

Subject: Coastal Communities Fund – Round 4

Briefing to: Economic Development Committee – 25 July 2016

Briefing by: Robert Read, Director of Housing and Neighbourhoods

Subject matter and decisions to be made:

Following the briefing to the economic development committee in June the council submitted a stage 1 application entitled “coast and culture” to the Coastal Communities Fund on 30th June.

This bid proposal was for £1,999,748, which consisted of a capital request to provide required match-funding to Heritage Lottery Fund investment in the Waterways and potential investment in the Winter Gardens, along with revenue funding to provide dedicated support to local residents, particularly those aged 18-30 to start up their own businesses and enterprises in the broader cultural and creative sector, with a target of creating 180 new jobs.

Members are asked to note this position and recommend a further update at a future meeting.

1. Background

- 1.1 With the announcement of a 4th round of the Coastal Communities Fund in May 2016 an expression of ideas request was circulated to all council departments for outline proposals. Due to the timescale for submissions a briefing was circulated to the Economic Development Committee prior to submission on 30th June.
- 1.2 Great Yarmouth has previously benefitted from the Coastal Communities Fund. £600k was secured in round 1 for enterprise and training support and a further £650k was secured in round 3 to support the continuation of the Enterprise GY programme.
- 1.3 £36million is available through the Coastal Communities Fund for spend between April 2017-December 2019.

The envisaged outcome is that coastal communities will experience regeneration and economic growth through projects that directly or indirectly create sustainable jobs and safeguard existing jobs.

The priorities for round 4 are to:

- Deliver economic diversification and innovation that will create employment opportunities in knowledge economy and higher value sectors.
- Provide support for small and medium sized enterprises through business development support, improvements to infrastructure and targeted incubation support where there is a strong evidence of demand and where these do not duplicate provision elsewhere.
- Address seasonality by creating new patterns of demand for tourism, exhibiting unique selling points and distinctive market niches in the visitor economy across a greater proportion of the year.

- Deliver improvements to public places that will increase the number of visitors, generate direct and indirect employment opportunities and make coastal communities more attractive places to live and work.
- Deliver jobs and economic growth through integrated regeneration initiatives which include, where appropriate addressing issues of flooding, coastal erosion risk management and bathing water quality which threaten the development of the coastal economy.

2. Great Yarmouth Coast and Culture Bid

- 2.1 The Coast and Culture bid seeks to secure capital match-funding for the Waterways and the Winter Gardens as unique coastal heritage assets and has bid for revenue funding to build business and enterprise support targeted around the cultural sector, to encourage the growth of creative industries and further opportunities for self-employment across the sector. This will include the creation of incubator and pop up space in and around the town centre and cultural quarter. The particular target of this programme will be young people aged 14-30, but not exclusively based on levels of need, strong links with college and education providers and the lack of existing provision.
- 2.2 The proposal responds to a number of interrelated council agendas, including the emerging cultural strategy, economic strategy and town centre masterplan. It also builds on current work underway to secure Heritage Lottery Funding (HLF) for the Waterways and Boating Lake. Whilst match-funding is not a requirement it will strengthen the bid in terms of broader support for the scheme. The HLF is also being approached about the potential further investment in the Winter Gardens.
- 2.3 The decision to apply for a large capital amount was based on the unique opportunity to look at coastal heritage assets and capital funding awarded to other coastal areas. The total bid amount was £1,999,748:
 - Capital Match Funding – Waterways £469,992
 - Capital Match Funding- Wintergardens £750,144
 - Revenue Funding £779,612

This round is likely to be highly competitive and each application will need to demonstrate its uniqueness and to clearly show that it does not duplicate previous CCF funded work. The Coast and Culture proposal has been drafted to respond succinctly to the round 4 priorities. The bid will also seek to include the provision of an advisor and relevant aspects of the current Enterprise GY programme. The bid will also be strengthened by the readiness of the schemes and the likelihood of match-funding particularly from the Heritage Lottery Fund.

- 2.4 Great Yarmouth was invited to the Coastal Communities Conference in Brighton on 30th June, which provided a summary of current programmes operating across the country. A clear message from the event was about strengthening the economic diversification of coastal communities through this bidding round, by opening up opportunities for new year-round industries such as digital, media and technology. It also highlighted the importance of Coastal Communities Fund being used to shape strategic regeneration efforts for areas and

the necessity to develop a strong relationship with existing business sector (through BIDs) and local communities.

3. Next Steps

- 3.1 Decisions on round 1 will be made at the end of August, with round 2 submissions due towards the end of 2016. Projects should be ready to commence soon from April 2017 and will need to have been completed by December 2019. The Great Yarmouth Coast and Culture bid is well placed to respond to this timetable and the objectives of this round.

4. Recommendations

- 4.1 The committee is asked to note the current position of the bid and recommend a further update once the round 1 decision has been made.