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Subject: Economic Growth Delivery and Recovery Update

Report to: Executive Leadership Team – 15 February 2021
Economic Development Committee – 1 March 2021

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SUBJECT MATTER / RECOMMENDATIONS

This Report presents to members and officers progress against the Economic Growth Strategy Delivery Plan and *Pathway to Recovery* plan since the preceding committee meeting on 26 October 2020. Highlights are presented in the narrative of the report, with a comprehensive update in *Annexes 1* and *2*.

It also outlines the delivery of the Council's inward investment service in response to recovery and sets out options to extend business support reach and capacity. Local and independent analyses of the economic impact of the Pandemic are also presented, alongside an overview of local grant distribution and key strategic programmes.

Members are asked to:

- 1) Review the appended *Economic Growth Strategy Delivery Plan* update and *Recovery Progress Report*;**
- 2) Review and comment on the development of the wider business support programme proposed as part of the investment of the Additional Restrictions Grant (ARG) allocation, building local business support capacity, ensuring schemes are coordinated in line with other District and Borough Councils.**

1 BACKGROUND AND CONTEXT

- 1.1 This report summarises implementation of and progress against a) the delivery plan for the Economic Growth Strategy (set out in *Annex 1*) and b) the *Economy* theme of the Council's *Pathway to Recovery* normalisation and recovery plan (set out in *Annex 2*).
- 1.2 These annexes also include reference to and descriptions of a number of adaptations to the delivery of business support and economic growth being explored or progressed in response to the ongoing pandemic and emerging local need. The Economic Growth Strategy and strategic priorities set out in the Corporate Plan, themselves, remain unchanged.
- 1.3 Responsibility for the distribution of a number of local business grants/reliefs has been delegated to the Council since March 2020. An overview of the uptake and distribution of both Council- and LEP-administered grants is in *Section 2* and current business support is addressed in *Section 3*.

- 1.4 The current and projected economic impact of the Pandemic is set out in *Section 4*, integrating primary local intelligence and analysis from business surveying and LEP-level and national economic indicators and intelligence for the purpose of informing policy and decision-making.
- 1.5 Key assumptions are drawn from these analyses with proposals of how to support the next stage of recovery work as part of the *Wider Business Support* measures, using a proportion of Additional Restrictions Grant (ARG) funding to address some of these challenges at a local level.
- 1.6 *Section 5* sets out options to further refine and extend business support reach and capacity in response to the analysis set out in *Section 4*.
- 1.7 *Section 6* sets out a summary of the position – at time of writing – in respect of the strategic Future High Streets and Town Deal programmes.

2 LOCAL GRANT DISTRIBUTION AND UPTAKE

2.1 Council-distributed grants

- 2.1.1 As laid out in *Section 5*, the primary focus of Economic Growth-focused officers has been, and continues to be, the roll out of grants and reliefs and the promotion of other complementary support and grant programmes. Officers have worked across different service areas to apply agreed scheme specifications, process applications, undertake eligibility checks and due diligence and determine grant awards.
- 2.1.2 A summary and timeline of Council-operated schemes – including the value distributed and number of beneficiaries – is presented in *Annex 3*.
- 2.1.3 Between 24 March 2020 and 22 February 2021, 9,793 Council grant awards were made to local enterprises, totalling nearly £45 million, with smaller grants made available through the LEP. Local authorities, agencies, VCSEs and trade representatives have worked collaboratively throughout the response and continue to do so during the transition to recovery.

2.2 LEP-distributed grants

- 2.2.1 New Anglia LEP operates two main business growth grant schemes, the *Small Grant Scheme* (SGS) and *Growing Business Fund* (GBF) and three smaller Coronavirus-related schemes, the *Business Resilience & Recovery Scheme* and the *Visitor Economy Grant Scheme* and *Wider Economy Grant Scheme*. Officers signpost and facilitate business introductions to all of these.
- 2.2.2 Whilst local uptake of the three smaller Coronavirus-related schemes has been comparatively low, relative to other districts, uptake of the main schemes has been significantly higher, as illustrated in the tables, below, which include LEP data up to the end of December 2020. The first table illustrates awards to Great Yarmouth enterprises and the second table illustrates the average for all Norfolk and Suffolk districts.

Great Yarmouth totals by year	2018/19	2019/20	2020/21
Value of grant funding applied for	£76,150	£146,300	£766,786
Value of grants approved	£130,850	£126,050	£702,676
Value of grants claimed	£456,404	£214,879	£353,998
Value of private co-investment realised	£3,136,500	£824,053	£1,884,983

Great Yarmouth average monthly values by year	2018/19	2019/20	2020/21
Value of grant funding applied for	£6,346	£12,192	£85,198
Value of grants approved	£10,904	£10,504	£78,075
Value of grants claimed	£38,034	£17,907	£39,333
Value of private co-investment realised	£261,375	£68,671	£209,443

2.2.3 More recent local LEP awards through its three Coronavirus/recovery grant schemes – not included in the data reported, above – total £146,490.

2.2.4 Whilst Great Yarmouth accounts for just 4.5% of all businesses across the New Anglia area, it accounted for 8% of all funding applied for through these schemes, 10% of grant value approved, 8% of grant value claimed and 10% of all the private co-investment realised.

2.3 Norfolk Strategic Fund: Adaptation Grants

2.3.1 Council Officers were successful in securing £410,000 from the Norfolk Strategic Fund for the safe reopening of high streets; effectively supporting businesses in their roll out of social-distancing and other Covid-safe measures. £100,000 was allocated to the delivery of a tailored Great Yarmouth grants scheme to enable physical adaptations to premises and support trading during the winter months, particularly in the visitor economy and hospitality sectors.

2.3.2 That scheme provided funding for 62 businesses, 18 of which were specifically adapting their premises to provide outdoor service, equipping them for safe reopening when current restrictions are eased.

3 BUSINESS SUPPORT AND ADVICE

3.1 The team is providing support to local businesses in a variety of ways. In partnership with the New Anglia Growth Hub, the Council's own Enterprise GY service delivers one-to-one, and one-to-many support through both outreach and in response to enquiries (for example, through the dedicated business support helpline).

3.2 At the 26 October 2020 Economic Development Committee meeting, members were updated on the measures being put into place to promote the support available – for example, a series of webinars that the team delivered with other partners, including the LEP and the Bank of England.

3.3 Additional webinars are now being programmed/scheduled and will be promoted in the Spring. Regular drop-in virtual surgeries are already underway; these sessions provide practical assistance in areas like navigating access to complex grant schemes and provide an opportunity to speak directly to the Business Advisor about individual challenges/opportunities, such as diversification, business planning, marketing and digitalisation.

3.4 Officers are also systematically targeting businesses with a weekly newsletter; presenting opportunities including grant information, national schemes such as *Kickstart* and the New Enterprise Allowance (for start-ups), information and signposting on restrictions and safe trading and the direct support available through Enterprise GY.

- 3.5 Officers are now working in partnership with the LEP to proactively contact key businesses and are developing a *Key Account Management* approach to growth and inward investment. Two significant inward investment opportunities are due to 'land' in the coming months as a result of this approach, creating multiple jobs and providing confidence that there are companies still seeking out and investing in growth in Great Yarmouth.
- 3.6 At the 26 October meeting, members recommended that officers promote the *Kickstart* scheme for business placements via one of the three approved *gateways*. Kickstart brokers high quality six-month work placements for young people aged 16-24 deemed at risk of long-term unemployment due to the Pandemic. The scheme was launched on 22 December 2020, and officers have promoted the scheme to the Boroughs businesses with 63 placements being offered within 26 businesses.
- 3.7 Due to the success of the business support work that officers have delivered in partnership with other service areas, the Council has been successful in securing a small amount of funding from BEIS to deliver a pilot project in which the effectiveness of regulatory and business advice will be monitored, providing local business intelligence on the cascading of key messaging to improve compliance and reduce the need for enforcement.
- 3.8 Further detail is presented in *Annex 2*, where activities are identified under each objective of the *Pathway to Recovery* plan.

