

# Economic Development Committee

## Minutes

Monday, 03 June 2019 at 18:30

Present :

Councillor Plant (in the Chair); Councillors Candon, G Carpenter, Cordiner-Achenbach, Freeman, P Hammond, Lawn, Myers, Plant, Wainwright, B Walker, C M Walker and T Wright.

Also in attendance :-

Mr D Glason (Development Director); Mrs P Boyce (Head of IT, Communications and Marketing), Mr A Nicholls (Head of Planning and Growth), Mrs M Burdett (Head of Inward Investment), Mr A Goulder (Resilience Officer); Mr A Carr (CEO, GYTABIA); Mr M Aswat (GYTABIA); Mrs K Young (GYTABIA), Mr D Helsdon (Project Manager) and Mrs S Wintle (Corporate Services Manager)

Mr R Hammond (Norfolk County Council)

## **1 APOLOGIES FOR ABSENCE**

There were no apologies for absence received.

## **2 DECLARATIONS OF INTEREST**

Councillor Plant declared a personal interest in the item relating to the Great Yarmouth Tourism BID in his capacity as a current BID payer.

Councillor P Hammond declared a personal interest in the item relating to the Great Yarmouth Tourism BID in his capacity as a current BID payer.

## **3 MINUTES**

The minutes of the meeting held on the 1 April 2019 were confirmed.

## **4 MATTERS ARISING**

The Head of IT, Marketing and Communications introduced Alan Goulder, Resilience Officer for the Borough Council to the Committee following discussions that had been held at the previous meeting of the Committee.

## **5 FORWARD PLAN**

The Committee received and considered the Forward Plan for the Committee.

Members were advised that the item relating to the Annual Audit Opinion was to be removed from the Forward Plan. Members discussed the Quarterly Performance Reports being listed as TBC on the Forward plan and it was agreed that these have confirmed dates added in time for the next meeting.

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

The Committee received and considered the Head of IT, Communications and Marketing's report which sought to advise Members of a proposed second term for the Greater Yarmouth Tourism and Business Improvement Area (GYTABIA) and sought Members support and approval of the draft Business Plan proposed by GYTABIA and the ballot for a second BID term.

Members received a presentation from GYTABIA representatives, the Head of IT Communications and Marketing advised Members that Officers at the Borough Council had received most of the required documentation with regard to the proposed second Ballot, however an operating agreement was still to be

received but that Officers at GYTABIA had assured the Borough Council that this would be received by Friday.

In discussing the report the following questions were raised :-

- The issue of the number of potential bid payers being reduced significantly if the ballot were to be successful, and it was advised that this was due to the destination BID exemptions levels being brought in line with current business rates rateable values.
- Concern was raised with regard to the amount that could be lost if the Bid was to be unsuccessful
- A Member asked with regard to the number of survey responses that had been received and whether there were any plans to increase this response rate. It was advised that the responses received were within normal response rates for surveys undertaken.
- A Member drew attention to 3.4 within the report which highlighted an advance £100,000 to be paid to GYTABIA and asked whether arrangements were in place for this upfront cost. It was advised that this payment was deemed necessary ahead of the incoming levy payments being received to be able to commence the start up of the new term BID.
- A Member asked with regard to the additional funding contributions and match funding on projects that had been proposed by GYTABIA as part of the BID term.
- Some concern was raised with regard to the highlighted risk implications at 5.1 within the report and it was advised that this would be mitigated by careful management and a clear Business Plan.
- Clarification was sought as to accommodation for GYTABIA in light of the proposed closure of the Marina Centre and it was advised that there had been several opportunities of accommodation offered.

**RESOLVED :**

That approval be given to the following subject to the required documentation being submitted to the Council by Friday :-

(1) To 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.

(2) The draft Business Plan proposed by GYTABIA as at Appendix 1.

(3) To the Council's support being given for GYTABIA in relation to its ballot for a second BID term.

## **7 GO TRADE PROJECT UPDATE**

The Committee received and considered the Project Manager's report which

provided Members with an update on the Go Trade Project which aimed to increase visitor numbers across several town centres and enhance the visitor experience of traditional street markets.

Members attention was drawn to 3.6 within the report, which advised that the project was in the process of scoping the viability for installing public wi-fi and 4G within the Market Place, whereby it was hoped that this would enable data to be collected to show accurate realtime footfall within the Town Centre, data that could then be used to support future funding applications made by the Borough Council.

A Member asked whether the Town Centre BID contributed to the project, this was confirmed and it was advised that the Great Yarmouth Town Centre Partnership formed part of the Go Trade Project for Great Yarmouth.

RESOLVED :

- 1) That the Committee note the progress of the project and the outcomes to date.
- 2) That approval be given to the procurement of the Market Place wifi scheme.

## **8 TELECOMS & FIBRE BROADBAND IMPROVEMENTS IN GREAT YARMOUTH BOROUGH**

Members received and considered the Head of Planning and Growth's report which sought to advise Members of the Telecoms and Fibre Broadband improvements in Great Yarmouth Borough.

Members received a presentation from Rob Hammond, Norfolk County Council.

In discussing the report the following matters were discussed :-

- Clarification was sought as to the voucher scheme which enabled small businesses to apply for a grant to access the service. It was advised that this would be an individual cost dependent on location.
- Concern was raised with regard to the list of schools which had been provided, whereby not all schools had been mentioned.
- The need for securing better signal to ensure all can benefit from the service
- Concern was raised as to users not being able to afford the service where a number of services were being pushed to online.
- The need for the service to cover the whole of the Borough.
- Some further concern was raised with regard to the pricing and whether

RESOLVED :

That the Committee :-

(1) Endorse and support the progress and approach set out within the report.

(2) Approve 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.

## **9 ANY OTHER BUSINESS**

### A47 Highways England

The Chairman advised that Brandon Lewis MP had written a letter to Mr O' Sullivan of Highways England with regard to the delay in implementing the agreed A47 projects and advised that this matter would continue to be addressed.

### Ambitions Restaurant

Concern was raised in light of the recent news that the Ambitions Restaurant would be closing at Great Yarmouth College and moving to Lowestoft, the Chairman advised that the Leader of the Council and the Chief Executive Officer would be having an urgent meeting with the college to discuss this matter. Councillor Wright suggested that a letter be sent to East Coast College to state the concerns of the Committee with regard to the closure of the Ambitions restaurant and that Stuart Rimmer ,CEO of East Coast College, be invited to attend the next meeting of the Committee. This was agreed and a letter of invitation was sent to Mr Rimmer.

The meeting ended at: 20:30