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Subject: Economic Growth Strategy and Action Plan Update Report

Report to: Executive Leadership Team, 7 September 2022
Economic Development Committee, 19 September 2022

Report by: Victoria Mallender, Economic Growth Manager
Simon Best, Regeneration and Funding Manager

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 report to the Committee on 31 January. Highlights relating to the continued adaptation and expansion of enterprise support are presented in the narrative of the Report, with a comprehensive update in the attached *Annexes*.

Members are asked to:

- 1) Review and comment upon the appended Economic Growth Strategy Delivery Plan update and Recovery Progress Report.
- 2) Members are asked to consider the recommendation to cease reporting against New Anglia LEP's Covid-19 Economic Recovery Restart Plan and Great Yarmouth's Pathway to Recovery normalisation and recovery plan, with relevant items integrated into the main Economic Growth Strategy Delivery Plan in future (please refer to *Paragraphs 1.6-1.7*)

1 BACKGROUND AND CONTEXT

- 1.1 This report summarises implementation of and progress against the Delivery Plan for the Economic Growth Strategy (set out in *Annex A*). The Delivery Plan and content of this report also include reference to and descriptions of a number of ongoing adaptations and extensions to the delivery of business support and economic growth in response to the emerging local need and demand. The Economic Growth Strategy and strategic priorities set out in the Corporate Plan, themselves, remain unchanged.
- 1.2 The Council has recently sought and secured additional support through the LGA *Economic Growth Advisers Programme*, which has previously benefited Hartlepool Borough Council (working on a strategy to develop/grow local creative industries), Burnley Borough Council (improving Burnley's digital connectivity) and West Lindsey District Council (working on a Visitor Economy Strategy).
- 1.3 In close collaboration with officers, the LGA has competitively awarded a £14,000 contract to Cambridge Econometrics to undertake an independent review of the current Economic Growth Strategy to ensure that it remains fit for purpose and reflects structural changes to the local economy conferred by the Pandemic, Brexit and wider economic challenges – making recommendations that integrate best practice no later than the end of March 2023.

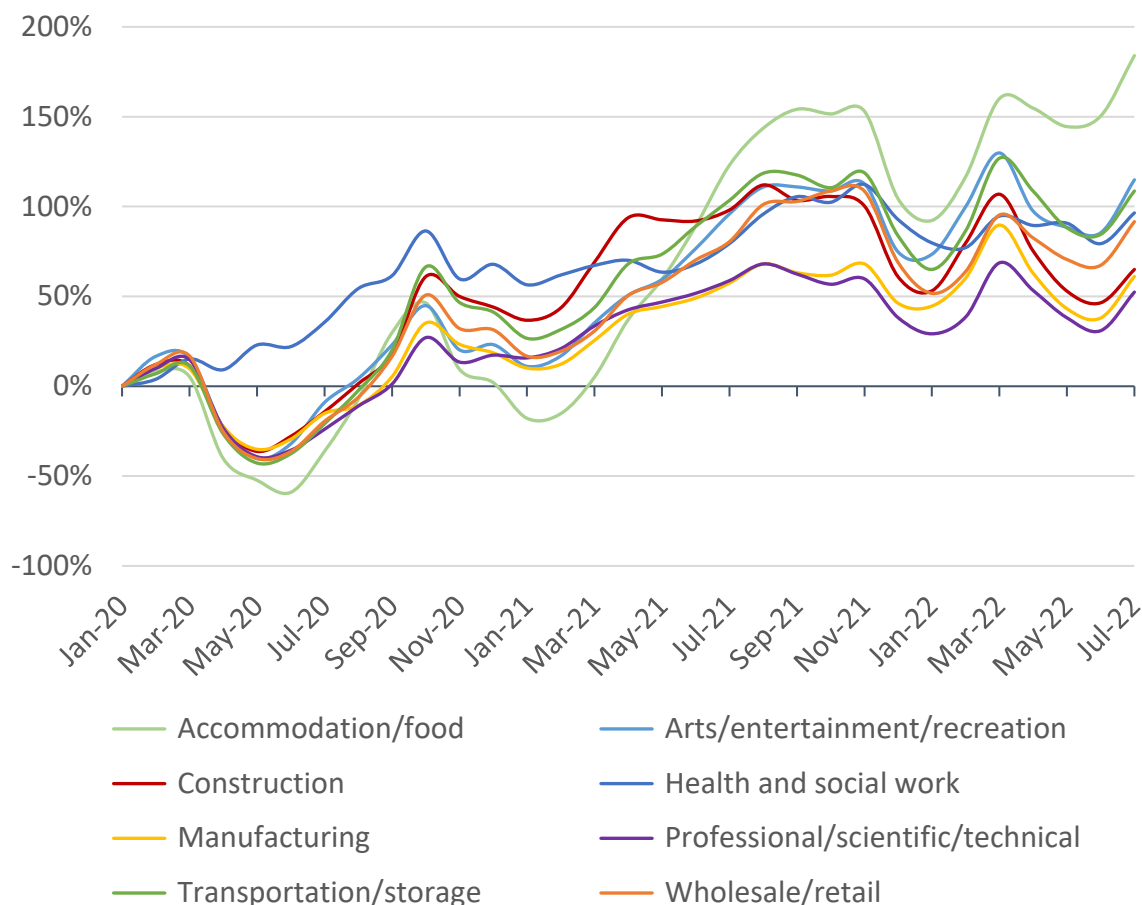
- 1.4 Responsibility for the distribution of a number of local business grants/reliefs delegated to the Council since the first national lockdown March 2020 is now complete, with a total of £64,472,097 distributed to local beneficiaries. Officers are continuing to liaise with the Government to provide additional information, financial reconciliations and certain due diligence information. An overview of Council-administered schemes is presented in *Annex B*.
- 1.5 *Section 2* sets out a summary of current Council-delivered business support, including an overview of the new UK Shared Prosperity Fund Investment Plan. *Section 3* provides a summary of the current position in respect of the strategic Future High Streets and Town Deal programmes and a Levelling Up Fund application submitted on 2 August.
- 1.6 New Anglia LEP's *Covid-19 Economic Recovery Restart Plan* and Great Yarmouth's *Pathway to Recovery* normalisation and recovery plan provided an operational framework for Coronavirus response and recovery. A summary of the implementation of these is presented in the Recovery Progress Report in *Annex C*.
- 1.7 Many of these actions are no longer relevant or have been superseded. It is recommended that officers cease reporting against these plans and, instead, integrate relevant ongoing items into the main Economic Growth Strategy Delivery Plan for reporting to the Economic Development Committee.

2 BUSINESS SUPPORT

2.1 Economic Reference Group

- 2.1.1 The Economic Reference Group continues to meet regularly. Meetings are structured to inform and influence the formulation, strategic decision making and delivery of policy in respect of the local economy. Participants share intelligence, data and insights that contribute to a better and/or more complete collective understanding of opportunities and challenges, gaps in business support provision and barriers to sustainable growth and provide and receive updates on activity, projects and interventions that relate to the local economy.
- 2.1.2 The most recent meeting took place on 19 July 2022. There is ongoing anecdotal evidence of skilled labour supply issues, with specific industries – such as taxi companies and haulage – reporting problems filling vacancies in line with the wider national picture. Local businesses continue to struggle to fill vacancies all skill levels, Advisors are working closely with these businesses to identify potential solutions, including staff development, onsite training, apprenticeship schemes and outsourcing.
- 2.1.3 GYBC Business Advisors continue to work with Norfolk County Council's Employments and Skills Manager, East Coast College, New Anglia LEP and local businesses to promote the opportunities presented by apprenticeships, accredited, non-accredited and mandatory training schemes for the Borough's businesses.
- 2.1.4 Evaluation of the recently-closed Bringing Employment & Skills Together (BEST) scheme (please refer to *Paragraph 2.6.4*) found that dedicated employer support and a more efficient financial claim platform were paramount considerations when optimising staff reskilling projects. Kickstart was described by users as 'a clunky scheme to navigate' which may have suppressed uptake.

- 2.1.5 Labour market data published by Emsi illustrate the percentage change in job postings in Norfolk for the period covering January 2020 to July 2022. These data provide a useful indicator of vacancy rates and, therefore, increasing demand for staff across various sectors throughout 2021 – notably in *transportation/storage*, *accommodation/food* and *arts/entertainment/leisure*, all of which are likely to be impacting the local economy.



- 2.1.6 The Economic Reference Group next convenes on 20 September, with a focus on the emerging ‘cost of Business’ challenge and the likely impacts and solutions, including options for possible partnership intervention. These and other insights and intelligence will be presented to the Economic Development Committee in the next Economic Growth Strategy and Action Plan Update Report.

2.2 FutureGY

- 2.2.1 The FutureGY cohort currently comprises around 60 businesses deemed to be of significance to the local economy of Great Yarmouth and provide a useful ‘barometer’ and sounding board. Each constituent has been assigned to a GYBC Business Advisor, who maintains regular contact in order to identify both enterprise-specific issues, challenges and opportunities and wider business intelligence. Headline themes emerging from this ongoing dialogue are as follows:

- Businesses are still trying to recover following the impact of the Pandemic and wider macroeconomic uncertainties, with many reporting that they’re currently re-evaluating resources and investment due to a downturn in sales and margins. They are typically more risk averse. So far, it’s unclear whether this response is uniform across local sectors.

- There are growing concerns about the ‘cost of business’, with questions being raised about the likelihood of financial support from the Government. The British Chambers of Commerce have recently reported that 2 out of 3 firms expect to raise their own prices in the coming months as they are unable to continue to absorb the costs of increasing utility, labour and raw material costs.
- 2.2.2 A detailed FutureGY Dashboard Report is presented in *Annex D*. This notes that the top three topics of FutureGY engagement or discussion are ‘other specialist/technical issues’, ‘HR and workforces’ and ‘grants and funding’.
- 2.3 Business Support**
- 2.3.1 Since the last Economic Growth Strategy and Action Plan Update Report presented to the Economic Development Committee, economic growth functions have now fully reverted from the distribution of Pandemic-related grants and reliefs to targeted wrap-around support for businesses, with the Council’s ‘Enterprise GY’ service delivering one-to-one, and one-to-many support through both direct outreach and in response to business support and inward investment enquiries, including the emerging ‘cost of business’ challenge, in parallel with the ongoing ‘cost of living crisis’.
- 2.3.2 Support to established businesses currently accounts for 85% of Advisor outreach time, with the remaining 15% focused on start-ups, reflecting an emerging pattern of individuals displaced during the Pandemic looking to self-employment as a route back into economic inclusion.
- 2.3.3 Officers are systematically targeting local businesses with a monthly newsletter; providing the latest bitesize information including – most recently – the new Enterprise Hub events and training schedule, information about available grants, the current Pandemic recovery position, the new Recovery Loan Scheme and the direct support available through Enterprise GY. The current circulation is around 1,400 with an *open to read* rate of 60% and *unsubscribe* rate of less than 1%.
- 2.3.4 A detailed Business Support Dashboard Report is presented in *Annex E*. Since May 2019, 806 hours of technical support and facilitation has been provided to local businesses, with the top three areas of support being ‘grants and funding’, ‘COVID and resilience’ and ‘other specialist one-to-one support’. Advice rendered also covered: events and training; HR and workforces; inward investment facilitation; legal and compliance; research, development and innovation; scaling up/down; start-up support and sustainability.
- 2.3.5 32 introductions have also been made to other providers of support, including MENTA and Nwes (enterprise agencies), New Anglia Growth Hub and the GYBC property team. Referrals – and some facilitation of access – to the third-party Start-Up Loan Scheme and delegated grants is also provided, including – where appropriate – to the LEP’s current offer:
- Small Grant Scheme (SGS) – grants of £1K to £25K at a 20% intervention rate;
 - Growth Through Innovation Fund (GTI) – grants of up to £50K at a 45-50% intervention rate;
 - Business Transition to Net Zero (BTTNZ) – grants of £25K to £250K at a 20% intervention rate.
- 2.3.6 These schemes were largely put on hold by New Anglia LEP whilst they diverted resources to the Pandemic response. At least one Small Grant has been awarded recently within Norfolk but, as

of 1 September, the LEP has been unable to provide a more detailed breakdown of uptake within the Borough – although this has been sought by officers.

