

Economic Development Committee

Minutes

Monday, 16 July 2018 at 18:30

Present :

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

Also in attendance :

Mr D Glason (Development Director), Mrs K Watts (Strategic Director), Mrs C Sullivan (Project Manager) and Mrs S Wintle (Senior Member Services Officer).

1 APOLOGIES FOR ABSENCE

There were no apologies for absence.

2 DECLARATIONS OF INTEREST

There were no declarations of interest declared at the meeting.

3 MINUTES

The minutes of the meeting held on the 4 June 2018 were confirmed.

4 FORWARD PLAN

The Committee received and noted the contents of the Forward Plan.

5 TOURISM AND CULTURE STRATEGY DEVELOPMENT PLAN

The Committee considered the Strategic Director's report which provided Members with the rationale to create a new Tourism and Cultural Strategy for Great Yarmouth, and presented an overview of how this strategy will be developed, concluding the final approval of this strategy will be made by Members during December 2018.

The Strategic Director advised the Committee that the report asked Members to note the content of the report and agree to nominating 3 Members, 2 Conservative and 1 Labour to attend a study visit as part of the development process of the strategy.

Reference was made to the local BID and whether any consideration had been given to the Tourism BID being unsuccessful, the Strategic Director reported that these risks had been factored into the Development Plan.

The Chairman suggested that a Member of the Tourism BID Board (Private Sector Member) be asked to attend the development process of the Strategy.

Clarification was sought as to when the Strategy was to be finalised, the Strategic Director advised that final approval would be sought during December 2018.

It was suggested that the risk of the Tourism BID not being successful should form part of the Council's Risk Register, the Strategic Director advised she would look into this matter.

RESOLVED :

(1) That Members note the contents of the Strategic Director's report.

(2) That Councillor's B Coleman, Hammond and Cordiner-Achenbach be appointed to attend a study visit as part of the development process.

6 ANNUAL PERFORMANCE REPORT 2017/18 FOR ECONOMIC DEVELOPMENT

The Committee considered the Development Directors report which asked Members 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.

The Development Director summarised the performance measures and drew

Members attention to ED10- Number of new homes built, where he explained that this measure remained under target and ED17 - % of increased footfall in Town Centre which had seen a decrease in the footfall figures for the town centre.

Members discussed ED10 and it was pointed out that approval had been given to a significant number of applicants to grant planning permission but that following approval the works had not been commenced. The Development Director advised that the developer forum had been re-instated to try and encourage better engagement and understanding with developers. Concern was raised in relation to Affordable Housing and the need for this element to remain.

RESOLVED :

That the Committee note the Economic Development element of the Annual Performance Report for 2017/18.

7 LOCAL ENERGY EAST STRATEGY REPORT

The Committee considered the Development Director's report which asked Members to endorse the Local Energy East Strategy, note the responses to the questions on the Delivery Plan submitted by Officers and note and comments on the main opportunity areas that could be for the Council and companies of the Borough to exploit in the delivery of the Strategy.

In discussing the report the following issues were raised:-

- Electronic Charging Points - a suggestion was made it be built in to the Strategy that all new developments include a charging point- it was agreed that this matter be fed back to the Strategic Planning Department.
- Career Pathways - it was pointed out that there was no mention of East Coast College and the need for this to be included.

RESOLVED :

(1) That the Committee endorse the Local Energy East Strategy

(2) The Committee note the responses to the questions on the Delivery Plan submitted by officers

(3) The Committee note the main opportunity areas there could be for the Council and companies of the Borough to exploit in the delivery of the Strategy.

8 TOWN CENTRE WAYFINDING

The Committee considered the Development Director's report which asked the Committee to consider a number of recommendations made by the Town Centre Member Working Group as part of the Wayfinding Project.

In discussing the report the following issues were raised :-

- Why there had been no megaliths proposed near to the waterways to encourage footfall into the town centre - it was agreed that this be added into the Wayfinding Document
- A question was raised in relation to the maintenance of signage and the need to ensure adequate monies were available to maintain.
- A comment was made in relation to the ownership of the megaliths, it was advised that this matter was to be discussed further at the Town Centre Masterplan Meeting.
- Whether QR codes could be used, it was advised that this matter was being looked in to.
- A suggestion was made that a map be produced that can be used on your phone, it was noted that the Preservation Trust had been working on an electronic map also, it was noted that the Project Manager would look into this matter.
- A question was raised as to why Gorleston had not been included within the document, but it was pointed out that the document covered only the Great Yarmouth Town Centre (masterplan delivery).

RESOLVED :

That the recommendations from the Town Centre Member Working Group be approved together with the additions as detailed above.

9 TOWN CENTRE INITIATIVE

The Committee considered the Development Director's report which provided Members with an update on the latest Town Centre Initiative activity, as reported at the Great Yarmouth Town Centre Member Working Group meeting on the 9 July 2018.

In discussing the report the following issues were raised :-

- Concern was raised in relation to the entrance to the Town Centre via the Acle Straight and the poor state of the Acle new road area, the Development Director reported that planning consent had been granted to the area in question but that no work to date had been commenced.
- Reference was made to the Vauxhall Bridge, it was confirmed that a meeting had taken place with Sustrans, where the submission of a Heritage Lottery

Fund bid had been discussed.

- The need for engagement from the Local MP
- The need to be more proactive with business owners situated on Hall Quay
- The Conge redevelopment was discussed and issues relating to leases currently in place by business owners and the need to be conscious of time frame on this development.
- Councillor Wright asked for a breakdown of the £905,000 that had already been spent, the Development Director advised that he would provide this information.

RESOLVED :

That the Committee note the contents of the report.

The meeting ended at: 19:43