for further consideration to a special meeting of Economic Development Committee on 13 March 2018, prior to its consideration if approved by the Policy and Resources Committee.

7 ECONOMIC DEVELOPMENT - QUARTER 3 PERFORMANCE REPORT 2017-18

The Committee considered the Development Director's report which gave an update on current performance of Economic Development Committee measures for the third quarter of 2017/18 (Oct-Dec) where progress is assessed against Targets which are set at the start of the financial year. The report also highlighted performance measures that had not achieved the target for this period, and highlighted a number of measures that are showing exceptional performance against targets.

With regard to the Performance Measures the Strategic Director referred to ED14 - Enterprise Zone : Beacon Park and stated that this measure should have been a green status and not amber.

RESOLVED :

That all Measures be monitored during the next quarter.

8 EXCLUSION OF PUBLIC

"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."

9 CONFIDENTIAL MINUTES (Confidential Minute on this Item)

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	Making Waves Together Delivery	Strategic Director (KW)	22/03/18	03/04/18		
2	North West Tower	Strategic Director (KW)	22/03/18	03/04/18		
3	Provision of Rapid Vehicle Electric Charge Points	Head of Customer Services	22/03/18	03/04/18		
4	NALEP Growth Deal (Update for Members on potential funding streams for infrastructure through New Anglia LEP)	Development Director	25/05/18	04/06/18		
5	South Denes Developer Interest - Update	Development Director	25/05/18	04/06/18		
6	Evening/Event Strategy Procurement for the Town Centre	Strategic Director (KW)	TBC	TBC		
7	Harfreys Activity Hoarding	Head of Property and Asset Management	TBC	TBC		
8	Year End Performance Report	Development Director	TBC	TBC		

Subject: Provision of Rapid Vehicle Electric Charge Points

Report to: Economic Development Committee 3rd April 2018

Report by: Miranda Lee Head of Customer Services

SUBJECT MATTER/RECOMMENDATIONS

This is a briefing report to update Members in relation to the opportunity and progress to date for the provision of Rapid Vehicle Charge Point within Great Yarmouth.

RECOMMENDATIONS

Members are asked to endorse the Executive Leadership Teams decision to progress with the project for the provision of a Rapid Vehicle Charging Point to be located on Fullers Hill Car Park

1. INTRODUCTION

- 1.1 In 2017 Great Yarmouth Borough Council was invited to join a consortium of Local Authorities in the Eastern Region to bid for funding from a new grant introduced by Highways England for the provision of Rapid Electric Vehicle Charge Points forming part of the Highways aim under the Road Investment Strategy 2015/16 – 2019/20 Road Period.
- 1.2 The Management & Executive Leadership Team granted permission to join the consortium on the 7th August 2017. A further report on the 21st February 2018 gave an update on the consortiums Eastern Region bid for funding and the decision was made to proceed with the recommended location of Fullers Hill Car Park.

2. BACKGROUND

- 2.1 Under the Highways England strategy there is an aim of ensuring that 95% of the strategic road network will have a charging point ever 20 miles. Wherever possible these will be rapid charging points that can charge a battery powered electric vehicle to 80% power in under 30 minutes.

This is intended to support the uptake of electric vehicles and their use with the overall effect of reductions in carbon emissions from vehicles on our roads. Specifically new charge points will;

- Expand the public charging infrastructure available to users on our road networks
- Alleviate range anxiety by giving electric vehicle users confidence that public charging points exist at regular intervals across the whole of the strategic road network
- Benefit the communities in which new charge points are available providing additional quick recharging facility for local electric vehicle users

3. **BUSINESS OPPORTUNITY**

3.1 Each charge point which could be funded by the Highways England Grant for the Provision of Rapid Electric Vehicle charge Points must be located so that it fills the gaps highlighted in the existing provision of rapid charge points in proximity to the strategic road network. Please refer to **Appendix A** which shows the current gap in electric charging point provision on England's strategic Road Network.

3.2 The Management Team/ELT agreed for Great Yarmouth to join in the eastern region project to bid for this funding with the following other local authorities throughout Norfolk and Suffolk being led by Babergh & Mid Suffolk Council;

- St Edmundsbury & Forest Heath Council
- Norwich City Council
- Breckland Council
- Suffolk Coastal Council
- Ipswich Council
- Tendering Council

The initial bid and project was led and managed by Babergh & Mid Suffolk Council with the participating councils supporting, please refer to the Rapid Electric Vehicle Charge Points Partnership Agreement at **Appendix B**.

3.3 The agreement was to come into force once the partnerships grant application to Highways England for the provision of Rapid Electric Vehicle Charge Point programme is successful and the partnership accepts the offer of a development grant.

It has now been confirmed that the consortiums partnership bid has been approved.

Next Steps

A mini tender within an existing framework will now commence along with requests along with requests for formal quotes from the UK Power Networks for the implementation of the charge points in the selected locations. Once all costs are in Highways England will review and formally agree go ahead.

Installations could commence in the spring 2018 completing through the summer period.

Advice on whether there are any Planning considerations needs to be undertaken.

3.4 Criteria for site locating charge points

Fullers Hill Car Park was selected as the most ideal location in Great Yarmouth. This was based on the following criteria issued by Highways England.

Highways England has outlined the following criteria;

- 1) Charge points shall be located in a place which fills a gap in the existing provision of rapid charge points in the most efficient way whilst recognising the customer needs that:
 - a) No more than 2.5 miles of driving distance from the Strategic Road Network
 - b) Which is accessible to the public and the operator and maintainer of the charge point at all times
 - c) Where patronage from both Strategic Road Network and local users is likely to be maximised because of readily available access to and from road network and
 - I. Within the presence of other amenities (e.g., retail outlets; cafés or restaurants; tourist or leisure attractions, public toilets) which offer

electric vehicle users the opportunity to undertake another activity whilst recharging is taking place;

- II. users' perceptions of safety and security because of, for example, well-maintained surroundings; low crime rates for the area or type of location; regular throughput of people or vehicles, night-time lighting and CCTV surveillance;
- III. restrictions can be put in place to limit parking in the bay(s) associated with a charge point to those recharging an electric vehicle; and
- IV. signs can be provided to clearly identify the charge point location; and
- V. where sufficient electricity supply and telecommunications services connections are available at a reasonable cost

The funding will cover one electric charging point with the ability to charge two vehicles at any one time.