4 CORONAVIRUS ECONOMIC IMPACT

- 4.1 This section provides an overview of the economic impact of the Pandemic, using both primary and secondary data, and provides a series of proposals of how to develop schemes and build business support capacity at a local level to support businesses recovery.
- 4.2 Local business intelligence**
- 4.2.1 The stakeholder-led Greater Yarmouth Tourism and Business Improvement Area (GYTABIA) – which represents 670 local enterprises – has conducted weekly surveys of the same cohort of tourism enterprises from the first national lockdown in March 2020.
- 4.2.2 In February 2020, GYTABIA reported that a around third of respondents had lost 60%+ of their trade and 10% had lost 80%+ of their trade; around a third have reduced turnover by more than £100K and a quarter do not expect to survive longer than 6 months in the current situation. 60% identified *urgent access to grants* – not loans – as crucial to the business, going forward.
- 4.2.3 The Council and other local authorities have been actively surveying local businesses, alongside other quantitative indicators and LEP-level and national intelligence, to assess the impact of the Pandemic. GYBC led surveying between April and June 2020 on behalf of the Borough, South Norfolk and Broadland.
- 4.2.4 Since mid-January 2021, it has led surveying on behalf of all the Norfolk districts with the exception of Breckland, integrating new questions about the impact of Brexit and key sectors, such as tourism and energy.
- 4.2.5 Each combines a range of question formats to provide a longitudinal perspective – tracking changing sentiments, perceptions and priorities over the course of surveying. Survey data do not enable individual respondents to be identified and officers share headline analyses with

other Councils and the LEP for the purpose of informing policy and decision-making on the basis of primary, local impact analysis.

- 4.2.6 Businesses' concerns and priorities shifted significantly over the April-June 2020 period. The biggest demand and expectation for Council intervention was around grants/funding and technical assistance/guidance/support. Rents and business costs also featured heavily – liquidity, the restoration of revenue streams and cash were clearly a primary concern.

Proposal:

- Continue to provide local grants delegated by central government, such as the Additional Restrictions Grant (ARG);
- Design schemes to distribute financial support to those enterprises and industries most impacted by the Pandemic;
- Enhance the provision of one-to-one and one-to-many technical support for local businesses and streamline signposting to other trusted providers/sources.

- 4.2.7 As of 22 February 2021, the current survey has had 247 responses, with around half self-identifying as *tourism*-focused enterprises. Key findings to date across all areas broadly mirror the responses from April-June 2020 and GYTABIA's research:

- There has been relatively low uptake of LEP-administered grants relative to district-administered grants;
- Overall, *costs and cashflow* remain the immediate business concerns, but employee *absenteeism and availability* has steadily increased since the start of surveying;
- There's a clear demand for and expectation around both financial support and technical support, advice and assistance from Councils – currently, in the near future and when restrictions are eased;
- Nearly 80% of respondents report that their key staff are unable to work from home;
- Around a quarter of respondents have been able to move at least some of their business online and a further 6% plan to do so;
- Around a fifth of respondents report that when restrictions are lifted, they should be able to return to *business-as-usual* almost immediately, but *6+ months* is the most frequent response;
- Respondents report a 10% reduction in full-time (FTE) workforce size since pandemic restrictions came into force last Spring. Around a third of FTE posts are furloughed and around a third are subject to unpaid leave or reduced hours;
- 90% of respondents report reduced revenues relative to 2019/20, with a quarter reporting a 100% drop in revenues – with a similar outlook for at least the next three months;
- The impact upon the supply of raw materials, products and/or services to enterprises is becoming less severe;
- Around 40% of respondents report no adverse impact to trade from Brexit to date; just under 10% report 'severe' effects.

4.3 Other intelligence and analysis

- 4.3.1 Analysis and collation of contemporary research of the current and local impact of the Coronavirus crisis on sectors, gross value-added (GVA) and different workforces (including

different impact scenarios published by Bank of England , Pricewaterhouse Coopers, the OECD, Office for National Statistics etc.) clearly identify a number specific sectoral susceptibilities in terms of the projected impact upon both the local economy and local workforces.

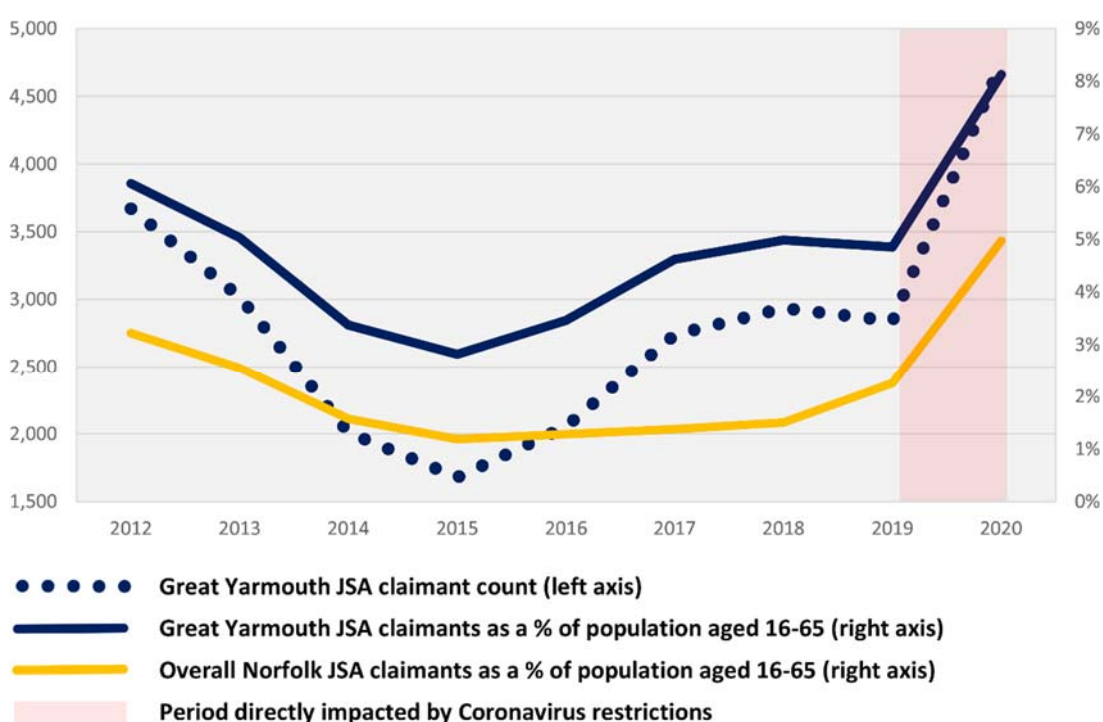
- 4.3.2 These data echoed the Council’s own surveying and illustrate the particular challenge faced by organisations that comprise the tourism sector; accommodation and food services, arts, entertainment and recreation/leisure, retail and manufacturing – as well as younger, female, lower-earning or BAME workers.

Proposal:

- Focus schemes and delivery on sector-specific support – in particular, those in the creative industries, hospitality, the visitor economy sector and energy businesses;
- Seek to promote and extend the *Fit4Offshore* Project.

- 4.3.3 Obtaining contemporary district-level data on the impact of the Pandemic has been challenging. Officers are working closely with the Norfolk Office of Data & Analytics (NODA) to ensure that monitoring and intelligence provide granular local data to identify local priorities and guide decision-making in respect of response and recovery.

- 4.3.4 Job Seekers Allowance claimant counts are a headline indicator of local economic impact. Between November 2019 and November 2020, the local rate increased by 3.3%, compared to a Norfolk-wide increase of 2.7% – indicating that the Borough has been disproportionately affected, as illustrated in the following graph.



- 4.3.5 The Department for Work & Pensions *State of The Group Report* (January 2021) provides other measures of local impact. The following tables summarise local claimant counts (combining people claiming Universal Credit that are seeking employment and people claiming *New-Style*

Jobseekers Allowance) and Universal Credit claimants. Please note that the two separate measures numbers are not directly comparable as they use different geographical bases.