- 2.3.7 It's noted that GYBC business advice is funded until the end of 2022. There are, therefore, challenges around providing continuity of frontline business support/advice beyond 2022, although reference is made to the opportunities presented by UK Shared Prosperity Fund and GYBC's Investment Plan (please refer to *Section 2.5*).

- 2.1.1 On 1 September and with the support of the Leader and chair of the Economic Development Committee, officers submitted entries into the *Covid Support and Recovery* and *Programme of Business Support* categories of the FSB Local Government Awards 2022. The outcome of this is not yet known.

2.4 Great Yarmouth Enterprise Hub pilot

- 2.4.1 To extend the visibility, accessibility and impact of enterprise outreach and support, a vacant unit within Market Gates has been repurposed to pilot collaborative new enterprise space, co-locating GYBC business advisors and related staff from trusted third parties providing free, confidential and impartial support to confer a critical mass of outward-facing and responsive enterprise infrastructure.
- 2.4.2 The Hub was officially opened by the Mayor on 10 August and is funded by the UK Community Renewal Fund CRF, in collaboration with the Town Centre Partnership, which supported fit-out and rent until the end of July 2022. GYBC's CRF funding award covers the rent and running costs from August until the end of the pilot in December, employer's costs for the existing Business Advisor post and a second Business Advisor post currently seconded from MENTA.
- 2.4.3 The emphasis is on fostering/sustaining enterprise culture collaboratively to provide a friendly, inviting and responsive one-stop-shop to accommodate walk-ins, meeting/training space, events, networking and clinics. Norfolk Chamber of Commerce is a formal partner, co-locating staff alongside GYBC and the Town Centre Partnership and Nwes also provides staff attached to its publicly-funded business support projects and Government-backed Start-Up Loan Scheme.
- 2.4.4 Agreement, in principle, has also been reached with Barclays to pilot a pop-up version of its Eagle Lab concept within the Hub. Separately, officers have reconnected with the Barclays *Building Thriving Local Economies* programme, which contracted with Demos to undertake a range of research before the Pandemic.
- 2.4.5 Hub staff promote and host an ongoing in-house and third party events programme corresponding to local need, with regular drop-in surgeries providing practical assistance and an opportunity to address individual challenges/opportunities, such as diversification, business planning, scaling up/down, HR and workforces, marketing and digitalisation.
- 2.4.6 The Hub pilot scheme has specific targets to engage economically-inactive individuals, the unemployed and the employed and works with enterprises at three different stages of their development, with Business Advisors providing carefully tailored support at each:
- **Pre-start enterprises;** typically one or more individuals accessing support and mentoring to research and plan products/services in order to develop and validate a scalable business model Breakdown of all engagements by enterprise development stage

- **Start-up enterprises;** typically enterprises in the first stages of operation and trading, often lacking a fully-developed business model or adequate capital to move onto the next phase of business
- **Established enterprises;** enterprises that have commenced trading or commercial operations, typically aiming to continue to grow revenues, profits and customers within their particular industry

2.4.7 The pilot is meeting or exceeding all contracted CRF funding outputs. An Enterprise Hub Dashboard Report, including the reporting of outputs achieved is presented in *Annex F*. The pilot has found significant need and demand for this kind of service and some provision for similar future scheme has been made within the UK Shared Prosperity Fund Investment Plan (please refer to *Paragraph 2.5.13*).

2.5 'Supporting Local Businesses' under the UK Shared Prosperity Fund (UKSPF)

2.5.1 The primary goal of the UKSPF is to 'build pride in place and increase life chances across the UK'. This aligns with Levelling Up White Paper missions set out in February 2022.

2.5.2 £1,260,165 funding was awarded to GYBC through a Governmental mechanism/formula for the period up to and including 2024/25. This was the second lowest award in Norfolk, despite the Borough' designation as a 'Priority Place'.

2.5.3 A total of £15m was awarded across the County, with around on third of all funding to NCC to deliver 'Multiply' skills programme. As a lower tier authority in receipt of a UKSPF award, GYBC was required to submit an evidence-based Investment Plan to the Government by 1 August with the support of the Leader, Chief Executive, S151 Officer and the MP.

2.5.4 The UKSPF prospectus 'menu' set out 41 interventions across three Investment Priorities: 'Communities and Place'; 'Supporting Local Businesses'; 'People and Skills'. 'Supporting Local Businesses' focuses on 'creating jobs and boosting community cohesion by supporting local business; promoting networking and collaboration and stimulating innovation and growth; targeted support to help businesses grow – e.g. innovation, productivity, energy efficiency, low carbon and exporting'.

2.5.5 There was, therefore, considerable thematic ground to cover – especially when the need to include backfilling other projects/programmes whose funding is being wound down was considered, e.g. the LEP-run Growth Hub and a number of voluntary and third-party projects currently in receipt of ESF funding working, for example, with NEETs, within local communities and with other vulnerable/deprived groups.

2.5.6 Highly-specific expenditure profile splits between capital and revenue and by financial year (summarised, below) conferred relatively little flexibility and the prospectus made clear an expectation of evidence/needs-based prioritisation.

	2022-23	2023-24	2024-25	TOTALS
Spend (capital)	£15,293	£39,762	£160,273	£215,329
Spend (revenue)	£131,522	£253,868	£609,039	£994,429

4% admin allowance	£6,117	£12,235	£32,055	£50,407
Totals	£152,933	£305,865	£801,367	£1,260,165

- 2.5.7 Officers liaised closely with colleagues in other districts to examine opportunities for collaboration and undertook some systematic moderation of outputs and outcomes; the approach in setting relatively modest outputs/outcomes has been to ‘under-promise and overachieve’.
- 2.5.8 Prioritisation presented a significant challenge and the very short lead-times meant that only in a few areas were specific projects and providers/partners identified at this stage. The adopted strategy was, therefore, to identify relatively broad thematic ‘catch-alls’ that would confer sufficient flexibility to refine actual delivery mechanisms between now and late autumn.
- 2.5.9 There are a number of options potentially available to GYBC: delivery in-house; competitive procurement of services; direct commissioning or the publication of open competitive calls aimed at third parties (effectively the packaging-up of specific budgets and associated outputs/outcomes and assessing proposals from interested third parties).
- 2.5.10 The Town Board has examined and endorsed the UKSPF priorities. As required by the UKSPF Prospectus, the Town Board’s membership – which includes our MP – is being augmented to meet the requirements of a UKSPF ‘Local Partnership Group’, bringing in the DWP alongside representation from the Office of the Police and Crime Commissioner for Norfolk and NHS Norfolk and Waveney Integrated Care Board – successor to the local Clinical Commissioning Group.
- 2.5.11 In addition, the Great Yarmouth Skills Taskforce – comprising numerous strategic bodies, skills providers, colleges and projects/programmes engaged with and contributed directly to the prioritisation of interventions under the ‘People and Skills’ investment priority, which can only be funded from 2024-25.
- 2.5.12 Other bodies, such as the Great Yarmouth Health and Wellbeing Partnership – successor to the Great Yarmouth Locality Board – that includes wide representation from elected members, council officers, colleges, hospitals, the police and voluntary sector have also been briefed on and given the opportunity to contribute to Great Yarmouth’s UKSPF Investment Plan.
- 2.5.13 A high-level summary of the overall UKSPF Investment Plan is presented in *Annex G*. In total, £514,394 has been allocated to the ‘Supporting Local Businesses’ investment priority for the period up to the end of March 2025, comprising £30,000 capital and £484,394 revenue. The four priority interventions are:
- **Out-of-Season Markets & Town Centre Support Package** – a small budget to provide additional off-season animation and an event coinciding with winter 2022/23, focusing on the marketplace and new covered market.
 - **Local Business and Start-Up Support** – a package of support for pre-start, start-up, new and established businesses that could be deployed either to support the Council’s own frontline, in-house EnterpriseGY business advisor and events, training and networking, post-December, or buy-in these services by arrangement with either New Anglia or directly from enterprise agencies.

- **Enterprise Hub and Accelerator Project** – a well-resourced package of support to undertake demand/need/feasibility studies relating to establishment of an enterprise hub/accelerator/incubator in functional proximity to the town centre (the current UKCRF-funded Hub in Market Gates being a pilot) and new University Learning Centre. Adequate provision has also been made to establish and run a facility from 2023/24 onwards in partnership with an external specialist with a track record of enabling and supporting high-growth, higher-tech enterprises bring their products/services to market and attracting private sector financing.
- **OpportunityGY Workforces Project** – picking up key elements from the high-scoring but unsuccessful *OpportunityGY* funding application developed in 2022 in partnership with the GY Skills Taskforce, including – during Years 1-2 – a strategic assessment of the current/projected workforce and workforce segmentation needs of employment/growth industries to inform evidence-based strategic decision-making and resource allocation, identify gaps, align pipeline provision with current/projected employer needs and ensure the right support structures at every learning stage, co-ordinated by a new, funded skills and employability manager post.

2.5.14 The UKSPF Investment Plan and detailed financial annexes were submitted on 1 August and passed initial quality control assessments. It is assumed that there will be some further negotiation with Government officers – who have indicated that an outputs/outcomes moderation exercise is in progress – followed by approval and the start of funded activity from October/November.

2.5.15 Subsidy control and State Aid requirements will apply to GYBC's administration of UKSPF – as will the Public Contracts Regulations 2015. GYBC will need to have in place appropriate local governance and capacity to undertake necessary fund administration, including receiving and assessing applications, managing, distributing and reporting on the funding – establishing procedural apparatus (mirroring DCLG's earlier role in managing EU Structural Funds) covering aspects like compliance, assurance, contracting, performance monitoring, evaluation, clawback and ongoing stakeholder engagement.

