



GREAT YARMOUTH
BOROUGH COUNCIL

Economic Development Committee

Date: Monday, 16 July 2018

Time: 18:30

Venue: Supper Room

Address: Town Hall, Hall Plain, Great Yarmouth, NR30 2QF

AGENDA

Open to Public and Press

1 APOLOGIES FOR ABSENCE

To receive any apologies for absence.

2 DECLARATIONS OF INTEREST

You have a Disclosable Pecuniary Interest in a matter to be discussed if it relates to something on your Register of Interests form. You must declare the interest and leave the room while the matter is dealt with.

You have a Personal Interest in a matter to be discussed if it affects

- your well being or financial position
- that of your family or close friends
- that of a club or society in which you have a management role
- that of another public body of which you are a member to a greater extent than others in your ward.

You must declare a personal interest but can speak and vote on the matter.

Whenever you declare an interest you must say why the interest

arises, so that it can be included in the minutes.

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|-----------|---|----------------|
| 3 | <u>MINUTES</u> | 4 - 6 |
| | To confirm the minutes of the meeting held on the 4 June 2018. | |
| 4 | <u>FORWARD PLAN</u> | 7 - 7 |
| | Report attached. | |
| 5 | <u>TOURISM AND CULTURE STRATEGY DEVELOPMENT PLAN</u> | 8 - 11 |
| | Report attached. | |
| 6 | <u>ANNUAL PERFORMANCE REPORT 2017/18 FOR ECONOMIC DEVELOPMENT</u> | 12 - 20 |
| | Report attached. | |
| 7 | <u>LOCAL ENERGY EAST STRATEGY REPORT</u> | 21 - 29 |
| | Report attached. | |
| 8 | <u>TOWN CENTRE WAYFINDING</u> | 30 - 56 |
| | Report attached. | |
| 9 | <u>TOWN CENTRE INITIATIVE</u> | 57 - 63 |
| | Report attached. | |
| 10 | <u>ANY OTHER BUSINESS</u> | |
| | To consider any other business as may be determined by the Chairman of the meeting as being of sufficient urgency to warrant consideration. | |

11 EXCLUSION OF PUBLIC

In the event of the Committee wishing to exclude the public from the meeting, the following resolution will be moved:-

"That under Section 100(A)(4) of the Local Government Act 1972, the public be excluded from the meeting for the following item of business on the grounds that it involved the likely disclosure of exempt information as defined in paragraph 1 of Part I of Schedule 12(A) of the said Act."

Economic Development Committee

Minutes

Monday, 04 June 2018 at 18:30

Present :

Councillor B Coleman (in the Chair); Councillors Bird, P Carpenter, Cordiner-Achenbach, Grant, Jeal, Hammond, Hanton, Lawn, Wainwright, Walker and A Wright.

Also in attendance :

Mr D Glason (Development Director), Mr D Dukes (Economic Development Manager, NCC), Mr T Matthews (Research and Information Manager), Mr S Dawson (Principal Estates Surveyor) and Mrs S Wintle (Senior Member Services Officer)

1 APOLOGIES FOR ABSENCE

Apologies for absence were received from Councillor Reynolds.

2 DECLARATIONS OF INTEREST

There were no declarations of interest declared at the meeting.

3 MINUTES

The minutes of the meeting held on the 3 April 2018 were confirmed.

4 FORWARD PLAN

The Committee considered the Forward Plan for the Economic Development Committee.

Councillor Wainwright made reference to the Forward Plan and commented that the Forward Plan seemed light and it appeared that not many items were due to come forward to the Committee. The Chairman agreed with the comments made and stated that he would have further discussions with the Development Director in order to ensure further items were brought forward for consideration.

5 SOUTH DENES ENERGY UPDATE

The Committee received and considered the Development Director's report which provided Members with an overview of the energy related economic development activity in the South Denes peninsular of Great Yarmouth.

The Development Director reported that Great Yarmouth Borough Council and Norfolk County Council play a leading role in developing and promoting the South Denes area as a nationally significant asset that contributes to the local, regional and national UK economy. Supporting this ambition is the targeted regeneration and development of the Energy Park, Enterprise Zone and Outer Harbour.

Members received a presentation from the Economic Development Manager which highlighted the overall picture of the Energy Sector and its Developments.

In discussing the report and presentation the following points/issues were raised :-

- Reference was made to the A47 Highway investments and when works were to be completed at the Vauxhall and Garton Hall roundabouts - the Development Director advised that this was the responsibility of Highways England and that he contact them direct to seek detail and updated timescales on these projects.
- Clarification was sought in respect of jobs created in the South Denes and whether these has been new jobs created or relocations. It was advised that these were new jobs and that this had been audited.
- A question was raised in respect of whether it was thought Brexit would have an impact on the works carried out, it was advised that the majority of companies based at Great Yarmouth already operated globally.
- Concern was raised in relation to the transport links into the the town.

- Skills and Learning opportunities were discussed and it was suggested that Jan Feeney (NCC) Skills Co-Ordinator be invited to attend a future meeting to discuss available opportunities.
- Schools involvement - this was confirmed and it was advised that Vattenfall and others are engaging.

RESOLVED :

That the Committee note the contents of the Development Directors report.

6 GREAT YARMOUTH BUSINESS DIRECTORY UPDATE

The Committee received and considered the Development Director's report for the revised Great Yarmouth Business Directory which will be published and distributed in June 2018. This will be distributed to B2B (Business to Business) companies throughout the Borough, and will be available online and to companies interested in working with the supply chains present in Great Yarmouth. The Directory includes brief overviews of the main sectors within Great Yarmouth and presents the geographic and commercial context of the Borough in a welcoming and accessible format.

In discussing the Directory the following issues were raised :-

- Whether a replacement had been appointed following the retirement of the Economic Development Officer, it was advised that Inward Investment Manager and Regeneration Development posts were being recruited to.
- Reference was made to page 11 of the Directory (Port benefits), where it was felt that some rephrasing was required.

7 ANY OTHER BUSINESS

There was no other business as determined by the Chairman of the meeting as being of sufficient urgency to warrant consideration.

The meeting ended at: 19:45

Forward Plan for Economic Development Committee

	Matter for Decision	Report by	Pre Agenda Meeting (PAM)	Economic Development	Policy & Resources	Council
1	Local Energy East Strategy	Head of Growth & Planning	06/07/18	16/07/18		
2	Tourism and Culture Strategy Development Plan	Strategic Director (KW)	06/07/18	16/07/18		
3	Town Centre Initiatives	Development Director	06/07/18	16/07/18		
4	Town Centre Wayfinding	Development Director	06/07/18	16/07/18		
5	Year End Performance Report	Development Director	06/07/18	16/07/18		
6	Making Waves Together - Year 1 Update	Strategic Director (KW)	24/08/18	03/09/18		
7	NALEP Growth Deal (Update for Members on potential funding streams for infrastructure through New Anglia LEP)	Development Director	24/08/18	03/09/18		
8	Rapid Electric Recharge Point Report	Head of Customer Services	24/08/18	03/09/18		13/09/18
9	Revised Action Plan for Economic Growth Strategy	Development Director	24/08/18	03/09/18		
10	Strategic Review of Council Events	Head of IT, Communications and Marketing	24/08/18	03/09/18		
11	Tourism and Culture Strategy	Strategic Director (KW)	28/09/18	08/10/18		
12	Evening/Event Strategy Procurement for the Town Centre	Strategic Director (KW)	TBC	TBC		
13	Harfreys Activity Hoarding	Head of Property and Asset Management	TBC	TBC		

Subject: Tourism and Culture Strategy Development Plan

Report to: ELT – Monday 25th June 2018
Economic Development Committee – Monday 16th July 2018

Report by: Kate Watts – Strategic Director

This report provides committee Members with the rationale to create a new Tourism and Cultural Strategy for Great Yarmouth, and presents an overview of how this strategy will be developed, concluding that final approval of this strategy will be made by Members during December 2018.

Members are therefore asked to note the content of this report and agree to nominating 3 Members, 2 Conservative and 1 Labour to attend a study visit as part of the development process of this strategy.

1. BACKGROUND

- 1.1 In the framework of tourism and cultural development within a locality, there is an indisputable need for the strategic planning of these themes so that long term ambitions are clearly defined and subsequently delivered through achievable actions. There is a large amount of available evidence that demonstrates that tourism is strengthened when combined with and aligned to cultural and heritage based offers, especially in terms of further building a strong visitor economy.
- 1.2 Evermore so within the context of Great Yarmouth the need for such planning is essential to ensure that the current tourism and cultural offer is not only enhanced but expanded, and in doing so the economy of Great Yarmouth is further supported.
- 1.3 Culture can be defined as the arts and other intellectual activity including music, dance, literature and philosophy, as well as the beliefs, way of life, traditions, dialect of a community or society. In Yarmouth we have a particularly rich cultural heritage tradition partly because of geography (trade links with mainland Europe) and the layers of connection with the sea.
- 1.4 Our current Great Yarmouth Tourism Strategy 2013 – 2018 was co-created by the Greater Yarmouth Tourism Authority and the Borough Council. This is an ambitious strategy, but in being so aspiring it could be argued that it lacks focus and clarity around how delivery of the strategy would happen in practice.
- 1.5 It also needs to be noted that since this strategy was launched the Greater Yarmouth Tourism Authority, working with the Borough Council was successful in establishing a Business Improvement District (BID) which in 2018 will complete its first five year term, with the BID intending to go out to ballot for a further five years.

- 1.6 Great Yarmouth Borough Council also produced a cultural strategy, titled Making Waves, a cultural strategy for Great Yarmouth 2016 – 2021. In 2015 a heritage strategy was developed for Great Yarmouth; however this was never formally approved by the Council as it was seen to be unrealistic in terms of delivery and was subsequently passed to the cultural heritage partnership for delivery.

2. INTRODUCTION

- 2.1 In understanding the context of Great Yarmouth's position with regards to tourism, in that it has a current strategy which is due to expire next year which coincides with a BID renewal proposal, alongside current thinking around aligning cultural and heritage based offers with tourism it seems prudent that work is now commenced to develop a new ten year Tourism and Cultural strategy for the Borough, which will include strategy thinking in relation to arts and heritage.

- 2.2 To develop this strategy it is proposed that a 4 stage approach to strategy development is used. These stages consider the following questions;

- Where are we now?
- Where do we want to get to?
- How are we going to get there?
- How will we know when we have got there?

The next sections in this report details proposed activity within each of these stages, outlining the relevant timelines.

- 2.3 To work through these stages it is proposed that a small officer working group, supported by the Economic Development Committee Members, is pulled together consisting of;

- Strategic Director (KW)
- Head of Inward Investment
- Head of IT, Marketing and Comms
- Cultural Development Lead
- Principle Conservation Officer
- Tourism Manager
- Research and Information Officer

It is also recommended that the Great Yarmouth and Tourism Business Improvement District are also asked to allocate an officer to form part of this working group.

3. WHERE ARE WE NOW ?

- 3.1 This is about establishing the current position in terms of culture, heritage and tourism, which needs to be an honest and realistic assessment. To be able to pull together this understanding it is proposed that two activities are undertaken.

- 3.2 The first activity proposed is the collection of information and data about Great Yarmouth's current performance within the defined areas and evaluating this against available benchmarking data. As part of this work a summary document should be created which can be used to help frame future conversations with stakeholders during the development of this strategy.
- 3.3 The second activity proposed is the undertaking of a workshop session with key stakeholders, which will include the completion of a SWOT analysis.
- 3.4 These activities will take place during July and August 2018.

4. WHERE ARE WE GOING TO GET TO ?

- 4.1 This stage is very much about visioning for the future. It is proposed that as part of this stage two activities are undertaken.
- 4.2 As part of this visioning work it is proposed that a small group of officers and three Members from the Economic Development Committee, 2 Conservative and 1 Labour are taken on a case study visit. Currently the opportunity to visit Folkestone, Hastings and or Margate is being scoped. This case study visit will be undertaken to help officers understand what other Local Authorities have achieved through developing strategies in these areas, and especially to understand what the changes have been within that locality and the catalyst to those changes.
- 4.3 For the second activity it is proposed that a number of visioning questions are developed to be used for discussion at a number of focus group meetings alongside being used in a questionnaire format to further bottom out what the future vision for this strategy would be.
- 4.4 In pulling together the data and information from these activities it is proposed that consideration is also given to the opportunities detailed as part of the previous SWOT analysis work.
- 4.5 At the end of this work a clearly defined vision would be developed, with aims and objectives that show what will need to happen to achieve the aims and realise the newly developed vision. In essence this work will lead to the creation of our new Tourism and Cultural Strategy.
- 4.6 These activities will take place during August and September.

5. HOW ARE WE GOING TO GET THERE

- 5.1 This is very much about developing the action plans that will sit underneath the strategy and will detail the activity that will take place to achieve the detailed vision, aims and objectives. Each activity mapped will give consideration to the resources required and the timescales for that work to be completed. It is envisioned that there will be four plans in total, one in relation to the Arts, one for culture, one for tourism and one for heritage.

5.2 As part of this stage consideration will also need to be given to any financial, administrative and governance support required ensuring that the action plan is a realistic and achievable one.

5.3 This activity will take place during October and November.

6. HOW WILL WE KNOW WHEN WE GET THERE

6.1 This is about the development of key performance indicators which will be critically important in the monitoring of delivery against the new strategy. Once the key performance indicators have been established consideration to how they will be monitored needs to be given both to identify progression against the strategy but also to allow any changes to be made during the regular review cycle.

6.2 This activity will take place during October and November, with the final documents being completed for the Members to formally adopt the new strategy in December 2018.

7. LEGAL IMPLICATIONS

7.1 None at this time.

8. RISK IMPLICATIONS

8.1 A risk register to be started at the commencement of this project.

9. CONCLUSIONS

9.1 This report provides committee Members with the rationale to create a new Tourism and Cultural Strategy for Great Yarmouth, and presents an overview of how this strategy will be developed, concluding that final approval of this strategy will be made by Members during December 2018.

Subject: Annual Performance Report 2017/18 for Economic Development

Report to: Economic Development Committee - 16 July 2018

Report by: Development Director

SUBJECT MATTER/RECOMMENDATIONS

Economic Development Committee is asked to note the Economic Development element of the annual performance report for 2017/18 which along with elements from other service committees makes up the annual performance report for 2017/18 which is on the agenda for approval by Policy & Resources Committee on 24 July 2018.

Recommendation

Economic Development Committee is asked to note the Economic Development element of the annual performance report for 2017/18.

1. INTRODUCTION/BACKGROUND

- 1.1 During 2017/18 performance measures were reported to Executive Leadership Team and the four service committees on a quarterly basis, with Policy & Resources Committee receiving the whole suite of measures. At the end of the financial year an annual performance report is produced for approval by Policy & Resources Committee.
- 1.2 The other three service committees, including Economic Development Committee, receive a report of their relevant measures.
- 1.3 Detail of how the process has developed over the last few years is given in the Annual Performance Report.

2. PERFORMANCE MEASURES 2017/18

- 2.1 The performance measures are meant to give a comprehensive overview of how the authority as a whole is performing and cover most Council functions.
- 2.2 The tables in the report provide the following information:
 - Description of measure/indicator

- Corporate priority linked by the measure
- 2017/18 outturn figure
- 2017/18 target
- Status (outturn against target)
- 2016/17 outturn figure
- Current performance/trend data
- Short commentary on performance over the year

2.3 There are 18 measures reported in the Economic Development element of the annual performance report, of which three have no targets. Two of the remaining 15 measures are shown as not achieving the target and below the tolerance level set. These measures are ED10 - Number of new homes built; and ED17 – Percentage of increased footfall in Town Centre against same quarter in previous year.

Performance Measures against Targets	Total
Green - Performance has met or exceeded target	8
Amber - Performance is below target but within tolerance	5
Red – Performance is below target and tolerance	2

2.4 Executive Leadership Team/ Management Team and the Economic Development Committees through regular reporting have been made aware of the performance of all the measures and areas of concern, including an explanation of the reasons. A number of actions have been implemented to improve performance.

3. **FINANCIAL IMPLICATIONS**

None

4. **RISK IMPLICATIONS**

None

5. **CONCLUSIONS**

None

6. **RECOMMENDATIONS**

Economic Development Committee is asked to note the Economic Development element of the annual performance report for 2017/18.

7. **BACKGROUND PAPERS**

None

Areas of consideration: e.g. does this report raise any of the following issues and if so how have these been considered/mitigated against?




Area for consideration	Comment
Monitoring Officer Consultation:	No
Section 151 Officer Consultation:	No
Existing Council Policies:	No
Financial Implications:	No
Legal Implications (including human rights):	No
Risk Implications:	Number of new homes built below Local Plan Core Strategy target. A new Housing Strategy is being produced with clear actions.
Equality Issues/EQIA assessment:	No
Crime & Disorder:	No
Every Child Matters:	No

2017/18 Annual Economic Development Performance Measures

Progress against targets is assessed by RAG (Red/Amber/Green) ratings and is also assessed in terms of Direction of Travel (DoT) through use of arrows.






Key to 'Status'

RAG status comparing 2017/18 outturn figure against 2017/18 target

-  Performance has met or exceeded target
-  Performance is below target but within tolerance
-  Performance is below target and tolerance

Key to 'Arrows'

The arrows reflect trends in performance between 2017/18 and 2008/09, where applicable.

-  Performance is showing continuous improvement trend, compared to previous years
-  Performance trend is up, compared to previous year
-  Performance trend is no change, compared to previous year(s)
-  Performance trend is down, compared to previous year
-  Performance is showing continuous downward trend, compared to previous years

Performance Measures**Economic Development Committee**

Performance Measure	2017/18 Actual	2017/18 Target	Status	2016/17 Outturn	Trend
ED01 - Planning applications: Major applications determined within 13 weeks	96.4%	80%		91.7%	↑
Commentary: Government baseline figure of % of applications to be determined in given time scale has changed over the last two years, from 60% to 75%. Performance has exceeded both the national and local targets. Beyond the 13 week period applications provision can be made with applicants to extend determination period to allow for satisfactory outcome. Where this provision/agreement cannot be made the applicants have a right to appeal against non-determination, but no appeals were made on this basis.					
ED02 - Planning applications: Minor applications determined within 8 weeks	77.6%	70%		68.4%	↑
Commentary: Performance is above the target of 70% and continues to show year on year improvement since 2013/14 and a significant improvement compared to the 2015/16 figure of 68.4%.					
ED03 - Planning applications: Other applications determined within 8 weeks	90.7%	70%		72.2%	↑
Commentary: Performance continues to show year on year improvement since 2013/14 and a significant improvement compared to the 2016/17 figure of 72.2%.					
ED04 - Planning applications: Non Major (Minor or Other) applications determined within 8 weeks or as agreed extension	85.5%	70%		New Measure	N/A
Commentary: Government has now combined the % of applications dealt with in 8 week period subject to time extensions. The Government target has risen from 70% in January - March 2017 to 75% January – March 2018. This demonstrates a consistent performance throughout the year above those thresholds.					

