



GREAT YARMOUTH
BOROUGH COUNCIL

Economic Development Committee

Date: Monday, 01 April 2019
Time: 18:30
Venue: Peel Ports, Great Yarmouth
Address: [Venue Address]

AGENDA

Open to Public and Press

1 APOLOGIES FOR ABSENCE

To receive any apologies for absence.

2 DECLARATIONS OF INTEREST

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

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

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

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

Whenever you declare an interest you must say why the interest

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

3 MINUTES

3 - 8

To confirm the minutes of the meeting held on the 18 February 2019.

4 FORWARD PLAN

9 - 10

Report attached.

5 OFFSHORE ENERGY UPDATE

11 - 20

Report attached.

6 MAKING WAVES PROJECT UPDATE

To be presented at the meeting.

7 CULTURE AND TOURISM STRATEGY - UPDATE

21 - 28

Report attached.

8 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.

Economic Development Committee

Minutes

Monday, 18 February 2019 at 18:30

Present :

Councillor B Coleman (in the Chair); Councillors G Carpenter, Cordiner-Achenbach, Hammond, Hanton, Jeal, Wainwright, Walker and A Wright.

Also in attendance :-

Mrs K Watts (Strategic Director), Mr A Nichols (Head of Planning and Growth), Mrs P Boyce (Head of IT Communications and Marketing) and Mrs S Wintle (Member Services Officer).

Mr A Carr (Chief Executive, GYTABIA), Mr C Stott (Learning Development, Norfolk Museums), Mr D Cummings (Norfolk County Council)

1 APOLOGIES FOR ABSENCE

Apologies for absence were received from Councillors Bird, P Carpenter and Grant.

2 DECLARATIONS OF INTEREST

Councillors Jeal and B Coleman declared a personal interest in relation to Item 7 in their capacity as a Member of the Tourism Bid Board.

Councillor Hanton declared a personal interest in relation to item 7 in his capacity as a Member of the Community Safety Group.

3 MINUTES

The minutes of the meeting held on the 7 January 2019 were confirmed.

Members asked for clarification to be sought as to whether the agricultural element had been included within the Brexit and Great Yarmouth document, it was agreed that this clarification be sent in an email to Members.

Councillor Wainwright expressed his disappointment that an item with regard to Brexit resilience had been scheduled for the next Committee meeting due to be held in April as he felt this matter should have been discussed prior to this date. The Head of IT, Communications and Marketing advised that the Borough Council were working closely with the Norfolk Resilience Forum and that steps were being taken to look at any issues, she advised Members that the key message for Great Yarmouth was business as usual. It was agreed that advise note from the Norfolk Resilience Forum would be circulated to Members.

4 FORWARD PLAN

The Committee received and noted the contents within the Forward Plan.

5 ENJOY - LOCAL CULTURAL EDUCATION PARTNERSHIP

Members received a presentation from Colin Stott, Learning Manager, Norfolk Museums Service which provided Members with a detailed brief on the ENJOY Great Yarmouth programme which formed part of the Local Cultural Education Partnership programme, providing opportunities for children and young people to engage with a broad range of cultural activities.

Councillor Wainwright made reference to the schools inclusion and asked with regard to the involvement of particular schools. The Learning Manager agreed that he would look into this matter and email a response to the Member Services Officer.

Councillor A Wright sought clarification as to the number of different cultural groups that were involved with the project.

6 GREAT YARMOUTH TRANSPORT STRATEGY UPDATE

The Committee considered the Director of Development and Executive Director of Community and Environmental Services report which provided Members with an update on the Great Yarmouth Transport Strategy which had previously been reported to the Committee at its meeting on the 8 October 2018.

The Interim Team Leader for Transport, Norfolk County Council reported that to date an analysis of the issues had been carried out together with stakeholder engagement, the vision and objectives had been set out and a long list of schemes had been developed and appraised to derive a short list. He advised that the next steps for the project were to finalise the appraisal material into a Stage 2 Options and Appraisal report and to prepare a draft Stage 3 Strategy report which would require Members approval, following this approval a stakeholder event together with a four week public consultation would be undertaken.

Councillor Wainwright expressed some concern in that there was no cross party representation on the Transport and infrastructure Steering Group meetings and therefore not all Members were fully aware of the options that had been discussed. Councillor Wainwright made reference to option 1.8 within the options appraisal and pointed out that no explanation had been given as to why this scheme had been discounted.

Reference was made to the discounting of option 8.1 within the options appraisal as it was pointed out that the Government were encouraging the installation electric charge points.