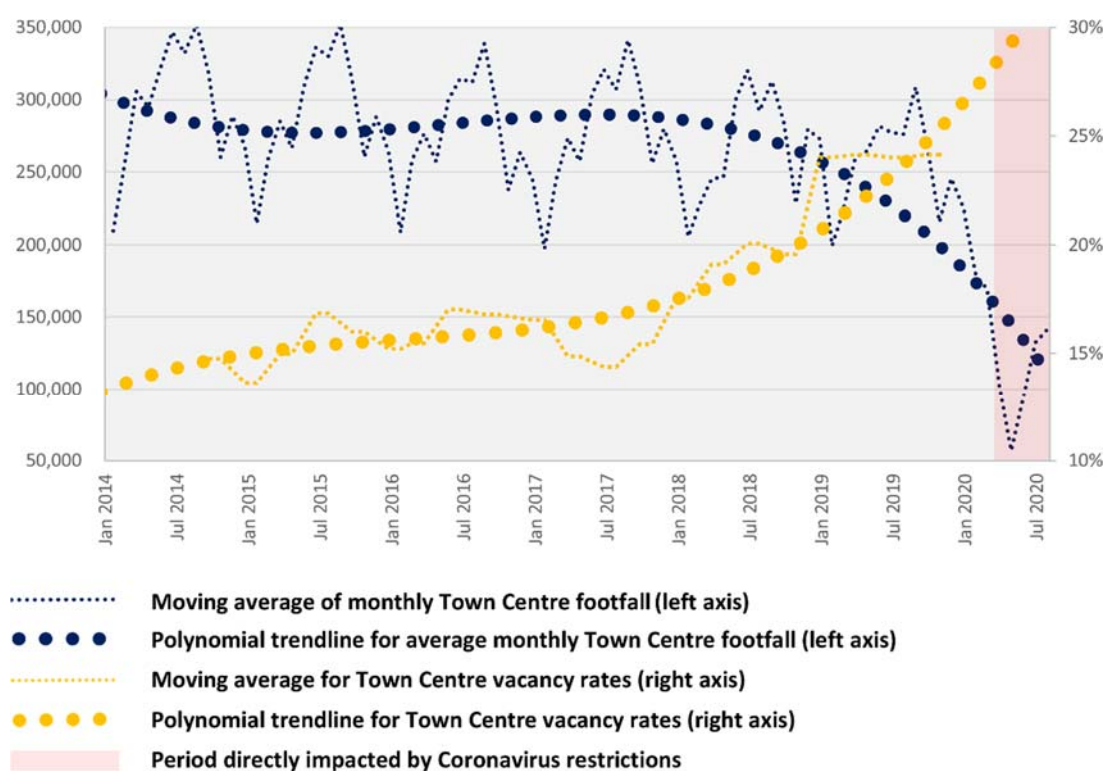
Claimant Count

Dec-19	2,945
Oct-20	4,435
Nov-20	4,715
Dec-20	4,665
Month-on-month change	-1.1%
Year-on-year change	58.4%

People on Universal Credit

Dec-19	9,510
Sep-20	13,974
Oct-20	13,983
Nov-20	14,203
Dec-20	14,521
Month-on-month change	2.2%
Year-on-year change	52.7%

- 4.3.6 Local retail centres are fragile due, amongst other factors, to the number and types of enterprise present and a wider, ongoing context of declining footfall. Daytime and evening Town Centre footfall trends and a direct correlation to increasing vacancy rates are illustrated in the following graph, which was prepared for the Council's Future High Streets submission; the blue plots show declining footfall and the yellow plots show increasing vacancy rates.



- 4.3.7 Norfolk County Council's own report on the long term economic and societal impact of Covid on Norfolk projects a possible longer-term suppression of Norfolk's GDP, subdued employment rates and a return to growth in household income and consumption no earlier than 2022. Phase II of this work will focus on longer-term economic and societal impacts, including health, alongside opportunities for a green recovery and more localised economic powers.

Proposal:

- Support local independent retailers to 'Go Digital' in order to continue trading and compete effectively in the longer-term;
- Provide focused support for independent retailers to sell via mainstream online retailers including Amazon Small Business, Etsy, eBay and others;
- Incentivise shoppers and footfall to return to the town (when safe and legal to do so), including exploring voucher/discount schemes;
- Provision of start-up support to encourage self-employment, entrepreneurialism and retraining schemes as viable routes to economic inclusion.

- 4.3.8 *Paragraph 4.2.2* highlights the particular impact on the tourism and leisure sector. Using the *Cambridge Model* of induced tourism spend, The impact of the cancellation of cultural/artistic/tourism provision in Great Yarmouth in 2020, alone, is projected to be around £11m, extending the economic impact far beyond those enterprises directly servicing the relatively fragmented tourism sector and its heavy reliance on a self-employed workforce.
- 4.3.9 Any erosion of actual cultural infrastructure could have long lasting impact on access to the arts, careers in the creative sectors and Great Yarmouth's position as leader in this sector and as a major contributor to tourism GVA.
- 4.3.10 There is a clear need to both a) ameliorate the immediate financial impact of the pandemic at the levels of both individual tourism/culture-focused enterprises and the local economy, and b) build longer-term capacity within relevant sectors to facilitate the adaptation to emerging tourism trends and visitor expectations – particularly catering for increased experiential and out-of-season visitor spend.
- 4.3.11 Overseas tourism – inbound and outbound – is unlikely to recover quickly, presenting an immediate opportunity to capitalise upon latent demand for day trips and overnight stays; attracting visitors outside of the main summer season is key to driving growth and productivity, as well as creating revenue in the entire value chain. This ambition is addressed within the new Culture, Tourism and Heritage Strategy. A progress summary is provided in *Annex 2* and, separately, in the complementary Economic Development Paper updating members on the Culture, Heritage and Tourism Strategy Delivery Plan progress.

Proposal:

- Continue to develop the 2021/22 Winter Programme of events;
- Prioritise support to the creative and cultural industries, particularly creative entrepreneurs.

5 BUSINESS SUPPORT AND NEXT STEPS FOR RECOVERY

- 5.1 *Annex 1* and *Annex 2* include reference to a number of adaptations to the delivery of business support and economic growth being explored or progressed in response to the ongoing pandemic and emerging local need. This section sets out options to further refine and extend business support reach and capacity in response to the analysis set out in *Section 4*.
- 5.2 In addition to a responsive service, effective signposting, outreach to – and active engagement with – local businesses is essential in the context of both the Pandemic and the end of the UK/EU transition period on 31 December 2020.

- 5.3 The Economic Growth function is primarily focused on providing direct businesses support, designing, delivering and managing systems distributing local business grants delegated to the Council under national schemes, such as the 2020 Discretionary Grant Scheme and the 2020/21 Additional Restrictions Grant (ARG) scheme. Targeted wrap-around support for businesses, including webinars and online surgeries, have taken place and will be developed further.
- 5.4 Analysis undertaken by officers indicates that – should uptake rates for ARG funding proceed as anticipated – there will be a residual budget of around £500K for wider business support, in line with the funding conditions conferred on the Council.
- 5.5 Options to further adapt and extend business support functions to address immediate and ongoing economic challenges are being explored, with options including:
- Digitalisation, diversification and e-commerce technical support for SMEs;
 - Sector specific support – in particular those in the creative industries, hospitality / visitor economy sector and energy businesses;
 - Support for businesses seeking specific advice, including skills and inclusive growth;
 - Support and facilities for local start-ups, entrepreneurs and the self-employed;
 - Voucher schemes to support independent foodservice enterprises and attractions;
 - Grant schemes to support high street businesses.
- 5.6 Other District and Borough Councils are also looking to develop their own *Wider Business Support* packages using the Additional Restrictions Grant to support recovery over the next year. Officers have commenced discussions on the alignment of schemes to provide coordination and consistency across Norfolk. Early discussions indicate that others are developing schemes similar to those presented in *Paragraph 5.5* and intend to provide additional resource to deliver the programmes.
- 5.7 Members are asked to comment on and/or recommend alternative options for officers to develop as scalable, responsive proposals – co-ordinating with other districts as appropriate – with oversight from the ARG Member Working Group.

6 STRATEGIC PROGRAMMES

6.1 Future High Streets Fund

- 6.1.1 A Treasury *Green Book*-compliant full business case (FBC) comprising a £49.3m suite of capital interventions – for which £19.9m Future High Streets Funding was sought – was submitted to MHCLG on 5 June 2020.
- 6.1.2 On 26 December 2020, MHCLG announced that 15 locations had been awarded full funding of between £9.6m and £25m each. Great Yarmouth was one of 57 locations awarded 69% of the funding that they had sought, amounting to £13,774,430. It's noted that some towns were unsuccessful in securing any FHSF funding.
- 6.1.3 The competitive phase of the process is, therefore, complete. MHCLG provided guidance and £5,000 additional funding to enable GYBC to re-engage consultants, Amion, and revise the FHSF 'ask' to a maximum of £13,774,430.