Performance Measures

Performance Measure	2017/18 Actual	2017/18 Target	Status	2016/17 Outturn	Trend
ED05 - Percentage of Major planning applications processed within 13 weeks or as agreed extension over the last 24 months	95%	75%		86.4%	↑
Commentary: The Government have revised the targets from 65% to 75%. However, performance continues to exceed Government targets and shows continuous improvement.					
ED06 - Percentage of Major planning applications overturned on appeal over the last 24 months	0%	10%		0%	↔
Commentary: There was one retail planning application which was refused prior to the retail policy in the Core Strategy being fully adopted at a time of changing national policy and ageing local plan policy which put pressure on local decision making.					
ED07 - Planning Appeals: a) Total number of Non Major Planning appeals b) % of Non-Major Planning appeals allowed	11 12.5%	20 10%		New Measure	N/A
Commentary: Performance reflects quality of decision making in a changing planning environment with number of planning appeals allowed below the national average of 26%.					
ED08 - Building Control: The percentage of building regulation applications where a decision notice is issued within the eight week statutory period.	98.1%	100%		96.1%	↑
Commentary: Whilst the 100% performance target was missed, 105 decision notices out of a total of 107 did still get issued within the statutory period. Performance has shown continuous improvement over the last three years.					

Performance Measures

Performance Measure	2017/18 Actual	2017/18 Target	Status	2016/17 Outturn	Trend
ED09 - Percentage of Land Charges search returns sent within 10 working days.	90.34%	97%		91.7%	↓
<p>Commentary: Good outturn for the year as a whole considering the problem with returns from Norfolk County Council during the first quarter, with the fourth quarter performance at 97.12%. The service is reliant upon other services to facilitate turn around within 10 working days which is being reinvigorated being a government set target for the coming year. The service is also subject to open market completion from private search companies.</p>					
ED10 - Number of new homes built a) All homes b) Affordable homes	247 37	300 No target set		220	↑
<p>Commentary: 247 dwellings were completed in 2017/18, an 18% increase on the 210 completions in 2015/16. Despite the increase, the homes completed annually remains below the Borough's annual housing target (300 dwellings per annum), and very substantially below the 490 dwellings required annually to recover past under-delivery. The 37 affordable dwelling completions in 2017/18 (of which 22 were delivered at South Bradwell) represent a 500% increase on the previous year's very low base of 6 new affordable dwellings.</p>					
ED11 - Number of homes granted planning permission a) All homes b) Affordable homes	1,350 114	350 No target set		559 65	↑
<p>Commentary: 1,350 dwellings were granted planning permission in 2017/18, a significant 141% increase on the 559 dwellings granted planning permission in the previous year. As a proportion of the above, 114 affordable dwellings were granted planning permission in 2017/18, this being a 75% increase on the 65 dwellings granted planning permission during the previous year.</p>					
ED14 - Enterprise Zone: Beacon Park Percentage of empty floor space across Beacon Park	14.55%	20%		38%	↑
<p>Commentary: Occupation at Beacon Park has steadily increased during the 2017/18 year culminating in the occupation in the last quarter of three large facilities within the park welcoming Pharros Marine, DAP UK and Proserv UK .</p>					

Performance Measures

Performance Measure	2017/18 Actual	2017/18 Target	Status	2016/17 Outturn	Trend
ED16 - Town Centre retail units: a) Number of vacant retail units in Town Centre b) % of vacant retail units in Town Centre	83 19.3%	No Target set 15.7%		62 14.3%	↓ ↓
Commentary: During 2017/18, the number of vacant town centre units have risen quarter on quarter from 63 units (QTR1) to 83 units (QTR4). Between 2016/17 and 2017/18 town centre retail vacancies have increased 5%. The Council has set a target to reduce vacant town centre retail units by 1% year on year. This is a national trend and is being addressed through the Town Centre Initiative activity.					
ED17 - % of increased footfall in Town Centre against same quarter in previous year	-3.2%	1% increase from 2016/17 figures		-5.5%	↓
Commentary: During 2017/18 town centre footfall was -3.2% down compared to the year previously. Footfall during the last quarter was significantly hampered by the adverse winter weather conditions experienced throughout February. To put into wider context, footfall trends were also down against the previous year in the East (-4.2%) and the UK (-5.1%).					

The following are highlights from the annual performance measures under Economic Development:

- ✓ ED01 - Planning applications: Major applications determined within 13 weeks: Performance has exceeded both the national and local targets (75% and 80%).
- ✓ ED04 - Planning applications: Non Major (Minor or Other) applications determined within 8 weeks or as agreed extension: During the financial year the Government raised the target from 70% to 75%. Performance has exceeded both of these targets and demonstrates a consistent performance throughout the year.
- ✓ ED05 - Percentage of Major planning applications processed within 13 weeks or as agreed extension over the last 24 months: Performance continues to exceed Government targets and shows continuous improvement.

Performance Measures

✓ ED14 - Enterprise Zone: Beacon Park - Percentage of empty floor space across Beacon Park: During 2017/18 occupation at Beacon Park has steadily increased culminating in the occupation of three large facilities within the park between January and March 2018.

There were two measures not achieving the target and below the tolerance level set:

✗ ED10 - Number of new homes built: There was a 12% increase on completions in 2016/17 and an 18% increase on completions in 2015/16. Despite the increase, the homes completed annually remains below the Borough's annual housing target of 300 dwellings per annum, and substantially below the 490 dwellings required annually to recover past under-delivery.

✗ ED17 - % of increased footfall in Town Centre against same quarter in previous year: During 2017/18 town centre footfall was -3.2% down compared to the year previously, this was significantly hampered by the adverse winter weather conditions experienced throughout February. National trends also showed a decline in footfall compared to the previous year in the East (-4.2%) and the UK (-5.1%).

Subject: **Local Energy East Strategy**

Report to: **Economic Development Committee – 16 July 2018**

Report by: **Director of Development, Great Yarmouth Borough Council**

SUBJECT MATTER

In early 2017, the Department for Business, Energy and Industrial Strategy (BEIS) invited Local Enterprise Partnerships to produce a Local Energy Strategy, building on the work that had begun locally in the Strategic Economic Plans (SEPs) and other local strategies and initiatives.

Local Energy East (LEE) is a partnership covering three Local Enterprise Partnership (LEP) areas of Cambridgeshire and Peterborough, Hertfordshire, and New Anglia (Norfolk and Suffolk) collectively known as the 'LEE area'.

Over the past year LEE worked with a range of stakeholders and experts to develop this Local Energy East Strategy. Over 400 people representing over 50 regional organisations have been engaged to ensure that the objectives and actions have been developed and co-designed with a wide range of partners.

RECOMMENDATIONS: Members are asked to:

- a) Endorse the Local Energy East Strategy;
- b) Note the responses to the questions on the Delivery Plan submitted by officers; and
- c) Note and comment on the main opportunity areas there could be for the Council and companies of the Borough to exploit in the delivery of the Strategy.

1. INTRODUCTION/BACKGROUND

1.1 The Department for Business, Energy and Industrial Strategy (BEIS) invited, in 2017, Local Enterprise Partnerships (LEPs) to produce Local Energy Strategies, building on the work that had begun locally in the Strategic Economic Plans (SEPs) and other local strategies and initiatives.

1.2 Since April 2017, New Anglia, Greater Cambridge Greater Peterborough (and later the Cambridge Peterborough Combined Authority) and Hertfordshire LEPs (known as Local Energy East) have been working together to research, map, analyse and co-design a Local Energy Strategy for the combined area, funded by BEIS. The project delivery team comprises a wide range of more than 50 different partners, and has produced, with consultants, a draft Strategy (<http://cambridgeshirepeterborough-ca.gov.uk/assets/Uploads/2.3-Appx-1-Local-Energy-East-Strategy-updated.pdf>) which considers both local and regional matters which are inhibiting growth.

1.3 The Strategy sets out the collective ambitions to 2030 underpinned by a range of activities that the LEE Network and the Local Energy Hub will take forward to ensure that they remain at the forefront of "Clean Growth" in the UK and grasp the opportunities ahead.

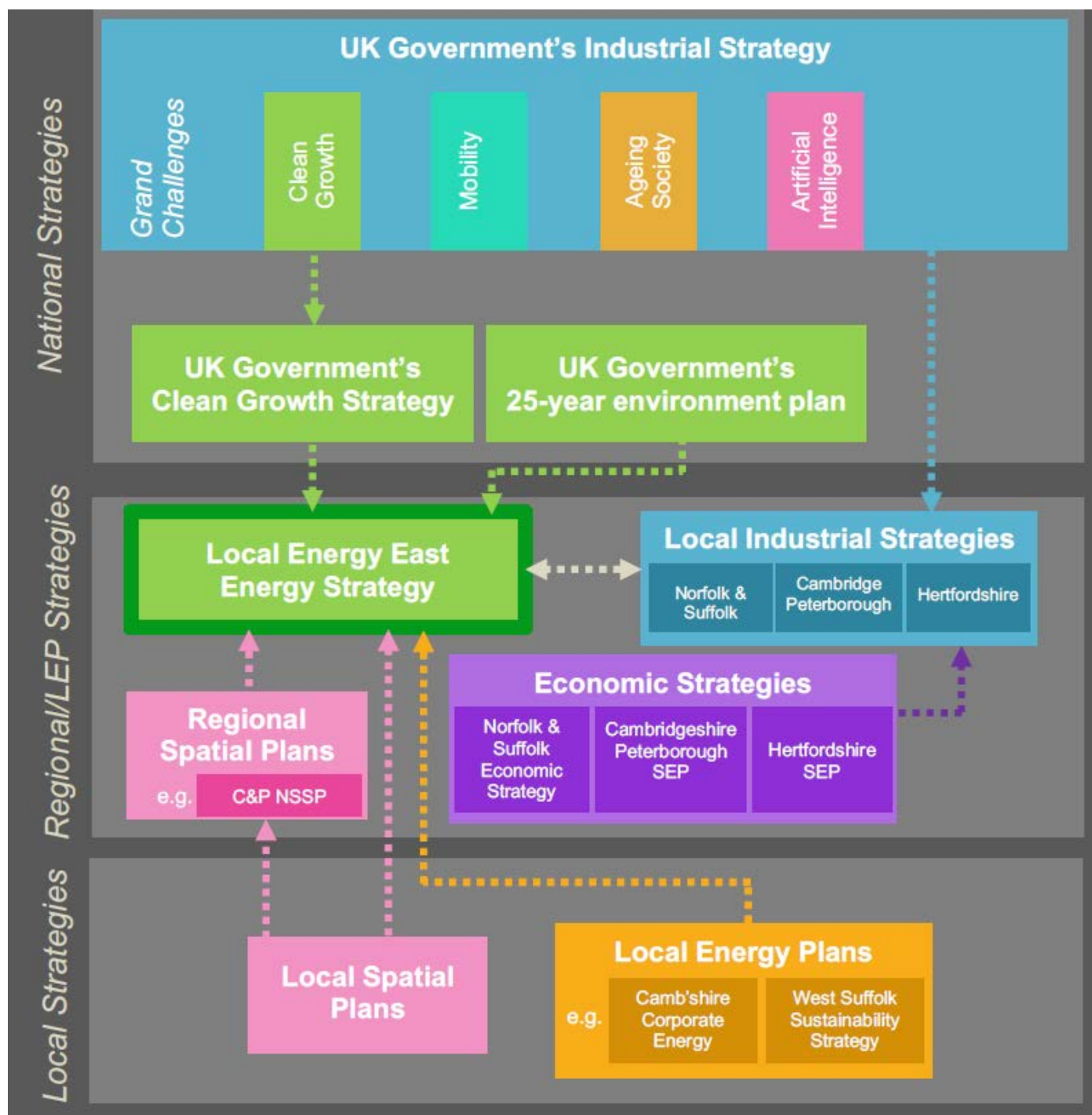
1.4 All Local Authorities in Norfolk and Suffolk have been asked, by the New Anglia LEP to formally endorse the Strategy by 3 July 2018. The Council has secured an extension of time so as to allow the Economic Development Committee to formally endorse the Strategy at this meeting on 16 July 2018.

1.5 A series of questions have also been asked of Local Authorities, seeking feedback on the Strategy, which will support the delivery planning phase after the official launch of the Strategy.

2. BODY OF REPORT

2.1 The tri-LEP Local Energy East Project, as one of the first in the country, has positioned the region well to be chosen to lead on the Local Energy Hub for the Greater South East area covering the East of England, the South East and Greater London. The Local Energy Strategy, and its respective evidence base, will form part of the starting point for the Energy Hub's activities to unblock current challenges and capitalise on local energy generation, storage, distribution and supply opportunities. Figure 1 shows the broader policy context which the Strategy sits within:

Fig. 1 Policy Context of the Local Energy East Strategy



2.2 A summary of the main themes and elements of the Strategy are included in Appendix A, but the main headings are: **Clean economic growth; Housing growth and commercial site infrastructure; Secure, local, affordable, low-carbon consumption; and Clean transport networks.**

2.3 Clearly, Great Yarmouth Borough already plays an important and growing role in clean energy production, with the strength of the offshore wind sector and supply chain in particular well known. The core aims of the Strategy are therefore aligned with the Borough's wider aims of capitalising further on Great Yarmouth's status as England's offshore energy capital.

2.4 In responding to the questions asked through the consultation (see Appendix B), officers have noted the strengths of the Borough, have expressed the Council's interest in potentially taking part in any trial projects (perhaps on rural electric vehicle charging points, for example). Any opportunities for local energy supply companies to be set up – perhaps working with Equinox, the Council's own housing company – might also bring benefits.

2.5 A delivery-planning and target-setting phase will be entered into next, with the responses from the councils and other partners to the questions taken into account. There will therefore need to be continued involvement from the Council over time in the evolution and delivery of the Strategy's key aims and objectives. As stated above, there are likely to be some good opportunities for the Council, and local companies and bodies, to be at the forefront of some exciting initiatives to deliver cleaner, greener growth.

2.6 The Committee is therefore asked to note the response made by officers to the Strategy's questions in June 2018, endorse the Strategy itself, and comment on potential opportunities for the Council, and Borough more generally, to get involved in the implementation and delivery of the Strategy.

3. FINANCIAL IMPLICATIONS

3.1 None at present, but the longer-term benefits to the Council and Borough could see higher levels of (clean) economic growth, boosting prosperity locally and regionally.

4. RISK IMPLICATIONS

4.1 No significant risks at present. Any more detailed involvement in later specific projects would need to be considered on a case-by-case basis. The main risk is considered to **not** engage fully in clean energy growth, as this is clearly the direction of travel globally, nationally and regionally; other Councils, if fleetier of foot, may have the opportunity to trial exciting initiatives that might have been of particular relevance and benefits to the Borough.

5. CONCLUSIONS

5.1 The Local Energy East Strategy offers real opportunities for the Council, and Borough, to build on the existing strengths in the energy industry, and particularly the offshore wind sector. For this reason, it is recommended that the Strategy is endorsed, and that the Council looks to be actively involved in the development of initiatives of particular relevance and benefit to the Borough.

6. RECOMMENDATIONS

Members are asked to:

- a) Endorse the Local Energy East Strategy;
- b) Note the responses to the questions on the Delivery Plan submitted by officers; and
- c) Note and comment on the main opportunity areas there could be for the Council and companies of the Borough to exploit in the delivery of the Strategy.

7. BACKGROUND PAPERS

Attached:

- Local Energy East Strategy May 2018, CMS weblink at <http://cambridgeshirepeterborough-ca.gov.uk/assets/Uploads/2.3-Appx-1-Local-Energy-East-Strategy-updated.pdf>

- LEE Mapping Analysis Report (see link on CMIS)
- Officers' Response to Feedback Survey (Appendix B)

Areas of consideration: e.g. does this report raise any of the following issues and if so how have these been considered/mitigated against?

Area for consideration	Comment
Monitoring Officer Consultation:	No issues
Section 151 Officer Consultation:	No issues
Existing Council Policies:	Corporate Plan: Economic Growth and Neighborhoods, Communities and the Environment, Transport and Infrastructure
Financial Implications (including VAT and tax):	None at present
Legal Implications (including human rights):	No issues – this is not a legally required document
Risk Implications:	Limited at this stage – see the body of the report
Equality Issues/EQIA assessment:	No issues
Crime & Disorder:	No issues
Every Child Matters:	No issues

Appendix A – Local Energy East Strategy details

The following themes that are the basis for the Strategy (edited highlights are below):

- A1 **Clean Economic Growth (over-arching)** – to support growth in the local energy sector, ensure local people benefit from the employment opportunities this creates, and to support the transfer of the benefits of new energy technologies across sectors as part of our wider drive to boost productivity.
- A2 To meet these challenges and opportunities, the LEE proposes to:
- Build on existing centres of excellence and develop new ones that support sectoral growth. The partners will work with BEIS to develop a renewable energy office based in the LEE area;
 - Build on existing supply chain initiatives in order to promote opportunities for SMEs in the renewables sector;
 - Support sector funding through initiatives like the University of East Anglia's Low Carbon Innovation Fund (LCIF);
 - Support networking across the sector through initiatives like Cambridge Cleantech, and existing networks like Orbis Energy and EEEGr;
 - Invest in infrastructure needed to support the energy sector. This includes working with Highways England and local planning authorities to develop key transport links – for example, dualling of the A47 and A12.
- A3 The Local Energy East Strategy organisations will:
- Work with education providers, industry and training centres to ensure relevant training needs are met;
 - Work with schools, colleges, university and businesses to ensure that a clear pathway into the offshore energy sector is defined, as the government rolls out the new T-levels; and
 - Develop – in partnership with industry and education providers - a higher technical engineering offer.

- A4 **Housing growth and commercial site infrastructure** – to work with UKPN (UK Power Networks) and partners to ensure that the grid enables the region’s housing and commercial development ambitions and to support new smart grid systems.
- A5 In addressing these challenges the LEE proposes to:
- Work with UKPN and the National Grid to consider how the current regulatory system can be improved in order that DNOs are able to provide necessary infrastructure investment up-front and make representations on this to Government;
 - Make use of national funds to address site-based infrastructure issues. In particular, we will support and lead on Housing Infrastructure Fund (HIF) bids that deliver energy infrastructure to support site development;
 - Work across the LEPs and local planning authorities to consider how a dedicated revolving fund can be used to address these and other site-based issues that prevent or slow development.
- A6 In order to advance the roll-out and adoption of decentralised energy networks the LEE proposes to:
- Support localised pilots of decentralised energy generation and distribution.
 - Work with planning authorities and developers to encourage the development of “smart energy” grids as islands with the longer aim to connect these smart energy islands together, thus growing the energy system with smart technologies;
 - Develop smart grid programmes within existing business and residential communities located in highly constrained areas of the power network;
 - Work with local partners, including local authorities and business, to develop bids for funding to help develop innovative solutions to grid capacity constraints in order to unlock growth, for example Innovate UK funding linked to the Industrial Strategy Challenge Fund and future rounds of the Housing Infrastructure Fund;
 - Explore local peer-to-peer trading of generation and consumption capacity to reduce network imbalances, the need for re-enforcement and to retain local value;
 - Work with planning authorities and others to bring forward heat networks.
- A7 **Secure, local, affordable, low-carbon consumption** – to work to increase energy efficiency and improve energy affordability; reducing fuel poverty; and to work to reduce carbon emissions and improve air quality.
- A8 Therefore, to address fuel poverty the following activities could be considered by the LEE Network of organisations:
- Bid for available Government funding that addresses fuel poverty;
 - Support improved energy efficiency measures;
 - Support community scale energy schemes as part of new developments where these are commercially viable;
 - Develop local time-of-use tariffs and feasible smart metering to allow consumers benefit from changing their consumption behaviours;
 - Support more equitable tariffs for vulnerable householders on pre-payment meters;
 - Develop off-gas grid low carbon heating projects in rural areas;
 - Work with planning authority partners to review mechanisms to either ensure high levels of energy efficiency/carbon reduction as standard in new development and/or to raise money for retrofitting activities.
- ;
- Work with planning authorities to develop robust planning policies targeting energy performance across all sectors of development (housing, commercial development, transportation and other infrastructure) to achieve carbon emissions reductions targets;
 - Consider a pilot programme to invest in energy efficiency that also supports fuel poverty aims;
 - Sustainable transport-related action not about EV – change the tenure model for ownership to point of use hire, e.g. car clubs, logistics sharing.
- A9 **Clean transport networks** – the transition to electric vehicles (EVs) will be supported, as will behavioural change and modal shift that improves transport sustainability.