Councillor A Wright asked in relation to options 2.2 and 2.3 and raised concern as to why these had been discounted from being taken forward as he felt in his opinion that if the road was not to be duelled immediately then the speed should be reduced on this stretch of road, he made reference to the comments which had been made with regard to low political support for this matter. The Chairman advised that he had raised concern with regard to this matter, however it was felt by the Steering Group that in order to progress with the dualling of this road it was felt that a temporary measure could be seen as the Council's not wanting to push for the dualling of this road. Councillor Wright reiterated his concerns and stated that there was a safety element that needed to be looked at for this road, he therefore proposed that the Committee ask for options 2.2 and 2.3 to be reinstated within the options appraisal and be taken forward to steps 2 and 3.

Councillor G Carpenter asked whether highways had been consulted with regard to the Acle Straight and whether there were in sights as to the causes of the accidents on this stretch of road, the Interim Team Leader for Transport stated that this information could be provided to Members.

Councillor Walker made reference to the speed in which the Hall Quay improvement options had been approved and committed to and he felt that

these options did not seem to have been closely investigated before being approved. It was advised that these schemes had been developed at a quicker pace in light of growth deal funding.

RESOLVED :

That subject to the addition of options 2.2 and 2.3 being reinstated within the report the Committee :-

- (1) Note the contents of the report, and endorse the attached:
- (2) Endorse the Executive Summary of Option Appraisal Process and the Proposed short, medium & long term package of measure.
- (3) Endorse the next steps for the Transport Strategy work.

7 GREAT YARMOUTH TOURISM AND BUSINESS IMPROVEMENT AREA (GYTABIA) - PROPOSED SECOND TERM

The Committee received the Head of IT, Communications and Marketing;s report which asked Members to consider a number of options with regard to the Greater Yarmouth Tourism and Business Improvement Area, proposed second term.

In discussing the report the following issues were raised :-

- Whether the Council were to be paid for Officer time, Members attention was drawn to paragraph 4.1 within the report which detailed the costs which would have to be met by the BID company.
- Reference was made to historical payments and whether these had been finalised.
- It was requested that letters sent to businesses with regard to the collection of the Levy, that it be made clear on the letters that the Borough Council are only responsible for the collection of the monies.
- Clarification was sought as to the numbers of Levy payers expected in view of this being reduced, this was confirmed at around 400 but it was pointed out that there would be opportunities for extra income collection through voluntary contributions.
- A question was raised as to the contingencies in place should the ballot be unsuccessful and it was advised that the Council were working hard to promote Culture, Tourism and Heritage and that the team would still continue to promote Great Yarmouth, however could be made stronger with a successful BID.

RESOLVED :

The the Committee :-

- (a) Note the work undertaken since the inception of the Greater Yarmouth Tourism and Business Improvement Area in 2014.

- (b) Acknowledge receipt of a letter from the Greater Yarmouth Tourism and Business Improvement Area notifying the Council of its intention to commence a renewal process in 2019 for the Business Improvement District (BID).
- (c) Acknowledge the request from Greater Yarmouth Tourism and Business Improvement Area to supply the necessary information it requires to develop the BID in accordance with the Regulations.
- (d) Authorise officers to work with the Greater Yarmouth Tourism and Business Improvement Area company to support the development of GYTABIA's Business Plan and as the relevant billing authority, and to agree an Operating Agreement.
- (e) Request prior to the BID ballot, that the Greater Yarmouth Tourism and Business Improvement Area provides the Council, as the relevant billing authority, with the information listed under Regulation 4 Schedule 1 of The Business Improvement Districts (England) Regulations 2004.

8 ECONOMIC DEVELOPMENT - QUARTER 3 PERFORMANCE REPORT 2018-19

That Committee received the Head of Planning and Growth's report which provided Members with an update on current performance of Economic Development Committee measures for the third quarter of 2018/19 (Oct – Dec) where progress is assessed against targets which are set at the start of the financial year.

RESOLVED :

That all measures be monitored during the next quarter.

The meeting ended at: 19:40

Forward Plan for Economic Development Committee

	Matter for Decision	Report by	Pre Agenda Meeting (PAM)	Economic Development	Policy & Resources	Council
1	Arts Council Strategic Fund - Creative People and Places Submission	Strategic Director (KW)	22/03/19	01/04/19		
3	Making Waves Project Update	Great Places Project and Cultural Capacity Coordinator	22/03/19	01/04/19		
4	Offshore Energy Update	Development Director	22/03/19	01/04/19		
5	Tourism & Cultural Strategy Update	Strategic Director (KW)	22/03/19	01/04/19		
6	GYTABIA – Business Plan for BID Renewal	Head of IT, Communications and Marketing	23/05/19	03/06/19		
7	Annual Performance Report	Development Director	05/07/19	15/07/19		

Subject: Offshore Energy update report

Report to: Economic Development Committee 1 April 2019

Report by: Development Director, GYBC
Economic Development Manager, Norfolk County Council

SUBJECT MATTER/RECOMMENDATIONS

The offshore energy sector represents a significant opportunity for Great Yarmouth with a planned private sector investment of £39million over the next 20 years in the southern North Sea. Members will be given a tour of the Great Yarmouth Outer Harbour facilities (in advance of the meeting) together with a brief presentation on the work being undertaken with partners to unlock the potential for the area. This report is a summary of recent activity.

