



**GREAT YARMOUTH**  
BOROUGH COUNCIL

# Economic Development Committee

**Date:** Monday, 03 June 2019

**Time:** 18:30

**Venue:** Supper Room

**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      MINUTES      4 - 7**

To confirm the minutes of the meeting held on 1 April 2019.

**4      MATTERS ARISING**

To consider any matters arising from the above minutes.

**5      FORWARD PLAN      8 - 8**

The Committee to receive and consider the Economic Development Committee Forward Plan.

**6      GREATER YARMOUTH TOURISM & BUSINESS IMPROVEMENT      9 - 39**  
**AREA (GYTABIA) - PROPOSED SECOND TERM**

The report from the Head of IT, Communications & Marketing is attached.

**7      GO TRADE PROJECT UPDATE      40 - 48**

The report from the Project Manager is attached.

**8      TELECOMS & FIBRE BROADBAND IMPROVEMENTS IN GREAT      49 - 56**  
**YARMOUTH BOROUGH**

The report from the Head of Planning & Growth is attached.

**9     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.

**10    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, 01 April 2019 at 18:30

Location @ Peel Ports, Great Yarmouth

Present :

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

Also in attendance :-

Mr D Glason (Development Director), Mrs K Sly (Finance Director), Mrs P Boyce (Head of IT, Marketing and Communications), Ms H Jones (Great Places Project and Cultural Capacity Coordinator), Mrs M Burdett (Head of Inward Investment), Ms J Devonshire (Cultural Lead), (Mr D Dukes (Economic Development Manager, NCC), Mr R Goffin (Port Director, Peel Ports) and Mrs S Wintle (Corporate Services Manager)

### **1 APOLOGIES FOR ABSENCE**

Apologies for absence were received from Councillor P Carpenter.

## **2 DECLARATIONS OF INTEREST**

There were no declarations of interest declared at the meeting.

## **3 MINUTES**

The minutes of the meeting held on the 18 February 2019 were confirmed.

The issue of the removal of the Brexit Resilience item from the Forward Plan was discussed and it was advised that a briefing note had been circulated to all Members with regard to Brexit. A Member commented that it had been requested that the Resilience Officer be asked to attend a Committee meeting to discuss this matter, it was therefore agreed that the Resilience Officer be asked to attend the next meeting of the Economic Development Committee.

## **4 FORWARD PLAN**

The Committee received and noted the contents of the Forward Plan and it was advised that updates would be made to the Forward Plan ahead of the next Committee meeting.

## **5 OFFSHORE ENERGY UPDATE**

The Committee received a presentation from Richard Goffin, Port Director, which followed a tour of the facilities in advance of the meeting highlighted current and future activities as follows :-

- 2018/19 Vessel Activity
- Investment
- 2019/2020 Outlook
- Future Development Focus

In discussing the presentation received, Members asked with regard to incoming employment and whether there were any proposed plans moving forward to extend the exclusion zone at the port, the Port Director confirmed that there were no plans in place at the present time for an extension.

Members considered the Development Director's and Economic Development Manager for Norfolk County Council's report which informed Members of the offshore energy sector activity and it's significant opportunities for Great Yarmouth with a planned private sector investment of £39 billion over the next 20 years in the southern North Sea, and provided a summary of recent activity.

A Member sought clarification as to the number of jobs created as highlighted within the Enterprise Zone 4.3 and asked whether these were actual jobs created or jobs that had relocated onto the site. It was agreed that this figure be clarified with the New Anglia Local Enterprise Partnership and be reported back to the Committee.

Reference was made to Compulsory Purchase Orders (CPO's) for the areas detailed and whether these were necessary. It was advised that the sites were to be offered to those within the energy sector and that CPO's would only be required if the need arose.

Further reference was made to the potential extension area and closure of roads, and it was advised that there would be potential for some road closures to bring parcels of land together, but that these are mapped in the adopted Local Development Order. Confirmation was given that there were no road closures planned at present. It was agreed that this information be sent to Councillor Jeal.

**RESOLVED :**

That the contents of the report be noted and endorsement be given to the proactive workstreams.

## **6 MAKING WAVES PROJECT UPDATE**

Members received a presentation from Helen Johnson, Great Places Project and Cultural Capacity Coordinator which provided Members with an update on the delivery and main impacts of the Project to date.

## **7 CULTURE AND TOURISM STRATEGY - UPDATE**

Members received and considered the Strategic Director and Head of IT, Marketing and Communication's report which asked Members to consider a number of recommendations with regard to the work that had been undertaken to date on a Culture and Tourism Strategy.

**RESOLVED :**

That the Committee subject to the inclusion of Heritage within the title of the Strategy :-

(1) 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.

(2) Reviewed and provided comment on the observations and emerging key themes for the 10-year Strategy.

(3) 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.

(4) 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.

## **8 GREAT YARMOUTH TOWN CENTRE MASTERPLAN MEMBERS STEERING GROUP**

The minutes of the meeting of the Great Yarmouth Town Centre Masterplan Member Steering Group were noted.

## **9 ANY OTHER BUSINESS**

Councillor Wainwright passed on thanks on behalf of the Committee to the Chairman for his commitment during his time as Chairman of the Economic Development Committee.

The meeting ended at: 20:30

### Forward Plan for Economic Development Committee

	<b>Matter for Decision</b>	<b>Report by</b>	<b>Pre Agenda Meeting (PAM)</b>	<b>Economic Development</b>	<b>Policy &amp; Resources</b>	<b>Council</b>
1	GO Trade Project Update	Head of Inward Investment	23/05/19	03/06/19		
2	GYTABIA – Business Plan for BID Renewal	Head of IT, Communications and Marketing	23/05/19	03/06/19		
3	Update on High Speed Broadband & 5G in Great Yarmouth	Head of Planning & Growth	23/05/19	03/06/19		
4	A47 Major Schemes Update	Development Director	05/07/19	15/07/19		
5	Annual Audit Opinion	Audit Manager	05/07/19	15/07/19		
6	Annual Performance Report	Head of Growth & Planning	05/07/19	15/07/19		
7	Beacon Park Extension	Head of Planning & Growth	05/07/19	15/07/19		
8	Culture, Heritage & Tourism Strategy	Strategic Director (KW)	05/07/19	15/07/19		
9	Enterprise GY Business Advice Proposal	Regeneration Manager	05/07/19	15/07/19		
10	Great Yarmouth Third River Crossing	Development Director	05/07/19	15/07/19		
11	Great Yarmouth Transport Strategy	Development Director	05/07/19	15/07/19		
12	GY Transport & Infrastructure Minutes	Development Director	05/07/19	15/07/19		
13	Town Centre Working Group Minutes	Development Director	05/07/19	15/07/19		
14	Creative People and Places	Head of Inward Investment	22/08/19	02/09/19		
15	Economic Growth Update	Head of Inward Investment	22/08/19	02/09/19		
16	Enterprise Zone Overview	Head of Inward Investment	22/08/19	02/09/19		
17	Future High Street Fund	Regeneration Manager	22/08/19	02/09/19		
18	Making Waves Together Quarterly Review	Helen Johnson	08/11/19	18/11/19		
19	Quarter 1 Performance Report	Head of Planning & Growth	TBC	TBC		
20	Quarter 2 Performance Report	Head of Planning & Growth	TBC	TBC		
21	Quarter 3 Performance Report	Head of Planning & Growth	TBC	TBC		



Subject: Greater Yarmouth Tourism and Business Improvement Area (GYTABIA) – Proposed Second Term

Report to: Economic Development Committee – 3 June 2019

Report by: Head of IT, Communications & Marketing

#### **SUBJECT MATTER/RECOMMENDATIONS**

Members are asked to:

- (a) Note that the information has been supplied by Greater Yarmouth Tourism and Business Improvement Area Limited (GYTABIA) to the council as Billing Authority in respect to the information listed under Regulation 4 Schedule 1 of The Business Improvement Districts (England) Regulations 2004.
- (b) Approve the draft Business Plan proposed by GYTABIA as at Appendix 1.
- (c) Approve the Council's support for GYTABIA in relation to its ballot for a second BID term.

## **1. INTRODUCTION**

1.1 The Greater Yarmouth Tourism and Business Improvement Area (GYTABIA) is a public limited (not for profit) company set-up to manage and deliver activities under a five year term as a Business Improvement District (BID) on behalf of its levy payers. Since its establishment in 2014, GYTABIA has undertaken tourism-related activities including advertising, marketing, the operation of decorative lighting, summer fireworks, and a range of local events and festivals aimed at attracting visitors and increasing visitor spend under its four objectives:

- To increase the number of people visiting & staying in Greater Yarmouth.
- To improve the visitor experience and increase repeat visits.
- To encourage people to stay longer and visit more attractions.
- To provide incentives and opportunities to spend more in local businesses.

1.2 Under The Business Improvement Districts (England) Regulations 2000, the BID proposer (GYTABIA) is obliged to notify the Borough Council & Secretary of State at the commencement of a BID renewal process. The Council received such a letter dated 7 February 2019 which the Committee endorsed at its meeting in February 2019. As a reminder the timetable for the ballot is shown below:

Action	By
Notice to Secretary of State & LA	At least 84 days before Notice of Ballot
Notice to Ballot Holder to Conduct Ballot	At least 70 days before Day of Ballot
Ballot List & Wording for Documents to Ballot Holder	At least 56 days before Day of Ballot
Notice of Ballot Sent	At least 42 days before Day of Ballot
Despatch of Ballot Papers	At least 28 days before Day of Ballot
Appointment of Proxy	At least 10 days before Day of Ballot
Cancellation of Proxy	At least 5 days before Day of Ballot
Issue of Replacement Ballot Papers	4 days before Day of Ballot
Close of Ballot	This is the 'Day of Ballot'
Declaration of Result	At least 1 day after Close of Ballot

1.3 A

Improvement District or BID is an arrangement whereby businesses collaborate to decide what services and improvements (in addition to those already provided through business rates) they wish to make in their location, how they are going to manage and deliver those improvements and what they are prepared to pay to make them happen. This information forms a Business Plan that will be voted upon by all prospective levy payers. If the majority vote YES by both number and rateable value a BID is created. A BID Company exists for a maximum of five years and must spend the funding raised within the BID area and in accordance with the agreed Business Plan.

