



GREAT YARMOUTH BOROUGH COUNCIL

Cabinet

Date: Thursday, 16 May 2024

Time: 14:30

Venue: Council Chamber

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 ITEMS OF URGENT BUSINESS

To consider any items of Urgent Business.

4 MINUTES

4 - 9

To confirm the minutes of the meeting held on the 8 April 2024.

**5 24-051 - SPENDING OF DEVELOPER CONTRIBUTIONS
(SECTION 106 - SECTION 111) ON OPEN SPACE -
RECOMMENDATIONS FOR SPEND**

10 - 26

Report attached.

6 24-039 - VISIT GREAT YARMOUTH PROPOSED THIRD TERM

27 - 51

Report attached.

7 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 3 and 6 of Part I of Schedule 12(A) of the said Act."

**8 CONFIDENTIAL - 24-037 AFFORDABLE HOUSING DELIVERY
UPDATE**

Details

**9 CONFIDENTIAL - 24-059 NORTH QUAY RIVERSIDE GATEWAY -
PROCUREMENT**

Details

**10 CONFIDENTIAL - 24-050 - PLANNING AND ENVIRONMENT IT
SYSTEM**

Details

11 CONFIDENTIAL - 23-203 HAVEN BRIDGE PUBLIC HOUSE

Details



GREAT YARMOUTH BOROUGH COUNCIL

Cabinet

Minutes

Monday, 08 April 2024 at 14:00

PRESENT :- Councillor Smith (Leader & Portfolio Holder for Finance, Governance and Major Projects) (in the Chair), Councillors Plant (Deputy Leader & Portfolio Holder for Operational Property and Asset Management); Flaxman - Taylor (Portfolio Holder for Housing Health and Communities); Candon (Portfolio Holder for Economic Development & Growth); & Wells (Portfolio Holder for Environment & Sustainability, Waste and Licensing).

Also in attendance:- Ms S Oxtoby (Chief Executive Officer); Ms C Whatling (Monitoring Officer), Ms K Sly (Executive Director - Resources); Mrs P Boyce (Executive Director, People); Mrs N Turner (Head of Housing Assets), Mr J Wedon (Information Governance Lead), Ms V Mallender (Economic Growth Manager); Mr T Williams (Media & Communications Manager), & Mrs S Wintle (Corporate & Democratic Services Manager).

Councillors Wainwright & Williamson attended as observers to the meeting.

01 APOLOGIES FOR ABSENCE

There were no apologies for absence received at the meeting.

02 DECLARATIONS OF INTEREST

There were no declarations of interest declared at the meeting.

03 ITEMS OF URGENT BUSINESS

There were no items of urgent business to be discussed.

04 MINUTES

The minutes of the meeting held on the 4 March 2024 were confirmed.

The Corporate Services Manager sought clarification as to the information that Councillor Wells had requested to be sent round at the meeting on the 4 March 2024, with regard to item 5, and it was confirmed that this was information relating to the required standard of gardens for tenants. It was confirmed that this would be sent round to Members following the meeting.

05 24-023 - ANNUAL ACTION PLAN 2024-25

Cabinet received and considered the Information Governance Lead Officer's report.

The Leader presented the item and advised that the report introduced the Council's Annual Action Plan for 2024-25. In order to support delivery of 'The Plan 2020 – 2025' the Council has developed an Annual Action Plan for 2024-25, this details the individual activities that will be completed during the year which will combine to achieve the Council's strategic vision and priorities.

the Leader advised that the Annual Action Plan outlined all of the key projects and activities that would be taken forward by the Council during 2024-25 in order to support the overall delivery of 'The Plan 2020 - 2025'.

The Annual Action Plan also identified key milestones / dates for the activity and links to the relevant Cabinet Member Portfolio Holder that progress toward completing the project or activity would be reported, ensuring accountability is maintained whilst supporting Members in their decision-making for the Council.

The Leader advised that this was the last year of the Council's current Corporate Plan which ran from 2020 – 2025, therefore a new Corporate Plan for the period 2025 – 2030 will be developed during the year. The development process for the new Plan will involve cross party working, stakeholder engagement and a public consultation, this process will run throughout the year and the results will feed into the formulation of the new Corporate Plan.

Councillor Wainwright commented that in his opinion the wording "Subject to a Business Case" should be added in to the introduction page where reference was made to the Town Deal Government investment. The Chief Executive Officer advised that the amount allocated would require amending to £19.5m. It was **agreed** that these amendments be made to the final version.

Cabinet **RESOLVED** to :-

Approve the Annual Action Plan 2024-25.

06 URN 24-022 - RE-PROFILING UKSPF AND REPF DELEGATED GRANT SCHEMES

Cabinet received and considered the Executive Director, Place's report.

The Portfolio Holder for Economic Development and Growth, Councillor Candon presented the item and advised that the report set out the proposed adjustments to the UK Shared Prosperity Fund (UKSPF) and Rural England Prosperity Fund (REPF) delegated grant schemes set out and approved by Cabinet on 9 October 2023. These proposals related solely to aligning the grant values and intervention rates to applicants' expectations, rather than the overall value of the grant pots or the grant processes.

It was advised that engagement and collaborative activities would be held in partnership with business support organisations such as Arts Culture and VCSE organisations, Norfolk Chamber of Commerce, Local business networks, The Broads Authority, Visit Great Yarmouth, National Farmers Union, Country Landowners Association, land agents, the Farming & Wildlife Advisory Group, The Royal Norfolk Agricultural Association.

There would also be a formal communications plan to coordinate promotion of the schemes through parish councils, press releases, social media and local communication channels, including the Business Update Newsletter, circulated to around 1,600 local businesses every 4-6 weeks.

Councillor Candon reported that it was recommended that all UKSPF and REPF funded delegated grants continue to be administered by the Inward Investment Team, using the same processes agreed by Cabinet in October 2023.

Rather than publish regular calls and application windows for each scheme, it is proposed to operate an open, rolling call for expressions of interest between 10 April 2024 and 31 November 2024 to maximise access to and uptake of the scheme, mirroring the format adopted by other local authorities. The deadline for applications – those expressions of interest invited to proceed – would be 31 December 2024, with a final grant claim deadline of 28 February.

It is recommended that on the basis of the higher grant values set out in Section 2, awards are determined by a grants panel comprising cross-party membership – 3 members nominated by Cabinet and 2 members nominated by the opposition group, with officers acting in an advisory capacity only, this is a change from the previous delegation to officers, as set out in the October 2023 Cabinet report.

That grants panel would receive and consider all grant applications and would convene monthly, as agreed, unless there are no applications to consider.

To ensure that the UKSPF and REPF funded grant schemes meet the needs and expectations of potential applicants, a number of adjustments are proposed. These adjustments will reduce the risk of the schemes being under-subscribed at the conclusion of the UKSPF programme on 31 March 2025.

The Chief Executive Officer advised that there was now to be a grant panel which would convene monthly. The Chief Executive Officer advised that in her opinion paragraph 3.5 within the report could be removed as it was hoped that the scheme would operate as a rolling application scheme, this was agreed.

Councillor Candon commented that he felt that this scheme enhanced the

opportunities available to local businesses.

The Leader sought clarification as to the date of the first panel meeting and it was advised that it was hoped this could be held in May. The Leader advised that he would send the Corporate and Democratic Services Manager his nominated Members for the panel. Councillor Wainwright advised that he would also inform the Corporate and Democratic Services Manager of his members.

Cabinet **RESOLVED** to :

- (1) Note and consider the proposed changes to the grant scheme
- (2) Instruct officers to implement changes to meet the proposed timeline.

07 24-015 - WASTE COLLECTION POLICY

Cabinet received and considered the Had of Environment and Sustainability's report.

The Portfolio Holder for Environment, Sustainability, Licensing and Waste, Councillor Wells presented the item and advised that the Council has developed a Waste Collection Policy for Great Yarmouth which brings together both national legislation and the Council's own guidance and rules in relation to the household waste collection service operated by the Council.

The Borough Council provides a variety of waste collection services. The policy provides operational guidance and rules for the public around how these services operate. The areas covered within the Policy include:

- The standard kerbside collection utilising 240L twin bins for residual waste and recycling
- Alternative collection options for properties not suitable for the standard service including communal bins and bag collections.
- The subscription garden waste service.
- The bulky waste collection service.
- Collection of other types of waste e.g. hazardous or clinical.
- National regulations relating to the definition of waste produced at specific property types and consequently the Councils stance on these for collection.
- General rules around using the service such as times and location bins may be placed out for collection, missed bins, overweight bins, contaminated recycling etc.
- Application for assisted collection or additional bins.

Councillor Wells advised of the key amendments in the policy as follows:

1. Residents on the standard service have historically been only able to have a single recycling bin. Under the Policy, to promote recycling, residents would be entitled to have additional recycling bin (provision of which would incur the standard additional bin charge). Where these are provided and subsequently mis-used they would be dealt with via the contamination process.

2. Garden waste bins have in the past been transferable to other people e.g. the bin is given to another person who then takes up the service. This has caused admin issues around the service where bins are swapped between

properties, and we have no record of this. Under the Policy garden waste bins could no longer be transferred.

3. Currently properties can apply for additional bins in certain circumstances:

- There are 6 or more permanent residents in the household.
- There are 5 or more permanent residents including a child in nappies in the household.
- A large amount of offensive/hygiene waste is being produced at property.

These are supplied at the standard charge with the exception of bins provided for hygiene waste. To bring charging for additional bins into line, under the Policy for the purposes of hygiene waste additional bins would also now be chargeable.