RECOMMENDATION

Members are recommended to note the contents of this report and endorse the pro-active workstreams.

1. INTRODUCTION/BACKGROUND

- 1.1 A report was presented to this committee in June 2018 which highlighted the major opportunity that exists off our coast, what the County and Borough Council together with the New Anglia Local Enterprise Partnership, East of England Energy Group (EEEGr) and other partners are undertaking or planning and what the impact could be.

National context

- 1.2 In the last quarter of 2018, over the UK as a whole, total energy production was 0.7 per cent higher than in the third quarter of 2017. This rise in output was driven by increased gas, bioenergy and renewables (wind, solar and hydro) production levels.
- 1.3 Natural gas production was 4.4 per cent higher than the third quarter of 2017, despite consumption falling (by 4.1%). This resulted in gas imports falling by 17 per cent, whilst exports fell by 14 per cent.
- 1.4 Of electricity generated in the third quarter of 2018, gas accounted for 38.6 per cent, down from 39.9 per cent in the third quarter of 2017, whilst coal accounted for 2.5 per cent, down from 2.9 per cent in the third quarter of 2017. Nuclear generation accounted for 22.9 per cent of total electricity generated in the third quarter of 2018, down from 24.0 per cent in the third quarter of 2017.

- 1.5 Low carbon electricity's share of generation increased from 54.0 per cent in the third quarter of 2017 to a record high of 56.0 per cent in the third quarter of 2018, due to increased renewables generation. Renewables' share of electricity generation increased to a record 33.1 per cent, up from the 30.0 per cent share in the third quarter of 2017. Renewable electricity capacity was 43.2 GW at the end of the third quarter of 2018, a 10 per cent increase (3.9 GW) on a year earlier. Overall renewable electricity generation was up 10 per cent compared to the same quarter in 2017.
- 1.6 Overall, this shows that the two key areas of energy generation that are buoyant and look set to maintain or grow that position are both centred around Great Yarmouth. The town's position as a key energy centre will be maintained and it is our role to exploit this opportunity to enable further business growth.
- 1.7 It is worth repeating the planned investments - nationally there is significant investment planned moving towards 2030 with £235 billion in offshore wind in North West Europe and £114 billion in offshore wind in the UK, with targets to increase generation capacity from 13 gigawatts today to 30 gigawatts by 2030. This investment will help meet one third of the UK's electricity needs with investment of up to £48 billion made to date in UK offshore infrastructure and the targeted creation of 27,000 skilled jobs across the UK, mainly in coastal areas.
- 1.8 The Government's Contract for Difference auction, which awards subsidies to enable offshore wind projects to take place, was due to be undertaken in February this year. In the autumn it was announced that the auction would be moved back to May 2019. We expect to gain some insights as to the investment intentions of key businesses around this time.

2. LAND ASSEMBLY & UTILISATION

- 2.1 The Great Yarmouth Energy Park (appendix 1) was launched in late 2013 to regenerate the project area which surrounds the Monument in South Denes - targeted redevelopment and re-use of sites by private and public sectors, focusing on the energy industry.
- 2.2 The ambition is to secure inward investment to the area, to generate economic growth and improve the environment by redevelopment. The strategy is a reflection of the demand on the port area, in particular by the renewables sector. The Great Yarmouth Energy Park is complementary to the Enterprise Zone at the port.
- 2.3 The strategy of the Great Yarmouth Energy Park addresses the 'need' to regenerate the project area due to the outdated and generally run-down appearance. The opportunity presented by the new economic activity has been the trigger.

- 2.4 Land assembly remains a key priority together with securing agreements with a number of non-port related businesses to relocate 'off site'. As part of the first phase of land assembly GYBC have obtained a number of freehold brownfield sites and wishing to build on the success of these acquisitions and subsequent site clearances the next stage is the appointment of a commercial property agent/s (planned April 2019 onwards) to deliver and support the marketing of these sites for future port & energy sector related development.
- 2.5 Discussions continue with non-port related businesses to relocate out of the Energy Park. Due to the sensitive nature of these discussions they remain commercially confidential.
- 2.6 As to current site activity within South Denes progress is being made with (see plan in appendix 1):

Block 1 (Tectra) & Block 4a (Ocean Yard North) – Brineflow Properties & Handling Ltd are nearing the completion of Phase 1 & 2 (the Tecta site) of their £4 million expansion & relocation to Great Yarmouth Energy Park. Phase 3 of their expansion plans (Ocean yard North) is to be progressed this year and will comprise of warehousing and offices. As part of the agreement with GYBC they will release their current 5-acre site beside the outer harbour which will be promoted by the council to offshore energy businesses, ensuring the borough is best placed to capture the significant jobs, investment and regeneration opportunities in these growing areas.