- 1.4 GYTABIA has now completed its consultation and prepared the necessary documents to make ready for a ballot of its members. This report provides the information the council requires as Billing Authority under the Regulations to endorse and support GYTABIA in relation to its ballot for a second BID term. Members should note that without approval from the council, the ballot would not be able to proceed.
- 1.5 Subject to members' endorsement therefore, the proposed ballot period for the second BID term will be from 08 July 2019 to 05 August 2019.

## 2 PROPOSAL FOR A SECOND TERM

- 2.1 In accordance with the Business Improvement Districts (England) Regulations 2004, the GYTABIA Board has prepared a new Business Plan and an Operating Agreement and submitted it to the council for due consideration and approval.
- 2.2 In order to prepare its next Business Plan, the BID has undertaken consultation and engagement with levy payers in addition to its regular newsletters and daily contact with businesses. GYTABIA's consultation included:
  - **January 2019:** A Newsletter sent to BID businesses outlining the achievements of the BID over the last five years and to inform and engage about the second BID term
  - **January 2019:** All BID businesses were sent a link to a consultation survey in order to understand what has been working in GYTABIA and to identify new areas of work.
  - **February 2019:** Five business workshops were held and BID businesses were invited to come along and hear about potential plans for the BID, to ask questions and to give feedback.
  - **January to July 2019:** There are ongoing one to one meetings, emails and phone calls taking place with the BID team and businesses to inform about the GYTABIA BID 2 and Business Plan.
  - **January to July 2019:** Ongoing discussions with the Board of GYTABIA, which has Directors for BID levy paying businesses and the public agencies.
- 2.3 The outcome from this consultation has provided GYTABIA with evidence that there is satisfaction and support for the existing BID. In particular 82% of respondents indicated they felt the Tourism BID was value for money and 83% of respondents rated the work of GYTABIA as either good or excellent. In summary, respondents positively endorsed the work of the BID going forward.
- 2.4 A second BID term will therefore deliver a further five years of local benefits summarised as:

- 550+ businesses will continue to be supported and serviced by the BID.
- Over £2 million of investment for Greater Yarmouth.
- The continuation of the existing popular projects, marketing and events.

2.5 GYTABIA's proposed new Business Plan (Appendix 1) concentrates on four key areas as summarised in the table below. The council has worked with the BID's Renewal Sub-group to ensure added value and maximum benefit to the visitor economy can be achieved going forward. It is noted that GYTABIA plans to investigate and introduce other new projects/services its members demand.

Project Area	Summary
<b>Marketing, Promotion &amp; Events</b>	<p>The delivery of effective destination marketing is crucial to the success of Greater Yarmouth. It is vital that it maintains a high profile against continued competition from elsewhere. Marketing underpins many of the activities need to attract more visitors and in enhancing our environment.</p> <p>Greater Yarmouth has a strong core product which attracts in the main 'family school holiday market' and 'empty nesters'. Furthermore over 6 million day-trippers bring in over £200m into the local economy. The BID needs to make sure people are given reasons to visit, return and stay longer.</p>
<b>Events</b>	<p>Events and festivals are major drivers for our business sectors. GYTABIA recognizes that it is not always about the big events but supporting a range and scale of events in different parts of Greater Yarmouth to ensure its funding impact is maximised.</p> <p>GYTABIA will continue to stage and support some amazing events. It notes that the Air Show helped elevate the profile of Great Yarmouth both regionally and nationally. A YES Vote in next year's ballot will give the BID an opportunity to consider staging a second Air Show or similar major event.</p>
<b>Supporting Facilities, Maintenance and Access</b>	<p>GYTABIA recognises that when visitors and customers arrive they want the place to look good, get great customer service, use high quality facilities and for the place to satisfy their expectations. Consequently, the BID will continue to work with our public sector partners to ensure that this happens.</p>
<b>Research, Monitoring &amp; Evaluation</b>	<p>GYTABIA plans to make sure that it is up to date on the current thinking, challenges and opportunities that apply to Greater Yarmouth whilst keeping its members informed in order that the right decisions are made.</p>

- 3.1 The cost to the council to undertake the BID ballot on behalf of GYTABIA has been calculated as £2,496. GYTABIA has agreed to fund this cost.
- 3.2 The cost to administer BID levy collection on behalf of GYTABIA by the council as Billing Authority has been determined as £21,560 per year. GYTABIA and the council have jointly agreed an Operating Agreement for the proposed five-year term of the BID which includes this charge.
- 3.3 In terms of levy collection, GYTABIA's financial forecast can be found on page 16 of the BID's Business Plan (Appendix 1). The forecast is based on 695 businesses in the BID area paying the BID levy which is calculated as 1.75% of its premises rateable value. GYTABIA estimates that £470,000 income is likely to be collected in a 12-month period i.e. a BID year.
- 3.4 At the commencement of year one of the new BID term, it is proposed to advance GYTABIA up to £100,000 of this £470,000. The advance is deemed necessary ahead of levy payments being received in order to commence the start-up of the new term.
- 3.5 The first invoices for levy collection would be issued to businesses in the BID by the council on behalf of GYTABIA on 1<sup>st</sup> October 2019. The mechanism for billing has been written into the Operating Agreement along with a schedule of 2-monthly dates for levy payment from the council to GYTABIA throughout the BID's five-year term.
- 3.6 GYTABIA plans to seek additional financial contributions and match funding on projects to ensure local businesses get even better value for money by way of voluntary membership and additional finance. It is noted that most BIDs generate on average 20% additional money in their lifetime. GYTABIA will run a voluntary membership scheme for businesses exempt from the BID levy so that they too can benefit from BID projects and services.
- 3.7 GYTABIA will also seek appropriate funds from outside the BID area, grants and match funding to deliver even better value for money for its activities. The BID will also be able to run commercial services or other income generating activities should it so choose to.

## **4 LEGAL IMPLICATIONS**

- 4.1 The BID renewal is governed by The Business Improvement Districts (England) Regulations 2004 for which the Council is deemed as the relevant billing authority. GYTABIA is therefore required under Regulation 4 Schedule 1 of the Act to supply the Council with:
  - (a) A copy of the BID proposals, alteration proposals or renewal proposals, as the case may be, together with a summary of —
    - The consultation it has undertaken with those persons who are to be liable for the proposed BID levy.
    - The proposed Business Plan (including the estimated cash flow, an estimate of the predicted revenue to be generated and the predicted expenditure to be spent under the BID arrangements, the predicted budget over the duration of the BID arrangements and the contingency margin included in the budget).
    - The financial management arrangements for the BID body, and the arrangements for periodically providing the relevant billing authority with information on the finances of the BID body.
    - A notice in writing requesting the relevant billing authority to instruct the ballot holder to hold a BID ballot in relation to the BID proposals, an alteration ballot in

relation to the alteration proposals or a renewal ballot in relation to the renewal proposals, as the case may be.

- (b) Provide the relevant billing authority with such information as it shall reasonably require to satisfy itself that the BID proposer or, as the case may be, the BID body, has sufficient funds to meet the costs of the BID ballot, the renewal ballot, or the re-ballot in relation to the BID ballot, or the renewal ballot, as the case may be, should it be required to do so under Regulation 10 for the Act.

4.2 Members can be assured that:

- GYTABIA has supplied the necessary information to fulfil these legislative requirements.
- An Operating Agreement has been agreed with the BID in relation to the collection of BID levy payments.
- Baseline Statements relating to public sector services within the BID area have been prepared.
- The proposed BID Business Plan is provided in Appendix 1.

## **5 RISK IMPLICATIONS**

- 5.1 There is a risk that the ballot does not support the creation of a second BID term. However, this will be managed through careful preparation and communication as part of the campaign period leading up to the ballot by the GYTABIA BID renewal Team.
- 5.2 Should GYTABIA fail to secure sufficient support from businesses, then the work of the GYTABIA would cease, bringing with it a reduced spend public events and visitor-related activities. Whilst the Council will continue to facilitate key public events in collaboration with partner organisations and market the area as a leading UK tourism destination, clearly the relationship with the local tourism sector and need to support this key employment sector is of paramount importance to the Council.

## **6 CONCLUSION**

- 6.1 GYTABIA is an organisation whose aim is to raise the profile of Greater Yarmouth and all it has to offer as one of the UK's leading holiday destinations. Rich in heritage and culture, full of life, the area that constitutes Great Yarmouth needs an experienced yet ambitious organisation to retain and grow its visitor numbers.
- 6.2 As one of the Council's key strategic partners, it is in the interest of the wider community and the visitor economy to see GYTABIA continue to support and work with the local tourism business sector as part of a thriving local economy.

## **7 RECOMMENDATIONS**

Members are asked to:

- (a) Note that the information has been supplied by Greater Yarmouth Tourism and Business Improvement Area Limited (GYTABIA) to the council as Billing Authority in respect to the information listed under Regulation 4 Schedule 1 of The Business Improvement Districts (England) Regulations 2004.
- (b) Approve the Council's support for GYTABIA in relation to its ballot for a second BID term.

## 8 BACKGROUND PAPERS

Area for consideration	Comment
Monitoring Officer Consultation:	Yes
Section 151 Officer Consultation:	Yes
Existing Council Policies:	Corporate Plan.
Financial Implications:	None.
Legal Implications (including human rights):	As set out under The Business Improvement Districts (England) Regulations 2004.
Risk Implications:	As set out in section 6.
Equality Issues/EQIA assessment:	N/a
Crime & Disorder:	N/a
Every Child Matters:	N/a

**Greater Yarmouth Tourism and Business Improvement Area (GYTABIA)**

**Business Plan (Draft)**









The BID isn't just about Great Yarmouth it is about supporting the outlying areas within the whole borough. The BID has supported Filby in Bloom for the last 4 years and I know that the BID team place as much importance on supporting the smaller communities in our borough as well as our larger cousin in Great Yarmouth.

