



**GREAT YARMOUTH**  
BOROUGH COUNCIL

# Economic Development Committee

**Date:** Monday, 17 July 2017

**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.

**3      MINUTES      3 - 6**

To confirm the minutes of the meeting held on the 5 June 2017.

**4      FORWARD PLAN      7 - 8**

Report attached.

**5      GREAT YARMOUTH SUSTAINABLE TRANSPORT PRIORITIES      9 - 18**

Report attached.

**6      SUPPORT FOR BUSINESSES IN GREAT YARMOUTH      19 - 32**

Report attached.

**7      ANNUAL PERFORMANCE REPORT 2016/17 FOR ECONOMIC  
DEVELOPMENT      33 - 44**

Report attached.

**8      ANY OTHER BUSINESS**

To consider any other business as may be determined by the Chairman of the meeting as being of sufficient urgency to warrant consideration.

**9      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, 05 June 2017 at 18:30

Present :

Councillors B Coleman (in the Chair); Councillors Bird, Grant, Hammond, Hanton, Jeal, Reynolds, Pratt, Thirtle, Wainwright, Walker and Walch

Also in attendance :-

Mr R Read (Director of Housing and Neighbourhoods), Mr R Gregory (Group Manager, Neighbourhoods and Communities), Mr G Jennings (Consultant, Business of Culture) and Mrs S Wintle (Member Services Officer).

### **1 APOLOGIES FOR ABSENCE**

Apologies for absence were received from Councillors K Grey and Stenhouse.

### **2 DECLARATIONS OF INTEREST**

Councillor Wainwright declared a personal interest in item 5 in his capacity as a trustee of St Georges Theatre.

### **3 MINUTES**

The minutes of the meeting held on the 9 May 2017 were confirmed subject to the removal of the following paragraph in respect of Item 3:-

"Following a vote by Members the recommendation for the amendment was lost."

### **4 WHEELS FESTIVAL 2017 / BIKERS TAKE OVER EVENT**

The Committee considered the Tourism Events Project Manager's report which asked Members to support proposals for a 'Bikers Take Over Event' as part of the Wheels Festival to be held on Saturday 8 July 2017.

In discussing the Tourism Events Project Manager's report the following issues were raised :-

- Anti Terrorism Issues - It was advised that this matter was ongoing with Norfolk Constabulary.
- The issue of police resource - It was advised that no confirmation had been received in relation to resource from the local police at present, however it had been confirmed that a team would be available on the day of the event.
- The issue of parking in inclement weather and whether alternative parking would be made available. - It was reported that the planned parking areas had been discussed with the main organisers and that all parties involved were satisfied with the parking provisions that had been proposed.
- Clarification was sought as to how long the event would last. - It was advised that the managed event would run from 10am to 12noon, but that the bikers would be able to remain on the seafront until 22:00.
- The cost of marshalling and communication and whether this would be funded by the GY BID. - Members were advised that the costs would be met through the Borough Council's Events existing budget.
- The cost to the Borough Council for lose of parking. - The Tourism Events Project Manager reported that the lose to the Borough Council would be no

more than £150.

**RESOLVED :**

That the Economic Development Committee support the proposal for the Wheels Festival 2017 / Bikers Take over Event.

## **5 ARTS FUNDING**

The Committee considered the Group Manager, Neighbourhoods and Communities report which presented the new Business Plan for St George's Theatre and the specification for a revised Service Level Agreement with Seachange Arts.

Members were reminded that at its meeting on the 3 April 2017 the Economic Development Committee noted the progress made since the completion of the Culture Strategy in September 2016 and approved the Council Arts Budget subject to a new Business Plan for St Georges Theatre and a revised Service Level Agreement with Seachange Arts.

Graham Jennings, Business of Culture consultant for St Georges provided Members with a summary of the Business case and challenges facing St Georges. He reported that as part of the Business Case a wider skill set of Trustees would be appointed to the Board and that regular Board meetings would be held.

The Chairman advised that between the Great Yarmouth 'Arts Festival' and the 'Out There' Festival the Piazza at St Georges would be staging performances on 'Arts in the Local Community' every Sunday.

In discussing the Business Case for St George's the following issues were raised :-

- Clarification was sought in respect of the methodology used for the Business Case.
- The issue of the inadequate catering facilities and when this matter would be addressed. It was advised that this matter had also been raised by the Trustees and that it had been agreed that once a Commercial Manager had been appointed this issue would be addressed.
- Concern was raised in relation to the amount of financial assumptions that had been made within the report. Graham Jennings reported that although the report contained financial assumptions and risk, the document would be

maintained as a live document to ensure assumptions can be updated or shifted as and when required.

- Whether a networking process had been undertaken with other businesses. This was confirmed.
- Reference was made to the previous Business Plan for St Georges and some concern was raised in respect of the optimistic figures for St George's Trading Ltd.

In discussing the proposed Service Level Agreement with Seachange Arts the following issues were raised :-

- Whether previous indicators and outcomes were available. The Group Manager, Neighbourhoods and Communities advised that these could be provided at a future Committee Meeting.
- Concern was raised in relation to why a licence to serve alcohol had been applied for from Seachange when it was understood the Seachange Arts was a youth outreach programme. It was reported that Seachange were not exclusively a youth organisation, and that the Licence had been applied for to be used at the Drill House, Great Yarmouth for another source of income and that all opportunities were being looked in to.
- The issue of Seachange commercially operating outside of the Borough

RESOLVED :

(1) That approval be given to the St George's Business Plan and funding allocations for 2017-2020.

(2) That approval be given to the Heads of Terms for the Seachange Service Level Agreement and funding allocations for 2017-2025<sup>1</sup>, in line with the Arts Council NPO funding period.

The meeting ended at: 20:30

### Forward Plan for Economic Development Committee

	Matter for Decision	Report by	Pre Agenda Meeting (PAM)	Economic Development	Policy & Resources	Council
1	Annual Performance Report 2016/17 for Economic Development	Development Director	07/07/17	17/07/17		
2	Great Yarmouth Transport & Infrastructure Working Group - Update Report	Development Director	07/07/17	17/07/17		
3	Support for Businesses in GY	Development Director	07/07/17	17/07/17		
4	Town Centre Events Update	Strategic Director (KW)	07/07/17	17/07/17		
5	Evening/Event Strategy Procurement for the Town Centre	Strategic Director (KW)	01/09/17	11/09/17		
6	Market Place Development Options/Finalisation of Specifications	Strategic Director (KW)	01/09/17	11/09/17		
7	Norfolk & Suffolk Economic Strategy	CEO	29/09/17	09/10/17		
8	Beacon Park Delegations	Head of Property and Asset Management		TBC		





# Great Yarmouth Transport and Infrastructure Steering group

<b>Report title:</b>	<b>Great Yarmouth – Sustainable Transport Priorities</b>
<b>Date of meeting:</b>	<b>17 July 2017</b>
<b>Responsible Chief Officer:</b>	<b>Tom McCabe</b>
<b>Strategic impact</b> This report sets out progress on the development and delivery of <b>Sustainable Transport schemes</b> for Great Yarmouth funded from the New Anglia Local Enterprise Partnership (NALEP) Growth Fund (£2.89m) that will support and assist housing and employment growth.	