- 6.1.4 This exercise is a *Technical Update* to ensure headline *benefit:cost ratios* (a Government measure of the relative costs and benefits of a proposed project) aren't eroded by any revision, that there aren't material changes to deliverability, co-funding etc. It has signalled its intent to sign funding agreements as quickly as possible.
- 6.1.5 The Officers Working Group met with Amion on 11 January to review the programme within the funding that has been allocated and recommendations were presented to and approved by the Policy & Resources Committee on 25 January. That report provided sets out proposals to realise the overall ambition in line with the value of the funding award.
- 6.1.6 This revised programme structure will a) enable drawdown of the highest possible value of FHSF funding, b) maintain the headline *benefit:cost ratio* requirement, and c) focus on those projects that could be delivered at pace with the minimum co-dependencies. The proposals were submitted to MHCLG in early February, with a decision current expected by the end of March.

6.2 Town Deal

- 6.2.1 A stakeholder-led Town Investment Plan was submitted to BEIS on 11 December on behalf of the Town Board, which brings together elected members, strategic place leaders, investors and entrepreneurs, academics, and creatives. Their collective understanding of local strengths and challenges was underpinned by extensive and ongoing community and stakeholder engagement, captured four distinct priority themes:
- Theme 1: Growth, regeneration and business development
 - Theme 2: Skills and aspiration
 - Theme 3: Arts, culture and tourism
 - Theme 4: Connectivity and sustainability
- 6.2.2 Delivery groups assigned to each theme developed specific interventions to unlock and amplify inclusive economic growth through an options analysis process.
- 6.2.3 23 of the 28 individual capital projects identified in a *Readiness Checklist* submitted to BEIS in early 2020 were sufficiently well-developed to be scored using an agreed prioritisation framework. The 10 highest-scoring interventions were adopted by the Town Board as *Immediate Investment Priorities* – for each of which, Town Deal co-investment is sought.
- 6.2.4 Our ask is for £24,780,390 to leverage co-investment of over £36m and deliver a £61m programme of Immediate Investment Priorities.
- 6.2.5 The next 10 highest-scoring interventions were recorded as complementary *Wider Investment Ambitions* that will add value to – and derive value from – these interventions but for which no immediate Town Deal funding is sought. A number of complementary these initiatives are being progressed through the Future High Streets programme.
- 6.2.6 BEIS has advised that it will respond to the Town Investment Plan on or around budget announcements scheduled for 3 March with the issuing of draft heads of terms and an invitation to proceed to *Stage 2 Business Case Development* considered the most likely outcome.

7 FINANCIAL IMPLICATIONS

- 7.1 The Council has been allocated £2.8 million for support to businesses under the Additional Restrictions Grant programme. The vast proportion has been allocated to provide grants to eligible local businesses. The next step is to coordinate *Wider Business Support* proposals in line with other District and Borough Councils.
- 7.2 Using primary and secondary data collated by officers – and in discussion with other authorities – proposals are presented in *Section 5*. Whilst these schemes are eminently scalable, as presented they will cost around £500K, including a small provision for additional delivery support and impact monitoring.
- 7.3 Members are asked to comment on and/or recommend alternative options for officers to develop as scalable, responsive proposals with oversight from the ARG Member Working Group.

8 RISK IMPLICATIONS

- 8.1 The biggest risk at present is the impact of the Pandemic on the economy. Whilst this has affected the company as a whole, the impact in Great Yarmouth has been – and probably will be – amplified by the susceptibility of key employers and industries (e.g. the visitor economy).
- 8.2 Whilst officers and partners are working hard to deliver support for the economy in line with the objectives in the Council's *Pathway to Recovery* plan and the New Anglia Economic Recovery Plan, there is a risk that an already fragile economy will be further damaged by future *waves* and resulting restrictions to trade and impact upon public health, this could risk the success of the outcomes of the Economic Growth Strategy and Action Plan.

9 CONCLUSIONS

- 9.1 This Report presents to members and officers progress against the Economic Growth Strategy Delivery Plan and *Pathway to Recovery* plan since the preceding committee meeting on 26 October 2020.
- 9.2 It also outlines the adaptation of the Council's economic growth function to the current operating environment and sets out options to extend business support reach and capacity. Local and independent analyses of the economic impact of the Pandemic are also presented.

10 BACKGROUND PAPERS

- Annex 1: Economic Growth Strategy Delivery Plan
- Annex 2: Recovery Progress Report
- Annex 3: Council Grants Summary Report

Area for consideration	Comment
Monitoring Officer Consultation:	As part of the ELT process
Section 151 Officer Consultation:	Prior to the drafting of the paper, including discussions on the wider business support proposals.
Existing Council Policies:	Great Yarmouth's <i>Pathway to Recovery</i> normalisation and recovery plan Great Yarmouth Economic Growth Strategy

Financial Implications:	As outlined in the Report
Legal Implications (including human rights):	None
Risk Implications:	As identified in report
Equality Issues/EQIA:	None
Crime & Disorder:	None
Every Child Matters:	Not applicable










Economic Growth Strategy Delivery Plan

The Economic Growth Action Plan provides the operational framework against which the Corporate Plan theme of *a strong and growing economy* and its four Outcomes will be delivered:

1. To have secured new inward investment in the Borough, creating a vibrant economy and matching local skills provision with future job and career opportunities;
2. To support Great Yarmouth and Gorleston town centres are important community hubs and places where people choose to live as well as work, shop and undertake leisure activities;
3. Improved median wage levels in Great Yarmouth and increased the number of local people accessing better paid work;
4. A thriving visitor economy with an extended season beyond the peak summer period.

These Outcomes are broken down into Strategic Priorities in the Economic Growth Strategy and described in terms of challenges, strengths and opportunities.










The nature of the local economy continues to change, and we will be playing an active role in creating the right conditions for local businesses to thrive. The borough's offshore energy industries will continue to grow, and greater numbers of local people will benefit from a vibrant local job market with young people aspiring to access quality jobs. The tourism industry will continue to evolve, creating a year-round visitor economy which generates better-paid jobs in the hospitality sector and contributing to a quality environment. Our culture and heritage offer will be strong and unique, with enhancements made to signage, streetscapes and the setting of key buildings and locations.

Cross Cutting Themes									
	Local Procurement		Resilience & Recovery		Clean Growth		Skills		Visitor Economy
	Housing Heritage & Assets		Enterprise		Future High Streets		Town Deal		

Theme 1: To have secured new inward investment in the Borough, creating a vibrant economy and matching local skills provision with future job and career opportunities

Corporate Plan Strategic Priorities:

- To actively work with businesses to ensure that supply chain opportunities are maximised, and Great Yarmouth has strengthened its status as a hub for expertise in clean energy and decommissioning
- To attract new investment into the borough through the promotion of the port, expertise, and land availability with a focus on the opportunities in the offshore energy sector and nuclear sector
- Extend Beacon Business Park and encourage growth in the South Denes Enterprise Zone to support new businesses establishing themselves as well as attracting existing businesses to expand
- Support the completion of the Great Yarmouth Third River Crossing and continue to dual the A47

	Aim	Outcome	Progress	Cross Cutting Themes								
												
1.1	Deliver the Norfolk and Suffolk Offshore Wind Competitiveness Programme	<ul style="list-style-type: none"> • A coherent, coordinated and collectively-owned brand • Direct business support to the all energy supply chain • Inward investment 	<ul style="list-style-type: none"> • Exhibited at several 2020 trade shows in partnership with EEEGR, private sector and LEP • Production Bureau engaged and branding concept agreed by EEEZ stakeholder groups and All Energy Industry Council (AEIC) • Enveloping marketing and promotion strategy has been drafted and is being consulted on 	✓	✓	✓				✓		
1.2	Develop an offshore O&M Campus on South Denes	<ul style="list-style-type: none"> • O&M campus • Continued development of the South Denes and Great Yarmouth energy cluster as a centre of excellence • Direct inward investment by the offshore renewables sector 	<ul style="list-style-type: none"> • Engagement with key stakeholders ongoing • £6m was secured from the Getting Building Fund in Autumn 2020 • An application to the Norfolk Business Rates Pool for funding of £1m was submitted on 4 February 2020 		✓	✓	✓			✓		✓
1.3	Develop business conferencing and incubation facilities	<ul style="list-style-type: none"> • Creation of a flexible and collaborative workspace with wrap around support for small and early stage businesses within the offshore energy supply chain 	<ul style="list-style-type: none"> • Completion of Stage 1 Feasibility Report • £3.7m support for the Energy Incubator has been sought through a Town Deal, with a combined O&M Campus and 	✓		✓	✓		✓	✓		✓

