



GREAT YARMOUTH
BOROUGH COUNCIL

Economic Development Committee

Date: Monday, 09 January 2023

Time: 18:00

Venue: Council Chamber

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	<u>MINUTES</u>	4 - 9
	To confirm the minutes of the meeting held on the 14 November 2022.	
4	<u>MATTERS ARISING</u>	
	To consider any matters arising from the above minutes.	
5	<u>FORWARD PLAN</u>	10 - 10
	Report attached.	
6	<u>A47 GREAT YARMOUTH JUNCTIONS UPDATE REPORT</u>	11 - 17
	Report attached.	
7	<u>MARKET POLICY</u>	18 - 57
	Report attached.	
8	<u>SPIRIT 2012 VOLUNTEERING CITIES - CULTURAL CONNECTIONS</u>	58 - 64
	Report attached.	
9	<u>NATIONAL APPRENTICESHIP WEEK 2023</u>	65 - 68
	Report attached.	
10	<u>GENERATE - MARKETING AND PROMOTION INTERIM UPDATE</u>	69 - 75
	Report attached.	
11	<u>ENTERPRISE HUB UPDATE</u>	76 - 81

Report attached.

12 ANY OTHER BUSINESS

To consider any other business as may be determined by the Chairman of the meeting as being of sufficient urgency to warrant consideration.

13 EXCLUSION OF PUBLIC

In the event of the Committee wishing to exclude the public from the meeting, the following resolution will be moved:-

"That under Section 100(A)(4) of the Local Government Act 1972, the public be excluded from the meeting for the following item of business on the grounds that it involved the likely disclosure of exempt information as defined in paragraph 1 of Part I of Schedule 12(A) of the said Act."



Economic Development Committee

Minutes

Monday, 14 November 2022 at 18:00

PRESENT:-

Councillor Candon (in the Chair); Councillors Cordiner-Achenbach, P Hammond, Jeal, Lawn, Mogford, Plant, Price, Robinson-Payne, B Walker & T Wright.

Councillor D Hammond attended as a substitute for Councillor Freeman.

Mr D Glason (Director of Planning & Growth), Mr S Best (Head of Inward Investment), Ms T Read, Project Manager, Ms S Rushworth (Renewables Marketing Manager) & Mrs C Webb (Democratic Services Manager).

1 APOLOGIES FOR ABSENCE

Apologies for absence were received from Councillors Freeman & Talbot.

Councillor D Hammond attended as a substitute for Councillor Freeman.

2 DECLARATIONS OF INTEREST

There were no declarations of interest given at the meeting.

3 MINUTES

The minutes of the meeting held on 29 September 2022 were confirmed.

Councillor A Wright referred to page 7 of the minutes and asked for further clarification that the response from the Economic Growth Manager was specific to the East Coast College campus. The Head of Inward Investment agreed to follow this matter up and report back to the committee.

4 MATTERS ARISING

The Chairman reported that there were no matters arising from the minutes which were not covered elsewhere on the agenda.

5 FORWARD PLAN

The Committee received and considered the Forward Plan.

Councillor Plant asked for an update on the South Denes Enterprise Zone and O & M Campus and proposed that these should be on the Forward Plan. The Director of Planning & Growth reported that he would need to clarify the reporting process before he could approve the request.

Councillor A Wright proposed that the Full Generate update & future plans for 2023 be brought forward from the March to the January 2023 meeting.

Councillor Price asked that the committee receive regular updates on the North Quay. The Director of Planning & Growth informed members that this was reported directly to Policy & Resources Committee but he would check with the Monitoring Officer to ascertain if this was appropriate that a report for information only came to this committee.

Councillor Cordiner-Achenbach asked for an update on the Enterprise Hub. The Head of Inward Investment agreed to report this to the committee in January 2023.

Councillor P Hammond asked that a feasibility report be prepared for sites for small starter business units boroughwide to encourage small business start-ups. The Director of Planning & growth agreed to take this away and discuss with Property Services and report back.

The Director of Planning & Growth reported that a Great Yarmouth Junctions and A47 scheme update report would be presented at the next meeting.

The Chairman asked that a report on apprentices be prepared for the January meeting in preparation for Apprentice Week in February and that an Apprentice Fair be held in the Town Hall in conjunction with County. The Head of Inward Investment reported that this could tie in with the Economic Growth Plan & Kickstart initiative.

The Director of Planning & Growth suggested that he meet with the Head of Inward Investment and the Chairman outside of this meeting to discuss the requested additions to the Forward Plan.

RESOLVED:-

That the Committee note the Forward Plan.

6 E-SCOOTER TRIAL

The Committee received and considered the report from the Project Manager.

Mia Mason, Ginger, joined the meeting to assist with answering questions from members.

The Project Manager reported the salient areas of her report to the Committee in regard to progress to date:-

The trial launched 30th March 2021.

Statistics for the trial from launch up until 24th October 2022:-

- Total unique riders: 13,400
- Total Ginger app sign-ups: 18,700
- Total mileage: 220,000 miles (that's scooting around Earth eight times!)
- Total CO2 emissions saved: 58 tonnes
- % of point to point rides (from launch): 83% overall since launch, 87% this past month
- Most popular bays are: Crown Road, Southtown Road and the Train Station parking bay (when looking at 2022 data)
- The busiest Great Yarmouth rider has 530 journeys under their belt, they are on our Free Rides for Heroes program
- Total Bays: 72 (additional bays can be added where needed based on feedback and demand)
- Users banned: 22
- Warnings issued: 92 warnings issued by text
- Only three serious incidents reported (serious incident defined as an accident that required medical attention).

Since launch Ginger have been instructed to move 12 parking bays based on feedback received by local residents. Ginger are able to implement these changes within 24 hours of instruction. We will continue to act on feedback throughout the trial to ensure its safety and effectiveness.

Dismount zones have been implemented in the Market Place, Victoria Arcade, St George's Park, Great Yarmouth Seafront Beach side promenade, Marine Parade running alongside Pleasure Beach, St Nicholas Car Park, Pleasure Beach Gardens, the A47 and Gorleston High Street.

Ginger have launched an 'end journey photo' feature within the app. This means that all journeys can now only end when the user takes a live photo of their scooter to show its end state. This is to promote positive user behaviour for good, upright parking and to ensure users leave the vehicles in a roadworthy state. It will help Ginger identify any problem parkers or damaged vehicles earlier, allowing the fleet

managers to respond faster.

To help support issues around inclusion and access for 16-18 year olds it was agreed that the trial would include this age group to give a cheap, convenient, green form of access for commuting to college and/or work. 16-18 year olds must still have a valid driving licence and do have to go through an additional verification process to access the app.

Working in partnership with NCC's Bikeability Project, a number of e-scooter safe use training sessions will be held for 16-18 year olds.

Ginger have extended their Free Rides for Heroes offer, which provides free journeys on Ginger scooters for NHS and other key workers, indefinitely. The scheme was originally set to close on 31st December 2021. The campaign has been tremendously successful so far with Ginger having provided free scooter journeys to well over 1,000 key workers nationwide.

Nplaw have amended the temporary TROs in place for the trial; the TROs are now permanent allowing e-scooter use in all cycle and shared-use lanes.

Great Yarmouth Police have provided the following feedback: Actual reports to us of misuse are still low; they have been working with their Roads Policing Teams to devise a Norfolk wide approach to E-Scooters; Police Communications Team has been working with GYBC Communications Team and NCC Communications Team to devise a strategy with Police taking the lead around privately owned E-Scooters; all officers have now been sent a guide to the legalities of E-Scooters, and; reports of anti-social behaviour relating to E-Scooters can be feedback to the Police via 101 or via their website by hitting the report it now button on the front page.

The Queen's Speech in May this year announced the Government's intention to introduce legislation on the future of transport in the new parliamentary session as part of a Transport Bill. DfT anticipate using powers to create a new independent low-speed, zero emission vehicle (LZEV) category, and to subsequently create regulations that will legalise e-scooters under new rules, as well as proposing new powers for local transport authorities to manage rental operations for pedal cycles, e-cycles and e-scooters through a rental permit scheme. DfT will continue to engage with local authorities while legislation is being developed and will also consult publicly before any secondary regulations for e-scooters and the rental schemes are made.

The move towards a new regime means that the trials continue to have significant value, as well as providing a practical example of how better regulation can encourage responsible use. DfT continue to gather trip data and monthly incident reports to inform policy development.

Department for Transport have announced that all e-scooter trials have been extended to 31st May 2024. The extension will be restricted to existing trial areas only and will allow DfT to gather further evidence where gaps are identified, building on the findings of the current evaluation.

Councillor A Wright reiterated his earlier concerns regarding the E-Scooter trial. He asked that Ginger publish the number of complaints made on a month to month basis in regard to misuse. He was concerned that the goal posts had been changed a number of times during the trial period which was unacceptable. The latest increase in

the time period for the trial would result in the trial lasting 4.5 years. Pressure should be put on the Government to publish its legislation.

Mia Mason agreed to pull the requested data together with assistance from the Project Manager and that she was equally frustrated that the Government legislation was still not published and this affected investment options and optimum fleet numbers. Their CEO was in the process of drafting a letter to the Government outlining their concerns.

Councillor P Hammond asked for clarification as to the details of the three incidents. Mia Mason clarified that a mild incident resulted in a sprain/bruise/cut and a major incident resulted in an injury requiring medical intervention for example, a bone breakage.

Councillor Jeal asked why we did not insist that riders wore a helmet when riding an E-Scooter. The Project Manager reported that the current legislation did not require a helmet to be worn as was the case with cyclists.

RESOLVED:-

That the Committee note the progress of the E-Scooter trial and the extension of the trial to 31 May 2024.

7 GENERATE - MARKETING & PROMOTION UPDATE

The Committee received and considered the report from the Renewables Marketing Manager.

The Renewables Marketing Manager provided members with an update on GENERATE, and a summary of the marketing activity since the last Economic Development Committee meeting held in July 2022. This report outlines the operational focus for the remainder of the current term and recommendations for GENERATE moving forward when the current MOU ends at the end of March 2023.

The Renewables Marketing Manager shared a promotional video with the Committee of the wider South Denes inward investment opportunities/development sites, including the Great Yarmouth O & M Campus with the committee, which was a joint project commissioned with Peel Ports.

The Chairman reported that he welcomed the impactful, professional video showcasing the infrastructure and investment that Great Yarmouth Borough Council and its partners were making in the region. This provided a valuable piece of promotional material that can be used by GENERATE and partners to provide exposure for the O&M Campus, working closely with the Inward Investment and Property teams within Great Yarmouth and New Anglia LEP work will focus on maximising visibility of this video, and support wider work to land investment into the campus. The Chairman requested that the video link be shared with all members.

Councillor Mogford asked if the video could be shown to the public and suggested that an empty shopfront be utilised for this purpose. The Chairman agreed to follow this suggestion up.

Councillor A Wright referred to section 6.2 of the agenda report; the brand is just over

12 months old; brands typically need 3-5 years to be truly embedded, therefore should its profile diminish, or more crucially, dialogue/facilitation with potential investors and key stakeholders falter, there is a risk that the competitiveness of the area is reduced, and investment lost. Councillor Wright asked for an assurance that this worthwhile brand would be fully funded to promote the borough. Councillor Plant assured members that onward funding schemes and funding partners would be actively sought to support the brand moving forwards after this 12 month extension.

RESOLVED:-

That the Committee reviewed the report and agreed to the recommendations of the Enterprise Zone Funding and Governance Group; the recycling of underspend against allocated Pot B marketing budget to set out costed proposals for GENERATE delivery for the period April 2023 to March 2024, as set out in Section 4.1 to 4.4 of the report.

8 ANY OTHER BUSINESS

Councillor Jeal highlighted that HGV's carrying aggregates were traveling from Peel Ports along the seafront, then down Kings Road & Queens Road from 6 am in the morning which was disturbing residents and he asked if the Chairman would agree to sending a letter from the Committee to the aggregate companies asking that this be curtailed as a matter of urgency.

Actions:-

(i) That an officer contact Peel Ports and request a list of the aggregate companies and a blanket letter be written on behalf of the committee for the Chairman to sign.

(ii) Councillor Plant to talk to County officers to ascertain if any restrictions could be put in place in the interim period but the opening of the Third River Crossing next year would probably alleviate this problem.

The meeting ended at: 20:00

Economic Development Committee			ELT Date	Pre Meet Date	Agenda Published	Committee Date
22-277	A47 Junctions Report	Director of Planning and Growth / Ian Parkes (NCC)		22/12/22	23/12/22	09/01/23
22-175	Market Policy 2022	Head of Property and Asset Management		22/12/22	23/12/22	09/01/23
22-283	Cultural Connection Spirit 2022	Strategic Director (PB)		22/12/22	23/12/22	09/01/23
22-285	National Apprenticeship Week	Economic Growth Manager		22/12/22	23/12/22	09/01/23
22-066	Enterprise Hub Update	Economic Growth Manager		22/12/22	23/12/22	09/01/23
22-078	GENERATE Marketing and Promotion Interim Update	Offshore Renewables Marketing Manager		22/12/22	23/12/22	09/01/23
22-081	Full GENERATE update and future plans for 2023	Offshore Renewables Marketing Manager		23/02/23	25/02/23	6/3/2023
22-079	Economic Development Strategy and Action Plan Update	Head of Inward Investment		23/02/23	25/02/23	6/3/2023
22-211	Norfolk Infrastructure Framework	Strategic Planning Manager		23/02/23	25/02/23	6/3/2023
22-288	Great Yarmouth Operations and Maintenance Offshore Renewables campus	Director of Planning and Growth		23/02/23	25/02/23	6/3/2023
22-028	Resident Zone Review – Results of Consultation	Head of Customer Services		TBC	TBC	TBC

22-066

URN: 22-277

Subject: A47 Great Yarmouth Junctions - National Highways scheme updates including the other Road Investment Strategy (RIS) schemes

**Report to: Executive Leadership Team - 21 December 2022
Economic Development Committee - 9 January 2023**

**Report by: Ian Parkes Principal Transport Planner – Norfolk County Council
David Glason – Director of Planning & Growth**

SUBJECT MATTER

This report updates Members on the progress and investment being made on key National Highway infrastructure projects along the A47

RECOMMENDATION

Members are asked to note the updates presented in this report

1. Executive summary

National Highways (NH) are progressing work on the Vauxhall Roundabout scheme and have engaged consultants Mott MacDonald and contractor Graham. The scheme will increase capacity and reduce congestion at the A47/A149 Vauxhall roundabout, which is the principal entry point into the town from the west, by providing an improvement that will be compatible with a dualled Acle Straight. Ground Investigation and environmental surveys have been completed. Some of these activities required traffic management and engagement with Norfolk County Council (NCC) to agree what could be done to maintain traffic flow and minimise the impact on the busy holiday period in Great Yarmouth.

For Harfreys roundabout, National Highways have entered into a contract with NCC to design and build the scheme. This is being carried out by NCC staff and the BAM Farrans joint venture that is building the Third River Crossing. Construction on Harfreys roundabout is expected to commence in February 2023 with an opening alongside the Third River Crossing in May 2023. The scheme will reconfigure the junction to be more efficient and favour the movement towards the Third River Crossing which will become the principal entry point into the town from the south when the new bridge is in place.

There are 3 other Road Investment Strategy (RIS) schemes being progressed by National Highways along the A47. These are the:

- A47 Blofield to North Burlingham scheme
- A47 North Tuddenham to Easton dualling

- A47/A11 Thickthorn junction improvement

Development Consent Orders (DCO) have been granted by the Secretary of State for all of these schemes but there has been a legal challenge. A series of drop in events for the public with detailed information about the first two schemes were held by National Highways over the period 27 September to 9 December 2022.

2 Background

2.1 In December 2021 the joint Member Great Yarmouth Transport and Infrastructure Steering Group (GYT&ISG) noted the progress made by National Highways on the Vauxhall and Harfreys Roundabout schemes. The Members were also encouraged to respond to the National Highways consultation on their proposals for the two junctions which ran until 10 January 2022. In addition, Member comments were collated from the discussion at the GYT&ISG meeting and a response was submitted to National Highways.

2.2 The then Secretary for State made a commitment that government would ensure National Highways would devise improvements to the Great Yarmouth junctions that could be implemented shortly after the Third River Crossing opened in 2023.

Vauxhall roundabout

2.3 The National Highways preferred option for Vauxhall roundabout was for an elongated roundabout without traffic signals.

Harfreys roundabout

2.4 For Harfreys roundabout the preferred option is a modified standard roundabout that caters for the strong right-turn towards the Third River Crossing. It will provide a satisfactory improvement scheme for current flows and have sufficient operational capacity for the future design year. This does not require traffic signals for vehicular movement or additional land acquisition and is achieved by road widening and carriageway markings.

2.5 The scheme also includes enhancements for walking and cycling and provides a significant upgrade on the key desire line across the A47 towards the Harfreys Industrial Estate to better connect the residential and commercial areas.

3 Progress

3.1 Officers have continued to work closely with National Highways to keep up momentum on the delivery of the two schemes.

Vauxhall roundabout

3.2 Ecology, noise and landscape surveys at Vauxhall Roundabout were carried out this year to help refine the design and ensure the impact of the scheme on the surrounding environment is reduced.

3.3 In addition to these, ground investigations have been carried out which will give engineers a clearer picture of the type of soils, rock and groundwater beneath the area of the roundabout.

- 3.4 This work involved using temporary traffic management, including lights. Due to the sensitivity of road works during the summer period in Great Yarmouth, NCC network staff were in close liaison with National Highways to keep delays to a minimum.

Harfreys roundabout

- 3.5 Because the Harfreys improvement is a much more straightforward scheme to deliver, and there is a desire to open it at the same time as the Third River Crossing, NCC is designing and building it on behalf of National Highways. NCC have therefore entered into a legal agreement for this to happen and the Third River Crossing construction supply chain (BAM Farrans Joint Venture) is taking this forward. There are monthly meetings with all involved and construction is expected to commence in February 2023 with completion in May 2023 when the new bridge is programmed to open.