2.5.16 Internal capacity will need to be actively managed through the project risk management and assurance systems from inception to completion. A modest 4% revenue 'administration' overhead has been applied across all interventions, but this is unlikely to fully meet the resourcing requirements – i.e. the resources required by the Council to fulfil its 'accountable body' role.

2.6 Job and employability support schemes

2.6.1 Kickstart brokered high quality six-month work placements for young people aged 16-24 deemed at risk of long-term unemployment, until its closure in March 2022. Partners – including GYBC and other local authorities – are still waiting for exact numbers of placements offered locally.

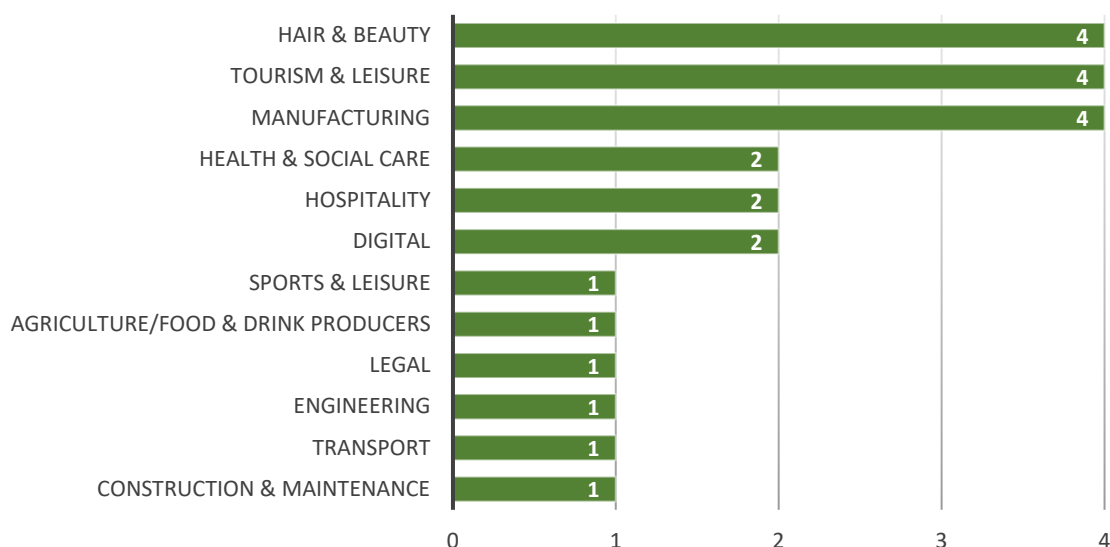
2.6.2 Officers also promoted the Employer Training Incentive Programme (ETIP), a grant scheme designed to help small to medium-sized businesses recover from the Pandemic with assistance for businesses to fund a range of training opportunities. The scheme has now finished, but delivery partners are currently discussing options to extend/relaunch it.

2.6.3 Officers have also been actively promoting the Delivering Rural Investment Vital Employment (DRIVE) programme to potential qualifying companies across the Borough. DRIVE offers businesses 12 hours of business mentoring to create project and business plans, after which the applicant will be able to apply for capital grants. This programme is only accepting applications until 22 December, due to limited funds.

2.6.4 Norfolk County Council's Bringing Employment & Skills Together (BEST) scheme closed on 29 June 2022. Reported outputs were:

- 342 SMEs approved for grant funding; 24 of which were in the Borough
- Employers contributed 32% towards training their staff, planned contribution 25%
- £445,772 of grants and employer contributions were committed
- 1,690 training interventions were delivered; 390 at Level 3
- 81% of training was delivered by Norfolk-based providers
- 21% of expenditure was on leadership, management and mentoring
- Overall, the main beneficiaries were in the construction and manufacturing/engineering sectors
- Overall, the main benefits recorded were increased sales, increased staff morale, improved productivity, improved business sustainability

2.6.5 Participation by industry within the Borough was as follows. The three most frequent training types sought by Borough participants were: a) health and safety, b) leadership, management and mentoring and c) transport and warehousing.



3 STRATEGIC PROGRAMMES

3.1 Future High Streets Fund

3.1.1 Delivery against the £13.7 million award from the Future High Streets Fund is proceeding as planned, with delivery of the projects – which include the new covered market, Heritage Centre, library relocation and partial residential redevelopment of The Conge being undertaken by the Project Management Office under approved governance structures.

3.2 Town Deal

- 3.2.1 Head of Terms for a £20.1 million award were signed in March 2021. Detailed Treasury Green Book Full Business Cases for the nine Immediate Investment Priorities were completed over the intervening period and submitted to the Government by the deadline on 24 March 2022.
- 3.2.2 On 23 June, the Government's Cities and Local Growth Unit area lead for Norfolk and Suffolk reported that all nine had passed quality assurance assessments and were with BEIS Finance Team. GYBC programme costs were approved for their June payment run.
- 3.2.3 No Town Deal Grant Determination Letters or intervention-specific terms and conditions had been provided at that time – even to 'Cohort 1' towns like Norwich – but the Cities and Local Growth Unit advised awardees to proceed with delivery against their capital programmes. Officer and Member Working Groups are convened and delivery against all nine interventions is ongoing.

3.3 **UK Levelling Up Fund (LUF)**

- 3.3.1 The competitive, capital-only Levelling Up Fund (LUF) was announced at the 2020 Spending Review, with an initial £4 billion committed for England up to 2024-25. A March 2022 prospectus for Round 2 set out the approach for the second round of the Fund, for single bids and package bids (of up to 3 complementary projects representing a coherent set of interventions) for 'shovel-ready' capital projects with at least some LUF expenditure in 2022-23 and completing by the end of March 2025.
- 3.3.2 As with both Future High Streets and Town Deal programmes, bids had to apply Treasury Green Book methodologies on the presentation and appraisal of policies, programmes and projects and use of monitoring and evaluation before, during and after implementation.
- 3.3.3 The submission deadline was originally midday on Wednesday 6 July. Following legal and technical issues, the Government extended this deadline to midday on 2 August. The bidding and Treasury 'Green Book' timelines were, therefore, very compressed in comparison to both the Future High Streets and Town Deals programmes. This meant that project development, consultation, Treasury Green Book analyses and bid-writing had to take place concurrently.
- 3.3.4 Given these timeframes, the need for relatively-well developed schemes, the associated evidence and intervention logic and the absolute requirement for spatial and strategic coherence within package bids, the focus was on crafting a compelling proposal around extending, amplifying and building upon capital projects already developed through the Borough's Town Deal programme (please refer to *Section 3.2*):
 - **Enhancement of the Rail Station site and environs as a key gateway** – £3 million LUF sought against £3 million expenditure allocated to enhance routes/spaces to, from and around the Rail Station, to provide a real sense of arrival, address wayfinding, amenity and connectivity to centres of population and employment, including the Town Centre.
 - **Further strategic regeneration of North Quay** – £17 million LUF sought against £19.2 million expenditure allocated to unlock the further regeneration of North Quay as a vibrant new mixed-use waterfront quarter, capitalising on recent improvements to rail services to improve a key commuter/visitor point of arrival, enhance physical connectivity and green transport and unlock and de-risk private sector-led investment.

- 3.3.5 There is every expectation of significant competition for LUF funding with a binary outcome – i.e. no post-award negotiation – with most local authorities not proposing to wait until Round 3.
- 3.3.6 Officers within the Cities and Local Growth Unit unofficially expects award decisions to be taken by October 2022, with actual announcements will be wrapped into a fiscal event, such as the Autumn Statement.

4 FINANCIAL IMPLICATIONS

- 4.1 The Enterprise Hub pilot and wrap-around project is fully-funded through a partnership in New Anglia LEP's UK CRF award until the end of December 2022 with fit-out and initial rent covered by the Town Centre Partnership. The funding covers 100% of GYBC's employer's costs for the two GYBC Business Advisor posts until 31 December 2022. There is no requirement for match funding from Great Yarmouth Borough Council.
- 4.2 The financial implications of the strategic programmes – Future High Streets, Town Deal, Levelling Up Fund and the UK Shared Prosperity Fund – have been addressed separately/previously.
- 4.3 In respect of the UK Shared Prosperity Fund Investment Plan, a modest 4% revenue 'administration' overhead has been applied across all interventions, but this is unlikely to fully meet the resourcing requirements – i.e. the resources required by the Council to fulfil it's 'accountable body' role.

5 RISK IMPLICATIONS

- 5.1 There are a number of common risks that apply to funded project work, including an inability to achieve contracted deliverables/outputs, the adequacy of project costings/budgets and the availability of capacity/staff. Of these, the risk relating to the retention of existing GYBC Business Advisor capacity up to and beyond June 2022 is no longer a risk following a funding reprofile submitted to and agreed by the Section 151 officer; this enabled the extension of Business Advisor resource to deliver project outputs/outcomes until 31 December 2022, only.

6 CONCLUSIONS

- 6.1 This Report presents to members and officers progress against the Economic Growth Strategy Delivery Plan and *Pathway to Recovery* plan since January's committee meeting. Progress continues to be made in the expansion of business support delivery, key strategic programmes and in key areas, such as skills and employability.

7 BACKGROUND PAPERS

- Annex A: Economic Growth Strategy Delivery Plan
- Annex B: GYBC Grant Schemes Summary Report
- Annex C: Recovery Progress Report
- Annex D: FutureGY Dashboard Report
- Annex E: Business Support Dashboard Report
- Annex F: Enterprise Hub Dashboard Report
- Annex G: UK Shared Prosperity Fund Overview

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"> • Coherence and recognition of local capacity/capability • Maximising our visibility to Government/investors • Enabling us to compete more effectively for inward investment in national/international markets 	<ul style="list-style-type: none"> • A succession strategy has been developed and approved to provide ongoing coordination/delivery of the strategy and strategic custodianship of the brand until March 2023 • Successful attendance at Bilbao, SNS and Global offshore Wind '22 has resulted in 54 potential inward investment leads into the region with 183 new individual relationships established with GENERATE • The PR was awarded to PIER, a multifaceted company to assist in building the national awareness of the brand throughout Jan 2022 - Jan 2023. • 23 pieces of media coverage have been produced reaching circa 903,000 individuals • Pipeline currently exceeds initial target set at £5m, meaningful conversations are ongoing with all potential investors 	✓	✓	✓				✓		