## Executive summary

Extensive work on Issues and Opportunities, including consultation, has been used to determine Sustainable Transport Priorities for Great Yarmouth. A methodical process has then been followed to identify a long list of schemes which was then narrowed down to a short list. This work has been overseen by the officer working group which supports this Member Steering group.

These priorities are set out in section 4 of this report and already have approval from the funding body the New Anglia Local Enterprise Partnership subject to member endorsement. The measures comprise priorities for the next two years and priorities up to 2021.

The schemes set out for the first two years are well defined and should be implementable within that time period to meet the agreed NALEP funding profile. Some of these schemes are complimentary to the Great Yarmouth Town Centre Masterplan which was adopted in June 2017. The remaining schemes set out for the period up to 2021 will require some more detailed consideration and feasibility work.

Overall there are probably more schemes in the period to 2021 than the funding will stretch to, so some will not be implemented. In view of this, further detailed prioritisation from members will be required for schemes in the later years in due course as further development work is carried out. Further reports on this subject will be brought to this steering group on these later years schemes.

## Recommendation

**Members are asked to note the contents of this report and agree the Sustainable Transport Priorities as set out for the first two years for implementation.**

## Great Yarmouth Sustainable Transport Priorities

### 1.0 NALEP funding

The NALEP growth fund bid included a sum of £2.4m for Great Yarmouth Sustainable Transport Priorities to be determined. Some other named schemes allocated funding have been delivered more cheaply and so a further total of £490k became available. This means that some £2.890m is now available as per the revised spending profile below recently agreed with the Local Transport Body (LTB).

#### Revised Summary Spending Profile (£1000s)

	<b>Total</b>	<b>2016/17</b>	<b>2017/18</b>	<b>2018/19</b>	<b>2019/20</b>	<b>2020/21</b>
<b>Total</b>	<b>2,890</b>	15	500	525	925	925

### 2.0 Scheme development

Since the award of NALEP Growth funding Norfolk County Council has been working with partners, principally Great Yarmouth Borough Council, to identify the highest priority, best value schemes to which to allocate this funding. A particular focus has been on identifying measures that are complimentary to the Great Yarmouth Town Centre Masterplan which was adopted in June 2017.

2.1 In order to provide a detailed understanding of the study area a comprehensive sustainable transport audit was carried out during the week of August 1st–5th, 2016. The audit systematically reviewed individual links, with the outputs taking the form of quantitative scores for walking, cycling and public transport waiting areas supported by further qualitative commentary.

2.2 Based on this extensive work which then went on to look at Issues and Opportunities the following objectives were devised for the determination of the Sustainable Transport Priorities:

High-level objectives:

- Support economic growth
- Improve public health
- Address issues of inequality

Project specific objectives:

- Improve connectivity and access for communities to employment, education, skills and training
- Support active travel by enhancing facilities for walking and cycling to help reduce private car use for short journeys
- Support integrated multi-modal travel to increase public transport trips and help reduce private car use

- Improve safety and security to reduce the number of casualties for vulnerable road users
- Enhance and improve access to open spaces, the seafront and other key destinations
- Enhance health, wellbeing and quality of life for residents, workers and visitors; including reducing levels of noise and air quality.

### 3.0 **NALEP Local Transport Body (LTB) approval**

3.1 Ideally these priorities would have been taken to this member Steering group for agreement before presenting the business case to the LTB to release the funding.

3.2 However, because NCC nominations for the Steering group were only made on 21 June 2017 there was not the opportunity for this Steering group to meet and agree these priorities before taking them to the LTB on 6 June 2017. Therefore, to meet LTB funding timetables, these priorities in the business case were submitted to the LEP LTB on 6 June 2017, **subject to member approval**. The LTB supported this business case such that the allocated funding can be released for sustainable transport measures set out in this report.

### 4.0 **Scheme proposal**

The overall scheme devised comprises a series of inter-related measures designed to address the objectives set out above and where possible be complimentary to Town Centre Masterplan objectives. These have been identified by our consultants Mouchel, from parallel work looking at the cycle network for the town, from issues raised by councillors and stakeholders, and feedback from the general public at consultation events. The measures comprise **Priorities for next two years** and **Priorities up to 2021**.

#### 4.1 **Priorities for next two years**

The long list of measures was then appraised and sifted to form a shortlist which included early investment priorities for the next two years, 2017/18 and 2018/19, which fall into the following categories and are shown in the subsequent tables:

- Identified to align with timescales and support Masterplan
- Improving connectivity
  - *Routes, links & crossings*
  - *Wayfinding for Non-Motorised Users*
- Improving user experience

- *Public realm*
- *Public transport.*

#### Routes, links and crossings schemes

Scheme	Description	Link to Masterplan
Fullers Hill footway/cycleway	Create a new widened foot/cyclepath on the north side of Fullers Hill between Fuller's Hill Roundabout and the Minster	Creating a Sense of Arrival at the Town Centre
Broad Row cycle link between Stonecutters Way and George Street	Improved cycle route on Broad Row between Stonecutters Way and George Street	Signage and Row improvement Pilot project
Review TROs to legally allow cyclists to continue without dismounting and revise where appropriate.	Key locations were identified when devising the cycle map where cyclists have to legally dismount. Where safe for pedestrians, allow cyclists to legally continue without dismounting by revising the TRO. For example, from The Conge across the Marketplace.	Improving the markets and Market Place
Riverside Road Gorleston footpath improvement	New and improved footpath for pedestrians between Quay Road and Malthouse Lane	
Hewett Road pedestrian crossing	New crossing on Hewett Road at its junction with Garton Retail Road for pedestrians and cyclists	
Deneside/Regent Road pedestrian improvement	Improved pedestrian crossing facilities in the area outside of Costa Coffee	

#### Wayfinding Schemes

Scheme	Description	Link to Masterplan
Improved signage and wayfinding for pedestrians and cyclists	Review of pedestrian and cycle signage in Great Yarmouth town centre.	Linking it all together Creating a Sense of

to align with public realm improvements within the Masterplan	Orientation towards key destinations needs improvement in particular. Alternatively a lighter approach to signage could be taken, where key routes with minimal impact to the existing landscape is taken. This could involve reducing the number of signs, and using alternatives to hard signage methods	Arrival at the Town Centre
---	--	----------------------------