4 The next steps

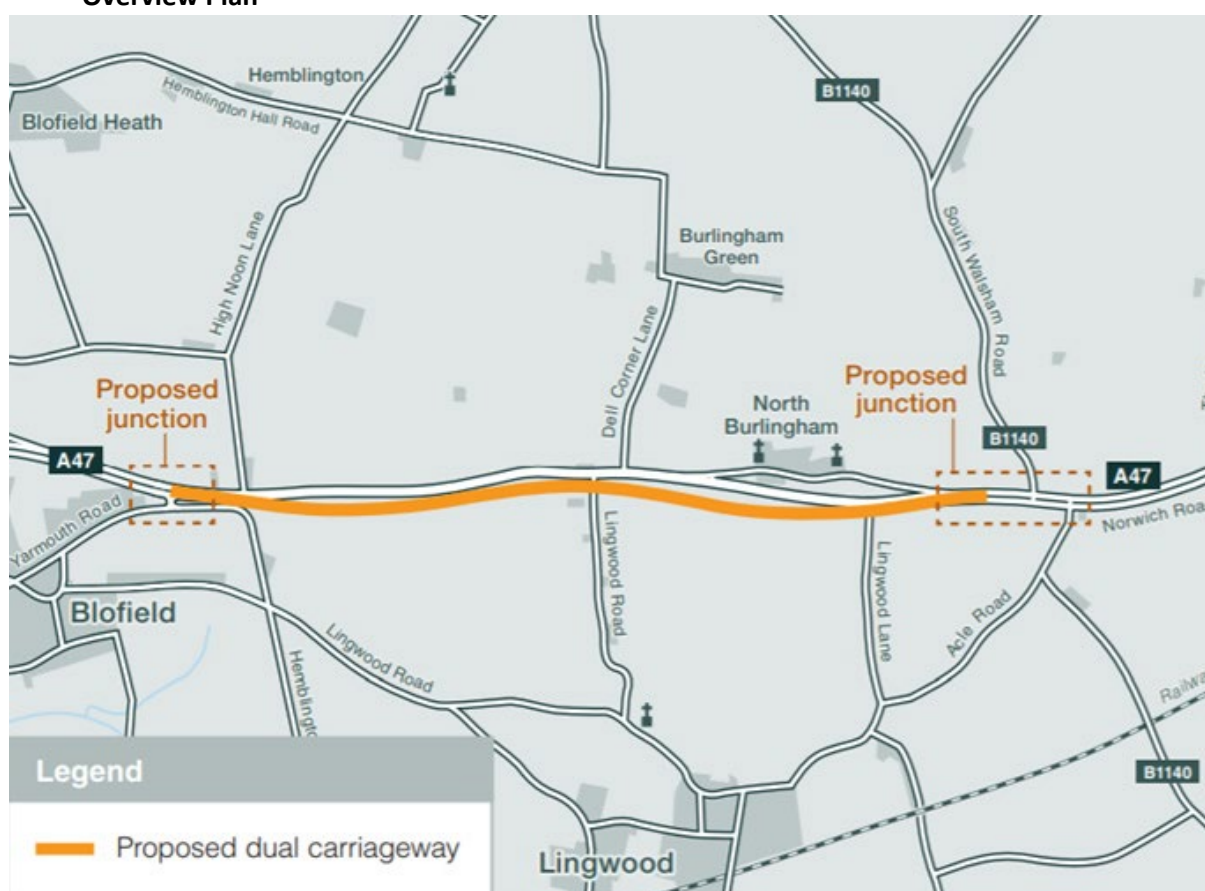
- 4.1 The Vauxhall roundabout improvement will take longer to design and procure as it is a much larger and more complex scheme that requires bridge building over the railway line. National Highways are taking this work forwards with their consultants Mott MacDonald and contractor Graham. They envisage that the scheme approval process to be via the Highways Act 1980 rather than a Development Consent Order (DCO).
- 4.2 With regards to risks to delivery, this is low for the Harfreys scheme as National Highways have already agreed to provide the necessary funding via a legal agreement and some sums have already been paid for the ongoing work. For the Vauxhall scheme, the expectation is that the scheme could be in place soon after 2025 which is a couple of years after the Third River Crossing opens. So referring back to the original commitment by the Secretary of State, some of the overall scheme (Harfreys roundabout) will open when the new bridge opens to traffic and the Vauxhall scheme will be 2-3 years later. As reported to the joint member Great Yarmouth Transport and Infrastructure Steering Group (GYT&ISG), National Highways has confirmed that the Vauxhall scheme will be compatible with a dualled Acle Straight. The A47 Alliance continues to lobby National Highways on the Acle Straight dualling scheme for inclusion in the Road Investment Strategy 3 (RIS3).
- 4.3 Engagement to date has ensured that the Active Travel provision at Harfreys roundabout is appropriate and in line with our Local Cycling and Walking Infrastructure Plan. Continued involvement with National Highways and their consultants on the development of the Vauxhall roundabout improvement will mean we can ensure the Active Travel provision is appropriate and in particular picks up on the need to serve the Vauxhall Holiday Park. No bus priority measures are envisaged at either of the two roundabouts as this is not considered proportionate to the demand, but buses will clearly benefit from the improved operation of the junctions.
- 4.4 With regards to funding, the National Highways website indicates a cost for the two schemes of between £25 million and £50 million and an end date for delivery of 2024-25. The two schemes are inextricably linked in terms of calculating the Value for Money (VfM) in the business case, so it could be concluded that as spend has started on Harfreys roundabout, the remainder will naturally follow for Vauxhall roundabout.

- 4.5 The progress that has been made on Vauxhall roundabout since the consultation last December does appear to demonstrate a strong commitment from National Highways and government to deliver the scheme as soon as possible. However, NCC and GYBC officers will continue to champion these important schemes and work collaboratively in the continued development and delivery of the Vauxhall and Harfreys improvements.

5 Other Norfolk National Highways Road Investment Strategy (RIS) schemes

A47 Blofield to Burlingham

Overview Plan



Link to Brochure with more scheme details

https://highwaysengland.citizenspace.com/he/a47-blofield-to-north-burlingham-dualling-statutor/supporting_documents/A47%20Blofield%20to%20North%20Burlingham%20Dualling%20%20Statutory%20Consultation%20Brochure.pdf

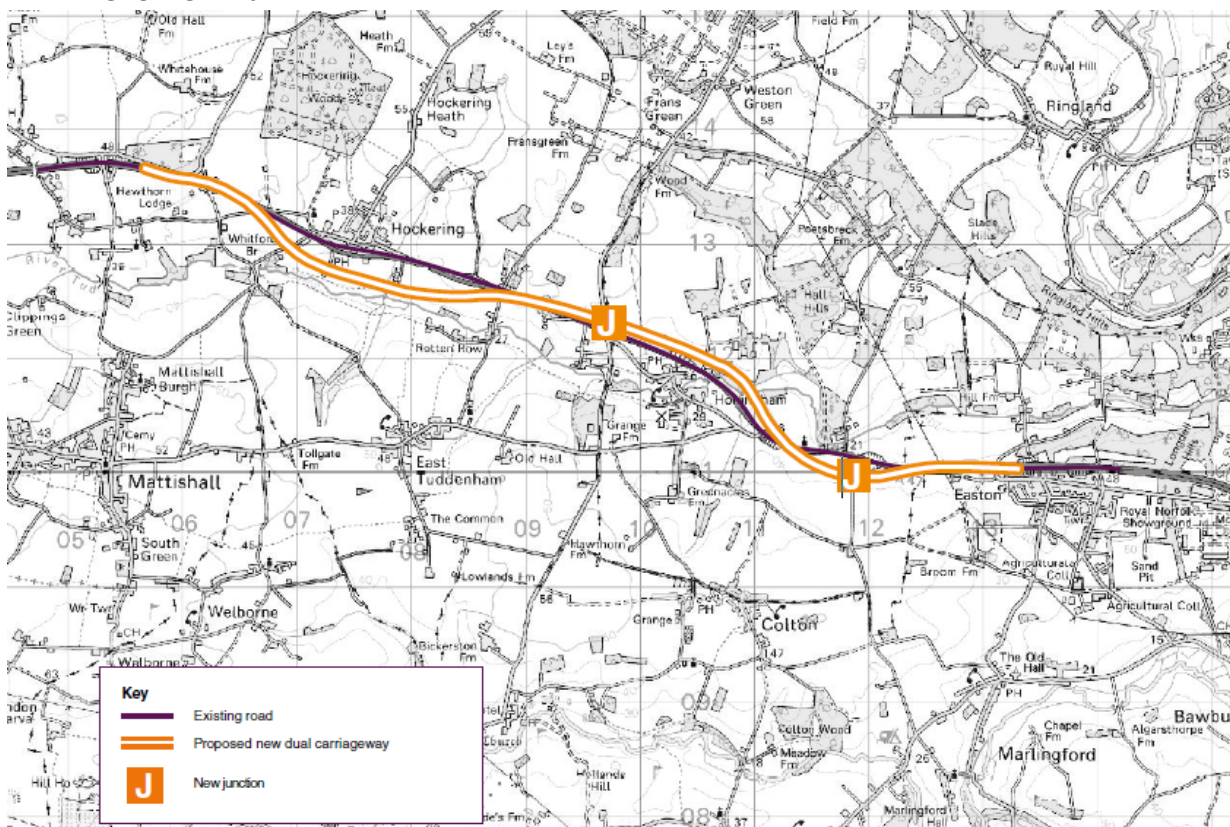
- 5.1 Although National Highways has recently been granted a Development Consent Order (DCO) for the improvement to the A47 between Blofield and North Burlingham, there has been a legal challenge by Dr Boswell which has been upheld in an oral hearing in court on 14 December 2022 and the case will now go to the High Court. This is likely to be heard in spring or summer 2023. We know that National Highways are keen to progress the scheme as soon as possible afterwards if they win the case. However, the

actual start date might be constrained by time of year in terms of site clearance and ecological considerations. Norfolk County Council will be liaising closely with National Highways on this issue so we can advise the Borough Council and other interested parties of the programme implications.

- 5.2 The scheme comprises replacing the existing single-lane section of the A47 between Blofield and North Burlingham with a new two-lane dual carriageway 70m south of the existing road. It will include safety improvements to the Yarmouth Road junction, closing the right turn and adding a dedicated lane to join the A47. There will be a new bridge over the new dual carriageway to connect the villages of Blofield and North Burlingham and take traffic from Blofield towards Great Yarmouth. In addition, there will be changes to the east junction, with a new two-tier junction connecting B1140 South Walsham Road (north of the A47) with B1140 Coxhill Road (south of the A47). For safety reasons, the direct access from Lingwood Road and Lingwood Lane to the A47 will be closed.

A47 North Tuddenham to Easton improvement

Overview Plan



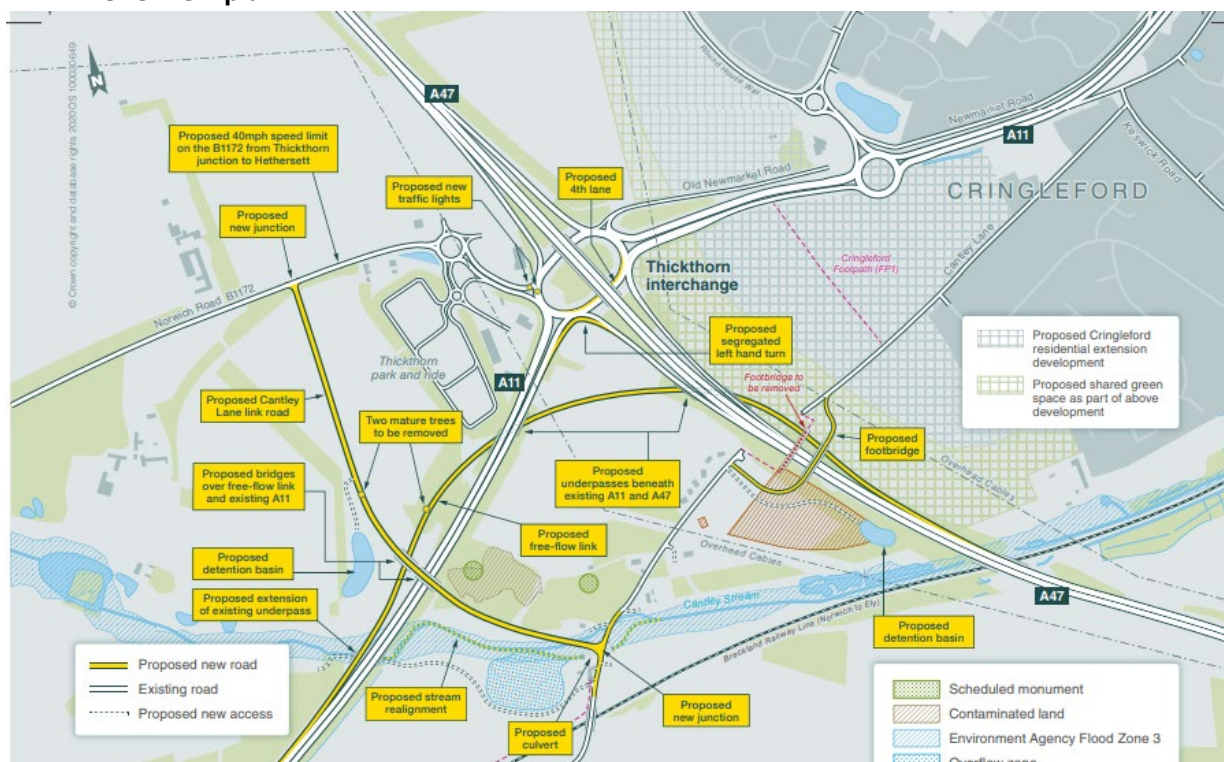
Link to Brochure with more scheme details

https://highwaysengland.citizenspace.com/he/a47-north-tuddenham-to-easton-february/supporting_documents/A47%20North%20Tuddenham%20to%20Easton%20%20Consultation%20Brochure.pdf

- 5.3 Although National Highways has recently been granted a Development Consent Order (DCO) for the improvement to the A47 between North Tuddenham to Easton, the legal challenge described above in paragraph 4.1 also applies to this scheme.
- 5.4 This section of the A47 connects key economic growth areas of Norwich where the current road is unable to cope with the high traffic volume and there are limited opportunities to overtake slower moving vehicles on the single carriageway. The upgrade will complete the dual carriageway between Norwich and Dereham, supporting economic growth and easing congestion in the area. The scheme includes two new junctions at Berry's Lane/Wood Lane, and at Blind Lane/Norwich Road. Because of these new junctions which will better connect side roads into the new dual carriageway, the Easton roundabout will be removed.

A47 Thickthorn junction

Overview plan



Link to Brochure with more scheme details

<https://s3.eu-west-2.amazonaws.com/assets.highwaysengland.co.uk/roads/road-projects/A47+thickthorn/Project+update%2C+latest+design%2C+July+2020.pdf>

- 5.5 Although National Highways has recently been granted a Development Consent Order (DCO) for the improvement to the A47/A11 Thickthorn junction improvement, the legal challenge described above in paragraph 4.1 also applies to this scheme.
- 5.6 The A47/A11 Thickthorn junction is important for commuter, business and commercial traffic, on both short and long-distance journeys. There are also approximately 3,000 new residential dwellings planned for near the junction, along with commercial business units.

This local growth is likely to increase the demand on the junction and the adjacent roads. The project will help relieve congestion at Thickthorn junction by providing two new free-flowing slip roads that will connect the A47 with the A11. The new slip roads will re-route traffic away from the junction and take it through two new underpasses. The existing footbridge over the A47 will be removed and an enhanced new one will be installed for walkers, cyclists and horse riders.

6 RECOMMENDATION

Members are asked to note the updates presented in this report

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:	Through ELT
Section 151 Officer Consultation:	Through ELT
Existing Council Policies:	Great Yarmouth Local Plan
Financial Implications (including VAT and tax):	Considered – no issues
Legal Implications (including human rights):	Considered – no issues
Risk Implications:	Considered – no issues
Equality Issues/EQIA assessment:	Considered – no issues
Crime & Disorder:	Considered – no issues
Every Child Matters:	Considered – no issues

URN: 22-175

Subject: Market Policy

Report to: Executive Leadership Team – 21st December 2022
Economic Development Committee – 9th January 2023

Report by: Head of Property and Asset Management



SUBJECT MATTER

To review the Market Policy which has been consulted with traders and adopt based on the outlined changes.

RECOMMENDATION

- To adopt the updated Market Policy

BACKGROUND

1.1 In 2017 the Economic Development Committee approved a Market Policy document bringing together a number of regulations and guidance in relation to the operation of the six- and two-day Markets.

CURRENT POSITION

2.1 Amendments and additions are highlighted on the attached draft policy.

2.2 A number of the more recent changes relate directly to the following areas:

- Development of the new market and the move to lease agreements
- Clarification of the required level of public liability insurance
- Times of operation
- Clarification around balance of trade

2.3 Change requests have been carefully considered and consulted with traders to ensure a fair and equitable position for all operators. The document was provided to all traders for comment in September with a deadline for comments of the end of October. One response around the level of Public Liability which has been incorporated into the policy.

RISKS

3.1 None identified.

FINANCE

4.1 No financial impact.

CONCLUSIONS

5.1 For the committee to agree the updated Market Policy as attached.



MARKET LICENCE POLICY

VERSION: 6
STATUS: 2nd Revision
DATE: August 2022

NOTES

Any trader who commences trading in the Market at Great Yarmouth with permission from the Borough Council agrees to abide by this Policy as part of and incorporated into all Licence agreements.

This Market Policy governs the use of stalls in the Market by traders. Any trader who contravenes the terms of their licence, which in turn requires compliance with this policy, may have their stall licence terminated by the Borough Council or otherwise be refused permission to use a stall in the market. If they have a Lease they will be treated as in breach of their lease agreement.

Unless otherwise stated this policy relates to the whole market, and applies to two day market traders; six day market traders and casual traders. As defined in section 2.1 of this document.

Great Yarmouth Borough Council may change this policy at any time upon giving four weeks written notice to traders. Prior to changing this policy the Borough Council will consult with traders and consider any representations made.

DEFINITIONS

"The Market" means the charter market held on the Market Place, Great Yarmouth

"Trader" means a person offering goods or services for sale from a stall on the Market which can either be a fixed stall with a lease or a temporary stall with a licence

"Trading Day" means a day on which the Market is open for trading

"Market Hours of Operation" means the hours of operation set out in Section 3

"Severe Weather" means a severe weather warning for Great Yarmouth on the Met office website at www.metoffice.gov.uk

1. INTRODUCTION

- 1.1 Great Yarmouth Market is an important part of Great Yarmouth's Town Centre and a key priority for the Borough Council. It is an historical market which can be dated back to at least 1208 when it was granted a Royal Charter by King John.
- 1.2 The Market Place is 6,765 square meters in area and provides a six day covered market with ~~27 36~~ stalls, ~~and a~~ two day market which operates on Wednesdays and Saturdays ~~and some kiosks near the toilet block~~. Extra markets are also held throughout the year, often to support specialist events.
- 1.3 This policy governs the use of stalls in the Market by all traders and provides detailed procedures to support the lease/licence agreements which are held by each trader. It also outlines the way the Borough Council will work to manage the market and provides a framework for this management.