4. The Council operates a kerbside collection across the Borough. This means householders should present their waste containers out for collection at a point adjacent to the public highway.

Under the Policy householders on private unadopted roads would be required to present their bins at a point adjacent to the public highway like all other householders in the Borough. An exception would be made where the road services 6 or more properties and the road is of a standard to enable access and, where required, turning of the standard refuse collection vehicle. Where deemed necessary the Council would also require indemnity from residents for any damage to the road before being prepared to access it.

Where the Council have a request for an assisted collection at one of the affected properties, this would be reviewed as normal on a case by case basis, taking into consideration the condition of the access road and the implications on the resident if the Council were not able to collect from the property.

Cabinet **RESOLVED** to :

To approve the document as Great Yarmouth Borough Council's Waste Collection Policy.

08 24-049 - SOCIAL HOUSING DECARBONISATION FUND GRANT FUNDING

Cabinet received and considered the Head of Housing Asset's report.

The Portfolio Holder for Operational Property and Assets, Councillor Plant presented the item and advised that the report sought approval to accept funding from the Department of Energy Security and Net Zero's Social Housing Decarbonisation Fund to upgrade the energy efficiency of 173 Council homes during 2024/5 and delegate approval of spend of the grant monies.

The Council's bid for Social Housing Decarbonisation fund Wave 2.2 sought grant funding of £1.3m to support works to increase the energy efficiency of 173 Council homes, increasing the Energy Performance Certificate rating of the properties from a rating of D or E to a C. A number of measures will be undertaken to homes including:

- Enhancing loft insulation
- Installation of cavity wall insulation

- Installation of Air Source Heat Pumps
- Installation of Solar Panels.

Properties across the borough have been identified to benefit from the works.

Councillor Plant advised that the Council would be required to sign a Grant Agreement to drawdown the funding which sets out the Council's agreement to the conditions of the funding and that, the Council will use a direct award framework to appoint E.On Energy Solutions Ltd to deliver the energy efficiency works.

Oversight of delivery will be monitored by an Officer Working Group which includes representatives of the Finance Team with formal reporting and oversight of delivery via the Corporate Projects Board.

Councillor Wells passed on his thanks to Officers who had worked on this report, he commented that although 173 was only a small percentage of the Boroughs housing stock this report was a step in the right direction.

Councillor Plant commented that although 173 homes seemed a small number there was a need to start somewhere and that this also offered an opportunity to look at the reduction of the carbon footprint.

Councillor Wainwright asked if a list of the 173 properties identified could be circulated to Members and include where these were located. The Head of Housing Assets confirmed that this information was available and could be circulated following the meeting.

Cabinet **RESOLVED** to :

1. Accept the Social Housing Decarbonisation Fund Wave 2.2 funding detailed in the report.
2. Note the requirements for the signing of a Grant Agreement to draw down the funding.
3. Delegate all decisions on the use and spend of the Social Housing Decarbonisation Fund monies in accordance with the funding conditions to the Head of Housing Assets.
4. Note that the 2024/25 Housing Revenue Account capital budget will be updated to include the grant funding and total spend on energy efficiency.

09 CONFIDENTIAL MINUTES

The Confidential minutes of the meeting held on the 4 March 2024 were confirmed.

The meeting ended at: 14:20

CABINET



URN: 24-051

Report Title: Spending of Developer Contributions (Section 106/Section 111) on Open Space – Recommendations for Spend

Report to: Cabinet

Date of meeting: 16 May 2024

Responsible Cabinet Member: Cllr Daniel Candon

Responsible Director / officer: Natasha Hayes, Executive Director – Place / Nick Fountain, Principal Strategic Planner

Is this a Key decision? No

Date added to Forward Plan of Key Decisions if a Key Decision: n/a

EXECUTIVE SUMMARY / INTRODUCTION FROM CABINET MEMBER

This report sets out recommendations for the spend of developer contributions (Section 106/Section 111 agreements) for open space.

RECOMMENDATIONS

That Cabinet:

1. Approves the use of section 106 funds to deliver the following projects:
 - Playing Field Lane, Martham - 2 Bay net practice cricket facility - £28,000
 - King George V Playing Field, Allendale Road, Caister - Non-turf artificial wicket - £11,000
 - King George V Playing Field, Allendale Road, Caister - Play equipment - £89,402
 - King George V Playing Field, Allendale Road, Caister - wheelchair access equipment and floodlighting for bowling green - £16,900
 - Southtown Common, Gorleston - Play equipment - £70,000 (£50,000 capital plus £20,000 for maintenance)
 - Burnet Road, Bradwell - Play equipment - £35,794.52
 - King Charles Coronation Garden, Bradwell - path, bird boxes, bench - £9,100.48
 - St Clare Court, Hopton - play equipment - £25,000.
2. Notes the progress to date on the most recent round of funded projects

1. Introduction

- 1.1. The Council requires developers of new housing developments under Policy H4 of the Council's Local Plan Part 2 to provide new open space on-site or make financial contributions towards the provision of open space off-site. This is to ensure that our communities have the open spaces that they need to thrive, and they are expanded in line with the growth in population.
- 1.2. On 25 July 2023, the Council's Cabinet endorsed the first round of open space funding for successful bids. An update on these projects is provided in Appendix 3.
- 1.3. Following this, a second 12-week window for inviting projects/bids for off-site open space improvements was open between 7 August 2023 and 7 November 2023. Projects/bids were invited from Parish Councils, Ward Councillors, community groups, sport clubs and teams.
- 1.4. Projects/bids were initially reviewed by the planning team to ensure they meet section 106 requirements. Eligible Projects/bids submitted were then consulted on for 4 weeks with:
 - Ward Members
 - Parish Councils (where submissions had not come from them).
- 1.5. Following consultation, eligible projects were further reviewed by an officer group comprising officers from planning and property and asset teams, communities, and finance. Following discussion, the bids were assessed against criteria, and scored with justification for bid approval or refusal recommendations.
- 1.6. Proposals for projects under £50,000 can be determined and signed off by the Executive Director with responsibility for open spaces under existing delegations. Projects above this figure will be determined by Cabinet. Given the number of projects under £50,000 received this time, the Executive Director has decided not to use their delegated powers and instead refer these projects to Cabinet for a decision.
- 1.7. The adopted Open Space SPD sets out how contributions will be prioritised. Spending will be prioritised in line with the recommendations of the Open Space Needs Assessment (2022) the Playing Pitch and Outdoor Sports Strategy (2022) and the Play Area Action Plan developed by Property and Asset Team. Please see section 9 of the report for the links to background papers.
- 1.8. Developer contributions collected under the new Policy H4 include an element to be reserved for funding the maintenance of these spaces (over a 20yr period). This varies by type of open space but has been capped at 40% of the capital cost where applicable for spending.

2. Available Funds as of July 2023

- 2.1. The table in Appendix 2 details funds currently available, which projects are derived from which development and the remaining funds available in future if all recommendations set out below are approved. This sets out a budget of £371,868.00.

3. Projects received

3.1. The following projects were received. Full details can be found in Appendix 1 to the report:

- 1. Community Centre, Playing Field Lane, Martham – various projects - £66,000
- 2. Playing Field Lane, Martham - 2 Bay net practice cricket facility - £28,000
- 3. Land off Staithe Road (proposed new development site), Martham - £45,000
- 4. King George V Playing Field, Allendale Road, Caister - Non-turf artificial wicket - £11,000
- 5. King George V Playing Field, Allendale Road, Caister - Play equipment - £89,402
- 6. King George V Playing Field, Allendale Road, Caister - wheelchair access equipment and floodlighting for bowling green - £16,900
- 7. All Saints Parish Hall, Scratby - sport/play – football/tennis/MUGA - £197,730
- 8. Runham Bowls Club, The Street, Runham – green equipment/shed/toilet - £4,208.92
- 9. Southtown Common, Gorleston – play equipment - £50,000 (plus maintenance)
- 10. Southtown Common, Gorleston – MUGA - £39,115
- 11. Gorleston Lawn Tennis Club, Orde Avenue, Gorleston – floodlighting - £35,000
- 12. Burnet Road, Bradwell - play equipment - £35,794.52
- 13. King Charles Coronation Garden, Bradwell - path, bird boxes, bench - £10,275.57
- 14. St Clare Court, Hopton - play equipment - £25,000.

4. Comments from Borough Councillors and Parish Councils

- 4.1. Borough Councillors and Parish Councils with projects in their area were consulted in April for their views on the submitted projects.
- 4.2. Several comments were received from Ward Councillors which were taken into account in making the recommendations in this report.
- 4.3. Bradwell Parish Council supported proposals for play area equipment at Burnet Road. Concern was raised regarding vandalism within the parish, particularly at Mill Lane, and the need to replace equipment. A question was raised as to the potential need for CCTV and police community support measures.
- 4.4. Caister Parish Council raised no objections to the Caister Cricket Club bid but did have concerns with replacement floodlighting for the Caister Bowls Club bid given the proximity of surrounding properties and the likely need for planning permission.

5. Recommendations for Funding

5.1. The projects set out below are recommended to be funded:

- Playing Field Lane, Martham - 2 Bay net practice cricket facility - £28,000
- King George V Playing Field, Allendale Road, Caister - Non-turf artificial wicket - £11,000
- King George V Playing Field, Allendale Road, Caister - Play equipment - £89,402
- King George V Playing Field, Allendale Road, Caister - wheelchair access equipment and floodlighting for bowling green - £16,900
- Southtown Common, Gorleston - Play equipment - £70,000 (£50,000 capital plus £20,000 for maintenance)
- Burnet Road, Bradwell - Play equipment - £35,794.52
- King Charles Coronation Garden, Bradwell - path, bird boxes, bench - £9,100.48
- St Clare Court, Hopton - play equipment - £25,000.