**Adrian Thompson, Filby in Bloom**





# INTRODUCTION

The aim of the GYTABIA was to raise the profile of the borough of Great Yarmouth and ensure those that visit or do business here have the best experience possible. The last five years has seen the GYTABIA work professionally, passionately and effectively to deliver this through its four objectives:

1. To increase the number of people visiting & staying in Greater Yarmouth.
2. To improve the visitor experience and increase repeat visits.
3. To encourage people to stay longer and visit more attractions.
4. To provide incentives and opportunities to spend more in local businesses.

Your BID levy raises over £500,000 each year to deliver the projects that you, the businesses voted for. Your commitment has allowed the GYTABIA management to secure over £100,000 external funding as well. Working alongside a range of other partners GYTABIA's Board of Directors (drawn from local business representatives and who work on a voluntary basis) have endeavoured to deliver the business plan projects.

GYTABIA is driven by a private sector management approach and the belief that local business should influence and control decisions about their local trading environment. The team continues to work assiduously on your behalf, to meet your needs and aspirations for Greater Yarmouth. We welcome your feedback, support and guidance, and value your responses to our surveys and newsletters.

Your continued support and commitment is the key to ensuring that the GYTABIA can sustain and nurture a healthy and prosperous destination.

In 2019 the GYTABIA will be coming to the end of its first five year term and so will the hard won progress we have made to date. We now look to you to review our work to date and to build upon this by helping us to deliver the business plan for the next 5 years by voting "YES" to renew the BID. Remember that if you choose for the BID not to continue then all the work and achievements so far will cease.

We know that the business environment is even more competitive, Since our last vote other places, the English Riviera (Torquay, Paignton, Babbacombe), Isle of Wight, Lincolnshire Coast (Skegness & Mablethorpe) and the Yorkshire Coast (Scarborough, Whitby, Filey, Bridlington) have set up BIDs. We know too that people's leisure habits continue to change so that Greater Yarmouth will also have to continue to adapt to survive. Only you can decide again, to enable us to compete with other destinations effectively and to be aspirational for our place and our businesses.



During the ballot between 08 July and 05 August 2019, I urge you to vote 'YES' in support of this Business Plan. A 'NO' vote loses Greater Yarmouth over £2 million over the 5 next years as well as the gains we have made over the previous 5 years.

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**Vote "YES" for the GYTABIA again!**

**Gareth Brown, Chair, GYTABIA**

## What is a Business Improvement District (BID)?

A Business Improvement District or BID is an arrangement whereby businesses collaborate to decide what services and improvements (in addition to those already provided by your business rates) they wish to make in their location, how they are going to manage and deliver those improvements and what they are prepared to pay to make them happen. This information forms a business plan that will be voted upon by all prospective levy payers. If the majority vote YES by both number and rateable value a BID is created. The BID Company exists for a maximum of 5 years and must spend the funding raised within the BID area and in accordance with the agreed business plan.

**THERE ARE CURRENTLY OVER 300 BIDS  
IN THE UK INCLUDING SEVEN TOURISM/  
DESTINATION BIDS LIKE GYTABIA.**

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## An Investment In Your Business

This document aims to both review the success of the GYTABIA and also offers the opportunity to all in the BID area to secure a second term. A chance to invest over £2.5m over the next 5 years again to secure the firm foundation we have laid and to build upon it. Together we can continue to improve and compete.

## The Funding – Your Money, Your Say

Many places have decided to adopt this private sector management model called BIDs, to better implement the wishes and wants of their business community. GYTABIA is an example of this and is funded by businesses in the area that pay a levy. That money is ring fenced and can only be spent within the BID area on the ideas agreed and voted upon in the business plan. The levy has nothing to do with normal business rates (these pass straight to the government). Those services that public agencies are required to provide as part of your business rates are base-lined and BID money cannot substitute or replace these.

## The BID Company

GYTABIA is managed by a Board of Directors drawn from local large and small businesses from within the BID area. It is a private, not for profit, independent, limited company. Any levy payer is eligible to become a member of the BID Company and can then be put forward to serve as a Director of the BID.

## The Vote

If you are eligible to pay the levy, you are eligible to vote, so you decide. Of those that vote, if a majority of businesses vote in favour of the BID by number and by total rateable value, the levy will be mandatory on all businesses in the BID area. The proposal may exempt some businesses (e.g. those with low rateable values or certain sectors) but they will then not have a vote.



## What Happens if it is a 'NO' Vote

If you do not vote "YES" then GYTABIA will simply cease to exist in its current form on 30th September 2019. All of the services such as the marketing, events and promotional activities that are funded by the BID will also cease at that time.

### Many services and events will be lost...

- Over £2 million BID levy investment in supporting Greater Yarmouth businesses will be lost over the next five years.
- Additional funding that the GYTABIA levers in such as the £100,000 in BID 1 will be lost.
- We will be at a competitive disadvantage with other locations; Blackpool, English Riviera, Isle of Wight, Yorkshire Coast & Lincolnshire Coast who all have BIDs in place.
- The loss of major TV, Radio, Online and other advertising campaigns
- Loss of major events such as the Fireworks and Maritime Festival as well as support to numerous events in towns and villages such as Gorleston, Hemsby, Martham and Hopton.
- The delivery and support of other projects such as signage, floral displays and the like in places such as Filby, Winterton and Caister
- The seafront decorative lighting in Great Yarmouth will be removed.



## THE LAST 5 YEARS IN SUMMARY

GYTABIA was first established in 2014 after a successful BID ballot and has since been overseeing the delivery of the Business Plan and representing over 1200 businesses in its first term. The work and success of BIDs has been shown to be cumulative, with each 5-year term building upon and setting a foundation for the next. GYTABIA has implemented many innovative projects and initiatives, punching well above its weight. The BID team have worked ceaselessly to improve the overall environment for BID businesses, the residents of the Borough, employees and visitors.

## GYTABIA – DELIVERS

Much of our work is operational and addresses the services you, our BID levy payers wanted to see delivered in addition to those the local authority provide.

Over the five years the BID will have supported over 30 marketing initiatives, 40 events, 35 projects aimed at improving facilities, maintenance and access. Simply put, none of this would have been possible without the GYTABIA.

Here is a summary of some key of projects and services we have delivered over the last five years:

### Marketing

Marketing has been a key element of the BID's activities and remains crucial if we are to maintain and enhance Greater Yarmouth as a visitor destination.

Greater Yarmouth has a strong core product, which attracts in the main 'family school holiday market' and 'empty nesters'. Furthermore over 6 million day trippers bring in over £200m into the local economy. We want to make sure we give people reasons to visit, return and stay longer. In order to do so, we have delivered:

- **TV campaigns across the East Midlands (Derbyshire, Nottinghamshire and Leicestershire) with a reach of over 3M people**
- **Radio campaigns in East Anglia, East Midlands, Essex and North London reaching over 1.8M people**
- **Over 30 national Facebook campaigns seen by over 280,000 people**
- **Digital campaigns with a reach of just under 1M people**
- **ITV Video on Demand attracting 1.3M views**
- **Family Adsmart campaigns across East Midlands, East Anglia and North London generating over three-quarter of a million views and impressions**
- **12 promotional films aimed at families, young people and couples**

### Supporting Facilities, Maintenance & Access

It is great getting people to Greater Yarmouth but they are only going to come back if we make sure that they get here and move around easily, it looks good and the supporting facilities are there such as toilets and information. GYTABIA knows the importance of this and have ensured that this is a key part of our business plan.

We have delivered/supported the following:

- **Filby in Bloom**
- **Gorleston in Bloom**
- **Hemsby Hanging Baskets**
- **Winterton in Bloom**
- **Greater Yarmouth Decorative Lighting (2.7 miles of LED Rope Lighting along Marine Parade)**
- **Hemsby Beach Cleaning**
- **Caister Village sign refurbishment**
- **Fritton Village sign**
- **Hemsby sign**
- **Winterton map**
- **Gorleston Ivy Lodge (Development of Tearoom)**
- **Improving Hemsby Toilets**
- **Provision of Training, Support and Business advice**



## Events

GYTABIA has helped to stage and support some amazing events attracting over 700,000 people. Of course the big headline was the Air Show which helped elevate the profile of Great Yarmouth, both regionally and nationally. A YES Vote in this year's ballot will give the BID an opportunity to consider staging a similar major event building on the experience of last year's event.

It is not always about the big events. The perfect combination is a series of varying scale events throughout the Borough, which maximises the available funding.

We delivered these events attended by an estimated 700,000 people in total:

- **The Haven Great Yarmouth Air Show attracting over 175,000 people**
- **We will celebrate the 20th Maritime Festival this year which attracts 30,000 people**
- **Fireworks in Gorleston, Hemsby and Great Yarmouth attracting over 40,000 people.**
- **The Gorleston Christmas Light Switch On provided entertainment for over 10,000 people**

We also supported:

- **Burgh Castle Fun Day ( 🧑 3,000 approx.)**
- **Caister Village Experience ( 🧑 3,000 approx.)**
- **Brush With the Broads**
- **Gorleston Beach Volleyball ( 🧑 1,000 approx.)**
- **National Youth Sailing Regatta Gorleston ( 🧑 5,000 approx.)**
- **Great Yarmouth Arts Festival ( 🧑 10,000 approx.)**
- **Great Yarmouth Film Festival ( 🧑 2,000 approx.)**
- **Great Yarmouth Wheels Festival ( 🧑 25,000 approx.)**
- **Hopton Anniversary Fete ( 🧑 3,000 approx.)**
- **Martham Scarecrow Festival ( 🧑 3,000 approx.)**
- **National Street Road Association ( 🧑 10,000 approx.)**
- **Pumpkinanza ( 🧑 1,000 approx.)**
- **Upfront (part of Seachange's Out There project) ( 🧑 10,000 approx.)**
- **Tempest Norfolk and Norwich Festival ( 🧑 5,000 approx.)**



## Monitoring & Evaluation

We deliver many great projects and services but it is important both as an organisation and a place that we ensure that we know the impact this is having. We are constantly evaluating what we do to ensure that what we delivered is at the best quality possible and meets our key objectives whilst ensuring value for money for our levy payers.

