

Subject: **Tourism and Culture Strategy Development Update**

Report to: **ELT – Monday 5th November 2018**
Economic Development Committee – Monday 19th November 2018

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This report provides committee Members with an update of progress on the development a new Tourism and Culture Strategy for the Borough and in doing so, it asks Members to resolve to a number of additional developmental steps being taken with an amended timeline for the completion of the work to April 2019.

To undertake these additional developmental steps Members are asked to allocate £20,000 from the Council's special projects reserve funding.

1. BACKGROUND

- 1.1 On Monday 16th July 2018 Members of Economic Development Committee resolved to create a new Tourism and Culture Strategy for Great Yarmouth.
- 1.2 Since the Council's Economic Development Committee resolved to develop the new Tourism and Culture Strategy, a number of activities have taken place. This report updates Members with progress so far and outlines to Members the next steps in creating what has been recognised by our stakeholders as an important document for the Borough.

2. PROGRESS SO FAR

- 2.1 As part of the development work for this strategy, officers and Members from the Council's Economic Development Committee undertook a study tour in October visiting cultural attractions in both Hastings and Margate. In doing so, the group met with officers, Members and private sector partners in both Thanet District Council and Hastings Borough Council area, learning about the role of each Council in terms of catalysts for investment to add value to and improve the local tourism and cultural offer in each area.
- 2.2 Two stakeholder workshop sessions were planned to provide an opportunity to engage with local stakeholders as part of this work. Unfortunately the first date in August had to be cancelled due to low uptake, but the second workshop took place in September and was well-attended. 40 delegates attended the workshop that was held in September and included a wide range

of stakeholders. Appendix 1 provides a list of organisations represented at September's stakeholder workshop.

- 2.3 The workshop itself included three facilitated sessions and provided an opportunity for everyone to participate and to have their thoughts recorded. The first of the three sessions focussed on identifying what Great Yarmouth had already achieved, a high level summary of this is included below:

- Better showcasing of the Broads within Great Yarmouth
- Community pride
- Clean beaches
- Active preservation of our heritage assets
- Festivals and events
- Track record of grant funding from partners like the Heritage Lottery Foundation and Arts Council

- 2.4 The second session was a Strengths, Weaknesses, Opportunities and Threats analysis with the final session being focussed on developing some initial thoughts about developing a vision and outcomes for the new strategy. In summary the following suggestions were distilled in this session:

- Develop a brand for Great Yarmouth, to include Greater Yarmouth, heritage and the wider demographics of Borough as an area
- Maintain and enhance existing assets and to further improve our heritage assets
- The Borough's offer must be inclusive to all, including businesses, residents, local communities and our partners
- Extend the season further to make it a true all year round offer and develop an evening economy
- Joined-up partnership working is key, strengthened relationships with all stakeholders and work with local people to improve their pride in the Borough

- 2.5 It was clear from this workshop that there is a wealth of interest and excitement from local partners to articulate what it is Great Yarmouth and what the area wants to be known for. The recent workshop demonstrated a real wish from stakeholders to remain involved and together shape the story of the Borough. To do this effectively and ensure maximum involvement from all, officers propose a period of further engagement to develop this strategy, along with a number of additional development steps.

3. NEXT STEPS

3.1 The suggested additional steps for this work are proposed as:

- Provide an output report for delegates of the September workshop
- Plan an additional stakeholder workshop for the New Year to be externally facilitated to develop the vision and objectives for the new strategy
- To procure support to develop the story and brand for the borough to form part of the new strategy
- Explore co-authorship of the proposed strategy with Greater Yarmouth Tourism & Business Improvement Area (GYTABIA), other key partners, the tourism and culture business sector and local community
- Explore funding opportunities linked to a delivery plan for the final strategy

3.2 In undertaking these additional steps the date for a Committee decision for the new Tourism and Culture Strategy would need to be changed to the 1st April 2018.

3.3 To be able to undertake a facilitated workshop and to develop a story and a brand for the borough a budget of £20,000 would be required from the Council's special projects reserve.

4. CONCLUSION

This report provides committee Members with an update of progress in developing a new Tourism and Culture Strategy for Great Yarmouth and in doing so, it asks Members to resolve to a number of additional developmental steps being taken with an amended timeline for the completion of the work to April 2019.

Appendix 1

Organisations represented at the Tourism & Culture Workshop

‘Tourism & Culture Strategy for Great Yarmouth’ Stakeholder Workshop - 20 September 2018	
Arts Council England	Broads Authority
Broads Authority	Catalysta
Cator & Co	Celador
Civic Society	Classic Lodge
Classic Lodge	Great Yarmouth Preservation Trust
DIAL	Hippodrome
GYTABIA	Hemsby Parish Council
Great Yarmouth Arts Festival	Knights Court Hotel/Sea Change Arts
Hemsby Parish Council	Martham Parish Council
Hudson Architects	Merrivale Model Village
MAP	Mr Humbug
Martham Parish Council	Norfolk Chamber of Commerce
Norfolk County Council	Norfolk library & Information service
Norfolk Library & Information service	Norfolk Museums Service
Original Projects	Sara’s Tearooms
Sentinel Leisure Trust	St. George’s Theatre
Sea Change Arts	South Yarmouth Neighbourhood
Waveney District Council (Making Waves)	Management Board
Members of GYBC Economic Development Committee	
Officers from GYBC: Communications, Culture, Tourism, Neighbourhoods teams	