Please refer to **Appendix C** for the primary location (1) for the charging point on Fuller Hill Car Park.

4. **FINANCIAL IMPLICATIONS**

- 4.1 It is anticipated the funding will be sufficient to cover the implementation costs for Great Yarmouth Borough Council.
- 4.2 As an additional revenue stream for the council, we are able to charge up to 120% of the actual electric fee per charge per vehicle use. Typically the electricity cost for a rapid recharge is approximately £3.00 with national fees charging around £6.00 to £6.60 per use. The fee is calculated on the actual kW used so could vary on the actual charge of the vehicle before charging. The fee charged will help to cover the ongoing maintenance costs and related rates which may apply as well as providing an additional income stream for the council
- 4.3 As more environmentally friendly vehicles become more popular, Great Yarmouth have an opportunity to provide additional charge points to cater for future needs.

5. **RISK IMPLICATIONS**

- 5.1 This is one off funding for the implementation of a rapid recharge point within the town. The ongoing administration and maintenance would be incorporated into the existing Parking Services Team. The resource required for this should be within current capacity and any maintenance should be more than covered by the income generated.

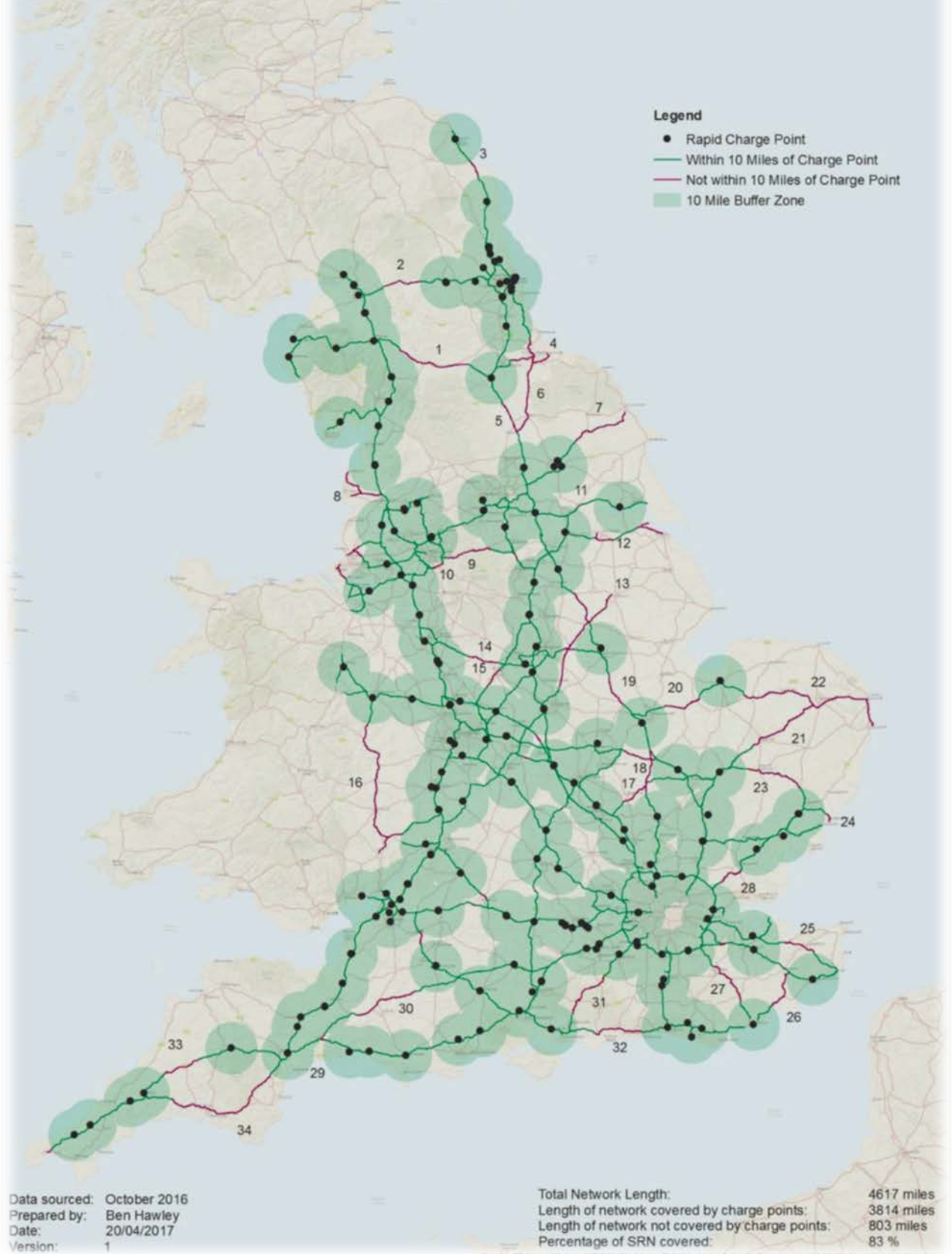
6. RECOMMENDATIONS

- 6.1 Members are asked to endorse the next steps in provision of a rapid recharge point within the Fullers Hill Car Park as outlined in Section 3.3 of this report.
- 6.2 Members are asked to note that a further report will follow with updates and recommendations as to the fee Great Yarmouth Borough Council will charge for the provision of this new service.