2. GENERAL PROVISIONS

- 2.1 The Market will operate as follows
- Six Day Permanent Market - **Monday to Sunday operational trading times. Traders are requested to operate a minimum of 6 days per week excluding holidays. Note that no market staff are on site on Sunday**
 - Two Day Market – Every Wednesday and Saturday
 - Casual Markets and pop up markets – days as agreed by the Borough Council, including Friday Markets and Event Days which will be weather dependant.
- 2.2 All traders must hold a valid and signed licence/lease agreement for trading.
- 2.3 Two day ~~and six day~~ traders wishing to leave the Market or give up one or more of their stalls must give 28 days' written notice of their intention to the Borough Council. At the Borough Council's discretion this requirement may be waived in exceptional circumstances. Six day traders will be able to give notice as per their lease agreement.
- 2.4 Each stall holder on the six and two day market will need to have Public Liability Insurance to the value of at least 5 Million Pounds.
- 2.45 The Borough Council will provide and maintain adequate and hygienic toilets and washroom facilities for all traders.
- ## 3. HOURS OF OPERATION
- 3.1 All Traders must ensure that their stall is suitably staffed throughout the Market Hours of Operation and is open for trade.

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3.2 All six day traders must trade from Monday to Saturday during the core hours of 10am to 3pm on each weekday and 10am to 4pm on a Saturday. Sunday hours will be allowed by prior arrangement and the core hours for Sunday will be 10am to 3pm.

3.32 Two day market traders or casual traders who fail to have their stall on site by 8.30am on the day of trading may not be permitted to trade on that Trading Day unless prior arrangement is made with the Borough Council. No refund of stall fees will be paid in these circumstances. The Borough Council may re-allocate the pitch for any absence to another trader.

3.43 Two day market traders or casual traders must not come onto the market before 5:00 pm on the day prior to the market day.

3.54 All vehicles must be removed from the market by 9.00am and traders must not bring their vehicles back to the market until after 4.00pm.

3.65 Any exceptions to this must be agreed by the Market Officer on the day with clear reasoning being given and available to anyone on request. Reasons to keep vans on the market include;

- Inclement weather
- Individual illness/disability (to be evidenced prior to approval)
- Early closure of the market

3.76 All two day traders and casual traders must vacate the market by no later than 7:30 pm, on the day of trading unless by agreement with the Borough Council.

3.87 Sunday trading may be offered from time to time by the Borough Council and may also be considered on request to the Borough Council by market traders. Likely reasons for agreement could include marketplace events taking place on a Sunday where traders will add to an event and are likely to gain income.

3.98 Where possible all traders are encouraged to make alternative arrangements to put in place cover when holidays are taken. If this is not possible ~~six day traders may close their stall for a maximum of 16 days in a row and~~ two day traders may not attend four markets (Wednesdays and Saturday). A holiday rent free period of ~~a maximum of 12 days for 6 day traders and 4~~ 4 days for permanent 2 day traders will be allowed during any one financial year period.

~~3.9 Holiday will be allocated in advance to all permanent traders with any untaken holiday reclaimed at the end of the financial year. On return from holiday every effort will be made to relocate the trader in their original position.~~

3.1040 Two day traders must notify market staff at least 24 hrs in advance if they are not trading on the subsequent day (unless in an emergency where traders must inform as soon as they are able to).

3.114 Two day traders that are unable to trade due to illness must pay their rent or provide a valid ~~Doctors Certificate~~ Fit Note for the period. To reclaim any rent

paid they must provide the Council with a sick note from their GP. These fees will be reimbursed on the month following the illness along with any refunds in relation to cancelled Markets.

4.0 PAYMENT OF STALL FEES

4.1 Stall fees for the 6 day traders are as stipulated in the lease agreement.
Stall fees and other charges for the 2 day and other casual market traders are determined by the Borough Council with changes to the fees and charges notified to the traders in writing four weeks prior to the new fees/charges coming into effect. ~~with changes to the fees and charges schedule being notified to traders in writing once approved by the Borough Council.~~
~~Notification will be at least four weeks prior to the date of the fees and charges coming into effect.~~

4.2 The fees and charges schedule includes a set monthly fees for six day traders based on goods sold, and a fee payable per foot for both two day and casual traders. All footage fees will be calculated after a depth amnesty of up to a maximum of 15 feet.

4.3 ~~The categories for the six day traders are defined in their lease agreements;~~

<u>Hot Food 1</u>	<u>Fish & Chips, Chips and Tea Stalls that sell hot food including Bacon Rolls and Burgers</u>
<u>Hot Food 2</u>	<u>Any foods prepared for sale hot to customers which are not specified in hot food 1</u>
<u>Retail Good (formally Dry Goods)</u>	<u>Any retail produce which is not food such clothing, bags, cards, phones, bric-a-brac, books etc</u>
<u>Groceries</u>	<u>Any foods such as fruit and vegetables or foods that form part of staple groceries such as flour, spices, meat, fish and bread etc. (would include sweets, ice cream and cold drinks)</u>

4.4 The Borough Council will usually review all two day and casual stall fees and other charges annually but may also do so at different intervals. The Borough Council will notify traders of any review and will consider representations made by traders. The six day traders will have their rent reviewed as per their lease agreement.

4.5 Stall fees must be paid by the trader. All six day traders must pay monthly in advance by direct debit as per lease. This facility is also available to two day market traders, alongside other payment methods.

4.6 ~~No cCash or cheques will not be taken for rent or licence fees or any other charges and no invoices will be provided~~
payments from March 2018. Payments will be taken on attendance by card only.

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4.7 Any trader in arrears with their fee will be subject to the procedures detailed in section 29 of this policy alongside those procedures detailed in the Council's Sundry Income and Debt Policy. For 6 day traders any arrears will be recovered in line with their lease agreement.

5. IDENTITY

5.1 Traders must provide and display in a prominent and visible location on their stall, a legible, well presented sign of a minimum size of 300 mm x 300 mm showing their trading name. This sign must remain in position throughout the trading day.

5.2 Traders must register their permanent address and contact telephone number with the Borough Council who must be notified immediately of any changes.

6. APPLICATIONS FOR STALLS AND LICENSE/LEASE

6.1 All applications for new 2 day or casual stalls, including those from existing stall holders who want an extension to their pitch size, product changes or an alternative stall, must be made in writing to the Borough Council.

6.2 The Borough Council will consider extensions, product changes and alternative stall requests from existing traders considering section 9 of this policy. Product changes will be subject to a three month trial period during which other traders are able to comment, prior to any final decisions being made.

6.3 Applications for vacant stalls and or new stalls will be evaluated under section 9 of this policy. ~~Six day traders will be required to provide financial and personal references.~~ All traders will be required to provide evidence of public liability insurance prior to trading.

6.4 Any such applications will not be considered if the applicant is in breach of this policy, including being in arrears with payment of the fee.

6.5 No successful applications will become effective until either a new or amended licence/lease has been signed and returned to the Borough Council. Licences/leases not signed within seven days of issue will be withdrawn and a new application will then be required.

6.6 Any Trader may hold multiple licences.

7. UNSUCCESSFUL APPLICATIONS

7.1 The Borough Council reserves the right to refuse any application to trade on the Market.

7.2 All unsuccessful applicants for stalls or product line extensions will be notified in writing with a summary of the reason why.

8. TRANSFER OF LICENSE/LEASE – SIX DAY MARKET

8.1 The lease on the six day market may be transferred subject to the lease agreement terms. During the term of the ~~licence~~/lease, a permanent trader (the transferring trader) who wishes to cease trading will inform the Borough Council of their intention. It is the trader's responsibility to find a new trader. If the trader wishes to then advertise their business for sale they need to also notify this intention to the Borough Council at the same time they give notice to cease trading through an assignment. On assignment of the agreement any loan included within the lease must be either transferred to the new trader or paid in full.

Commented [AGW1]: What if the trader cannot find a new trader, does this mean they cannot leave?

~~8.2 Any six day trader who is unable to find an alternative trader but wishes to cease trading must contact the Borough Council prior to ceasing trading as any unit that remains closed for more than fourteen days may result in section 28 of this policy being implemented, and as an ultimate sanction the trader may be required to remove their unit from the Market.~~

~~8.3 Once a prospective trader has been found the existing trader will inform the Borough Council of the name and address of the prospective trader. The Borough Council will in all cases then satisfy themselves as to the suitability of the transferee to become a trader and will require financial and personal references, before allowing the transferee to trade under that licence.~~

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~~8.4 Such transfer is at the sole discretion of Borough Council. The Borough Council is not obliged to agree to transfer the licence to the transferee.~~

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~~8.5 In the event that a transfer is refused, there is a right of appeal using the appeal process laid down in the policy in section 30 of this policy.~~

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~~8.6 The retiring trader will then pay a transfer fee to the Borough Council equivalent to one week's site fees.~~

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~~8.7 The new trader will then continue existing trade and will be required to abide by their licence conditions subject to signing a new or amended licence/lease and returning it to the Borough Council. Licences not signed within seven days of issue will be withdrawn and a new application will then be required.~~

~~8.8 Upon the death, retirement or inability to trade due to ill health of a trader, the Borough Council will permit a husband, wife, civil partner, or relative to take over the licence subject to relevant checks to include financial and personal references alongside an additional payment of one week's site fee.~~

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~~8.9 Whilst the Borough Council will undertake the administration of the licence transfer, the transferring trader will be responsible for managing the handover of their business to the transferee in a smooth and timely fashion.~~

8.240 No sub-letting of units is permitted.

9.0 SIX DAY UNIT PROVISION

9.1 [Six day traders should refer to their lease agreement.](#)

~~Units remain in the ownership of the trader unless rented from the council.~~

~~9.2 If a trader wishes to remove their unit from the market they must agree the removal of the unit with the Borough Council which will include a safe method of work.~~

~~9.3 Any services connected to the unit must be made safe at the expense of the trader if a unit is removed.~~

~~9.4 The ground surface of the market place should be made good once the unit is removed. This is the responsibility of the trader.~~

~~9.5 Any costs or damage incurred by the Borough Council from a unit being removed must be fully reimbursed by the trader.~~

~~9.6 If the unit is being moved by the Council this section applies to the Council and will be the Council's obligation to ensure compliance with this section.~~

10. SALE/TRANSFER OF TWO DAY MARKET STALLS

10.1 An existing permanent two day trader wishing to sell their stall should approach the council at the earliest opportunity and give details of the new trader.

10.2 The Council will work with traders to ensure any transition to a new trader is completed within the 28 day notice period.

11. BALANCE OF TRADES AND PRODUCT LINES

11.1 The Borough Council has a policy on the balance of trades on the market with an aim to create a lively and vibrant environment for shoppers with a wide mix of trades.

11.2 The Borough Council wishes to ensure the market has an appropriate mix of goods so it remains attractive to customers, trying to balance the needs of the customer by offering real choice, providing local business opportunities and ensuring the market maintains a diverse retail offer.

11.3 At the same time the Borough Council recognises the need to let vacant stall(s) whilst ensuring that no traders is provided with a direct covenant not to let other premises to a competing business to avoid a trader occupying a monopolistic position.

11.4 When deciding on a particular trade the Borough Council will take account of the following points:

- The current availability of particular trades and whether this is a new product
- Evidence of demand from customers for the continuation of the trade or product line concerned.
- The quality of the product line being offered and its presentation.
- The attendance record of existing traders in that business
- Times of year the product will be offered for sale

11.5 Any request to diversity goods being sold should be made in writing to the Borough Council with any decision's being considered by the Market Management team in the first instance with their recommendations being passed to a Group Manager for consideration and final agreement. [For six day traders this will be considered in conjunction with their lease agreement.](#)

11.6 The Borough Council may accept product lines that compete with existing traders. ~~[If a trader disagrees with such a decision they have a right to appeal under section 30 of this policy.](#)~~

11.7 The Borough Council does, however, reserve the right to decline any application if it considers that any particular trade or line will be over represented on the Market.

11.8 If a trader is found to be selling goods that are not agreed by the Council through way of a licence/lease agreement enforcement action may be taken.

11.9 If a trader is found to be persistently selling faulty goods enforcement action may be taken. This includes stolen goods.

11.10 The Council also reserves the right to review goods sold under existing licences and may make changes from time to time.

[11.11 On the two day the market the council reserves the right to restrict uses to prevent conflict on the six day market. Certain uses on the six day market such as Flowers, plants, fruit and veg, sweets \(not an exhaustive list\) will not be allowed on the 2 day market unless it can be clearly demonstrated that the goods supplied are significantly different from the trader on the six day market.](#)

12. NEW BUSINESS SUPPORT

12.1 [Business support can be obtained by any trader through the new business support hub that is being set up in Market Gates or through other organisations as advised by the council from time to time](#)~~Ente~~

~~enterpriseGY, based in the Catalyst and Novus Centres, at The Conge, Great Yarmouth, provides support, business advice and training for those persons planning a new start up business. enterpriseGY also provides guidance for existing businesses.~~

~~12.2 Any resident of the Borough who is looking to set up as a Market Trader, or are currently running a Market Stall in Great Yarmouth are able to contact enterpriseGY on 01493 336425 or 0800 458 0146 for further information and to make an appointment with a Business Advisor.~~

13. CONDUCT AND BEHAVIOUR STANDARDS

13.1 Traders are responsible for their own conduct and that of anyone working on or in connection with their stall at all times while they are on the Market

13.2 Traders are also responsible for complying with all legislation and regulations that apply to the individuals they employ or engage.

13.3 All Traders, Council Officers and those working with them must not;

- Use abusive or bad language, shout or display intimidating behaviour to other traders, market management, Borough Council Officers, elected Members or the general public
- Do any act that might cause injury, anxiety or offence
- Discriminate against anyone on the grounds of age, gender, race, sexual orientation, disability, gender reassignment, religion or belief
- Use or permit the use of illegal substances on the Market
- Not to cause damage to a traders property
- Smoke in the toilets or the storage areas or within the confines of any stall canopy on the Market
- Hawk or carry goods about for sale
- Use stalls for any purpose other than trading
- Sell live animals on the Market
- Cause or encourage any nuisance or annoyance to other traders, market management, Borough Council Officers, elected Members or the general public or occupiers of property in the vicinity of the market
- Make any noise or play music that is considered by the Borough Council to be a nuisance or inconvenience to other traders, market management, Borough Council Officers, elected Members or the general public or occupiers of property in the vicinity of the market

- Cook on their stall except where this is part of the product line set out in a licence agreement
- The traders and those working on the market must not bring the Council into disrepute including social media and online activity which could be construed as libellous
- Sell goods not specified within their [lease](#)/licence agreement with the Council

13.4 Any breach of section 13.3 may result in action being taken against the trader in line with section 29 of this policy [and/or through their lease agreement](#).

13.5 No units can be used for living and or sleeping accommodation.

13.6 No pets shall be kept within stalls on the [six6 day market](#), [two day market or any kiosk or pop up stall](#).

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13.7 Prior approval of the Market Management must be granted prior to any leaflet distribution during market operating times.

14. OBSTRUCTION

14.1 When loading/unloading their vehicles, all traders shall cause as little obstruction and inconvenience to the general public, other traders or the Borough Council's employees and contractors as possible. In particular traders must comply with such requirements to ensure emergency access as the Borough Council deems necessary.

15. VEHICLE MANOEUVRES

15.1 Traders must ensure that they observe a maximum vehicle speed of five miles per hour when on or in the vicinity of the Market and that vehicles display hazard warning lights.

15.2 The Borough Council will not be responsible for vehicles brought onto the Market.

15.3 A discounted Pay and Display permit for Fullers Hill Car Park will be available to all permanent two and six day Traders to enable convenient central parking provision (maximum of two per stall).

16. INSURANCE

16.1 Traders MUST provide evidence of third party public liability insurance to the Borough Council's minimum requirement as notified to traders in writing from time to time, currently [£5,000,000 \(FIVE MILLION POUNDS\)](#) [for the 6 day traders and](#) [£5,000,000 \(FIVE MILLION POUNDS\)](#) [for 2 day traders](#) and a trader shall display their policy of insurance on their stall or provide evidence of their insurance upon request.

- 16.2 Traders who are employers must hold Employers Liability Insurance. Under the Employers Liability (Compulsory Insurance) Act 1969 all employers* are required to have a minimum level of cover of £5 million.
- 16.3 Traders not displaying evidence of third party public liability insurance or providing evidence of their insurance as required by clause 16.1 may not be permitted to trade until this has been rectified with action being taken under section 29 of this policy. No rebate of the stall fee will be given in these circumstances. Great Yarmouth Borough Council will display its public liability insurance at the entrances to the six day market.
- 16.4 Traders must notify the Borough Council of any changes in insurance and provide copies on request and on renewal.

**If your business is not a limited company, and you are the only trader or you only employ close family members, you do not need compulsory Employers Liability (EL). Limited companies with only one employee, where that employee also owns 50% or more of the issued share capital in the company, are also exempt from compulsory EL insurance. However, there is nothing to prevent an exempt employer from choosing to buy EL insurance.*

17. INDEMNITY AND COST OF DAMAGE

- 17.1 Traders will indemnify the Borough Council against all costs, claims and damages arising from their use of the stall, or any other facility provided by the Borough Council in respect of the Market operation.
- 17.2 The Borough Council reserves the right to charge any market trader the full cost of repair or renewal to any Borough Council property related to the Market where in the reasonable opinion of the Borough Council that trader or anyone working with the trader has caused the damage.
- 17.3 The Borough Council will be responsible for any damage caused as a result of works undertaken by employees or contractors operating on behalf of the council.

18. STALL SET UP AND DE RIG

- 18.1 Two day and casual ~~All~~ traders must supply, erect and dismantle their own stalls. All stalls must be fit for purpose, kept in good and clean condition and be safe for use and be attractive.
- 18.2 Six day traders must keep their stall and any frontages in good condition as per their lease agreement. Any modifications must be approved by the council and any costs covered by the trader. If the council has to carry out any works due to the actions of the trader, the full costs along with officer time will be charged to the trader.
- 18.32 Two day market stalls must be safely secured in poor weather conditions when the Market remains open. If the Market remains open but the trader has to close due to stall safety and the inability to safely secure the stall no refunds will be given to the trader.

- 18.43 All [2 day and casual](#) stalls must have minimum headroom of two meters.
- 18.54 Any new or refurbished six day stalls must have their design approved by the Borough Council before any works take place. Notification in writing to the Borough Council must be made at least six weeks in advance of any such changes.
- 18.65 The use of amplified sound equipment is prohibited unless agreed by the Borough Council.
- 18.76 The use of A boards is discouraged on the Market and under no circumstances can these cause an obstruction or create a hazard. Any use of A boards must be agreed with the Market Management Team in advance.
- 18.87 The Borough Council will oversee where stalls are set up on the two day Market, working to ensure appropriate layout including walkways depending on the number of traders trading on that day.
- 18.98 While every effort is made to maintain existing layouts for traders it is not guaranteed and the Council reserves the right to move pitches accordingly.
- 18.109 Casual traders must give market officers 24 hour notice of attending a market as market officers will need to advise the trader on location of stall. As a casual trader no guarantee of pitch allocation can be made.

19. GENERATORS

- 19.1 Standalone generators are not permitted on the market.
- 19.2 Vehicle driven generators such as ice cream vans must not cause a nuisance such as noise or emissions and the exhaust must be baffled or soundproofed.