1.2	Develop an offshore O&M Campus on South Denes	<ul style="list-style-type: none"> • Completion of the O&M campus enabling • 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"> • Demolition has now been completed • Construction procurement returns have been returned and are in consultation • Marine Management Organisation (MMO) licence received for marine site investigation • Further work on-going for MMO construction licence • Award of Construction contract in progress, subject to funding shortfall negotiations with Norfolk County Council and New Anglia LEP re: Enterprise Zone revenue monies 		✓	✓	✓			✓		✓
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"> • Appointment of professional team, including Architect • Sub-Consultant procurement achieved • Commencing design survey phase September onwards • All surveys/investigations to be completed/reported by end of Sep 2022 	✓		✓	✓		✓	✓		✓
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 and strategic stakeholders • Allocated in the Local Plan Part 2 with high level masterplan completed • Included as one of ten <i>Wider Investment Ambitions</i> in the wider Town Deal narrative and Town Investment Plan but Town Deal funding not sought due to outstanding issues around costs and deliverability in the short-term 		✓		✓		✓	✓		
1.5	Southern Terminal Expansion programme	<ul style="list-style-type: none"> • Increased trade being undertaken via the port • Development of 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 completed and engagement with stakeholders • Operations and Maintenance base construction in South Denes to begin autumn 2022 • Business Incubator project initiated through the Town Deal 	✓		✓			✓	✓		✓

			<ul style="list-style-type: none"> • Promotion of the area at Global Offshore Wind and other events • Great Yarmouth Third River Crossing due to complete May 2023 to improve connectivity • South Denes Local Development Order (streamlined planning) being refreshed • A five-year £40m flood defence scheme is being delivered by the Environment Agency along the River Yare with a project group now established with the Environment Agency for future phase 'Epoch 3' • Ongoing discussion with Peel Ports and other stakeholders – including operators – about expanding cruise ship utilisation of the Port to drive tourism in the Borough and beyond 										
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"> • The delegated grant schemes are now closed, total payments of £64,472,097 • Engagement with the Economic Reference Group continues to highlight the gap in skills and a desire work with partners to help close this gap. • Continued work and engagement between GYBC Business Advisors and East Coast College to unlock potential apprenticeships within the business community • Advisors continue to support the East Coast Manufacturing Group, in partnership with East Suffolk Council and New Anglia Advanced Manufacturing & Engineering (NAAME) • Officers continue to support 'enable self-employment' as a route to economic inclusion to gap-fill the New Anglia Growth Programme, whose current EU-funding concluded in 2021 Q4; direct engagement in the County/LEP C-Care 	✓	✓	✓	✓	✓		✓			










			<p>project, which provides some start-up support</p> <ul style="list-style-type: none">• The LEP’S successful UKSPF grant has enabled GYBC’s Inward Investment team to partnership with the Town Centre Partnership to run a pilot-within-a-pilot for the Borough, providing some additional local resource; the Jointly-run Enterprise Hub based within Market Gates opened its doors in July 22 with the official launch held on 10 August• The Hub has welcomed 103 individuals representing businesses / entrepreneurs looking for assistance and guidance• A schedule of 18 events/ training sessions is in place to deliver professional and industry specific training to compliment the one-to-one advice on offer, which is free to all beneficiaries• Opportunity of third parties to deliver approved training to the business community can now be conducted via the hub on the basis this is free-of-charge to borough delegates• Early discussions with Barclays Eagle Labs have taken place for a popup presence within the hub									
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, Gapton and Harfreys roundabouts• Great Yarmouth Third River Crossing• Improvements in physical connectivity	<ul style="list-style-type: none">• A47 Alliance has assigned dualling of the Acle Straight top priority• Vauxhall roundabout capacity improvements are being progressed by Highways England• Great Yarmouth Third River Crossing completion expected in May 2023 with improvements to the Harfreys roundabout to be delivered simultaneously by Norfolk County Council• Development Consent Orders granted for two A47 dualling schemes: Blofield to North Burlingham & Easton to North Tuddenham	✓	✓			✓	✓	✓	✓	✓

			<ul style="list-style-type: none"> Physical improvements to the rail station have been identified within the Town Investment Plan and are built upon within a recent, competitive Levelling Up Fund application A Local Cycling and Walking Infrastructure Plan (LCWIP) has been completed, with funding being investigated 											
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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">• Phase 1 of the Market Place redevelopment project is complete and Phase2 is underway.• Enabling works to have been completed for Phases 2 and 3• Demolition of canopies has been completed and the stripping of paved areas is complete• Piling has taken place following hand digging to foundations pads where it was determined there were no services that would put this stage at risk• Pad foundations and connecting ground beams being dug	✓	✓			✓	✓	✓	✓	✓	

			<ul style="list-style-type: none">Library relocation project continues at pace within timeframeConfirmation that the East Coast College / University of Suffolk partnership will invest £3.5m in the development of the project.Confirmation that University of East Anglia will have a presence in the building to deliver courses and provide a hybrid delivery model.Enabling works were successfully tendered and the contract awarded to Norfolk-based companyWork is continuing to develop the project to RIBA Stage 3									
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 TownIncreased residential density and demand for goods/services within the Town CentreGateway for the Great Yarmouth Town Centre established as important community hub	<ul style="list-style-type: none">Outline plans have been submitted and agreed for a new residential quarter on this edge-of-centre locationP&R Committee has agreed to focus Future High Streets funding on more oven-ready projects, with Phase I (the southern part of the site) included in the Future High Streets programmeProgress has been made in seeking a Strategic Development Partner						✓		✓	✓
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 TownEnhancement of Hall QuayReduction in local vacancy rates in buildings	<ul style="list-style-type: none">Significant Levelling Up Fund bid submitted for North Quay in August 2022Soft market testing for developer interest in the summer 2022Local funding committed for North Quay strategic regeneration, including land assembly and ongoing engagement with key stakeholders£2.6 million for strategic land assembly at North Quay has been earmarked through the Town DealThe North Quay Supplementary Planning Document adopted in July 2020					✓	✓			✓










			<ul style="list-style-type: none"> Hall Quay Supplementary Planning Document (SPD) adopted in July 2019. Public consultation was undertaken with businesses/property owners in December 2019 regarding public realm improvements. Further consideration of public realm improvements around Hall Quay will be reviewed following the completion of the Great Yarmouth Third River Crossing in 2023 										
2.4	Deliver a successful Heritage Action Zone: programme of investment	<ul style="list-style-type: none"> Enhancing the town centre conservation area through a series of interventions and projects for all residents and visitors. Safeguarding of local historical and heritage assets Consolidation of sense-of-place. 	<ul style="list-style-type: none"> Historic England are happy with progress to date HAZ scheme targets and timelines are performing to the agreed delivery schedule 	✓			✓	✓	✓				
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"> With successful funding from the Office for Zero emissions 'OZEV' EV charge points have successfully been installed in Market Place, Beach Coach Station, Euston Road and St. Nicholas Car Parks, Kings Street carpark, Gorleston Highstreet carpark and the Marina Centre In collaboration with NCC a further application for funding has been made to OZEV under the LEVI scheme with the aim to increase charging capabilities along coastal areas and the broads GYBC are actively engaging with NCC in relation to opportunities to expand on-street EV charging points £190K for digitalisation has been earmarked through the Town Deal 	✓	✓		✓	✓	✓	✓	✓	✓	✓

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"> • Referrals – and some facilitation of access – to the third party Start-Up Loan Scheme and delegated grants is also provided by GYBC Business Advisors, including – where appropriate – to the LEP’s current offer: the Small Grant Scheme (SGS); the Growth Through Innovation Fund (GTI); the Business Transition to Net Zero (BTTNZ) • New Anglia grant schemes and support were largely put on hold by New Anglia LEP whilst they diverted resources to the Pandemic response. At least one Small Grant has been awarded recently within Norfolk but, as of 1 September, the LEP has been unable to provide a more detailed breakdown of uptake within the Borough – although this has been sought by officers • Officer facilitation in relation to specific high-value inward investment prospects is ongoing 	✓	✓	✓		✓	✓	✓		
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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 • The Skills Taskforce continues to meet regularly and around £280K has been allocated under the People & Skills investment priority of GYBC's UK Shared Prosperity Fund Investment Plan for 2024-25, when EU-backed projects' funding tapers off • In addition, UK Shared Prosperity Funding has been allocated to support a Skills Manager (or similar) post from 2023-2025 to coordinate the work of the Taskforce, the commissioning of research and the distribution of the funding to projects and providers from 2024 • It's noted that the UK Shared Prosperity Fund Investment Plan is still subject to Government approval, with agreement expected to be reached by Oct 2022 		✓	✓	✓		✓	✓	✓	
3.2	Explore opportunities with partners to establish a greater	<ul style="list-style-type: none"> • Secure long-term higher skills development that raises aspiration and increases opportunities 	<ul style="list-style-type: none"> • £7.46m Town Deal funding has been earmarked through Town Deal to establish a new Great Yarmouth 	✓	✓	✓	✓			✓		✓

	higher education presence within the Borough	<ul style="list-style-type: none"> 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 	University Learning Centre (GYULC) in the Town Centre, working with the University of Suffolk, UEA, East Coast College, the University of Suffolk and Norfolk County Council										
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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"> The Marina Centre is now open and fully functioning 	✓				✓	✓				
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) 10 October 2021 saw permissions to commence the project received through NLHF Heritage Horizons Programme. GYBC approved Development Stage Funding Oct 2021 	✓		✓	✓	✓	✓	✓			✓

			<ul style="list-style-type: none"> • Full Professional Team, Business & Activity Planning Team procured and appointed Q1 2022. • RIBA Stage 2 commenced Q1 2022 and completing Sep 2022 • RIBA Stage 3 to commence Sep 2022 • Application for Permission to Start the Delivery Stage to be submitted February '23 • The National Trust and Active Community Trust signed Service Agreement to assist GYBC during the development stages. • There is 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 • A thriving visitor economy with an extended season • Enhanced cultural place-making, • Growth in the evening economy 	<ul style="list-style-type: none"> • Planning has been secured • The Great Yarmouth Preservation Trust is currently awaiting final delegated Future High Streets Funding documentation from the GYBC Project Sponsor 						✓		✓		

Acronym List

GYBC – Great Yarmouth Borough Council

GYTABIA - Great Yarmouth Tourism & Business Improvement Area

GYTCP – Great Yarmouth Town Centre Partnership

GYPT - Great Yarmouth Preservation Trust

NCC – Norfolk County Council

LEP - Local Enterprise Partnership

VEE – Visit East of England

BR- Business Rates

SE – Sport England

FGP – Freshly Greated Project funded by Creative People and Places

Great Yarmouth Borough Council Grant Schemes Summary Report, 1 September 2022

			Mar 2020	Apr 2020	May 2020	Jun 2020	Jul 2020	Aug 2020	Sep 2020	Oct 2020	Nov 2020	Dec 2020	Jan 2021	Feb 2021	Mar 2021	Apr 2021	May 2021	Jun 2021	Jul 2021	Aug 2021	Sep 2021	Oct 2021	Nov 2021	Dec 2021	Jan 2022	Feb 2022	Mar 2022				
Alert level																															
First national lockdown																															
Second national lockdown																															
Tier 2 restrictions																															
Tier 4 restrictions																															
Tier 5 restrictions (third national lockdown)																															
'Roadmap' easing of restrictions																															
Grant scheme			Payments made	No. beneficiaries																											
SBGF			£19,040,000	1904																											
RHLF			£12,530,000	917																											
DGS			£1,710,000	201																											
ARG I			£69,855	105																											
ARG II			£275,000	171																											
ARG III			£1,425,000	240																											
ARG IV			£771,250	128																											
ARG V Plus ARG 'Expression of Interest'			£342,622	137																											
ARG VI			£351,790	196																											
LRSG (Open)			£399,149	401																											
LRSG (Closed)			£2,228,840	1502																											
LRSG (Closed) addendum I: Tier 2			£61,737	49																											
LRSG (Closed) addendum II: Tier 4			£790,896	1493																											
LRSG (Closed) addendum III			£6,814,187	1497																											
LRSG (Sector)			£5,000	2																											
CBLP			£6,629,000	1490																											
CSP			£77,000	77																											
Restart Grants			£10,714,745	1,401																											
WBS: Recovery & Growth Grant			£226,313	24																											
WBS: Start-Up Grant			£9,713	9																											
TOTALS			£64,472,097	11,944																											