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:	
Section 151 Officer Consultation:	Yes
Existing Council Policies:	Yes
Financial Implications:	Yes as outlined
Legal Implications (including human rights):	Yes
Risk Implications:	Minimal
Equality Issues/EQIA assessment:	
Crime & Disorder:	
Every Child Matters:	

Analysis of gaps in electric vehicle charging point provision on England's strategic road network considering rapid chargers only on an 'as the crow flies' basis



Rapid Electric Vehicle Charge Points

Partnership Agreement

1. Introduction

- 1.1 This partnership agreement sets out how *The Rapid Electric Vehicle Charge Points* project will be managed during its development and installation phase. Post installation the operation phase will be the sole responsibility of each participant. The agreement will come into force if and only if the partnership's grant application to Highways England (HE) for the provision of Rapid Electric Vehicle Charge Point programme is successful and the partnership accepts an offer of a development grant from HE.
- 1.2 The parties are entering into this relationship solely for the purpose of the project. The parties are not a partnership for the purpose of the Partnership Act 1890 and accordingly do not have any authority either express or implied to bind the other parties.
- 1.3 The project will be conducted as per the HE grant documentation. The purpose of this agreement is to streamline the process, install charge points as soon as possible and where possible achieve reduced costs.

2. Lead Organisation

- 2.1 Babergh Mid Suffolk Council hereinafter referred to as (BMSC) will be the lead organisation for the project during its development and installation phase.
 - 2.1.1 All grant aid will be reclaimed by BMSC for expenditure on the project. BMSC will ensure that any monies are held and accounted for correctly and in accordance with any conditions set by the provider of the grant money.
 - 2.1.2 All expenditure on the projects will be made by BMSC in accordance with its usual standing orders and Financial Regulations.
 - 2.1.3 All work undertaken under this project will be subject to BMSC's standing orders and procedures relating to contracts and will comply with the requirements of funders.
- 2.2 The parties acknowledge that the lead organisation agrees to be responsible for the delivery of the project in accordance with the terms and conditions. Each party agrees;
 - 2.2.1 to abide by the terms of this partnership agreement and the terms and conditions in relations to the project and the use of the grant;
 - 2.2.2 to comply with any and all reasonable requirements of BMSC relating to the project, the use of the grant, monitoring and reporting requirements, record keeping and access to information;
 - 2.2.3 to only use the monies received from BMSC for the purpose of the project and not to use the monies for any spending commitments made before the date of the grant agreement;
 - 2.2.4 that the parties who receive monies through the grant shall be jointly and severally liable for the repayment of the grant in the event that the HE seeks to recover part or all of the grant; and
 - 2.2.5 to comply with any and all additional requirements which the HE may impose upon BMSC.

3. Project Management

3.1 The project will be managed by BMSC and supported by the members outlined below. The initial members of the group will be

- St Edmundsbury Borough Council/Forest Heath District Council
- Great Yarmouth Borough Council
- Norwich City Council
- Breckland District Council
- Suffolk Coastal District Council
- Ipswich Borough Council
- Tendring District Council

3.2 The Group can appoint additional members where it considers that such additions would add value to the development of the project. Additional members will be admitted to the group on the voting basis as established in section 3.3. of this agreement.

3.3 The Group will be chaired by BMSC. Where possible, decision making will be undertaken on a consensual basis. Where this isn't possible, members will vote (one vote per partner organisation) and decisions will be taken on a simple majority basis. Where there is no simple majority, BMSC will cast a deciding vote.

BMSC will undertake to

1. Provide project lead and administrative support to the project on behalf of the undersigned group of authorities.
2. Draft the grant application to Highways England for the appropriate number of charge points on behalf of the authorities in this agreement
3. Be the single point of contact for Highways England with respect to the project.
4. Liaise with each authority to find suitable locations for charge points
5. Undertake investigations with UK Power Networks as to the suitability of the charge point locations
6. Project manage the procurement, installation of the charging units and associated infrastructure with support from each authority member.
7. Recover monies from Highways England for the equipment and officer time as appropriate as set down in the Terms and Conditions of the grant application.
8. Transfer ownership of the installed charge point(s) to the host authority free of charge at the end of the programme.

Members of the agreement will be required to

1. Be proactively involved in the whole process engaging in teleconferences, provision of information in a timely manner and enabling the smooth delivery of the project.
2. Provide multiple location options for potential charge point sites (if required)

3. Ensure that all planning permissions and authorisations (if required) are obtained.
4. Provide two points of contact within their organisation who can arrange any and all necessary works and permissions to aid this process
5. Respond with priority and urgency to requests from BMSC or connected partners in order to achieve the timescales required by funders (the anticipation is that responses will be required within days rather than weeks due to the tight timescales of the grant conditions).
6. Attend site to supervise and survey as required to the standard required of the project
7. Once ownership of the charge point has transferred to the host authority they will then assume responsibility for all aspects of the charge point once in place.

BMSC do not intend to attend sites outside of its area. It has been determined that partners are best placed to visit site due to closer proximity and local knowledge.

Should participants not provide support and information in a timely manner BMSCDC reserve the right to withdraw support, the participant will no longer be part of this agreement and grant funds received to date may be liable to recovery.