20. GAS SUPPLY AND GAS CYLINDERS

- 20.1 A gas supply is currently available on the six day market only. [The traders must be able to supply a valid gas certificate for the premises on demand and any gas appliances/equipment will need to be tested at least once a year by a qualified gas engineer or more frequently if required. Gas cylinders can be used by traders on the two day market.](#)

- 20.2 The use of LPG/pressurised cylinder(s) will not be permitted without the prior written consent of the Borough Council. [Paraffin appliances are not permitted.](#)

~~and permission will be subject to such conditions as the Borough Council may require.~~

Commented [AGW2]: Didn't we agree that we would not accept any gas cylinders at all throughout the 2 and 6 day markets?

~~20.3 All traders using bottled gas must provide a controllable discharge type, dry powder fire extinguisher situated near the appliance, displaying a current test approval. Any piping must be of sound condition.~~

~~20.4 All LPG/pressurised cylinders shall be stored outside any stall, vehicle or building connected to the appliance via securely fixed metal piping or armoured flexible piping. Only cylinders using pressure relief valves will be allowed which must be positively secured in the upright position.~~

~~20.5 All LPG/pressurised cylinders not in use must be stored upright in the open air away from any fixed or temporary source of ignition, with suitable hazard warning signage provided, complying with the Health and Safety (Safety Signs and Signals) Regulations 1996.~~

~~20.6 Paraffin appliances are not permitted~~

21. ELECTRICITY

21.1 A 240v electricity supply is currently available on the Market.

21.2 Traders may only use electrical equipment that it is in good condition, weatherproof and suitable for outside use. All electrical equipment must have a valid up to date PAT test certificate which must be available for Borough Council to view upon request and or take copies.

21.3 Connections to the electricity supply must be made by a suitably competent person (using robust, moisture and tamper proof connections which are suitable for outside use). Suitable and sufficient earth-leakage protection must be installed and maintained as part of the fixed wiring installation.

21.4 Traders must ensure that trailing cables do not present trip hazards or any other hazard and are suitably protected and at a safe height.

21.5 Traders must not make any alterations to the market electrical system provided by the Borough Council. Traders must not block or obstruct electric supply boxes at any time.

21.6 Traders are only permitted to use the electricity supply for appropriate lighting, scales and tills and for other uses which are, in the reasonable opinion of the Borough Council, essential for the operation of their business as specified on the Trader's Licence Agreement.

22. WATER

22.1 Water is supplied on the market by the Council however it is essential that traders do not waste water, for example it is not acceptable to leave taps running. [For six day traders they will be recharged for water used as per lease agreement as per sub meter readings.](#)

22.2 Enforcement action may be taken for continued misuse of water.

22.3 Waste water should be disposed of within the tenants unit on the six day market. Two day and casual traders will need to confirm the method of dealing with any waste water prior to market days.

22.4 Each six day market trader must comply with legionella legislation and ensure that any required testing is undertaken and/or daily running of the water for the amount of time set out in the legislation. The council reserves the right inspect the water supply on each unit without prior notice if required and the supply should be accessible at all times.

23. LITTER AND TRADE WASTE

23.1 It is the sole responsibility of traders to ensure the safe management of waste in and around their stall.

23.2 The Borough Council will carry out the regular cleaning of the market area, and the drains, guttering around the canopy and gullies on the Market as necessary to maintain their effective operation.

23.3 Traders must ensure that their stall and any adjoining passages, whether used by them alone or in conjunction with other traders, are properly swept from time to time and shall ensure that litter is not allowed to accumulate.

23.4 Throughout the day traders must ensure the area surrounding their stall is cleaned and clear of all refuse and to ensure that all stalls and immediate areas are cleared of all refuse generated by their business at the close of business each day.

23.5 Traders must remove all trade waste from their stall and for six day traders must place their trade waste in the service yards and move at the end of the day to the market refuse and recycling warehouse.

23.6 Traders who produce food waste must dispose of it at the end of the day at the market refuse and recycling warehouse.

23.7 Traders must not put their trade waste in public litterbins.

23.8 Traders must comply with any new initiatives introduced to improve the recycling of trade waste on the markets as advised in writing by the Borough Council from time to time.

23.9 Traders must only use the market refuse and recycling warehouse for disposal of waste produced whilst attending the market and not for the disposal of any other waste.

23.10 If a trader does not dispose of and/or remove trade waste in accordance with this policy the Borough Council may remove the waste the trader hereby agrees to reimburse the Borough Council the reasonable cost of such removal and disposal.

23.11 Traders must ensure that any liquid waste is disposed of in the correct manner and that no spillage takes place when transporting from the unit to the disposal bins.

23.12 Traders are encouraged to reuse and recycle materials wherever possible, either through normal business activities or through appropriate refuse bins.

24. HEALTH AND SAFETY

- 24.1 Traders have a legal duty of care to maintain the health and safety of their employees, other traders and visitors to their stall and must comply with the Health and safety at Work Act 1974 and regulations made under the Act.
- 24.2 Traders must also comply with directions issued from time to time by the Borough Council with a view to maintaining or improving the health and safety environment on the Market.
- 24.3 All health and safety checks must be carried out in accordance with legislation and where documentation is required, provided to Great Yarmouth Borough Council accordingly.
- 24.4 Great Yarmouth Borough Council can from time to time check that you have the correct and up to date records relating to Health and Safety. Failure to produce these records may result in enforcement action being taken.
- 24.5 Where traders report to the Market Management Team a health and safety issue, this issue will be risk assessed and action taken in appropriate timescales depending on the level of risk.

25. FOOD STALLS

- 25.1 All traders operating food stalls shall comply with any legislation in force relating to their business including (but not limited to) the provisions of the Food Safety and Hygiene (England) Regulations 2013.
- 25.2 All traders operating food stalls must be registered with the appropriate local authority and be able to provide evidence of this on request.
- 25.3 It is expected that all food stalls are in receipt of a food hygiene award scoring three or above. If not the trader may find themselves open to action under section 29 of this policy
- 25.4 It is a legal requirement that all food business operators are in possession of a food safety management system and that all staff are trained to appropriate levels in food hygiene.

25.5 Fat disposal. Fat should not be flushed down the drain system and fat traps must be used and maintained on a regular basis. Each unit must have a fat trap which will be checked on an adhoc basis by the market officers.

Any trader that has either not got a fat trap where one is required or is not managing the fat trap appropriately by cleaning on a regular basis to ensure normal operation will be recharged the cost of clearing the drain system.

- 25.6 Tenants are encouraged to consider the waste products associated with their businesses. All disposals must be undertaken in an appropriate manner e.g. allowing liquid fats to solidify or using licensed waste carriers as appropriate. This should be extended to customers, where any instances of littering should be addressed.

26. CLOSURE OF THE TWO DAY MARKET

- 26.1 The Borough Council shall have the right to close the two day Market at their absolute discretion if they consider this to be necessary on the grounds of public safety.
- 26.2 The Borough Council's policy regarding cancellation of the two day market due to weather conditions is as follows:
- The Borough Council will monitor wind speed and direction each day prior to any Market in the Market Place using the UK National Weather Service provided by the Meteorological Office.
 - In the event of winds exceeding 24 mph constant velocity (not gusting) for a period exceeding one hour the Market will be cancelled either prior to the Market day or prior to opening on the Market day or during the Market day as conditions dictate.
 - However there may be times when the predications sit just below or above this wind speed. In these cases the Borough Council may apply some discretion as to whether a Market is cancelled. In these instances close monitoring of the weather will take place both through forecasting information and onsite. If this monitoring subsequently identifies unsafe conditions, the Market will be cancelled.
 - In the event of Snow, matters for consideration prior to cancellation will be Health and Safety of shoppers and traders, closure of public transport, closure of roads, distance of travel by traders amongst other considerations. These considerations will also apply to lcy conditions.
 - In the event of Flooding both localised from heavy rain or by ingress of floodwaters into the Town centre and or warnings by Emergency Planning Officers at Great Yarmouth Borough Council (GYBC) and Norfolk County Council (NCC) the market may be cancelled.
- 26.4 Where a Market has been cancelled prior to 12.00 noon on any Market day traders will be credited that days fees. This will be credited in the month following the cancellation.

- 26.5 Where it is clear that due to weather conditions the two day Market will not be able to open the day before the Borough Council will seek to notify traders of this decision by 5.00pm.

27 WORKS AFFECTING THE MARKET

- 27.1 Whenever possible, traders will be given prior notice of maintenance and other work on and around the Market which could affect their trading activities, with steps being taken to minimise any impact as appropriate.
- 27.2 From time to time works on the Market may take place outside of the control of the Borough Council. In this instance traders can report concerns to the Borough Council who will try to resolve as appropriate.

27.3 All traders must not undertake works which are considered noisy between the hours of 10am and 4pm

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28. MOVEMENT OF TWO DAY AND OR CASUAL MARKETS

- 28.1 The Borough Council may from time to time require the movement of its market or individual stalls. Traders will be notified about any such changes as soon as appropriate alongside alternative options.

29. ENFORCEMENT PROCEDURES

29.1 For six traders the following procedure will apply alongside their lease agreement.

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29.24 The following procedure relate to breaches of licence/lease conditions and or this Market Policy.

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29.32 The Borough Council is able to issue verbal warnings, a note of which will be placed on the traders file. Written warnings can also be issued by the Borough Council for minor issues where a general improvement is being asked for. Again a record of this will be kept on the traders file. A verbal warning will be considered spent after a 6 month period if no further offences have been committed.

29.43 Serious matters that may require immediate action such as suspension or termination of licence/lease can only be taken with approval from a Senior Officer from the Borough Council (Head of service or above). Any such decision must be clearly documented and subject to the trader having an ability to lodge an appeal against the decision.

29.54 For all serious matters a formal hearing must take place, even if immediate action has been taken. For such a hearing at least three working days' notice must be given to the trader. The Council will aim to undertake any formal hearing by 28 days from the matter being raised, and that if this period is extended the trader will be notified in writing to include the reasons why.

29.65 At the hearing oral and written evidence can be presented and cross-examination can take place in accordance with the principles of natural

justice. All such hearings will be heard by a Senior Officer from the Borough Council who will have available to them the following actions

- No action
- First formal written warning
- Final formal written warning
- Termination of licence/lease with 28 days' notice
- Termination of licence/lease with no notice

29.76 All breaches will remain on the trader's record (as held by the Borough Council) for a minimum period of twelve months.

29.87 Examples of serious issues which may warrant immediate action including termination of Licence are

- Serious misconduct or dishonesty
- Assaulting a member of the public, a Borough Council Officer or another trader
- Verbal abuse, harassment, intimidation, discrimination or bullying towards a member of the public, Borough Council Officers or other trader(s)
- The trader has been convicted of selling counterfeit products or has received a formal caution, formal warning or such other similar measure from the Trading Standards Service or any other Enforcement Agency.
- The trader has persistently failed to make payment of the Licence fee
- The trader has failed to comply with the health and safety legislation affecting the Market sites or any Health and Safety requirements notified to the trader by the Borough Council.

29.98 Any complainant that instigates this procedure will be notified that this process has been implemented. However the direct outcome of this procedure will not be communicated by the Council to the complainant to ensure Data Protection legislation is complied with.

30. APPEALS PROCEDURE

30.1 Any trader subject to enforcement action outlined in Section 28 may appeal in writing to Strategic Director of the Borough Council (or such other officer as the Borough Council appoints) within seven working days from, but not including, the day the trader is notified of the decision against which they wish to appeal.

30.2 The decision of the Strategic Director or other appointed officer shall be final in all respects. An appeal hearing will then be scheduled within 28 days from the

appeal being lodged. For such a hearing at least three working days' notice must be given to the trader.

30.3 In considering any appeal the Strategic Director or other appointed officer will have regard to any relevant documentation and may interview such persons, including the trader in question, as he/she considers appropriate.

30.4 The result of the appeal and the reasons for the decision reached will be conveyed in writing to the registered address of the trader

31. COMPLAINTS

31.1 If you have a problem or complaint with regard to management of the market you should first contact the Borough Council and or the Head of Property and Asset Management. The internal complaints procedure must be followed first.

31.2 The complaints process has three prescribed stages. The process begins with an Informal (stage 1) complaint, if the issues raised are not satisfactorily resolved at this stage the complainant can escalate their complaint to a formal (stage 2) complaint. If the complainant remains unsatisfied with the response they receive at stage 2, they are able to escalate their complaint onto the final stage (stage 3) of the complaints process.

31.3 Informal (Stage 1) complaints are initial complaints that will be reviewed and answered at operational level by a Team Leader or Manager. The Team Leader or Manager will investigate the complaint and provide a full response to the Customer. It is envisaged that most complaints will be resolved at the stage.

31.4 Head of Service (Stage 2) complaints occur when a customer's initial complaint has not been resolved to their satisfaction at Stage 1 and the complaint therefore requires further investigation by a different person. These complaints will be considered at service level and answered by the Head of Service providing they have not been actively or directly involved in the initial complaint or response. Where this is the case the complaint will be passed to another Head of Service to answer. The Head of Service must review the response provided at stage 1 and conduct any further investigation required into the customer's case.

31.5 Director (Stage 3) complaints are for any complaints that could not be satisfactorily resolved at Stage 2 and warrant further investigation or review. These complaints will be considered by a Director of the Council who will conduct an independent review of the customer's complaint along with the previous replies provided to the customer and any other pertinent information. The Director will then undertake any supplementary investigations required to enable them to issue a final response and decide if any remedial action is required.

31.6 Complaints can be responded to in writing, via a telephone call or email. If a customer has indicated a preference for one of the above means of communication a reply should be made using this, unless considering the type

of complaint it is deemed more effective to use a different method of communication. Responses to Stage 1 complaints will be issued within 10 working days of the complaint being received. Stage 2 & 3 complaints may require a more in depth investigation and therefore responses will be issued within 20 working days of the complaint being received. If for any reason a response is unable to be issued within 20 working days, the Customer will be informed of the delay as soon as possible and provided with an estimated timescale in which they can expect to receive a full reply, with further updates given as appropriate.

31.27 However if you are still not satisfied the Local Government Ombudsman (LGO), may be able to help. The LGO can be contacted at:

Local Government Ombudsman
The Oaks
No 2 Westwood Way
Westwood Business Park
Park Coventry
CV4 8JB
Phone: 024 7682 0000
Web: www.lgo.org.uk

31.82 Whistleblowing is the raising of a significant concern. These concerns may cover issues of injustice, malpractice or serious wrongdoings within the Council. The Council's whistleblowing Policy is designed to ensure that people know how to raise a genuine concern and that they can do so in the knowledge that they will not face reprisal for their actions. A copy of this Policy can be found at;

<https://www.great-yarmouth.gov.uk/policies>



MARKET LICENCE POLICY

VERSION: 6
STATUS: 2nd Revision
DATE: August 2022

NOTES

Any trader who commences trading in the Market at Great Yarmouth with permission from the Borough Council agrees to abide by this Policy as part of and incorporated into all Licence agreements.

This Market Policy governs the use of stalls in the Market by traders. Any trader who contravenes the terms of their licence, which in turn requires compliance with this policy, may have their stall licence terminated by the Borough Council or otherwise be refused permission to use a stall in the market. If they have a Lease they will be treated as in breach of their lease agreement.

Unless otherwise stated this policy relates to the whole market, and applies to two day market traders; six day market traders and casual traders. As defined in section 2.1 of this document.

Great Yarmouth Borough Council may change this policy at any time upon giving four weeks written notice to traders. Prior to changing this policy the Borough Council will consult with traders and consider any representations made.

DEFINITIONS

“The Market” means the charter market held on the Market Place, Great Yarmouth

“Trader” means a person offering goods or services for sale from a stall on the Market which can either be a fixed stall with a lease or a temporary stall with a licence

“Trading Day” means a day on which the Market is open for trading

“Market Hours of Operation” means the hours of operation set out in Section 3

“Severe Weather” means a severe weather warning for Great Yarmouth on the Met office website at www.metoffice.gov.uk

1. INTRODUCTION

- 1.1 Great Yarmouth Market is an important part of Great Yarmouth's Town Centre and a key priority for the Borough Council. It is an historical market which can be dated back to at least 1208 when it was granted a Royal Charter by King John.
- 1.2 The Market Place is 6,765 square meters in area and provides a six day covered market with 27 stalls, a two day market which operates on Wednesdays and Saturdays and some kiosks near the toilet block. Extra markets are also held throughout the year, often to support specialist events.
- 1.3 This policy governs the use of stalls in the Market by all traders and provides detailed procedures to support the lease/licence agreements which are held by each trader. It also outlines the way the Borough Council will work to manage the market and provides a framework for this management.

2. GENERAL PROVISIONS

- 2.1 The Market will operate as follows
 - Six Day Permanent Market - Monday to Sunday operational trading times. Traders are requested to operate a minimum of 6 days per week excluding holidays. Note that no market staff are on site on Sunday
 - Two Day Market – Every Wednesday and Saturday
 - Casual Markets and pop up markets – days as agreed by the Borough Council, including Friday Markets and Event Days which will be weather dependant.
- 2.2 All traders must hold a valid and signed licence/lease agreement for trading.
- 2.3 Two day traders wishing to leave the Market or give up one or more of their stalls must give 28 days' written notice of their intention to the Borough Council. At the Borough Council's discretion this requirement may be waived in exceptional circumstances. Six day traders will be able to give notice as per their lease agreement.
- 2.4 Each stall holder on the six and two day market will need to have Public Liability Insurance to the value of at least 5 Million Pounds.
- 2.5 The Borough Council will provide and maintain adequate and hygienic toilets and washroom facilities for all traders.

3. HOURS OF OPERATION

- 3.1 All Traders must ensure that their stall is suitably staffed throughout the Market Hours of Operation and is open for trade.
- 3.2 All six day traders must trade from Monday to Saturday during the core hours of 10am to 3pm on each weekday and 10am to 4pm on a Saturday. Sunday hours will be allowed by prior arrangement and the core hours for Sunday will be 10am to 3pm.

- 3.3 Two day market traders or casual traders who fail to have their stall on site by 8.30am on the day of trading may not be permitted to trade on that Trading Day unless prior arrangement is made with the Borough Council. No refund of stall fees will be paid in these circumstances. The Borough Council may re-allocate the pitch for any absence to another trader.
- 3.4 Two day market traders or casual traders must not come onto the market before 5:00 pm on the day prior to the market day.
- 3.5 All vehicles must be removed from the market by 9.00am and traders must not bring their vehicles back to the market until after 4.00pm.
- 3.6 Any exceptions to this must be agreed by the Market Officer on the day with clear reasoning being given and available to anyone on request. Reasons to keep vans on the market include;
- Inclement weather
 - Individual illness/disability (to be evidenced prior to approval)
 - Early closure of the market
- 3.7 All two day traders and casual traders must vacate the market by no later than 7:30 pm, on the day of trading unless by agreement with the Borough Council.
- 3.8 Sunday trading may be offered from time to time by the Borough Council and may also be considered on request to the Borough Council by market traders. Likely reasons for agreement could include marketplace events taking place on a Sunday where traders will add to an event and are likely to gain income.
- 3.9 Where possible all traders are encouraged to make alternative arrangements to put in place cover when holidays are taken. If this is not possible two day traders may not attend four markets (Wednesdays and Saturday). A holiday rent free period of 4 days for permanent 2 day traders will be allowed during any one financial year period.
- 3.10 Two day traders must notify market staff at least 24 hrs in advance if they are not trading on the subsequent day (unless in an emergency where traders must inform as soon as they are able to).
- 3.11 Two day traders that are unable to trade due to illness must pay their rent or provide a valid Fit Note for the period. To reclaim any rent paid they must provide the Council with a sick note from their GP. These fees will be reimbursed on the month following the illness along with any refunds in relation to cancelled Markets.
- 4.0 **PAYMENT OF STALL FEES**
- 4.1 Stall fees for the 6 day traders are as stipulated in the lease agreement. Stall fees and other charges for the 2 day and other casual market traders are determined by the Borough Council with changes to the fees and charges notified to the traders in writing four weeks prior to the new fees/charges coming into effect.