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 Restrctions Grant	<p>Two categories of business not eligible for LRSg.</p> <p>Category 1: businesses that had to close and do not pay Business Rates</p> <p>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</p>	<p>Category 1: fixed premises costs of <£1,500/month - £500</p> <p>fixed premises costs of >£1,500/month - £1,500</p> <p>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</p>

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 LRSg 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 closed on 24 March 2021)		
Additional Restrictions Grant top-up	<p>Four eligible categories.</p> <p>Category 1A: non-rated business properties told to close</p> <p>Category 1B: rated and non-rated business properties not told to close that supply the hospitality sector</p> <p>Category 1C: businesses that operate from home</p> <p>Category 1D: hospitality top-up for those qualifying for Category 1A, January LRSg scheme or CBLP</p>	<p>Category 1A Category 1A - £4,000</p> <p>Category 1B - £2,000 (non-rated) or £4,000 (rated)</p> <p>Category 1C - £2,000</p> <p>Category 1D - £2,000 (non-rated) or £4,000 (rated)</p> <p>Category 1D Top Up - £3,500 (non-rated) or £7,000 (rated)</p>
ARG IV (This scheme closed on 30 April 2021)		
Additional Restrictions Grant top-up	<p>Five eligible categories.</p> <p>Category 4A: business rated hospitality</p> <p>Category 4B: non business rated hospitality</p> <p>Category 4C: non business rated non-essential retail with fixed ongoing building costs</p> <p>Category 4D: business rated independent garages</p> <p>Category 4E: market traders</p>	<p>Category 4A Category 1A - £7,500</p> <p>Category 4B - £3,750</p> <p>Category 4C - £4,000</p> <p>Category 4D - £7,500</p> <p>Category 4E - £1,000 (2 day trader) or £4,000 (6 day trader)</p>

ARG V Plus ARG 'Expression of Interest' (This scheme closed on 31 May 2021)		
Additional Restrictions Grant top-up	<p>Three eligible categories.</p> <p>Category 5A: business rated businesses not eligible for Restart Grant or ARG phase 4</p> <p>Category 5B: non business rated businesses and bed&breakfast/guesthouses, not eligible for ARG phase 4</p> <p>Category 5C: hospitality top up</p>	<p>Category 5A Category 1A - £1,400</p> <p>Category 5B - £900</p> <p>Category 5C - £2,535</p>
ARG VI (This scheme closed on 2 June 2021)		
Additional Restrictions Grant top-up	<p>Rateable value over £40,000 and no support from any other Government mandatory business grant schemes since April 2020. Business must be related to the hospitality and leisure sector.</p>	<p>Awards up to £25,000</p>
LRSG (Open) (This scheme closed on 25 December 2020)		
Local Restrictions Support Grant (open businesses)	<p>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.</p>	<p>Businesses with Rateable Value of:</p> <p>£15,000 or under - £800.57</p> <p>£15,001 to £50,999 - £1,200</p> <p>£51,000 or over - £1,500</p>

LRSG (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
LRSG (Closed) addendum I: Tier 2 (This scheme closed on 25 December 2020)		
Local Restrictions Support Grant (closed businesses)	LRSG 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
LRSG (Closed) addendum II: Tier 4 (This scheme closed on 4 January 2021)		
Local Restrictions Support Grant (closed businesses)	LRSG 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
LRSG (Closed) addendum III (This scheme closed on 31 March 2021)		
Local Restrictions Support Grant (closed businesses)	LRSG 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

LRSG (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 closed on 31 March 2021)		
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
Restart Grants (This scheme closed on 30 June 2021)		
Restart Grant scheme	Strand 1: non-essential retail premises Strand 2: hospitality, accommodation, leisure, personal care and gym business premises	Strand 1: one is one-off grant of up to £6,000 Strand 2: one-off grant of up to £18,000
WBS: Recovery & Growth Grant (This scheme closed on 31 March 2022)		
ARG Wider Business Support delegated discretionary scheme	SMEs implementing growth, diversification, resilience or efficiency initiatives	A one-off capital/revenue grant of up to £7,500 or 85% of eligible costs, whichever ever is the lesser (minimum grant value is £2,500)
WBS: Start-Up Grant (This scheme closed on 28 March 2022)		
ARG Wider Business Support delegated discretionary scheme	Support for start-up costs for new business that have not started trading yet	A one-off capital/revenue grant of up to £2,500 or 75% of eligible costs, whichever is the lesser (minimum grant value is £450)

Recovery Progress Report, 1 September 2022

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
<p>The local business impact surveying led by GYBC between April and June 2020 on behalf of the Borough, South Norfolk and Broadland, then from mid-January to April 2021, on behalf of all the Norfolk districts with the exception of Breckland in order to provide primary, local evidence, has now come to a close. Headline analyses was shared with other Councils, the LEP and internal interests, including funding bids in order to inform policy formulation and strategic decision making. This data was synthesised with third party intelligence/analyses – for example, Universal Credit starts by age and gender, which provided a useful indicator for economic hardship attributable to the Pandemic.</p> <p>● This activity is now complete and it is recommended that it is not integrated into the Economic Growth Strategy Delivery Plan</p>	<div>●</div> <div>●</div>
<p>Officers collated /integrated contemporary LEP-level and national intelligence from the Bank of England, OECD, PwC and others, to assess the current/projected impact of the Pandemic. Officers attended weekly Recovery Meetings with the other Norfolk local authorities to share intelligence and align best practice.</p> <p>● This activity is now complete and it is recommended that it is not integrated into the Economic Growth Strategy Delivery Plan</p>	<div>●</div> <div>●</div>
Maximising local uptake of the grants, reliefs and support available	RESPOND → ADAPT → INNOVATE
<p>Officers designed and implemented the systems and oversight mechanisms to receive, manage and locally-administer national government business grant funding, they provided underwriting, due diligence, and eligibility checks. Between 24 March 2020 and January 2022, 11,944 grant awards were made to local enterprises, totalling £64,472,097.</p> <p>● This activity is now complete and it is recommended that it is not integrated into the Economic Growth Strategy Delivery Plan</p>	<div>●</div> <div>●</div>
<p>Officers worked with New Anglia LEP and the County Council to priorities 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.</p> <p>● This activity is now complete and it is recommended that it is not integrated into the Economic Growth Strategy Delivery Plan</p>	<div></div> <div>●</div>
<p>Officers where signposting businesses to the LEP's grant schemes, including the, Growing Business Fund, Business Resilience & Recovery Scheme and the Visitor Economy and Wider Economy Grant Scheme.</p> <p>● This activity is ongoing and already integrated into the Economic Growth Strategy Delivery Plan</p>	<div></div> <div>●</div> <div>●</div>
<p>Advisors promoted the Go Digital Initiative, Start-Up Loan support and additional financial support for businesses within the borough which were made available from ARG funds.</p> <p>● This activity is now complete and it is recommended that it is not integrated into the Economic Growth Strategy Delivery Plan</p>	<div></div> <div></div> <div>●</div>
Providing business support/advice	RESPOND → ADAPT → INNOVATE
<p>Covid specific Enterprise support was being delivered through both EnterpriseGY and the New Anglia Growth Hub. Call handling was undertaken by both the Growth Hub and by Council officers. 9,000+ calls were made by officers to actively seek out eligible businesses that hadn't claimed Council-administered financial support.</p> <p>● This activity is now complete and it is recommended that it is not integrated into the Economic Growth Strategy Delivery Plan</p>	<div>●</div> <div></div>
<p>There remains ongoing collation, syndication and dissemination of information, updates and news through the website social media channels, regular e-shots and Council Comms channels to signpost to EnterpriseGY and third-party events and resources, provide links to local job opportunities etc. Whilst Coronavirus information is still available, messaging has refocused on resilience and growth.</p> <p>● This activity is ongoing and already integrated into the Economic Growth Strategy Delivery Plan</p>	<div>●</div> <div></div> <div>●</div>

<p>The established virtual regular business networking/workshop sessions, including the East Coast Manufacturing Group, in partnership with East Suffolk Council and New Anglia Advanced Manufacturing & Engineering (NAAME) are now resuming. Virtual support will remain a useful tool for the business community.</p> <p>● This activity is ongoing and already integrated into the Economic Growth Strategy Delivery Plan</p>		●	●
<p>Officers continue to develop/curate resources to promote and enable self-employment as a route to economic inclusion to gap-fill the New Anglia Growth Programme, whose current EU-funding concluded in 2020. Officers engaged directly in the County/LEP <i>C-Care</i> project, which provides some start-up support.</p> <p>● This activity is ongoing and already integrated into the Economic Growth Strategy Delivery Plan</p>		●	●
<p>The Council is a formal partner in the LEP's <i>UK Community Renewal Fund</i> application to Government, having been a successful application a <i>pilot-within-a-pilot</i> has been established for the Borough, on the basis of Great Yarmouth's specific challenges around entrepreneurialism and economic/social inclusion. This has given the opportunity to provide additional local resource and as a result of further partnership with TCP a physical Enterprise Hub has been opened until December 2022.</p> <p>● This activity is ongoing and already integrated into the Economic Growth Strategy Delivery Plan</p>		●	●
<p>Officers promoted 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.</p> <p>● This activity is now complete and it is recommended that it is not integrated into the Economic Growth Strategy Delivery Plan</p>		●	●
<p>There is ongoing streamlining of cross-referral processes relating to the provision of business support between the Council and external providers, such as New Anglia LEP and Norfolk Chambers of Commerce.</p> <p>● This activity is ongoing and already integrated into the Economic Growth Strategy Delivery Plan</p>			●
<p>The plans to implement a pop-up/meanwhile enterprise hub within the Town Centre through a joint County/LEP/GYBC <i>UK Community Renewal Fund</i> application were successful. This involves the temporary occupation of vacant commercial premises based in the Market Gates to provide a visible, accessible business advisor presence, with drop-ins, desk-space and meeting space. A collaborative approach with the Town Centre Partnership (TCP) and Norfolk Chamber of Commerce, has seen the TCP coinvesting and the co-location of enterprise support staff from GYBC, the Chamber, the TCP and – as per agreement – New Anglia Growth Hub.</p> <p>● This activity is ongoing and already integrated into the Economic Growth Strategy Delivery Plan</p>			●
<p>Officers have established a programme of direct enterprise outreach to establish an ongoing dialogue and virtual fora with representative 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.</p> <p>● This activity is ongoing and already integrated into the Economic Growth Strategy Delivery Plan</p>			●
<p>The Economic Reference Group continues to meet with an agreed schedule for 2022, the group sees a number of key local businesses, strategic stakeholders, and delivery partners come together bimonthly. This forum provides a structured, inclusive and collaborative approach to local economic growth, wherein Council officers, strategic stakeholders and the wider business community can discuss and consult on issues of relevance, maintain an active and ongoing dialogue and share intelligence, data and insights that contribute to a better and/or more complete collective understanding of opportunities and challenges, gaps in business support provision and barriers to sustainable growth in respect of the local economy.</p> <p>● This activity is ongoing and already integrated into the Economic Growth Strategy Delivery Plan</p>			●
<p>The Economic Growth team promoted the New Anglia Peer Network Programme, part of a national peer-to-peer networking programme for SME leaders that want to grow and develop their organisation for future success, with group session time and one-to-one sessions with a business coach, these sessions have come to a close however the team continue to promote the new <i>Norfolk Knowledge Hub</i>, 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.</p> <p>● This activity is ongoing and already integrated into the Economic Growth Strategy Delivery Plan</p>			●
<p>Officers continue to overhaul, streamline and update the business support and economic development webpages to curate – and provide where necessary – a library of practical business growth and recovery webinars, clinics/workshops, tools and other one-to-one and one-to-many learning assets.</p> <p>● This activity is ongoing and already integrated into the Economic Growth Strategy Delivery Plan</p>			●
<p>Officers continue to promote the <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.</p> <p>● This activity is ongoing and already integrated into the Economic Growth Strategy Delivery Plan</p>			●