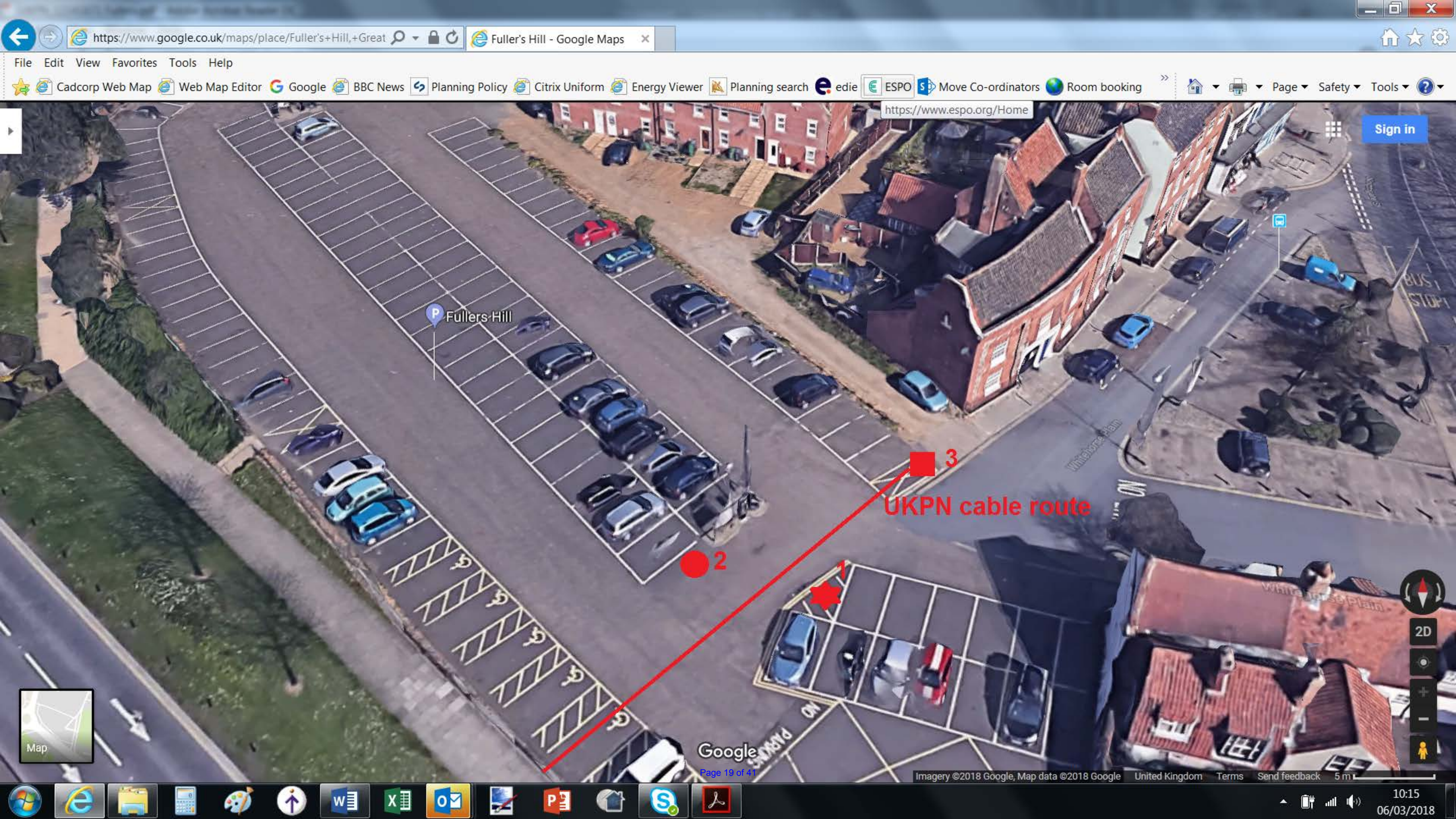
4. Declaration

I confirm, on behalf of my organisation, that:

- We agree to the general terms and conditions of the HE Grant for the provision of Rapid Electric Vehicle Charge Points programme
- We agree to the terms of this partnership as set out above
- We support the grant application submitted by BMSC on behalf of the partnership
- We understand that a proportion of the grant figures in the Highways England documentation will be allocated to BMSC for their role as project managers.
- We understand we will receive a fixed sum grant for our officer time. (Amount to be confirmed once the number of participants is known)

Name	Position	Organisation	Signature	Date
Iain Farquharson	Senior Environmental Management Officer	Babergh Mid Suffolk Council		
Matthew Axton		West Suffolk Council		

Stephen Cornell		Great Yarmouth Borough Council		
Richard Wilson		Norwich City Council		
Zandra Waterford		Breckland District Council		
Deborah Wargate		Suffolk Coastal District Council		
Gary Rutter		Ipswich Borough Council		
Andy Rutson- Edwards		Tendring District Council		



Subject: North West Tower – Funding request to support the development stage of renovating this building

Report to: Management Team 19th March 2018, Economic Development Committee 3rd April 2018

Report by: Kate Watts, Strategic Director and Darren Barker, Principle Conservation Officer

OVERVIEW & RECOMMENDATION

This paper outlines an opportunity to lever in funding from the Architectural Heritage Fund to support the development stage of any future renovation of the North West Tower, which will include exploring the existing architectural sketch scheme and concept for conversion, considering the options and business case for reuse and future funding opportunities.

It is therefore recommended that a contribution of £9,250 is made from the Council's special projects reserve to support an application to the Architectural Heritage Fund to enable development work which will progress the full repair and reuse of the North West Tower.

This application would be developed and submitted by the GYPT as a Local Authority is not able to directly access this funding.

1. BACKGROUND – NORTH WEST TOWER

- 1.1 The North West Tower is a scheduled ancient monument and part of the mediaeval town wall. The wall and towers were mostly constructed in the 13th century, the upper sections rebuilt in the 15th and 16th centuries.
- 1.2 The North West Tower now stands isolated adjacent to the River Bure after the section of wall from the tower along Rampart Road was demolished in 1902.

- 1.3 The building was last used as the office for a firm of surveyors and has been vacant and under maintained since 2004. The buildings condition is considered poor and likely to worsen.
- 1.4 Great Yarmouth Town Wall and Towers are important heritage assets and considered to be of international significance. During a 2017 community consultation undertaken by Great Yarmouth Preservation Trust the Town Wall, Towers and Rows were considered by the community to be the town most important heritage assets and most in need of preservation.
- 1.5 The tower is in the ownership of the borough council. Alongside this there is currently an annual budget of £30,000 to maintain, repair and consolidate the town wall and towers. This budget is used as efficiently and effectively as possible and prioritises sections of wall considered to be at risk.

2. INTRODUCTION

- 2.1 In 2014 following council approval a budget of £110,000 was provided to fully repair and converted for holiday accommodation the South East Tower. The project secured the buildings extremely important and vulnerable historic fabric and provided a viable and sustainable end use. Revenue generated from the offer is ring fenced to maintain the tower and the surrounding section of wall.
- 2.2 This has proved successful creating revenue and supporting the boroughs cultural tourism aspirations. It not only provides unique holiday accommodation but is used by Norfolk Museum Service visits by school children as part of the national curriculum.
- 2.3 The project devised and delivered by Great Yarmouth Preservation Trust on behalf of the borough council has re-used a key asset, supports tourism and promotes Great Yarmouth's cultural offer. It contributes to shaping the town as a cultural destination.
- 2.4 In addition to this successful renovation this paper sets out a proposal to explore options for the repair and reuse of the North West Tower. This will

involve architectural, structural engineering and business advice to formulate the most appropriate and sustainable approach to reuse.