Millora Works & adjacent site (Block 12 & 13b) – Site clearance of the numerous dilapidated buildings & structures is underway and completion is anticipated in May 2019 releasing around 2.6 acres for future development.



3 PROMOTION

- 3.1 Norfolk County Council and Great Yarmouth Borough Council officers have attended a number of key offshore energy events since the last meeting to attract investment including:

Global Offshore Wind exhibition in Manchester (June 2018) at which we had 12 supply chain businesses co-exhibiting, keynote speeches from all of the offshore wind developers (drawing some of the largest audiences over the whole event). Over 30 leads were generated which are being managed.

- 3.2 The East of England Energy Zone partnership is reviewing its marketing strategy later this year and we will update members on any significant changes.
- 3.3 In July 2018 a delegation of officers from the Borough and County Council, and the New Anglia Local Enterprise Partnership together with the Leader, held a meeting with the Energy Minister, the Rt Hon Claire Perry MP, to present a case for Government co-investing in the key offshore energy projects in the town to attract investment. The Energy Minister was very receptive to the projects, our aspirations and appreciated their potential national impact. She tasked her key advisors to work with us.
- 3.4 The Minister launched the **national Offshore Wind Sector Deal in Great Yarmouth in March 2019**. We lobbied hard to ensure the Minister was fully up to speed with the capability, aspirations and opportunities in our area.
- 3.5 **Southern Terminal Expansion** – This project is to enable 2 consecutive offshore wind projects to take place in the port – or for other uses including decommissioning. We are working with Peel Ports to fully appreciate the regulatory and planning requirements, before detailed costings and the economic case are explored.



- 3.6 **Manufacturing facility** – Discussions with potential investors are ongoing and with the recent formal announcement by Crown Estate that Round 4 will progress it should add further impetus to investment decisions.

4. ENTERPRISE ZONE / LOCAL DEVELOPMENT ORDER

- 4.1 The borough's top-performing Enterprise Zone at Beacon Park and South Denes, focused on the offshore energy sector, has attracted £180m investment since 2012, with the Government committing £98m towards a third river crossing joining the Enterprise Zone and Port to the trunk road network.
- 4.2 The previous report detailed the establishment of the Enterprise Zone, covering both South Denes and Beacon Park, which opened in April 2012 to encourage offshore energy, port and logistics activity. The complementary Local Development Order (LDO) provides a simplified planning process and is in place until 31st March 2022. This covers the 136 hectares of employment land in the South Denes peninsular as well as the 16 hectares at Beacon Park.
- 4.3 The latest Enterprise Zone deliverables (since April 2012) are:
- Jobs created – 834
 - Number of businesses – 33
 - New floor space – 34,919 m2
 - Number of construction jobs – 553

5. GREAT YARMOUTH THIRD RIVER CROSSING

- 5.1 The previous report provided the background to this major project and Members have been engaged through the Great Yarmouth Transport and Infrastructure Steering Group reporting to Economic Development Committee. More recent updates include:
- a) Norfolk County Council have awarded the construction contract to BAM Farrans – a joint venture between two construction industry leaders. BAM Farrans has developed a twin leaf bascule bridge design with the counterweights below-deck. They will now be working with the project team at Norfolk County Council to finalise the detailed design and construction requirements for the bridge.
- b) The overall project remains on programme. The application for a Development Consent Order is due to be submitted shortly, with a public examination expected later this year and construction due to start on site towards the end of next year. The finalised design details will be confirmed when submission of the Development Consent Order is made to the Planning Inspectorate. These details will also take into account the feedback received from the recently completed consultation process.
- c) In the summer of 2018, further details about the bridge were announced including:

- **Designs for the approaches to the bridge on either side**, including a new five-arm roundabout to be created on the western side of the river and a dual carriageway road to link Harfrey's roundabout to the new roundabout and then continue onto the bridge and over the river to meet South Denes Road at a traffic-light controlled junction.
- **Information regarding the opening function of the bridge.** It is estimated that the bridge would be available for use by road traffic for 22 hours and 38 minutes a day. Openings to allow taller vessels through would take around five and a half minutes each time at an average of 15 openings a day based on anticipated river traffic levels in 2023.
- **Traffic modelling, forecasting how traffic would use the Third River Crossing and traverse the town as a result.** This shows that the new bridge would be anticipated to carry 19,400 vehicles a day in 2023, rising to 21,700 in 2038.
- **The provision of cycling and walking routes.** A number of dedicated and shared use walking and cycling routes are proposed around the Third River Crossing, with pavements and an off-carriageway cycling route provided on the bridge itself.