Therefore, the Local Energy East organisations will:

- Work with partners to support and finance the installation of EV charging points at strategic locations, where people visit regularly and for a sufficient amount of time to charge, such as supermarkets, places of employment, and town centres;
- Work with planning authorities to encourage the installation of charging points in new homes where feasible (and associated grid reinforcement activities) and collaborate with employers to install EV charging points in staff car parks. Car clubs with shared electric vehicles and charging bays will also be supported;
- Support the work of Highways England to install EV charging points on the strategic road network, building on local partners' existing work in this area;

A10 Local Energy Strategy is very strongly aligned with the economic and emissions reductions aims and methods of both the Industrial Strategy and the Clean Growth Strategy.

Success will only be achieved if all partners play their role in delivering the strategy. It will be delivered through actions taken by a wide range of local partners, through new delivery models to enable distributed energy generation and supply; and be supported by innovative funding models to enable the investment our infrastructure needs.

Appendix B – Officers' response to the Strategy Consultation

Local Energy East Strategy

Feedback questions to aide delivery planning

The following questions have been designed to gain further insight from your organisation that will be taken into consideration when planning wider engagement and designing the delivery planning and target setting phase as described in chapter 8, Future Work. You need not answer any or all of the 15 questions specifically but the Local Energy East Project Team are keen to understand your organisation's views on these specific aspects of the strategy.

Great Yarmouth Borough Council's answers – 18th June 2018

Chapter 4. Clean Economic Growth

1. Where should investment be targeted to most effectively boost clean economic growth?

- Tight gas will remain a relatively clean and important component of the energy mix into the 2030s. Shell upgrading their Bacton facility shows their confidence in this being so.
 - Initiatives should not wholly focus on renewables
- Sometimes the incentives in current LEP run grant schemes are mixed
 - Grants based on efficiency gains through capital investment often stipulate the need for extra employment
 - Increase access to grants that target capital investment with fewer stipulations
- Clean economic growth should be targeted most at areas which are proximal to sources of renewable energy generation or transportation (such as Great Yarmouth), with a focus also on areas of more significant growth, where (for example) the infrastructure for the generation and/or use of clean energy can be designed and planned in advance. See para 5.20
- Areas with a shortage of available capacity could also be prioritised
- Longer-term projects should be developed to extend clean energy networks to more remote market towns and rural areas. Case studies and exemplars should be sought for this

2. How can career pathways into the energy industry be better defined and understood, to ensure local colleges equip young people with the skills to enter these industries?

- University of East Anglia needs an Engineering School. (point 4.16)
 - It currently offers a BEng and MEng but within the Maths department
 - Will consider an independent school when student numbers reach 100
 - This will allow a better defined profile for the discipline

The East of England Skills for Energy Campus represents the Easts collective and collaborative response to providing the right environment and skills for our all energy sector to flourish and grow. It should be given the resource to help leverage the combined efforts on:

- New Anglia Energy Sector Skills Plan – aligning public and private sector resources dedicated to skills around clearly articulated joint priorities
- The East of England Offshore Wind Skills Centre – an industry led, collaborative project delivering an enhanced range of accredited training in Great Yarmouth harnessing the strengths of four regional training providers into a single, comprehensive and easy to access facility
- Eastern Institute of Technology – the proposal, now at the final stage, is an ambitious and innovative solution specialising in providing a high quality collaborative energy/engineering offer
- Skills for Energy (EEEEGR) – an industry led collaboration focussed on delivering skilled people and ensuring the existing workforce continues to meet the industry's needs
- £11m new Energy & Engineering Skills Centre in Lowestoft

3. What examples are there already of cross disciplinary or cross sector working that is boosting growth and productivity or reducing energy consumption?

- Use of solar panels on Normally –Unmanned-Installations (NUIs) in the Southern North Sea is a visually powerful metaphor
- “Walk to Work” vessels developed out of offshore oil/gas but work also in offshore wind.

Chapter 5. Housing growth and commercial sites infrastructure

4. Where are there energy constraints hindering developments?

- This has not been a particular problem in Great Yarmouth borough, but the wider challenges in Greater Norwich, Cambridge etc are recognised

5. What changes to the regulatory system could make it more conducive to energy capacity leading development, not lagging behind it?

- The report highlights the difficulties there have been, and are, in working with UKPN to plan for the delivery of future development sites and ensure that sufficient energy is available. Up-front investment from UKPN is critical to help demonstrate to potential developers that power availability will not be an issue hindering growth – boosting confidences and certainty is vital when the housing market is not as robust as would be ideal
- Regularity changes should include requiring much easier availability of information on current and future power availability to all who want it, updated regularly on companies' websites.
- Power companies (as other utility companies) should also be required to work on an ongoing basis and agree and sign a Memorandum of Co-operation with councils producing Local Plans, which would provide greater confidence that the infrastructure (power) needs of future planned developments are understood, and will be able to met in a timely way

6. To what extent could innovative models, like a development corporation, a Multi- Service Utility Company (MUSCo) and smart grids, transform energy provision in the area? What consequences need to be considered in making these decisions?

- These innovative models offer considerable potential. CHP networks, decentralised grids and greater take-up of large battery storage all offer real opportunities for boosting energy provision. Strategic Plans, or joint Local Plans (such as in Greater Norwich), should be the main vehicles for identifying opportunities for innovative models (particularly in larger-scale allocations)
- A key point in these, as ever, is the temptation for them to be rolled out first in high-growth areas, such as Cambridge, with more rural areas often being the last to benefit. The Scilly Isles example shows how this can be achieved in more challenging scenarios. Great Yarmouth BC would be very happy to support a local pilot (or too) in the area

Chapter 6. Secure, affordable, low-carbon consumption

7. What are the most effective ways to tackle fuel poverty? How can we ensure that electrification of heat

doesn't lead to more individuals in fuel poverty?

- Post Brexit, U.K. likely to be outside of the VAT Directive (even in the soft-Brexit scenarios)
- 5% VAT, currently the legal minimum under the directive, can be abolished or offset for the poorest.

8. How can we incentivise the building of more energy efficient homes and transform the existing housing stock?

- Not only about materials – density is efficient
- Better fiscal incentives to bring urban land to its highest and best use (which is what the draft revised NPPF is seeking for areas close to major transport hubs)
- Part L (Regulation 28) of the Building Regulations requires “consequential improvements” to energy efficiency of existing buildings which are being changed/extended (more efficient windows, upgrade heating system, on-site energy generation etc). Broadly, consequential improvements must be at least 10% of the value of the improvement works (e.g. £5,000 in a £50,000 project). At present, this applies only to non-residential dwellings. Extending it to residential dwellings would assist enormously in improving the energy efficiency of existing stock, given the increase in permitted development rights and the cost of moving (stamp duty etc) means that people are moving house much less often now, choosing to extend/improve instead
- Phasing out more inefficient lighting/bulb systems in favour of things like LED bulbs would also help

9. What role could a locally owned energy supply company play in keeping down energy tariffs?

- Local energy companies are to be encouraged, either as cooperatives or at the municipal level
 - Changes economic incentives
 - Residents and local authorities can invest and derive dividends from successful venture
 - More self-reliant communities and the efficiencies gained by local power generation (8-15% is lost in transmission) should bear down on the prices offered by the established market actors.
- Look to Germany for examples

Chapter 7. Clean transport networks

10. How can we ensure that distribution of charging points does not discriminate against rural populations?

- The best way of doing this is to roll out the use of very large batteries (such as lithium-ion), the storage capacity of which is increasingly very quickly as technology improves. Allied to solar panel technology to keep the batteries charged, and the kind of technology used to run bike-share schemes such as Ofo (using apps to unlock bikes), these could become installed at the roadside at a variety of locations (supermarket car-parks, petrol stations, car-parks, village halls, lay-bys etc), with people “logging in” to plug in and recharge
- They could also be required to be provided as part of all new developments over a certain (small) size, such as 5 dwellings, through changes to national and/or local planning policy

11. What examples are there of changing behaviours towards less damaging means of transport? How can best practice be rolled out across the region?

- Copenhagen, Rotterdam etc are good examples of enhanced levels of urban cycling, with dedicated cycle networks
- Safer town and city centres can make people more likely to walk (e.g. New York City)
- Improved reliability of public transport provision is very important, with “turn up and ride” frequency also the ideal scenario (although it is recognised that this is impractical for more rural areas)
- The use of a “carnet” ticket system is common on buses, but not yet on trains, which militates against the greater use of trains by those who would not/could not use them every day (in essence, it makes train travel very expensive compared to buses, particularly “turn up and go” prices). Rolling

out Oyster ticket-type approach across public transport more generally in England will clearly happen at some point in the future, and the sooner it does, the better. Bigger settlements and sub-regions (Norwich, Cambridge, Ipswich etc) would logically be the starting point for rollout, but this should be a national priority

12. Should EV charging point installation be primarily market led or should local authorities and sector organisations support the transition more actively?

- They should be primarily public-sector led with the technology and take-up still in its infancy. As the technology emerges, and costs fall, the market will naturally take over

General questions

14. Does your organisation have any additional case studies of relevance to the objectives of this strategy that could be referenced as best practice or an area of critical importance for the delivery planning activities?

- There are not any further case studies in Great Yarmouth Borough that would be of value. However, the expansion of the offshore industry and supply chain in Great Yarmouth will likely see significant growth in employment and housing (for example, a 10 hectare expansion of Beacon Business Park in Gorleston is planned and allocated in the Local Plan).

15. How could your organisation contribute locally to the delivery of the Strategy delivery priority activities?

- The Council offers its willingness to be involved in relevant pilot projects across any areas. In particular, the Council's wholly-owned housing company, Equinox, is looking to take forward development on a number of Council-owned landholdings, so offers the opportunity to consider pilot projects (such as decentralised energy, smart grids etc)
- The Council will also continue to work closely with clean energy companies who are already very active in Great Yarmouth (such as Siemens, Vattenfall and Ørsted) to try to involve them in clean energy initiatives relevant to the Strategy

16. What do you think should be the delivery priorities over the next three years?

- The development of a local energy market should be a major priority, with the clean energy component particularly important
- Improving air quality is vital, particularly in major urban areas – the reduction in the use of diesel engines in particular, and the move to alternative fuels and electric vehicles should be advanced yet further
- Having a clearer and agreed strategy for working with UKPN to deliver certainty of the future availability of power for new development is key

Subject: **Town Centre Wayfinding**

Report to: **Economic Development Committee – 16th July 2018**

Report by: **Director of Development, Great Yarmouth Borough Council**

SUBJECT MATTER/RECOMMENDATIONS

Norfolk County Council has identified funds through the New Anglia LEP Local Growth Fund to develop and implement a Wayfinding scheme in Great Yarmouth. This funding is available to spend in 2018/2019 and these recommendations form the start of a programme of design work.

RECOMMENDATIONS: The Town Centre Member Working Group would like to make a number of recommendations for Economic Development Committee Members to consider as part of the Wayfinding project.

Recommendation 1 – Rationalisation of the wayfinding colour to green

Recommendation 2 – Have finials incorporated using the corporate emblem of a fish and lion

Recommendation 3 – Approve the collar plates as a functional design feature

Recommendation 4 – Install megaliths in locations across the town

Recommendation 5 – Remove wind sails and rationalise signage in car parks

1. INTRODUCTION/BACKGROUND

Wayfinding is a key part of the Great Yarmouth Town Centre Masterplan. It is part of the framework that sets out the Council's ambition for the regeneration of the town centre over the coming decade. The plan was shaped collaboratively and adopted in 2017. Since then a robust delivery plan has been put in place to push forward and deliver the plan.

The core objective directly relating to Wayfinding in the Town Centre Masterplan can be found on page 56 of the Town Centre Masterplan Document:

<https://www.great-yarmouth.gov.uk/CHttpHandler.ashx?id=2289&p=0>

f. Linking it all together

Objective:

Wayfinding is improved across the town through key parts of the network of Rows, increasing footfall to make the town centre feel safer and stimulate commercial uses

As part of the overall Town Centre Masterplan Objectives the Council agreed to roll out a number of deliverable actions directly relating to Wayfinding:

- To develop and test a replicable approach to Wayfinding and public realm through the historic core of the town centre that enable people to discover and experience its unique character and structure.
- To engage with stakeholders and develop general concept, design and delivery

approach

- Map the key community and tourism amenities across the town
- Identify useful shortcuts which link specific amenities
- Design signage solution and deliver on site
- Evaluate the impact

In partnership with Great Yarmouth Borough Council, Norfolk County Council appointed specialist Wayfinding experts FWT <http://www.fwt.co.uk> to plan and design a detailed proposal on Wayfinding in the town. This outline proposal from FWT is attached in **Appendix A**.

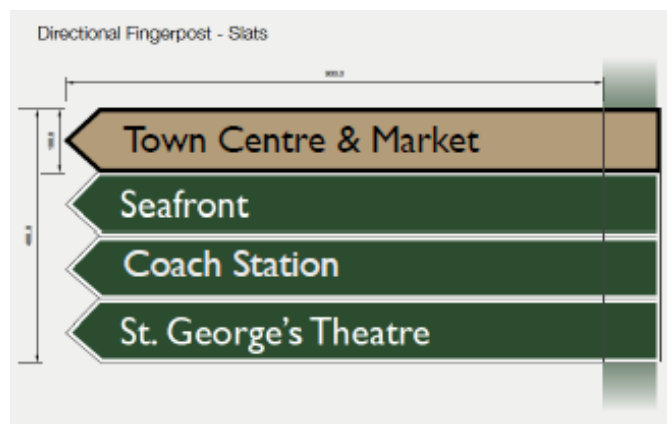
The Town Centre Masterplan Officer Working Group and The Town Centre Masterplan Member Working Group have both reviewed the proposal and have put forward a number of key recommendations for consideration by Economic Development Committee. The report breaks down the recommendations into walking, cycling and car parking.

2. Walking

Walking proposals are estimated to cost in the region of £240,110 (but this is indicative at this stage). This work has included a full audit of wayfinding in the town and the proposal is for a consistent design that removes unnecessary clutter and improves the amenities signposted as well as a full reconditioning and refurbishment of the existing fingerposts. There are also opportunities to add mapping and informational displays to some of the most prominently featured signposts.

2.1 Colour Palette

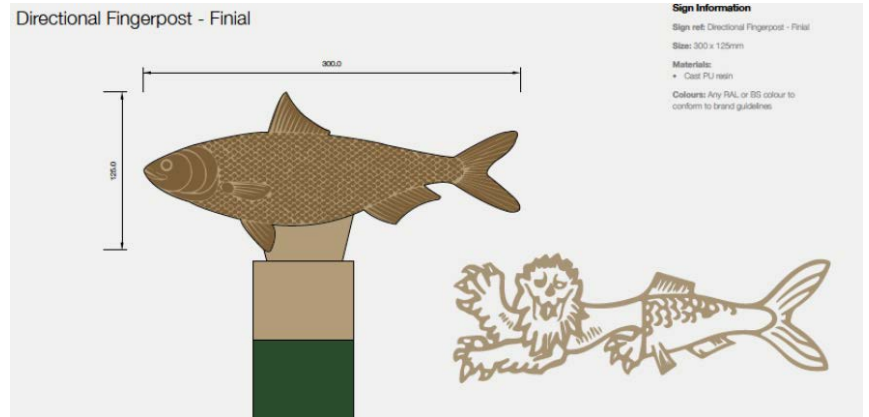
FWT have carried out extensive research and have made a recommendation for the street furniture colour palette (page 4, 5). This has been influenced by the historical and more recent use of Dark Green. This Green is found on the fishing vessels, was used extensively for finishing exterior building timber and has recently been reused for new Street name plates. In turn its Light Reflective Value (LRV) is typically 60% brighter than the existing Steel Blue and Burgundy street furniture, improving visual contrast, whilst not being too pale to be susceptible to graffiti and low cleaning cycles. This will be complemented by the use of a White and warm Clay. Currently there are a number of colours used in the town, with both blue and burgundy. This proposal will look to rationalize that and have one wayfinding colour, as so;



Recommendation 1 – Rationalisation of the wayfinding colour to green

2.2 Finials

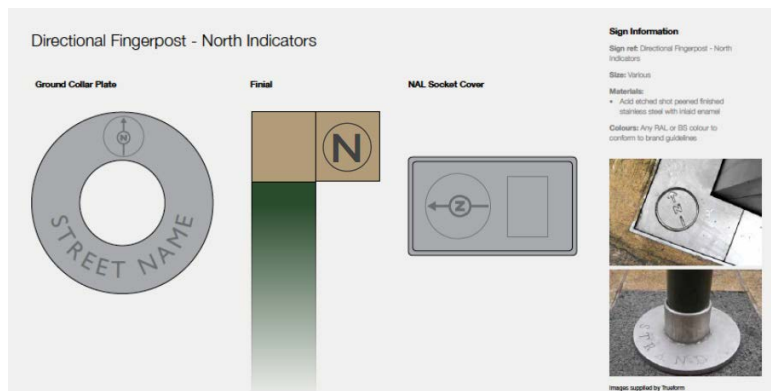
There is potential to fit uniquely designed finials to each fingerpost (page 6). These designs could be 3D or flat and could be part of a design competition. The finials could help brand areas and enhance the boroughs identity. There is also potential to look at future retrofitting.



Recommendation 2 – Have finials incorporated using the corporate emblem of a fish and lion

2.3 Directional Collar Plates

Directional collar plates (page 7) are not only an attractive design feature but increase opportunities to signpost. They can have the tree name or directional indicators to help walkers orientate around the town more easily.