- 2.5 There is an opportunity to secure an Architectural Heritage Fund (AHF) grant to support this work, under the AHF's Development Grant Program. The boroughs conservation officer met with officers from the AHF and inspected the tower and the AHF would very much welcome an application.
- 2.6 The AHF do not offer grants to local authorities but have supported a number of Great Yarmouth Preservation Trust projects including the Time and Tide and St Johns Church. The AHF would accept a grant application from GYPT to undertake development work at the North West Tower.

3. ALIGNMENT OF PROJECT AGAINST COUNCIL OBJECTIVES

- 3.1 The project meets council Local Plan Priorities:

Policy CS10- Safeguarding local heritage assets

- a. Conserving and enhancing the significance of the boroughs heritage assets.
- b. Promoting heritage-led regeneration and seeking appropriate beneficial use.
- c. Ensuring access to historic assets is maintained and improved

Policy CS6- Supporting the local economy

- g. Supporting the local visitor and retail economies in accordance with policies
- h. Supporting the provision of small scale business units

Policy CS8- Promoting tourism, leisure and culture

- a. Encourage and support the upgrading expansion and enhancement of existing visitor accommodation and attractions to meet changes in consumer demands and encourage year round tourism.
- h. Seek to support the role of the arts creative industries and sustainable tourism sectors in creating a modern and exciting environment.

- i. Support proposals for new tourist attractions and educational visitor centres that are related to the boroughs heritage, countryside and coastal assets.
- j. Ensure that all proposals are sensitive to the character of the surrounding area and are designed to maximise the benefits for the communities affected in terms of job opportunities and local services.

Policy CS9- Encourage well design distinctive place

- a. Respond to, and draw inspiration from the surrounding area's distinctive natural, built and historic characteristics, such as scale, form, massing and materials, to ensure that the full potential of the development site is realised; making efficient use of land and reinforcing the local identity
- b. Consider incorporating key features, such as landmark buildings, green infrastructure and public art, which relate to the historical, ecological or geological interest of a site and further enhance local character
- c. Promote positive relationships between existing and proposed buildings, streets and well lit spaces, thus creating safe, attractive, functional places with active frontages that limit the opportunities for crime
- g. Conserve and enhance biodiversity, landscape features and townscape quality

Policy CS17- Regenerating Great Yarmouth's waterfront

- a. Transform Great Yarmouth's arrival experience by developing a network of attractive, vibrant and well-connected neighbourhoods to create a new gateway to the town
- h. Utilise the heritage assets of the area, such as the historic townscape and important historic buildings, converting buildings to other uses where appropriate

- 3.2 Furthermore, the project will provide significant training and employment opportunities. The project also supports the Plan 2015-2020, Economic

Growth. Neighbourhoods, Communities and Environment. Tourism, Culture and Heritage. Great Yarmouth Town Centre.

- 3.3 Importantly the proposal aligns with the corporate plan and priorities set out in The Plan 2015-2022. Tourism, Culture and Heritage, *Achieving national recognition for the boroughs extensive heritage will act as a big stimulus to attracting new visitors and providing upmarket attractions.*

4. SCOPE OF DEVELOPMENT WORK

- 4.1 The development work includes exploring the existing architectural sketch scheme and concept for conversion and considering the options and business case for reuse and future funding opportunities.
- 4.2 It will develop the preferred option to the appropriate RIBA stage to secure Ancient Monument Consent and Building Regulations. It will also prepare project costs through the advice of a quantity surveyor.
- 4.3 The development work will enable applications to be made to a range of potential funders including the Heritage Lottery Fund, Historic England and The European Walled Towns Group.

4.4 Development Work Costs

Professional Fees	architect, structural engineers, QS	£18,000
Consultant Costs	business analyst, activity plan	£3,000
Consultant Costs	conservation plan	£2,500
Total		£23,500

5. FUTURE OPTIONS

- 5.1 There is an option for an asset transfer of both the SE Tower and the NW Tower to Great Yarmouth Preservation Trust. This option would reduce council liability in terms of repair, maintenance, operating cost and insurance. It would allow a clear distinction between the roles and responsibilities over the towers between the two organisations. GYPT is currently managing the holiday let at the SE Tower.

6. FINANCIAL IMPLICATIONS

- 6.1 The AHF grant is offered at 50% match funding. The total cost of the development works totals £23,500 so the funding would total £11,750. In addition to this funding, GYPT have also offered to put £2,500 towards this project.
- 6.2 This leaves a shortfall of £9,250 which is being requested from the Council to support this grant application.
- 6.3 A contribution of £9,250 is made from the Council's special projects reserve to support an application to the Architectural Heritage Fund to enable development work which will progress the full repair and reuse of the North West Tower.
- 6.4 This application would be developed and submitted by the GYPT as a Local Authority is not able to directly access this funding

Area for consideration	Comment
Monitoring Officer Consultation:	N/A
Section 151 Officer Consultation:	N/A
Existing Council Policies:	N/A
Financial Implications:	In report
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

North West Tower



Subject: Report for Making Waves Together Delivery – Update Report

**Report to: Management Team 19th March 2018, Economic Development
Committee 3rd April 2018**

Report by: Kate Watts, Strategic Director

Content:

This report updates the Economic Development Committee with progress so far in relation to the Making Waves Together project, which is a project that runs across Great Yarmouth and Lowestoft and is financed through Great Places funding.

1. BACKGROUND

- 1.1 The Great Places Scheme was detailed as one of the flagship measures from the Government's Culture White Paper, with the overarching aim of putting arts, culture and heritage at the heart of the local vision, making a step change in the contribution of culture in those areas, and embedding them in the places' plans for the future.
- 1.2 On 7th September 2016, Economic Development Committee resolved to support an application to the Great Places Fund, a programme for developing culture delivered in partnership by Arts Council England, the Heritage Lottery Fund and Historic England.
- 1.3 On 3rd April 2017, Economic Development Committee received an update and noted that Great Yarmouth, in partnership with Waveney District Council, had been successful in being selected as one of 16 areas in the country to receive funding.