6. FINANCIAL IMPLICATIONS

All within existing budget utilising Enterprise Zone generated funding to promote investment.

7. RISK IMPLICATIONS

None for this report.

8. CONCLUSIONS

- 8.1 There is an ambitious programme of delivery and promotion for the South Denes area in the energy sector. A number of enquiries are being received from companies seeking laydown on a short-term basis, as well as opportunities for longer term investment. Great Yarmouth Borough Council and Norfolk County Council are fully committed to pursuing the development of the Enterprise Zone, Energy Park and Third River Crossing as vital catalysts for regeneration and economic growth.
- 8.2 In combination with other workstreams, the Local Government Chronicle has recently awarded this activity 'Highly Commended' in the Driving Growth category

at the 2019 awards.

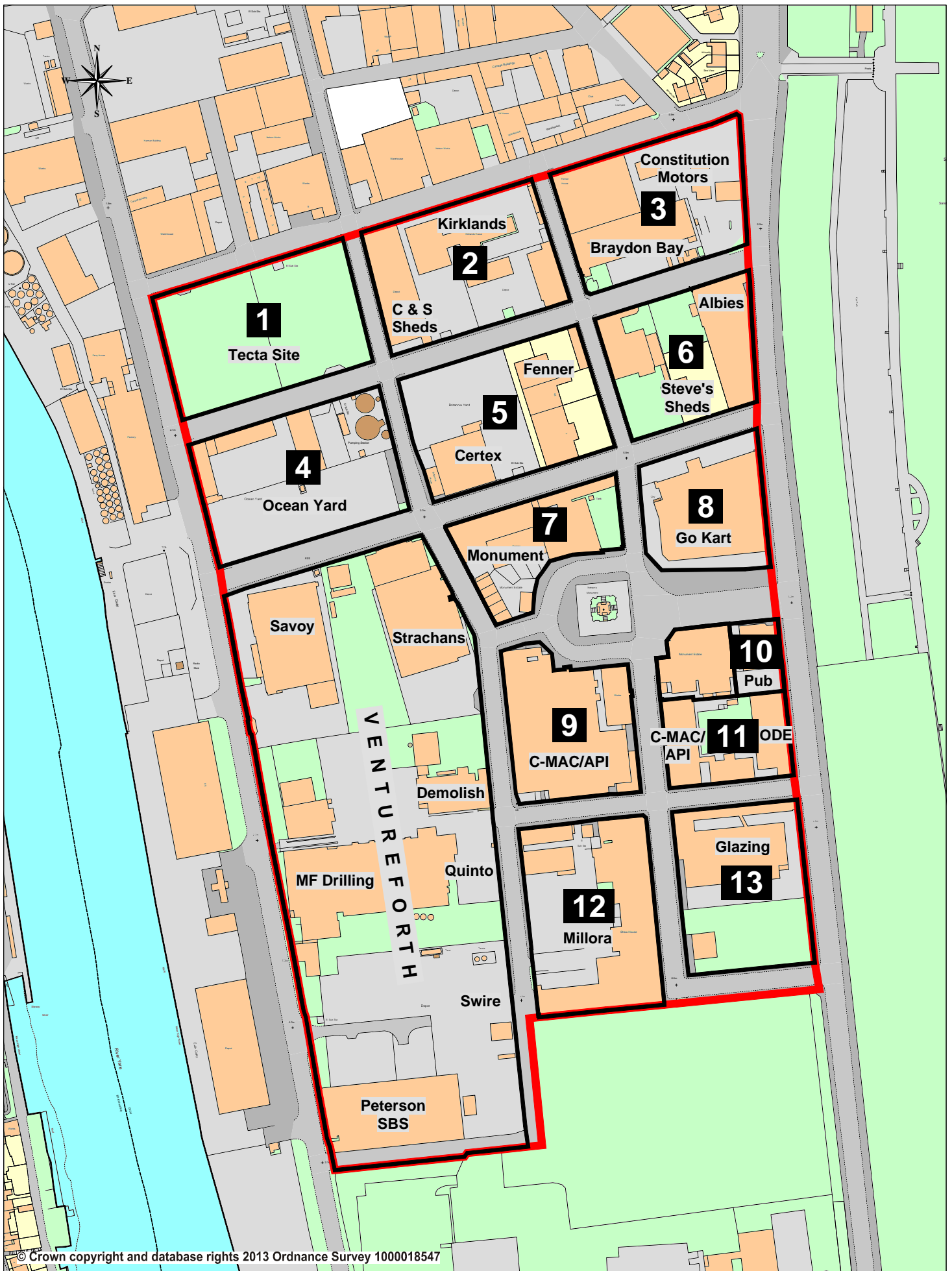
9. RECOMMENDATIONS

Members are recommended to note the contents of this report and endorse the proactive workstreams.

