

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