#### Public realm Schemes

Scheme	Description	Link to Masterplan
Gorleston sea front amusement arcade footway improvement	Protect the footway outside the sea front arcade in Gorleston where on street parked car overhang and reduce the available width for pedestrians	
Develop Public Realm and parking Improvements to the Bleaches	Tidy up one of the Bleaches areas to provide better and more parking as an exemplar of what could be done in these areas. Involvement of the community required, with works implemented to Artillery Square or Russell Square in Year 2. Improvements including resurfacing, relining, and enforcement of parking issues	

#### Public transport Schemes

Scheme	Description	Link to Masterplan
Market Gates bus station Improvement works	Improved pedestrian lighting, information, replacement shelters, cladding on the concrete pillars	Improving the markets and Market Place
Bus stop facilities for new No.61 service to improve access to Gapton Hall retail area	Investigate locations and needs at 6 month from start of service to better understand likely service changes/requirements	

## 4.2 Costs of priorities for next two years

Package	Cost x £1000 2017/18	Cost x £1000 2018/19	Total
Routes, links and crossings	25	100	125
Wayfinding for NMUs	25	100	125
Public realm	35	50	85
Public transport	415	275	690
<b>Total</b>	<b>500</b>	<b>525</b>	<b>1025</b>

## 4.3 Priorities up to 2021

These were identified to align with timescales and support the Great Yarmouth Town Centre Masterplan objectives by improving connectivity and focus on routes, links and crossings.

Routes, links and crossings

Scheme	Description	Links to Master Plan
Thamesfield Way - develop scope / designs / feasibility	Progress developing a highway route through private industrial land to provide an additional access into the Southtown area to relieve Southtown Road	
Contra flow on Marine Parade cycle path by cinema (east side/beach side)	Along promenade and onto north denes	
Improvements to North Drive between Marine Parade and Euston Rd to allow two way cycle without interaction with general traffic	This will link the Shared use path along the promenade northwards with the existing shared cycleway southwards Contra flow on Marine Parade cycle path by cinema (east side/beach side), along promenade and onto North Denes	
Burgh Road link to Edison Way cycleway	Track maintenance and upgrade existing PROW to cycleway.	

Haven Bridge Cycle Improvements	<p>Option 1: Move Haven bridge barriers from outside footpath to central islands. Create a shared use path on either side of bridge</p> <p>Option 2: Model impact of TRC on traffic flow over Haven Bridge to allow one lane removed for cycling, leaving three lines in tidal flow system</p> <p>Option 3: Remove central islands and create a cycle path on either side of bridge. Bridge barriers reposition further from bridge. Traffic signals at ends of Bridge Road to show barriers closing</p>	Creating a Sense of Arrival at the Town Centre
Improvements cycle route 7 to enable two directional flow for cyclists from The Conge to Regent Street with minimal interaction with traffic	Either a) improving two way cycle route along Hall Quay and Georges Street, b) enabling two cycle way route along Howard St South, c) north-south link across edge of the marketplace (from The Conge to King St).	Creating a Sense of Arrival at the Town Centre
Two way cycle lane along Regent St (SECTIONREF: 60465/38), King St (C610/150), Regent Rd(C610/140 and 60480/22)	Two way cycle lane along Regent St (SECTIONREF: 60465/38), King St (C610/150), Regent Rd(C610/140 and 60480/22)	Strengthening the heart of the town Centre
Extend shared use footway over Acle New Road Bridge	Extend shared use footway from the railway station to the Fuller's Hill roundabout (eastbound), linking in with the off-carriageway cycle path adjacent to North Quay.	Creating a Sense of Arrival at the Town Centre
Crossing from Bus Stop to East Norfolk Sixth Form College	New pedestrian crossing on Church Lane between the College and the bus stop	

Roundabout improvements for pedestrians and cyclists where B1370 meets Church Lane, Gorleston	Currently a wide oval shaped roundabout with space for two cars on roundabout. Approach is one lane from all directions. Possible improvement options: Option 1: Create a Dutch style roundabout where cyclists have free circulation away from other road traffic. Option 2: Create a shared use path around the outside of the roundabout. Option 3: Reduce 2 lanes on roundabout to one lane on roundabout.	
Roundabout Improvements for cycle safety in Great Yarmouth and Gorleston	Increase the safety of cyclists by (implementing improvements where clusters of collisions have occurred) roundabouts promoted on Great Yarmouth Cycle Map, including mini roundabouts, in Great Yarmouth and Gorleston through implementing traffic calming and providing cycle priority e.g. cycle lanes across mini roundabouts.	

#### 4.4 Costs of priorities to 2021

Package	2019/20	2020/21	Total
Routes, links and crossings	925	925	1,800
<b>Total</b>	<b>925</b>	<b>925</b>	<b>1,800</b>

#### 5.0 Way forward

5.1 The schemes set out for the first two years are well defined and should be implementable within that time period to meet the agreed NALEP funding profile.

5.2 The remaining schemes set out for the period up to 2021 will require some more detailed consideration and feasibility work.



5.3 Overall there are probably more schemes in the period to 2021 than the funding will stretch to, so some will not be implemented, In view of this further detailed prioritisation from members will be required for these later years schemes in due course as further development work is carried out. Further reports on this subject will be brought to this steering group on these later years schemes.

## **Recommendation**

**Members are asked to note the contents of this report and agree the Sustainable Transport Priorities as set out for the first two years for implementation.**

## **Officer Contact**

If you have any questions about matters contained in this paper or want to see copies of any assessments, eg equality impact assessment, please get in touch with:

**Officer name :** Ian Parkes

**Tel No. :** 01603 223288

**Email address :** [ian.parkes@norfolk.gov.uk](mailto:ian.parkes@norfolk.gov.uk)



If you need this report in large print, audio, braille, alternative format or in a different language please contact 0344 800 8020 or 0344 800 8011 (textphone) and we will do our best to help.



Subject: Support for Businesses in Great Yarmouth

Report to: Economic Development Committee – 17<sup>th</sup> July 2017

Report by: Peter Wright, Economic Development Officer

## **SUBJECT MATTER/RECOMMENDATIONS**

Grants and support for businesses in Great Yarmouth.

## **RECOMMENDATION**

Members are asked to note the availability of grants and support for Great Yarmouth businesses and the work of the Economic Development Unit to assist this.

## **1. INTRODUCTION/BACKGROUND**

- 1.1 There are a number of grants and support services available to assist businesses in Great Yarmouth and the wider Norfolk and Suffolk (New Anglia Local Enterprise Partnership) (NALEP) area. This report details the local take up of NALEP administered grants and outlines how the Economic Development Unit (EDU) works to support businesses to access financial assistance.