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:	Considered
Section 151 Officer Consultation:	Considered
Existing Council Policies:	Great Yarmouth Local Plan Core Strategy; Economic Growth Strategy & Local Development Orders (South Denes and Beacon Park)
Financial Implications (including VAT and tax):	Existing budget: Business Rates generated through the Enterprise Zone
Legal Implications (including human rights):	Considered
Risk Implications:	Considered
Equality Issues/EQIA assessment:	Considered
Crime & Disorder:	Considered
Every Child Matters:	Considered

APPENDIX 1: ENERGY PARK, SOUTH DENES, GREAT YARMOUTH



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GREAT YARMOUTH
BOROUGH COUNCIL

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Subject: Culture and Tourism Strategy – Update

Report to: Economic Development Committee – 1st April 2019

Report by: Strategic Director, Kate Watts
Head of IT Marketing and Communications, Paula Boyce
Cultural

SUBJECT MATTER/RECOMMENDATIONS

Members are asked to:

- (a) Note the work undertaken to date on a Culture and Tourism Strategy for the borough of Great Yarmouth including the involvement of many of the stakeholder organisations in the business and community sector.
- (b) Review and provide comment on the observations and emerging key themes for the 10-year Strategy.
- (c) Note the development of a consortium bid for Great Yarmouth in relation to the Arts Council England Strategic Fund, *Creative People and Places*, which if successful, will contribute to the delivery of the Strategy's action plan.
- (d) Endorse the emerging place-based approach and request officers develop a forward-thinking delivery plan and place-based brand to support the vision within the new Culture and Tourism Strategy.

1. INTRODUCTION

- 1.1 The council is in the process of developing its vision and ambition as part of a new 10-year Culture and Tourism Strategy that encapsulates the borough's long and respected heritage. The aim being to blend and showcase the many art-based entertainment and performance specialisms that exist across the borough to ensure that as a holiday destination and place to visit, Great Yarmouth borough continues to appeal to a variety of visitors, attract investment and spend from across the UK and beyond. Equally the new Strategy must ensure local people and businesses feel connected to and benefit from living and working in a vibrant place with a strong sense of its own story. This work supports the corporate priority of:
- 1.2 **Tourism, Culture and Heritage** - achieving national recognition for the borough's extensive heritage will act as a big stimulus to attracting new visitors and providing more upmarket attractions. The seasonal nature of the sector will be extended with the tourism offer being developed to all year-round attractions. We will seek to create a more coordinated approach to major events and attractions across business, museums, arts and performance venues and spaces working closely with the Greater Yarmouth Tourism and Business Improvement Area company. This should create a stronger sense of place and support targeted promotion.
- 1.3 To achieve this aim, the council has been working collaboratively with a range of key partners and engaging with local people about what is important to them in terms of entertainment, creativity and a sense of place.

1.4 In latter part of 2018, workshops were held with stakeholders as part of the discovery phase of this work. Members will recall the emerging issues from these sessions were:

- The need to develop a place-based brand for borough of Great Yarmouth, to include Greater Yarmouth, heritage and the wider demographics of the borough as an area
- Further improvement and showcasing of our heritage assets with active preservation of our heritage assets
- The need to showcase the Broads within Great Yarmouth
- The need to build a sense of community pride
- The proposition of building on a track record of festivals and events
- Maintenance and enhancement of existing assets e.g. clean streets and beaches
- Continue to work towards extending the season further to make it a true all year round offer for tourism
- The development of an evening economy
- It was recognised that the borough's offer must be inclusive to all: businesses, residents, local communities and visitors
- That joined-up partnership working is key, strengthened relationships with all stakeholders and work with local people to improve their pride in the Borough

2. PLACE-BASED APPROACH

- 2.1 Since last update to the Committee the council commissioned the agency 'thinking place' to help shape a place-based approach our 'story'. As part of this commission, engagement work has been undertaken via a series of interviews, focus groups, online public surveys, and liaison with the place leaders on the Cultural Board.
- 2.2 Comments and views have been received from business leaders, community organisations, councillors, members of the public and younger people in terms of what makes Great Yarmouth borough a special place, what are its strengths, weaknesses and importantly, what are the borough's opportunities to enable it to stand-out from the crowd in terms of a positive national profile to attract people to want to live, work and play in the borough.
- 2.3 This research work and any emerging themes will culminate in a place-based brand which it is hoped, will be endorsed and adopted by organisations in leadership roles throughout the geographic area to attract more spend, greater investment and promote a vibrant place to visit.
- 2.4 A summary of some of the emerging observations from this discovery research which will help inform the Culture and Tourism Strategy and a place-based brand are set out below:

<ul style="list-style-type: none">• The borough of Great Yarmouth has a long and respected track record in performance and entertainment.	<ul style="list-style-type: none">• There is a prevalence of architecturally historic buildings which provides for a rich streetscape.
<ul style="list-style-type: none">• Seaside heritage is alive and well and is something to be treasured.	<ul style="list-style-type: none">• The town centre is spacious and has enormous potential for revival.