- 4.2 The fees and charges schedule includes a set fee payable per foot for both two day and casual traders. All footage fees will be calculated after a depth amnesty of up to a maximum of 15 feet.
- 4.3 The Borough Council will usually review all two day and casual stall fees and other charges annually but may also do so at different intervals. The Borough Council will notify traders of any review and will consider representations made by traders. The six day traders will have their rent reviewed as per their lease agreement.
- 4.4 Stall fees must be paid by the trader. All six day traders must pay monthly in advance by direct debit as per lease. This facility is also available to two day market traders, alongside other payment methods.
- 4.5 No cash or cheques will be taken for rent or licence fees or any other charges and no invoices will be provided. Payments will be taken on attendance by card only.
- 4.6 Any trader in arrears with their fee will be subject to the procedures detailed in section 29 of this policy alongside those procedures detailed in the Council's Sundry Income and Debt Policy. For 6 day traders any arrears will be recovered in line with their lease agreement.

5. IDENTITY

- 5.1 Traders must provide and display in a prominent and visible location on their stall, a legible, well presented sign of a minimum size of 300 mm x 300 mm showing their trading name. This sign must remain in position throughout the trading day.
- 5.2 Traders must register their permanent address and contact telephone number with the Borough Council who must be notified immediately of any changes.

6. APPLICATIONS FOR STALLS AND LICENSE/LEASE

- 6.1 All applications for new 2 day or casual stalls, including those from existing stall holders who want an extension to their pitch size, product changes or an alternative stall, must be made in writing to the Borough Council.
- 6.2 The Borough Council will consider extensions, product changes and alternative stall requests from existing traders considering section 9 of this policy. Product changes will be subject to a three month trial period during which other traders are able to comment, prior to any final decisions being made.
- 6.3 Applications for vacant stalls and or new stalls will be evaluated under section 9 of this policy. All traders will be required to provide evidence of public liability insurance prior to trading.
- 6.4 Any such applications will not be considered if the applicant is in breach of this policy, including being in arrears with payment of the fee.

6.5 No successful applications will become effective until either a new or amended licence/lease has been signed and returned to the Borough Council. Licences/leases not signed within seven days of issue will be withdrawn and a new application will then be required.

6.6 Any Trader may hold multiple licenses.

7. UNSUCCESSFUL APPLICATIONS

7.1 The Borough Council reserves the right to refuse any application to trade on the Market.

7.2 All unsuccessful applicants for stalls or product line extensions will be notified in writing with a summary of the reason why.

8. TRANSFER OF LICENSE/LEASE – SIX DAY MARKET

8.1 The lease on the six day market may be transferred subject to the lease agreement terms. During the term of the lease, a permanent trader (the transferring trader) who wishes to cease trading will inform the Borough Council of their intention. It is the trader's responsibility to find a new trader. If the trader wishes to then advertise their business for sale, they need to also notify this intention to the Borough Council at the same time they give notice to cease trading through an assignment. On assignment of the agreement any loan included within the lease must be either transferred to the new trader or paid in full.

8.2 No sub-letting of units is permitted.

9.0 SIX DAY UNIT PROVISION

9.1 Six day traders should refer to their lease agreement.

10. SALE/TRANSFER OF TWO DAY MARKET STALLS

10.1 An existing permanent two day trader wishing to sell their stall should approach the council at the earliest opportunity and give details of the new trader.

10.2 The Council will work with traders to ensure any transition to a new trader is completed within the 28 day notice period.

11. BALANCE OF TRADES AND PRODUCT LINES

11.1 The Borough Council has a policy on the balance of trades on the market with an aim to create a lively and vibrant environment for shoppers with a wide mix of trades.

11.2 The Borough Council wishes to ensure the market has an appropriate mix of goods so it remains attractive to customers, trying to balance the needs of the customer by offering real choice, providing local business opportunities and ensuring the market maintains a diverse retail offer.

- 11.3 At the same time the Borough Council recognises the need to let vacant stall(s) whilst ensuring that no traders is provided with a direct covenant not to let other premises to a competing business to avoid a trader occupying a monopolistic position.
- 11.4 When deciding on a particular trade the Borough Council will take account of the following points:
- The current availability of particular trades and whether this is a new product
 - Evidence of demand from customers for the continuation of the trade or product line concerned.
 - The quality of the product line being offered and its presentation.
 - The attendance record of existing traders in that business
 - Times of year the product will be offered for sale
- 11.5 Any request to diversity goods being sold should be made in writing to the Borough Council with any decision's being considered by the Market Management team in the first instance with their recommendations being passed to a Group Manager for consideration and final agreement. For six day traders this will be considered in conjunction with their lease agreement.
- 11.6 The Borough Council may accept product lines that compete with existing traders.
- 11.7 The Borough Council does, however, reserve the right to decline any application if it considers that any particular trade or line will be over represented on the Market.
- 11.8 If a trader is found to be selling goods that are not agreed by the Council through way of a licence/lease agreement enforcement action may be taken.
- 11.9 If a trader is found to be persistently selling faulty goods enforcement action may be taken. This includes stolen goods.
- 11.10 The Council also reserves the right to review goods sold under existing licences and may make changes from time to time.
- 11.11 On the two day the market the council reserves the right to restrict uses to prevent conflict on the six day market. Certain uses on the six day market such as Flowers, plants, fruit and veg, sweets (not an exhaustive list) will not be allowed on the 2 day market unless it can be clearly demonstrated that the goods supplied are significantly different from the trader on the six day market.

12. NEW BUSINESS SUPPORT

- 12.1 Business support can be obtained by any trader through the new business support hub that is being set up in Market Gates or through other organisations as advised by the council from time to time

13. CONDUCT AND BEHAVIOUR STANDARDS

- 13.1 Traders are responsible for their own conduct and that of anyone working on or in connection with their stall at all times while they are on the Market
- 13.2 Traders are also responsible for complying with all legislation and regulations that apply to the individuals they employ or engage.
- 13.3 All Traders and those working with them must not;
- Use abusive or bad language, shout or display intimidating behaviour to other traders, market management, Borough Council Officers, elected Members or the general public
 - Do any act that might cause injury, anxiety or offence
 - Discriminate against anyone on the grounds of age, gender, race, sexual orientation, disability, gender reassignment, religion or belief
 - Use or permit the use of illegal substances on the Market
 - Not to cause damage to a traders property
 - Smoke in the toilets or the storage areas or within the confines of any stall canopy on the Market
 - Hawk or carry goods about for sale
 - Use stalls for any purpose other than trading
 - Sell live animals on the Market
 - Cause or encourage any nuisance or annoyance to other traders, market management, Borough Council Officers, elected Members or the general public or occupiers of property in the vicinity of the market
 - Make any noise or play music that is considered by the Borough Council to be a nuisance or inconvenience to other traders, market management, Borough Council Officers, elected Members or the general public or occupiers of property in the vicinity of the market
 - Cook on their stall except where this is part of the product line set out in a licence agreement
 - The traders and those working on the market must not bring the Council into disrepute including social media and online activity which could be construed as libellous

- Sell goods not specified within their lease/licence agreement with the Council
- 13.4 Any breach of section 13.3 may result in action being taken against the trader in line with section 29 of this policy and/or through their lease agreement.
- 13.5 No units can be used for living and or sleeping accommodation.
- 13.6 No pets shall be kept within stalls on the six day market, two day market or any kiosk or pop up stall.
- 13.7 Prior approval of the Market Management must be granted prior to any leaflet distribution during market operating times.
- 14. OBSTRUCTION**
- 14.1 When loading/unloading their vehicles, all traders shall cause as little obstruction and inconvenience to the general public, other traders or the Borough Council's employees and contractors as possible. In particular traders must comply with such requirements to ensure emergency access as the Borough Council deems necessary.
- 15. VEHICLE MANOEUVRES**
- 15.1 Traders must ensure that they observe a maximum vehicle speed of five miles per hour when on or in the vicinity of the Market and that vehicles display hazard warning lights.
- 15.2 The Borough Council will not be responsible for vehicles brought onto the Market.
- 15.3 A discounted Pay and Display permit for Fullers Hill Car Park will be available to all permanent two and six day Traders to enable convenient central parking provision (maximum of two per stall).
- 16. INSURANCE**
- 16.1 Traders MUST provide evidence of third party public liability insurance to the Borough Council's minimum requirement as notified to traders in writing from time to time, currently £5,000,000 (FIVE MILLION POUNDS) for the 6 day traders and £5,000,000 (FIVE MILLION POUNDS) for 2 day traders and a trader shall display their policy of insurance on their stall or provide evidence of their insurance upon request.
- 16.2 Traders, who are employers, must hold Employers Liability Insurance. Under the Employers Liability (Compulsory Insurance) Act 1969 all employers* are required to have a minimum level of cover of £5 million.
- 16.3 Traders not displaying evidence of third-party public liability insurance or providing evidence of their insurance as required by clause 16.1 may not be permitted to trade until this has been rectified with action being taken under section 29 of this policy. No rebate of the stall fee will be given in these

circumstances. Great Yarmouth Borough Council will display its public liability insurance at the entrances to the six day market.

- 16.4 Traders must notify the Borough Council of any changes in insurance and provide copies on request and on renewal.

**If your business is not a limited company, and you are the only trader or you only employ close family members, you do not need compulsory Employers Liability (EL). Limited companies with only one employee, where that employee also owns 50% or more of the issued share capital in the company, are also exempt from compulsory EL insurance. However, there is nothing to prevent an exempt employer from choosing to buy EL insurance.*

17. INDEMNITY AND COST OF DAMAGE

- 17.1 Traders will indemnify the Borough Council against all costs, claims and damages arising from their use of the stall, or any other facility provided by the Borough Council in respect of the Market operation.
- 17.2 The Borough Council reserves the right to charge any market trader the full cost of repair or renewal to any Borough Council property related to the Market where in the reasonable opinion of the Borough Council that trader or anyone working with the trader has caused the damage.
- 17.3 The Borough Council will be responsible for any damage caused as a result of works undertaken by employees or contractors operating on behalf of the council.

18. STALL SET UP AND DE RIG

- 18.1 Two day and casual traders must supply, erect and dismantle their own stalls. All stalls must be fit for purpose, kept in good and clean condition and be safe for use and be attractive.
- 18.2 Six day traders must keep their stall and any frontages in good condition as per their lease agreement. Any modifications must be approved by the council and any costs covered by the trader. If the council has to carry out any works due to the actions of the trader, the full costs along with officer time will be charged to the trader.
- 18.3 Two day market stalls must be safely secured in poor weather conditions when the Market remains open. If the Market remains open but the trader has to close due to stall safety and the inability to safely secure the stall no refunds will be given to the trader.
- 18.4 All 2 day and casual stalls must have minimum headroom of two meters.
- 18.5 Any new or refurbished six day stalls must have their design approved by the Borough Council before any works take place. Notification in writing to the Borough Council must be made at least six weeks in advance of any such changes.
- 18.6 The use of amplified sound equipment is prohibited unless agreed by the Borough Council.

- 18.7 The use of A boards is discouraged on the Market and under no circumstances can these cause an obstruction or create a hazard. Any use of A boards must be agreed with the Market Management Team in advance.
- 18.8 The Borough Council will oversee where stalls are set up on the two day Market, working to ensure appropriate layout including walkways depending on the number of traders trading on that day.
- 18.9 While every effort is made to maintain existing layouts for traders it is not guaranteed and the Council reserves the right to move pitches accordingly.
- 18.10 Casual traders must give market officers 24 hour notice of attending a market as market officers will need to advise the trader on location of stall. As a casual trader no guarantee of pitch allocation can be made.

19. GENERATORS

- 19.1 Standalone generators are not permitted on the market.
- 19.2 Vehicle driven generators such as ice cream vans must not cause a nuisance such as noise or emissions and the exhaust must be baffled or soundproofed.

20. GAS SUPPLY AND GAS CYLINDERS

- 20.1 A gas supply is currently available on the six day market only. The traders must be able to supply a valid gas certificate for the premises on demand and any gas appliances/equipment will need to be tested at least once a year by a qualified gas engineer or more frequently if required.
- 20.2 The use of LPG/pressurised cylinder(s) will not be permitted without the prior written consent of the Borough Council. Paraffin appliances are not permitted.

21. ELECTRICITY

- 21.1 A 240v electricity supply is currently available on the Market.
- 21.2 Traders may only use electrical equipment that it is in good condition, weatherproof and suitable for outside use. All electrical equipment must have a valid up to date PAT test certificate which must be available for Borough Council to view upon request and or take copies.
- 21.3 Connections to the electricity supply must be made by a suitably competent person (using robust, moisture and tamper proof connections which are suitable for outside use). Suitable and sufficient earth-leakage protection must be installed and maintained as part of the fixed wiring installation.
- 21.4 Traders must ensure that trailing cables do not present trip hazards or any other hazard and are suitably protected and at a safe height.
- 21.5 Traders must not make any alterations to the market electrical system provided by the Borough Council. Traders must not block or obstruct electric supply boxes at any time.

- 21.6 Traders are only permitted to use the electricity supply for appropriate lighting, scales and tills and for other uses which are, in the reasonable opinion of the Borough Council, essential for the operation of their business as specified on the Trader's Licence Agreement.

22. WATER

- 22.1 Water is supplied on the market by the Council however it is essential that traders do not waste water, for example it is not acceptable to leave taps running. For six day traders they will be recharged for water used as per lease agreement as per sub meter readings.
- 22.2 Enforcement action may be taken for continued misuse of water.
- 22.3 Waste water should be disposed of within the tenants unit on the six day market. Two day and casual traders will need to confirm the method of dealing with any waste water prior to market days.
- 22.4 Each six day market trader must comply with legionella legislation and ensure that any required testing is undertaken and/or daily running of the water for the amount of time set out in the legislation. The council reserves the right inspect the water supply on each unit without prior notice if required and the supply should be accessible at all times.

23. LITTER AND TRADE WASTE

- 23.1 It is the sole responsibility of traders to ensure the safe management of waste in and around their stall.
- 23.2 The Borough Council will carry out the regular cleaning of the market area, and the drains, guttering around the canopy and gullies on the Market as necessary to maintain their effective operation.
- 23.3 Traders must ensure that their stall and any adjoining passages, whether used by them alone or in conjunction with other traders, are properly swept from time to time and shall ensure that litter is not allowed to accumulate.
- 23.4 Throughout the day traders must ensure the area surrounding their stall is cleaned and clear of all refuse and to ensure that all stalls and immediate areas are cleared of all refuse generated by their business at the close of business each day.
- 23.5 Traders must remove all trade waste from their stall and for six day traders must place their trade waste in the service yards and move at the end of the day to the market refuse and recycling warehouse.
- 23.6 Traders who produce food waste must dispose of it at the end of the day at the market refuse and recycling warehouse.
- 23.7 Traders must not put their trade waste in public litterbins.

- 23.8 Traders must comply with any new initiatives introduced to improve the recycling of trade waste on the markets as advised in writing by the Borough Council from time to time.
- 23.9 Traders must only use the market refuse and recycling warehouse for disposal of waste produced whilst attending the market and not for the disposal of any other waste.
- 23.10 If a trader does not dispose of and/or remove trade waste in accordance with this policy the Borough Council may remove the waste the trader hereby agrees to reimburse the Borough Council the reasonable cost of such removal and disposal.
- 23.11 Traders must ensure that any liquid waste is disposed of in the correct manner and that no spillage takes place when transporting from the unit to the disposal bins.
- 23.12 Traders are encouraged to reuse and recycle materials wherever possible, either through normal business activities or through appropriate refuse bins.

24. HEALTH AND SAFETY

- 24.1 Traders have a legal duty of care to maintain the health and safety of their employees, other traders and visitors to their stall and must comply with the Health and safety at Work Act 1974 and regulations made under the Act.
- 24.2 Traders must also comply with directions issued from time to time by the Borough Council with a view to maintaining or improving the health and safety environment on the Market.
- 24.3 All health and safety checks must be carried out in accordance with legislation and where documentation is required, provided to Great Yarmouth Borough Council accordingly.
- 24.4 Great Yarmouth Borough Council can from time to time check that you have the correct and up to date records relating to Health and Safety. Failure to produce these records may result in enforcement action being taken.
- 24.5 Where traders report to the Market Management Team a health and safety issue, this issue will be risk assessed and action taken in appropriate timescales depending on the level of risk.

25. FOOD STALLS

- 25.1 All traders operating food stalls shall comply with any legislation in force relating to their business including (but not limited to) the provisions of the Food Safety and Hygiene (England) Regulations 2013.
- 25.2 All traders operating food stalls must be registered with the appropriate local authority and be able to provide evidence of this on request.

- 25.3 It is expected that all food stalls are in receipt of a food hygiene award scoring three or above. If not the trader may find themselves open to action under section 29 of this policy
- 25.4 It is a legal requirement that all food business operators are in possession of a food safety management system and that all staff are trained to appropriate levels in food hygiene.
- 25.5 Fat disposal. Fat should not be flushed down the drain system and fat traps must be used and maintained on a regular basis. Each unit must have a fat trap which will be checked on an adhoc basis by the market officers Any trader that has either not got a fat trap where one is required or is not managing the fat trap appropriately by cleaning on a regular basis to ensure normal operation will be recharged the cost of clearing the drain system.
- 25.6 Tenants are encouraged to consider the waste products associated with their businesses. All disposals must be undertaken in an appropriate manner e.g. allowing liquid fats to solidify or using licensed waste carriers as appropriate. This should be extended to customers, where any instances of littering should be addressed.