5.2. The other projects are not recommended for funding at this stage due to several factors including their ability to meet spending requirements for planning obligations, readiness for delivery, and lack of financial information, lack of community value and wider details about the project outputs. Officers will provide further assistance where possible to support the groups who submitted these bids to enable them to progress their applications in the future.

5.3. Full details of projects and reasoning for recommendations are included in Appendix 1 to this report.

5.4. Should the recommendations be taken forward, this would commit £285,197 of spending on open space projects and leave the remaining budget at £86,671.

6. Financial Implications

6.1. The projects identified are fully funded by section 106 and section 111 funds. Two members of the Council's Finance Team, the Financial Services Manager, and a Senior Accountant, have been included within the officer level consideration process.

7. Legal and Risk Implications

7.1. Section 106 contributions comprise legal covenants which dictate how the funds should be spent. The projects identified are in line with the agreements concerned. The Monitoring Officer was included within the officer working group considering the bid proposals.

8. Conclusion

8.1. A wide number of projects have come forward for support and the planning and property teams have supported these applications and for those which are unsuccessful, officers will provide further information and guidance as to what additional information may be required for future applications. It is recommended that cabinet agree the funding of the projects identified in Section 5 above.

9. Background Papers

- 9.1. [Open Space Supplementary Planning Document \(SPD\)](https://shorturl.at/auyAD) - <https://shorturl.at/auyAD>
- 9.2. [Open Space Needs Assessment \(2022\)](https://shorturl.at/dDIVW) - <https://shorturl.at/dDIVW>
- 9.3. [Playing Pitch and Outdoor Sports Strategy \(2022\)](https://shorturl.at/ckry3) - <https://shorturl.at/ckry3>
- 9.4. [5-year Play Area Action Plan developed by Property and Asset Team following the Playground & Open Space Audit](#) (see Appendix 1 & 2 of report).

10. Appendices

- 10.1. Appendix 1 – Details of Projects and Assessment
- 10.2. Appendix 2 – Distribution of funds by locality and remaining funds after agreement of proposals
- 10.3. Appendix 3 – Update on open space spending approved in July 2023

Consultations	Comment
Monitoring Officer Consultation:	Verbal advice that the report is not a key decision on 4 April 2024. Draft report provided for review on the 4 April 2024.
Section 151 Officer Consultation:	Draft report provided for review on the 4 April 2024.
Existing Council Policies:	Core Strategy / Local Plan Part 2 / Open Space SPD.
Equality Issues/EQIA assessment:	Having considered the Borough Council's guidance, officers are of the opinion that a full EQIA is not required on the basis that the above bids relate to various open spaces which cater for various uses and a wide variety of needs. Each funding bid has been assessed including consideration of open space needs across the Borough in accordance with existing evidence, policies and strategies. Some of the capital bid proposals are specifically designed to include equipment that will increase accessibility for users such as specialist disability equipment. The overall conclusion is that funding will improve accessibility for all potential users of open spaces.

Appendix 1

Gorleston – Claydon Ward

Project	Submitter	Project details	Delivery	Ward	Total Scheme Costs	Total score	Recommendation comments following assessment	Recommended funding?	£106 to fund
Southtown Common Play Area	GYBC	Children's play equipment	GYBC	Claydon	£49,975 - £50,000	13	The site is already well used by the community, and it includes a children's play space. Play facilities would be open to full public use. The OSNA identifies quantity and quality deficits in play within the Ward. 2 quotations were received to demonstrate best value. Support was provided from Ward Councillor(s) via engagement with the Council's Properties Team. The bid scores strongly against the criteria and demonstrates clear value for the local community. The lowest bid should just be within the budget for that area. Recommendation: funding to be awarded.	£50,000 capital + £20,000 maintenance	Claydon High School - sports /play
Southtown Common MUGA	GYBC	MUGA, Children's play equipment	GYBC	Claydon	£50,000	11	The site is already well used by the community, and it includes a children's play space. Play facilities would be open to full public use. The OSNA identifies quantity and quality deficits in play within the Ward. No quotations received; this is based on an estimated cost. Potential funding gap for this project given the limited pots available. Support was provided from Ward Councillor(s) via engagement with the Council's Properties Team. While the project scores reasonably well, the bid is not supported by quotes and a lack of supporting funding challenges whether the project is deliverable. Recommendation: no funding awarded. Consideration should be given to potential alternative funding streams or future funding pots.	£0	N/A

Gorleston – Gorleston Ward

Project	Submitter	Project details	Delivery	Ward	Total Scheme Costs	Total score	Recommendation comments following assessment	Recommended funding?	\$106 to fund
Tennis at Orde Avenue, Gorleston-on-sea	Gorleston Lawn Tennis Club	Replacement floodlighting	Gorleston Lawn Tennis Club	Gorleston	£15,000 - £26,293	10	Tennis facilities already existing with floodlighting, but in need of replacement. Private club facilities which do allow public use subject to entrance fee. The OSPPS identifies a need to replace floodlighting at this facility following consultation with providers. 3 quotes were received to demonstrate best value. While the bid scores reasonably well against the criteria there is a lack of community value in the project as the facility will largely be in use for club members. Recommendation: no funding awarded.	£0	N/A

Bradwell – Bradwell South & Hopton Ward

Project	Submitter	Project details	Delivery	Ward	Total Scheme Costs	Total score	Recommendation comments following assessment	Recommended funding?	S106 to fund
Play at Burnet Road, Bradwell	GYBC	Children's play equipment	GYBC	Bradwell South & Hopton	£35,838 - £52,532	13	The site is already well used as children's play space. Play facilities would be open to full public use. The OSNA identifies quantity and quality deficits in play within the Ward. 2 quotations received to demonstrate best value. Support provided from Ward Councillor(s) via engagement with the Council's Property Services Team. Bradwell PC raised concern at potential for anti-social behaviour. The bid scores strongly against the criteria and demonstrates clear value for the local community. The lowest bid should just be within the budget for that area, this leaves a small deficit which will need to be covered by other sources. Recommendation: funding to be awarded.	£35,794.52	Bradwell - all types
King Charles Coronation Garden, Bradwell	Bradwell Parish Council	Path Construction, surfacing, Sheds, Garden tools for Shed. Materials for Local Schools to make Bird boxes, bee houses, bird tables and feeders etc. Water Butt. Glasdon Bench Seat. Fitting of Bench in ground - est. based on previous work.	Bradwell Parish Council	Bradwell South & Hopton	£10,276	12	The site could be appropriate for the uses specified subject to the appropriate land agreement. The shed and tools would not be appropriate for funding. Facilities would be open to full public use. A little bit of concern was raised in relation to potential anti-social behaviour. Quality deficit in informal amenity space for Bradwell South Two quotations received for the paving element of the project to demonstrate best value. The project was proposed by the parish council. The bid scores well against the criteria, subject to being limited to open space facilities (without equipment - shed, tools, water butt) and land use agreement. Recommendation: funding to be awarded.	£9,100.48	Bradwell - all types

Caister-on-Sea – Caister South Ward

Project	Submitter	Project details	Delivery	Ward	Total Scheme Costs	Total score	Recommendation comments following assessment	Recommended funding?	S106 to fund
Cricket at King George V Playing Field, Allendale Road, Caister	Caister Cricket Club	Non-Turf wicket - cricket training facility	Caister Cricket Club	Caister South	£9,000 - £11,000	13	The site is already in use for cricket. The proposed non-turf wicket would prevent wear and tear on the match square. The existing local sports club runs through several ages including youth teams which will enable expansion. There is also the potential to link facilities with the schools. The OSPPS identifies cricket facilities as 'standard' with scope for improvement. The lack of training facilities is causing further use of the cricket square. Only a single bid received. Support was received from 1 local councillor and the parish council. The bid scores strongly against the criteria and demonstrates clear value for the local community. Recommendation: funding to be awarded.	£11,000	Caister / Ormesby (all types)
Play at King George V Playing Field, Caister	Caister Parish Council	Children's play equipment	Caister Parish Council	Caister South	£89,402 - £100,928	14	The site is already well used by the community and it includes a children's play space. Play facilities would be open to full public use. The Ward is in deficit of play in terms of quantity as evidenced by the OSNA. 3 bids received with some variation in pricing and demonstrating best value for money. The bid was proposed by the parish council and supported by 1 local councillor. The bid scores strongly against the criteria and demonstrates clear value for the local community. The lowest bid should just be within the budget for that area. Recommendation: funding to be awarded.	£89,402	Caister / Ormesby (all types)

Project	Submitter	Project details	Delivery	Ward	Total Scheme Costs	Total score	Recommendation comments following assessment	Recommended funding?	S106 to fund
Bowls at King George V Playing Field, Caister	Caister Bowls Club	Wheelchair ramp £1,400 (£254 already committed by club), Lawn cutting equipment, £4,102.71, Chemical Sprayer £1083, Floodlighting £16,000.	Caister Bowls Club	Caister South	£19,900	12	The site already contains a bowling green which is in regular use. The equipment is not considered appropriate apart from the wheelchair ramp which would improve accessibility. Floodlighting would be subject to planning permission. The facility is widely used by the local club and the proposed facilities will improve access. The OSPPS identifies that the Borough has poor quality greens and that Caister is a well-used facility approaching maximum capacity. The items appear to be subject to only 1 quote for works. The club has secured some funds. The proposal received support from 1 councillor, the parish council raised concern at floodlighting in respect of impacts on nearby properties and the likely need for planning permission. The bid scores well against the criteria, subject to being limited to wheelchair access equipment and floodlighting. Floodlighting may require planning permission; therefore, such funding would be conditional. Recommendation: funding to be awarded.	£16,900	Caister / Ormesby (all types)