2. INTRODUCTION

2.1 The Making Waves project was officially launched on 1st August 2017 and has a number of key objectives which are as follows;

- **Cultural Capacity Building** – Developing the skills and capabilities of the cultural sector, growing new relationships and new ideas.
- **Cultural Education** – Strengthening the role of culture in the local education offer through clear pathways for children, young people and Schools to engage in cultural education.
- **Cultural Animation** – Utilising public spaces for participatory culture in a number of forms.
- **Making and Producing Culture** – Making and producing things and permeating the local economy.
- **Learning and Sharing** – Learning from each other, others and sharing what we've learnt.

2.2 Progress with these objectives will be monitored at a midterm review and also as part of the project evaluation, once the project has finished.

3. PROGRESS SO FAR

3.1 The appointment of the Great Places Project and Cultural Capacity Coordinator to manage delivery across the partnership, manage performance, reporting and learning was undertaken in August last year. The Delivery Partners have met 3 times to discuss programme, processes and activity updates. Scheduled project activity is taking place, remaining activity is in development. Meetings are contributing to the wider objectives of Making Waves Together through creating stronger links, developing capacity, creativity and nurturing relationships. The Project Board who have oversight for the programme have met twice. The external evaluator bids to evaluate the success and impact of the programme and partnership are being assessed, with a start date in March 2018.

- 3.2 As part of the Funding Bid there was a requirement to procure a number of partners to support the delivery of this project prior to any award being made. This procurement initially commenced on the 16th November 2016, however at the end of this first process the number of responses was low so a decision to reopen and extend the procurement was made. The second procurement was launched on the 10th December 2016 and through direct contact with potential providers 18 responses were subsequently submitted.
- 3.3 These responses were then evaluated by 4 officers, 2 from GYBC, 1 from each of the East Suffolk Councils, assessing each tender submission against detailed criteria including cost, outcomes, and ability to work with partners and other stakeholders. As a result of this evaluation the following partners have subsequently been procured to work on this project;

Partner	Area of Project Delivery	Contract Value
Cultural Education Partnerships (Managed by Norfolk County Council, Norfolk Museum Service)	(a) Enjoy Great Yarmouth and Lowestoft Rising's LCEP will work closely together to support the delivery of their individual Cultural Manifestos and strengthen their capacity to drive the local education offer.	(a) £99,650
Dance East	(b) In and around Lowestoft town centre, Dance East will work with residents to interpret collections at Lowestoft Museum and the Maritime Museum through movement and dance. The project will specifically focus on the cultural traditions of the Scot Girls.	(b) £54,600
Flipside	(c) Flipside is working with Lowestoft communities to explore flood protection technology through art and literature (Water Tight Words). The final art work will be an etching on a glass section of the new flood wall at South Pier, part of the Lowestoft Flood Risk Management Project. (d) Flipside will work with school children in Great Yarmouth	(c) £42,066 (d) £31,294 Total: £73,360

	(Windpower) to explore the story of the power of wind and the town's aspirations to be at the centre of renewable energy production. Flags will be exhibited at the Waterways and Boating Lake on Great Yarmouth seafront.	
Great Yarmouth Preservation Trust	(e) To undertake conservation work and community activity around the Rows and the Scores. At the heart of the project will be the community, through collecting memories and stories and being involved in designing art work inspired by these passageways.	(e) £100,050
Marina Theatre	<p>(f) Marina Theatre Trust will lead community engagement workshops and provide participatory performance and installations to transform our town centres and seafronts.</p> <p>(g) In Lowestoft, a drama facilitator project involving local schools will see children work with a storyteller and drama facilitator to help shape stories based on local histories.</p> <p>(h) The Marina Theatre will coordinate quarterly networks and workshops for emerging cultural enterprises and existing organisations to come together, share creative ideas and take part in learning opportunities.</p> <p>(i) Marina Theatre Trust will work with The Seagull Theatre around marketing and planning future activities.</p>	<p>(f) £33,000 (g) £27,650 (h) £18,180 (i) £24,500</p> <p>Total: £103,330</p>
Norfolk Museums Service	(j) Time and Tide part of Norfolk Museum Service will work with Lowestoft Museums' part of the Association of Suffolk Museums, to create a dedicated coastal heritage collection for the east coast and deliver museum pop-up exhibitions in and around Lowestoft and Great Yarmouth to reach and engage with	(j) £77,944

	new audiences.	
Original Projects	(k) A series of community workshops led by original projects; will engage with residents to nominate aspects that make Gt. Yarmouth 'Great' and identify new cultural assets. These will be produced in collaboration with community members and will be displayed in redundant shops and vacant spaces.	(k) £43,659.60
Reprezent Project	(l) Reprezent will profile Great Yarmouth artists through film, exploring key cultural assets and spaces along the way. This emerging community-led group will also animate underpasses transform them into a public outdoors gallery, adding more colour and energy to the town.	(l) £9,792
SeaChange Trust	<p>(m) Sea Change Arts will lead community engagement workshops and provide participatory performance and installations to transform our town centres and seafronts.</p> <p>(n) Sea Change Arts will coordinate quarterly networks, workshops and monthly gatherings for emerging cultural enterprises and existing organisations to come together, share creative ideas and take part in learning opportunities.</p> <p>(o) To bring landmark performance venues across both towns together and provide training opportunities.</p> <p>(p) An online directory for creative and cultural organisations to access and share information across the sector.</p>	<p>(m) £51,400 (n) £15,840 (o) £4,000 (p) £4,800</p> <p>Total: £76,040</p>

4. PARTNERS PROGRESS

- 4.1 The inaugural meeting of the Creative Forums have taken place and the Marina Theatre marketing lead is working half a day a week at The Seagull

Theatre. The Cultural Capacity Officer to bring Great Yarmouth and Lowestoft LCEP more closely together started on 20/01/2018. The two LCEP managers have met with the new officer to review the project plan and agree initial priorities. Time and Tide have been developing the Seaside Collection project and are currently recruiting the Project Officer who should start in April 2018.