26. CLOSURE OF THE TWO DAY MARKET

- 26.1 The Borough Council shall have the right to close the two day Market at their absolute discretion if they consider this to be necessary on the grounds of public safety.
- 26.2 The Borough Council's policy regarding cancellation of the two day market due to weather conditions is as follows:
- The Borough Council will monitor wind speed and direction each day prior to any Market in the Market Place using the UK National Weather Service provided by the Meteorological Office.
 - In the event of winds exceeding 24 mph constant velocity (not gusting) for a period exceeding one hour the Market will be cancelled either prior to the Market day or prior to opening on the Market day or during the Market day as conditions dictate.
 - However there may be times when the predication sit just below or above this wind speed. In these cases the Borough Council may apply some discretion as to whether a Market is cancelled. In these instances close monitoring of the weather will take place both through forecasting information and onsite. If this monitoring subsequently identifies unsafe conditions, the Market will be cancelled.
 - In the event of Snow, matters for consideration prior to cancellation will be Health and Safety of shoppers and traders, closure of public transport, closure of roads, distance of travel by traders amongst other considerations. These considerations will also apply to icy conditions.

- In the event of Flooding both localised from heavy rain or by ingress of floodwaters into the Town centre and or warnings by Emergency Planning Officers at Great Yarmouth Borough Council (GYBC) and Norfolk County Council (NCC) the market may be cancelled.

26.4 Where a Market has been cancelled prior to 12.00 noon on any Market day traders will be credited that days fees. This will be credited in the month following the cancellation.

26.5 Where it is clear that due to weather conditions the two day Market will not be able to open the day before the Borough Council will seek to notify traders of this decision by 5.00pm.

27 WORKS AFFECTING THE MARKET

27.1 Whenever possible, traders will be given prior notice of maintenance and other work on and around the Market which could affect their trading activities, with steps being taken to minimise any impact as appropriate.

27.2 From time to time works on the Market may take place outside of the control of the Borough Council. In this instance traders can report concerns to the Borough Council who will try to resolve as appropriate.

27.3 All traders must not undertake works which are considered noisy between the hours of 10am and 4pm

28. MOVEMENT OF TWO DAY AND OR CASUAL MARKETS

28.1 The Borough Council may from time to time require the movement of its market or individual stalls. Traders will be notified about any such changes as soon as appropriate alongside alternative options.

29. ENFORCEMENT PROCEDURES

29.1 For six traders the following procedure will apply alongside their lease agreement.

29.2 The following procedure relate to breaches of licence/lease conditions and or this Market Policy.

29.3 The Borough Council is able to issue verbal warnings, a note of which will be placed on the traders file. Written warnings can also be issued by the Borough Council for minor issues where a general improvement is being asked for. Again a record of this will be kept on the traders file. A verbal warning will be considered spent after a 6 month period if no further offences have been committed.

29.4 Serious matters that may require immediate action such as suspension or termination of licence/lease can only be taken with approval from a Senior Officer from the Borough Council (Head of service or above). Any such decision must be clearly documented and subject to the trader having an ability to lodge an appeal against the decision.

29.5 For all serious matters a formal hearing must take place, even if immediate action has been taken. For such a hearing at least three working days' notice

must be given to the trader. The Council will aim to undertake any formal hearing by 28 days from the matter being raised, and that if this period is extended the trader will be notified in writing to include the reasons why.

29.6 At the hearing oral and written evidence can be presented and cross-examination can take place in accordance with the principles of natural justice. All such hearings will be heard by a Senior Officer from the Borough Council who will have available to them the following actions

- No action
- First formal written warning
- Final formal written warning
- Termination of licence/lease with 28 days' notice
- Termination of licence/lease with no notice

29.7 All breaches will remain on the trader's record (as held by the Borough Council) for a minimum period of twelve months.

29.8 Examples of serious issues which may warrant immediate action including termination of Licence are

- Serious misconduct or dishonesty
- Assaulting a member of the public, a Borough Council Officer or another trader
- Verbal abuse, harassment, intimidation, discrimination or bullying towards a member of the public, Borough Council Officers or other trader(s)
- The trader has been convicted of selling counterfeit products or has received a formal caution, formal warning or such other similar measure from the Trading Standards Service or any other Enforcement Agency.
- The trader has persistently failed to make payment of the Licence fee
- The trader has failed to comply with the health and safety legislation affecting the Market sites or any Health and Safety requirements notified to the trader by the Borough Council.

29.9 Any complainant that instigates this procedure will be notified that this process has been implemented. However the direct outcome of this procedure will not be communicated by the Council to the complainant to ensure Data Protection legislation is complied with.

30. APPEALS PROCEDURE

30.1 Any trader subject to enforcement action outlined in Section 28 may appeal in writing to Strategic Director of the Borough Council (or such other officer as the Borough Council appoints) within

seven working days from, but not including, the day the trader is notified of the decision against which they wish to appeal.

- 30.2 The decision of the Strategic Director or other appointed officer shall be final in all respects. An appeal hearing will then be scheduled within 28 days from the appeal being lodged. For such a hearing at least three working days' notice must be given to the trader.
- 30.3 In considering any appeal the Strategic Director or other appointed officer will have regard to any relevant documentation and may interview such persons, including the trader in question, as he/she considers appropriate.
- 30.4 The result of the appeal and the reasons for the decision reached will be conveyed in writing to the registered address of the trader

31. COMPLAINTS

- 31.1 If you have a problem or complaint with regard to management of the market you should first contact the Borough Council and or the Head of Property and Asset Management. The internal complaints procedure must be followed first.
- 31.2 The complaints process has three prescribed stages. The process begins with an Informal (stage 1) complaint, if the issues raised are not satisfactorily resolved at this stage the complainant can escalate their complaint to a formal (stage 2) complaint. If the complainant remains unsatisfied with the response they receive at stage 2, they are able to escalate their complaint onto the final stage (stage 3) of the complaints process.
- 31.3 Informal (Stage 1) complaints are initial complaints that will be reviewed and answered at operational level by a Team Leader or Manager. The Team Leader or Manager will investigate the complaint and provide a full response to the Customer. It is envisaged that most complaints will be resolved at the stage.
- 31.4 Head of Service (Stage 2) complaints occur when a customer's initial complaint has not been resolved to their satisfaction at Stage 1 and the complaint therefore requires further investigation by a different person. These complaints will be considered at service level and answered by the Head of Service providing they have not been actively or directly involved in the initial complaint or response. Where this is the case the complaint will be passed to another Head of Service to answer. The Head of Service must review the response provided at stage 1 and conduct any further investigation required into the customer's case.
- 31.5 Director (Stage 3) complaints are for any complaints that could not be satisfactorily resolved at Stage 2 and warrant further investigation or review. These complaints will be considered by a Director of the Council who will conduct an independent review of the customer's complaint along with the previous replies provided to the customer and any other pertinent information. The Director will then undertake any supplementary investigations required to

enable them to issue a final response and decide if any remedial action is required.

- 31.6 Complaints can be responded to in writing, via a telephone call or email. If a customer has indicated a preference for one of the above means of communication a reply should be made using this, unless considering the type of complaint it is deemed more effective to use a different method of communication. Responses to Stage 1 complaints will be issued within 10 working days of the complaint being received. Stage 2 & 3 complaints may require a more in depth investigation and therefore responses will be issued within 20 working days of the complaint being received. If for any reason a response is unable to be issued within 20 working days, the Customer will be informed of the delay as soon as possible and provided with an estimated timescale in which they can expect to receive a full reply, with further updates given as appropriate.
- 31.7 However if you are still not satisfied the Local Government Ombudsman (LGO), may be able to help. The LGO can be contacted at:
- Local Government Ombudsman
The Oaks
No 2 Westwood Way
Westwood Business Park
Park Coventry
CV4 8JB
Phone: 024 7682 0000
Web: www.lgo.org.uk
- 31.8 Whistleblowing is the raising of a significant concern. These concerns may cover issues of injustice, malpractice or serious wrongdoings within the Council. The Council's whistleblowing Policy is designed to ensure that people know how to raise a genuine concern and that they can do so in the knowledge that they will not face reprisal for their actions. A copy of this Policy can be found at;

<https://www.great-yarmouth.gov.uk/policies>

URN: 22-246
Subject: Volunteering Cities – Cultural Connections Project

Report to: ELT – 15 December 2022
Economic Development Committee – 9 January 2023

Report by: Dean Wilson, Community Capacity Manager

SUBJECT MATTER

This report sets out a new volunteering project, known as Cultural Connections, working with Great Yarmouth and East Suffolk's cultural sectors to create new volunteering opportunities for residents leading to access to accredited skills and training pathways.

The purpose of this report is to ensure the committee is fully briefed on the nature of the project, its projected positive outcomes for the wellbeing and engagement of our residents and to enable members are able to act as ambassadors for the project within their wards.

RECOMMENDATIONS

That Economic Development Committee:

- a. Notes the successful grant award from Spirit 2012 from its 'Volunteering Cities' fund shared between Great Yarmouth Borough Council and East Suffolk Council.
- b. Agrees that Great Yarmouth Borough Council will act as Accountable Body for the award which follows on from the joint bid between to become the UK City of Culture.
- c. Supports the key aims and deliverables of the Spirit 2012 'GY&ES Cultural Connections' project as set out in this report.
- d. Requests that an annual update report be provided on deliverables and outcomes.

1. INTRODUCTION

- 1.1 In June 2021 Great Yarmouth Borough Council (GYBC) and East Suffolk Council (ESC) submitted an expression of interest to Department of Digital Culture, Media and Sport (DCMS) to become the next UK City of Culture 2025. A range of partners from the arts, culture and heritage sectors came together to support this bid. Whilst the UK City of Culture bid was not successful, as a direct result of that national competition, Great Yarmouth and East Suffolk were invited by DCMS to apply to their partner, Spirit of 2012, for a further grant funding opportunity aimed at increasing volunteering opportunities working with local health and cultural sector partners across Great Yarmouth and East Suffolk. The area covers from Winterton-on-Sea to Felixstowe, home to 359,728 people.
- 1.2 Members will be aware that the UK City of Culture status has since been awarded to Bradford for 2025. Nevertheless the efforts of GYBC and ESC resulted in the two councils being invited jointly to

apply to the national organisation Spirit 2012 under its Volunteering Cities programme (Connected theme): <https://spiritof2012.org.uk/project-types/connected/>

- 1.3 Great Yarmouth and East Suffolk together with Bradford, Medway, and Conwy (all areas that applied for UK City of Culture 2025), are now part of the Spirit 2012's Volunteering Cities programme until 31 March 2025. These four geographic areas will work with each other, a central learning partner (Neighbourlylab) and the Spirit 2012 team in London to build sustainable volunteering capacity to support cultural programming and events by encouraging local people to take-up volunteering roles.
- 1.4 The overall aim of 'Cultural Connections' is to build on the work and opportunities that already exist across GYBC and ESC areas, adding value to create a volunteering offer for those furthest away from volunteering. Working with key VCSE organisations and both councils' cultural partners the project will increase access to volunteering roles for residents, in particular those residents that face the largest barriers getting involved in cultural activities and volunteering including; age, health and disabilities, social isolation, geographies they reside and language.

2. CULTURAL CONNECTIONS

- 2.1 The Great Yarmouth and East Suffolk project is called 'Cultural Connections'. To deliver the project, GYBC and ESC developed a collegiate partnership application. The Tier 1 delivery partners involved are:
 - Great Yarmouth Borough Council (Accountable Body)
 - East Suffolk District Council
 - Community Action Suffolk
 - Voluntary Norfolk
 - Norfolk County Council, Adult Education Service
 - Institute for Volunteering Research, UEA
- 2.2 Additional Tier 2 delivery partners have also agreed to be involved and will act as a steering group for the project. Those partners include: East Norfolk Sixth Form College, East Coast College, the Primary Care Networks, NHS Norfolk & Waveney Integrated Care Place Board, Lowestoft Rising and the key cultural sector organisations: Out There Arts, Freshly Greated, DWP, First Light Lowestoft, High Tide, St. George's Theatre, Marina Theatre, Seagull Theatre, Britten Pears, Norfolk and Suffolk Museum Services.
- 2.3 The aims of the Cultural Connections project and the purpose of the grant funding is set out below:
 - **Improve the life chances for our young people** - by providing them with significant skills through volunteering, alongside a broader cultural educational path, that roots them in our communities, helping to address our demographic challenges.
 - **Remove the barriers to volunteering** – focussing in on inter-generational volunteering, younger people and families, older isolated people, and those with physical and learning disabilities by providing support through 'Event Buddies'.
 - **Shine a light on local heritage, arts and culture** - and our diverse communities, an engine room of local opportunities that offer authentic, relevant and meaningful experiences to volunteers through cultural events that improve the lives of our volunteers, encourage integration, and kickstart a diversity of thought and experience that enriches our communities immeasurably.

3. BENEFICIARIES AND DELIVERABLES

3.1 The project will target the following beneficiaries:

- **New Entrants** – those who have not volunteered before, including seldom heard / marginalised residents (1,000 people including 16-25 year old cohort, those with a registered disability or barriers to access)
- **Young People (16-25 years)** – from LSOAs with higher deprivation (within the top 10% nationally), families wanting to volunteer together (200 people).
- **People with physical / learning difficulties / mental ill health / neuro diversity** (100 disabled plus likely to be another estimated 100 people with other issues which act as barriers to volunteering)
- **People who feel isolated / lonely** – and disconnected from neighbours, friends, and their communities (will be included in the 1,000 people).

3.2 Additionally, Members will be aware that the Borough Council already co-ordinates a successful Community Champions' Programme with over 160 active health volunteers since it started in April 2021. These residents will help promote this new Cultural Connections project linking to the wider health and well-being benefits this project offers.

3.3 The overall ambition of the project is to recruit 1,000 more volunteers from our target beneficiary audiences detailed above, with focus on the quality of the volunteering experience, the propensity of new volunteering capacity to be sustained and opportunities to increase life skills. Therefore, rather than purely focussing on the qualitative side of this project, the steering group plans to provide quality experiences for everyone that takes-up a volunteering opportunity regardless of background. The aim is to be fully inclusive.

3.4 In terms of its legacy, the project aims to create positive long term social impacts on community wellbeing; increasing civic pride, feelings of community ownership, social connectedness, employability, skills and confidence. Whilst there will be sustained positive impact to individuals who take part in this programme, the aim is to ensure the programme continues to make a difference to people and our place long after the programme has finished in a full and inclusive way and during the programme, we will explore other resources to support this ambition.

3.5 Over the 2 ½ year period of the project, starting in 2023 to 31 March 2025, Cultural Connections will:

- **Build volunteer confidence through community events** - hyperlocal neighbourhood events, where friendships can be made, with people becoming an integral part of how communities are shaped and led. A network of skilled volunteers – young and old - who are champions for, and shapers of, local cultures and communities, who have the skills to benefit the region and the reasons to stay.
- **Inspire families to volunteer** - a 'menu' of different types of volunteering opportunities (digital, social action, marketing, learning activities, events, outdoor, catering) with a range of duration (one-off, short term to regular and consistent), combined with a comprehensive mentoring system, that helps first-time volunteers take that first step into volunteering along with networking opportunities to build and maintain connections.
- **Create a detailed package of skills development opportunities** - with clear progression from preparing for volunteering (pre-entry) right through to 'community producers' who lead diverse arts and culture events that spring from their individual communities, and who are provided with a broad range of skills from project management to budgeting and marketing,

with further clear progression pathways into additional training and employment in the local cultural sector.

- **Offer a joined-up reward system** - that links specifically to culture, with free entry into cultural events and access to an inspiring programme of cultural education and onwads skills & training opportunities.

3.6 In order to deliver these outcomes, the project will put in place:

1. **‘Cultural Connections’ volunteering land page** - volunteering platform, Volunteer Portals, bite-sized skills modules building towards an accredited ‘Volunteer Passport’ including a Cultural Events module, free access to a Skills Builder for volunteers.
2. **Promotion and active engagement** - with cultural and community-based organisations offering volunteering roles.
3. **Volunteer Co-ordinators** - to build trust and confidence with would-be volunteers e.g., undertaking home/community visits working with Social Prescribers, Care Co-ordinators, Community Champions and Community Marshals.
4. **Accessibility Fund** – to overcome financial and other barriers to participation such as co-designed support packages for volunteers needing additional support, buddying, adaptations and/or help with transport.
5. **A Cultural Connections ‘Activation Grant’ fund** for volunteer event organisers to access to run hyperlocal events and support new volunteers at those events.
6. **Dedicated project staff** - 3 new part time roles (Project Officer and Volunteer Co-ordinators) to deliver the programme working with VSCE partners across Great Yarmouth and East Suffolk.

3.7 The opportunity to work with Spirit 2012 and its national partners, means the funding can be used to create an inclusive ‘movement’ rather than a time-limited programme by embedding the robust volunteering and partnership infrastructures developed, along with our learning, in our way of working across our place.

3.8 In terms of outputs, Cultural Connections will:

- Establish an accessible web-based landing page for residents to sign-up to volunteering using existing Volunteer Portals operated by Voluntary Norfolk and Community Action Suffolk.
- Recruit a total of 1,000 new volunteers across Great Yarmouth and East Suffolk.
- Create Volunteer Co-ordinators to facilitate and support people digitally excluded.
- Provide local Activation Grants across three financial years 2022/23, 2023/24 and 2024/25 to support hyper-local neighbourhood level pop-up events supporting volunteering roles.
- Support residents new to volunteering from across the age spectrum to take part in existing cultural programming and local events.
- Provide a pathway to accredited training sessions (for those who choose to do so) to build their skill levels and acquire a NVQ level volunteer passport supported by Norfolk Adult Education Services.
- Signpost those wishing to utilise their new-found volunteering skills for paid work or further education and training, to FE/HE partners such as UEA, UoS, East Coast College and East Norfolk Sixth Form College.

- 3.9 The funder, Spirit 2012, is really keen to understand the impact of volunteering. The Cultural Connections project will therefore be monitored against the following agreed outcome targets:
- **Wellbeing:** People's subjective assessment of their personal wellbeing increases through volunteering.
 - **Engaging volunteers:** Increase in the number of people volunteering across our target audiences, including creating more meaningful and accessible volunteering opportunities
 - **Engaging volunteers:** Increase in volunteers' confidence levels to progress into skills development.
 - **Perceptions of disability:** Positive change in the perception of disabled people in communities (by both disabled and non-disabled people)
 - **Social connectedness and Empowering young people:** Increase the number of young people who report increased social connectedness and who are engaged with and positive about their local community.
 - **Inspiring events:** Generate actionable insight into the type of events that recruit and engage new volunteers in our target audiences.
- 3.10 The Institute of Volunteering Research based at the UEA will be providing support around the monitoring and evaluation of Cultural Connections to ensure the project is providing the information required by the funder.
- 3.11 In terms of a timeline, Cultural Connections will be launched in February 2023 following the recruitment of staff and sign-off of the delivery plan with commissioned Tier 1 partners. The project will be co-ordinated by the Borough Council's Communities team working closely with Inward Investment and the Great Yarmouth Skills Taskforce.