Building Council capacity through new funding opportunities	RESPOND	→ ADAPT	→ INNOVATE
<p>The re-constituted Economic Growth Reference Group is focusing on co-operation and foster new collaborations and identify/prioritise corrective actions and interventions – i.e. new project/funding opportunities – in respect of the local economy and the objectives of the Great Yarmouth Economic Growth Strategy.</p> <p>● This activity is ongoing and already integrated into the Economic Growth Strategy Delivery Plan</p>		●	●
<p>EnterpriseGY continues to provide local business support and facilitation, both virtually and face to face. Fixed-term staff continue to report to BEIS following the processing of local delegated grants but the application process has now come to an end.</p> <p>● This activity is ongoing and already integrated into the Economic Growth Strategy Delivery Plan</p>		●	●
<p>Inward Investment is developing closer working relationships with internal Council functions, such as Property and Strategic Planning in order to provide a seamless enquiry and processing front-end with active key-account-management, tailored ‘concierge’/introductions service, integration with other ‘soft landing’ incentives and enquiry tracking.</p> <p>● This activity is ongoing and already integrated into the Economic Growth Strategy Delivery Plan</p>			●
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
<p>The Council-led Offshore Renewables Competitive Positioning Programme is working alongside the All Energy Industry Council (AEIC) deploy coherent, coordinated and collectively-owned branding – <i>GENERATE</i> – to maximise our visibility to Government/investors and enable it to compete effectively in national/international markets. New branding collateral, a sector prospectus and a marketing/promotion strategy are now complete. Funding through the LEP-administered Innovative Projects Fund ceased in September 2021 and an exit/succession strategy has been developed to provide ongoing coordination/delivery of the strategy and strategic custodianship of the <i>GENERATE</i> brand, which supersedes the <i>East of England Energy Zone</i>. The exit/succession strategy was presented to the East of England Energy Zone Funding & Governance Group in August 2021 and a decision has been made to extend the contract of the Marketing manager until March 2023.</p> <p>● This activity is ongoing and already integrated into the Economic Growth Strategy Delivery Plan</p>		●	●
Supporting the transition to a year-round visitor economy through the Culture, Tourism and Heritage Strategy	RESPOND	→ ADAPT	→ INNOVATE
<p>Funding was previously secured through Towns Fund <i>accelerated projects</i> provisions to provide the equipment required to deliver a coordinated Winter (2020/21) Programme of cultural interventions that responds directly to the Coronavirus challenge to animate the seafront, town and wider borough.</p> <p>● This activity is now complete and it is recommended that it is not integrated into the Economic Growth Strategy Delivery Plan</p>	●	●	
<p>Officers continue to review 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.</p> <p>● This activity is now complete and it is recommended that it is not integrated into the Economic Growth Strategy Delivery Plan</p>	●	●	
<p>Redevelopment of the new Marina Centre is complete, and the facility is fully operational.</p> <p>● This activity is now complete and it is recommended that it is not integrated into the Economic Growth Strategy Delivery Plan</p>		●	
<p>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.</p> <p>● This activity is ongoing and already integrated into the Economic Growth Strategy Delivery Plan</p>		●	●
<p>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 – was submitted in mid-February 2021 and funding of £9.9 million was subsequently secured. Additional co-financing has been allocated through the Council’s Town Deal award. Officers are involved in ongoing dialogue with the preferred commercial operator, funders and potential partners.</p> <p>● This activity is ongoing and already integrated into the Economic Growth Strategy Delivery Plan</p>		●	●

<p>An unsuccessful €3.5 million bid was submitted to the Interreg France-Channel-England programme in partnership with Norwich BID, Visit Kent, Basildon Borough Council, Medway Council, Gravesham Borough Council, Louvigne du Desert / Fougères, Communauté urbaine Caen la Mer, Office de Tourisme et des Congrès de Caen-la-Mer, Ville d'Amiens, Communauté de Communes du Pays de Lumbres. The proposals picked up activity under three core themes: strategic promotion/communications; economic recovery for town centres; local tourism recovery.</p> <p>● This activity is now complete and it is recommended that it is not integrated into the Economic Growth Strategy Delivery Plan</p>		●	●
<p>An unsuccessful bid was 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.</p> <p>● This activity is now complete and it is recommended that it is not integrated into the Economic Growth Strategy Delivery Plan</p>		●	●
Supporting an 'all energy' recovery, including delivery of an Operations & Maintenance Campus and Energy Incubator	RESPOND → ADAPT → INNOVATE		
<p>£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. Officers are continuing to work with partners at the County and LEP to develop/deliver the project.</p> <p>● This activity is ongoing and already integrated into the Economic Growth Strategy Delivery Plan</p>		●	
<p>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. Freeport East was subsequently announced as one of eight new freeports during a budget speech in the House of Commons on 3 March 2021.</p> <p>● This activity is now complete and it is recommended that it is not integrated into the Economic Growth Strategy Delivery Plan</p>		●	
<p>£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.</p> <p>● This activity is ongoing and already integrated into the Economic Growth Strategy Delivery Plan</p>		●	●
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		
<p>Town Deal funding has been approved to establish a new Great Yarmouth University Learning Centre (GYULC) in the Town Centre, implementing an MoU agreed by GYBC, the UEA, East Coast College, the University of Suffolk and Norfolk County Council. Full Business Cases for all Town Investment Plan projects are currently being developed, with summaries submitted to Government in March 2022.</p> <p>● This activity is ongoing and already integrated into the Economic Growth Strategy Delivery Plan</p>		●	●
Strategic social and economic mobility	RESPOND → ADAPT → INNOVATE		
<p>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.</p> <p>● This activity is ongoing and already integrated into the Economic Growth Strategy Delivery Plan</p>	●		
<p>The Council was 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, with advanced planning in place to bring a Kickstart apprentice into the Inward Investment service.</p> <p>● This activity is now complete and it is recommended that it is not integrated into the Economic Growth Strategy Delivery Plan</p>	●		
<p>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.</p> <p>● This activity is ongoing and already integrated into the Economic Growth Strategy Delivery Plan</p>		●	

<p>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. This theme was picked up, explicitly, within the unsuccessful <i>OpportunityGY</i> funding application. Strategic skills/employability intervention and wider provision are relatively fragmented, reflecting the funding landscape. The navigation of this landscape by aspirant learners and those targeted by direct community outreach is complex, particularly where a series of interventions/providers are involved over longer periods, increasing the risk of failed hand-offs where progression pathways broken, and opportunities missed. Action would have benefitted both individuals and the wider community, with residents of all ages/levels of attainment able to navigate – and be supported – through interventions/providers into positive employment outcomes, directly addressing key local challenges. This innovative approach draws directly upon the work of key learning from the LGA Skills Taskforce at a national level, applying the place-based model advocated to coordinate and integrate policy/provision at a local level. Despite the adverse funding outcome, the Taskforce will not be disbanded at this stage.</p> <p>● This activity is ongoing and already integrated into the Economic Growth Strategy Delivery Plan</p>		●	●
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
<p>Where business closure/opening protocols were not followed, enforcement protocols were put in place and, where necessary, prohibition notices issued by Council officers, working alongside other agencies.</p> <p>● This activity is now complete and it is recommended that it is not integrated into the Economic Growth Strategy Delivery Plan</p>	●		
<p>A range of measures in including ERDF-funded street signage, planters and public realm adaptation schemes were previously introduced to embed social distancing and safe pedestrian flow in high streets and enable foodservice businesses to increase trading opportunities. Measures were adjusted as legislation changes or new opportunities arose.</p> <p>● This activity is now complete and it is recommended that it is not integrated into the Economic Growth Strategy Delivery Plan</p>	●		
<p>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 evolving safe trading guidance – e.g. the wearing of face masks in internal retail spaces throughout the Pandemic – was carried out and provided a clear steer to businesses.</p> <p>● This activity is now complete and it is recommended that it is not integrated into the Economic Growth Strategy Delivery Plan</p>	●		
<p>The Council was awarded a small amount of 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 contracted to undertake this work in 2021 Q1. The recommendations arising from this work have been reviewed and implemented as appropriate and shared with relevant parties, e.g. GYTABIA.</p> <p>● This activity is now complete and it is recommended that it is not integrated into the Economic Growth Strategy Delivery Plan</p>		●	●
Fostering resilient and sustainable high streets and commercial centres	RESPOND →	ADAPT →	INNOVATE
<p>All strategic capital programmes continue to be 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.</p> <p>● This activity is ongoing and already integrated into the Economic Growth Strategy Delivery Plan</p>	●		
<p>The Council secured the opportunity to extend Norfolk County Council's <i>GoDigital</i> programme to guarantee places for local businesses using funds allocated through its Additional Restrictions Grant (ARG) Wider Business Support allocation – addressing an ongoing need to support commercial/retail digitalisation beyond the Pandemic, reflecting longer-term shifts in consumer tastes, habits and expectations. These initiatives encompass aspects like ecommerce, electronic payments, click-and-collect and online marketing.</p> <p>● This activity is ongoing and already integrated into the Economic Growth Strategy Delivery Plan</p>	●	●	
<p>Increased digitalisation and the migration of retail and other services online enabled 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.</p> <p>● This activity is ongoing and already integrated into the Economic Growth Strategy Delivery Plan</p>	●	●	●
<p>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. Whilst these were included in the package of Immediate Investment Priorities approved by</p>		●	

<p>the Government as part of the Town Investment Plan, a Town Board-led prioritisation exercise de-committed Town Deal funding. Alternative sources of funding will be sought through alternative programmes, such as the upcoming Levelling Up Fund and UK Shared Prosperity Fund.</p> <p>● This activity is now complete and it is recommended that it is not integrated into the Economic Growth Strategy Delivery Plan</p>			
<p>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.</p> <p>● This activity is ongoing and already integrated into the Economic Growth Strategy Delivery Plan</p>		●	●

FutureGY Dashboard Report, 07 September 2022: 59 businesses engaged

FutureGY overview

FutureGY currently comprises 0 businesses deemed to be of significance to the local economy of Great Yarmouth due to factors such as their turnover, workforce, contribution to GVA or growth potential. As such, they are not a representative cross section of the local business community, but provide a useful barometer and sounding board.