<ul style="list-style-type: none"> • The seafront has been well-invested in and is thriving compared to other coastal holiday resorts. • Joyland and the Pleasure Beach offer traditional fairground entertainment. • The Britannia Pier and Wellington Pier together with the many amusement arcades and visitor attractions in the borough's coastal resorts provide a wealth of entertainment opportunities. • The borough has an enviable history of being home to holiday camps and parks 	<ul style="list-style-type: none"> • The borough's cultural offer includes an eclectic variety of experiential venues including the award-winning Tide & Time Museum, Nelson Museum, Tolhouse Gaol, Elizabethan House Museum, theatre and performances spaces such as Gorleston Pavilion, The Drill House, St. George's Theatre, The Hippodrome, and art space such as Skippings Art Gallery. • The borough is well-served with a variety accommodation providers for visitors; from traditional bed & breakfast, to retro and boutique hotels, national hotel brands, camping/caravan, chalet accommodation, self-catering apartments and eco barns.
<ul style="list-style-type: none"> • The traditional seaside food and beverage outlets together with food influences from cultural settlers such as Greek, Portuguese, American and Italian provide residents and visitors with a wealth of choice of restaurants and take-aways. 	<ul style="list-style-type: none"> • Investment is ongoing to renew community assets such as the Waterways, Marina Centre and in time, the Winter Gardens. • Private sector investment is evident in complexes such as The Edge and Royalty Cinema.
<ul style="list-style-type: none"> • As the gateway to the Norfolk Broads, Breydon Water opens to the sea through the Port of Great Yarmouth with the Rivers Yare, Bure and Waveney all flowing into Breydon connecting the Northern Broads to the Southern as well as access on the River Yare to Norwich and to Oulton Broad and Beccles on the River Bure across Breydon Water. 	<ul style="list-style-type: none"> • The mediaeval town wall is a scheduled ancient monument and town's most important heritage asset. Its active maintenance by the Great Yarmouth Preservation Trust is acknowledged by Historic England as ground-breaking and an exemplar of best practice.
<ul style="list-style-type: none"> • Great Yarmouth borough has a variety of coastal landscapes including wild and unspoilt areas such as Winterton-on-Sea and Hemsby. • Long and stretching golden sandy beaches with space to relax. Fully accessible for all, where families can play safely and old, young and everyone in between can unwind. 	<ul style="list-style-type: none"> • Evidence of green/renewable energy adorns the horizon like a forest of wind supporting inward investment and growth in supply chain sectors. • Marine and technology industries continue to flourish in the borough and bring with them skills, training and employment and an opportunity to showcase all that the borough as an entertainment, performance and recreational place has to offer.

<ul style="list-style-type: none"> • The market place in Great Yarmouth town centre and the heritage quarter at Hall Quay and South Quay have historical significance. 	<ul style="list-style-type: none"> • The borough has an enviable track record of holding successful public events and street festivals including the Out There Festival, Great Yarmouth Wheels Festival, Philby in Bloom, Martham Scarecrow Festival, Gorleston Clifftop Festival, Great Yarmouth Easter Fair, Summer Fireworks and the Maritime Festival.
<ul style="list-style-type: none"> • North Denes Dunes, along North Drive, are designated as both a SSSI (Site of Special Scientific Interest) and SPA (Special Protection Area). The dune system supports a full successional sequence of plants, including the rare rush-leaved fescue and the nationally-scarce grey hair-grass. 	<ul style="list-style-type: none"> • The Roman sites of Burgh Castle and Caister-on-Sea were part of a string of forts along what the Romans knew as the 'Saxon Shore', the stretch of coast extending between the Solent and the Wash.