- 4.2 Reperzent are in negotiations with Norfolk Highways about the underpasses near Asda for the Underground Gallery Project, contractors have been engaged in preparation. The group are also registering to become a CIC, which will provide benefits for the group and show a level of good governance.
- 4.3 The Marina Theatre is making good progress with Untold Tales, including holding storytelling workshops across Great Yarmouth and Lowestoft schools. The Lowestoft Dance Map, led by Dance East is moving forward, including the recruitment of a freelance Project Coordinator and dance artists.
- 4.4 Flipside is working with Waterways and Boating Lake Project Coordinator to discuss synergies between the two projects specifically with reference to an artist in residence, kinetic sculpture and an installation to coincide with the Launch. Flipside have also been working with the Coastal Manager for the Sea Defence and Balfour Beatty in Lowestoft to explore build methods for the final art work on a glass section of the new flood wall at South Pier.
- 4.5 Great Yarmouth Preservation Trust has undertaken architectural analysis and survey of the Rows and collected living memories as part of a Neighbourhood Lunch. A meeting with the East Suffolk Preservation Trust has been held to establish their involvement in the project.
- 4.6 SeaChange Arts activity-to-date has centred on community engagement and participation opportunities at the Out There International Festival of Circus and Street Arts 2017. Great Places funded a number of participatory activities for both members of the public and local emerging artists.

- 4.7 Original projects; has been relationship building and planning, initiating several potential projects and collaborations. The group are working with Smith Turner, local marketing company, to produce a series of leaflets extolling The Eight Greats of Great Yarmouth. Original projects; are leading on a workplace submit to take place at St Georges Theatre on 20/04/2018. The event will be an opportunity to promote Great Yarmouth as a destination for creative industries and will explore the importance of creativity in making great places.

5. NEXT STEPS

- 5.1 Making Waves Together is a 3 year ambitious programme and will run until July 2020. During the delivery phase the funded activities and partnership relationships will become even more embedded into Great Yarmouth and Lowestoft cultural offer and help meet the vision of the programme. Managing programme process, capacity and network support for the wider partnership will continue. At the end of the delivery phase the partnership will be supported to identify areas of success that could be developed further, with success and best practice celebrated.

6. FINANCIAL IMPLICATIONS

- 6.1 The funding for this project totals £819,850 which funds this project over a 3 year period. Match funding totalling £43,950 was previously agreed by the Council's Economic Development Committee, alongside further match funding from Waveney District Council, Norfolk County Council, Suffolk County Council, Great Yarmouth BID, Lowestoft BID, Broads National Parks and the East Suffolk Partnership.
- 6.2 Currently this project remains on budget.

7.0 RISK IMPLICATIONS

- 7.1 A full risk log was developed as part of the application. The key risk to the Council is in non-delivery of activities agreed as part of the funding process which could result in the potential for claw back. This log is regularly reviewed and updated.

8.0 RECOMMENDATION

- 8.1 That Economic Development Committee resolves to note the content of this report

Area for consideration	Comment
Monitoring Officer Consultation:	N/A
Section 151 Officer Consultation:	N/A
Existing Council Policies:	N/A
Financial Implications:	In report
Legal Implications (including human rights):	N/A
Risk Implications:	Set out in Project Risk Assessment
Equality Issues/EQIA assessment:	N/A
Crime & Disorder:	N/A
Every Child Matters:	N/A

Great Yarmouth Transport and Infrastructure Steering Group

Minutes

Tuesday, 06 March 2018 at 11:30

Present :

Councillor B Coleman (in the Chair), Councillor K Grey and Jeal.

County Councillors Castle and Plant

Mr D Glason and Mrs S Wintle (GYBC)

Mr I Parkes, Mr D Cumming, Mr D Wardale (NCC)

Mr M Frith (Highways England)

1 APOLOGIES FOR ABSENCE

There were no apologies for absence received.

2 DECLARATIONS OF INTEREST

There were no declarations of interest.

3 MINUTES

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

4 ROUTE IMPROVEMENT SCHEME - VAUXHALL ROUNDABOUT

The Committee received an update on the Route Improvement Scheme at Vauxhall Roundabout.

Members were advised that intervention work scheduled for Vauxhall Roundabout and Gapton Hall would continue as planned but that impact from the Third River Crossing would be taken into consideration.

Mark Frith (Highways England) reported that Highways England would be working in partnership with Network Rail Greater Anglia, Natural England and the RSPB.

In discussing the improvement scheme the following issues were raised :-

- In relation to the phasing of projects, some concern was raised as to whether the funding of £300M was secure for the projects. It was reported that although the budget had been assigned, how the budget would be effected by the phasing of projects was being looked into.
- What works were being undertaken to mitigate disruption.
- Peak tourist visiting times were discussed and the need for consideration as to scheduled works during these periods.
- The difficulties in respect of delivering both the Vauxhall Roundabout scheme and Third River Crossing at the same time in relation to diversion routes.
- Members made reference to the large signs that were placed at the entrances to the town centre stating long delays possible during the Fullers Hill roundabout construction and commented that they did not feel these signs were appropriate.
- Reference was made to a piece of land at Runham Vauxhall that had been affected by flooding.

5 MARKET GATES BUS STATION IMPROVEMENT

The Infrastructure Development Officer provided the Steering Group with an update on the proposed improvement work to be completed at Market Gates Bus Station from the Local Growth Sustainable Transport Fund. He advised that some of the scheduled improvement works may not be completed in this financial year but that the monies had been accounted for from this years funding allocation.

In discussing the improvements works the following issues were discussed :-

- Some concern was raised in respect of pigeons, and it was reported that mitigation work was being undertaken.
- Clarification was sought in respect of the plastic cladding to be used and whether this would be washable.
- County Councillor Castle stated that in his opinion there was a need for public convenience facilities under market gates.
- Councillor Jeal asked whether arrows could be used to direct the public to the facilities already provided.
- Clarification was sought in relation to display boards that were to be installed and what type of advertisements could be displayed. The Development Director advised that he would seek clarity on this issue and email Councillor Jeal directly.