Martham – West Flegg Ward

Project	Submitter	Project details	Delivery	Ward	Total Scheme Costs	Total score out of 15	Recommendation comments following assessment	Recommended funding?	S106 to fund
Martham various	Martham Parish Council	Defibrillators, Green / Informal Space in centre of village, Allotments - security gate / road improvements / signage / area for produce & compost / fencing, Community centre - kitchen upgrades / solar panels, Bowls Club DDA compliant toilet, Football Club - tea/kitchen hut, Cricket Club - machine to cut grass, Footpaths - cutting machinery & ecological seating	?	West Flegg	£66,000	N/A	The bid listed several uncostered projects. The bid failed to meet obligations tests and an email was sent requesting further information on those items that could be considered. No further response was received. The bid could not be scored. Recommendation: no funding awarded.	£0	N/A
Land off Staithe Road, Martham	Saffron Housing Trust	Informal and public open space including a LEAP (children's play)	Saffron Housing Trust	West Flegg	£45,000	N/A	The bid has scored zero on the basis that the site does not currently benefit from planning permission and a policy compliant scheme should include open space as part of the development. Play facilities would be open to full public use. The Ward is in deficit of play in terms of quantity and quality as evidenced by the OSNA. Only a single bid received. The bid is not suitable for funding on the basis that the site does not benefit from planning permission and the scheme would be expected to include play	£0	N/A

							provision through planning policy. Recommendation: no funding awarded.		
Cricket at Playing Field Lane, Martham	Martham Cricket Club	Double bay net cricket training facility	Martham Cricket Club	West Flegg	£28,000 - £35,592	13	<p>The site is already in use for cricket. The proposed training facility would prevent wear and tear on the match square. The existing local sports club runs through several ages with 2 adult teams and multiple children's clubs. Such training facilities could support further use. While Martham is the best kept cricket green in the Borough it is well used, and specific training facilities will help to maintain a good quality pitch. This is referenced in the OSPPS. 3 quotes were received to demonstrate best value for money. The bid scores strongly against the criteria and demonstrates clear value for the local community. The lowest bid should just be within the budget for that area.</p> <p>Recommendation: funding to be awarded.</p>	£28,000	Martham (all types)

Hopton – Bradwell South & Hopton Ward

Project	Submitter	Project details	Delivery	Ward	Total Scheme Costs	Total score	Recommendation comments following assessment	Recommended funding?	S106 to fund
Play at St Clare Court, Hopton	Hopton Parish Council	Children's play equipment	GYBC	Bradwell South & Hopton	£22,567 - £25,998	14	The site is already well used as children's play space. Quantity & quality deficits in play provision in Bradwell South & Hopton - St Clare Court specifically referenced as existing facilities in poor state (noting the potential to remove completely). The bid scores strongly against the criteria and demonstrates clear value for the local community. 3 quotes have been received to demonstrate best value. Support provided from Ward Councillor(s). The bid was proposed by Parish Council. The lowest bid should just be within the budget for that area. Maintenance has also been sought, given that the Borough is responsible for the sites the recommendation: funding to be awarded for the Borough Council to deliver. Recommendation: funding to be awarded.	£25,000.00	Hopton - all types

Scratby – Ormesby Ward

Project	Submitter	Project details	Delivery	Ward	Total Scheme Costs	Total score	Recommendation comments following assessment	Recommended funding?	S106 to fund
Play at All Saints Parish Hall, Scratby	All Saints Parish Hall	MUGA - Tennis / Football	All Saints Parish Hall	Ormesby	£197,930 - £296,280	13	There is currently a lack of any play facilities in Scratby for open public use. Play facilities would be open to full public use. The OSNA identifies quantity and quality deficits in play within the Ward and specifically identifies a need for Scratby. While 3 bids have been received, the cost of the proposed facility is significant and unlikely to have budget. External funding would be required to pick up any shortfall. The bid was submitted by a councillor on behalf of All Saints Parish Hall. While the bid does score well against the criteria, the proposed bid is large and would require further funding which raises a question as to whether the scheme can be delivered. Recommendation: no funding awarded. Consideration should be given to potential alternative funding streams or future funding pots.	£0	N/A

Runham – Fleggburgh Ward

Project	Submitter	Project details	Delivery	Ward	Total Scheme Costs	Total score	Recommendation comments following assessment	Recommended funding?	S106 to fund
Bowls at The Street, Runham	Runham Bowls Club	Seeds, Bowls Equipment, Green Equipment, Shed, Portable toilet	Runham Bowls Club	Flegg	£4,209	N/A	The project failed to meet obligations tests and there is a lack of funding available. The bid could not be scored. Recommendation: no funding awarded.	£0	N/A

Appendix 2

Settlement	Area spending requirements	Current Budget	Budget remaining (based on acceptance of recommended spend)
Bradwell	Bradwell - all types	£44,895.00	£0.00
Caister/Ormesby	Caister/Ormesby - all types	£140,023.00	£22,721.00
Gorleston	Gorleston (from Dev in St Andrews) - all types	£64.00	£64.00
Gorleston	Claydon High School Site - Sports / Play equipment	£58,352.00	£0.00
Gorleston	Locality of Burgh Road - all types	£4,599.00	£4,599.00
Gorleston	Locality of Magdalen Square - all types	£8,161.00	£8,161.00
Gorleston	All types of open space within Claydon Ward - all types	£14,338.00	£2,690.00
Great Yarmouth	From development in Central and Northgate Ward (Northgate Hospital) - all types	£11,043.00	£11,043.00
Great Yarmouth	Locality of Southtown - all types	£2,779.00	£2,779.00
Great Yarmouth	Locality of Cobholm - all types	£627.00	£627.00
Great Yarmouth	Outdoor sports facilities serving Great Yarmouth and neighbouring settlements	£4,924.00	£4,924.00
Great Yarmouth	Play space serving Central and Northgate Ward	£2,342.00	£2,342.00

Settlement	Area spending requirements	Current Budget	Budget remaining (based on acceptance of recommended spend)
Great Yarmouth	Informal amenity space serving Central and Northgate Ward	£1,988.00	£1,988.00
Great Yarmouth	Play space serving Nelson Ward	£293.00	£293.00
Great Yarmouth	Allotments serving Nelson Ward	£42.00	£42.00
Hopton	Hopton - all types	£29,470.00	£4,470.00
Martham	Martham - all types	£31,642.00	£3,642.00
Ormesby	Ormesby - all types	£5,936.00	£5,936.00
Rollesby	Rollesby - all types	£5,319.00	£5,319.00
Borough-wide	Accessible Natural Greenspace	£5,031.00	£5,031.00

Appendix 3

- A3. The following update is provided on open space funding agreed from the Cabinet meeting of 25 July 2023:
1. Beaconsfield Road play area Improvement - £57,400 (£41,000 capital, £16,400 future maintenance): pending award of tender (completion anticipated by school summer holidays, 19 July 2024)
 2. Blackfriars West play area Improvements - £56,000 (£40,000 capital, £16,000 future maintenance): pending award of tender (completion anticipated by school summer holidays, 19 July 2024)
 3. Gorleston Marine Parade play area improvements - £39,300 (£29,500 capital, £9,800 future maintenance): New equipment completed, pending further improvements to accessibility.
 4. Improvements to Wellesley Football Pitch, new dugouts and goals - £18,007.20 capital: completed.
 5. Magdalen Square play area improvements - £47,880 (£34,200 capital, £13,680 maintenance): New equipment installed (complete).
 6. Mill Lane, Bradwell - Adizone Improvements - £72,324 capital: pending award of tender (completion anticipated by school summer holidays, 19 July 2024)
 7. Rollesby Playing Field – new goals and basketball hoop to complete multi-use games area - £8,800 capital: Project in progress with parish council managing.
 8. Pier Plain Play area improvements - £30,800 (£22,000 capital, £8,800 future maintenance: New equipment installed (complete).
 9. Lichfield Road Play Area Improvements - £31,000 capital: New equipment installed, pending further improvements surface to MUGA.

CABINET



URN: 24-039

Report Title: Visit Great Yarmouth Proposed Third Term

Report to: ELT 1st May 2024

Cabinet 16th May 2024

Responsible Cabinet Member: Councillor Carl Smith

Responsible Director / Officer: Head of IT, Marketing and Communications

Is this a Key decision? Yes

Date added to Forward Plan of Key Decisions if a Key Decision:

EXECUTIVE SUMMARY / INTRODUCTION FROM CABINET MEMBER

Great Yarmouth Tourism and Business Improvement Area Limited (GYTABIA) have notified the council of its intention to hold a ballot to support a third term of operation. For this to go ahead, the ballot must be supported by the council.

RECOMMENDATIONS:

That Cabinet:

- (a) Note that the information has been supplied by Great Yarmouth Tourism and Business Improvement Area Limited (GYTABIA) to the council as Billing Authority in respect to the information listed under Regulation 4 Schedule 1 of The Business Improvement Districts (England) Regulations 2004.
- (b) Approve the draft Business Plan proposed by GYTABIA as at Appendix 1.
- (c) Approve the Council's support for GYTABIA in relation to its ballot for a third BID term.