The following gives a summary of the impact of our work:

- **Day Trippers\* have risen from 5.6m in 2014 to 6m in 2017**
- **The value\* of day trips have risen from £189m in 2014 to £209m in 2017**
- **Overnight stay number\* have remained static at about 4.5m but the value has gone up from £249m in 2014 to £263m in 2017**
- **The total number of trips\* has risen from 6.7m in 2014 to 7.1m in 2017 with the value rising from £578m to £626m**
- **The number of jobs\* the above supports has risen from 11.5K in 2014 to 12.5K in 2017**
- **The official resort website receives over 350,000 unique visits quarterly**
- **Providing business intelligence and data for levy payers**

# LISTENING TO YOU

We have kept our ear to the ground, listened and considered carefully your thoughts and wants for GYTABIA for a second term. In addition to our usual newsletters and daily contact with businesses we have undertaken specific consultation and engagement with regard to renewing the BID that has included:

**January 2019:** A Newsletter sent to BID businesses outlining the achievements of the BID over the last 5 years and to inform and engage about the second BID term

**January 2019:** All BID businesses were sent a link to a consultation survey in order to understand what has been working in GYTABIA and to identify new areas of work.

**February 2019:** Five business workshops were held and BID businesses were invited to come along and hear about potential plans for the BID, to ask questions and to give feedback

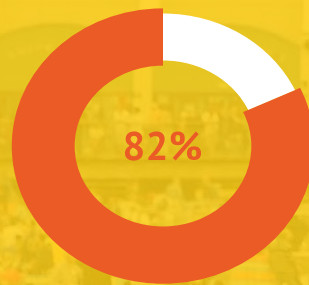
**January to July 2019:** There are ongoing one to one meetings, emails and phone calls taking place with the BID team and businesses to inform about the GYTABIA 2 and Business Plan.

**January to July 2019:** Ongoing discussions with the Board of GYTABIA, which has Directors from BID Levy paying businesses and the public agencies

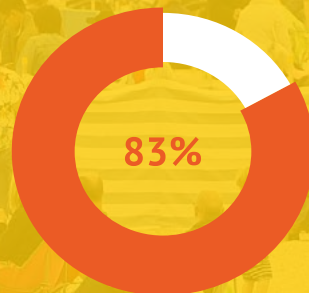


## SO WHAT'S NEW FOR GYTABIA 2

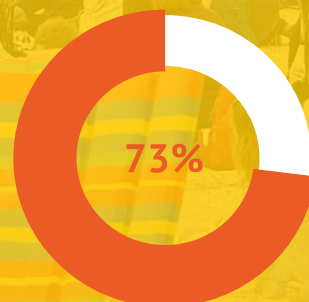
The consultation that has taken place with businesses showed a great deal of satisfaction and support for the existing BID and its themes and projects. Respondents were clear that they want more of the same for the next term of the BID.



rated GYTABIA work as “Excellent or “Good”



thought that GYTABIA was good value for money



said they would Vote “YES” in the forthcoming ballot

This GYTABIA term business plan acknowledges your feedback and plans to maintain and enhance each theme and the work set out above.



# WHAT WILL A YES VOTE MEAN FOR GREATER YARMOUTH?

A renewal of GYTABIA for a further 5 years will mean:

- **650+ businesses will continue to be supported and serviced by the BID**
- **Over £2 million of investment for Greater Yarmouth.**
- **The continuation of the existing popular projects, marketing and events.**

## What the BID will do... The Projects

Our aim is to continue to deliver what we do well, as well as investigate and introduce the many new projects/services you said you wanted us to. We will deliver initiatives in four key areas again:

### Marketing

Delivering effective destination marketing is crucial to the success of Greater Yarmouth. It is vital that we maintain a high profile against continued competition from elsewhere. Marketing underpins many of the activities needed to attract more visitors and in enhancing our environment.

Greater Yarmouth has a strong core product which attracts in the main 'family school holiday market' and 'empty nesters'. Furthermore over 6 million day trippers bring in over £200m into the local economy. The BID needs to make sure people are given reasons to visit, return and stay longer.

### Events

Events and festivals are major drivers for our business sectors. We have said it is not always about the big events but supporting a range and scale of events in different parts of Greater Yarmouth to ensure we get the most from our funding.

GYTABIA will continue to stage and support some amazing events. Of course the big headline was the Air Show which helped elevate the profile of Great Yarmouth both regionally and nationally. A YES Vote in next year's ballot will give the BID an opportunity to consider staging a similar major event

### Supporting Facilities, Maintenance & Access

When our visitors and customers arrive they want the place to look good, get great customer service, use high quality facilities and for the place to satisfy their expectations. We will continue to work with our public sector partners to ensure that this happens to the best of our ability.

### Research, Monitoring & Evaluation

We will make sure that we are up to date on the current thinking, challenges and opportunities that apply to Greater Yarmouth keeping you informed in order that the right decisions are made.

We will continue to measure the effectiveness of our work against the key objectives and let you know how we are doing. We also want you to be involved by letting us know about your business priorities and helping us develop the right projects and services to address them.







## What If You Vote NO?

A 'No' vote will mean Greater Yarmouth will lose from a great many benefits that the BID brings. Here are just a few:

### Lost Investment

Over £2million BID levy investment will be lost over the next 5 years as well as the additional funding the BID levers in

### A Loss of Momentum and Success for GYTABIA

GYTABIA would lose ground with other BID destinations such as Blackpool, the English Riviera, Yorkshire Coast, Lincolnshire Coast and the Isle of Wight.

### GYTABIA Will Slide Behind The Times

The loss of GYTABIA's website and extensive online and social media campaigns

### Marketing, Events and Promotion Will Cease

This will cease later this year with the loss of major profile, footfall & spend

### Business Support Will Dwindle

The loss of a powerful and active body that works in the best interests of businesses. Training support as well as research and monitoring will cease impacting on our ability to compete and bring in additional funding.

**There is NO replacement body that will deliver these services. There is NO Plan B.**



## THE BID AREA

The BID will operate and focus on activities within the area outlined on this map. The full list of streets is available on our website, [www.gyta.com](http://www.gyta.com). Streets included in the Great Yarmouth Town Centre BID will be exempt.



If you had asked me if the BID would affect us when we started our estate agent business I would have said no; however we sold two properties as a direct result of the 2018 Great Yarmouth Airshow to people who had previously never visited the area but who were so enchanted with the borough they decided to buy homes here. So the BID is working and we will support it.

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**Minors & Brady**







# THE BID LEVY

Every eligible business in the BID area will pay the BID levy, which is calculated as 1.75% of its premises rateable value. The rate will not change throughout the duration of the BID term.

This income is then ring-fenced and used to fund the projects outlined in this business plan.

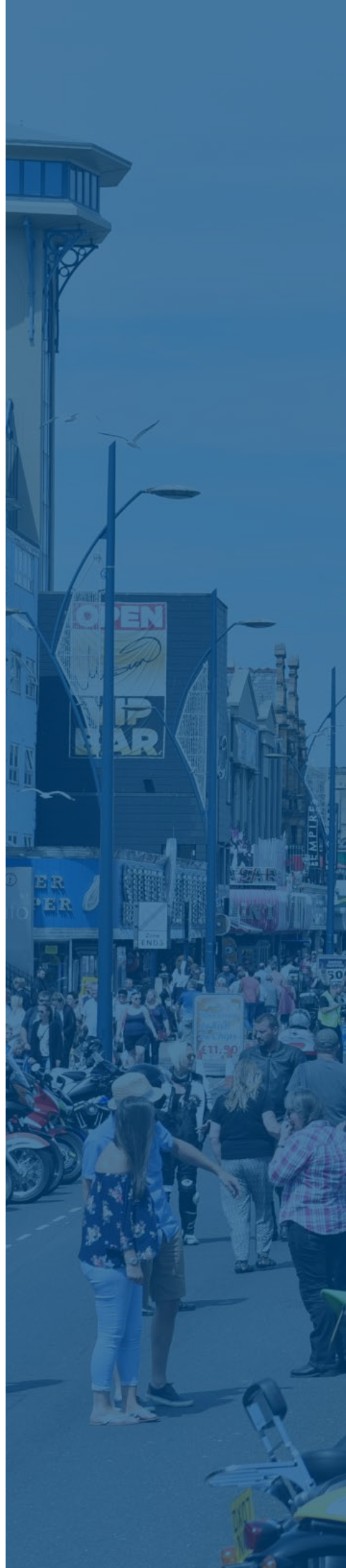
The tables below shows examples of what you will pay:

## Visitor Accommodation

RV of Business	Annual Levy Payable	Equivalent per Day
£2,500	£43.75	12p
£5,000	£87.50	23p
£7,500	£131	36p
£10,000	£175	48p
£20,000	£350	96p
£50,000	£875	£2.40
£100,000	£1,750	£4.80
£250,000	£4,375	£12.00

## Other

RV of Business	Annual Levy Payable	Equivalent per day
£12,000	£210	58p
£20,000	£350	96p
£50,000	£875	£2.40
£100,000	£1,750	£4.80
£250,000	£4,375	£12.00



## Voluntary Membership and Additional Finance

The BID can also seek additional financial contributions and match funding on projects to ensure local businesses get even better value for money. Most BIDs generate on average 20% additional money in their lifetime. The BID will run a voluntary membership scheme for businesses exempt from the BID levy so that they too can benefit from BID projects and services. The BID will also seek appropriate funds from outside the BID area, grants and match funding to deliver even better value for money for its activities. In addition, the BID will be able to run commercial services or other income generating activities.

## BID Company Membership

Any BID Levy Payer or equivalent financial contributor can become a member of the GYTABIA Ltd. This enables them to take part in the decision-making process and after a period of 12 months stand for and vote during Board of Director elections.