			Incubator included as one of ten Immediate Priority Investments										
1.4	Extend the Beacon Park Enterprise Zone	<ul style="list-style-type: none"> Inward investment and construction projects unlocked. Uplift in Business Rates revenue retention to match-fund future projects and programmes 	<ul style="list-style-type: none"> Ongoing discussions with the LEP / seeking funding Included as one of ten <i>Wider Investment Ambitions</i> in the wider Town Deal narrative and Town Investment Plan Allocated in the Local Plan Part 2 with examination starting in March 2021 and ending in April 2021 		✓		✓		✓	✓			
1.5	Southern Terminal Expansion programme	<ul style="list-style-type: none"> Increased trade being undertaken via the port Develop South Denes as a centre of excellence Improved / strengthened flood defences development of a centre of excellence for shallow water decommissioning 	<ul style="list-style-type: none"> Masterplan and feasibility report being completed by WSP and engagement with stakeholders A five-year £40m flood defence scheme is being delivered by the Environment Agency along the River Yare with ongoing discussions with the Environment Agency on future phases; <i>Epoch 3</i> The region's only freeport bid – <i>Freeport East</i>, comprising Felixstowe and Harwich – was submitted in January 2021 	✓		✓			✓	✓			✓
1.6	Provide businesses support, guidance and profile exposure via the Enterprise GY service	<ul style="list-style-type: none"> Evidence base and intelligence (Borough Profile) More economically-viable start-up businesses Improved business survival rate Maximised business funding take-up Increased support and profile of local home-grown businesses 	<ul style="list-style-type: none"> Current focus has been on supporting the delivery of Great Yarmouth's Pathway to Recovery normalisation and recovery plan and – in particular – the design and implement systems and oversight of delegated grant schemes; between 24 March 2020 and 2 February 2021, 9,738 grant awards were made to local enterprises, totalling £44,796,958 	✓	✓	✓	✓	✓		✓			
1.7	Working in partnership to develop improve road physical connectivity and enhanced gateways to the Town	<ul style="list-style-type: none"> Dualled Acle Straight / A47 Improvement to Vauxhall, Garton and Harfreys roundabouts Great Yarmouth Third River Crossing Improvements in physical connectivity 	<ul style="list-style-type: none"> A47 Alliance has made the dualling of the Acle Straight a top priority Vauxhall roundabout improvements are being progressed Work on the Third River Crossing has commenced with completion expected in early 2023 A £150K programme of physical improvements to the rail station has been 	✓	✓			✓	✓	✓	✓	✓	✓

			set out as an <i>Immediate Investment Priority</i> in the Town Investment Plan <ul style="list-style-type: none"> A Local Cycling and Walking Infrastructure Plan (LCWIP) has been produced, with two improved pedestrian/cycle thoroughfares proposed in the Town Investment Plan 										
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Theme 2: GY and Gorleston are important community hubs and places where people choose to live as well as work, shop and undertake leisure activities

Corporate Plan Strategic priorities:

- Shape our town centres to make them places where people will choose to visit, shop, socialise and live
- Continue to assemble land along North Quay for regeneration purposes to deliver an improved gateway to the town through appropriate re-development
- To transform The Conge as the key linkage between the railway station and town centre by delivering a mix of new residential and employment opportunities as well as improving the physical environment
- Convert greater numbers of planning permissions into developed out sites

	Aim	Outcome	Progress	Cross Cutting Themes									
													
2.1	Deliver the Marketplace redevelopment as a key project within the Future High Street Fund Programme	<ul style="list-style-type: none"> Redevelopment of the historic Market Place Improved footfall and pedestrian permeability 	<ul style="list-style-type: none"> Planning consent granted for the Market Place redevelopment in September 2020 Market Place reconfiguration and improvements to the covered market are key part of the Council's successful £13.7m Future High Streets Fund submission A £2.4m green mobility programme (enhancement of Seafront to Town Centre connectivity) has been set out as an <i>Immediate Investment Priority</i> in the Town Investment Plan 	✓	✓			✓	✓	✓	✓	✓	










2.2	Develop and deliver a mixed use (residential and commercial) scheme on the Conge	<ul style="list-style-type: none"> • Enhancement of The Conge as a gateway to the Town • Increased residential density and demand for goods/services within the Town Centre. • Gateway for the Great Yarmouth Town Centre established as important community hub 	<ul style="list-style-type: none"> • Successful funding bid to the Norfolk Pooled Business Rates fund to further develop the scheme. • Detailed plans have been submitted for a new residential quarter on this edge-of-centre location • P&R Committee has agreed to focus Future High Streets funding on more oven-ready projects • Progress has been made in seeking a Strategic Development Partner and new funding/co-investment 						✓		✓	✓
2.3	Complete strategic regeneration of Hall Quay and North Quay	<ul style="list-style-type: none"> • Enhancement of North Quay as a gateway to the Town. • Enhancement of Hall Quay. • Reduction in local vacancy rates in buildings 	<ul style="list-style-type: none"> • Local funding committed for North Quay strategic regeneration, including land assembly and ongoing engagement with key stakeholders • The North Quay Supplementary Planning Document was adopted in July 2020 • North Quay has been included as one of ten <i>Wider Investment Ambitions</i> in the wider Town Deal narrative and Town Investment Plan • Hall Quay Supplementary Planning Document has been adopted 					✓	✓			✓
2.4	Deliver a successful Heritage Action Zone programme of investment	<ul style="list-style-type: none"> • Enhancing environmental quality Town Centre for all residents and visitors. • Safeguarding of local historical and heritage assets • Consolidation of sense-of-place. 	<ul style="list-style-type: none"> • Shopfronts improvement delegated grants scheme and restoration of: Town Wall; St. Nicholas School railings, Market Rows; No.6 Market Place. The £50K grants scheme was launched alongside other restoration projects in late 2020. • Market Place landscaping/planting has been included in interventions within the successful High Streets Heritage Action Zones programme • Project posts have been filled and the project is underway 	✓			✓	✓	✓			

2.5	Revolutionise town centre digital connectivity with the provision of a digital infrastructure to improve visitor experience and business connectivity	<ul style="list-style-type: none"> • Electric Vehicle charging points (EVCPs) • Tourism apps • Cashless parking • Digital payments • 4G / 5G provision • E-Scooter 	<ul style="list-style-type: none"> • Maximum funding of £67,220 was awarded by an Office for Low Emission Vehicles funding scheme on 29 January 2020, covering new EVCPs (in Greyfriars, Market Place, Beach Coach Station, Euston Road and St. Nicholas Car Parks). • A future funding application will cover King Street Car Park, Gorleston High Street Car Park and the redeveloped leisure centre car park on the Marina Centre site. • A technology partner for WiFi and geo-sensors has been procured with testing scheduled • A £190K programme (smart deployment of enhanced digital and connectivity infrastructure) has been set out as an Immediate Priority Investment in the Town Investment Plan • The Council has been successful in securing a Government e-scooter trial in the Town Centre, linking up key attractions and transport hubs 	✓	✓		✓	✓	✓	✓	✓	✓
2.6	Unlock inward investment and commercial growth opportunities	<ul style="list-style-type: none"> • Expansion of existing businesses • Facilitation and attraction of new businesses from inward investment enquiries • Increased commercial planning applications 	<ul style="list-style-type: none"> • £702,676 growth-focused LEP funding was awarded to GY businesses between April and December 2020, most of which has been claimed, realising £1,884,983 private sector co-investment • Officer facilitation of inward investment prospects is ongoing. Recent examples include a) a logistics company expanding into the borough from an existing base in Norwich, creating 12 new jobs and investing around £2.1m, and b) a manufacturer in the energy sector, creating 9 new jobs and investing £538K 	✓	✓	✓		✓	✓	✓		