3 EMERGING VISION

- 3.1 In relation to the developing Culture and Tourism Strategy, an emerging vision and requirements is beginning to present itself from the analysis of comments received and discussion with stakeholder representatives over the past six months. They can be described as:

[1] TO BE AN ATTRACTIVE, EXCITING PROPOSITION

- Make sure the Strategy is EXCITING AND PASSIONATE
- Build upon Great Yarmouth's current strengths while broadening the offer to attract new markets
- Create a FOMO (Fear of missing out) feel in the place

[2] BE INCLUSIVE & FAR-REACHING

- Be owned by those who live and work in the borough, inclusive of all of Great Yarmouth
- Help people thrive - relate to others needs - prosperity, health, well-being sustainability
- Build up from the bottom - letting people get involved - clear communication - especially young people
- Need to be all inclusive something for everyone
- Be inclusive - for people coming to and for existing communities
- Be representative - decision making, steering groups, featuring the faces of those who are missing (encouraging participation) (informing programming)

[3] PROMOTE COLLABORATION

- Join-up partnerships and raise civic pride
- Continue the joint working between the public and private sectors
- Work with partners to get funding
- Cultural Board can be a Place Leadership Board

[4] DELIVER CREATIVE INNOVATION & ECONOMIC GROWTH

- Generate income – creating creative content and jobs
- Enable locally driven pilots - make it easy to participate and do and be flexible / responsive
- Encourage and support innovation and enterprise in the local community leading to better economic opportunity for local people and thereby attracting new audiences
- Extend wider audience and length of season to be all year-round resort
- Provide flexibility to try new things, deliver a wider range of events e.g. literature festival

[5] SUPPORT PRIDE OF PLACE

- Build up and enhance the quality of the heritage offer e.g. decluttering policy, local design guide /standard/review panel - the investment scheme
- Remember to maintain current assets and strengths - and build on them

[6] PROVIDE A STRONG PLACED-BASED BRAND

- Have an identifiable brand which is exciting and sets the borough apart from crowd
- Generate an internationally recognisable place and people-based brand
- Communicate with a brave, robust place-based brand, with bold design
- Enable more cohesive publicity strategy to include heritage, different demographics.
- Enable more market research into new markets
- Focus on Greater Yarmouth as a borough area, not just a beach

3.2 Facilitated by the commission of Thinking Place, work has commenced on [6] in the form of a unique and strong placed-based brand. Early indications are that the council's partners will unite around and support such a brand so as to communicate the 'sense of the place' which will embolden all that Great Yarmouth has to offer. This brand will be integral to the Culture and Tourism Strategy.

4 CREATIVE PEOPLE AND PLACES

4.1 Planning ahead in terms of delivery planning, the council and partners have taken the opportunity of making an application to the Arts Council England's Creative People and Places strategic fund: www.creativepeopleplaces.org.uk. This fund is designed to support collaboration in communities with areas of low engagement where creative

industry organisations can develop activities and other cultural events, shaped by communities.

- 4.2 Working with Voluntary Norfolk, SeaChange Arts, Jays UK Limited and Creative Collisions, this consortium initiative, if successful, will benefit the residents of Great Yarmouth borough by enabling the partner organisations to deliver more art-based, cultural activities and experiences in the form of easy-to-access workshops, taster sessions, training and audience-participative public events.
- 4.3 The consortium partners will build-on and expand the current creative provision that is alive and well and working within the borough into a range of accessible and demand-led artistic activities. This may consist of a greater variety of events held in our towns and village public spaces, new highly visible events in our neighbourhood areas such as artform performances e.g. live music, making sessions and craft workshops. The artistic elements will all serve to support residents learning new skills, from pure artistic performance and mentoring of creative industry skills through to social and emotional confidence-building and community cohesion.
- 4.4 Effectively delivering against the emerging vision as set in section 3 above supported by the Creative People and Places bid we can inspire residents of all ages in a way that will nurture interest in performance and entertainment through building confidence and equipping people with employment-related and social skills.

5 NEXT STEPS

- 5.1 Subject to members' comments on the content of this report and the direction of travel for a place-based brand, a final Culture and Tourism Strategy will be drafted in collaboration with stakeholder representatives on the Cultural Board. The Strategy incorporating a proposal place-based brand will then be brought forward for approval in the summer.

6 RECOMMENDATION

Members are asked to:

- (a) Note the work undertaken to date on a Culture and Tourism Strategy for the borough of Great Yarmouth including the involvement of many of the stakeholder organisations in the business and community sector.
- (b) Review and provide comment on the observations and emerging key themes for the 10-year Strategy.
- (c) Note the development of a consortium bid for Great Yarmouth in relation to the Arts Council England Strategic Fund, *Creative People and Places*, which if successful, will contribute to the delivery of the Strategy's action plan.
- (d) Endorse the emerging place-based approach and request officers develop a forward-thinking delivery plan and place-based brand to support the vision within the new Culture and Tourism Strategy.

Area for consideration	Comment
Monitoring Officer Consultation:	Yes
Section 151 Officer Consultation:	Yes
Existing Council Policies:	Corporate Plan
Financial Implications:	Within budget
Legal Implications (including human rights):	N/a
Equality Issues:	N/a
Crime & Disorder:	N/a
Every Child Matters:	N/a