1. Introduction

1.1 The Great Yarmouth Tourism and Business Improvement Area (GYTABIA) is a public limited (not for profit) company set-up to manage and deliver activities under a five-year term as a Business Improvement District (BID) on behalf of its levy payers. Since its establishment in 2014, GYTABIA has undertaken two terms, delivering tourism-related activities including PR, Marketing, the operation of decorative lighting, big Tuesday and Wednesday fireworks and street entertainment, and supports events and initiatives designed to attract visitors and increase visitor spend in line with its four strategic objectives:

- To increase the number of people visiting & staying in Great Yarmouth.
- To improve the visitor experience and increase repeat visits.
- To encourage people to stay longer and visit more attractions.
- To provide incentives and opportunities to spend more in local businesses.

- 1.2 Under The Business Improvement Districts (England) Regulations 2004, the BID proposer (GYTABIA) is must notify the Borough Council & Secretary of State at the commencement of a BID renewal process.

The required timeline is set out below:

Action	By
Notice to Secretary of State & LA	At least 84 days before Notice of Ballot
Notice to Ballot Holder to Conduct Ballot	At least 70 days before Day of Ballot
Ballot List & Wording for Documents to Ballot Holder	At least 56 days before Day of Ballot
Notice of Ballot Sent	At least 42 days before Day of Ballot
Despatch of Ballot Papers	At least 28 days before Day of Ballot
Apointment of Proxy	At least 10 days before Day of Ballot
Cancellation of Proxy	At least 5 days before Day of Ballot
Issue of Replacement Ballot Papers	4 days before Day of Ballot
Close of Ballot	This is the 'Day of Ballot'
Declaration of Result	At least 1 day after Close of Ballot

- 1.3 A Business Improvement District or BID is an arrangement whereby businesses collaborate to decide what services and improvements (in addition to those already provided through business rates) they wish to make in their location, how they are going to manage and deliver those improvements and what they are prepared to pay to make them happen. This information forms a Business Plan that will be voted upon by all prospective levy payers. If the majority vote YES by both number and rateable value a BID is created. A BID Company exists for a maximum of five years and must spend the funding raised within the BID area and in accordance with the agreed Business Plan.
- 1.4 GYTABIA has now completed its consultation and prepared the necessary documents to make ready for a ballot of its members. This report provides the information the council requires as Billing Authority under the Regulations to endorse and support GYTABIA in relation to its ballot for a third BID term. Members should note that without approval from the council, the ballot would not be able to proceed.
- 1.5 Subject to members' endorsement therefore, the proposed ballot period for the third BID term will be from 1st July to 29th July 2024.

2. Proposal for a third BID term

2.1 In accordance with the Business Improvement Districts (England) Regulations 2004, the GYTABIA Board has prepared a new Business Plan and an Operating Agreement and submitted it to the council for due consideration and approval.

2.2 In order to prepare its next Business Plan, the BID has undertaken consultation and engagement with levy payers in addition to its regular newsletters and daily contact with businesses. GYTABIA's consultation included:

- An Impact Study which was carried out with the current Board of Directors in September 2023
- An open Business Forum was held in October 2023
- An annual newsletter and survey were circulated in November/December 23
- Open BID Renewal Consultation Sessions x2 - 7th February 2024
- Open Business Forum 14th March 2024
- GYTABIA Team Members are currently carrying out engagement calls with Levy Payers

2.3 The outcome from this consultation has provided GYTABIA with evidence that there is satisfaction and support for the existing BID. In particular, 75% of respondents rated the work of GYTABIA as either good or excellent. In summary, respondents positively endorsed the work of the BID going forward.

2.4 A third BID term will therefore deliver a further five years of local benefits summarised as:

- 550+ businesses will continue to be supported and serviced by the BID.
- Over £2 million of investment for Great Yarmouth.
- The continuation of the existing popular projects, marketing and events, including the annual Wheels Festival.

- 2.5 GYTABIA's proposed new Business Plan (Appendix 1) focuses on four key areas as summarised in the table below. The council has worked with the BID's Renewal Sub-group to ensure added value and maximum benefit to the visitor economy can be achieved going forward. It is noted that GYTABIA plans to investigate and introduce other new projects/services its members demand.

Project Area	Summary
Marketing, Promotion & Events	The delivery of effective destination marketing is crucial to the success of Great Yarmouth. It is vital that it maintains a high profile against continued competition from elsewhere. The BID will continue to promote the destination through their website, social media channels, national and local PR, their Blogger Ambassador Programme, the printed What's on Guide, visitor e newsletters, the digital short break and holiday guide, as well a wide range of tactical marketing activities to develop and grow the visitor offer and numbers,
Events	Events and festivals are major drivers for our business sectors. GYTABIA recognizes that it is not always about the big events but supporting a range and scale of events in different parts of Great Yarmouth to ensure its funding impact is maximised. GYTABIA will continue to stage and support some amazing events. GYTABIA will deliver seafront fireworks nights at Hemsby and Great Yarmouth and the Great Yarmouth Wheels Festival. It will also support events such as The Great Yarmouth Bowls Festival, Out There Festival and Gorleston Cliff Top Festival. In it will endeavour to develop an events programme to grow it, and promote these events. All events expenditure will be agreed and overseen by our Member Event Group
Destination Management and Development	GYTABIA will continue to fund seafront lighting to ensure there is an attractive evening offer. The BID will invest into destination development projects that improve the overall look and feel of the destination. It will invest into safety projects such as CCTV and work with partners on improving transport issues. It will also deal with visitor enquires and undertake research to support our work.
Supporting BID Members	GYTABIA will continue to support its members by researching and understanding the problems they face; it will lobby for policy changes to support their businesses. It will signpost businesses to partners for specific training, grants, and additional support, so what we offer is always additional value. It will send out e-Newsletters, updating our members on opportunities and activities. It will continue to host Open Forums and Members Day visits to our attractions

2 FINANCIAL IMPLICATIONS

- 2.1 The cost to the council to undertake the BID ballot on behalf of GYTABIA is estimated to be £4,200. This will be funded by GYTABIA.
- 2.2 The cost to administer BID levy collection on behalf of GYTABIA by the council as Billing Authority include:
- The cost of 0.5FTE
 - Cost of bills and recovery notices dispatched.
 - Cost of Civica BID Billing module.
 - Staffing cost for the administration of the billing and recovery of the BID income (0.5 FTE of a Business Rates Officer, currently £12,772.50 which will increase annually in line with the pay policy).
 - Any enforcement costs incurred.

GYTABIA and the council have jointly agreed an Operating Agreement for the proposed five-year term of the BID which includes these charges.

- 2.3 In terms of levy collection, GYTABIA's financial forecast can be found in of the BID's Business Plan (Appendix 1). The forecast is based on 695 businesses in the BID area paying the BID levy which is calculated as 2.5 % of its premises rateable value. GYTABIA estimates that £580,000 income is likely to be collected in a 12-month period i.e. a BID year.
- 2.4 The first invoices for levy collection would be issued to businesses in the BID by the council on behalf of GYTABIA on 1st October 2024. The mechanism for billing has been written into the Operating Agreement along with a schedule of 2-monthly dates for levy payment from the council to GYTABIA throughout the BID's five-year term.
- 2.5 GYTABIA plans to seek additional financial contributions and match funding on projects to ensure local businesses get even better value for money by way of voluntary membership and additional finance. It is noted that most BIDs generate on average 20% additional money in their lifetime. GYTABIA will run a voluntary membership scheme for businesses exempt from the BID levy so that they too can benefit from BID projects and services.
- 2.6 GYTABIA will also seek appropriate funds from outside the BID area, such as grants and match funding to deliver even better value for money for its activities. The BID will also be able to run commercial services or other income generating activities should it so choose to.

3 Impact/Next Steps

- 3.1 The creation of the Tourism BID has had a positive impact on tourism in the borough, providing financial support to improve facilities, hold events and market the destination to potential visitors.
- 3.2 If a ballot for a third term is not supported by the council, this financial benefit would cease. There would be no facility to continue marketing the borough, no tourism website or social media channels, events such as The Wheels Festival and Summer Fireworks would not be held. This would have a negative affect on the tourism industry in the borough.
- 3.3 Cabinet should consider whether it wishes to support a ballot for a third BID term.

4 Legal Implications

4.1 The BID renewal is governed by The Business Improvement Districts (England) Regulations 2004 for which the Council is deemed as the relevant billing authority. GYTABIA is therefore required under Regulation 4 Schedule 1 of the Act to supply the Council with:

- (a) A copy of the BID proposals, alteration proposals or renewal proposals, as the case may be, together with a summary of —
 - The consultation it has undertaken with those persons who are to be liable for the proposed BID levy.
 - The proposed Business Plan (including the estimated cash flow, an estimate of the predicted revenue to be generated and the predicted expenditure to be spent under the BID arrangements, the predicted budget over the duration of the BID arrangements and the contingency margin included in the budget).
 - The financial management arrangements for the BID body, and the arrangements for periodically providing the relevant billing authority with information on the finances of the BID body.
 - A notice in writing requesting the relevant billing authority to instruct the ballot holder to hold a BID ballot in relation to the BID proposals, an alteration ballot in relation to the alteration proposals or a renewal ballot in relation to the renewal proposals, as the case may be.
- (b) Provide the relevant billing authority with such information as it shall reasonably require to satisfy itself that the BID proposer or, as the case may be, the BID body, has sufficient funds to meet the costs of the BID ballot, the renewal ballot, or the re-ballot in relation to the BID ballot, or the renewal ballot, as the case may be, should it be required to do so under Regulation 10 for the Act.