## **2. SUPPORT FOR BUSINESSES FACILITATED BY THE EDU**

- 2.1 The EDU provides a wide range of information to local businesses to support and encourage their growth through a variety of media for example the bi-annual Business Newsletter and the new dedicated web pages for businesses. This is summarised in a document produced earlier this year and sent to businesses in Great Yarmouth [see Appendix 1].
- 2.2 The Business Liaison & Development and Economic Development Officers visit companies on a regular basis providing up-to-date and tailored information on the grants and assistance available. The EDU also works hand-in-hand with NALEP's Growth Hub local advisor to support local companies.

### 3. GRANTS AVAILABLE

3.1 NALEP is the major source of financial support for businesses through its Growth Deal with Government and the Growth Hub that it uses to co-ordinate and deliver business support.

3.2 The primary grants administered by NALEP which are available to eligible (see 3.4) companies in Great Yarmouth are:

#### 3.2.1 *Growing Business Fund (GBF)*

Businesses may apply for a grant of up to 30% of the total cost of a capital investment project, which can be used to leverage funding from other sources such as banks and other financial organisations. The GBF is aimed at businesses looking to grow and create new jobs. Businesses can apply for grants between £25,000 and £500,000. The uptake of this grant is shown in Appendix 2.

#### 3.2.2 *Small Grant Scheme (SGS)*

Recently replacing the Micro Grant Scheme (MGS), the SGS offers grants between £1,000 and £25,000 to Micro (up to ten employees), Small (up to 50 employees) and Medium (up to 250 employees) sized businesses wanting to grow and expand, improve their productivity or efficiency or introduce a new product or service. Unlike the GBF, applicants do not have to create jobs as a condition of their grant. It is too early to present figures on the uptake of this grant. The SGS may support capital or revenue projects.

#### 3.3 Other Grants

There are other grants and support services available to businesses in Great Yarmouth, mostly delivered through third parties. These change from time-to-time and the EDU works with partners to keep abreast of changes. Currently there is:

- Support for manufacturers through the Manufacturing Growth Programme [www.manufacturinggrowthprogramme.co.uk](http://www.manufacturinggrowthprogramme.co.uk)
- Support and grants for companies exporting through the Department of International Trade [www.great.gov.uk/uk](http://www.great.gov.uk/uk)
- Support for companies making energy efficiencies through the Business Energy Efficiency (BEE) Programme [www.beeanglia.org](http://www.beeanglia.org)
- Free skills support for employees through Seetec funded by NALEP/Skills Funding Agency [www.seetec.co.uk](http://www.seetec.co.uk)

- Support and grants for companies developing innovations that will solve a problem or drive efficiency in offshore renewable energy through SCORE [www.scoregrant.co.uk](http://www.scoregrant.co.uk)
- Town Centre Shop Front Improvement Grants administered by Great Yarmouth Borough Council [www.enterprisegy.co.uk/shop-front/](http://www.enterprisegy.co.uk/shop-front/)

### 3.4 Eligibility

Different grant schemes carry different eligibility criteria, which can vary over the lifetime of a scheme and are often subject to a due diligence process and project outcomes. Most grants have sector restrictions such as retail, fishing and agriculture. Others are restricted to Small to Medium Enterprises (SMEs) only [see Appendix 3]. Great Yarmouth's Assisted Area status designated in 2014 means that large companies can apply in specific circumstances for some grants although at a lower intervention rate. Companies also need to demonstrate a need for the grant from the public purse.

### 3.5 Restrictions to Uptake

Anecdotally we are aware of a number of issues restricting uptake and award of grants in Great Yarmouth:

- a. SME status – although in recent years Assisted Area status has meant that large companies can now apply for grants, this is only where a company is expanding into a new area of activity (standard industrial classification code). Due to Great Yarmouth's involvement in the global oil & gas industry, many local companies are foreign-owned by large international companies and therefore ineligible.
- b. Job Creation – a requirement of the Growing Business Fund is to create jobs (1 per £10,000 of grant). In many circumstances, companies are investing in machinery to improve efficiency, not necessarily create jobs.
- c. Application Process – although the Growth Hub supports companies through the application process, at times this is not quick enough for the applicant and they invest prior to confirmation of the grant.
- d. Due Diligence – companies need to demonstrate a need for the grant from the public purse. If the company has too much cash or too much has been taken from the business, the application may be turned down.
- e. Growth – companies need to show growth.
- f. Market Conditions – the downturn in oil & gas has halted growth and investment for many companies.

### 3.6 Impact of EDU Referrals

Since 1 April 2016, the EDU has made 39 specific referrals to grant/support schemes. From these referrals, the value of grants applied for from Great Yarmouth businesses is £616,979. However, over 50% of this value has either been turned down in the due diligence process by NALEP or the companies withdrew or did not pursue.

## 4. DESIGNATIONS

4.1 Great Yarmouth has suffered structural industrial change over the last 40 years with periods of nationally significant unemployment and consequent deprivation.

4.2 To address these structural changes the EDU (Borough Council) has successfully bid for Assisted Area status and for European Regional Development Funding (ERDF) in the past. In the 2000-2006 ERDF programme, the following projects benefitted from funding in Great Yarmouth: Outer Harbour, Time & Tide Museum InteGreat Seafront Regeneration Project and Beacon Innovation Centre and Minerva House on Beacon Park.

4.3 Currently (2014-2020) Great Yarmouth is recognised as a UK Assisted Area meaning that a higher level of Government intervention is permitted here i.e. a higher level of grant for eligible businesses. The main grant scheme is NALEP's Growing Business Fund as there is no national grant scheme in England.

4.4 Great Yarmouth is not however specifically designated for European funding, as it was in 2000-2006 although NALEP does have a European programme that can be accessed for major strategic projects in Norfolk and Suffolk. The Growth Hub, for example will be bidding for European funding to continue serving businesses across Norfolk and Suffolk.

## 5. CONCLUSIONS

The EDU acts as a promoter and generator of leads for business grants and works hand-in-hand with the Growth Hub and other providers to ensure that all businesses that are eligible and wish to be supported by Government grants are supported to apply.

Uptake and approval of grants is not within our control.

A presentation to the Great Yarmouth Tourism and Business Improvement Area is planned by the Growth Hub to outline grants available.

**6. RECOMMENDATIONS**

Members are asked to note the availability of grants and support for Great Yarmouth businesses and the work of the Economic Development Unit to assist this.

**APPENDICIES**

Appendix 1 – EDU Leaflet

Appendix 2 – GBF charts and diagrams

Appendix 3 – SME definition

## **APPENDIX 1 – EDU Leaflet**



## **APPENDIX 2 – GBF charts and diagrams**

### **APPENDIX 3 – SME Definition**

A Small to Medium Enterprise is defined as a company with:

*“fewer than 250 employees and an annual turnover not exceeding €50million and/or annual balance sheet not exceeding €43million.”*

# Support for businesses in Great Yarmouth

Home to world-class companies, investment opportunities and an enterprising future.