4. FINANCIAL IMPLICATIONS

- 4.1 The Spirit 2012 grant totals £250,000 to be spent over 2 ½ years to deliver their 'Cultural Connections' volunteering project across the two borough and district council geographies. The project runs until 31 March 2025 with a total committed spend of £340,000.
- 4.2 The grant budget includes for the creation of three part time officer roles, payment of Tier 1 supporting partners when additional services are required not already publicly funded elsewhere, and an accessibility fund of £50,000 to help overcome barriers residents new to volunteering may face.
- 4.3 Norfolk County Council Adult Education service has committed tutor time for the volunteer skills pathway to the value of £30,000.
- 4.4 It is proposed that Great Yarmouth Borough Council and East Suffolk Council each provide funding of £30,000 to create a small local Activation Grant fund of £60,000 in total for grass roots community groups to apply to during the life of the project specifically to support delivery of local/community events which will enable recruited of volunteers at a grass roots level across both council areas. GYBC's match of £15,000 per full project year can be funded from an existing carry forward budget.

5. LEGAL IMPLICATIONS

- 5.1 Localism Act 2011 allows for a general power of competence for local authorities to act in innovative ways, that is, in doing things that are unlike anything that a local authority – or any other public body – has done before or may currently do.
- 5.2 The project will work to the Data Protection Act 2018, the UK's implementation of the General Data Protection Regulation (GDPR) with regards to GYBC staff recording, storing and sharing of any personal information.
- 5.3 As the lead organisation, robust partnership and commissioning agreements are being put in place with Tier 1 delivery partners to ensure that all legal, financial and project deliverables are met as per the project plan agreed with Spirit 2012.

6. RISK IMPLICATIONS

- 6.1 The risk and mitigation table below was prepared to support the application to Spirit 2012 and forms part of the project management governance.

Risk	Mitigation
1. Project Delivery - lack of leadership, ownership & momentum to carry the project forward.	<ul style="list-style-type: none"> Establish a Project Steering Group to drive the project to include reps from Tier 1 and Tier 2 partner organisations. Agree detailed PID, Project Plan and incl. roles and responsibilities. Report to committee/cabinet to provide political support & visibility for councillors. Work with Tier 1 partners to integrate backend volunteering portals. Set-up M&E data feeds. Embed resources and project in both councils' community plans and cultural strategy delivery plans. Establish regular project management meetings to review milestones, KPIs and operational impact. Allocate and manage staff and VCSE resources.
2. Lack of awareness - of 'Cultural Connections' project & new Volunteering Hub	<ul style="list-style-type: none"> Develop a community & sectoral-owned communication, marketing and stakeholder engagement Plan. Link arts, cultural & VCSE/community groups into access pathways via word of word, social media and networks of contacts. Promote via Community Hubs, Community Partnerships, Councils' engagement channels, planned events and activities and partner organisations' networks. Offer demo sessions for wider community agencies/stakeholders. Promote at the monthly Great Yarmouth Multi-Cultural & Faith Network & East Suffolk Disability Forum meetings. Ensure Community Champions & outreach community staff in NHS and other IAG sector are aware.
3. Unable to recruit volunteers – lack of attractiveness of offer	<ul style="list-style-type: none"> Co-design the volunteer programme with our volunteering partners and existing and prospective volunteers, to ensure it meets our target audiences' needs Ensure Tier 2 community organisations and Tier 2 cultural partners understand the project and secure their support. Ensure as wide a reach as possible in terms of the project. Co-produce marketing materials with target populations Provide marketing materials to explain the project in plain English and available in other formats.

	<ul style="list-style-type: none"> • Incentivise hyperlocal events for volunteering via Community Grant fund. • Use accessibility funding to remove financial barriers. • Involve NHS/PCN/GP and Acute hospital trusts to engage via Making Every Contact County (MECC).
4. Unable to offer sufficient volunteer roles	<ul style="list-style-type: none"> • Ensure Tier 2 community organisations and Tier 2 cultural partners understand the project and its benefits and secure their support. • Ensure as wide a reach as possible in terms of the project. • Co-design roles and opportunities with cultural and community organisations. • Listen and respond to need locally. • Produce generic roles/responsibilities template that can be tailored r used as-is for specific volunteer roles. • Support with access to Volunteer Passport skills modules. • Incentivise hyperlocal events for volunteering via Community Grant fund. • Use accessibility funding to remove financial barriers. • Use case studies to share real experiences
5. COVID Restrictions - unavailability of staff or inability to undertake events	<ul style="list-style-type: none"> • Resilience is built into costings using Volunteer Co-ordinator roles. • Ensure code of conduct followed by beneficiaries & volunteers re: sanitisation measures, social distancing and temperate checks at check-in. • Follow Event Safety Advisory Group (E-SAG) guidance in terms of limiting numbers and social distancing.

Area for consideration	Comment
Monitoring Officer Consultation:	Yes as part of ELT
Section 151 Officer Consultation:	Yes as part of ELT
Existing Council Policies:	Corporate Plan Annual Action Plan Great Yarmouth Locality Strategy
Financial Implications:	Yes – as set out in section 4
Legal Implications (including human rights):	Yes – as set out in section 5
Risk Implications:	Yes – as set out in section 6
Equality Issues/EQIA assessment:	Yes – on file
Crime & Disorder:	No
Every Child Matters:	Yes

URN: 22 - 285

Subject: National Apprenticeship Week 2023
Report To: Executive Leadership Team, 21 December 2022
Economic Development Committee, 9 January 2022
Report By: Victoria Mallender, Economic Growth Manager



Subject Matter / Recommendations

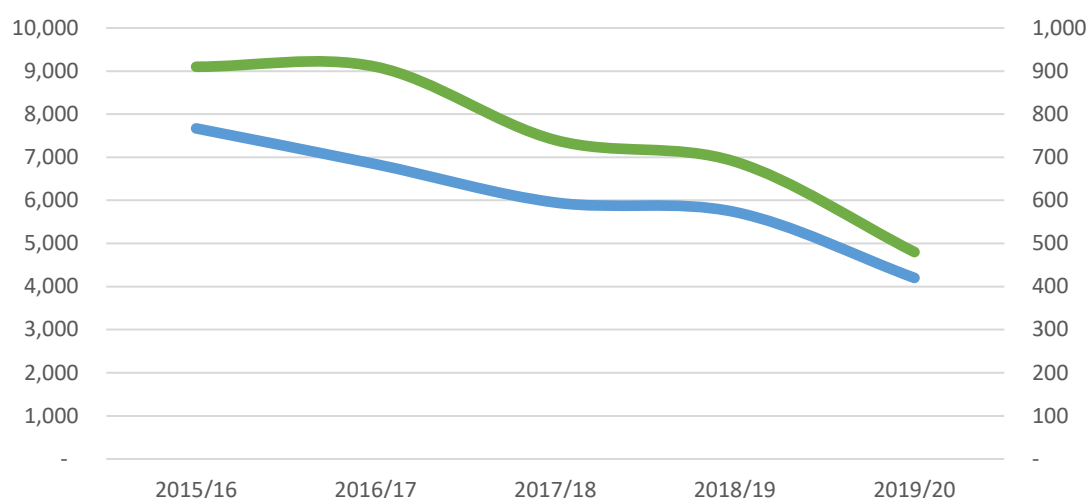
The Economic Development committee noted that National Apprenticeship Week falls on 6-12 February 2023 and requested proposals for collaborative activity with the County Council, Apprenticeships Norfolk and others to coincide with this event. This report highlights opportunities to tie local activity into National Apprenticeship Week in terms of both events and wider promotion.

Members are asked to:

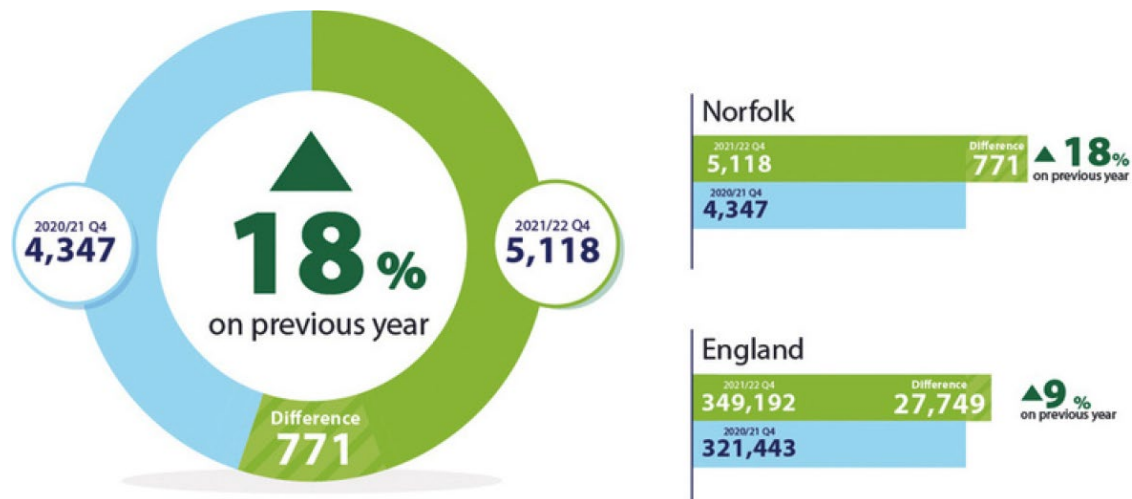
- 1) Review and comment on the content of this report.

Background and Context

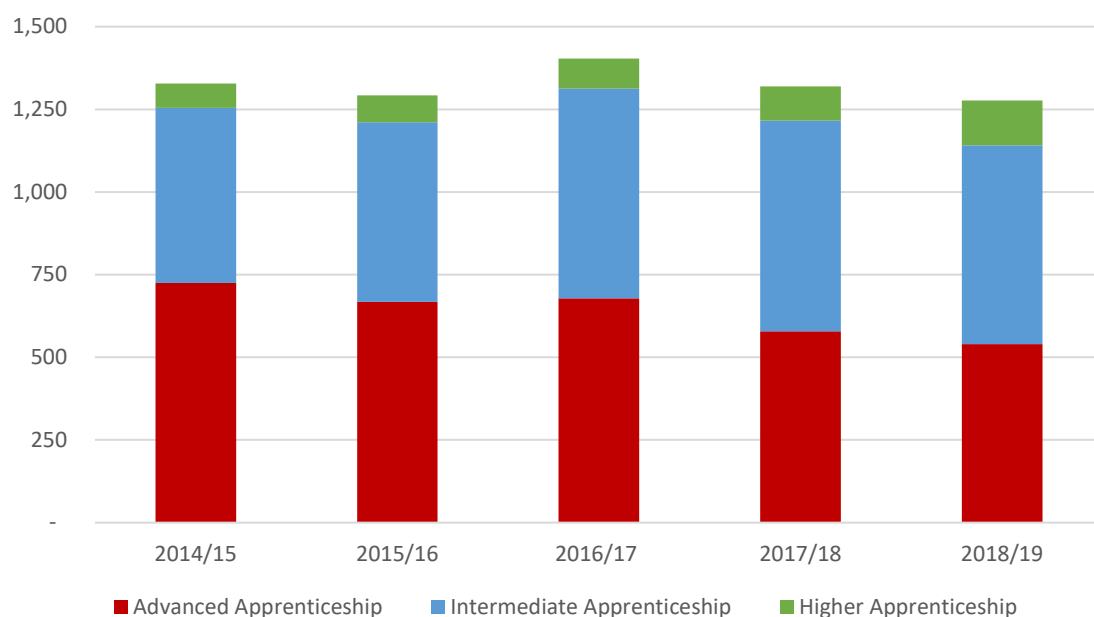
- 1.1. Although EnterpriseGY has provided a point of contact within the Council for specific schemes and projects relating to apprenticeships – such as ‘Kickstart’ – there is no comprehensive strategy or action plan in place to support and promote apprenticeship opportunities for businesses or candidates within the Borough. Critically, a new Council-hosted Skills Manager post, funded through the UK Shared Prosperity Fund until the end of March 2025, will provide some additional capacity and coordination across skills, employability and related areas.
- 1.2. Apprenticeships are seen and valued as high-quality pathways to successful careers, providing opportunities for new and existing employees to develop and assist local economies meet current and future skills needs. Department for Education data for the period 2015-2020 illustrate apprenticeship ‘starts’ in the parliamentary constituency of Great Yarmouth (the green plot and the right-hand axis) and the county of Norfolk (the blue plot and the left-hand axis) including all funded and unfunded learners reported on the Individualised Learner Record (ILR):



- 1.3. Apprenticeships Norfolk provisional data demonstrate that 2021/22 'starts' across the County, as a whole, exceeded year-on-year improvements across England, with 'Intermediate Apprenticeships' increasing by 18%, 'Advanced Apprenticeships' increasing by 19% and 'High Apprenticeships' increasing by 15%. Of these, the largest increase was from the 'Under 19' age bracket, which increased 31%:



- 1.4. Individualised Learner Record (ILR)-derived data also collated by the Department for Education illustrate apprenticeship participation by apprenticeship level within the Borough over the period 2014-2019:



- 1.5. The Economic Development committee noted that National Apprenticeship Week falls on 6-12 February 2023 and requested proposals for collaborative with the County Council, Apprenticeships Norfolk and others to coincide with this event. This report highlights opportunities to tie local activity into National Apprenticeship Week in terms of both events and wider promotion.

2. Marking National Apprenticeship Week

2.1. A number of partnership events are in development:

- EnterpriseGY will join East Coast College on the 26 January 2023 at their annual Jobs Fair, promoting apprenticeships alongside delivering workshops such as 'Be Your Own Boss' and 'Life As An Apprentice'. The event will provide opportunities for direct dialogue between students, potential candidates and hosts.
- Working with Apprenticeships Norfolk, EEEGR and East Coast College, GENERATE will put together a clean energy-specific awareness plan to target businesses highlighting the projected skills gaps across the industry and the corresponding apprenticeships available. It is proposed that this activity launches at the 'Skills for Energy' event scheduled within National Apprenticeship Week at the Energy Skills Centre in Lowestoft
- The Council and the Insight Norfolk project will be running an event in Q2 2023, highlighting the offer to eligible small to medium-sized business of a free, tailored package of support to help embed the best approaches to apprenticeships within local businesses and providing ongoing organisational support and during hosting.
- Economic Growth officers propose running an Apprentices and Skills Roadshow in April 2023 in collaboration with the new Skills Manager post and the Great Yarmouth Skills Taskforce.

2.2. There are also opportunities to raise awareness of the Apprenticeship Levy Transfer Scheme and mechanism through which accrued Apprenticeship Levy monies can be transferred from one organisation to another. All organisations with an annual pay bill of more than £3 million must pay the Apprenticeship Levy at a rate of 0.5% of their annual pay bill. Large employers that pay the Levy can choose to transfer up to 25% of funds each year to other businesses to pay for apprenticeship training.

2.3. It is proposed that EnterpriseGY and Council communications channels are used to actively raise awareness about the Scheme, targeting larger businesses and stressing the 24-month period over which the Levy can be retained before being 'clawed back' by the Government. This activity would primarily take place via online channels, coinciding with National Apprenticeship Week and wider promotion and communications led by Apprenticeships Norfolk, Apprenticeships New Anglia and others.

3. Risk Implications

3.1. No specific risks requiring active management/mitigation have been identified.

4. Conclusion

4.1. This report highlights opportunities to tie local activity into National Apprenticeship Week 2023 in terms of both events and wider promotion. It's noted that a new Council-hosted Skills Manager post, funded through the UK Shared Prosperity Fund until the end of March 2025, will provide some additional capacity and coordination across skills, employability and related areas.

5. Background Papers

None.

Area for consideration	Comment
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Monitoring Officer Consultation:	As part of the ELT process
Section 151 Officer Consultation:	As part of the ELT process
Existing Council Policies:	Not applicable
Financial Implications:	Not applicable
Legal Implications (including human rights):	None
Risk Implications:	Not applicable
Equality Issues/EQIA:	None
Crime & Disorder:	None
Every Child Matters:	Not applicable

URN: 22-078

Subject: GENERATE Marketing and Promotion Interim Update

Report to: Executive Leadership Team 4th January 2022
Economic Development Committee, 9th January 2022

Report by: Sara Rushworth, Renewables Marketing Manager

SUBJECT MATTER

This report was requested at the previous Economic Development Committee in November and provides members with an overview of the plan for GENERATE 2023/24 with a summary of the marketing activity and outcomes using the underspend from the original Pot B Marketing budget allocated to the project.

RECOMMENDATION

Members are asked to:

1. Review and comment on the report

1. Introduction

- 1.1. At the last Economic Development Committee in November 2022 a request was made for the 2023/24 plan to be brought to the committee in January 2023 for comment.
- 1.2. An underspend of circa £98k has been identified from existing budget and the committee approved a proposal to utilise this money in order to extend the project to the end March 2024. The underspend was due to the COVID pandemic at the start of this project which resulted in the postponement of several physical events and reduced the presence of GENERATE at those events which did take place.
- 1.3. The overarching focus of the activity will remain on;
 - a) a marketing and promotion strategy for all (public and private) stakeholders to champion.
 - b) a streamlined approach to the promotion of the capacity and capabilities of the location in respect of the clean energy value chain and as a destination for inward investment in local, national and international markets.

1. Work to Date

- 1.1. At its meeting in November, committee members received an update on GENERATE activity for the previous 4 months and a recommendation to roll over the underspend from the existing budget to allow activity to continue post March 2023 to March 2024.
- 1.2. Since November the GENERATE team attended Offshore Energy, Amsterdam. This was the final large exhibition and conference in the 2022/23 events calendar.
- 1.3. At Offshore Energy, Amsterdam the GENERATE team took a 21m² stand, shared with EEEGR (East of England Energy Group), this was positioned next to the RenewableUK stand. In attending the aims were to re-establish dialogue with existing business that are either in the current pipeline or located in the region and to liaise with businesses and establish their needs and requirements.
- 1.4. The event was also the location for the launch of the new film and 3D rendering promoting the Operations and Maintenance Campus and provided a valuable international audience. The new O&M short film was shown at the round table meetings and played on the stand throughout the 2 days. Feedback over the 2 days was very positive, it will be collated and fed into the working group.
- 1.5. Presence at Amsterdam was positively received with the audience having a good understanding of the regions offering. Several businesses working within the O&M sector but without an existing presence in the UK actively engaged with the team. The event also provided a forum for comment from and dialogue with the sector about the proposed O&M Campus facilities mix; effectively soft market testing.
- 1.6. Several round table meeting booked by delegates arranged ahead of the event took place involving 10 people, and 7 one-to-one meetings pre-booked by delegates also took place. General discussions were around the opportunities to grow business in the East of England. The pre-text to the discussions were; GENERATE's partners operate a range of assets and infrastructure including ports, industrial areas and sites allocated for offshore energy related manufacture, construction, operations and maintenance, ready to facilitate your businesses' rapid expansion in the UK's energy powerhouse, Great Yarmouth and the East of England.
- 1.7. A full press release and media campaign took place at the end of October to announce the release of the new promotional video and 3D rendering of the O&M Campus (see annexe 1). Talking head videos endorsing the short film were also produced and circulated featuring Rt Hon Brandon Lewis and Cllr Graham Plant.
- 1.8. Below is a summary of the channels used to promote the video and the total audience for each of these, for GENERATE operated social media the likes and impressions can also be reported;

Channel	Audience	Likes/impressions
GENERATE LinkedIn	1,255	1849
GENERATE Twitter	147	370
Insight Energy LinkedIn	1,910	

Norfolk and Suffolk Unlimited Socials	3,006
New Anglia LEP Socials	15,179
GYBC Twitter	6,659
GYBC Newsletter (circa)	1,700
EEEEGR Newsletter	TBC
4C Offshore newsletter	TBC

- 1.9. Work is underway to get the Operations and Maintenance Campus promotional video displayed throughout the town centre on available screens.