4.2 Cabinet can be assured that:

- GYTABIA has supplied the necessary information to fulfil these legislative requirements.
- An Operating Agreement has been agreed with the BID in relation to the collection of BID levy payments.
- Baseline Statements relating to public sector services within the BID area have been prepared.
- The proposed BID Business Plan is provided in Appendix 1.

5 Risk Implications

5.1 There is a risk that the ballot does not support the creation of a third BID term. However, this will be managed through careful preparation and communication as part of the campaign period leading up to the ballot by the GYTABIA BID renewal Team.

5.2 Should GYTABIA fail to secure sufficient support from businesses, then the work of the GYTABIA would cease, bringing with it a reduced spend public events and visitor-related activities. Supporting the tourism industry is of great importance to the council.

6 Conclusion

6.1 GYTABIA is an organisation whose aim is to raise the profile of Great Yarmouth and all it has to offer as one of the UK's leading holiday destinations. Rich in heritage and culture, full of life, the area that constitutes Great Yarmouth needs an experienced yet ambitious organisation to retain and grow its visitor numbers.

- 6.2 As one of the Council's key strategic partners, it is in the interest of the wider community and the visitor economy to see GYTABIA continue to support and work with the local tourism business sector as part of a thriving local economy.

7 Recommendations

Members are asked to:

- (a) Note that the information has been supplied by Great Yarmouth Tourism and Business Improvement Area Limited (GYTABIA) to the council as Billing Authority in respect to the information listed under Regulation 4 Schedule 1 of The Business Improvement Districts (England) Regulations 2004.
- (b) Approve the Council's support for GYTABIA in relation to its ballot for a third BID term.

8 Background Papers

The GYTABIA Third Term Business Plan (Appendix 1)

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

Consultations	Comment
Monitoring Officer Consultation:	Yes
Section 151 Officer Consultation:	Yes
Existing Council Policies:	
Equality Issues/EQIA assessment:	No

GREATER YARMOUTH TOURISM & BUSINESS IMPROVEMENT AREA (GYTABIA)

Business Plan 2024-29

**The designed version of the business plan will include photos/images of the place,
projects, and testimonials from businesses.**

CONTENTS

Introduction

What is a BID?

The GYTABIA Delivers

Listening to You

GYTABIA – The Next 5 Years

The BID Area

The BID Levy

Budget Forecast

BID Governance & Management

BID Levy Rules & Ballot

Measuring Performance

Next Steps

Get in Touch

INTRODUCTION

GYTABIA (Greater Yarmouth Tourism & Business Improvement Area Ltd) t/a Visit Great Yarmouth is an organisation whose aim is to raise the profile of Greater Yarmouth and ensure those that come, visit, or do business here have the best experience possible. Visit Great Yarmouth is also the official destination management organisation for the Great Yarmouth area.

Businesses came together in 2014 to set up a Business Improvement District (BID) known as GYTABIA. It chose to renew this arrangement again in 2019. The objectives of GYTABIA were simple and the same each time:

1. **To increase the number of people visiting & staying in Greater Yarmouth.**
2. **To improve the visitor experience and increase repeat visits.**
3. **To encourage people to stay longer and visit more attractions.**
4. **To provide incentives and opportunities to spend more in local businesses.**

Run by a Board of Directors (drawn from local business representatives who work on a voluntary basis) the BID is required to carry out a re-ballot every five years. It is now that time again.

If the ballot is unsuccessful the GYTABIA BID will come to the end of this five-year term on 30 September 2024 and will shut down all its current activity.

Currently your BID levy raises nearly £500,000 each year to deliver the projects that you, the businesses voted for. Your commitment has also allowed us to secure external funding of over £20,000 pa on average.

Critically our tourism industry is a pivotal part of our economy, valued at over £400m, providing for thousands of livelihoods and we are all dependent on more than four million plus visitors we attract each year. We must ensure that we are in the strongest possible position to compete.

In 2024 the GYTABIA will need to undertake another ballot in order to continue its work for another five-year term and continue the progress we have made to date. We need you to look at this Business Plan and make the decision to vote 'YES' to continue our work. Remember that if you choose for the BID not to continue then all the work and achievements so far will cease.

We know that the business environment is still competitive. Since our last vote other destinations, such as the English Riviera, Bournemouth Coastal & Isle of Wight have renewed their BIDs. We know also that people's leisure and shopping habits continue to change so that we have to continue to adapt to survive.

The ballot will take place between 01 July 2024 and 29 July 2024 and we ask that you vote YES to enable GYTABIA to continue our work to make this the destination of choice.

Vote "YES" for the BID again!

Lyndon Bevans, Chair, GYTABIA/Visit Great Yarmouth

WHAT IS A BUSINESS IMPROVEMENT DISTRICT (BID)?

A Business Improvement District or BID is an arrangement whereby businesses collaborate to decide what services and improvements (in addition to those already provided by your business rates) they wish to make in their location, how they are going to manage and deliver those improvements and what they are prepared to pay to make them happen. This information forms a business plan that will be voted upon by all prospective levy payers. If the majority vote YES by both number and rateable value a BID is created. The BID exists for a maximum of 5 years before it needs to be renewed again through a ballot and must spend the funding raised within the BID area and in accordance with the agreed business plan. There are currently over 340 BIDs in the UK including 8 Tourism/ Destination BIDs like the GYTABIA

An Investment in Your Business

This aim is to both review the success of the BID and offers the opportunity to all in the BID area to secure another term. A chance to invest £2.5m plus over the next 5 years again to secure the firm foundation we have laid and to build upon it. Together we can continue to grow and cement our status.

The BID Company

GYTABIA is managed by a Board of Directors drawn from local large and small businesses from within the BID area, giving their time voluntarily. It is a private, not for profit, independent company. Any levy payer is eligible to become a member of GYTABIA and be put forward to serve as a Director of the BID.

The Vote

If you are eligible to pay the levy, you are eligible to vote, so you decide. Of those that vote, if a majority of businesses vote in favour of the BID by number and by total rateable value, the levy will be mandatory on all businesses in the BID area. The proposal may exempt some businesses (e.g. those with low rateable values or certain sectors), however they are not eligible to vote.

What Happens if it is a 'NO' Vote

Then the GYTABIA will simply cease to exist on 30 September 2024. All the services such as the marketing, events and promotional activities that are funded by the BID will also cease at that time.

Key work that will be lost includes...

- **Over £2.5m of professional destination marketing**
- **Nearly £4m of media coverage**
- **Our website attracting over 650,000 visitors in the last 12 months.**
- **Our Social Media channels (Facebook, Instagram, Twitter) with 12,000 plus followers**
- **Major events such as the Wheels Festival & the Fireworks**
- **Our Short Break & What's On Guides**
- **Support for the 'In Bloom' Programmes**

- Numerous PR & Media activities with national, regional, local and industry platforms, including TV, Papers, Radio, Online & Magazines

There is **NO** replacement body that will deliver these services. There is **NO** Plan B. Remember Great Yarmouth Borough Council does not have these funds for a destination marketing.

Competitors

Remember our competitors will continue to invest and move forward. Key ones include:

- Bournemouth Coastal BID investing over £3.5m
- Isle of Wight BID investing over £4.5m
- English Riviera BID investing over £3m
- Yorkshire Coast BID investing over £4m

GYTABIA DELIVERS

PLEASE INSERT A GRAPHIC, SPREAD OUT ACROSS 2 PAGES, WITH THE ACHIEVEMENTS SET OUT AS BELOW.

Marketing

- Generated media coverage worth on average worth just under £4m pa
- Developed a website, which has attracted over 650,000 unique visitors in the last 12 months - www.visitgreatyarmouth.co.uk.
- Developed Social Media Channels 12,000+ followers & growing by 300-400. a month
- Hosted an average of 12 Journalists, 5 professional bloggers & issued 20 plus press releases a year.
- Sent our Marketing emails to our database of 45,000.
- Delivered destination marketing activities using print, digital and radio channels.
- Delivered/Supported event marketing activities.
- Delivered/Supported East of England campaigns.
- Produced a Short Break and Holiday Digital Guide
- Produced a printed What's On Guide for 2024
- Invested and used Destination Photography, Videography and Drone Footage to promote the destination.
- Produced destination videos.

Events

GYTABIA has financially supported the following events:

- Wheels Festival
- Hemsby Fireworks
- Great Yarmouth Fireworks
- Great Yarmouth Bowls Festival
- Out There Festival
- Gorleston Cliff Top Fireworks
- Gorleston Bandstand Concerts
- Great Yarmouth Arts Festival
- Comic Con Mini
- Caister Carnival Funday
- East Coast Pirates Car Club
- Gorleston Switch On
- Hopton Party in the Park

Supporting Facilities, Maintenance & Access

GYTABIA has delivered and/or supported the following:

- Seafront Decorative Lighting for Great Yarmouth
- CCTV Operations/Radio & Camera installation – Gapton Hall Industrial Estate
- The Different Light Project
- The Broads Discovery Hub
- Filby in Bloom
- Caister in Bloom
- Winterton In Bloom
- Gorleston in Bloom

- Work to support skills through VENI Project

Research, Monitoring & Evaluation

As an organization, we place great importance on measuring the impact our work is having.

We carry out:

- Annual Volume & Value of Tourism Reporting
- A Summer Visitor Survey
- Footfall Monitoring Visitor Data Analysis
- Quarterly Tourism Business Impact Monitoring

COVID 19

Alongside the achievements identified, we faced the unprecedented challenges brought by the COVID pandemic. GYTABIA made a quick decision to adjust its normal programme of work. Examples of our work during this time included:

- Economic Impact Report
- Covid Impact Tracker Survey.
- Supported Eat Out To Help Out Scheme
- Supported We're Good To Go Initiative
- Stakeholder Meetings & Support
- Lobbying
- Created a Tourism & Business Recovery Plan 2021
- Created a Destination Development Plan.

