



GREAT YARMOUTH
BOROUGH COUNCIL

Cabinet

Minutes

Thursday, 16 May 2024 at 14:30

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); & Bensly (Portfolio Holder for Tourism, Culture and Coastal).

Also in attendance:- Ms S Oxtoby (Chief Executive Officer); Ms C Whatling (Monitoring Officer), Ms K Sly (Executive Director - Resources); Mrs N Hayes (Executive Director, Place); Mr J Wilson (Head of Environment and Sustainability); Mrs C Dyble (Head of IT, Marketing and Communications); Mrs M Holland (Head of Strategic Housing), Mr S Hubbard (Strategic Planning Manager) Mr I Robertson (Executive Director, Major Projects) Mrs P Boyce (Executive Director, People) & Mrs S Wintle (Corporate & Democratic Services Manager).

Councillors Newcombe, Wainwright & Williamson attended as observers to the meeting.

01 APOLOGIES FOR ABSENCE

Apologies for absence were received from Councillor Wells.

02 DECLARATIONS OF INTEREST

Councillor Plant declared a personal interest in item 6 in his capacity as a Director on the Great Yarmouth Tourism Bid Board.

Councillor Bensly declared a personal interest in item 6 in his capacity as a Director on the Great Yarmouth Tourism Bid Board.

03 ITEMS OF URGENT BUSINESS

The Leader reported that he had received no items of urgent business for this meeting.

04 MINUTES

The minutes of the meeting held on the 8 April 2024 were confirmed.

05 24-051 - SPENDING OF DEVELOPER CONTRIBUTIONS (SECTION 106 - SECTION 111) ON OPEN SPACE - RECOMMENDATIONS FOR SPEND

Cabinet received and considered the Principal Strategic Planner's report.

The Portfolio Holder for Economic Development and Growth, Councillor Candon presented the item and advised that this report set out recommendations for the spend of developer contributions (Section 106/Section 111 agreements) for open space.

The Council requires new housing developments to provide new open space on-site or make financial contributions towards the provision of open space off-site in accordance with Policy H4 of the Local Plan Part 2. This is to ensure that our communities have the open spaces that they need to thrive, and that facilities are expanded and enhanced to meet resulting increased demand.

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 of this report.

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.

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.

The table in Appendix 2 detailed funds currently available, and projects the remaining funds available in future if all recommendations set out below are approved. This sets out an initial budget of £371,868.00 with a combined proposed spend of approximately £286,000.

A wide range of projects have been submitted and assessed (as summarised in Appendix 1). For those projects which are unsuccessful, officers will provide further information and guidance as to what additional information may be required for potential future applications.

Councillor Plant commented that it was great to see a number of playgrounds

involved and that it was good to see that those that were unsuccessful could bid again.

Councillor Bensly asked for reassurance that Parish Councils in particular Hemsby would be encouraged to reapply for this funding if they had been unsuccessful. Councillor Candon reassured Members that those that had applied and been unsuccessful would receive feedback.

Councillor Williamson commented that he was glad to see the Southtown and Cobholm facilities had been successful, he also referred to some funding which had been awarded for works through Barclays bank in negotiation with the pavilion association / shrublands and GYBC and commented that he hoped this funding would not interfere with this arrangement as this work had already been agreed with continued support.

Councillor Williamson also asked with regard to views that he had submitted with regard to the move of the current facility at Hawthorn Crescent which was rarely accessed to a site on the other side of the Shrublands close to Crab Lane which could be easily accessed. The Strategic Planning Manager advised that he would like to follow up on these two points with Councillor Williamson following the meeting.

Cabinet RESOLVED to :

1. Approve 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. Note the progress to date on the most recent round of funded projects.

06 24-039 - VISIT GREAT YARMOUTH PROPOSED THIRD TERM

Cabinet received and considered the Head of Marketing, IT and Communication's report.

The Leader advised that the 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.

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.

The proposed ballot period for the third BID term will be from 1st July to 29 July 2024.

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.

GYTABIA's proposed new Business Plan as detailed within the report at Appendix 1 focuses on four key areas as follows :-

Marketing, Promotion & Events
Events
Destination Management and Development
Supporting BID Members

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 also plans to investigate and introduce other new projects/services its members demand.

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.

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.

The Leader reported that there was one amendment to the report as follows :-

2.1 should read - met by the billing authority and funded by GYTABIA if not successful.

The Chief Executive Officer advised that she had granted dispensation to the 2 Board Members of GYTABIA to partake in the voting of this item to ensure the meeting remained quorate.

Councillor Candon commented on the economic benefits of the BID and the need for this to continue.

Councillor Bensly commented on the vital need for the BID for the Borough and commented that in his opinion the Bid worked as a tool to keep the Borough's tourism which is ever changing and adapting going forward.

Councillor Plant commented that he was supportive of the BID and acknowledged the vast income that the Borough received due to tourism and he advised that he would welcome more collaborative working moving forward to encourage further tourism to come to the town.

Councillor Plant made reference for the need for the Companies House information to be updated for the BID in order to show correct Directors in post.

Cabinet **RESOLVED** to :

1. 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.

2. Approve the draft Business Plan proposed by GYTABIA as at Appendix 1.
3. Approve the Council's support for GYTABIA in relation to its ballot for a third BID term.

07 EXCLUSION OF PUBLIC

Cabinet **RESOLVED** :

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."