Theme 3: Improved median wage levels in Great Yarmouth and increased the number of local people accessing better paid work

Corporate Plan Strategic priorities:










- To work with colleges and schools to match future business opportunities with the appropriate skills provision and to actively promote initiatives which facilitate and encourage social mobility
- To explore opportunities with the Higher Education sector to have a greater presence and influence within Great Yarmouth

	Aim	Outcome	Progress	Cross Cutting Themes								
												
3.1	Develop a strategic approach to improving skills and provide careers pathways	<ul style="list-style-type: none"> • Improved employment opportunities for residents. • Diversification and increased resilience of the local economy. • Improved median wage levels in Great Yarmouth • Increased number of local people accessing better-paid work. 	<ul style="list-style-type: none"> • Partnership work is ongoing to deliver on social mobility and meeting the current and projected needs of both key employers and local residents as part of the wider development of a Borough-level Inclusive Growth Strategy 		✓	✓	✓		✓	✓	✓	
3.2	Explore opportunities with partners to establish a greater HE presence within the Borough	<ul style="list-style-type: none"> • Secure long-term higher skills development that raises aspiration and increases opportunities • increased resilience of the local economy. • retain and attract younger and higher skilled people to work and live in the Borough. • A vibrant local job market 	<ul style="list-style-type: none"> • £7.5m Town Deal funding is currently being sought to establish a new Great Yarmouth University Learning Centre (GYULC) in the Town Centre, working with the UEA, East Coast College, the University of Suffolk and Norfolk County Council 	✓	✓	✓	✓			✓		✓

Theme 4: A thriving visitor economy with an extended season beyond the summer period

Corporate Plan Strategic priorities:

- To strengthen our tourism and culture offer to provide greater year-round attractions and a more integrated visitor experience
- To continue to develop our heritage offer through the promotion and development of our own assets across the borough

	Aim	Outcome	Progress	Cross Cutting Themes								
												
4.1	Replace the existing Marina Centre with a high-quality water and leisure attraction	<ul style="list-style-type: none"> • Improved health, wellbeing and increased physical activity by the Boroughs residents. • Further regeneration of the seafront unlocked. • A thriving visitor economy with an extended season beyond the peak summer period. 	<ul style="list-style-type: none"> • Successful applications to the Norfolk Business Rates Pool (BRP), the Accelerated Capital Projects Fund and Sport England • Demolition and clearance are completed and foundation/piling work is underway, in advance of superstructure/steels installation 	✓				✓	✓			
4.2	Restore and repurpose the Winter Gardens	<ul style="list-style-type: none"> • Heritage asset restored • Sustainable business developed • Further regeneration of the seafront unlocked. • Growth in the evening economy. • Expanded year-round tourism and cultural offer. 	<ul style="list-style-type: none"> • Successful application to the Norfolk Business Rates Pool (BRP) • Successfully applied for the NLHF Heritage Horizons Programme and is one of eleven shortlisted projects, with the full application due to be submitted in mid-February 2021 • Ongoing dialogue with commercial preferred operator 	✓		✓	✓	✓	✓	✓		✓
4.3	Provide a cultural heritage centre in the Town Centre	<ul style="list-style-type: none"> • Vibrant Town Centre • Great Yarmouth Town Centre established as important community hub 	<ul style="list-style-type: none"> • GYPT has purchased 14 King Street, • GYPT undertaken fully measured survey • Plans now in development for conversion and sustainable reuse, • No. 14 has reached RIBA Stage 3 						✓		✓	

		<ul style="list-style-type: none"> • A thriving visitor economy with an extended season • Enhanced cultural place-making, • Growth in the evening economy 	<ul style="list-style-type: none"> • The project is a key part of the Council’s successful £13.7m Future High Streets Fund submission 											
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Acronym List	
GYBC – Great Yarmouth Borough Council	LEP - Local Enterprise Partnership
GYTABIA - Great Yarmouth Tourism & Business Improvement Area	VEE – Visit East of England
GYTCP – Great Yarmouth Town Centre Partnership	BR- Business Rates
GYPT - Great Yarmouth Preservation Trust	SE – Sport England
NCC – Norfolk County Council	FGP – Freshly Greated Project funded by Creative People and Places

Recovery Progress Report, 10 February 2021

New Anglia LEP's *Covid-19 Economic Recovery Restart Plan* and Great Yarmouth's *Pathway to Recovery* normalisation and recovery plan both provide an operational framework for Coronavirus response and recovery. Four themes are set out under the *economy* theme of the Great Yarmouth document, progress against each of which is set out under the relevant heading from that document.

1. Business support: assembling intelligence and analysis on the Pandemic's impact; maximising local uptake of the grants, reliefs and support available; providing business support/advice; building Council capacity through new funding opportunities

Assembling intelligence and analysis on the Pandemic's impact	RESPOND	→	ADAPT	→	INNOVATE
GYBC led local business impact surveying between April and June 2020 on behalf of the Borough, South Norfolk and Broadland. Since mid-January 2021, it has led surveying on behalf of all the Norfolk districts with the exception of Breckland in order to provide primary, local evidence. Headline analyses are shared with other Councils and the LEP.	●		●		
Officers are collating/integrating contemporary LEP-level and national intelligence, to assess the current/projected impact of the Pandemic in order to inform policy and decision-making. Officers continue to share intelligence with other key partners, including from the LEP and central government to align best practice.	●		●		
Maximising local uptake of the grants, reliefs and support available	RESPOND	→	ADAPT	→	INNOVATE
Officers continue to design and implement systems and oversight to receive, manage and locally-administer national government business grant funding, providing underwriting, due diligence and eligibility checks. Between 24 March 2020 and 2 February 2021, 9,738 grant awards were made to local enterprises, totalling £44,796,958.	●		●		
Officers prioritise and engage local enterprises (by sector, operational sensitivity, supply chain, proximity of workers etc.) to support with workplace Lateral Flow Testing in support of business continuity/resilience.			●		
Officers are actively supporting businesses to apply for the LEP's grant schemes, including the Business Resilience & Recovery Scheme and the Visitor Economy and Wider Economy Grant Scheme. Total LEP funding of £702,676 was awarded to GY businesses between April and December 2020, with £1,884,983 private sector co-investment realised.			●		●
Providing business support/advice	RESPOND	→	ADAPT	→	INNOVATE
Enterprise support is being delivered through both EnterpriseGY and the New Anglia Growth Hub, which is the Government-backed <i>one-stop</i> portal for businesses. Call handling is undertaken by both the Growth Hub and by Council officers. 9,000+ calls have been made by officers to actively seek out eligible businesses that hadn't claimed support.	●				
There is ongoing collation, syndication and dissemination of information, updates and news through the website social media channels, regular e-shots and Council Comms channels to reinforce official Coronavirus messaging, signpost to internal and third party events and resources, provide links to local job opportunities etc.	●				●
Officers are programming regular virtual business networking/workshop sessions – including <i>Coastal Connect</i> – in partnership, wherever appropriate, including the launch of the East Coast Manufacturing Group, in partnership with East Suffolk Council and New Anglia Advanced Manufacturing & Engineering (NAAME).			●		●
Officers are currently developing/curating resources to promote and enable self-employment as a route to economic inclusion which will soon become a gap in provision due to the winding down of the New Anglia Growth Programme, whose current EU-funding concludes in 2020.			●		●
Officers actively promoting the <i>New Enterprise Allowance</i> (NEA) scheme to help unemployed people start their own business through mentoring and financial support to smooth the transition from welfare to self-employment			●		●
Officers now undertake a 'Key Account Management' approach, providing direct enterprise outreach and establishing an ongoing dialogue with priority local businesses, providing a local sounding board for the Council, utilising a range of appropriate formats such as regular e-shots to enterprises on a cleansed CRM database.					●
Promotion of the new <i>Norfolk Knowledge Hub</i> , which has recently been established by Norfolk Chambers of Commerce and Norfolk County Council as a free-to-view online business support and learning space to support local businesses recover and thrive.					●

