

Subject: GO TRADE Interreg Funding Application Phase 1

Report to: EMT/Economic Development Committee

Report by: Kate Watts Transformation Programme Manager

## **RECOMMENDATIONS**

That the Economic Development Committee considers this paper and endorse officers to resubmit a phase 1 application.

### **1. INTRODUCTION**

Interreg Europe was established to help regional and local governments across Europe to develop and deliver better policy. As part of this work Interreg receives finance from the European Regional Development Fund which it in turn allocates to successful bids that support interregional cooperation.

Previously Great Yarmouth was part of a successful phase 1 application with a number of other French and British authorities for funding to support Markets.

However on moving to phase 2 of the process the application was not successful. Detailed feedback has been given in the areas that required further development and included

- Requirement to research of existing published work regarding markets as part of the application (University of Greenwich)
- Build on the proposals around the digital platform
- Improve in proposals around sustainability and transferability of markets

This was a disappointing result for all the Council's involved with this application and it has been proposed that a second submission is made, revising the application based on the above feedback. The date for a revised submission is by 13<sup>th</sup> October 2016.

### **2. INTERREG FUNDING PROPOSAL**

Participating Council's and partners total 14 (listed in Appendix 1). The project itself is titled GO TRADE and focusses on traditional markets and exploring economy and tourism opportunities to create a catalyst for job creation, skills development and to attract back residents to use their local market.

The project is being led by Basilidon Council and if funding is awarded a project coordinator will be recruited by Basilidon.

The project proposes a number of work packages which are

- **Communication** To develop a strategy to reach and interact with target groups via online/face to face/events etc. This package will include the development of a project brand, online portal for traders, a calendar of events for customers and business tool kits.
- **Market's Research** To be led by Greenwich University with the aim of establishing researched based ideas to enhance and innovate markets, and to develop national policy.
- **Business Support** To develop business support packages for traders which are bi lingual and tailor made and to develop support packages for market managers.
- **Develop and Promotion of a Tourism Offer** Part of this work will be informed by the Market Research detailed above and will include marketing of the GO TRADE brand with a number of key activities, to include animations, events, theater experiences, and cooking workshops.

The programme itself would be delivered over a four year period, with ongoing delivery and financial evaluations.

Benefits to Great Yarmouth's markets would include improved communication both for traders and their customers, additional business support and the development of a sound promotional offer based on robust research which should ensure the sustainability of this project after funding has ceased.

In turn it is hoped that footfall in our Town Centre is increased alongside additional spend in our Market, increasing economic growth in this area.

### **3. FINANACIAL CONSIDERATIONS**

Funding requested by Great Yarmouth Borough Council for a period of four years was 200,000 Euros. This had to be mainly used for revenue investment rather than capital.

This amount requires 31% of match funding for this Council, but guidance stated that this could be used from existing budgets and workings as part of the original submission showed this could be achieved by Great Yarmouth without any additional resource, and mainly through existing staff delivering this project if successful.

#### **4. RECOMMENDATIONS**

That the Economic Development Committee considers this paper and endorse officers to resubmit a phase 1 application.

#### **APPENDIX 1**

Table showing participating Council's and Partners

Basildon Council
Association of Town Centre Management
Essex County Council
Great Yarmouth Borough Council
Castle Point Borough Council
Gravesham Borough Council
University of Greenwich
Town Centre Partnership Company (Great Yarmouth) Ltd
Agence d'Urbanisme et de Développement Pays de Saint Omer-Flandre Intérieure
Communauté de Communes du Pays de Lumbres
Amiens Métropole
Ville de Louvigné du Désert
Pas-de-Calais Tourisme
Chambre d'agriculture de région du Nord pas de Calais