Mike Page ©

The council's Economic Development team is focused on attracting new companies to the borough and helping existing businesses grow in Great Yarmouth.

The team has a wealth of knowledge and contacts with both local and national companies and business support agencies providing a high level of advice and guidance.

## How we can help:

- Attracting new businesses
- Supporting business growth
- Developing a skilled workforce
- Communicating timely and relevant information
- Promoting an enterprise culture



# How we help

## Business Support

- We regularly visit businesses and offer tailored support and information about grants and initiatives available. We also provide contacts with other council services that may be relevant such as Planning, Business Rates and Environmental Health.
- We maintain a list of available industrial and commercial property and provide advice on grants and incentives.
- We act as a single point of contact for companies looking at Great Yarmouth as a business location; providing market data and labour force demographics.
- We connect both public sector and private businesses through our expert knowledge of the local industry.

For the Dudgeon Offshore Wind Farm we produced a list of required services and products for the main contractors on the project, maximizing the opportunities for local businesses to win contracts.

- We co-ordinate the Great Yarmouth & Waveney Manufacturing Group, exploring diversification opportunities and encouraging collaborative working.



## Sustaining Economic Growth

- We secure funding for major infrastructure projects to support economic growth.

The council secured £4.7m of Government funds towards the £6.7m link road through Beacon Park which opened in 2015, unlocking land for new homes, jobs and facilities.

- We secure grants and business support programmes for Great Yarmouth companies.

Great Yarmouth was awarded Assisted Area Status in 2014, giving access to a higher level of grant for businesses.

- We maintain and secure land for industrial use and improve conditions for development.

The council secured Enterprise Zone status for Beacon Park Business Park and areas of the South Denes Industrial Area in 2011. Businesses moving into these areas may be eligible for business rate relief and also benefit from the provision of Superfast Broadband and simplified planning through Local Development Orders.



Beacon Park - Mike Page ©

## Workforce Development

- We provide advice on training grants and initiatives available to maintain skills and develop the workforce.
- We can give guidance on apprenticeship schemes and contacts at local colleges.
- We facilitate communication between industry, education providers and the local Jobcentre to develop courses, recruit the best staff and to help reduce local unemployment.

We supported an Energy Skills Foundation Programme enabling young people to attend college and start a career in energy.

## Communications and Marketing

- We improve communication channels between businesses and the council through company visits, electronic and printed information.
- We host business events to promote local developments and opportunities for businesses.

Over 100 local businesses and stakeholders join with us in the Town Hall each December to learn about developments and vision for the economy of Great Yarmouth.

- We promote Great Yarmouth as a place to invest through attendance at regional, national and international industry events.
- We inform companies about local developments, support initiatives and grants available via regular newsletters and through our website.
- We produce a local business directory with in excess of 600 companies to help businesses find local suppliers and customers, and make this available online.



## enterpriseGY

- We support business start-ups with free help from dedicated advisers.
- We run training courses and focused enterprise clubs for networking.
- We liaise between businesses, schools and colleges to inspire young people and promote enterprise.
- We support existing small businesses with tailored training and individual business advice sessions.

We host and celebrate business success at the annual Spirit of Enterprise Business Awards.

Spirit of Enterprise Awards



# Contacts



**Peter Wright**  
*Economic Development Officer*  
**01493 846522**  
**peter.wright@great-yarmouth.gov.uk**

Responsible for the management of the Economic Development Unit and enterpriseGY programme. Peter also plays a major role in bidding for Government and European funding projects for the benefit of the Great Yarmouth economy.



**Stephanie Pimlott**  
*Business Liaison & Development Officer*  
**01493 846108**  
**stephanie.pimlott@great-yarmouth.gov.uk**

Contact me for business support and details about how we market and promote Great Yarmouth. I work with companies looking to expand in or relocate to Great Yarmouth as well as providing information on grants and other support available to businesses.



**Toby Matthews**  
*Research & Information Officer*  
**01493 846431**  
**toby.matthews@great-yarmouth.gov.uk**

Contact me for progress on our Economic Strategy, details of available commercial land and premises in Great Yarmouth, business grants, articles in our business newsletter or statistics relating to Great Yarmouth.



**Eunice Edwards**  
*Enterprise Zone Manager*  
**01493 846197**  
**eunice.edwards@newanglia.co.uk**


Contact me for details about the Great Yarmouth and Lowestoft (New Anglia) Enterprise Zone which offers the benefits of business rate relief, superfast broadband and simplified planning.



**Kirsty Weavers**  
*Administration Assistant*  
**01493 846477**  
**kirsty.weavers@great-yarmouth.gov.uk**

Contact me for additional copies of our publications like our Great Yarmouth Business Directory, or to make amendments to your businesses entry in our Directory.

**Contact the Business Advice Team on 0845 4580146 if you're thinking of starting up your own business, if you'd like support or advice about your existing business, or if you want to meet like-minded entrepreneurs at a networking event.**