LISTENING TO YOU

This section designed as a graphic.

It is important when developing this new business plan that we listen to what our businesses and stakeholders have to say. That is even more acute when we have been through times of great challenge and upheaval, but also one which provides opportunity. We have spent time engaging with businesses over the last few months and listened to your thoughts for the new term. In addition to our usual newsletters and daily contact with businesses we have undertaken specific consultation and engagement regarding renewing the BID that has included:

- **An Impact Study carried out with the current Board of Directors in September 2023**
- **Open Business Forum - 19th October 2023**
- **Annual Newsletter & Survey - November/December 23**
- **Open BID Renewal Consultation Sessions x2 - 7th February 2024**
- **Open Business Forum 14th March 2024**
- **GYTABIA Team Members carrying out engagement calls with Levy Payers commencing 10 April 2024 (to allow for Easter opening)**

75% rated the performance of the GYTABIA as good or above.

Over 60% said they would vote YES for a new term.

GYTABIA – THE NEXT 5 YEARS.

The response from our consultation has been overwhelmingly that you want us to carry on much of the work we are doing. Consequently, our ambition is to continue developing and investing in those initiatives that have been able to demonstrate value to our BID members and supports our objectives. Our objectives will remain the same.

- 1. To increase the number of people visiting and staying in Greater Yarmouth.**
- 2. To improve the visitor experience and increase repeat visits.**
- 3. To encourage people to stay longer and visit more attractions.**
- 4. To provide incentives and opportunities to spend more in local businesses.**

We will work towards our objectives under the following themes:

Marketing

To continue to promote the destination through our website, our social media channels, National and Local PR, Our Blogger Ambassador Programme, The Printed What's on Guide, Visitor E Newsletters, The Digital Short Break and Holiday Guide, as well a wide range of tactical marketing activities to develop and grow our visitor offer and numbers. All marketing activities will be agreed and guided by our Marketing Group made up of our members.

Events

To continue to invest in an events programme. We will deliver Seafront Fireworks Nights at Hemsby and Great Yarmouth and the Great Yarmouth Wheels Festival. We will look to support events such as The Great Yarmouth Bowls Festival, Out There Festival, Gorleston Cliff Top Festival. We will look to support other events, including community events that would also attract visitors. In addition, we endeavour to develop an events programme to grow it, and we aim to promote these events through our marketing channels. All events expenditure will be agreed and overseen by our Member Event Group

Destination Management and Development

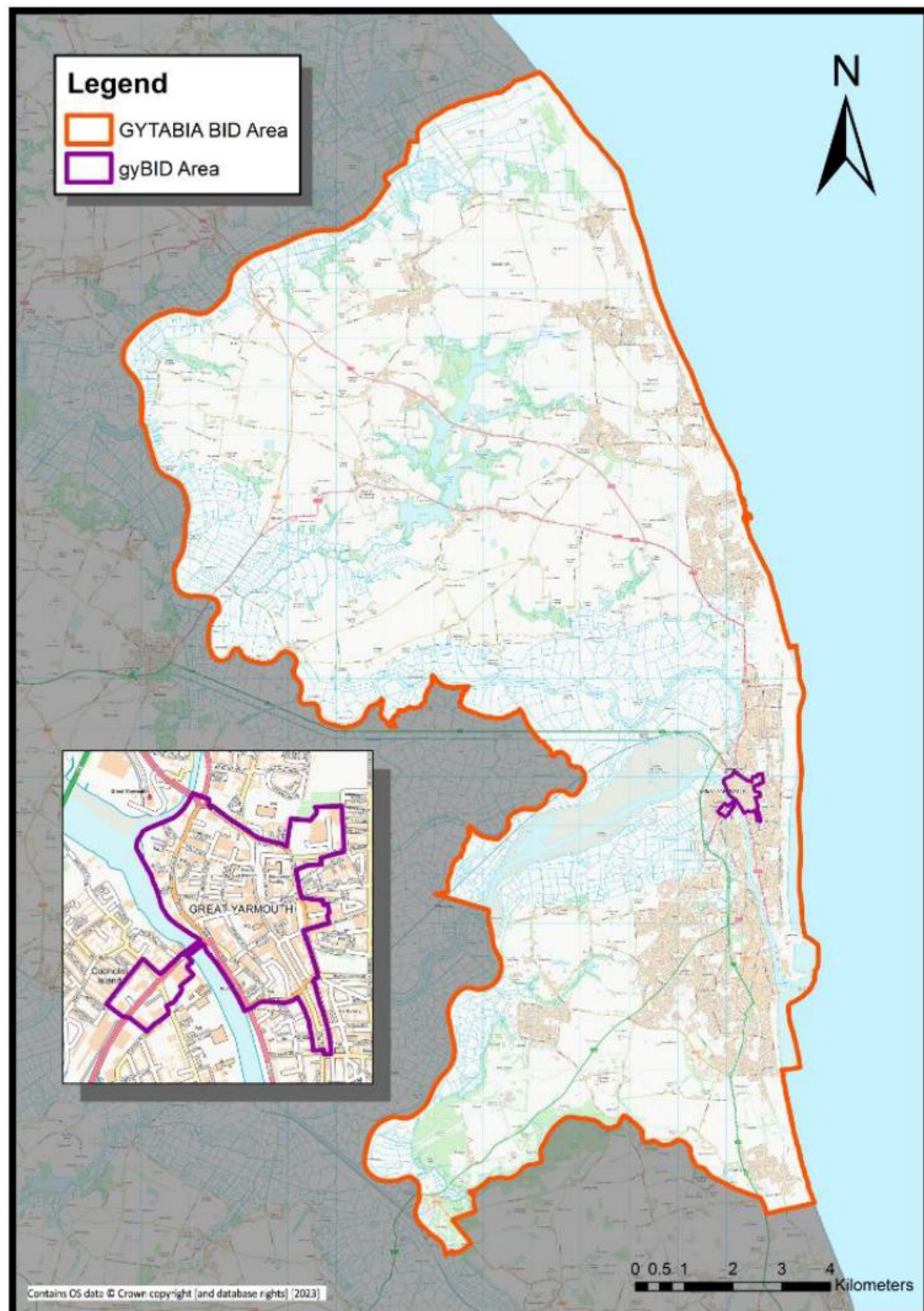
We will continue to fund seafront lighting to ensure we have an attractive evening offer. We will invest into destination development projects that improve the overall look and feel of the destination. We will invest into safety projects such as CCTV and work with partners on improving transport issues. We will deal with visitor enquires and undertake research to support our work. Our work in this area will be over seen by a dedicated group of members.

Supporting Our Members

We will continue to support our members by researching and understand the problems they face; we will lobby for policy changes to support our businesses. We will be signposting businesses to our partners for specific training, grants, and additional support, so what we offer is always additional value. We will send out e-Newsletters, updating our members on opportunities and activities. We will continue to host Open Forums and Members Day visits to our attractions.

THE BID AREA

The BID area covers that shown on the map below. A full list of streets is available on our website.



Map of Greater Yarmouth Tourism and Business Improvement Area (GYTABIA) with Great Yarmouth Town Centre BID (gyBID) marked for information.

The BID Levy will only apply to the following categories (as defined by the Valuation Office)

Adult Gaming Centre & Premises, Amusement Arcade & Premises, Amusement Park & Premises, Aquarium & Premises, Bank & Premises, Beauty Salon & Premises, Betting Shop & Premises, Boating Lake Cafe & Premises, Bus, Garage & Premises, Cafe & Premises, Camping Site & Premises, Car Park & Premises, Caravan & Chalet Park & Premises, Caravan Park & Premises, Casino & Premises, Chalet Park & Premises, Cinema & Premises, Circus & Premises, Club & Premises, Communication Station & Premises, Electricity Hereditament & Premises, Gas Fired Power Station Pipeline & Premises, Greyhound & Motor, Racetrack & Premises, Guest House & Premises, Gymnasium & Premises, Hairdressing Salon & Premises, Holiday Centre & Premises, Horse Racecourse & Premises, Hotel & Premises, Indoor Paintball Centre & Premises, Leisure Centre & Premises, Licensed Club & Premises, Livery Stables & Premises, Model Village & Premises, Museum & Premises, Motels & Premises, Petrol Filling Station & Premises, Pharmacy & Premises, Photovoltaic Installation & Premises, Pleasure Pier & Premises, Post Office & Premises, Public House & Premises, Putting Course & Premises, Restaurant & Premises, Retail Warehouse & Premises, Riding School & Premises, Roller Skating Rink & Premises, Self-Catering Holiday Unit & Premises, Shop & Premises, Skate Park & Premises, Superstore & Premises, Theatre & Premises, Tourist Attraction, Wind Turbine & Premises

THE BID LEVY

If there is a YES vote all eligible businesses will contribute to the themes and projects outlined above.

Every eligible business in the BID area will pay the BID levy, which is calculated as 2.5% of its premises rateable value. The rate will not change throughout the duration of the BID term.

The table below gives an example of what the BID levy could be for your business.