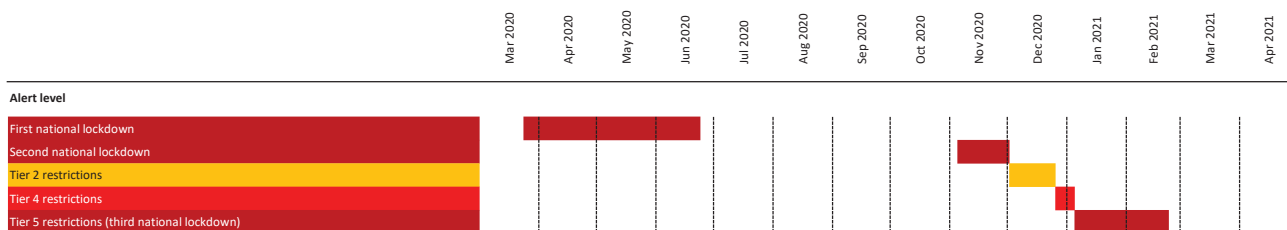
Officers streamlining business support and economic development webpages to curate a library of practical business growth and recovery webinars, clinics/workshops, tools and other one-to-one and one-to-many learning assets.			●
Officers will be actively promoting the new <i>CHANCES</i> programme, which will work with economically-inactive cohorts to move them closer to or into the labour market, increasing the pool of local talent from which businesses can recruit and increasing the skills, knowledge and capability of individual residents.			●
Building Council capacity through new funding opportunities	RESPOND →	ADAPT →	INNOVATE
Officers now integrating the former Economic Growth Reference Group, comprising economic growth stakeholders/partners, into the Growth and Regen subgroup of the established and formally-constituted Town Board, nominal <i>owner</i> of the Town Investment Plan submitted to Government in support of a Town Deal.		●	
EnterpriseGY continues to provide virtual local business support and facilitation, although current staff capacity is largely directed at the processing of local delegated grant applications.		●	●
Delivery of a BEIS pilot funding programme that will monitor the effectiveness of regulatory and business advice, therefore improving the provision of business advice to improve compliance and a reduced need for enforcement.			
Opportunities for wider business support capacity building through the Council's new Additional Restrictions Grant (ARG) allocation are currently being explored in line with other District and Borough Councils.		●	●
Inward Investment is developing an Inward Investment Plan - in order to provide a more seamless enquiry and processing front-end with active key-account-management, identifying and promoting the Boroughs key assets including land and building vacancies, development of a bespoke introductions service, integration with other 'soft landing' incentives and enquiry tracking.			●
2. Sector support: promotion of the Borough and local capabilities to support recovery in different scenarios; supporting the transition to a year-round visitor economy through the Culture, Tourism and Heritage Strategy; Supporting an 'all energy' recovery, including delivery of an Operations & Maintenance Campus and Energy Incubator			
Promotion of the Borough and local capabilities to support recovery in different scenarios	RESPOND →	ADAPT →	INNOVATE
The Council-led Offshore Renewables Competitive Positioning Programme is working alongside the All Energy Industry Council (AEIC) to develop/deploy coherent, coordinated and collectively-owned branding to maximise our visibility to Government/investors and enable it to compete effectively in national/international markets.		●	●
Supporting the transition to a year-round visitor economy through the Culture, Tourism and Heritage Strategy	RESPOND →	ADAPT →	INNOVATE
Funding secured through Towns Fund <i>accelerated projects</i> provisions to provide the equipment required to deliver a coordinated Winter Programme of cultural interventions that responds directly to the Coronavirus challenge to animate the seafront, town and wider borough.	●	●	●
Officers are reviewing the Economic Growth Action Plan on an ongoing basis to ensure sector-specific plans link to those that have been launched as part of wider recovery work – for example, the Visit East of England (VEE) and Visit Norfolk strategies for the Tourism Sector, with a Covid-19 Tourism group, coordinated by VEE and the LEP.	●	●	
A number of initiatives are underway under the Culture, Tourism and Heritage Strategy to reflect and anticipate consumer trends and cater to new market segments in order to a) capitalise economically upon out-of-season, year-round and experiential vacationing and b) improve the local 'offer' to visitors and current/future residents.		●	●
A bid has been submitted to the EXPERIENCE programme to selectively upgrade and animate borough walking trails to enable safe, year-round access to underutilised areas, challenging preconceptions about the Town and reinforcing both the coastal environment and its status as natural gateway to the Broads National Park.		●	●
A full National Heritage Lottery Fund application for co-investment in the restoration of the Winter Gardens – a key, year-round seafront attraction that will cater to new markets – is due to be submitted in mid-February 2021 and there is ongoing dialogue with commercial preferred operator.		●	●
Demolition and clearance of the former Marina Centre are complete and foundation/piling work is underway, in advance of superstructure/steels installation. Construction milestones are being delivered, with capital works continuing during lockdowns.		●	

Supporting an 'all energy' recovery, including delivery of an Operations & Maintenance Campus and Energy Incubator	RESPOND	→	ADAPT	→	INNOVATE
£6m was secured from the Getting Building Fund in Autumn 2020 to progress the Operations & Maintenance (O&M) Campus project in partnership with Norfolk County Council. An application to the Norfolk Business Rates Pool for funding of £1m was submitted on 4 February 2020;			●		●
The Council and Norfolk County Council submitted co-ordinated responses to the Freeports consultation. The region's only freeport bid – Freeport East, comprising Felixstowe and Harwich – was submitted in January 2021 with the endorsement of New Anglia LEP.			●		
£3.7m support for the Energy Incubator has been sought through a Town Deal, via the Town Investment Plan submitted in December 2020. Officers are ensuring that all strategic activity directly supports New Anglia's Covid-19 Economic Recovery Restart Plan and emerging All Energy Industry Council Recovery Plan.			●		●
3. Employment and skills: progressing work to deliver on social mobility and meet the current and projected needs of employers and residents					
Developing local skills infrastructure	RESPOND	→	ADAPT	→	INNOVATE
Town Deal funding is currently being sought to establish a new Great Yarmouth University Learning Centre (GYULC) in the Town Centre, implementing an MoU recently agreed by GYBC, the UEA, East Coast College, the University of Suffolk and Norfolk County Council.			●		●
Strategic social and economic mobility	RESPOND	→	ADAPT	→	INNOVATE
Enterprise GY continues to work in active partnership with the DWP / Job Centre Plus and the LEP to publicise and promote job, apprenticeship, agency and placement opportunities around the borough, including critical roles in logistics, healthcare and the food/drink supply chain.	●				
The Council is a formal participant in the Kickstart programme, brokering high quality six-month work placements for people aged 16-24 deemed at risk of long-term unemployment due to the Pandemic. The scheme launched here on 22 December 2020. Kickstart has reported that 63 local placements have been offered with 26 businesses.	●				
Ways of maximising local access to and uptake of a number of other locally-available schemes are also being explored with partners, including Norfolk County Council's new <i>Employer Training Incentive Programme</i> , which will support additional training by employers to enhance productivity, efficiency or vocational effectiveness.			●		
Partnership work is ongoing to deliver on social mobility and meeting the current and projected needs of both key employers and local residents as part of the wider development of a Borough-level Inclusive Growth Strategy, recognising that Borough and LEP recovery strategies make explicit reference to skills and reskilling.			●		●
4. Reopening the high streets: fostering safe, resilient, accessible and sustainable retail environments					
Fostering safe and accessible high streets and commercial centres	RESPOND	→	ADAPT	→	INNOVATE
Where business closure/opening protocols have not been followed, enforcement protocols have been put in place and, where necessary, prohibition notices issued by Council officers, working alongside other agencies.	●				
There is ongoing work with the Town Centre and Tourism BIDs, local business representatives (such as the Chambers of Commerce, Federation of Small Businesses and traders associations) to implement and reinforce safe (re)opening guidance.	●				
A range of measures including ERDF-funded street signage, planters and public realm adaptation schemes have been introduced to embed social distancing and safe pedestrian flow in high streets and enable foodservice businesses to increase trading opportunities. Measures are adjusted as legislation changes or new opportunities arise.	●		●		
The Council has been awarded BEIS funding to capture case studies and best practice on the dissemination of Coronavirus messaging for businesses through local authorities, the LEP and other key stakeholders and a three month-post has been contracted to undertake this work.			●		●
Fostering resilient and sustainable high streets and commercial centres	RESPOND	→	ADAPT	→	INNOVATE
All strategic capital programmes are being challenged against a) the current and projected impact of the Coronavirus pandemic, including deliverability, co-financing and likely short- and longer-term structural changes in the economy, comprising interconnected programmes to accelerate the improvements in local social and economic health.	●				