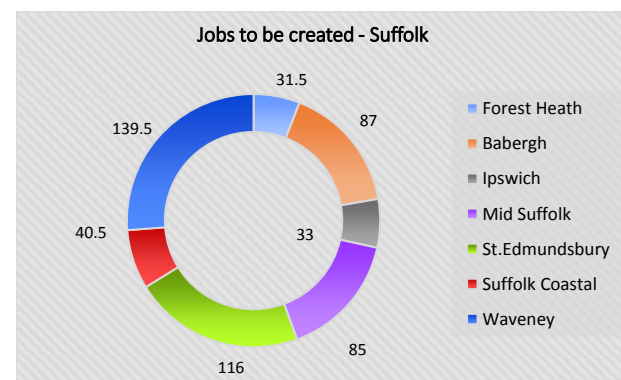
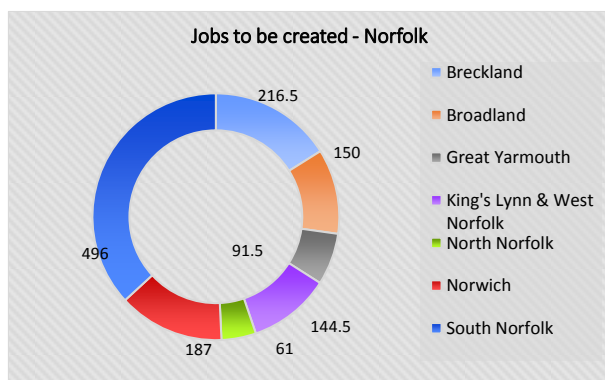
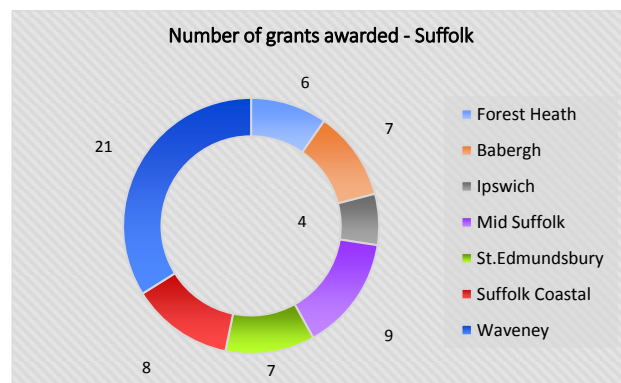
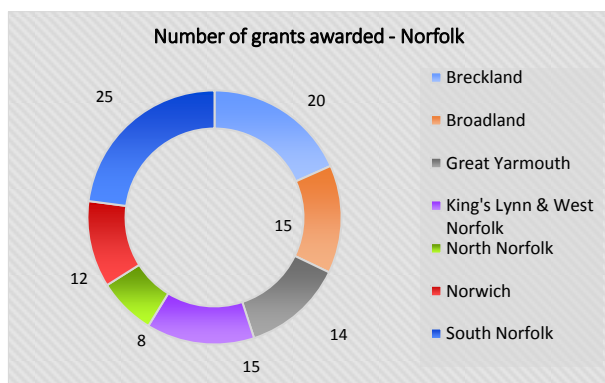
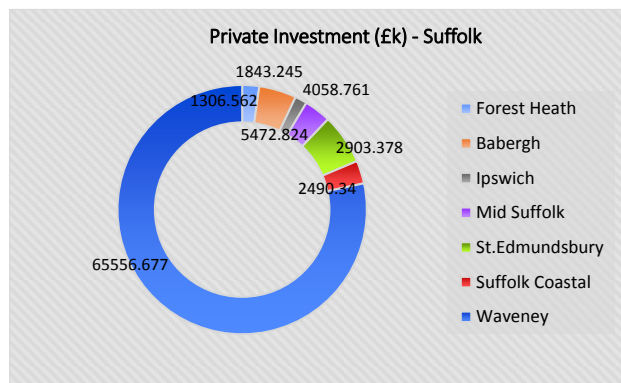
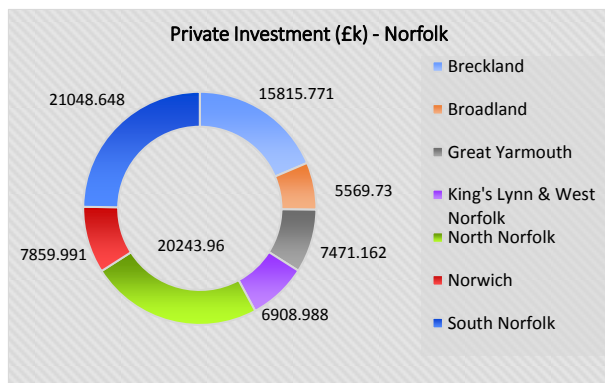
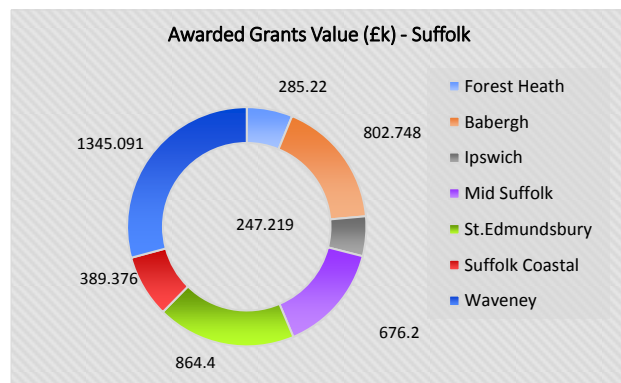
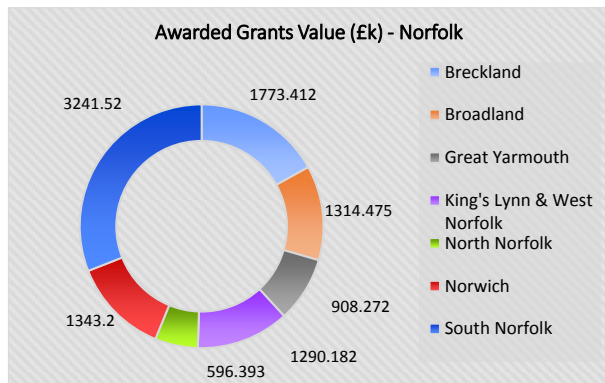


enterpriseGY  
great yarmouth means business

Useful contacts		
Building Control:	01493 846396	buildingcontrol@great-yarmouth.gov.uk
Business Rates:	01493 846240	nndr@great-yarmouth.gov.uk
Environmental Health:	01493 846478	health@great-yarmouth.gov.uk
Planning:	01493 846430	plan@great-yarmouth.gov.uk
Refuse (Norse):	01493 742150	shaun.ferris@ncsgrp.co.uk (Commercial)
	01493 742200	gybs.group@ncsgrp.co.uk (General)
Property:	01493 846876	property@great-yarmouth.gov.uk

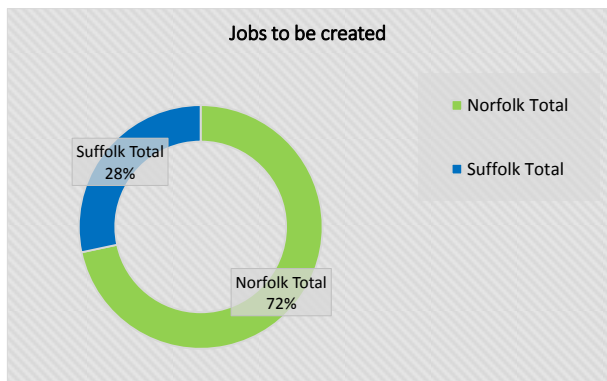
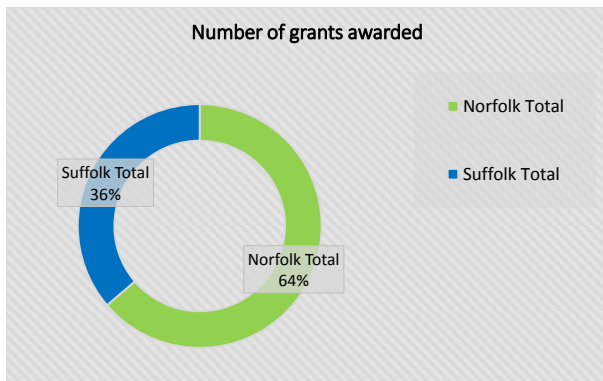
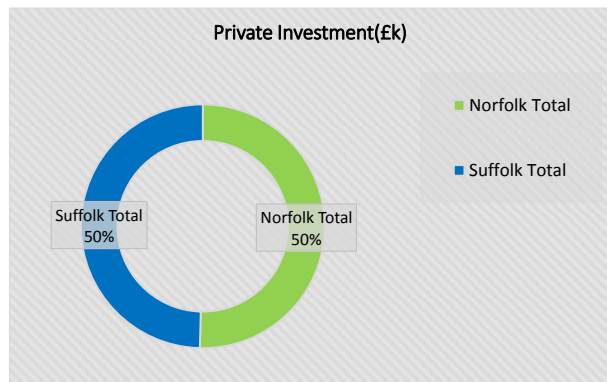
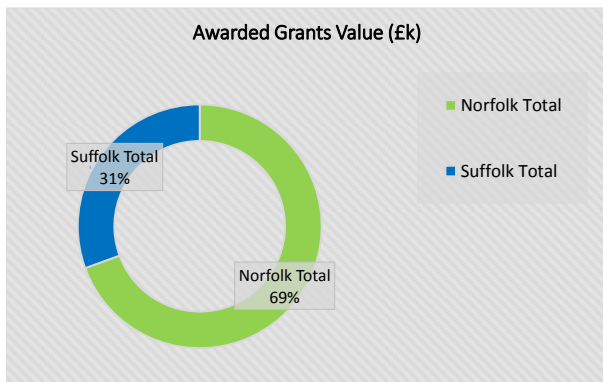