For Visitor Accommodation

Rateable Value	Annual Levy Amount	Daily Equivalent
Below £2,500	Exempt	
£2,500	£63	17p
£5,000	£125	34p
£12,000	£300	82p
£15,000	£375	£1.02
£20,000	£500	£1.40
£50,000	£1,250	£3.42
£100,000	£2,500	£6.84
£250,000	£6,250	£17.12

For Others*

Rateable Value	Annual Levy Amount	Daily Equivalent
Below £12,000	Exempt	
£12,000	£300	82p
£15,000	£375	£1.02
£20,000	£500	£1.40
£50,000	£1,250	£3.42
£100,000	£2,500	£6.84
£250,000	£6,250	£17.12

***PLEASE NOTE THE EXEMPTION LEVEL FOR PUBLIC HOUSE & PREMISES ONLY WILL BE THOSE BELOW £30,000 IN RATEABLE VALUE**

Voluntary Contributors

Business who will be formally exempt from paying the BID levy can join voluntarily. A voluntary contribution will entitle a business to benefit from projects and services outlined in this business plan as well as company membership.

BID BUDGET FORECAST 2024 – 2029

The proposed budget for the new term is set out below.

	Year 1	Year 2	Year 3	Year 4	Year 5	Totals
Income						
BID Levy	£580,000	£580,000	£580,000	£580,000	£580,000	£2,900,000
Total Income	£580,000	£580,000	£580,000	£580,000	£580,000	£2,900,000
Expenditure						
Marketing & Events	£400,000	£400,000	£400,000	£400,000	£400,000	£2,000,000
Destination Management & Development	£45,000	£45,000	£45,000	£45,000	£45,000	£225,000
Supporting Our Members	£18,000	£18,000	£18,000	£18,000	£18,000	£90,000
Sub Total	£463,000	£463,000	£463,000	£463,000	£463,000	£2,315,000
Overheads						
Staff Costs	£80,000	£80,000	£80,000	£80,000	£80,000	£400,000
Administration Costs (Office, Insurance, Professional, Collection)	£37,000	£37,000	£37,000	£37,000	£37,000	£185,000
Sub Total	£117,000	£117,000	£117,000	£117,000	£117,000	£585,000
GRAND TOTAL	£580,000	£580,000	£580,000	£580,000	£580,000	£2,900,000

ADDITIONAL INCOME

BIDs across the UK additional income through their lifetime, As before GYT BIA will secure additional income to add greater value to your investment

BID GOVERNANCE & MANAGEMENT

The BID Board

GYTABIA Ltd is a private sector led, not-for-profit company and has been governed by a board comprising of BID levy payers or equivalent voluntary financial contributors, together with other key stakeholders.

Board positions are unpaid and voluntary and include a mix of all sectors of business that operate within the BID area as well as the necessary skills and experience required to deliver the Business Plan.

The Board of Directors is responsible for supervising the strategic direction of the BID, ensuring that projects outlined in the Business Plan are completed within time and budget.

The Board will have the ability to vary project headings and expenditure according to the needs of the levy payers, subject to consultation, as long as the overall objectives of the Business Plan are being met.

All Board positions are voted on through an election process.

Invitations will go out to all BID businesses and voluntary financial contributors to become members of GYTABIA (a legal requirement). This entitles businesses to be able to stand for Board positions and vote on company business.

One of the Directors will be voted in as Chair.

The BID will work in partnership with Great Yarmouth Borough Council, Norfolk County Council, Business and tourism groups, to harness the best from each organisation involved in the BID and make the most of their existing resources.

If successful at ballot the new term will commence on 1st October 2024. It will run for five years and then be required to seek renewal through a new ballot.

Baseline Statements

A baseline statement is a snapshot of the level of service provided by relevant public agencies. Regular monitoring and evaluation of the standards within the BID area will ensure that the services provided by public agencies, primarily Great Yarmouth Borough Council are up to the standards and requirements. The BID Regulations require 'Baseline Statements (If Any)' to be made available. The following services are provided in the BID area:

Policing, Beach & Street Cleansing, CCTV, Footway & Decorative Lighting, Grounds Maintenance including Outdoor Sports & Leisure, Marketing Engagement & Events, Parking Services, Property & Asset Management, Public Conveniences

BID LEVY RULES & BALLOT

Levy Rules

- The BID Regulations of 2004 (as amended), approved by the Government, sets out the legal framework within which BIDs must operate, including the way in which the levy is charged and collected, and how the ballot is conducted.
- The term of the BID will be for a period of five years commencing on 01 October 2024
- The levy rate is fixed at 2.5% of the premises rateable value for all eligible parties.
- The Board of Directors reserve the right to apply inflation at the beginning of each financial year (based on the Consumer Price Index (CPI)).
- VAT will not be charged on the BID levy.
- The following exemptions will apply to the BID Levy.
 - Organisations with a rateable value of less than £12,000 except where you fall into the following categories when the exemption levels will differ:
 - Camping Site & Premises (CC), Caravan Park & Premises (CC1), Chalet Park & Premises (CC5), Caravan & Chalet Park (CC6), Hotel & Premises (CH), Self-Catering Holiday Units & Premises (CH1), Guest House & Premises (CH2), Motel & Premises (CH3) where the exemption level will be those below £2,500 in Rateable Value.
 - Public House, Public House & Premises where the exemption level will be those below £30,000 in Rateable Value.
 - Non-retail charities, with no paid staff, trading income, arm or facilities.
 - Entirely, not-for-profit, subscription and volunteer-based organisations.
 - Organisations paying the Great Yarmouth Town Centre BID Levy
- The maximum levy payable will be £15,000 per hereditament.
- The levy amount will be assessed using the most current Non-Domestic Ratings list at 01 April each year ('Chargeable Date').
- The BID levy will be paid by any new ratepayer occupying any existing hereditaments (a business rated property) within the BID area.
- New hereditaments will be charged from the point of occupation based on the rateable value at the time it enters the rating list, even though they did not vote on the initial proposal.
- If a business ratepayer occupies premises for less than one year, the amount of BID levy payable will be calculated on a daily basis.
- Empty properties, those undergoing refurbishment or being demolished will be liable for the BID levy via the registered business ratepayer with no void period.
- The BID levy will not be affected by the small business rate relief scheme, service charges paid to landlords, exemptions, relief or discounts prescribed in the Non-Domestic Rating (Collection and Enforcement) (Local Lists) Regulations 1989 made under the Local Government Finance Act 1988.
- The BID Levy will be calculated on the Rateable Value as at the 'chargeable date'. There will be no amendment to the BID Levy for previous years in the event of any backdated Rateable Value changes (even where they relate to a successful appeal which demonstrates the original Rateable Value was incorrect or relate to delayed action or correction by the Valuation Office Agency). There will be no backdated refunds in relation to the BID Levy paid for previous years.
- Under the BID Regulations 2004 (as amended), Billing Authority is the only organisation that can collect the levy on behalf of the BID Company.
- The levy income will be kept in a separate ring-fenced account and transferred to the

BID on an agreed basis.

- Collection and enforcement arrangements will be similar to those for the collection and enforcement of non-domestic business rates with the BID Company responsible for any debt write off. The BID area and the levy rate cannot be altered without a further ballot.
- The BID projects, costs and timescales can be altered subject to board approval providing the changes fall within the income and overall objectives of the BID.
- The levy rate or boundary area cannot be increased without a full alteration ballot. However, if the BID company wishes to decrease the levy rate during the period, it will do so through a consultation, which will, as a minimum, require it to write to all existing BID levy payers. If more than 25% object in writing, then this course of action will not proceed.
- The BID Board will meet at least four times a year. Every levy paying business will be eligible to be a member of the BID Company (subject to criteria)
- The Board will produce a set of annual accounts available to all members.

BID Ballot

- All eligible businesses will have the opportunity to vote.
- The ballot will be conducted through an independent, confidential postal vote conducted by the nominated Returning Officer(s) which is the responsible body as determined by the BID legislation.
- Each eligible business ratepayer will have one vote in respect of each hereditament within the BID area, provided they are listed on the National Non-Domestic Rates List for the defined area as provided by Great Yarmouth Borough Council. Organisations occupying more than one hereditament will have more than one vote.
- A proxy vote is available, and details will be sent out by Returning Officer or agent.
- Ballot papers will be sent out to the hereditament from 01 July 2024, to be returned no later than 5pm on 29 July 2024.
- For the BID to go ahead, two conditions must be met:
 - More than 50% of businesses that vote must vote in favour.
 - Of the businesses that vote, the 'yes' votes must represent more than 50% of the total rateable value of all votes cast.

Duration of BID

- If the two conditions of Ballot are met the BID will operate from 1st October 2024 until 30th September 2029.

MEASURING PERFORMANCE

You as a business will be kept up to date on all the projects that the BID will implement in its new term to demonstrate to you that it is delivering against its objectives. The Board will set the key performance indicators (KPIs) and criteria upon which to measure the BID's performance. Examples of the indicators the BID will use include:

- Footfall Figures
- Visitor Numbers
- Attraction Occupancy Numbers
- Hotel Occupancy Numbers
- Business Mix
- Car Parking Usage
- Public Transport Usage
- New Business Activity
- Annual Surveys
- Business Feedback
- Consumer Feedback
- Monitor Spend Figures
- Media coverage
- Website/Social Media Interactions

These will be communicated to businesses via:

- Meetings
- Newsletters
- Website
- Social Media
- Emails
- Direct Communications

NEXT STEPS

Look out for the following:

- **Business Plan Distribution – June 2024**
- **Ballot Papers Posted Out – 01 July 2024**
- **Close of Ballot – 29 July 2024**
- **Declaration of Result – 30 July 2024**

GET IN TOUCH

For further information, please contact us using the following details:

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Visit our websites:

www.gyta.com

- Corporate Site

www.visitgreatyarmouth.co.uk

- Visitor Site