Each constituent is assigned to one of the Business Advisors, who acts as their key account manager, maintaining regular contact in order to identify both specific issues and wider business intelligence. The highlights of these regular dialogues are collated in order to a) inform Council decision-making and policy formulation, and b) identify specific issues for the Business Advisor to follow up.

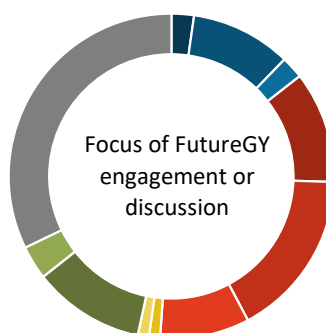
This report summarises live data drawn directly from the Economic Growth Dashboard. The intention is to augment this with commentary and specific highlights relating to, for example, skills and the supply of labour, the supply and onward distribution of materials, other company challenges, other company opportunities.

FutureGY engagement headline figures

Summary of FutureGY cohort engagements	P.Gardner	C.Brooks	Overall	% Tourism	% Offshore	% T/Centre
Total number of FutureGY businesses engaged by key account manager	35	24	59	14%	46%	2%
Total number of these contacted in last 30 working days (number : %)	22 : 63%	14 : 58%	36 : 61%			
Total number of these contacted in last 60 working days (number : %)	23 : 66%	14 : 58%	37 : 63%			
Average time since most recent contact (working days)	50	47	49			

Breakdown of FutureGY engagement/discussion by topic

Focus of engagement/discussion	Total	%	Colour key
Business planning	2	2%	
COVID and resilience	9	10%	
Events and training	2	2%	
Grants and funding	10	11%	
HR and workforces	15	17%	
Inward investment	8	9%	
Legal and compliance	1	1%	
Research, development and innovation	1	1%	
Scaling up/down	10	11%	
Start-up support	0	0%	
Sustainability	3	3%	
Other specialist/technical issues	29	32%	

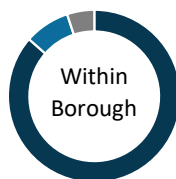


Key data

The top three topics of FutureGY engagement or discussion are 'other specialist/technical issues', 'HR and workforces' and 'grants and funding'

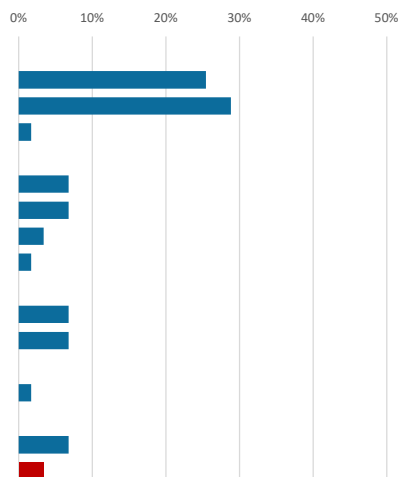
Breakdown of FutureGY cohort by strategic locale

Strategic locale	Total	%	Colour key
Within borough boundary	51	86%	
Outside borough boundary	5	8%	
Within Town Centre boundary	1	2%	
Outside Town Centre boundary	55	93%	
Within Assisted Area boundary	50	85%	
Outside Assisted Area boundary	6	10%	
No postcode recorded	3	5%	



Breakdown of FutureGY cohort by broad industrial group

Broad industrial group	Total	%
Agriculture, forestry and fishing	0	0%
Mining, quarrying, utilities, energy and water	15	25%
Manufacturing	17	29%
Construction	1	2%
Wholesale, retail and motor trades	0	0%
Transport and storage (including postal)	4	7%
Accommodation and food services	4	7%
Information and communication	2	3%
Financial and insurance	1	2%
Property	0	0%
Professional, scientific and technical	4	7%
Business administration and support services	4	7%
Public administration and defence	0	0%
Education	1	2%
Health	0	0%
Arts, entertainment, recreation and other	4	7%
No sector recorded	2	3%



Key data

The top three broad industrial groups in the FutureGY cohort are 'manufacturing', 'mining, quarrying, utilities, energy and water' and 'transport and storage (including postal)'

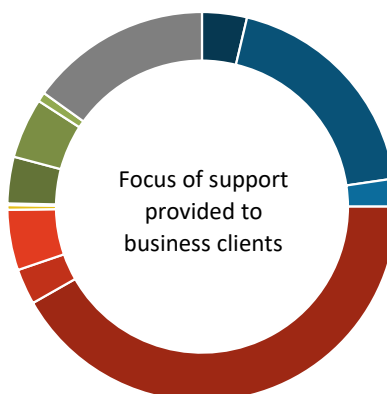
Economic Growth / Business Support Dashboard Report, 07 September 2022

Summary of business client engagements	P.Gardner	C.Brooks	Total
Total number of business clients engaged	293	228	521
Total business clients split by type (established businesses : start-ups)	259 : 34	174 : 54	433 : 88
Total number of business clients engaged within FutureGY cohort	37	29	66
Total number of new business clients engaged during the last 60 days	13	18	31
Total number of business engagements now concluded and terminated	16	33	49
Total number of active business clients	277	195	472

% Tourism	% Offshore	% T/Centre
7%	13%	14%

% Established	% Start-up
86%	14%

Focus of business support provided	Total	%	Colour key
Business planning	29	4%	
COVID and resilience	147	19%	
Events and training	18	2%	
Grants and funding	324	42%	
HR and workforces	23	3%	
Inward investment	39	5%	
Legal and compliance	3	0%	
Research, development and innovation	1	0%	
Scaling up/down	30	4%	
Start-up support	39	5%	
Sustainability	6	1%	
Other specialist one-to-one support	117	15%	



Key data

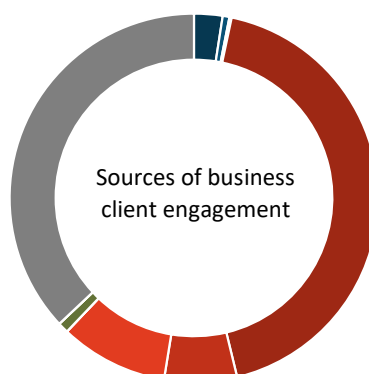
The top three areas of business client support provided are 'grants and funding', 'COVID and resilience' and 'other specialist one-to-one support'

Outputs	P.Gardner	C.Brooks	Total
Total hours of support provided to business clients	89,753	447	90199.83
Direct onward referrals made to other specialist business support	15	16	31
Outcomes	P.Gardner	C.Brooks	Total
Invested in Borough (£)	£800,000	£289,481	£1,089,481
Value funding applied for (£)	£4,300	£244,481	£248,781
Value funding secured (£)	£0	£131,630	£131,630
No. FTE jobs created	1	0	1
No. apprenticeships created	0	0	0

(of which £62,941 is external sources)

(of which £58,641 is external sources)

Sources of client engagement	Total	%	Colour key
GYBC Business Support Line	13	3%	
GYBC Customer Services	3	1%	
GYBC Property Team	1	0%	
Recovery & Growth Grant enquiries	222	43%	
Start-Up Grant enquiries	33	6%	
FutureGY cohort	49	9%	
New Anglia Growth Hub	0	0%	
New Anglia LEP	0	0%	
GYTABIA	5	1%	
MENTA	0	0%	
Nwes	0	0%	
Other engagement sources	191	37%	



Key data

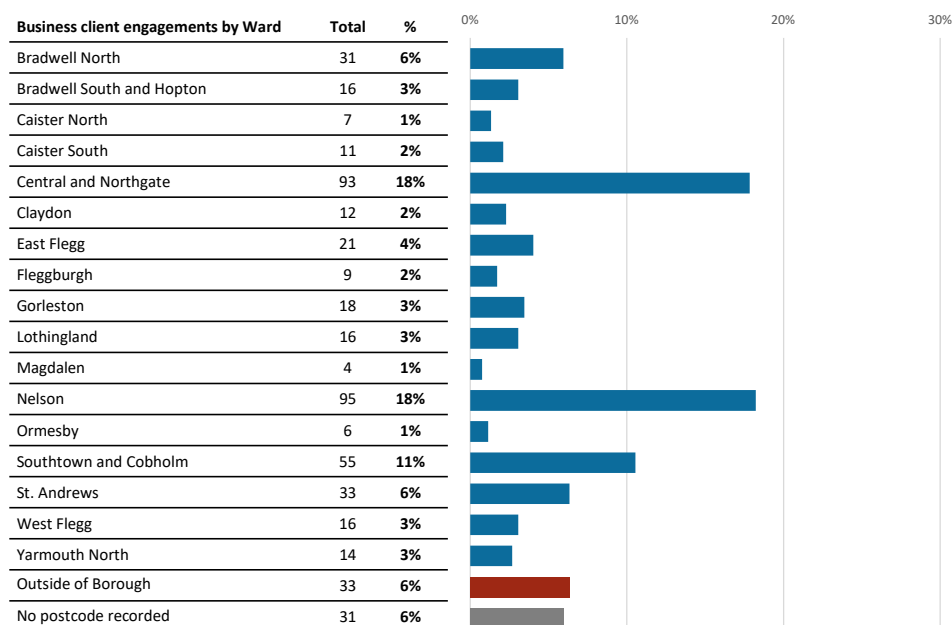
The top three engagement sources of business clients are Recovery & Growth Grant enquiries, other engagement sources and the FutureGY cohort

Onward client referral destinations	Total	%	Colour key
GYBC Business Support Line	0	0%	
GYBC Customer Services	0	0%	
GYBC Property Team	1	0%	
Recovery & Growth Grant	0	0%	
Start-Up Grant	0	0%	
FutureGY cohort	0	0%	
New Anglia Growth Hub	2	0%	
New Anglia LEP	2	0%	
GYTABIA	0	0%	
MENTA	11	2%	
Nwes	8	2%	
Other referral destinations	8	2%	