The Council is exploring options to buy into Norfolk County Council's new <i>GoDigital</i> programme to guarantee places for local businesses using funds allocated through its Additional Restrictions Grant (ARG) allocation.	●	●	
Increased digitalisation and the migration of retail and other services online will enable more high street and independent businesses to continue to trade and gear up for recovery. A £190K programme of enhanced digital and connectivity infrastructure) has been set out as an Immediate Priority Investment in the Town Investment Plan.	●	●	●
A Local Cycling and Walking Infrastructure Plan (LCWIP) has been produced, with two improved pedestrian/cycle thoroughfares proposed in the Town Investment Plan to change perceptions to establish and reinforce safer new travel <i>behaviour</i> patterns.		●	
Both the Future High Street and Town Deal programmes embed digitalisation and other interventions designed to reimagine, recalibrate and future-proof the Town Centre by fostering and supporting the conditions for lively, vibrant and inclusive confluence of enterprises, communities and social/cultural activity.		●	●
The Council has been successful in securing a Government e-scooter trial in the Town Centre, linking up key attractions and transport hubs, and a £2.4m green mobility programme (enhancement of Seafront to Town Centre connectivity) has been set out as an Immediate Priority Investment in the Town Investment Plan.		●	●

Great Yarmouth Borough Council Grant Schemes

Summary Report, 22 February 2021



Grant scheme	Payments made	No. beneficiaries	
SBGF	£1,904,000	1,904	
RHLF	£31,570,000	2,821	
DGS	£1,710,000	201	
ARG I	Totals rolled into row, below		
ARG II	£292,685	227	
ARG III	£162,000	55	
LRSF (Open)	£259,496	334	
LRSF (Closed)	£1,685,966	1,137	
LRSF (Closed) addendum I: Tier 2	£44,587	35	
LRSF (Closed) addendum II: Tier 4	£538,178	1,013	
LRSF (Closed) addendum III	£2,245,332	1,006	
LRSF (Sector)	£5,714	2	
CBLP	£4,489,000	1,006	
CSP	£52,000	52	

TOTALS £44,958,958 9,793

Grant scheme details	Who is eligible	Amount of grant available
SBGF (This scheme closed on 30 September 2020)		
Small Business Grant Fund	Small businesses that are experiencing financial hardship, as a result of the pandemic.	A one-off grant of £10,000
RHLF (This scheme closed on 30 September 2020)		
Retail, Hospitality and Leisure Fund	Supporting ongoing business costs for businesses in the retail, hospitality and leisure sectors.	A cash grant of up to £25,000 per property (with a rateable value of over £15,000 and less than £51,000)
DGS (This scheme closed on 30 September 2020)		
Discretionary Grant Scheme (Great Yarmouth)	Support for businesses that have ongoing fixed property overheads that were trading on 11 March 2020 and able to provide evidence of a significant fall in income as a result of the pandemic.	Grants of either £2,000, £5,000 or £10,000, with one grant award per business.
ARG I (This scheme closed on 18 January 2021)		
Additional Restrictions Grant	Two categories of business not eligible for LRSF. Category 1: businesses that had to close and do not pay Business Rates Category 2: businesses that remained open and trading but suffered drop in turnover of more than 25% compared to same period in the previous year	Category 1: fixed premises costs of <£1,500/month - £500 fixed premises costs of >£1,500/month - £1,500 Category 2: Rateable Value of £15,000 or under - £667 Rateable Value of £15,001 to £50,999 - £1,000 Rateable Value of £51,000 or over - £1,500
ARG II (This scheme closed on 18 January 2021)		
Additional Restrictions Grant top-up	ARG top-up for specific types of businesses that have received LRSF or ARG support that can provide evidence of a loss of trade as a result of the pandemic: pubs, restaurants, café, hotels, B&Bs and their supply chains.	Non-business-rated - £667 Rateable Value of £15,000 or under - £667 Rateable Value of £15,001 to £50,999 - £1,000 Rateable Value of £51,000 or over - £1,500
ARG III (This scheme is open and ongoing)		
Additional Restrictions Grant top-up	Three eligible categories. Category 1A: non-rated business properties told to close Category 1B: rated and non-rated business properties not told to close that supply the hospitality sector Category 1C: businesses that operate from home Category 1D: hospitality top-up for those qualifying for Category 1A, January LRSF scheme or CBLP	Category 1A - £4,000 Category 1B - £2,000 (non-rated) or £4,000 (rated) Category 1C - £2,000 Category 1D - £2,000 (non-rated) or £4,000 (rated)
LRSF (Open) (This scheme closed on 25 December 2020)		
Local Restrictions Support Grant (open businesses)	Businesses that are allowed to remain open such as those in hospitality and leisure who have been severely impacted by local restrictions, e.g. hospitality, hotel, B&Bs, leisure businesses.	Businesses with Rateable Value of: £15,000 or under - £800.57 £15,001 to £50,999 - £1,200 £51,000 or over - £1,500
LRSF (Closed) (This scheme closed on 1 December 2020)		
Local Restrictions Support Grant (closed businesses)	Businesses that are required to close, e.g. non-essential retail, hospitality venues, accommodation, personal care facilities, entertainment and tourism venues, indoor and outdoor leisure facilities, community facilities.	Businesses with Rateable Value of: £15,000 or under - £1,334 £15,001 to £50,999 - £2,000 £51,000 or over - £3,000

OPEN

LRS (Closed) addendum I: Tier 2 (This scheme closed on 25 December 2020)		
Local Restrictions Support Grant (closed businesses)	LRS top-up for businesses that are required to close as part of Tier 2 restrictions, e.g. public houses, bars or other business that serve alcohol but not table meals.	Businesses with Rateable Value of: £15,000 or under - £667 £15,001 to £50,999 - £1,000 £51,000 or over - £1,500
Grant scheme details	Grant eligibility	Grant details
LRS (Closed) addendum II: Tier 4 (This scheme closed on 4 January 2021)		
Local Restrictions Support Grant (closed businesses)	LRS top-up for businesses that are required to close as part of Tier 4 restrictions, e.g. non-essential retail, hospitality venues, accommodation, personal care facilities, entertainment and tourism venues, indoor and outdoor leisure facilities, community facilities.	Businesses with Rateable Value of: £15,000 or under - £667 £15,001 to £50,999 - £1,000 £51,000 or over - £1,500
LRS (Closed) addendum III (This scheme is open and ongoing)		
Local Restrictions Support Grant (closed businesses)	LRS top-up for businesses that are mandated to close, e.g. non-essential retail, hospitality venues, accommodation, personal care facilities, entertainment and tourism venues, indoor and outdoor leisure facilities, community facilities.	Businesses with Rateable Value of: £15,000 or under - £2001 £15,001 to £50,999 - £3000 £51,000 or over - £4500
LRS (Sector) (This scheme closed on 4 November 2020)		
Local Restrictions Support Grant (specific business sectors)	Businesses that have not been able to reopen since national restrictions were imposed in March 2020, e.g. nightclubs, dance halls, discotheques, sexual entertainment venues and hostess bars.	Businesses with Rateable Value of: £15,000 or under - £667 £15,001 to £50,999 - £1,000 £51,000 or over - £1,500
CBLP (This scheme is open and ongoing)		
Closed Business Lockdown Payment	Businesses that are required to close, e.g. non-essential retail, hospitality venues, accommodation, personal care facilities, entertainment and tourism venues, indoor and outdoor leisure facilities, community facilities.	Businesses with Rateable Value of: £15,000 or under - £4,000 £15,001 to £50,999 - £6,000 £51,000 or over - £9,000
CSP (This scheme closed on 31 January 2021)		
Christmas Support Payment	Wet-led public houses, i.e. those that derive under 50% of their income from food sales.	A one-off grant of £1,000