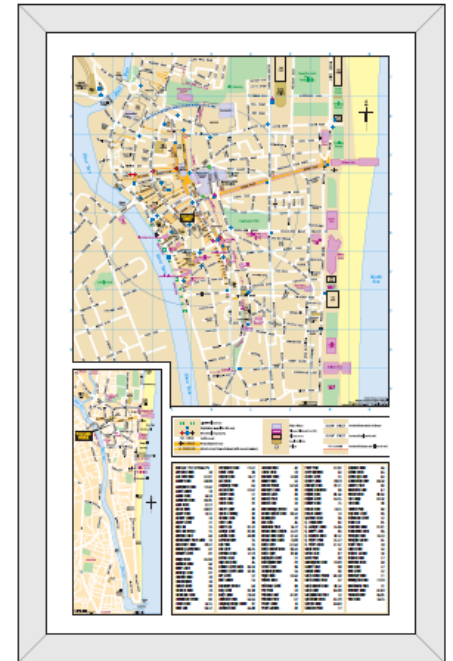
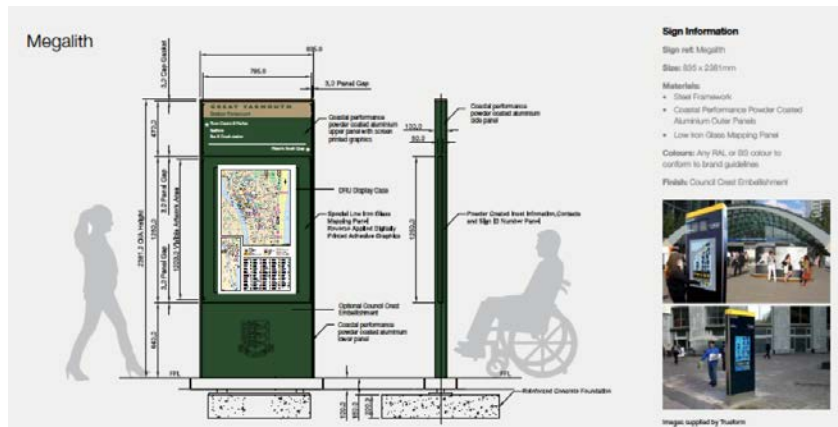


Recommendation 3 – Approve the collar plates as a functional design feature

2.4 Information megaliths

FWT have recommended 20 megaliths (see image A) in key locations in and around Great Yarmouth that contain key information, including a clear and coherent and clear map. Members are asked to recommend a smaller number of megaliths to be installed at four key locations:

Image A – Information megalith



- Train Station
- Bus Station
- Town Centre
- Seafront

Recommendation 4 – Install megaliths in locations across the town at locations highlighted in **Appendix B**.

3. Car Parking

FWT have identified the opportunity to rationalise and enhance the provision of wayfinding from the boroughs car parks. The Town Centre Member Working Group have reviewed the proposals and agree that the various signs in car parks currently cause confusion, duplicates information and increases clutter.

Recommendation 5 – Remove wind sails and rationalise signage in car parks

4. FINANCIAL IMPLICATIONS

Funding has been released via the Local Growth Fund to implement a sustainable transport scheme in Great Yarmouth. This project is likely to cost between £200k and £500k depending on how it develops and any additional features that may be necessary to include. GYBC are a key decision making partner in the scheme with the funds managed by Norfolk County Council. Financial implications for Great Yarmouth Borough Council through Project Management and officer support to ensure implementation of an appropriate scheme for Great Yarmouth.

5. RISK IMPLICATIONS

A delay in decision making risks funding available in this spending period.

6. CONCLUSIONS and NEXT STEPS

There is an ambitious programme of delivery for the Town Centre Wayfinding Project. The wayfinding scheme will make a huge impact on the visual appearance of the town, will reduce clutter, and improve signposting for shoppers, tourists and visitors to the town. This project forms part of the wider Town Centre Initiative programme and will have a large positive impact in a relatively short space of time.

The recommendations and proposals in this report are indicative of what can be achieved. Following committee approval the next steps will be:

- Contractor appointment
- Detailed design proposal including production of example signs
- Project delivery in 2018/2019

A task and finish officer group has been set up to support the project and this will directly into the Town Centre Masterplan Officer Working Group and the Town Centre Masterplan Member Working Group.

7. RECOMMENDATIONS

Recommendation 1 – Rationalisation of the wayfinding colour to green

Recommendation 2 – Have finials incorporated using the corporate emblem

Recommendation 3 – Approve the collar plates as a functional design feature

Recommendation 4 – Install megaliths in locations across the town

Recommendation 5 – Remove wind sails and rationalise signage in car parks

8. BACKGROUND PAPERS

Areas of consideration: e.g. does this report raise any of the following issues and if so how have these been considered/mitigated against?

Area for consideration	Comment
Monitoring Officer Consultation:	
Section 151 Officer Consultation:	
Existing Council Policies:	
Financial Implications (including VAT and tax):	
Legal Implications (including human rights):	
Risk Implications:	
Equality Issues/EQIA assessment:	
Crime & Disorder:	
Every Child Matters:	

GREAT YARMOUTH


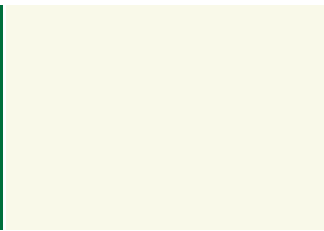

WAYFINDING PRODUCT DESIGN OVERVIEW

PRESENTATION 09 May 2018
Great Yarmouth Borough Council
Norfolk County Council


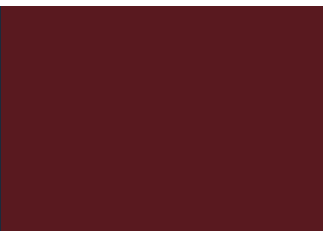


CORPORATE COLOUR

The simple aim of the boroughs brand guidelines (as supplied by Julia Devonshire as borough Cultural Officer) is to provide an outline of how to bring all graphical elements together, although it doesn't provide any further information on its corporate aspirations or origins?

		
GYBC Green	GYBC White	Process Black
RGB 0 112 60	RGB 249 249 233	RGB 30 31 31
LRV 31%	LRV 96%	LRV 1%

Meanwhile existing street furniture continues to be finished in an assortment of colourways including; Gold on Black, Gold on Heritage Red (Burgundy) RAL 3005 and Cream or White on Steel Blue. Karen Youngs (former InteGREAT) Projects Manager of GreaterYarmouth Tourism & Business Improvement Area (GYTABIA) subsequently confirmed that this was RAL 5011.

	
Steel Blue RAL 5011	Burgundy RAL 5003
RGB 26 43 60	RGB 89 25 31
LRV 12%	LRV 14%



Existing sign systems; Cast ductile iron Fingerposts, originally finished in a dark Sapphire Blue and warm White installed as part of the inteGREAT project in 2006,

Standardised Street Name signs pressed aluminium with extruded channel fixings, White on Green ground.

DESIGN GUIDANCE

The following is an extract from Norfolk County Councils Design Guidance which could possible effect and inform our product design recommendations;

Street Furniture

Each development should be considered in the light of the character of the settlement – in a rural village, hand painted timber signs could be appropriate. Litter bins, lighting columns, signposts and benches should be co-ordinated in design and colour. Standardised ‘civic’ street furniture should be avoided as it can be out of scale and too formal for Norfolk urban character; but where there is a local style, particularly when it is traditional it can be referenced.

Paving

A consistent palette of paving materials should increase attractiveness. In conservation areas, compatible natural materials such as stone slabs and granite setts could be selected to create appealing and welcoming floorscapes, but care should be taken to fit with local context, rather than create a generic style that has been repeated throughout the country. See original pavements along the Rows using beach pebbles flanked by Clunch (chalky White) limestone flags which could be re-interpreted using square cobbles and dark grey York stone.

Building materials

All building materials should be appropriate for their site and immediate setting, compatible with the relevant district Local Planning Authority’s Guidance. They should, where possible, be locally sourced, re-used, renewable, low embodied energy materials, and should minimise waste generated during construction.

Most characteristically red brick, and simplicity of texture in both brickwork and pointing is the key to the vernacular style. Some older buildings are timber framed. Render is a traditional finish, preferably with a flat, smooth, colour-washed surface. ‘Clay-lump’ is a distinctive East Anglian building material. Flint is found in two forms: smooth round beach cobbles, or rough ‘knapped’ flints from excavations. Flint should only be used where locally appropriate. There is little other stone walling, except some Carrstone a dark rusty ginger coloured stone and Clunch a chalky white limestone.


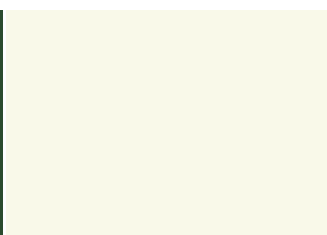

Railings may be suitable for residential developments in towns or sensitive village locations, as they provide meaningful enclosure without cutting off views. They should be iron, in dark, muted colours, and not too elaborate.



DESIGN PROPOSAL

COLOUR PALETTE

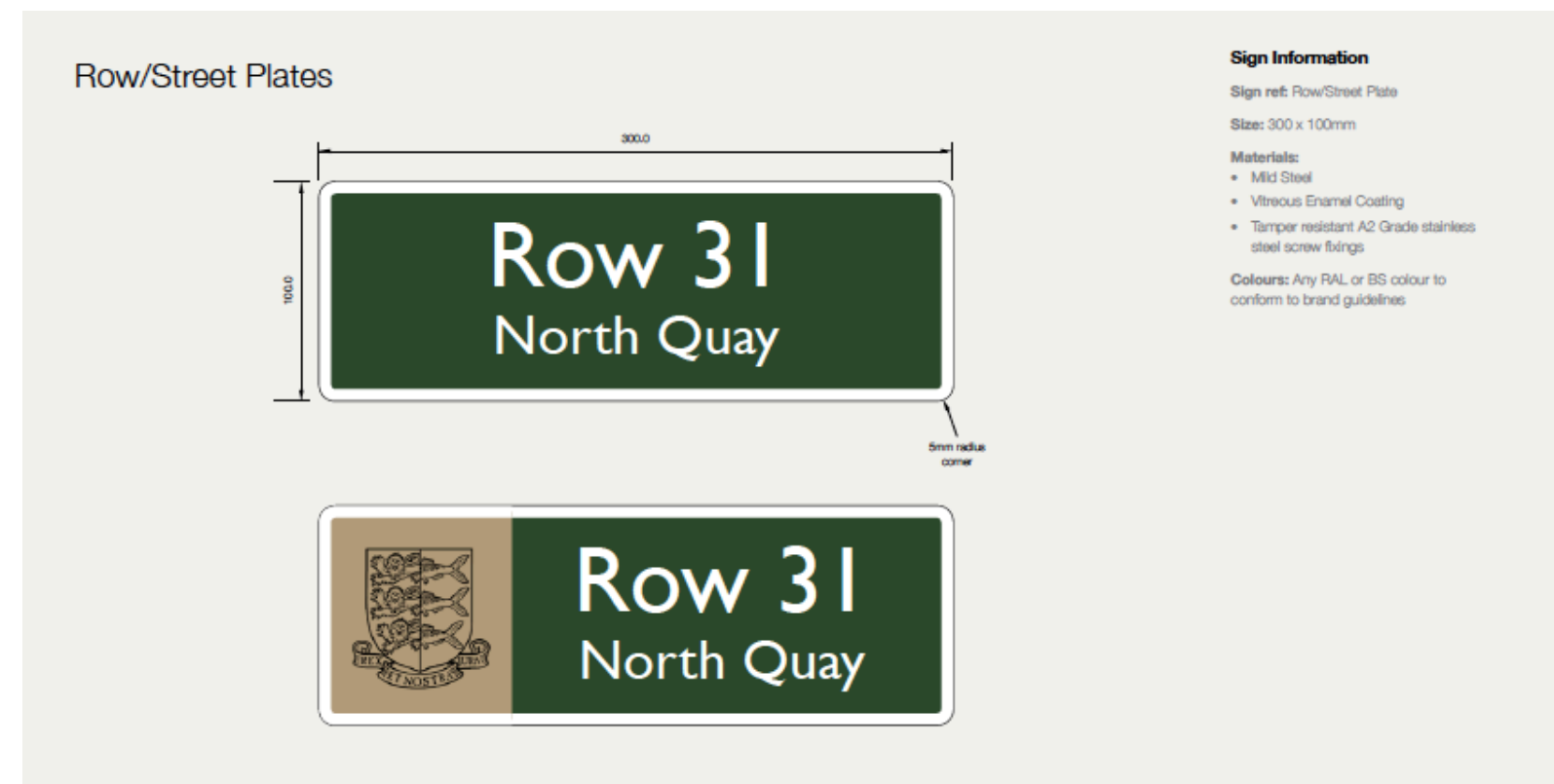
Our recommendation for the street furniture colour palette is influenced by the historical and more recent use of Dark Green. This Green is found on the fishing vessels, was used extensively for finishing exterior building timber and has recently been reused for new Street name plates, whilst it is similar to existing borough corporate branding. In turn its Light Reflective Value (LRV) is typically 60% brighter than the existing Steel Blue and Burgundy street furniture, improving visual contrast, whilst not being too pale to be susceptible to graffiti and low cleaning cycles. This will be complemented by the use of a White and warm Clay.

		
Dark Green	White	Clay
RGB 43 76 46	RGB 249 249 233	RGB 179 156 121
LRV 21%	LRV 96%	LRV 56%

WAYFINDING - ROW/ STREET PLATES

During the Elizabethan period the layout of the town was established in narrow East to West streets running between the North Sea and River Yare known as 'Rows'. Whilst these Rows had local names they were subsequently numbered 1-154. Many of these streets still exist today and the borough would like to consider fitting new Row plates displaying their original numbers and any known names, and as such you should consider supplying and fixing the following;

- Supply and fit nominally 100 off Row/ Street Name number plates nominally 100x300mm. Plates shall be fitted 2,250+-150mm above FFL using tamper resistant A2 Grade stainless steel screw fixings. Plates could be either pressed aluminium or Vitreous Enamel (VE). VE could be sourced from either of the following specialist manufacturers; AJWells NEWPORT or Links Signs St LEONARDS.



Vitreous enamel, is a material made by fusing powdered glass to a substrate by firing. The powder melts, flows and then hardens to a smooth, durable vitreous coating. VE offers many benefits, including;

- Longevity - 40yrs,
- Colourfast,
- Vandal resistant - graffiti resilient,
- Low maintenance - easy clean,
- Environmental resistant - severe atmospheres,
- Fire retardant.

WAYFINDING - DIRECTIONAL FINGERPOSTS, I

Recondition and refurbish all existing borough owned Fingerposts originally installed under the InteGreat project in 2006 with the following possible enhancements;

- Supply and fit nominally 180 off new cast aluminium Fingerpost Arms; nominally 89mm internal Dia, 100mm wide single line, 785mm (900mm lng) suitable for nominal 50mm X height (nominally 14 characters per line) using a Sans Serif style font upper and lower text throughout (justification TBC), pictograms, finished in White on Dark Green ground,

INSTALLATION

Arms shall be stacked in the following order; Any North/ North East direction upper most, East/ South East direction second row down, South/ South West direction third row down and West/ West North directions at the bottom of the stack, directions will generally be limited to increments of 45° to maintain visibility.

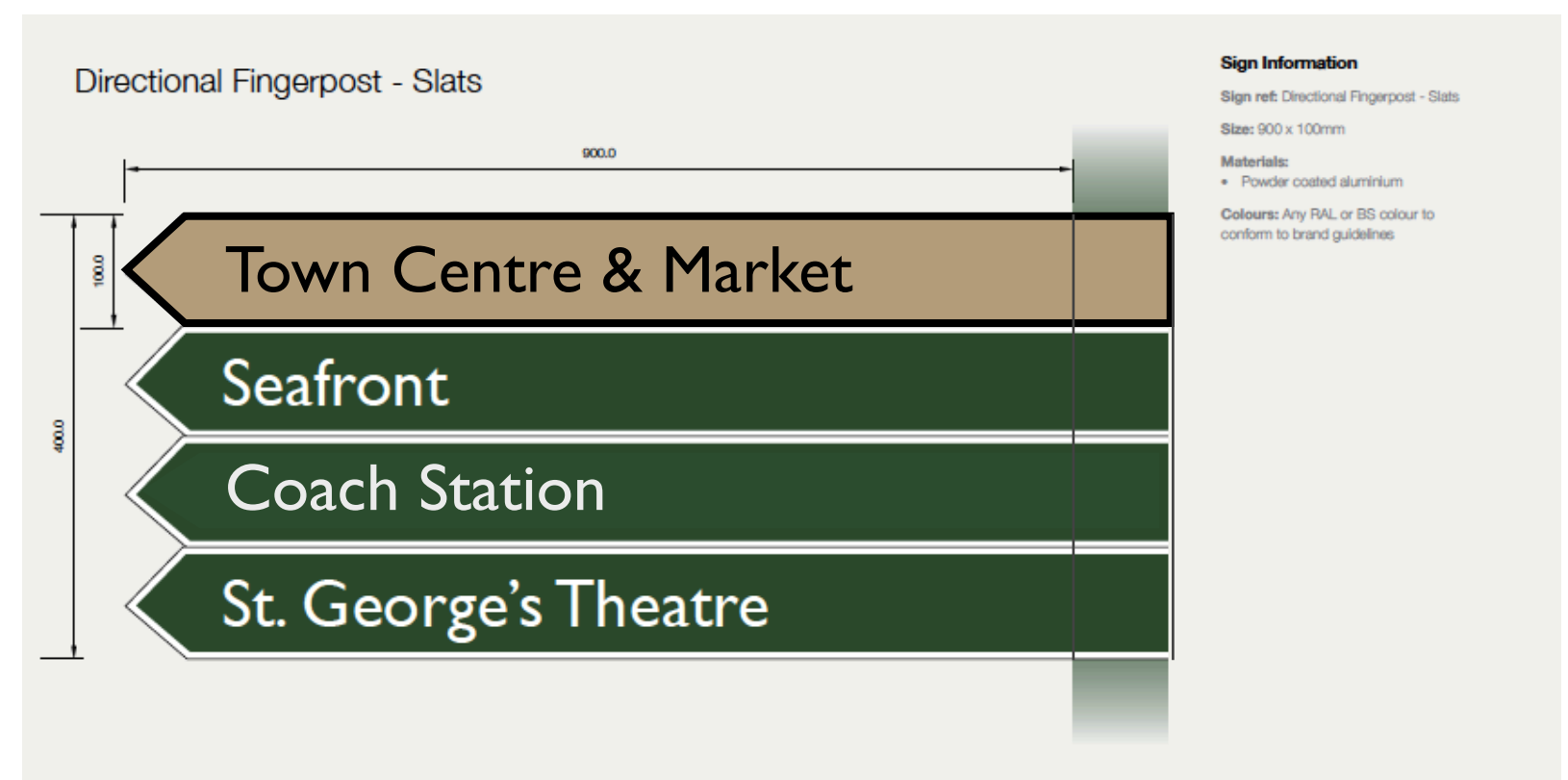
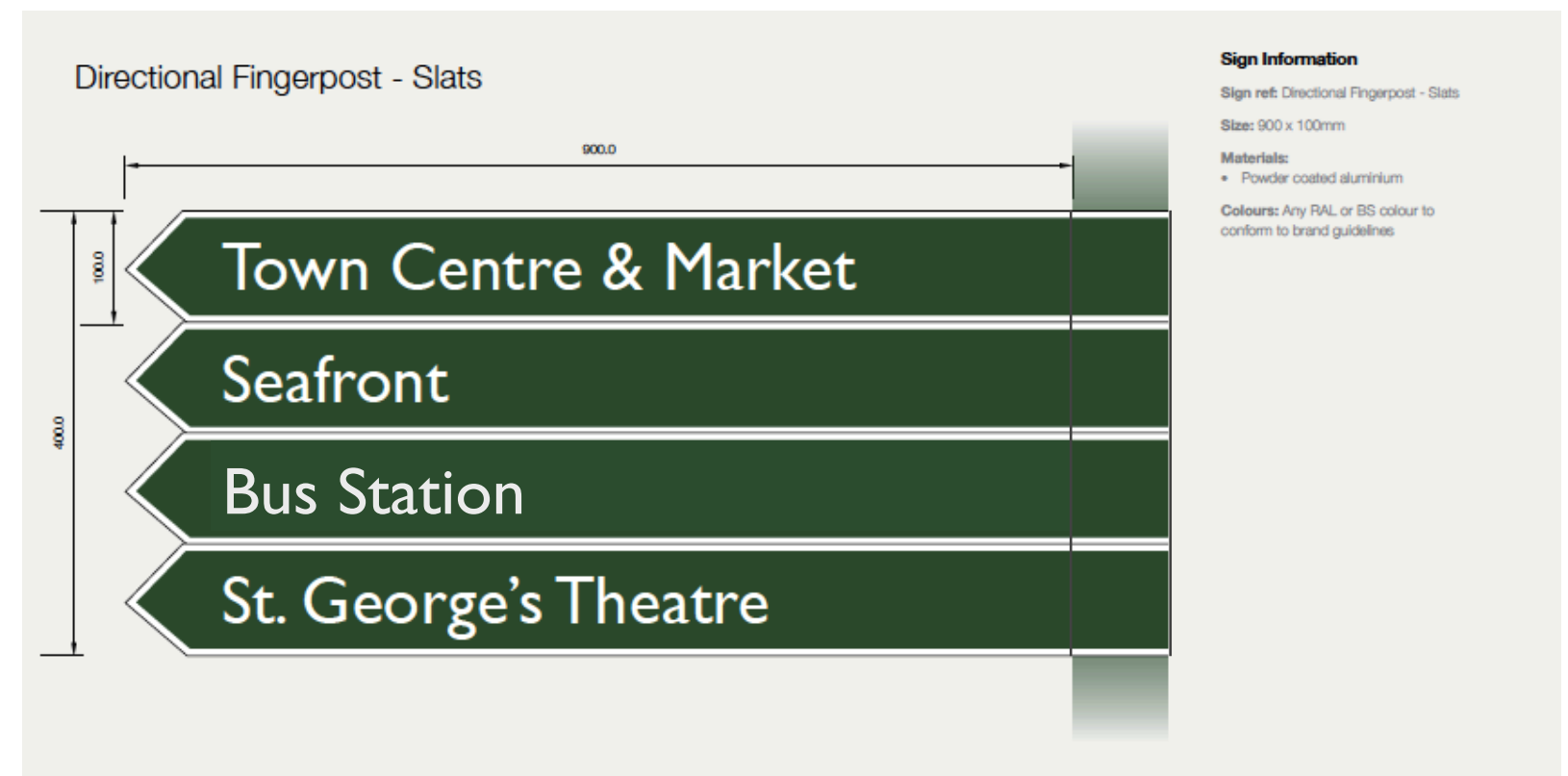
Refurbished/ enhanced nominally 42 off existing Fingerposts (nominally four off Finger slats per Posts), reconditioning options will be considered;