Key data

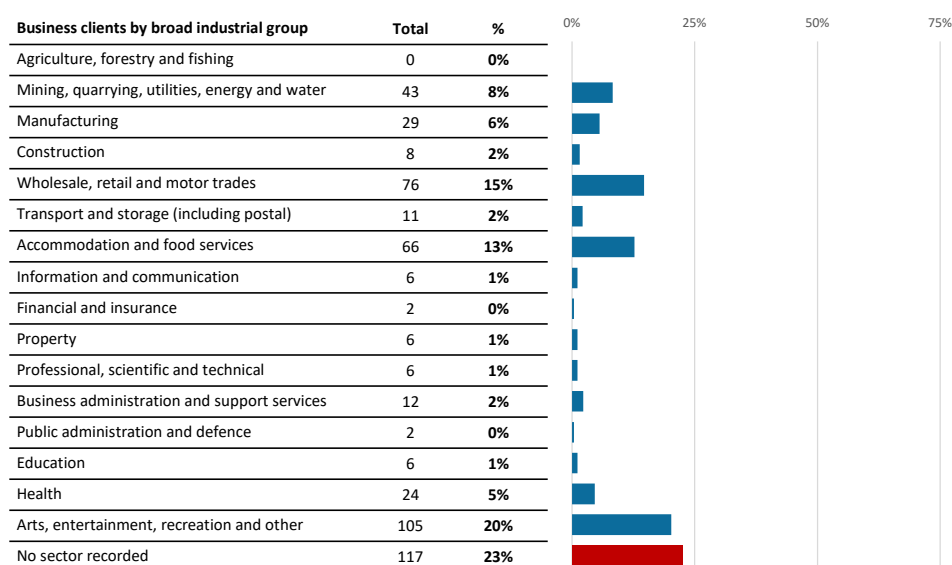
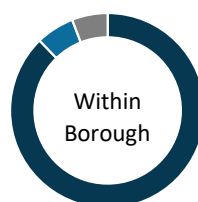
The top three onward referral destinations for business clients are MENTA, Nwes and other referral destinations



Key data

The top three wards for business client engagements are Nelson, Central and Northgate and Southtown and Cobholm

Business clients by strategic locale	Total	%	Colour key
Within borough boundary	457	88%	
Outside borough boundary	33	6%	
Within Town Centre boundary	74	14%	
Outside Town Centre boundary	416	80%	
Within Assisted Area boundary	382	73%	
Outside Assisted Area boundary	108	21%	
No postcode recorded	31	6%	



Key data

The top three broad industrial groups for business clients are 'sector not recorded', 'arts, entertainment, recreation and other' and 'wholesale, retail and motor trades'

THE HUB SUPPORTING BUSINESSES IN THE BOROUGH



Enterprise Hub Dashboard Report, 07 September 2022

GYBC Economic Growth

Current outputs against contracted CRF impact indicators

PROJECT IMPACT INDICATORS - which groups will this activity target?		TARGET	OUTPUT
People*	No. economically inactive people	20	4
	No. unemployed people	20	16
	No. employed people	23	91
	Total	63	111
Businesses*	No. small (<50 FTEs, <£10m turnover)	25	34
	No. medium (<250 FTEs, <£50m turnover)	0	0
	No. Large (>250 FTEs, >£36m turnover)	0	0
	Total	25	34
Organisations*	No. public organisations	0	4
	No. private organisations	45	57
	No. voluntary sector organisations	0	1
	Total	45	62
PROJECT IMPACT INDICATORS - what types of support will this activity provide?		TARGET	OUTPUT
Direct Support**†	No. one-to-one support beneficiaries	23	34
	No. one-to-many support beneficiaries	56	55

* data do not include impact indicators achieved by co-located partner organisations
† of which 0 are beneficiaries of both one-to-one and one-to-many support

Current workflow pipeline

	ONE-TO-ONE	ONE-TO-MANY
Total number of beneficiaries engaged	113	66
Total number of beneficiaries assisted	34	55
Total number of support sessions scheduled	6	8
Total number of no-shows	6	3
Number of additional beneficiaries supported by partner organisations at the Hub	32	TBC

Breakdown of all engagements by enterprise development stage



Pre-start enterprise

Typically one or more individuals accessing support and mentoring to research and plan products/services in order to develop and validate a scalable business model



Start-up enterprise

Typically an enterprise in the first stages of operation and trading, often lacking a fully-developed business model or adequate capital to move onto the next phase of business



Established enterprise

Enterprises that have commenced trading or commercial operations, typically aiming to continue to grow revenues, profits and customers within their particular industry

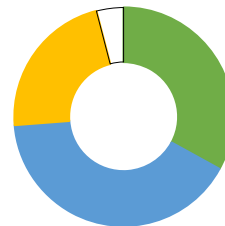


Great Yarmouth UKSPF Investment Plan financial Summary

UKSPF award value				£1,260,165
	2022-23	2023-24	2024-25	TOTAL
Advised local profile (%)	12%	24%	64%	100%
Advised local profile (£)	£152,933	£305,865	£801,367	£1,260,165
4% local administration top-slice	£6,117	£12,235	£32,055	£50,407
Indicative spend profile (cap)	£15,293	£39,762	£160,273	£215,329
Indicative spend profile (rev)	£131,522	£253,868	£609,039	£994,429
Working profile (cap)	£15,293	£39,762	£160,273	£215,328
Working profile (rev)	£131,524	£253,868	£609,039	£994,430
Working profile (total incl. 4%)	£152,934	£305,864	£801,366	£1,260,165
Surplus/deficit against profile (cap)	£0	£0	£0	£1
Surplus/deficit against profile (rev)	-£2	£0	£0	-£1
Surplus/deficit against profile (total)	-£1	£1	£1	£0

Working profile breakdown by Investment Priority

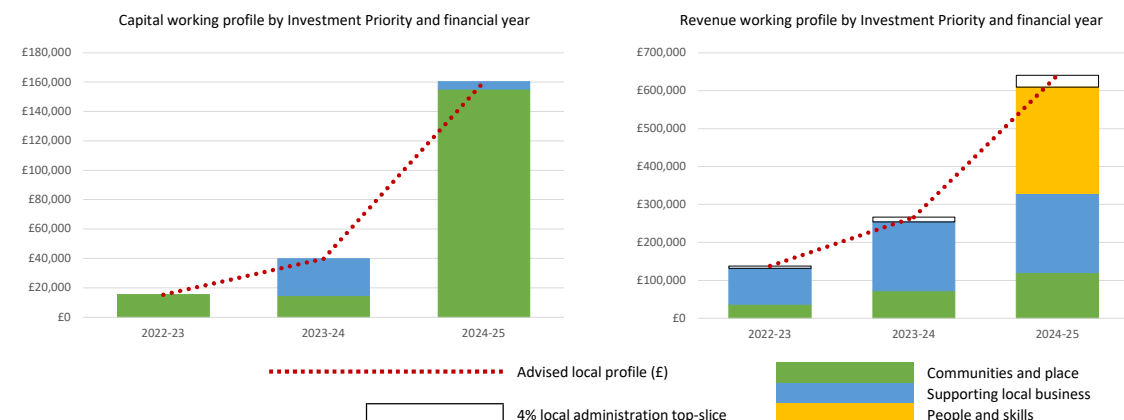
	2022-23	2023-24	2024-25	TOTAL
Communities and place	£52,352	£86,890	£276,123	£415,365
Communities and place (cap)	£15,293	£14,762	£155,273	£185,328
Communities and place (rev)	£37,059	£72,128	£120,850	£230,037
Supporting local business	£94,465	£206,740	£213,189	£514,394
Supporting local business (cap)	£0	£25,000	£5,000	£30,000
Supporting local business (rev)	£94,465	£181,740	£208,189	£484,394
People and skills	£0	£0	£280,000	£280,000
People and skills (cap)	£0	£0	£0	£0
People and skills (rev)	£0	£0	£280,000	£280,000
4% local administration top-slice	£6,117	£12,235	£32,055	£50,407
GRAND TOTAL				£1,260,165



Working profile breakdown by intervention delivery route

	Commissioned	Open procurement	Competitive call	In-House delivery	Totals
Proposed process by value	£106,591	£31,250	£629,048	£493,276	£1,260,165
Proposed process by %	8%	2%	50%	39%	100%

Breakdown by Investment Priority and financial year against indicative spend profile



Investment Plan summary against UKSPF Prospectus

Investment Priority	No. interventions	% interventions	2022-23	2023-24	2024-25	TOTAL*	% value
Communities and place	5	42%	£52,352	£86,890	£276,123	£415,365	34%
Supporting local business	4	33%	£94,465	£206,740	£213,189	£514,394	43%
People and skills	3	25%	£0	£0	£280,000	£280,000	23%
Totals	12	100%	£146,817	£293,630	£769,312	£1,209,758	100%

* excluding apportioned 4% local administration top-slice

Intervention title by Investment Priority	2022-23	2023-24	2024-25	TOTAL†	Cap:Rev
Communities and place					
E3: Community Green Spaces Package	£0	£15,625	£26,042	£41,667	0%:100%
E4: Culture Support Package: institutions and infrastructure support	£17,770	£47,010	£146,718	£211,498	54%:46%
E6: Culture Support Package: seed-funding arts, heritage and culture programmes	£10,417	£10,417	£20,833	£41,667	0%:100%
E10: Sports & Wellbeing Package: seed-funding infrastructure and activity	£15,930	£17,460	£73,201	£106,591	66%:34%
E14: Regeneration and Renewal Feasibility Package	£10,417	£0	£20,833	£31,250	0%:100%
Supporting local business					
E16: Out-of-Season Markets & Town Centre Support Package	£20,833	£0	£0	£20,833	0%:100%
E23: Local Business and Start-Up Support	£12,195	£48,781	£59,547	£120,523	0%:100%
E24: Enterprise Hub and Accelerator Project	£31,250	£113,423	£109,375	£254,048	12%:88%
E31: OpportunityGY Workforces Project	£34,122	£53,150	£53,150	£140,422	0%:100%
People and skills					
E33: Skills & Employability Package: Employment Support for Economically Inactive Residents	£0	£0	£156,250	£156,250	0%:100%
E35: Skills & Employability Package: Supporting Residents Furthest from the Labour Market	£0	£0	£83,333	£83,333	0%:100%
E37: Skills & Employability Package: Tailored Support for Residents in Employment	£0	£0	£52,083	£52,083	0%:100%
GRAND TOTALS	£152,934	£305,866	£801,365	£1,260,165	17%:83%
TOTAL EXPENDITURE SPLIT BY FINANCIAL YEAR	12%	24%	64%	100%	
CAPITAL:REVENUE SPLIT BY FINANCIAL YEAR	10%:90%	13%:87%	20%:80%	17%:83%	

† including apportioned 4% local administration top-slice