**GYTABIA 2 WILL RAISE  
APPROXIMATELY £470,000 P.A**

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# BID BUDGET FORECAST 2019 – 2024

The proposed budget for the new term is set out below.

	2019/20	2020/21	2021/22	2022/23	2023/24	5 Year Totals
<b>Income</b>						
BID Levy	£470,000	£470,000	£470,000	£470,000	£470,000	£2,350,000
Additional Income	£90,000	£90,000	£90,000	£90,000	£90,000	£450,000
<b>TOTAL INCOME</b>	<b>£560,000</b>	<b>£560,000</b>	<b>£560,000</b>	<b>£560,000</b>	<b>£560,000</b>	<b>£2,800,000</b>
<b>Expenditure</b>						
Marketing & Events	£400,000	£400,000	£400,000	£400,000	£400,000	£2,000,000
Supporting Facilities, Maintenance & Access	£45,000	£45,000	£45,000	£45,000	£45,000	£225,000
Research, Monitoring & Evaluation	£14,000	£14,000	£14,000	£14,000	£14,000	£70,000
Staff	£60,000	£60,000	£60,000	£60,000	£60,000	£300,000
Training	£500	£500	£500	£500	£500	£2,500
Office & IT Support	£8,300	£8,300	£8,300	£8,300	£8,300	£41,500
Insurance	£1,500	£1,500	£1,500	£1,500	£1,500	£7,500
Levy Collection Costs	£22,000	£22,000	£22,000	£22,000	£22,000	£110,000
Professional Fees	£1,500	£1,500	£1,500	£1,500	£1,500	£7,500
Bank Charges	£200	£200	£200	£200	£200	£1,000
Contingency	£7,000	£7,000	£7,000	£7,000	£7,000	£35,000
<b>TOTAL EXPENDITURE</b>	<b>£560,000</b>	<b>£560,000</b>	<b>£560,000</b>	<b>£560,000</b>	<b>£560,000</b>	<b>£2,800,000</b>
<b>Surplus/Deficit</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	

## Additional Income

The BID Company has raised additional income in the first term and will of course continue to pursue income from sources external to the BID Levy. This additional income could be generated through the following means:

- Grant Opportunities
- Voluntary Contributions
- Sponsorship Opportunities



# BID GOVERNANCE & MANAGEMENT

## The BID Board

GYTABIA Ltd is a private sector led, not-for-profit company and has been governed by a board comprising of BID levy payers or equivalent voluntary financial contributors, together with other key stakeholders

Board positions are unpaid and voluntary and include a mix of all sectors of business that operate within the BID area as well as the necessary skills and experience required to deliver the Business Plan.

**All Board positions are voted on through an election process.**

Invitations will go out to all BID businesses and voluntary financial contributors to become members of GYTABIA (a legal requirement). This entitles businesses to be able to stand for Board positions and vote on company business.

**One of the Directors will be voted in as Chair.**

The BID will work in partnership with Great Yarmouth Borough Council, Norfolk County Council, Business and tourism groups, to harness the best from each organisation involved in the BID and make the most of their existing resources. The BID will not replace the existence or services of any of these organisations.

If successful at ballot the new term will commence on 1st October 2019. It will run for five years and then be required to seek renewal through a new ballot.



## MEASURING RESULTS

Throughout its first term, GYTABIA has kept BID businesses up to date with all BID activity on an annual basis through a year end annual report, newsletters, detail on the website, one-to-one meetings and surveys.

You as a business will be kept up to date on all the projects that the BID will implement in its second term to demonstrate to you that it is delivering against its objectives. The board will set the key performance indicators (KPIs) and criteria upon which to measure the BID's performance. Examples of the criteria the BID will use include:

- Footfall Figures
- Visitor Numbers
- Attraction Occupancy Numbers
- Hotel Occupancy Numbers
- Business Mix
- Car Parking Usage
- Public Transport Usage
- New Business Activity
- Annual Surveys
- Business Feedback
- Consumer Feedback
- Monitor Spend Figures
- Media coverage
- Website/Social Media Interactions

**These will be communicated to businesses via:**

- Meetings
- Newsletters
- Website
- Social Media
- Emails
- Direct Communications







We wholeheartedly support the 2nd BID term. Without the BID then you might as well close the door on the tourism economy and the supporting industries with no marketing, events, illuminations resulting in less available jobs. We have to compete with other resorts in the UK that have BIDs. Simple.

**Michael Cole, Joyland**



## FAQs

### The BID has been running for 5 years, why can't it just continue?

BIDs last for a maximum of 5 years, once that term is over the BID is required to review its projects, produce a new Business Plan stating its objectives for the next 5 years and this plan is then voted on by BID businesses that will be required to pay the levy. This is known as a renewal ballot.

### Is this just another tax and will it substitute those services that Great Yarmouth Borough Council is responsible for providing?

A BID cannot replace or substitute local authority services i.e. those covered by your business rates. Great Yarmouth Borough Council have provided baseline statements as part of the BID renewal for both its statutory and discretionary services. These can be viewed on request and are:

- Policing
- Beach & Street Cleansing
- CCTV
- Footway & Decorative Lighting
- Grounds Maintenance incl Outdoor Sports & Leisure
- Grounds Maintenance
- Marketing Engagement & Events
- Parking Services
- Property & Asset Management
- Public Conveniences
- Tourist Information Centre

**\* GYTABIA can choose to enhance and add to these services using BID levy income.**

### How much will I pay?

On behalf of GYTABIA, the Council will collect a levy from each BID business which will be transferred to the BID Company and used to implement the projects laid out in this plan. BID businesses will pay 1.75% of their rateable value. This is collected annually.

### My business is not a part of the BID area. Can I still take part?

Yes, any businesses that are formally exempt from paying the BID levy can contribute voluntarily. If you join the BID in this way, you have exactly the same rights to the governance and management of the company as any other business. To discuss voluntary contributions please contact the BID Team using the contact details on the last page.

### When will the second mandate projects begin to be delivered?

The first term of the BID is due to end on 30th September 2019. The new term will then start to be rolled-out from 1st October 2019. If the renewal ballot is unsuccessful, all BID services will be cease immediately.



# BID LEVY RULES & BALLOT

## Levy Rules

- The BID Regulations of 2004, approved by the Government, sets out the legal framework within which BIDs have to operate, including the way in which the levy is charged and collected, and how the ballot is conducted.
- The term of the GYTABIA will be for a period of five years.
- The levy rate is fixed and will not be subject to variation by the annual rate of inflation.
- VAT will not be charged on the BID levy.
- The BID levy will be applied to all eligible business ratepayers within the defined area.
- The following exemptions to the BID Levy apply.
  - » Those with a rateable value of less than £12,000 unless you fall into the following categories in which case the exemption level is set at below £2,500:
    - i. Camping Site & Premises (CC)
    - ii. Caravan Park & Premises (CC1)
    - iii. Chalet Park & Premises (CC5)
    - iv. Caravan & Chalet Park (CC6)
    - v. Hotel & Premises (CH)
    - vi. Self Catering Holiday Units & Premises (CH1)
    - vii. Guest House & Premises (CH2)
    - viii. Motel & Premises (CH3)
  - » Businesses whose primary function does not benefit from tourism. These are defined using the VOA category description and include the following: Ambulance Stations, Cemeteries, Community Centres, Education, Factories, Fire Station, Health & Medical, Office/Commercial, Schools, Storage, Workshop, Warehouse
  - » Non-retail charities with no paid staff, trading income, arm or facilities and entirely voluntary or subscription based organisations
  - » Organisations already paying the Great Yarmouth Town Centre BID Levy
- The levy will be a fixed rate of 1.75% based on the rateable value per hereditament as at 1st April each year using the most current Non-Domestic Ratings list. It will be updated for any changes in ratepayer appeals, additions, or removals.
- The maximum levy payable will be £12,500
- The BID levy will be paid by any new ratepayer occupying any existing hereditaments (a business rated property) within the BID area.
- New hereditaments will be charged from the point of occupation based on the rateable value at the time it enters the rating list, even though they did not vote on the initial proposal.
- If a business ratepayer occupies premises for less than one year, the amount of BID levy payable will be calculated on a daily basis.

- Empty properties, those undergoing refurbishment or being demolished will be liable for the BID levy via the registered business ratepayer with no void period.
- The BID levy will not be affected by the small business rate relief scheme, service charges paid to landlords, exemptions, relief or discounts prescribed in the Non-Domestic Rating (Collection and Enforcement) (Local Lists) Regulations 1989 made under the Local Government Finance Act 1988.
- Under the BID regulations 2004, Great Yarmouth Borough Council is the only organisation that can collect the levy on behalf of the BID Company.
- The levy income will be kept in a separate ring-fenced account and transferred to the BID on a bi-monthly basis.
- Collection and enforcement arrangements will be similar to those for the collection and enforcement of non-domestic business rates with the BID Company responsible for any debt write off. The BID area and the levy rate cannot be altered without a further ballot.
- The BID projects, costs and timescales can be altered subject to board approval providing the changes fall within the income and overall objectives of the BID.
- The BID Board will meet at least six times a year. Every levy paying business will be eligible to be a member of the BID Company and vote at Annual General Meetings.
- The Board will produce a set of annual accounts available to all members.

## BID Ballot

- All eligible businesses have the opportunity to vote.
- The ballot will be conducted through an independent, confidential postal vote conducted by the Returning Officer at Great Yarmouth Borough Council which is the responsible body as determined by the BID legislation.
- Each eligible business ratepayer will have one vote in respect of each hereditament within the BID area, provided they are listed on the National Non Domestic Rates List for the defined area as provided by Great Yarmouth Borough Council. Organisations occupying more than one hereditament will have more than one vote.
- A proxy vote is available and details will be sent out by Returning Officer at Great Yarmouth Borough Council
- Ballot papers will be sent out to the appropriate organisation from 08th July 2019, to be returned no later than 5pm on 05th August 2019.
- For the BID to go ahead, two conditions must be met:

1. **More than 50% of businesses that vote must vote in favour.**
2. **Of the businesses that vote, the 'yes' votes must represent more than 50% of the total rateable value of all votes cast.**

The results of the ballot will be declared on 06 August 2019.