- Option 1; repaint on site, removing all Arms replacing in accordance with Signage Schedule, fixing new style North indicator Finial Post Cap and or Ground Collar Plate.
- Option 2; repaint on off-site, removing all Arms replacing in accordance with Signage Schedule, fixing new style North indicator Finial Post Cap and or Ground Collar Plate.

All installations to be thoroughly rubbed down using a abrasive Scotchpad, degreased, patch primed and cleaned in accordance with paint suppliers recommendations before repainting. No works to be undertaken if ambient temperature falls below 5°C. Works to be undertaken by specialists cleaning and painting contractor such as; ASG One Ltd SHOREDITCH.

NOTE

Whilst we have approached the two original suppliers of the Fingerposts for further details; Malcolm Lane & Sons, CROPWELL BISHOP, and DW Windsor, HODDESDON, neither of them are in a position to provide new and or reconditioned Arms, although Furnitubes GREENWICH can be able to supply new Arms on request.



WAYFINDING - DIRECTIONAL FINGERPOSTS, 2

Recondition and refurbish all existing borough owned Fingerposts originally installed under the InteGreat project in 2006 with the following possible optional enhancements;

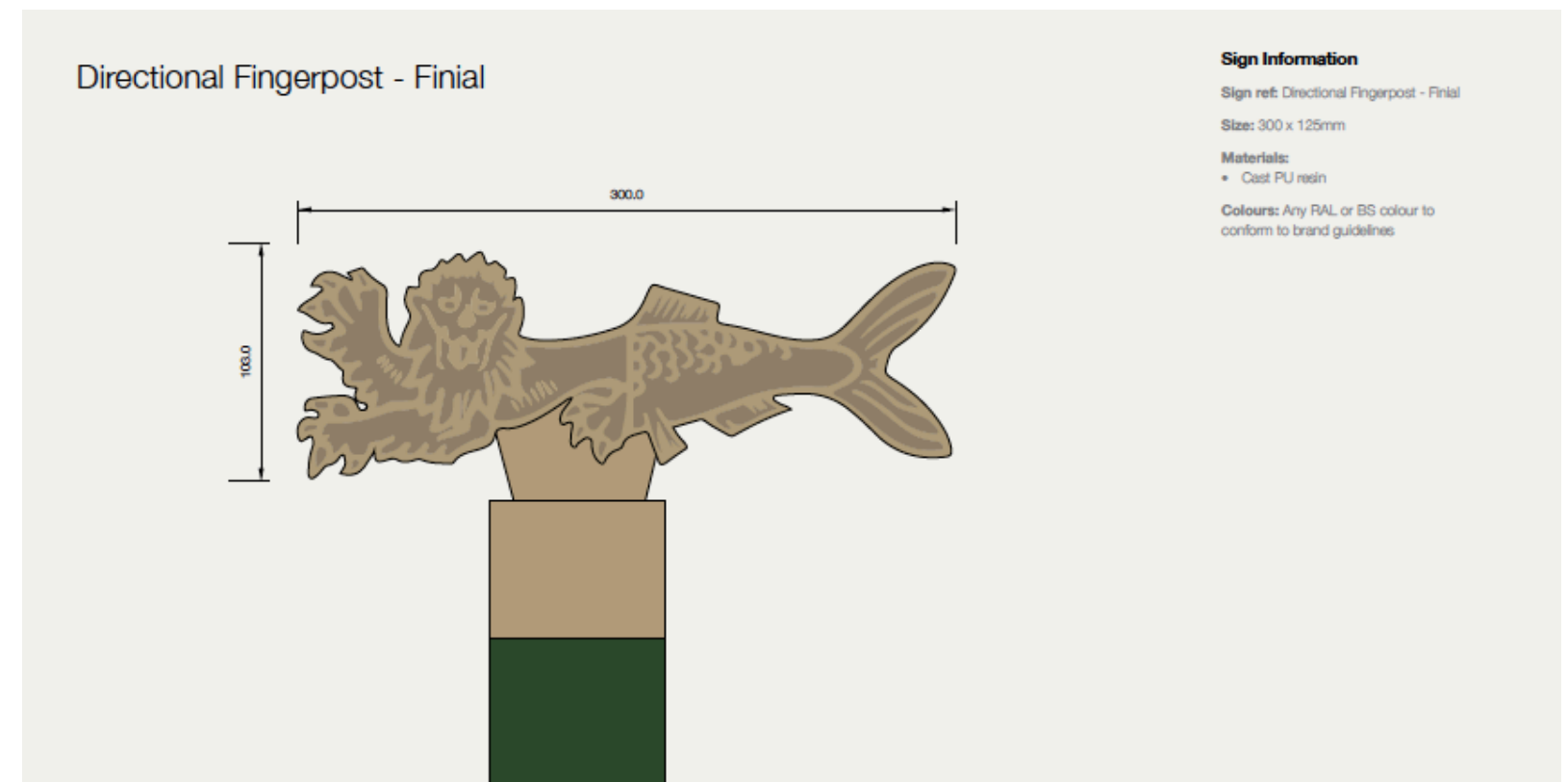
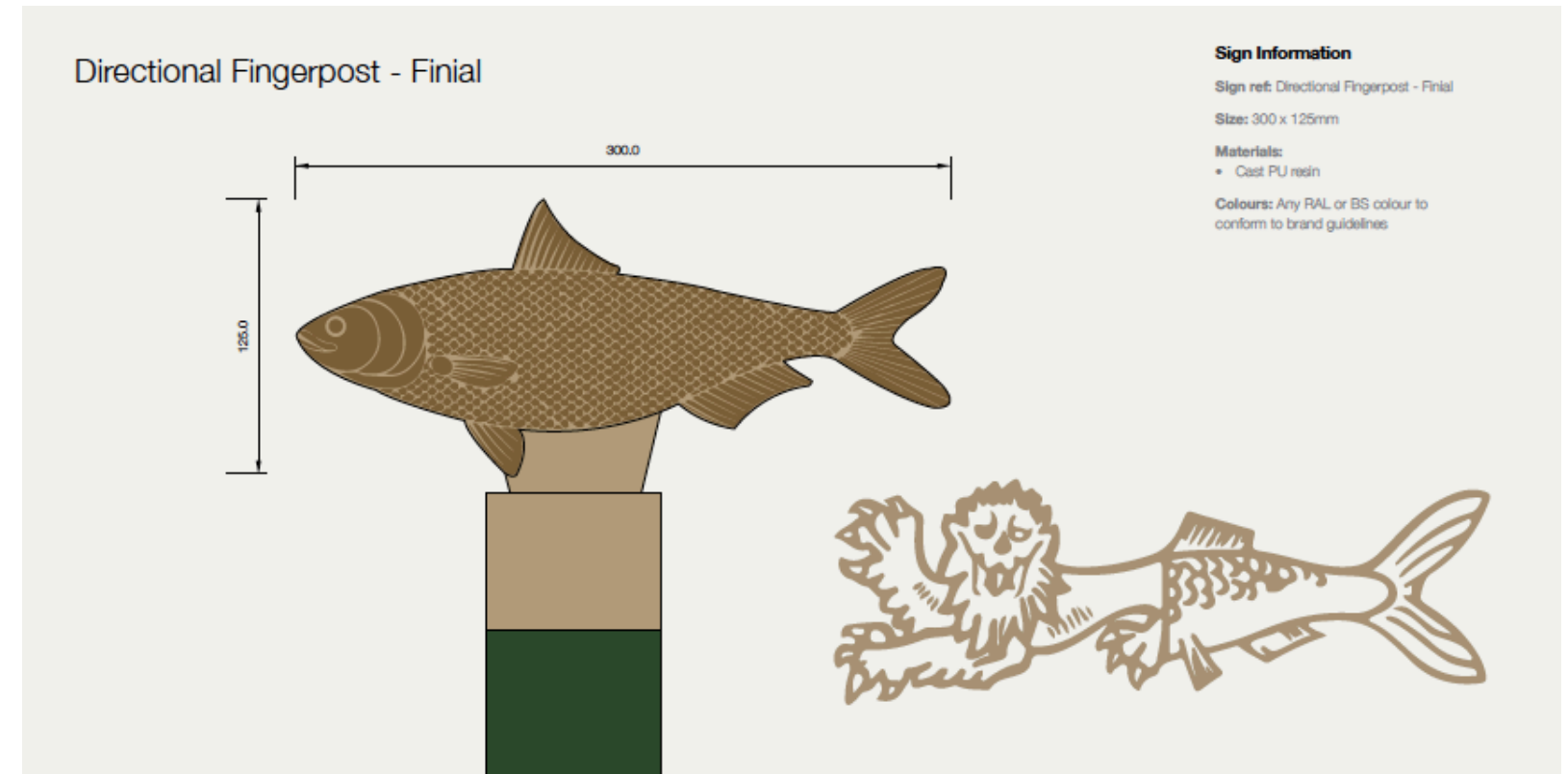
- Supply and fit nominally 44 off cast Polyurethane (PU) and Polyester painted Rapid Injection Moulded (RIM) nominally 300x125x110mm 3D modelled Finial Post Cap, or
- Supply and fit nominally 44 off cast aluminium and Polyester Powder Coated (PPC) nominally 300x125x110mm 3D modelled Finial Post Cap, or
- Supply and fit nominally 42 off laser cut 2D 10mm thk stainless steel shot peened finished nominally 300x125x110mm 3D modelled Finial Post Cap,

Indication of costs would be Tooling in the region of £4-4.5k assuming all moulds work with no undercuts and parts around the £85 each bracket as supplied by Midas Mouldings BEDFORD.

INSTALLATION

All 'King Herring' motif Finials to be positioned pointing North and as such will require anti-rotation/ tamper proof fixings.

Polyurethane RIM moulding provides a process for low volume requirements where quality finishes are essential and where complex and organic forms are desired. Risk and tooling investment is kept to a minimum.



WAYFINDING - DIRECTIONAL FINGERPOSTS, 3

Recondition and refurbish all existing borough owned Fingerposts originally installed under the InteGreat project in 2006 with the following possible optional enhancements;

- Supply and fit fabricated North Indicator and Street Name Ground Collar plates could be 6mm thk 450mm Dia acid etched shot peened finished stainless steel with inlaid enamel displaying location street names and North indicators motif, or
- Supply and fit fabricated and welded stainless steel PPC finished North Indicator Flag style Finial Post Cap 115x114mm Dia, or
- Supply and fit special Retention Socket Cover Plates with North Indicator Disk, nominally 6mm thk 60mm Dia machined with M8x25mm lng threaded stud and supplied with two off M8 Grade 4 stainless steel Lock nuts, acid etched shot peened finished stainless steel with inlaid enamel North indicators motif,

INSTALLATION

All North Indicator Flag Finial Post Caps and Retention Socket Cover Plate Disks to be positioned pointing North and as such will require anti-rotation/ tamper proof fixings.

Directional Fingerpost - Ground Collar Plate



Sign Information

Sign ref: Directional Fingerpost - Ground Collar Plate

Size: 350mm diameter

Materials:

- Acid etched shot peened finished stainless steel with inlaid enamel

Colours: Any RAL or BS colour to conform to brand guidelines



Images supplied by Thutorm

Directional Fingerpost - North Indicators

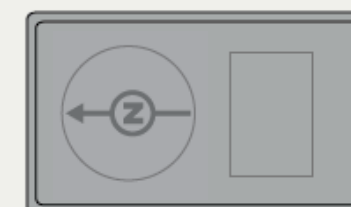
Ground Collar Plate



Finial



NAL Socket Cover



Sign Information

Sign ref: Directional Fingerpost - North Indicators

Size: Various

Materials:

- Acid etched shot peened finished stainless steel with inlaid enamel

Colours: Any RAL or BS colour to conform to brand guidelines



Images supplied by Thutorm

WAYFINDING - DIRECTIONAL FINGERPOSTS, 4

Recondition and refurbish all existing borough owned Fingerposts originally installed under the InteGreat project in 2006 with the following possible optional enhancements;

- Supply and fit 44 off Fingerposts with single or double sided Mapping display cases nominally 210x600-900mm (AAA4 size) visible area, around the centre of the Post (nominally 114mm Dia) with the bottom of the display nominally 900+-25mm from FFL orientated to be perpendicular to the main adjacent kerb line. All display cases shall be fitted with a sprung pre-printed 'Apology Board' and fitted with a 3+-1mm thk UV stable impact modified glazing. All outer frame shall be fitted with tamper resistant security fixings and fixed from underside.
- Supply and fit two off new Fingerposts (nominally four off Arms per Posts) requiring foundation and reinstatement,
- Remove and reset four off Fingerposts and reconditioned and redeploy (nominally four off Arms per Posts) requiring Retention Socket foundation and reinstatement (this can vary considerably depending on finish, nominally 1/2 Mtrs sq of either Carstone paving or aggregate macadam);

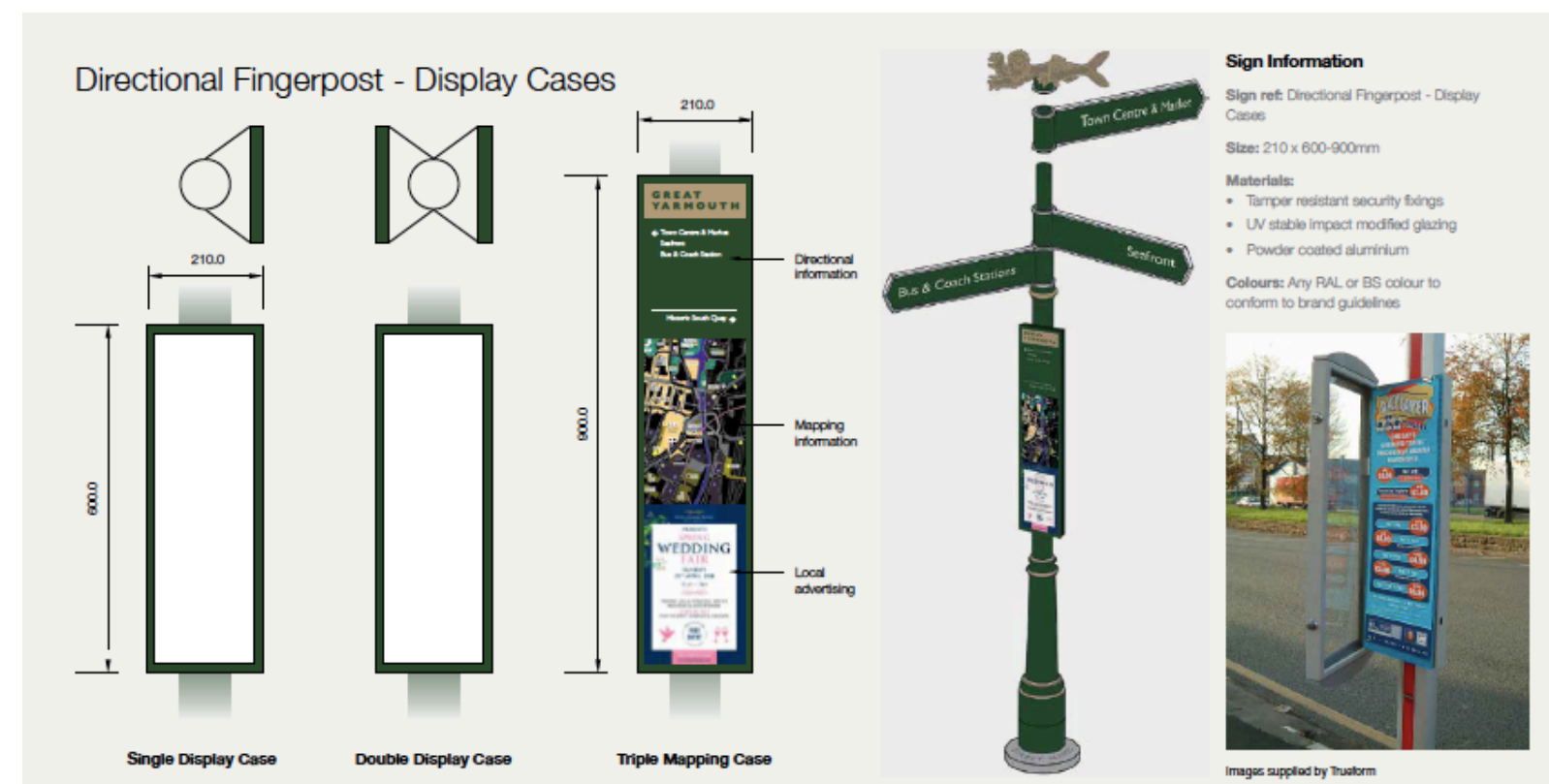
INSTALLATION

- Supply four off Retention Sockets suitable for cast ductile steel Fingerposts; nominally 2,300x114mm Dia with nominal 550x89mm Dia subsurface galvanised steel spigot/ Root,

These will be deployed at various primary junctions positioned nominally 1.5mtr of the kerb edge replacing numerous highway authority pedestrian signs (removal to be undertaken by others).