2. Next Steps

- 2.1. Delivery in the 12 month extension to this project will focus on ensuring that spend is optimized to achieve the best return, based on key learnings from the past 18 months.
- 2.2. In December a detailed strategy and delivery plan for 2023/24 will be sent to the Funding and Governance Group (FAG group), the strategic stakeholders for this project, to approve at their next meeting on 24th January. This document outlines the focus of activities and outcomes for the extension of the project from March 2023 to March 2024 and will be reviewed and amended where requested by the FAG group.
- 2.3. All activity will be based on impact and need; identifying the primary needs of the region and assessing how to make the most impact with the limited budget available. For example, the cost of exhibiting abroad is high, with the stand and space accounting for most of the budget. The GENERATE team is confident they can achieve a similar impact to this year using a smaller budget through representation at international events that dispenses with expensive and logistically-challenging dedicated stands and fielding larger teams of inward investment staff and/or making greater use of 'pod' space within third party stands, e.g. UK or EEEGR pavilions. The team will rely on experience and relationships already forged as well as strategic planning and targeting ahead of and at the event.
- 2.4. GYBC has made a substantial investment in the new O&M campus and there is a significant need to promote the project now more than ever, GENERATE will provide and deliver a strategic promotional plan to do this.
- 2.5. All activity will continue to coalesce around the three themes as set out in the original strategy;
- Awareness
 - Stakeholder Engagement and Endorsement
 - Lead generation and data
- 2.6. The budget will be allocated as below;

Description	Budget	Outcomes
Marketing Manager Resource	£55,000	

European Events	£10,950	Presence and representation at strategic events
UK Events	£20,130	Progression of existing leads and relationships
Hosting Local events	£2,000	New leads generated
		Awareness of region raised
Membership and Courses	£6,150	Relationship and Development
Website hosting, security certification, amends	£1,500	Digital presence and information
Misc design and printing	£1,000	Accurate and compelling marketing material
Contingency	£1,270	
TOTAL	£98,000	

*any additional underspend will be allocated to enhancing or increasing the number of events

Activity	Apr-23	May-23	Jun-23	Jul-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24	Mar-24
Prospectus 2023 launched												
Digital directory												
Wind Europe, Copenhagen												
SNS2023, Norfolk												
World Hydrogen Summit, Rotterdam												
Offshore Wind O&M Expo, Hull												
International Conference on Wind Energy and Energy Production, London												
Supply chain report (V1 and updates)												
Global Offshore Wind 2023, London												
Local supply chain events												
Offshore Europe, Aberdeen												
Offshore Energy, Amsterdam												

- 2.7. A final reconciliation will be done at the end of this financial year to finalise exact budget available for 2023/24 activity.
- 2.8. A key area of focus for the marketing manager will be to explore funding options to continue activity beyond March 2024.
- 2.9. The Marketing Manager is now a member of and present on the O&M Campus working group and will work with the wider team to promote the project.

3. Financial Implications

3.1. All the activity outlined within this report utilises the underspend from the original project budget. An extension to the GENERATE Marketing MoU, overseen by the multi-agency Funding and Governance Group, is in progress.

3.2. This underspend and monies remain SPECIFICALLY allocated through Pot B for cluster marketing.

4. Risk Implications

4.1. Competition from other regions for inward investment across the industry remains fierce, with each having their own strong identity such as the Tees (*NOF* and *Energi Coast*), Scotland (*Deep Wind*) and the Humber, which are all competing in national and international markets. If GNERATE is no longer funded this could undo all the work that has taken place to engrain the region and brand within the industry and impact the opportunities available.

5. Legal Implications

5.1. This extension would require agreement to roll over the marketing budget and the existing Enterprise Zone Marketing MoU to be extended. All key partners to the MoU – East Suffolk Council, Suffolk County Council, Norfolk County Council and New Anglia LEP are supportive.

6. Conclusion

6.1. This interim report provides a summary of the proposed marketing activity and use of the underspend budget from current allocated Pot B marketing budget for 2023/2024. An outline of activity to be undertaken as part of the GENERATE project moving forwards from March 2023 is detailed with timings and members are asked to review and comment upon the content of this report.

7. Background Papers

- Annex 1 – 3D rendering of O&M Campus

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:	As part of the ELT process
Section 151 Officer Consultation:	As part of the ELT process
Existing Council Policies:	Not applicable
Financial Implications (including VAT and tax):	As outlined in the Report
Legal Implications (including human rights):	As outlined in the Report
Risk Implications:	As identified in the Report
Equality Issues/EQIA assessment:	None

Crime and Disorder:	None
Every Child Matters:	Not applicable

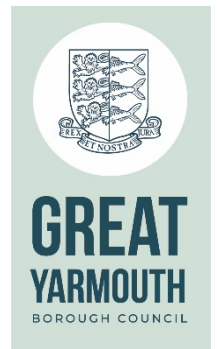


URN: 22-066

Subject: Enterprise Hub Update

Report To: Economic Development Committee, 9 January 2023

Report By: Victoria Mallender, Economic Growth Manager



Subject Matter / Recommendations

This report presents to members an overview of engagement and activity undertaken to deliver the outputs and objectives of the successful Community Renewal Fund (CRF)-funded 'Enterprise Hub' pilot in Market Gates, which concluded on 21 December 2022.

The pilot met or exceeded its CRF impact indicators and outcomes and has generated significant insights into local need/demand that could enable further intervention to address (a) a relatively subdued local enterprise culture, (b) stimulate entrepreneurialism, (c) tackle relatively high five-year enterprise mortality rates, and (d) support self-employment as a viable route into economic inclusion for residents.

Members are asked to:

- 1) Acknowledge the success of the 'Enterprise Hub' pilot as an intervention delivering on-the-ground business support in Great Yarmouth.
- 2) Note that the final outcome figures presented in the appended Dashboard Report (*Annex A*).
- 3) Request officers continue to explore opportunities for collaboration and/or further sources of funding to enable the learning from this successful pilot to be sustained within the borough as outlined in Section 5 of this report.

1. BACKGROUND

- 1.1 This report summarises delivery of the successful CRF-funded 'Enterprise Hub' pilot in Market Gates, Great Yarmouth led by the Council's Economic Growth team within the Inward Investment Service. His Worship, the Mayor, formally opened the Hub on 10 August 2022, following a 'soft launch' to test IT systems, format and marketing/outreach in the weeks beforehand.
- 1.2 Total project costs of around £95,000 are to be claimed through a New Anglia-managed CRF project, including the provision of 1 GYBC-employed Business Advisor, 1 Business Advisor seconded from the MENTA enterprise agency, marketing, targeting and outreach, rental of the commercial unit within Market Gates and other running costs. CRF-funding for the project ceases at the end of 2022, following an extension previously negotiated with New Anglia LEP.
- 1.3 A separate Town Centre Partnership-run, CRF-funded project provided the initial rent and fit-out of the unit, with that project and financial contribution ceasing in September 2022.
- 1.4 The pilot provided support that cut across several of the CRF community renewal fund themes, including:

- Increasing skills levels and employability in beneficiaries, even those who do not ultimately start a business.
- Assisting businesses to create jobs and improve the longevity and stability of businesses
- Helping individuals to investigate self-employment as an employment option
- Establishing start-up businesses with a low carbon footprint
- Enabling take up of vacant property
- Revitalising some small start-ups whose growth and stability has been affected during the Pandemic
- Supporting vulnerable groups and with marketing targeted to ensure that delivery engages anyone within the borough interested in starting a business
- Creating a collaborative new enterprise space from a repurposed vacant building

2. GREAT YARMOUTH 'ENTERPRISE HUB' PILOT

- 2.1 The vacant unit within Market Gates – previously a COVID testing centre and 'Game' store – was selected in collaboration with the Town Centre Partnership, providing a visible, accessible presence within the Town Centre and benefiting from and contributing to footfall. The facility provided sufficient space for a reception, one-to-one meetings/mentoring, one-to-many events and training and the co-location of staff from trusted third parties – Norfolk Chamber, the Town Centre Partnership, Nwes, MENTA and others – providing complementary services, such as facilitated applications to the Government-backed Start-Up Loans Scheme.
- 2.2 The 'mission' of the pilot was to establish the need and demand for free, confidential and impartial support for pre-start, new and established businesses in order to stimulate and sustain local enterprise. As such, it represented a key piece of enterprise infrastructure, providing outward-facing, broad-based, trusted and responsive support to businesses and individuals at every stage of development, but focussing on newer or smaller business and people exploring self-employment as a route to economic inclusion.
- 2.3 Partners and co-locatees have worked to foster/sustain enterprise culture collaboratively to provide a friendly, inviting, and responsive one-stop-shop to accommodate pre-booked appointments, walk-ins, meetings/training, events, networking, and clinics. Business advisors promoted and hosted an ongoing programme of in-house and third-party events, corresponding to local need, with regular drop-in surgeries providing practical assistance and opportunities to address individual challenges/opportunities, such as diversification, business planning, scaling up/down, HR and workforces, marketing and digitalisation.
- 2.4 The CRF funding conferred specific targets to engage economically-inactive individuals, the unemployed and the employed and works with enterprises at three different stages of their development, with Business Advisors providing carefully tailored support at each:
 - **Pre-start enterprises;** typically one or more individuals accessing support and mentoring to research and plan products/services in order to develop and validate a scalable business model Breakdown of all engagements by enterprise development stage
 - **Start-up enterprises;** typically enterprises in the first stages of operation and trading, often lacking a fully developed business model or adequate capital to move onto the next phase of business
 - **Established enterprises;** enterprises that have commenced trading or commercial operations, typically aiming to continue to grow revenues, profits and customers within their particular industry

- 2.5 The pilot is expected to meet or exceed contracted CRF impact indicators and outcomes. An Enterprise Hub Dashboard Report is presented in *Annex A*. The pilot has demonstrated the extent of both need and demand and the principle of embedding this kind of service within the Town Centre.

3. RISK IMPLICATIONS

- 3.1 There are a number of common risks that apply to time-specific funded project work, including an inability to achieve contracted deliverables/outputs, the adequacy of project costings/budgets and the availability of capacity/staff. Of these, risks relating to the delivery of the project were mitigated with careful planning and regular monitoring. Any further risks associated with the delivery of the pilot expired with the closure of the facility which was planned. Final reporting and the successful drawdown of the CRF funding from New Anglia LEP will now be completed.

4. FINANCIAL IMPLICATIONS

- 4.1. The Enterprise Hub pilot budget agreed with the LEP was £98,163. The value of the final claim, subject to verification checks and corresponding to actual direct costs incurred by GYBC, will be £95,279.
- 4.2. There are no outstanding or ongoing costs associated with the project; the secondment from MENTA ceases at the end of 2022, the GYBC Business Advisor will be now funded separately from CRF, arrangements for the unit in Market Gates – rent, utilities etc. – will conclude and the Town Centre Partnership will recover its furniture and fittings.
- 4.3. Any further risks associated with the delivery of the pilot expire with the closure of the facility – as planned – final reporting and the successful drawdown of the CRF funding from New Anglia LEP.

5. CONCLUSION

- 5.1 This report presents to members an overview of engagement and activity undertaken to deliver the outputs and objectives of the successful Community Renewal Fund (CRF)-funded Enterprise Hub pilot in Market Gates, which will conclude on 21 December 2022.
- 5.2 Members will be pleased to know that the pilot met or exceeded its CRF impact indicators and outcomes and has generated significant insights into local need/demand that could enable further intervention as and when funding becomes available. These include services to address (a) a relatively subdued local enterprise culture, (b) stimulate entrepreneurialism, (c) tackle relatively high five-year enterprise mortality rates, and (d) support self-employment as a viable route into economic inclusion for residents.
- 5.3 The Date Dashboard (*Annex A*) summarises the key quantitative data in respect of the ‘impact indicators’ and ‘outcomes’ attached to the CRF funding. The pilot has demonstrated the extent of both need and demand and the principle of embedding this kind of service within the Town Centre.
- 5.4 There is some potential future funding provision within the UK Shared Prosperity Fund (UKSPF) Investment Plan, with a high-level summary provided for an ‘Enterprise Hub and Accelerator

Project' in 2023/24 and 2024/35 under intervention E24, *funding for new and improvements to existing training hubs, business support offers, 'incubators' and 'accelerators' for local enterprise.*

- 5.5 In early 2023, officers plan to capture and evaluate wider key learning from the pilot, including physical format, promotion, the co-location of third parties and cross-referral mechanisms. Whilst the parameters of any new UKSPF-funded intervention have yet to be determined, proposals will be directly informed by the pilot before recommendations are presented to the Economic Development Committee for consideration.

6. BACKGROUND PAPERS

- **Annex A: Enterprise Hub Dashboard Report**

Area for consideration	Comment
Monitoring Officer Consultation:	As part of the ELT process
Section 151 Officer Consultation:	As part of the ELT process
Existing Council Policies:	Not applicable
Financial Implications:	Not applicable
Legal Implications (including human rights):	None
Risk Implications:	Not applicable
Equality Issues/EQIA:	None
Crime & Disorder:	None
Every Child Matters:	Not applicable

THE HUB SUPPORTING BUSINESSES IN THE BOROUGH



Enterprise Hub Dashboard Report, 16 December 2022

GYBC Economic Growth

Current outputs against contracted CRF impact indicators

PROJECT IMPACT INDICATORS - which groups will this activity target?		TARGET	OUTPUT
People*	No. economically inactive people	20	15
	No. unemployed people	20	44
	No. employed people	23	185
	Total	63	244
Businesses*	No. small (<50 FTEs, <£10m turnover)	25	103
	No. medium (<250 FTEs, <£50m turnover)	0	0
	No. Large (>250 FTEs, >£36m turnover)	0	1
	Total	25	104
Organisations*	No. public organisations	0	6
	No. private organisations	45	139
	No. voluntary sector organisations	0	1
	Total	45	146
PROJECT IMPACT INDICATORS - what types of support will this activity provide?		TARGET	OUTPUT
Direct Support*†	No. one-to-one support beneficiaries	23	89
	No. one-to-many support beneficiaries	56	98

* data do not include impact indicators achieved by co-located partner organisations

† of which 0 are beneficiaries of both one-to-one and one-to-many support

Current workflow pipeline

	ONE-TO-ONE	ONE-TO-MANY
Total number of beneficiaries engaged	119	133
Total number of beneficiaries assisted	89	98
Total number of support sessions scheduled	5	6
Total number of no-shows	22	29
Number of additional beneficiaries supported by partner organisations at the Hub	49	14

Breakdown of all engagements by enterprise development stage

Pre-start enterprise

Typically one or more individuals accessing support and mentoring to research and plan products/services in order to develop and validate a scalable business model

Start-up enterprise

Typically an enterprise in the first stages of operation and trading, often lacking a fully-developed business model or adequate capital to move onto the next phase of business

Established enterprise

Enterprises that have commenced trading or commercial operations, typically aiming to continue to grow revenues, profits and customers within their particular industry



Current outcomes against contracted CRF outcomes

OUTCOME DESCRIPTOR	TARGET	OUTCOME
People in education/training following support	2 people	3 people
People engaged in job searching following support	3 people	2 people
Businesses introducing new products to the market as a result of support	1 business	1 business
Businesses introducing new products to the firm as a result of support	1 business	1 business
Employment increase in supported businesses as a result of support	1 FTE	1 FTE
Jobs safeguarded as a result of support	1 FTE	1 FTE
Number of new businesses created as a result of support	10 businesses	10 businesses
Organisations engaged in knowledge transfer activity following support	1 organisation	1 organisation
Investment attracted as a result of support	£5,000	£32,128
Innovation plans developed as a result of support	1 person	1 person

CRF outcome definitions

People in education/training following support

People who have received support and who are newly engaged in education (lifelong learning, formal education) or training activities (off-the-job/in-the-job training, vocational training, etc.) immediately upon leaving the operation. Education or training is defined as a structured and agreed programme of: lifelong learning; formal education; educational and/or vocational training activities (this may include on the job and/or off the job vocational training or a combination of the approaches listed).

People engaged in job searching following support

Economically inactive people who have received support and who are newly engaged in job searching activities following that support. "Engaged in job searching" is to be understood as persons usually without work, available for work and actively seeking work i.e. unemployed.

Businesses introducing new products to the market as a result of support

A product is new to the market if there is no other product available on a market that offers the same functionality, or the design or technology that the new product uses is fundamentally different from the design or technology of already existing products. Products can be tangible or intangible (incl. services and processes). Support must be for a business to introduce one of the following: 'Product' - when it is either at pre-launch or launched to the market; 'Process' - when it has been introduced into the business; 'Service' - when it has been introduced to the market.

Businesses introducing new products to the firm as a result of support

A product is new to the firm if the enterprise did not produce a product with the same functionality or the production technology is fundamentally different from the technology of already produced products. Products can be tangible or intangible (including services). The indicator measures if an enterprise is successfully supported to develop a "new to the firm" product. It includes process innovation as long as the process contributes to the development of the product. In case of cooperation operations, the indicator measures all participating enterprises to which the product is new.

Employment increase in supported businesses as a result of support

A new, permanent, paid, full-time equivalent (FTE) job created following support. This includes both part-time and full-time jobs, which should be recorded relative to full-time equivalent (FTE). FTE should be based on the standard full-time hours of the employer. New means it should not have existed with that employer before the intervention. Permanent means it should have an intended life expectancy of at least 12 months from the point at which it is created.

Jobs safeguarded as a result of support

A permanent and paid job at risk prior to when support was provided, and which the support will help the business to retain. This includes sole traders and business owners. This includes both part-time and full-time jobs, which should be recorded relative to full-time equivalent (FTE). FTE should be based on the standard full-time hours of the employer. "At risk" is defined as being forecast to be lost within 6 months.

Number of new businesses created as a result of support

A new business is one which has been registered at Companies House or HMRC as a result of the support provided.

Organisations engaged in knowledge transfer activity following support

This focuses on collaborations which are about transferring good ideas, research results and skills between the knowledge base and business to enable innovative new products and services to be developed and includes but is not exclusively limited to: Research collaborations and free dissemination of research; Joint and long-term development of new business or services; Formation of joint ventures and spin-out companies.

Investment attracted as a result of support

The gross amount of direct tangible investment attracted as a result of support.

Innovation plans developed as a result of support

An organisation as a result of support produces or enhances an existing innovation plan.