

Subject: **Great Yarmouth Business Directory Update**

Report to: **Economic Development Committee – 4<sup>th</sup> June 2018**

Report by: **Director of Development, Great Yarmouth Borough Council**

## **SUBJECT MATTER/RECOMMENDATIONS**

The revised Great Yarmouth Business Directory will be published and distributed in June 2018. In addition to being distributed to B2B (Business to Business) companies throughout the Borough, the Directory will be available online and to any companies interested in working with the supply chains present in Great Yarmouth. The Directory includes brief overviews of the main sectors within Great Yarmouth and presents the geographic and commercial context of the Borough in a welcoming and accessible format.

**RECOMMENDATIONS:** Members are asked to note the contents of the report.

### **1. INTRODUCTION/BACKGROUND**

- 1.1 Originally styled as the Great Yarmouth Port and Industry Handbook, the resource is well-known and has been published at least every other year.
- 1.2 As well as the Directory, the publication features a pull-out map of the outer harbour and river port together with maps of the other industrial estates. There is an overview of the significant industrial clusters, a team page featuring key officer contact details, the Leader and Chair of the Economic Development Committee. The Directory is listed both as an A-Z of businesses and by sector. Useful contacts, such as trade groups and training centres are shown. As such, it serves as a powerful tool for new companies in particular.
- 1.3 It is a functional and practical resource rather than a primary inward investment document; however its content can also serve as a form of soft marketing in its own right. As such, copies are on hand at exhibitions such as Global Offshore Wind 2018 (Manchester) and the Southern North Sea conference (Norwich). It has also been freely available to the public and businesses at the Town Hall reception.
- 1.4 The Directory is available on the Council website and the *Great Yarmouth means business* website.
- 1.5 The costs of production and printing are met by the publishers via advertising. Recent issues have been smaller and lighter so as to save on distribution costs. Local companies supply images free of charge.
- 1.6 In addition, a web-based directory is available at <https://www.great-yarmouth.co.uk/business/>. Its functionality can be interrogated and the database offers the possibility of sector-specific communication.

### **2. FINANCIAL IMPLICATIONS**

None for this report.

### **3. RISK IMPLICATIONS**

None for this report.

### **4. CONCLUSIONS**

This publication presents a joined-up, practical and welcoming resource for local companies, companies looking to work with our local supply chains and those considering relocating to the Borough. It portrays a positive location to do business, highlighting a broad industrial base and unrivalled assets.

## 5. RECOMMENDATIONS

Members are asked to note the contents of this report.

## 6. BACKGROUND PAPERS

*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:	Yes
Section 151 Officer Consultation:	Yes
Existing Council Policies:	Supports the Great Yarmouth Economic Growth Strategy
Financial Implications (including VAT and tax):	Considered
Legal Implications (including human rights):	Considered
Risk Implications:	Considered
Equality Issues/EQIA assessment:	Considered
Crime & Disorder:	Considered
Every Child Matters:	Considered