NOTE

Whilst we have approach the two original suppliers of the Fingerposts for further details; Malcolm Lane & Sons, CROPWELL BISHOP, and DW Windsor; HODDESDON, neither of them are in a position to provide new and or reconditioned Arms, although DW Windsor can provide new cast ductile iron and borough branded Posts. Possible alternative specialist manufacturers of cast ductile iron Posts from Cast Iron Company GUILDFORD, model reference; CFP101, whilst Furnitubes GREENWICH can be able to supply new Arms on request.



WAYFINDING - MEGALITHS

Supplying and install a minimum of 20 off Double Royal (DR) 705mm width 966x605mm visible area primary Megaliths at the following locations;

- GREAT YARMOUTH station forecourt,
- MARKET GATES Bus station at Regent Street,
- GREAT YARMOUTH Coach station forecourt,
- MARINE PARADE, outside the Tourist Information Centre,
- GREAT YARMOUTH Yacht station at NORTH QUARY (on the River Bure, Tar Works Road, 'Gateway to The Broads'),

These would be supported by the similar refurbished and enhanced Car Park 'Windsail' displays, Cycle Counter Totems and Cycle Parking Liths covering all major entry points.

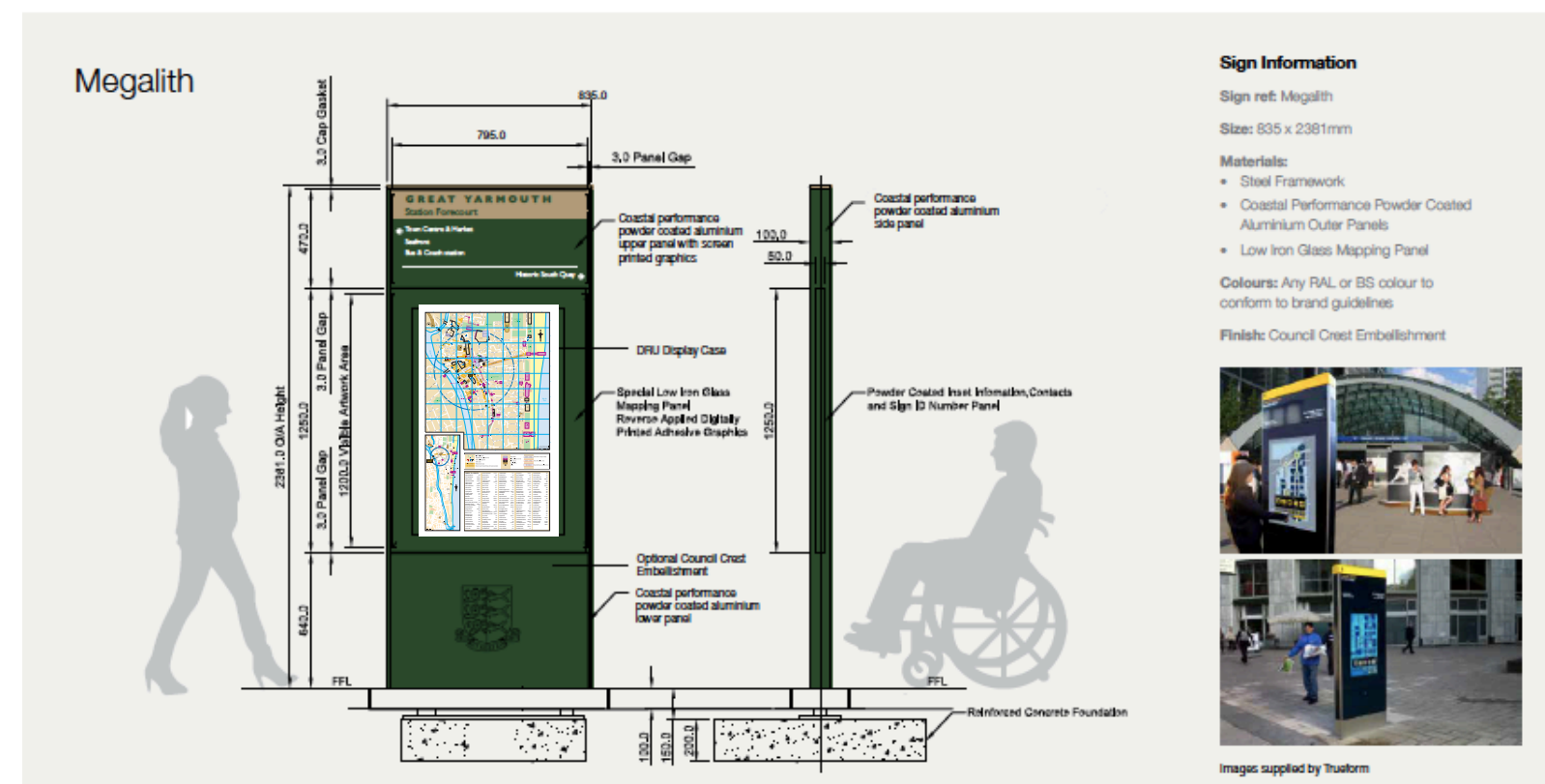
A further five (or six) existing A1 size free-standing units (FSU) display cases managed by Greater Yarmouth Tourism & Business Improvement Area (GYTABIA) could be replaced by Megaliths following further consultation.

These single legged units are finished in either Burgundy in the Market Row area and Steel Blue on the corner of King Street/Regent Road and South Quay. Whilst they are in poor repair they could be refurbished, though it may be more cost effective to replace them altogether with more modern and easier maintenance DR cases on two legs. This would help standardise on case size throughout the project area and is to be recommended.

These cases have varying content, some purely with local attraction adverts and some as a sort of shop street directory. The presentation of the shop directories at present is by means of individual magnetic strips and easily replaceable when shops change use or name. The shop names in themselves may not be that helpful to visitors as they may not be lucid in revealing what sort of goods may be available in the shops being listed. The update and replacement method at the moment is very cheap but not particularly enticing in quality of appearance terms.

It is possible to present enhanced information to a much higher standard and with the same ease of updating. The cost of this would be higher than present but still quite economical and would probably draw in more users to the shops.

The existing FSU's are all positioned perpendicularly against the dominant pedestrian thoroughfare for maximum visibility, however, the projecting overhang of the display case is greater than 150mm and below 2,400mm from the FFL which is not recommended in various design guidelines and standards supporting the Equality Act. As such these units positioned as they are prone to impact and could cause harm and obstruction for the blind, partially sighted, wheelchair users, children and buggy users



PUBLICITY

To support the boroughs programme for walking and cycling we wish to offer to supply and install (pending onsite surveys to be undertaken by others) for 14 off DR size Publicity Frames at all public amenities with an additional distinctive branded Header panel for identification at the boroughs;

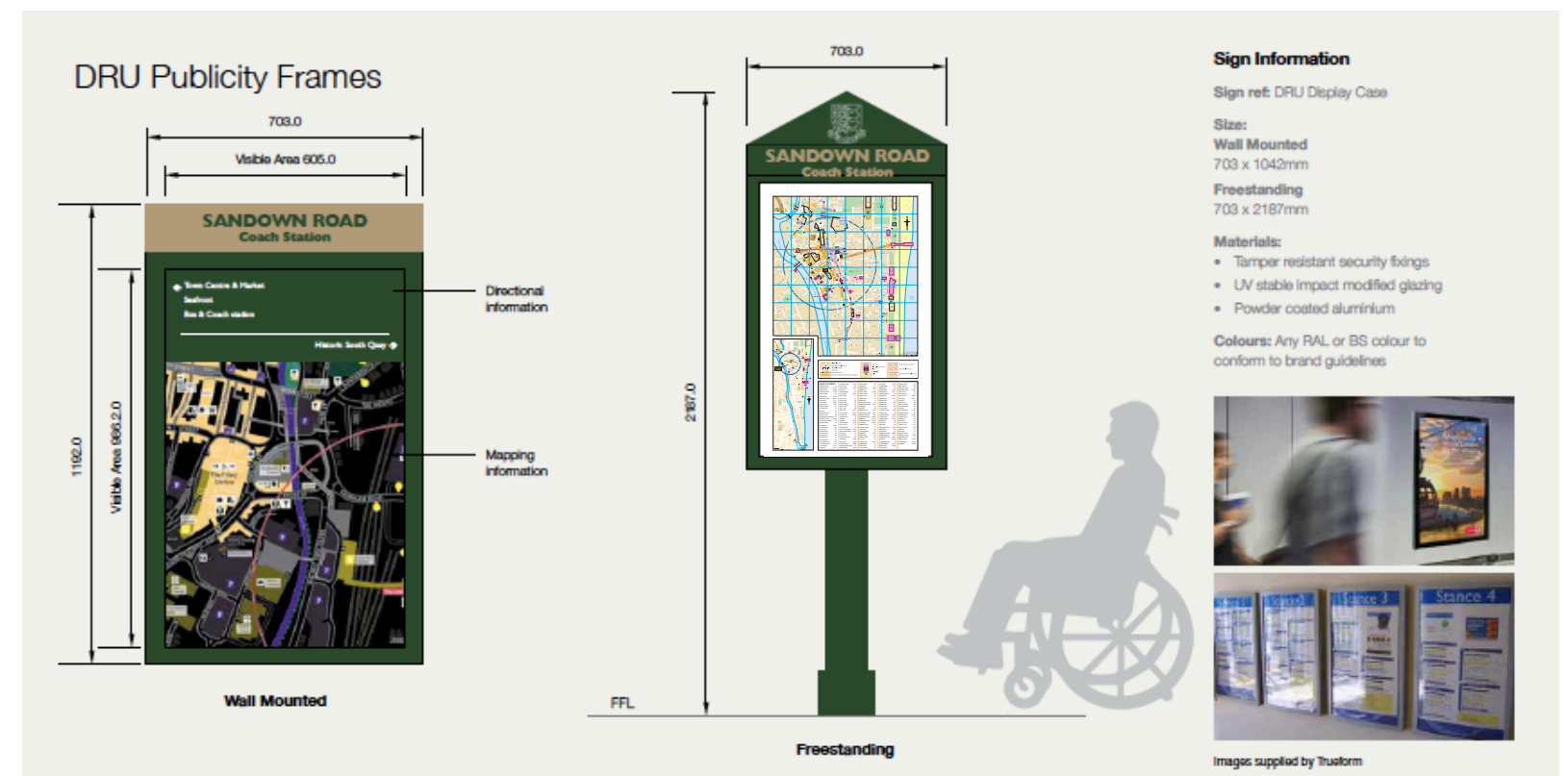
- Eight off High Schools, Colleges and Academy's,
- Two off Sports facilities,
- Three off Libraries, and
- NORTHGATE Hospital.

All Malcolm Lane & Sons, CROPWELL BISHOP manufactured double sided branded, single Post, A1 size display frames could be recovered and options provided for their reconditioning and enhancement. They could be shot-blast and repaint replacing the glazed Door frames and any interior infill panels fitting new tamper resistant security budget locks on the side (with hidden side access Locks reducing visible clutter from the front aspect) and fitting new Roof Panel improving Ingress Protection (IP) and security reducing unauthorised access/ tampering. It is expected that the reconditioned displays will be refitted at the following borough Parks and Recreation grounds;

- ST NICHOLAS Recreation Ground,
- BECONSFIELD Recreation Ground,
- GORLESTON Recreation Ground,
- MEADOW PARK,
- SOUTHTOWN COMMON Recreation Ground.

INSTALLATION

Always to be positioned inline with pedestrian flow not against to reduce impact.



CYCLE PARKING

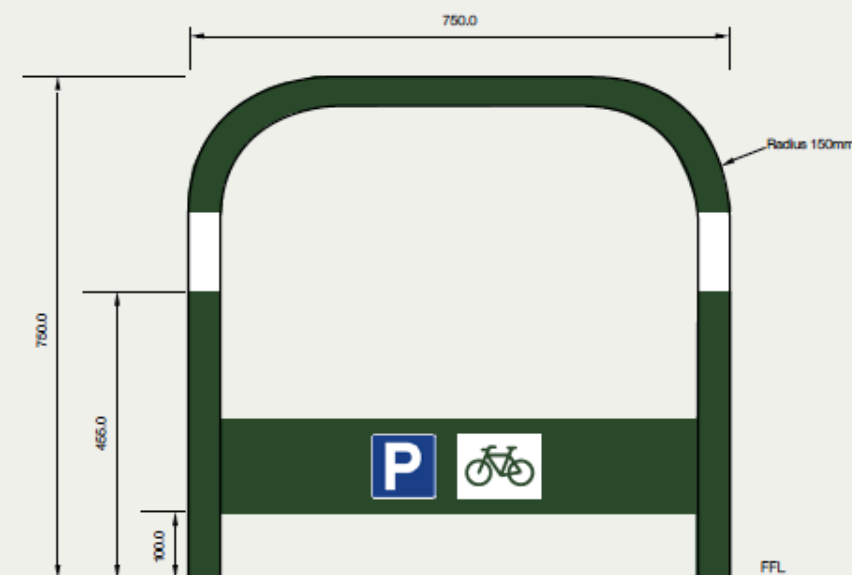
Consider enhancing the boroughs secondary Cycle Parking sites with the following amenity furniture pieces;

- Supply and install five off Cycle Sheffield style Hoops, at supplementary cycle parks;
- NORTH WEST TOWER,
- SOUTH BEACH PARADE opposite Atlantis Tower,
- SOUTH BEACH PARADE opposite Portland Place,
- REGENT STREET, and
- TOLL HOUSE,

Design and modify products to enhance this range of pieces to ensure we provide a visually consistent furniture product range, whilst all other Cycle Parking is to be assessed for Equality Act compliance as many existing hoops have no Tapping Rail (Tapping Rails are recommended on the first and last Hoops nominal 100mm from FFL), with an option to enhancing one Sheffield style Hoop in each group with additional integral Post with TSRGD Cycle pictogram and 'P' logotype diagrams; 968/968.1 for Cycle parking for improved recognition. This could also provide an opportunity to transfer and display any existing neighbouring CCTV notices (as required under the Data Protection Act). The underside of the sign shall be 2,215+-150mm from FFL.

The Cycle Pump and maintenance Lith could be positioned to 'Bookend' the cycle Hoops thereby defining the cycle parking amenity, improving sense of space and overall visibility. The Pump/ Maintenance Lith to incorporate a AAA4 size Display case, with specialist CycleHoop HAMMERSMITH supplied Cycle Pump and Cycle Maintenance Stand on opposing aspects. This AAA4 Display within the Lith would be used to display the standard map of the town centre but showing both walking and cycling distances. Finally consider providing 650+-25mm high Perch style seating product to enhance the amenity provision for casual seating and changing.

Cycle Parking Bollards



Sign Information

Sign ref: Cycle parking bollards

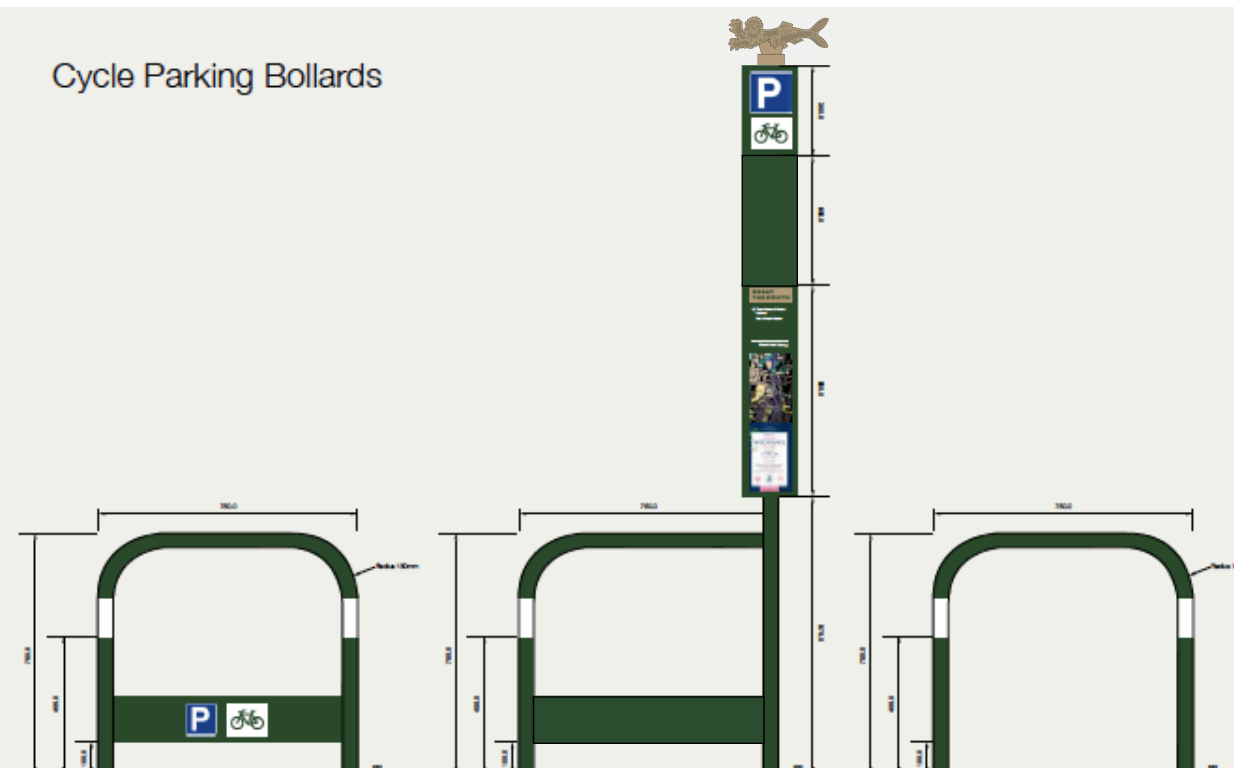
Size: 750 x 740mm

Materials:

- Polyurethane elastomer coating over galvanised steel core painted with vinyl logos

Colours: Any RAL or BS colour to conform to brand guidelines

Cycle Parking Bollards



Sign Information

Sign ref: Cycle parking bollards

Size:
750 x 750mm

Materials:

- Steel framework
- Powder coated aluminium

Colours: Any RAL or BS colour to conform to brand guidelines

LOCAL CYCLE NETWORK

We have identified the following potential items to enhance Great Yarmouth Borough Local Cycle Network (LCN);

- Supply and install three off Cycle Counter Totems, at (240V 6Amp mains electrical supply and commissioning to be undertaken by others) at the following locations;
- NORTH QUARY,
- HALL QUARY, and
- NORTH DRIVE,

Height 2400mm x Width 650mm installation with the following features;

- Route branding/ identification,
- Wayfinding and directional information (for pedestrians and cyclists alike),
- LED matrix Variable Message System (VMS) display, when equipped with road mounted (piezo-electric systems) sensors can provide bi-directional pedestrian and cycle counting. This can then be used to displayed Real Time Information on number of cyclist per hour/ day or period, in addition to displaying time of day and temperature, whilst if connected to local Traffic Control Centre be utilised to inform users of traffic conditions (SLOW icy conditions) and any advanced warning of events, disruption and recommended diversions,
- Single or Double sided Double Royal (DR) size Publicity display with optional rear edge backlit enhancement, and or 42" High Definition (HD), TFT, Real Time display, providing; engaging publicity information to promote other forms of travelling in neighbourhoods to encourage a healthier lifestyle, and or Real Time Mapping solutions.