# NEXT STEPS

Look out for the following:

June 2019

Final Business Plan Mailed to all BID Businesses



08 July 2019

Postal Ballot Opens



05 August 2019

Postal Ballot Closes

06 August 2019

Declaration





The well-being of the local economy benefits all businesses both directly and indirectly by supporting jobs, education, local amenities and quality of life for the local community, which the Power Station both recognises and supports. We have a corporate responsibility to work together with all our stakeholders to improve the economic development/growth of Great Yarmouth.

**RWE Generation UK - Great Yarmouth Power Station**

## GET IN TOUCH

For further information, please contact the GYTABIA Team using the following details:

☎ 01493 331532

@ alan@gyta.com

@ karen@gyta.com

**Subject:** Go Trade Project Update

**Report to:** Economic Development Committee – 3, June 2019

**Report by:** David Helsdon, Project Manager

#### **SUBJECT MATTER / RECOMMENDATIONS**

Great Yarmouth Borough Council was awarded a €224,215 share of a project worth €5.6 million that will open opportunities for market traders/ young entrepreneurs to access tailor made business support and increase footfall to our town centre.

The project is called Go Trade which stands for **G**rowth of the Visitor Economy through **T**raditional Markets, **E**mployment and Skills.

Go Trade aims to increase visitors across several town centres throughout the partnership, enhancing the visitor experience of traditional street markets.

High streets, town centres and local market places in the UK have experienced declining footfall, as shoppers favour the ease of online shopping. Go Trade will look to reverse this trend by combining local offers in partners' markets across France and the south of England into a unique brand of markets, targeted at both residents and tourist visitors.

The council is one of 16 partners from areas across southern England and northern France and will work across several project streams including communications and digital development. Building relationships between partner organisations and planning work will begin in late 2017 and the project will conclude in 2020.

#### **RECOMMENDATIONS**

- 1) That Members of Economic Development Committee note the progress of the project and the outcomes to date
- 2) That Members of Economic Development Committee approve the procurement of the market place wifi scheme



## 1. BACKGROUND AND INTRODUCTION

- 1.1 In early 2016, the Council became aware of a new EU Interreg project which was looking to work with UK and EU partners to develop a new partnership project, seeking to overcome issues in areas with declining marketplaces. Basildon was the lead partner and had approached Great Yarmouth Borough Council due to the similar issues the marketplace faces. The Council's Strategic Director led the development of the Great Yarmouth element of the bid during the period of January – August 2016.
- 1.2 In September 2016 Economic Development Committee members resolved to submit a revised application to the Interreg programme for the Go Trade project. The application was submitted by the lead partner and the project was approved in July 2017 by the Interreg Joint Secretariat.

### The projects aims and objectives:

- 1.3 The project: 'GO TRADE' stands for **G**rowth of the Visitor Economy through **T**raditional Markets, **E**mployment and Skills and aims to increase visitor footfall across a number of town centres throughout the partnership geography, by enhancing the visitor experience of traditional street markets. The specific objective of the project is to *“improve and modernise the traditional markets offer to use them as entry point for tourism and to create a cross-border brand targeting visitors from close Europe”*.
- 1.4 The Great Yarmouth element of the project aims to tackle the decline in footfall affecting Great Yarmouth Market Place as well as reducing the increasing number of units closing due to consumers favouring national brands/ companies over traditional and local products. To do this, the project has a set of expected outcomes of the overall project between 2017 – 2021. These are:

**Expected Outcome 1:** To preserve the variety of the cultural asset by bringing back the values, variety and vitality of traditional markets.

**Expected Outcome 2:** To create new business, growth of existing businesses through entrepreneur and bespoke business support.

**Expected Outcome 3:** New commercial/ Tourism opportunities.

### The Partnership:

- 1.5 Basildon Borough Council is the lead partner of the GO Trade project and manages the 16-member partnership. The project sought €5.6 million in total from the ERDF (European Regional Development Fund) Interreg programme to enhance markets in the partner areas. Basildon's role in the project is to lead the project consisting of partners from areas across southern England and northern France throughout the project's duration, which is just over three years.
- 1.6 The partners fall into two categories **a.** partners with markets who will focus upon their own specific objectives linked directly to their market places (Basildon, Castlepoint – Hadleigh/ Canvey Island, Gravesend, Great Yarmouth, Amiens or **b.** specialist partners including The University of Greenwich who will focus upon the processing of market research data and website development and the NMTF who will focus on market trader support and training. In addition to their individual specific deliverables each partner also supports a fellow partner with their specific deliverables. For example, GYBC has supported Ville De Caen with the development of a Go Trade Marketing Plan and has supported Visit Kent with the development of Go Trade tourism itineraries.
- 1.7 All partners with markets will need to:
- a.** produce a series of events within their marketplaces,
  - b.** deliver business advisory sessions for young entrepreneurs and new businesses,
  - c.** install market place wi-fi or a digital solution,
  - d.** conduct market user field research,
  - e.** encouraging fellow Go Trade partner market traders to visit the partners individual markets.
- 1.8 The expected outcomes will be achieved by all partners using a number business tools and methods throughout the duration of the project. These include, promotional videos, marketplace events, training courses and business advice, mentoring and coaching programmes and the trialling of a click and collect scheme.

### The Duration and Budget:

- 1.9 The project is a three-and-a-half-year project and started in October 2017 and will complete in March 2021. The project once approved, was managed by the council's

tourism team from October 2017 – February 2018. During this period there were several delays in elements of project delivery due to the delayed start. However, since the appointment of a project manager in March 2018 the project is now running to schedule and the issue surrounding project delivery and administration have been overcome.

- 1.10 The overall project budget is €5.611.170,25 which covers all 16 partners, with the Borough Council being allocated a project budget of €224,157.50 (69% ERDF, 31% Partner's contribution).

## **2 PROJECT PROGRESS TO DATE**

- 2.1 The project has been working towards the expected outcomes referred to in section 1.3. The Council has led on the development of the GO Trade brand and developed the quarterly cross border newsletters.

- 2.2 **Expected Outcome 1** - To preserve the variety of the cultural asset by bringing back the values, variety and vitality of traditional markets.

1. Development of the Go Trade Product Brand identity
2. Development of the EU Project Branding
3. Quarterly Cross Border Newsletters.
4. Completion of Sense of Place Research.

- 2.3 **Expected Outcome 2** - To create new business, growth of existing businesses through entrepreneur and bespoke business support.

- 2.4 To be able to provide a bespoke business support service, the Council along with partners, undertook a survey of the market / town centre, understanding what visitors' perceptions of the markets are and what would influence their spending habits. The valuable market user survey data was captured and collated by a professional field research team before being sent to project partner the University of Greenwich to be analysed. Surveys were used for market town visitors, town centre visitors more broadly and the traders themselves. Great Yarmouth had a significant response rate of over 600 surveys completed.

- 2.5 The data within the surveys has been analysed and collated by the University of Greenwich for use by the council. The data has already been used to support the recent Future High Street Fund bid submission and is now being used to establish and identify training requirements of traders and potential entrepreneurs. The research will also be used by University of Greenwich to produce an overall research

report of all the Go Trade Market partners.

**Expected Outcome 3** - New commercial / Tourism opportunities.

- 2.6 The project has a core focus of developing 'animations' (events) for exclusive use within Great Yarmouth Market Place thus enticing visitors to the marketplace that would not ordinarily have come, or to ensure visitors stay longer than they would normally. The series of events has occurred at least monthly since February 2018 and continued throughout until Christmas. This included a series of music events (such as the NJP Jazz Trio, the Rogues Shanty Buoys and Fiddlesticks amongst others), as well as Easter Egg Hunts and the Christmas fair.
- 2.7 As mentioned previously part of the project is to develop tourism itineraries in English, French, Dutch and German. There is an intention to support the roll out of a tourism itinerary for Great Yarmouth to ensure the Borough benefits from this work. The itineraries will be shared with all project partners and published on the Go Trade websites.
- 2.8 Attendance of international travel/ tourism shows in Utrecht, Berlin and London to promote the Go Trade itineraries to travel, tour operators encouraging them to look further afield and be more creative with tour programmes i.e. taking the visitor away from London or Paris.

**Cross Cutting Outcomes**

- 2.9 In addition to the objectives above, all partners must support the production and distribution of three promotional videos to promote the project. The Council procured Ember Films to develop the film which is now being used across all GYBC media outlets. The promotional video was launched in February 2019 and is available to view on the GYBC, Great Yarmouth tourism websites and all council managed social media sites. There will also be an edit of the promotional video to be used within the bilingual promotional video.

**3 NEXT STEPS**

**Events and Animations (Expected Outcome 1)**

- 3.1 The GO trade team are now developing a programme of events for 2019. Discussions are now taking place with SeaChange Arts to determine the viability of extending the 'Out There' festival using GO trade match funding. This will be in addition to the animations and the Christmas fayre. Programme event visitor numbers will be tracked and measured by using existing football counters run by fellow partner GYTCP and the planned market place 4G/ WiFi in addition to this the council marketing team will monitor web/ social media traffic. The impact of the

events and animations programme is to increase the footfall and overall awareness of Great Yarmouth Market Place to visitor and local alike. It is also hoped potential businesses see the market place as a viable place of business.

- 3.2** To work with project partner Ville d'Amiens to establish a visiting French market. Working with partners Basildon Borough Council, Gravesham Borough Council, dates are being agreed to welcome a Go Trade French touring market made up of traders from Amiens, Caen, Lovigne-du-desert. The touring market will visit the UK during the summer/ early autumn of 2019 and 2020.