**Growing Business Fund (£25,000 - £500,000 grants)**  
**Statistics for the period of April 2013 - April 2017**





GBF Grants Awarded					
District	Grant Value (awarded), £k	Private Investment (to be invested), £k	Total Project Cost		
			(to be invested), £k	No. grants (awarded)	FTE Jobs (to be created)
Breckland	1773.412	15815.771	17589.183	20	216.5
Broadland	1314.475	5569.73	6884.205	15	150
Great Yarmouth	908.272	7471.162	8379.434	14	91.5
King's Lynn & West Norfolk	1290.182	6908.988	8199.17	15	144.5
North Norfolk	596.393	20243.96	3476.039	8	61
Norwich	1343.2	7859.991	9203.191	12	187
South Norfolk	3241.52	21048.648	24290.168	25	496
Forest Heath	285.22	1843.245	2128.465	6	31.5
Babergh	802.748	4058.761	4861.509	7	87
Ipswich	247.219	1306.562	1553.781	4	33
Mid Suffolk	676.2	2903.378	3579.578	9	85
St.Edmundsbury	864.4	5472.824	6337.224	7	116
Suffolk Coastal	389.376	2490.34	2879.716	8	40.5
Waveney	1345.091	65556.677	7900.768	21	139.5
Norfolk Total	10467.454	84918.25	78021.39	109	1346.5
Suffolk Total	4610.254	83631.787	29241.041	62	532.5
<b>Total</b>	<b>15077.708</b>	<b>168550.037</b>	<b>107262.431</b>	<b>171</b>	<b>1879</b>





Subject: Annual Performance Report 2016/17 for Economic Development

Report to: Economic Development Committee - 17 July 2017

Report by: Director of Development

### **SUBJECT MATTER/RECOMMENDATIONS**

Economic Development Committee is asked to note the Economic Development element of the annual performance report for 2016/17 which was approved by Policy & Resources Committee on 13 June 2017.

### **Recommendation**

Economic Development Committee is asked to note the Economic Development element of the annual performance report for 2016/17.

## **1. INTRODUCTION/BACKGROUND**

- 1.1 During 2016/17 performance measures were reported to Executive Management 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 2016/17**

- 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
  - 2016/17 outturn figure

- 2016/17 target
- Status (outturn against target)
- 2015/16 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 one is shown as not achieving the target and below the tolerance level set. This measure is ED10 - Number of new homes built.

2.4 Executive Management Team and the relevant committees have been aware of the performance of all the measures and areas of concern highlighted with commentary included to explain 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 2016/17.

### 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	No

human rights):	
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



**GREAT YARMOUTH**  
BOROUGH COUNCIL

# **The Council's Performance Report 2016 – 2017**

## Performance Measures

### PERFORMANCE MEASURES

#### Performance and trends

In January 2014 the Council embarked on an accelerated transformation and efficiency programme as the combined effects of government funding reductions and other budgetary pressures meant that the Council would need to make significant further savings for the foreseeable future.

In April 2014, Cabinet agreed a report setting out the work that was already underway to significantly accelerate the Council's approach to transformation and efficiency and to ensure that these challenges were effectively addressed. In July 2014 a further report, updated Cabinet on the work carried out and asked for approval for further work and the next steps to take this forward. This included further work to develop an overarching vision for the borough and a refresh of the Council's Corporate Plan.

In addition to strengthening the Council's approach to corporate strategy this work also identified the need to strengthen the Council's Performance management. Early work commenced on this to benchmark the Council's performance against comparator organisations and a new set of performance measures has been developed alongside the new corporate plan to accurately measure its delivery.

Between July 2014 and October 2014 the Council undertook a series of consultation, including a detailed public questionnaire and talking to and listening to a much larger group of residents, Members and stakeholders.

As a direct result of the public consultation six key priorities for the borough have been developed. These priorities are:

- Economic Growth
- Housing
- Neighbourhoods, Communities and the Environment
- Heritage, Tourism and Culture
- Great Yarmouth's Town Centre
- Transport and Infrastructure

## Performance Measures

In September 2015 the Council, alongside the transformation programme, agreed “The Plan 2015 - 2020” which sets out its strategic vision and priorities for up to 2020. This establishes the framework against which the Council should measure its performance at both officer meetings (through regular management reports) and Member meetings (through performance reports).

The framework was considered as part of a review of the transformation programme, moving this programme into a business strategy, which maximises income streams, whilst at the same time meeting the Council's stated objectives in ‘The Plan 2015 - 2020’.

The framework comprises three elements:

**Annual Activity Report** - this document will outline all of the projects and activities which will be taken forward by the Council during 2016/17 that support the delivery of The Plan and the Council's business strategy. In most cases these projects and activities will be non-service specific and will require a collective effort and monitoring to ensure that the Council's aims and priorities are being met. However a lead responsible officer will be assigned to a work stream, with each project and activity then being assigned to a Committee.

**Key Projects**— Some of these projects and activities will be identified as 'key projects' and for each of these there will be a more detailed project reporting framework including financial monitoring, which will be reflected in the budget monitoring reports to ensure consistency of approach and improved accountability. This is because each of these key projects will be required to deliver a financial saving or additional income for which a target will be set. Existing transformational projects will also move to key project status.

**Performance Measures** – Outside the monitoring of financial targets for the key projects the ability to monitor performance and take corrective action against both the annual activity report and day to day service delivery is essential. Whilst performance measures on their own do not always give a full picture of the issues, combined with the activity report and key projects, they will help inform decision-making and resource allocation. Some measures are already being collated and these have been reviewed to ensure they remain relevant alongside identifying additional measures.