These dynamic maps can be tailored to time of day appealing to different cyclist throughout the day of year; commuters, family and leisure all requiring different routing and information on distance, amenities and destinations, whilst providing the local authorities with key supporting data in achieving targets and promoting active travel for a 'Smarter' economy.



LOCAL CYCLE NETWORK

We have identified the following potential items to enhance Great Yarmouth Borough Local Cycle Network (LCN);

- Supply nominally 25 off Signpost Solutions TIPTON; SPS 3Sixty Bollards in either Black or Dark Grey (TBC) suitable for NAL Retention Socket installation,
- Supply nominally 25 off Signpost Solutions TIPTON; SPS 2Twenty Bollards in either Black or Dark Grey (TBC) suitable for NAL Retention Socket installation,

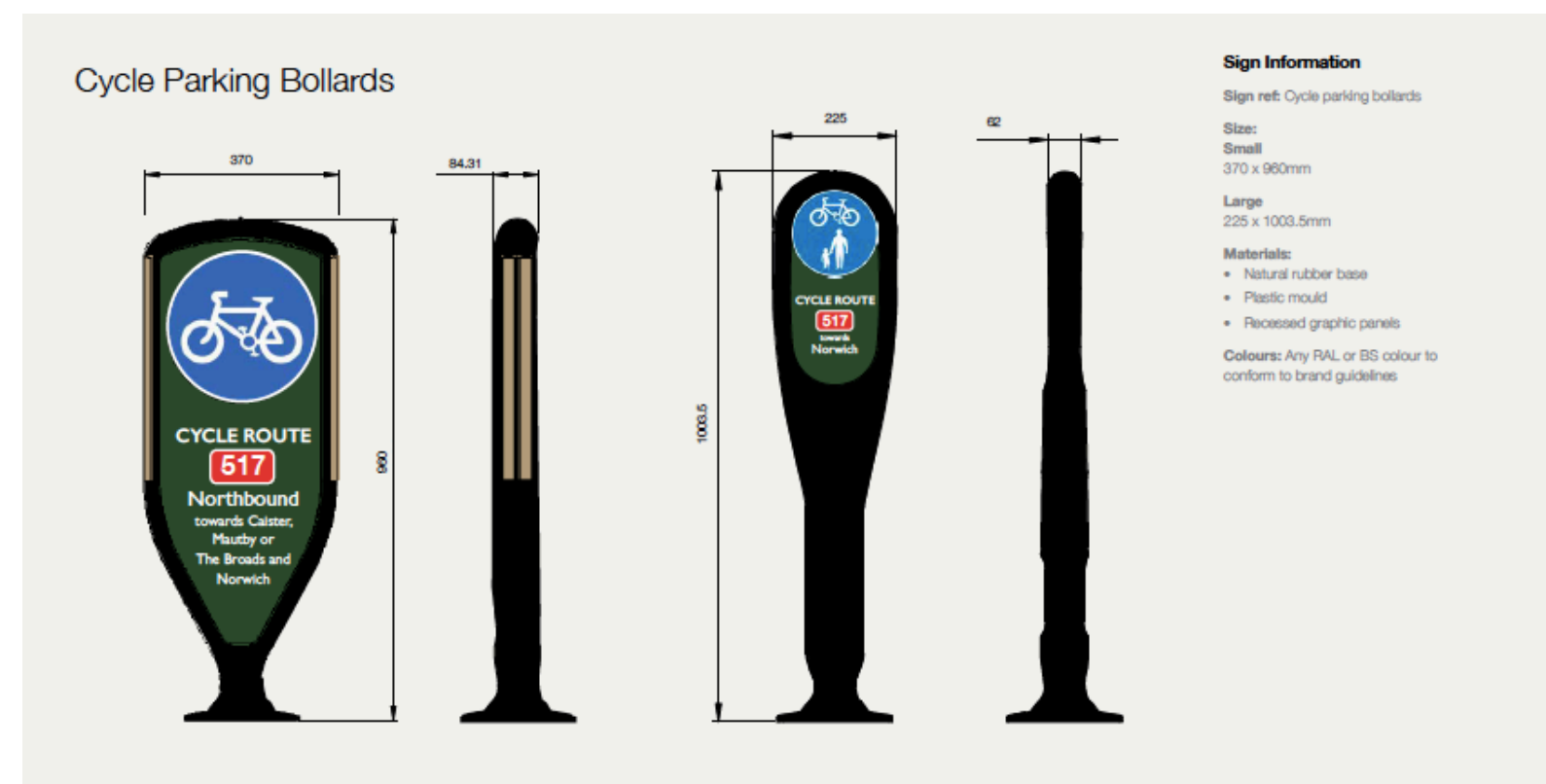
These will be deployed at various primary junctions positioned within 1mtr of the kerb edge replacing numerous highway authority National Cycle Network (NCN) signs (removal to be undertaken by others).

NOTE

Artwork to be in accordance with DfT TSRGD Diagrams 2601-2602. The size of this lettering should be 80% of the normal size; 25mm x-height if 30mm is used on the rest of the sign.

INSTALLATION

- Supply nominally 25 off Retention Sockets suitable for; SPS 3Sixty Bollard installation,
- Supply nominally 25 off Retention Sockets suitable for; SPS 2Twenty Bollard installation,



Signpost Solutions range of self-righting rebound bollards are passively safe non illuminated bollard designed to BS 8442 and crash tested to BS 12767.

Ensuring reduce harm under impact enables cyclist can make full use of the available road surface. Self coloured, low maintenance and fully recyclable at end of use used in association with Retention Socket mounting ensures reduce destruction and reinstatement requirements and disruption and temporary removal if required.



CAR PARKS

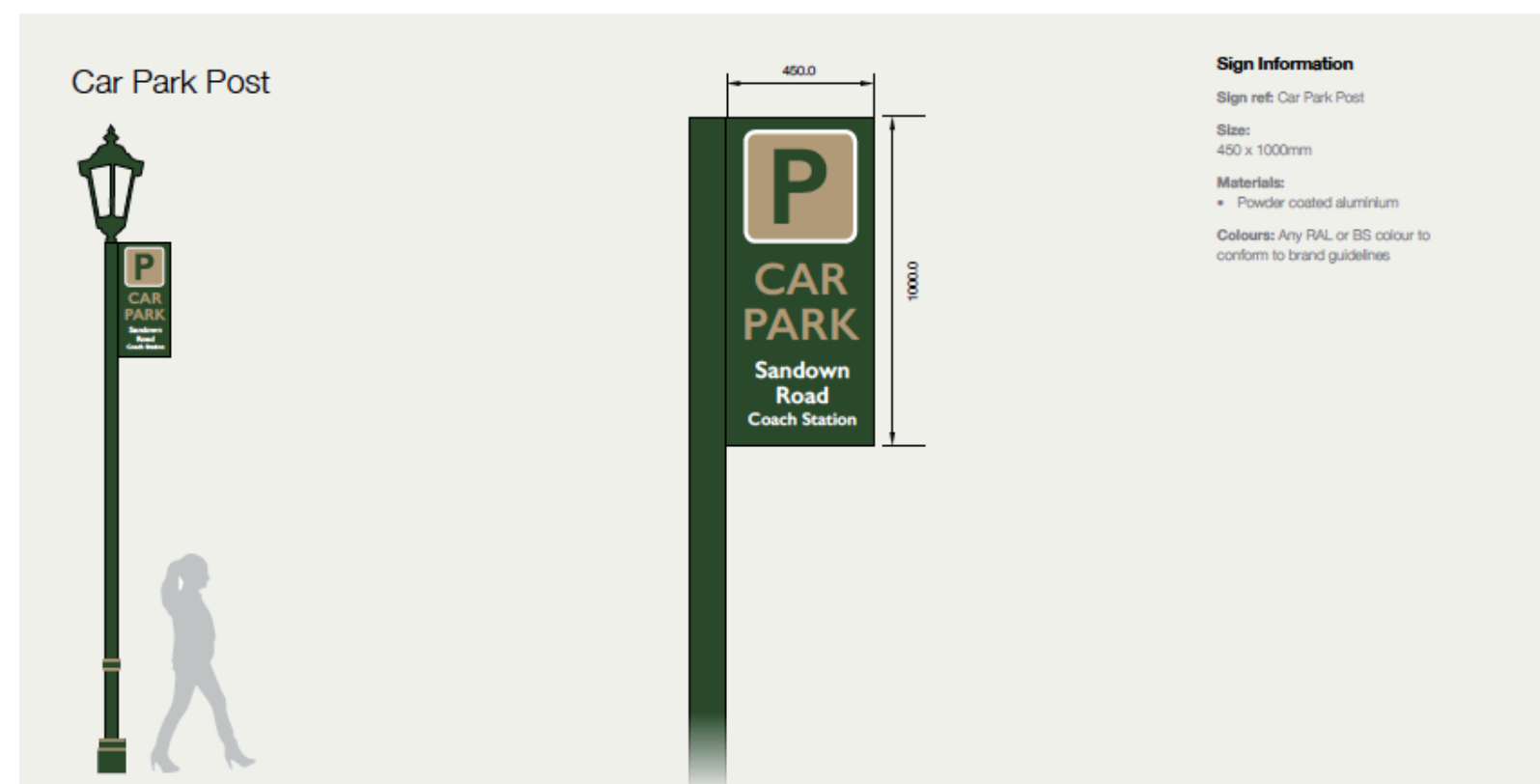
We have identified the opportunity to rationalise and enhance the provision of wayfinding from the boroughs 19 Car Parks,

- Supply and fit 19 off 450mm wide double sided Flags displaying DfT Parking 'P', 'Pay point', description CAR PARK plus car park name with Post (banding) fixings;

SANDOWN ROAD Coach Station,	NORTH DRIVE,
FULLERS HILL,	BREWERY PLAIN,
MARKET PLACE,	EUSTON ROAD,
GEORGE STREET,	STONECUTTERS,
HOWARD STREET Palmers,	ANCHOR GARDENS,
KING STREET,	GREYFRIARS,
MIDDLEGATE,	JETTY NORTH,
JETTY SOUTH,	BLACKFRIARS,
SOUTH QUAY,	MARINERS ROAD,
ST NICHOLAS,	

Consider upgrading privately owned Network Rail station and Market Gates Multi-storey independent car parks.

- Remove all existing Car park Pay point directional Arms as they only visually confuse, physically clutter and duplicate information,
- Supply and redress all 19 existing borough Car park 'Windsail' Free-standing Units (FSU) applying self adhesive backing with Header and DR size Publicity display frame for local Mapping Panel.
- Recondition all 19 existing FSU's removing duplicate and redundant Header Panels to match proposed furniture range.

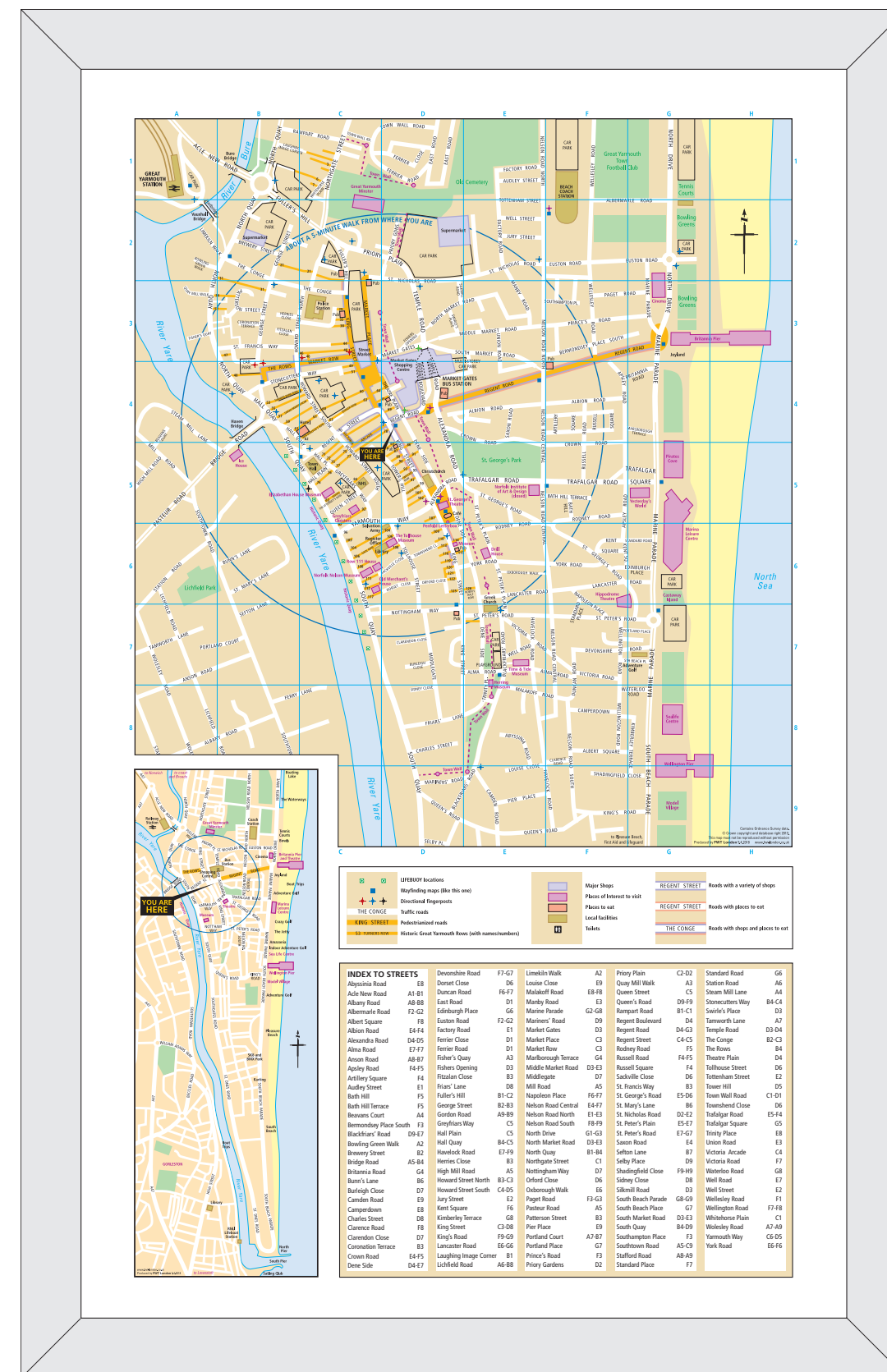


MAPPING

The existing pedestrian street map originally designed for the bus station has been used for this much wider-ranging project. Major places of interest have been colour enhanced and local facilities shown separately. Additionally, streets where a range of shops and dining facilities are available have been highlighted.

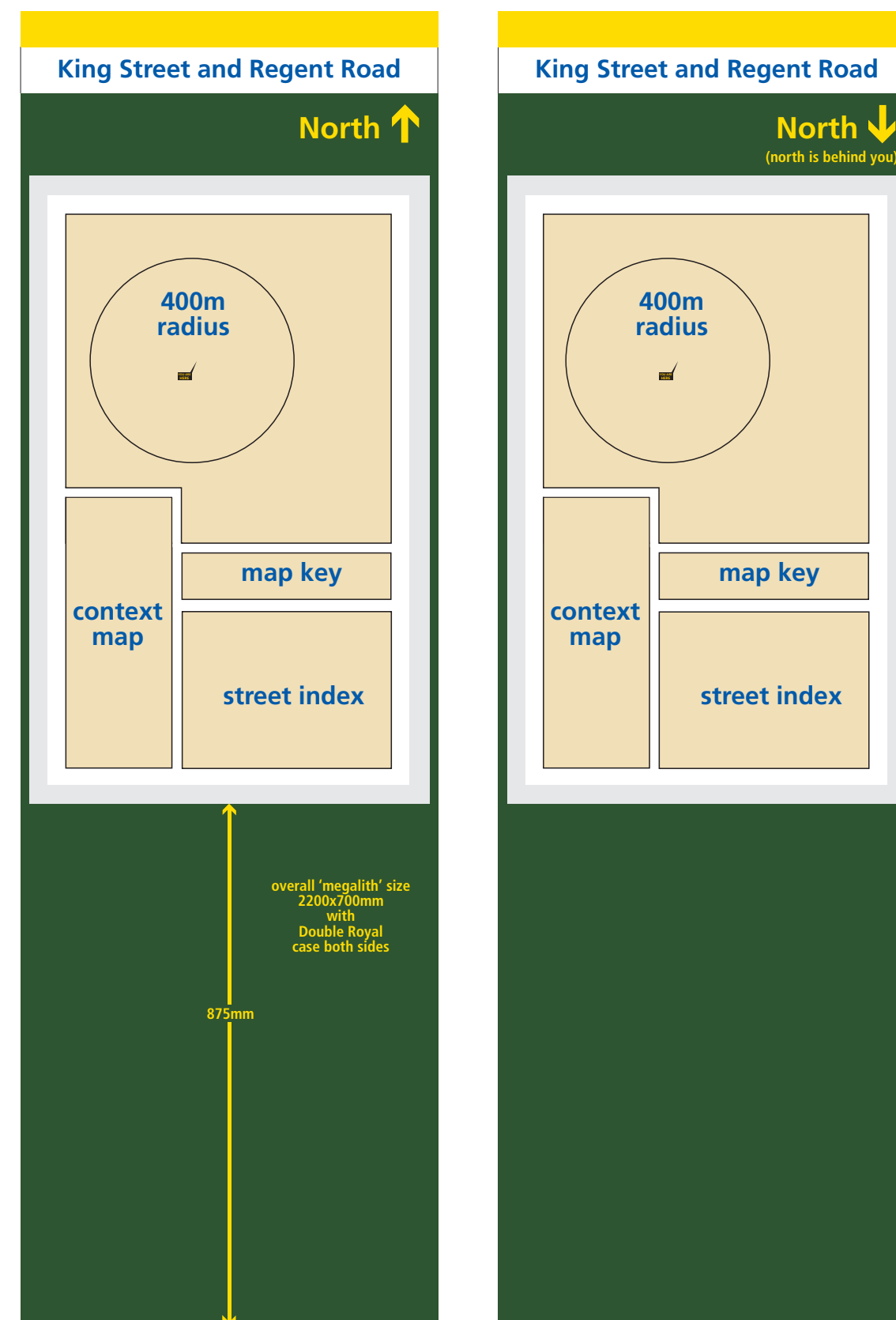


As part of the implementation phases, consultation will be required with local knowledge specialists to make these contents as comprehensive and useful as possible, but without over-burdening the map with too much low-level information that can detract from its primary functions.