6 GREAT YARMOUTH TRANSPORT STRATEGY

The Steering Group considered the Infrastructure Development Officer's draft brief on the Great Yarmouth Transport Strategy which provided a summary of overall process as follows :-

- Analysis of the current and future transport problems and issues
- Development of possible transport options identified by both GYBC and NCC to address the issues
- Use of DFT Early Appraisal Sifting Tool to assess possible transport schemes
- Appraisal of transport schemes in development using a variety of existing modelling tools
- Stakeholder consultation/workshop and identification of a preferred strategy for GYBC and NCC to pursue.

County Councillor Castle commented that he welcomed the strategy and felt that it was a positive document and suggested that continuity was built into the strategy.

Councillor Jeal raised some concern in relation to cycle lanes that are introduced and then not used.

Councillor Plant commented on the issues of traffic management along the Quay, Nelson Road and the Seafront in Great Yarmouth, and he was advised

that work was needed to address the traffic flow.

RESOLVED :

That the support of the Great Yarmouth Transport and Infrastructure Steering Group be noted in respect of the Great Yarmouth Transport Strategy.

7 CAR PARK SIGNING

Members considered the Infrastructure Development Officer's report which provided Members with parking proposals for Great Yarmouth.

In discussing the report the following issues were raised :-

- Staples Roundabout - should be referred to as Fullers Hill Roundabout
- In respect of the signs proposed at Caister Road, Northgate Street and Lawn Avenue, the addition of long stay parking at Fullers Hill Car park.
- Signage at the Market Gates Bus stop was discussed, and it was advised that this would form part of the Market Gate Bus Station improvements.

RESOLVED :

That the support of the Great Yarmouth Transport and Infrastructure Steering Group be noted in respect of the Car Park Signing.

8 THIRD RIVER CROSSING UPDATE

The Infrastructure Development Officer provided the Steering Group with an update on the progression of the Third River Crossing.

9 A47 UPDATE

The Principal Infrastructure Planner provided the Steering group with an update in respect of the A47 Roads Investments Strategy schemes.

Members discussed the need for a strong business case moving forward, it was suggested that there was a need to involve MP's and the Minister in order to achieve the best for Norfolk. The Principal Infrastructure Planner reported that the A47 Alliance were working with Archant to produce postcards to publicise the need for the schemes and gain public support, he advised that a delegation would be taken to Westminster in September and that the Transport Minister, Jesse Norman would be delivered the Business Case on the 19 March 2018.

Mark Frith, Highways England, made reference to a comment made in relation

to a proposed roundabout at the Blofield to North Burlingham Scheme and advised that this was to be a split grade junction and not a roundabout.

10 LGF SCHEMES UPDATE / CONSTRUCTION

The Project Engineer provided the Steering Group with an update on the following construction schemes :-

- **Fullers Hill Roundabout** - Members were advised that landscaping work was still to be undertaken
- **North Quay** - Surfacing work to be undertaken, it was pointed out that this had been scheduled although due to bad weather and freezing temperatures this work had been postponed and had now been re-scheduled.
- **Howard Street** - this scheme has been deferred until next year in order for a more detailed plan to be produced.
- **Right Turn - Asda** - on schedule
- **Great Yarmouth Station Forecourt** - A meeting had been arranged with Greater Anglia.
- **Vauxhall Gardens** - Discussions were currently being undertaken on this matter.
- **Thamesfield Way** - Utility mapping, feasibility study to be progressed
- **Wayfinding** - Report to be taken to the Town Centre Masterplan Working Group

The Infrastructure Development Officer reported on a significant scheme at the junction of Southtown Road, Pasteur Road and Bridge Road, he advised that detailed design had been undertaken and that construction was scheduled for October 2018. Some concern was raised in respect of site lines, visibility and access to the junctions, and it was advised that further discussions in relation to these matters were still to be discussed and that a further detailed report would be brought back to the Steering Group in due course.

Members commented on the exits on to the A47 from the Lidl and B&M sites and were advised that discussions had been undertaken on this matter.

The Infrastructure Development Officer also reported on the proposals for a right turn over Haven Bridge and the possibilities of making more public realm space within this area. This would also give up the road loop in front of the Star Hotel and allow it to become part of the pedestrian realm, providing a blank canvas for Masterplan public realm improvements. He advised that the scheme could also investigate making better use of the triangle of land outside the NNAB centre by rationalising the two one-way limbs of Stonecutters Way that form the triangle. Members agreed that there was a need for a detailed scheme in relation to the right turn at Haven bridge and the possibilities of public realm space to be established.

Councillor Plant asked in relation to the vehicular entrance into the Town Centre from Haven Bridge and whether any improvement works had been

proposed for this area, and he was advised that Officer's were still awaiting the feasibility study results on this matter. Councillor Jeal stated that Members of the Yarmouth Area Committee had also raised concerns in relation to the speed of vehicles travelling down Nottingham Way, Great Yarmouth, and he was advised that this matter would be reported back to the relevant Officer at Norfolk County Council.

RESOLVED :

That approval be given to develop a scheme for Hall Plain to provide a right turn from North Quay over Haven Bridge.

11 ANY OTHER BUSINESS

Yarmouth Area Committee

Councillor Jeal referred to a recent meeting of the Yarmouth Area Committee where the following issues had been raised :-

- Excessive speed of vehicles travelling through Cobholm - It was advised that this matter would be reported back to the appropriate Officer at Norfolk County Council
- Beaconsfield Road proposals, Councillor Jeal reported that the Yarmouth Area Committee opposed the proposals, it was advised that this matter be reported back to the appropriate Officer at Norfolk County Council.

Temporary Traffic Revision Order

Councillor Plant asked in relation to a Temporary Traffic Revision Order that had been requested by the organisers of the Gorleston Cliff Top Gala, Councillor Grey pointed out that drives were being blocked during the event by parked cars. Councillor Jeal suggested that on street parking charges could be introduced to alleviate issues.

Beacon Park - Roundabout Improvements

Members were advised that roundabout improvements at Beacon Park were to be extended for a further three months.

County Councillor Castle asked whether signage at the roundabout was to be improved, and he was advised that this would be completed as part of the improvement work.

Councillor Grey questioned whether further speed limit signs could be introduced on the new link road at Beacon Park and she was advised that as the road had street lighting, no further speed limit signs could be introduced.

The meeting ended at: 13:30