### Business Support (Expected Outcome 2)

- 3.3** To encourage market place growth the project will look to support a series of business advisory sessions, which will not only support young entrepreneurs seeking to locate themselves in and around the town but encourage business development within the wider borough. Starting in June 2019 the following support will be given:

- a. One to one support.
- b. One to many training.
- c. Workshops.
- d. Online training.
- e. Peer to peer support.
- f. Professional mentoring scheme.
- g. GYBC to local educational establishment support. WHATS THIS?
- h. Series of masterclass sessions

- 3.4** A schedule of the above activity is currently being devised by the newly appointed council business advisor. The activity is scheduled to start June 2019 and continue until December 2020. Targets are being set based upon the expertise and previous experience of the business advisor. All activity and participant numbers will be monitored to evidence and review the effectiveness and benefits of the activity.

### Commercial Operations (Expected Outcome 3)

- 3.5** The Internet of Things and Smart Cities are driving wireless networks to become more important not only to end users of the service but to Councils who are implementing Smart City initiatives to drive their digital transformation.
- 3.6** The project is now scoping out the viability of installing a public wi-fi and 4G wifi system within the Great Yarmouth Market Place. By installing a wi-fi/ 4G network the council will be able to support growing requirements of accurate visitor data by using the following methods:

- 360 Footfall Data to cover the Market Place
- Realtime stats updating every 30 seconds
- Zone analytics.

The above methods will allow the council to build an accurate, live up to date digital footprint of market place/ town centre users, showing visitor numbers, dwell time where they visited and how many times they have visited. The information gathered will provide valuable research data to support any future funding application made by Great Yarmouth Borough Council. Alternatively, the live research data can be used by any department within the council to support business requirements. The data will be monitored and managed via a secure online portal with a licensed number of users.

- 3.7 The implementation of Wi-Fi/ 4G is intended to enhance the visitor experience within the town centre (which is defined in the project as 250m radius from the site of the market cross). By collecting anonymous collection of data no requirement for users to log on the Council can encourage users to access the service and take advantage of immediately available information such as local news, tourist attractions, promotional offer.
- 3.8 A Wi-Fi service can also be used for other projects such as those that could be developed as part of the Future High Street Fund bid. An example of this would be to connect digital media screens, connectivity for 'pop up' events and markets, WiFi sensors for tracking footfall and providing dashboards of users. Event news, retail offerings can also be sent to users as an SMS message or an email.
- 3.9 The budget has been identified as part of the project, if CPB agree, it is intended to launch the tender for the works in May 2019, with the procurement taking four to six weeks. The procurement is intended to go live in June 2019.
- 3.10 Aside from the benefits identified in section 3.7 and 3.8 the roll out of 4G and Wi-Fi connectivity it will act as an ongoing cost effective non-intrusive source of data for future GYBC funding applications / research purposes. Should the mapping and use of the data, as well as the targeted interventions prove successful (and should there be budget available) it could easily be expanded across other areas of the borough when additional funding is identified.
- 3.11 The Project Manager of the Go Trade project will act as the administrator/ super user of the Wi-Fi/ 4G secure online portal for the duration of the project 2019 – March 2021. Other departments will also be granted user rights i.e. Property and strategic planning and Go Trade project partner GYTCP.
- 3.12 Negotiations are currently being held with GYTCP regarding ongoing upkeep costs

when the Go Trade project concludes. Exact costs are still unknown at this stage.

- 3.13 Finally, there is a requirement for another promotional video to be created and rolled out to support Great Yarmouth Market Place. The promotional video will be shot June/ July 2019 weather dependent. 70% of promotional video will be centred around the market place, 30% will focus upon cultural offerings of the borough. The promotional video will be launched across the partnership and the councils media/ social media channels September.
- 3.14 Though not a deliverable of GYBC Great Yarmouth was chosen as a trial town along with Caen for Click & Collect. This deliverable has been managed by the Great Yarmouth Town Centre Partnership in England and Department of Urbanisation and Agriculture in France. Great Yarmouth Town Centre Partnership contracted Shop Appy to run the trial. Great Yarmouth Town Centre Partnership have reported 20 traders have signed up to the scheme and no trader is using the online portal to sell, stating they have no time *“to list their items on their Shop Appy trader page”*. Great Yarmouth Town Centre Partnership report “Whilst the sales have been minimal the Shop Appy website and social media have directed online traffic to the trader pages on the Shop Appy website. To put this in context the traders in the French trial town of Caen have also refused to use the French equivalent of the Click and Collect trial.

Both Great Yarmouth Town Centre Partnership and the Department of Urbanisation and Agriculture will present their findings to all partners at the next project meeting in Basildon scheduled for June. The project steering committee will then vote upon the following options a. trial in different market towns, b. extend the trial, c. cancel the trial and reallocate the funding, d. roll the scheme out to all market towns e. provide resource to help the businesses to upload their goods to the shop appy website.

## **4 FINANCIAL IMPLICATIONS**

- 4.1 The project is worth €5.6 million in total, with the Councils element of the project valued at €224,157.50.
- 4.2 The next element of the project is the roll out of the wifi should Members approve this recommendation. €10,000 has been allocated from the Go Trade budget for the development of 4G/ Wi-Fi within Great Yarmouth Market Place and initial research indicates that this is reasonable for the works the project requires.

## **5 RISK IMPLICATIONS**

- 5.1 The Interreg funding of the Go Trade project has been guaranteed by HM Government until the conclusion of the project in the event of a Brexit with a deal.



5.2 Funding remains unchanged whilst the UK is a EU member or remains in some form a member of the EEDA (European Economic Development Area).

5.3 If a no deal occurs it is expected the partnership will continue until the end of the project and the cross-border partnership element will be restricted. This is a main cause of frustration to all members of the partnership as the information being released by the Joint Secretariat is limited.

## **6 CONCLUSION**

6.1 This report is an update to Members on the progress of the Go Trade Project to date along with detailing the expected project outcomes for 2019. It also seeks the endorsement of the GO trade officers to commence the progress of the procurement of the town centre Wi-Fi

## **7 RECOMMENDATIONS**

- 1) That Members of Economic Development Committee note the progress of the project and the outcomes to date.
- 2) That Members of Economic Development Committee approve the procurement of the market place wifi scheme

*Areas of consideration: e.g. does this report raise any of the following issues and if so how have these been considered/mitigated against?*

<b>Area for consideration</b>	<b>Comment</b>
Monitoring Officer Consultation:	Yes
Section 151 Officer Consultation:	None
Existing Council Policies:	None
Financial Implications:	Detailed within report
Legal Implications (including human rights):	None
Risk Implications:	None
Equality Issues/EQIA assessment:	None
Crime & Disorder:	None
Every Child Matters:	None

Subject: Telecoms and fibre broadband improvements in Great Yarmouth Borough

Report to: Economic Development Committee 3 June 2019

Report by: Adam Nicholls, Head of Planning and Growth

## **SUBJECT MATTER**

**Telecoms and fibre broadband improvements in Great Yarmouth Borough**

## **RECOMMENDATIONS**

**That Economic Development Committee:**

- i) Endorses and supports the progress and approach set out in this report and expresses views on the potential prioritisation of sites for the rollout of ultrafast broadband; and**
- ii) Asks officers to prepare a separate report on the opportunities that the rollout of ultrafast fibre broadband to about 48 public sector sites will have for the Borough's residents, businesses and visitors**

## **1 BACKGROUND**

1.1 High-speed (or super-fast, or fibre) broadband access and the availability of (especially) 4G mobile phone reception are critical components of the attractiveness of the Borough (as anywhere) as a place to live and work. Whilst there is generally good availability of fibre broadband and 3G and 4G mobile reception in the main urban areas of the Borough, the picture is less rosy in more rural areas.

1.2 Committee members will be aware that advanced preparations are being made for the rollout of the next generation of mobile phone technology (5G) across England. This is essential for the so-called "Internet of Things" and will help facilitate the explosion in connected devices (e.g. home technology and driverless cars) requiring high-speed, always-on connections.

1.3 All Norfolk authorities, but particularly Norfolk County Council, have been working hard to try to improve the current situation (for 3G and 4G mobile telephony and 'normal'-speed broadband), but also increasing rollout of fibre broadband and the introduction of 5G (which is expected to commence in earnest in England later in 2019). As part of this work, a small group of Norfolk officers (chaired by the Borough Council's Head of Planning and Growth and including the County Council's Head of Information Management and Technology and a representative of trade body Mobile UK) has been working on a planning guidance document to try to ease the uptake of and improvements to fibre broadband, 4G and 5G infrastructure, to help meet the County Council's ambition for Norfolk to become the best connected rural county in the UK.

## **2 THE CURRENT SITUATION FOR FIBRE BROADBAND IN NORFOLK**

2.1 The rollout of fibre broadband (defined as 24+ megabits per second for residential properties) in Norfolk has been led for some years by Better Broadband for Norfolk (BBfN, <https://www.betterbroadbandnorfolk.co.uk/>). It commenced rollout in July 2013, when only 42% of Norfolk properties had access to fibre broadband.

2.2 At April 2019, fibre broadband coverage has reached 92% of homes and businesses in Norfolk. The stated ambition of BBfN is to increase this to 95% by the end of March 2020. As is common knowledge, the remaining areas without fibre broadband access tend to be the most isolated, rural sites, which are therefore the most expensive to provide cabled broadband to.

2.3 Earlier in 2019, Norfolk County Council heard that it had been awarded an extra £11m by various Government departments for fibre broadband upgrades to 372 public sector sites across Norfolk (to be spent by April 2021). These sites comprise 230 schools, 108 corporate sites (council offices, libraries etc) and 34 fire stations. It is important to note, however, that the list is being “validated” by the Department for Culture, Media and Sport to ensure that there would not be any breaches of state aid rules, and so some changes are considered likely.

2.4 The aim of the project is to provide ultrafast (1000 megabits (1 gigabit) per second) fibre access to the premises. This will enable improved effectiveness of the operations on these sites, but there will also be potential for nearby businesses to benefit too (about 8,000 across Norfolk will be close). A national Gigabit Voucher Scheme (run by the Department for Culture, Media and Sport) which enables small businesses to apply for a grant to help access ultrafast services, saw the grant amount increase from £2,500 to £3,500 in May 2019.