MAPPING

We are proposing that each location being equipped with a megalith has the same standard map on both sides, each contained in a standard Double Royal size poster case. This will make updating and replacing the content straightforward and cost-effective. We recommend all maps to be orientated the same, with north always at the top. Great Yarmouth has a very strong north-south axis, framed by the river and the coast. To aid user context at each location, a north point will be required on top of both megaliths and fingerposts and this will provide quick orientation for readers.



CONSULTATION

As part of the next phase of work we will need to engage with local interested parties as part of the exhibition we recommended in the initial proposal. The state of the street map at the moment is conceptual and demonstrates various facilities and locations. Our recommended sites for street signage are based on our own local knowledge, which is not as detailed as those in high office. The actual locations of all new, or removed, street signage, will need thorough discussion and agreement before any form of tendering for manufacture and install can be considered. A full-size copy of the map will be presented at the exhibition.



SUPPLIERS

Whilst we have listed some proprietary product suppliers we would suggest that the following manufacturers are capable of delivering the outstanding design detailing and engineering, supply and installation, although all suggested that they would subcontract any on-site Fingerpost refurbishment and as such we would suggest they approach a specialist infrastructure cleaning and painting contractor such as AGS One of SHOREDITCH;

Links Signs Ltd
Drury Lane
St LEONARDS on SEA
East Sussex
TN39 9BA
www.linkssigns.co.uk

Merson ASG Signs Ltd
1 Bentalls
BASILDON
Essex
SS14 3BS
www.merson-signs.com

Trueform Engineering Ltd
11-12 Pasadena Close
Pump Lane
HAYES
Middlesex
UB3 3NQ
www.trueform.co.uk



REFERENCES

The following technical documentation is intended for guidance only and is not exhaustive. The System Designer will be required to confirm designs comply these standards and any others that might apply to these products;

- DfT Traffic Signs Manual, Chapter 1,
- Equality Act,
- DfT Inclusive Mobility A Guide to Best Practice on Access to Pedestrian and Transport Infrastructure,
- BS 559 Specification for Design, Construction & Installation of Signs,
- BS 873 Part 7 Road Traffic Signs & Internally Illuminated Bollards. Specification for Post & Fittings,
- BS 8300 Design of buildings and their approaches to meet the needs of disabled people. Code of practice,
- BS 12600 Specification for Impact Requirements for Flat Safety Glass & Plastics,
- BS 6399 Parts 1 & 3 Loading for Buildings. Code of Practice for Dead Loads,
- BS 7671: Requirements for Electrical Installations (formerly the IEE Wiring Regulations),
- BS 12150 Safety Glass in Buildings,
- BS 12543 Safety Glass,
- BS 12767 Passive Safety of Support Structures for Road Equipment,
- UKPN Street Furniture Electrical Standard.

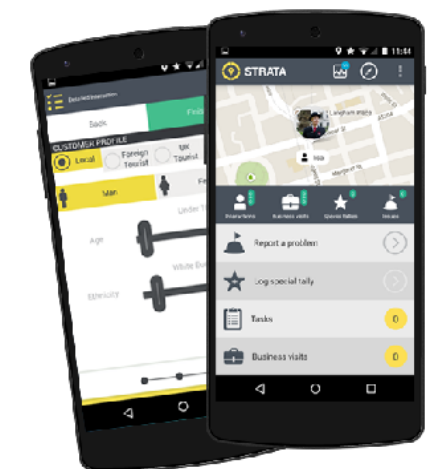
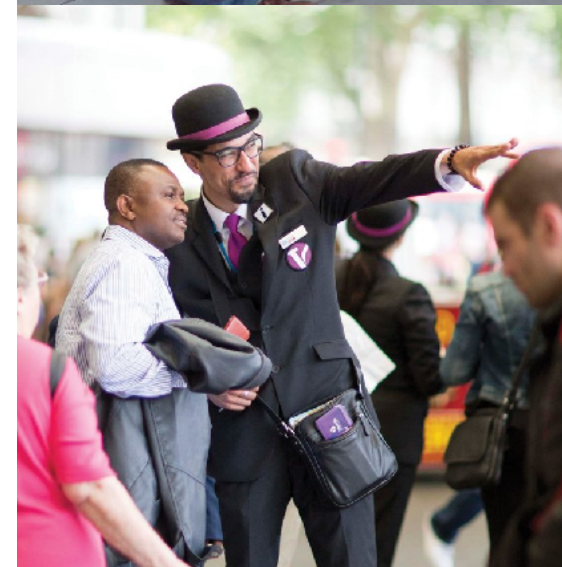


SOURCES

The following sources were referred to for best practice and technical product specifications;

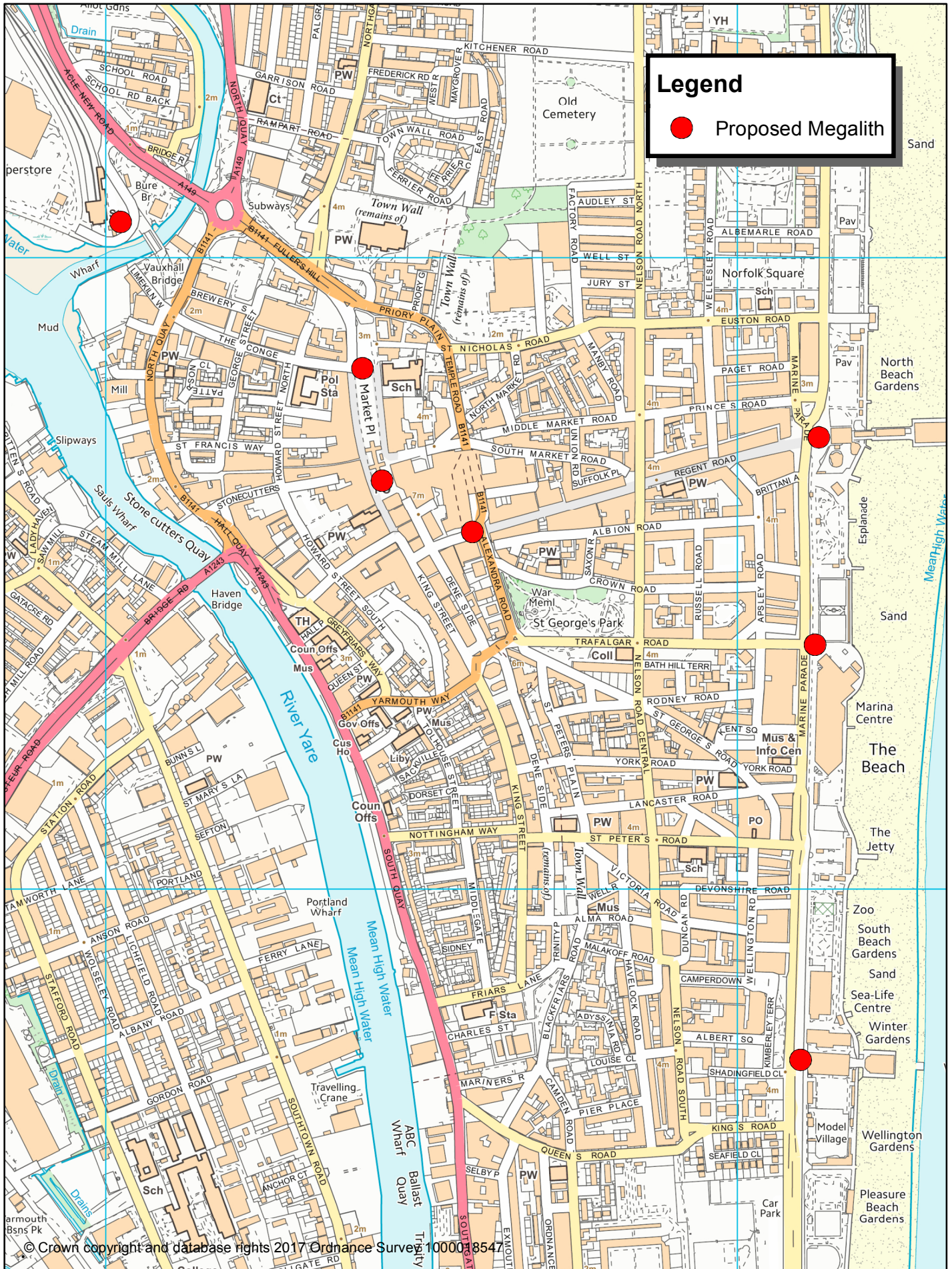
DfT Manual for Streets,
TfL Cycle Design Guide,
TfL Streetscape Design Guide,
Great Yarmouth Tourism,
Time & Tide Museum of Great Yarmouth Life,
English Heritage,
Norfolk Record Office,
Local Histories,
Wikipedia,
Sustrans,
Cyclehoop Ltd,
DW Windsor Ltd,
Furnitubes Ltd,
The Cast Iron Company Ltd,
Sign Post Solutions Ltd,
Marshalls plc,
Midas Moulding Ltd,
NAL Ltd,
Q-Free Ltd,
Total Industrial Engraving Ltd,
Zeta Lighting Ltd,

www.norfolk.gov.uk
www.tfl.gov.uk
www.tfl.gov.uk
www.great-yarmouth.co.uk
www.museums.norfolk.gov.uk
www.english-heritage.org.uk
www.archives.norfolk.gov.uk
www.localhistories.org
www.wikipedia.org
www.sustrans.org.uk
www.cyclehoop.com
www.dwwindsor.com
www.furnitubes.co.uk
www.castiron.co.uk
www.signfix.co.uk
www.marshalls.co.uk
www.midaspattern.co.uk
www.nal.ltd.uk
www.q-free.com
www.tie.uk.com
www.zetaled.co.uk



TfL Legible London wayfinding and directional network, here supporting and providing focused attraction for Westminster Visitors Ambassadors in COVENT GARDEN

Megalith Locations



GREAT YARMOUTH
BOROUGH COUNCIL

Strategic Planning
Town Hall, 1st Floor
Great Yarmouth, Norfolk, NR30 2QF
Customer Contact Centre Tel. (01493) 856100
E-mail: localplan@great-yarmouth.gov.uk
Web: www.great-yarmouth.gov.uk



Date: 10/07/2018
User Name: sgs
Drawing No.:
Scale @ A4:1:8,000

Subject: **Town Centre Initiative**

Report to: **Economic Development Committee – 16 July 2018**

Report by: **Director of Development, Great Yarmouth Borough Council**

SUBJECT MATTER/RECOMMENDATIONS

This report updates Members on the latest Town Centre Initiative activity, as reported at the Great Yarmouth Town Centre Member Working Group meeting on 9 July 2018.

RECOMMENDATIONS:

Members are asked to note the contents of the report.

1. INTRODUCTION/BACKGROUND

In February 2015 it was agreed that the Council would provide a £1,000,000 investment in the Town Centre to deliver a coordinated programme of physical improvements, business and innovation initiatives, events and visitor-economy activities focused on our historic town centre Market Place. The core aim is to transform the economy of the town and support regeneration and growth. A number of key objectives were set, these were;

- To deliver a package of environmental and presentation initiatives to improve visitor experience
- To work with Great Yarmouth's Town Centre Partnership, property owners and other stakeholders to identify the role of the town centre over the next 10 – 20 years
- To develop the Town Center Masterplan

2. Improving the Marketplace

Great Yarmouth Borough Council's ambition, as laid out in the masterplan, is that 'by 2025 trade and custom in the 6- and 2-day markets is greatly improved, supported by new stalls and service facilities and by the newly-paved Market Place which has created a beautiful setting for an expanded programme of outdoor events and improved building frontages.'

As part of this ambition a Stage 1 bid has been submitted to the Coastal Communities Fund

for £2.3 million to transform the Market Place and two key Rows leading to and from the market. The project will transform the Market Place's retail, cultural heritage and tourism offers and, thereby, its economic impact through an integrated programme of capital works, business development and activity. If successful, the borough council will:

1. Design and deliver the public realm improvements to the Market Place to meet the ambitions of the 'Great Yarmouth Town Centre Regeneration Framework and Masterplan' (May 2017).
2. De-clutter and re-landscape the Market Place to flexibly accommodate the market, events, car-parking and public transport services.
3. Provide new 6-day purpose built market accommodation, a flexible area for 2-day market facilities and new and diverse stalls, create a flexible event space, install new lighting, signage and street furniture, improve the appearance of buildings fronting the Market Place and introduce sculptural elements to the public realm.
4. Repair, enhance and interpret four key historic Rows that lead from the river to the town.

In advance of the funding announcement in mid-July 2018 and to prepare a full business case, engagement with market traders is ongoing, with representatives from the market on the working group. A lead design consultant has been appointed and there was a recent public consultation and engagement exercise in the market place to show people concept designs.

If the bid is successful the Borough Council would like to start refurbishment in early 2019.

3. Wayfinding

Wayfinding is a key part of the Great Yarmouth Town Centre Masterplan to help people navigate their way around the town centre. It is part of the framework that sets out the Council's ambition for the regeneration of the town centre over the coming decade. The plan was shaped collaboratively and adopted in 2017. Since then a robust delivery plan has been put in place.

The core objective directly relating to Wayfinding in the Town Centre Masterplan is that 'Wayfinding is improved across the town through key parts of the network of Rows, increasing footfall to make the town centre feel safe and stimulate commercial uses.'

As part of the overall Town Centre Masterplan Objectives the Council agreed to roll out a number of deliverable actions directly relating to Wayfinding:

- To develop and test a replicable approach to Wayfinding and public realm through the historic core of the town centre that enable people to discover and experience its unique character and structure.
- To engage with stakeholders and develop general concept, design and delivery approach
- Map the key community and tourism amenities across the town
- Identify useful shortcuts which link specific amenities
- Design signage solution and deliver on site
- Evaluate the impact

In partnership with Great Yarmouth Borough Council, Norfolk County Council appointed specialist Wayfinding experts FWT <http://www.fwt.co.uk> to plan and design a detailed proposal on Wayfinding in the town. This proposal and recommendations will be discussed in a separate paper to this committee.

4. The Rows

Really good progress is being made with signage and row improvements as pilot work started on a full restoration of two key rows in July 2018.

Improvements to the rows with the Preservation Trust have begun with community activity, initially including cleaning and litter picking. Work has started on the physical repairs to building fabric including masonry and joinery and pest control measures. Key elements of the pilot Row restoration include:

- Metal name plates that have been manufactured and installed on 62 of the Rows
- Collaboration with Colin Tooke (historian) to use his extensive collection of historic images of the rows is being incorporated into an artistic interpretation
- Selective texts from Yarmouth literary figures, and historic accounts of the rows will

- be used on paving in a number of rows
- Discussions are ongoing with Norfolk County Council on potential lighting improvements
- Working in partnership with East Norfolk College

5. **Creating a sense of arrival**

The Borough Council are committed to improving visitor's and resident's arrival experience as they arrive in the town. The Town Centre Masterplan states that by '2025 the setting of Fullers Hill, Acle New Road, the roundabout, train station and quayside creates a new sense of arrival at this key junction of road, rail and water, linking to the new development of the Conge.'

Really good progress is being made to co-ordinate and deliver a number of key projects that will enhance the sense of arrival and ease of navigation around the town.

A number of key projects have been delivered including:

- Significant investment in Great Yarmouth's bus station: new shelters with seating, real time information, lighting, cycle parking, railings and poster space.
- Improvements to the underpass at Fullers Hill, this will form a co-ordinated programme of culturally led improvements through art
- A redesigned Fullers Hill Roundabout has improved capacity and traffic flow with further planting and remedial works planned
- Right hand turn out of Asda has been completed
- The Rail Station to Market Place link has been strengthened with improvements for both walkers and cyclists along the Conge and North Quay.
- The Rail Station forecourt is currently undergoing a significant re-design.
- Transport Strategy for Great Yarmouth has been commissioned by Norfolk County Council working in close partnership with Great Yarmouth Borough Council

The projects to be delivered and currently in planning stages include:

- Howard Street surfacing, plans to implement a more comprehensive scheme in Autumn 2018, currently surfacing is undertake to the Police Station

- Wherry Community Garden concept design being drafted for near Vauxhall Bridge. Discussions have been held with Wherry Lines representatives, match funding is possible, voluntary organisation is necessary to undertake the planting scheme. An application is being drafted for this stand-alone project (NCC).
- Vauxhall Gardens (footway between Vauxhall Bridge and North Quay) is a project for 2019-20 replicating the old rail tracks, planting a community space and use of recycled materials from the site. Proposing voluntary organisation involvement, possibly the same volunteers to assist the planting.
- Norfolk County Council have confirmed that timescales for upgrading car park signs had been identified along with funding
- Meetings are taking place with Sustrans and the Preservation Trust to consider options to refurbish the Bridge. Match funding has been secured for 50k through the Local Growth Fund.

6. **Major Infrastructure Update**

1) Third River Crossing

Major investment is ongoing around infrastructure needed to support the growth in the energy sector with £120million being invested in the Third River Crossing.

A third river crossing supports the town's role as part of the East of England Energy Zone, as a centre for Offshore Renewable Engineering and provides the capacity for regeneration, economic growth and act as a catalyst for investment. It will provide much needed connections between the strategic road network and the fast growing energy related Enterprise Zone and is crucial in providing linkages across the River Yare to the economic growth hub in the South Denes peninsula.

A third river crossing will deliver numerous benefits to the area and will solve a number of existing problems, including the current lack of connectivity, which severely restricts movement in Great Yarmouth. This results in congestion and ultimately limits the economic potential of the Enterprise Zone, Energy Park, South Denes Business Park and the deep water outer harbour.

Government successfully awarded Norfolk County Council £98 million in the 2017 autumn

statement to take the bridge to the next stage of design and planning, with construction being planned for 2023.

2) Improvements to the A47

Highways England are progressing their programme of Road Investment Strategy projects. As part of their current phase 1 funding, the projects being progressed in Norfolk are:

- Easton to North Tuddenham dual carriageway
- Thickthorn major junction improvement
- Blofield to Burlingham dual carriageway
- Vauxhall roundabout junction improvement at Great Yarmouth
- Gapton Hall roundabout junction improvement at Great Yarmouth

3) Tidal Defences

It was announced on 23rd May that Great Yarmouth Borough Council has successfully bid for £8.2 million of New Anglia Local Enterprise Partnership Growth Deal Funding to match £30 million of investment from the Environment Agency to improve the flood defenses along the River Yare. This bid was supported by the Great Yarmouth Tidal Defence Business Partnership and will support the economic growth programme of activity.

7. **FINANCIAL IMPLICATIONS**

At June 2018 there is £95,000 remaining of the original £1 million budget.

8. **RISK IMPLICATIONS**

None for this report

9. **CONCLUSIONS**

There is an ambitious programme of delivery within the Town Centre Initiative. Progress is being made in several areas with funding up to £9 million secured for congestion relief and promoting sustainable transport options.

10. RECOMMENDATIONS

Members are asked to note the contents of this report.

11. BACKGROUND PAPERS

Town Centre Masterplan (2017)

Areas of consideration: e.g. does this report raise any of the following issues and if so how have these been considered/mitigated against?

Area for consideration	Comment
Monitoring Officer Consultation:	Considered
Section 151 Officer Consultation:	Considered
Existing Council Policies:	Considered
Financial Implications (including VAT and tax):	Considered
Legal Implications (including human rights):	Considered
Risk Implications:	Considered
Equality Issues/EQIA assessment:	Considered
Crime & Disorder:	Considered
Every Child Matters:	Considered