## Performance Measures

### 2016/17 Performance and Trends

The following performance measures are meant to give a comprehensive overview of how the authority as a whole is performing and cover most Council functions.




The tables provide the following information:

- Description of measure/indicator
- Corporate priority linked by the measure
- 2016/17 outturn figure
- 2016/17 target
- Status (Outturn against target), see key below
- 2015/16 outturn figure
- Current performance/trend data, see key below
- Commentary

#### Key:






##### Key to 'Status'

RAG status comparing 2016/17 outturn figure against 2016/17 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 2016/17 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	2016/17 Actual	2016/17 Target	Status	2015/16 Outturn	Trend
ED01 - Planning applications: Major applications determined within 13 weeks	91.7%	65%		60%	↑
Commentary: Outturn above government baseline figure of 60% of applications to be determined. 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. No appeals were made on this basis.					
ED02 - Planning applications: Minor applications determined within 8 weeks	68.4%	70%		50%	↑
Commentary: Performance slightly down on the target but outturn has shown year on year improvement since 2013/14 and a significant improvement compared to the 2015/16 figure of 50%. As a result of new staff settling into their roles performance in quarter four reached 84.1%.					
ED03 - Planning applications: Other applications determined within 8 weeks	72.2%	70%		55.29%	↑
Commentary: Performance continues to show year on year improvement since 2013/14 and a significant improvement compared to the 2015/16 figure of 55.29%. After a poor start to the year due to staff shortages quarter four saw performance reach 90.4%.					
ED04 - Percentage of Major planning applications processed within 13 weeks over the last 24 month	86.4%	65%		New measure	N/A
Commentary: Performance above target of 65%.					



**Performance Measures**

Performance Measure	2016/17 Actual	2016/17 Target	Status	2015/16 Outturn	Trend
ED05 - Percentage of Major planning applications overturned on appeal over the last 24 months (% successful against decision to refuse planning applications)	0%	20%		0%	↔
Commentary: There were two appeals during 2016/17, one residential and one retail planning applications which were upheld despite changing national policy and ageing local plan policy putting pressure on decision making.					
ED06 - Number of Major planning applications overturned on appeal over the last 24 months	0	No target set	N/A	0	↔
Commentary: See commentary for ED05.					
ED07 - Planning Appeals: a) Total number of Planning appeals b) Number of Planning appeals allowed	19 6	No target set No target set	N/A N/A	16 7	↓ ↑
Commentary: Despite ageing development management polices local plan outturn is consistent with most recent available data for written representations and below national average on hearings. This included 3 appeals allowed against officer recommendation to approve. As a percentage 31.6% of appeals were allowed against a national average of 32.7%.					
ED08 - Building Control: The percentage of building regulation applications where a decision notice is issued within the eight week statutory period.	96.1%	100%		95.3%	↑
Commentary: Whilst the 100% performance target was missed, 172 decision notices out of a total of 179 did still get issued within the statutory period.					

**Performance Measures**

Performance Measure	2016/17 Actual	2016/17 Target	Status	2015/16 Outturn	Trend
ED09 - Percentage of Land Charges search returns sent within 10 working days.	91.7%	97.5%		91.7%	↔
Commentary: Staff sickness impacted on performance early part of the year with improved performance in latter part.					
ED10 - Number of new homes built	220	300		212	↑
Commentary: The total number of housing completions is a slight improvement against the 2015/16 cumulative figure of 212 dwellings. Notwithstanding this, the total number of homes completed during 2016/17 remains very significantly below the borough's housing targets. This year's completions represents 73% of the original annual target for the current period of 300 dwellings, but only around 40% of the figure required every year until 2030 to make up the substantial shortfall to date and the increased annual target ahead.					
ED11 - Number of homes granted planning permission	559	No target set	N/A	220	↑
Commentary: The total number of housing permissions granted during 2016/17 was significantly higher than the 204 granted during 2015/16. This can be explained by a number of major applications which were granted planning permission, or had resolution to grant planning permission (subject to S.106), including: 127 dwellings at Wheatcroft Farm, Bradwell; 103 dwellings at Hemsby Road, Martham; and 46 dwellings at Magdalen House, Magdalen Square, Gorleston.					
ED12 - Enterprise Zone: Number of new jobs created (Beacon Park/South Denes)	527	No target set	N/A	520	↑
Commentary: Jobs in the oil and gas sector have declined due to the downturn in activity; the sector has declined by over 25% worldwide. These figures reflect current employment in the EZ where company employment levels have fluctuated.					

**Performance Measures**

Performance Measure	2016/17 Actual	2016/17 Target	Status	2015/16 Outturn	Trend
ED13 - Enterprise Zone: Number of businesses at a) Beacon Park	17	No target set	N/A	16	↑
b) South Denes	7	No target set	N/A	6	↑
Commentary: The energy focussed Enterprise Zone has been affected by the oil and gas downturn in activity/confidence.					
ED14 - Enterprise Zone: Beacon Park a) New floor space developed	22,571m <sup>2</sup>	No target set	N/A	21,394m <sup>2</sup>	↑
b) % of empty floor space across Beacon Park	38%	No target set	N/A	38%	↔
Commentary: Activity in the oil and gas sector has declined due to the downturn.					
ED15 - Number of new business start-ups enterpriseGY	140	100		New measure	N/A
Commentary: Outstanding performance to achieve the 2 year Coastal Communities Fund target of 200 from 63 in year 1.					
ED16 - Town Centre retail units: a) Number of vacant retail units in Town Centre	62	1% reduction		66	↑
b) % of vacant retail units in Town Centre	14.3%	1% reduction		15.2%	↑
Commentary: Over the course of the past 12 months, the number of vacant units has dropped quarter on quarter from a high of 72 units/16.6% during the 1 <sup>st</sup> Quarter, to 62 units/14.3% during the 4 <sup>th</sup> Quarter. A reduction of 10 vacant units. The relative reduction when compared between Quarter 4 2015/16 (66 units) and Quarter 4 2016/17 (62 units) illustrates a 0.9% reduction against a target of 1% reduction year on year.					

**Performance Measures**

Performance Measure	2016/17 Actual	2016/17 Target	Status	2015/16 Outturn	Trend
ED17 - % of increased footfall in Town Centre against same quarter in previous year	-5.5%	2% increase	N/A	-2.5%	↓
Commentary: Town centre footfall is down 5.5% against the same period last year. This is an indicator that the Council does not have direct control over. However, the Town Centre is a key priority for the Council and now the Master Plan has been adopted work will commence to hopefully improve footfall.					
ED18 - Conservation: Number of buildings removed from Risk Register	1	2		0	↑
Commentary: At the start of 2016/17 there were 12 buildings on the Listed Buildings At Risk Register. Work continues to explore options to remove the 11 remaining buildings from the list in the future.					