2.5 Whilst a range of factors are being considered in terms of prioritisation, in general an “outside in” approach will be taken, whereby the most rural sites (small primary schools, for example) will be upgraded first. This work could therefore assist in getting closer to 100% coverage of fibre broadband for homes and businesses. (It is recognised that there are also some fibre broadband gaps in some urban areas, with “digital exclusion” an issue in some more deprived areas.) Norfolk County Council advises that the implementation plan for the rollout will be determined in conjunction with its supplier, and will be based on clusters of sites rather than individual sites.

2.6 Noting the caveat about ongoing “validation” of the sites mentioned in paragraph 2.3 above, within Great Yarmouth borough, 48 public sector sites are currently identified to get access to ultrafast broadband through the project (see Appendix A for details). They are mostly schools, but also include: fire stations; County and Borough council buildings, offices and depots; libraries; health centres; and museums. No details are yet available on the timing and prioritisation of the works, and the general views of the



Committee as to potential prioritisation are sought, to be able to feed into discussions with the County Council.

2.7 The advantages to the public sector sites themselves will be very considerable, but the full benefits will not be realised unless nearby residents and (particularly) businesses also exploit the opportunities to get access to ultrafast broadband. This could assist in improving the competitiveness of the businesses and help attract further businesses to the borough. Officers will be working with others to raise awareness of the opportunities with existing and prospective new businesses, and all councillors are asked to spread the good news too.

### **Fibre broadband to new developments**

2.8 Across most of England, the most common way that most houses (particularly) and businesses (some) have received broadband in the past is by “fibre to the cabinet” (FTTC). In essence, the high-speed broadband cabling, operated by Openreach, has ended in a “cabinet” on the road. From this, the broadband signal is transmitted along copper wires into the home by the provider (such as BT, Sky, TalkTalk and many other smaller companies). This limits the maximum upload and download speeds and also the overall capacity – all too often, particularly at peak times, speeds well below “superfast” are achieved.

2.9 Some other broadband providers – of which Virgin Media is probably the biggest and best-known – do not use FTTC. Instead, they bypass this system completely and have their own, separate, fibre-optic cabling system, which connects straight into homes (or businesses) – “fibre to the premises” (FTTP). This system is normally much faster than FTTC.

2.10 Fibre to the premises must become the standard, because of the inherent limits of FTTC. The Government has been clear, on this and through recent changes to the Building Regulations, and forthcoming changes to the planning system, there is and will be an increasing requirement on developers of new sites to demonstrate how the properties will be supplied with FTTP. Details of the final Department for Culture, Media and Sport position on this matter are expected soon (following a consultation last year), but in essence it appears that a “Site Connectivity Plan” will need to be provided as part of all relevant planning applications. In most cases, Openreach will be in a position to bid to provide FTTP (alongside other companies) and the threshold of development size for Openreach to provide FTTP free of charge is falling all the time – it is believed to be 10 currently but this will fall further.

## **3 MOBILE TELEPHONY**

3.1 As a large and mostly rural county, Norfolk has always had “not-spots”, areas where no (or only a very weak) mobile signal (voice, 3G and 4G) can be received. Despite continual improvements by the four main companies (EE, O<sub>2</sub>, Three and

Vodafone), this is a major source of frustration to residents, visitors and businesses.

3.2 In April 2018, Norfolk County Council undertook a detailed study of mobile reception of the whole county, driving and walking more than 5,000 km (see <https://www.norfolk.gov.uk/what-we-do-and-how-we-work/policy-performance-and-partnerships/policies-and-strategies/digital-inclusion-strategy/mobile-coverage-in-norfolk>). The results showed that 4G coverage is at 84%, although it is likely to be higher now. NCC is working with Ofcom to measure improvements to 2G, 3G and 4G; the most visible recent improvements have been made by Vodafone, but EE is also adding further equipment to increase coverage too.

3.3 Although coverage in Great Yarmouth borough is better than some of the larger rural districts (especially Breckland and North Norfolk) there is still a need for improvements to mobile coverage.

3.4 A separate (later) report to Economic Development Committee will detail the emerging proposal for a public wifi and 4G wifi system in Great Yarmouth Marketplace, as part of the Go-Trade project. Such initiatives are becoming increasingly important to help attract visitors and shoppers.

## **5G**

3.5 As mentioned above, the next generation of mobile telephony is rapidly approaching. 5G will offer vastly higher speeds and capacity, and this will be needed to accommodate both the seemingly exponential growth in data usage from “normal” activity and also to enable the “Internet of Things” – driverless cars, “always-on” monitoring and telemetry systems, real-time high-definition (HD) video conversations (for remote GP consultations, for example) and the like.

3.6 Whilst the rollout of 5G is seen by the mobile companies as being an evolution of 4G, with much sharing of existing equipment and sites, the different frequencies that 5G will use mean that a higher density of booster and base stations will be necessary. Further national changes to the “permitted development” regime (to allow the development of some telecommunications equipment without the need for express planning permission) are thought likely, although proposals in the most sensitive areas (such as the Broads and Norfolk Coast Area of Outstanding Natural Beauty – such as Winterton) will still need particular care. Allowing the use of existing public sector assets to host 5G equipment will assist significantly – such as buildings, roads lamp-posts and other street furniture – as could the use of buildings like churches, village halls etc.

3.7 Norfolk is held in high regard by DCMS for its forward-thinking approach to mobile and broadband technology. For 5G to really work, it needs to have complete coverage – automatically-guided tractors and combine harvesters in remote fields cannot have patchy 5G reception, for example. In this way, it may also be that wireless (5G) broadband coverage supplants the need for cabled (fibre) broadband in the areas most

difficult to provide cabled broadband in a cost-effective way.

3.8 Great Yarmouth Borough Council therefore needs to play its part in welcoming the opportunities that 5G will offer – and this will likely mean the acceptance of more mobile transmitting equipment (masts, booster stations, antennae etc), especially in rural locations. The emerging Great Yarmouth Borough Part 2 Local Plan will therefore set out a supportive policy approach for 5G.

#### **4 FINANCIAL IMPLICATIONS**

4.1 No direct implications, but the wider – extremely significant – economic benefits of ultrafast fibre broadband and 5G are highlighted above in the paper. Norfolk County Council assesses that the gross value added of ultrafast fibre broadband could be more than £18m. There may also be the opportunity for the Borough Council to explore opportunities to accommodate additional/new mobile equipment on its plant and buildings, bringing in additional income.

#### **5 RISK IMPLICATIONS**

5.1 None.

#### **6 CONCLUSION**

6.1 The excellent work that has been undertaken by Norfolk County Council and the Norfolk districts and boroughs means that the county is well-placed to maximise the benefits of ultrafast broadband and 5G. For the Borough itself, there is a critical need for existing and potential new businesses to build on the opportunities provided by the forthcoming ultrafast fibre broadband connections – and the Council will play the leading role in raising awareness and providing help and support.

#### **7 RECOMMENDATIONS**

**That Economic Development Committee:**

- i) **Endorses and supports the progress and approach set out in this report and expresses views on the potential prioritisation of sites for the rollout of ultrafast broadband; and**
- ii) **Asks officers to prepare a separate report on the opportunities that the rollout of ultrafast fibre broadband to 48 public sector sites will have for the Borough's residents, businesses and visitors**

*Areas of consideration: e.g. does this report raise any of the following issues and if so how have these been considered/mitigated?*

<b>Area for consideration</b>	<b>Comment</b>
Monitoring Officer Consultation:	N/A



Section 151 Consultation:	Officer	N/A
Existing Council Policies:		Corporate Plan; Local Plan Core Strategy; Great Yarmouth Town Centre Masterplan
Financial Implications:		Discussed in the paper
Legal Implications (including human rights):		None
Risk Implications:		None
Equality Issues/EQIA assessment:		None
Crime & Disorder:		None
Every Child Matters:		None

**Appendix A – List of public sector sites In Great Yarmouth Borough to be upgraded to ultrafast broadband connections by April 2021**

Great Yarmouth Borough Council	Maritime House
Independence Matters	Stepping Out
Great Yarmouth Borough Council	Community Neighbourhood Centre
Norfolk Museum Service	Elizabethan House Museum
Great Yarmouth Borough Council	Crematorium
Great Yarmouth Borough Council	Novus Centre
Norfolk Fire & Rescue Service	Gorleston Fire Station
Norfolk Fire & Rescue Service	Martham Fire Station
Norfolk Fire & Rescue Service	Great Yarmouth Fire Station
Norfolk County Council Highways	Caister Depot
Gorleston Library	
Great Yarmouth Central Library	
Great Yarmouth Borough Council	Communal Room
Caister Library	
Martham Library	
Time and Tide Museum	
Independence Matters	Caister Community Hub
Independence Matters	Pine Lodge
Adult Social Services	James Paget Hospital
Adult Social Services	Herbert Matthes Block, Northgate Hospital
Childrens Services	Norman House
Independence Matters	Great Yarmouth Community Hub
Independence Matters	The Lawns Community Hub
Moorland Primary Academy	
Caister Junior	
Filby Primary	
Edward Worlledge Community Junior	
North Denes Junior	
Northgate Infants	
St Nicholas Priory Middle	
St. Georges Primary School	
Southtown Infant	
Hemsby Primary	
Hopton CE Primary	
Ormesby Infant	
Ormesby Village Junior	
Rollesby Primary	
Great Yarmouth Borough Council	S Yarmouth Area Housing
Great Yarmouth Borough Council	Gorleston Area Housing
Winterton Primary	
John Grant School	
Norfolk County Council	Havenbridge House
Great Yarmouth Borough Council	Sheltered Housing, Wherry Way
Norfolk and Suffolk NHS Foundation Trust	Northgate Hospital

Fleggburgh CE Primary	
Ormiston Herman Academy	
Peterhouse Primary	
St Mary and St Peter Catholic Primary	