

URN: 20-123

Subject: Economic Growth Action Plan – Update Report

Report to: Economic Development Committee, 26th October 2020

Report by: Michelle Burdett, Head of Inward Investment

SUBJECT MATTER / RECOMMENDATIONS

This report presents to Officers and Members the progress made against the Economic Growth Action Plan since its approval by Members in February 2020. Much has happened since the last Economic Development Committee including significant progress made on key strategic projects whilst responding at a business, community and organisational level to the COVID-19 pandemic.

At the February committee, members approved the Economic Growth Strategy and Action Plan and agreed that it would be a living document. As such, the Economic Growth Action Plan has been refreshed and updated to show the progress against the aims and the outcomes of those. The themes and the corporate plan strategic priorities remain the same.

Members are asked to:

- 1) Review and comment on the Economic Growth Action Plan progress update.**
- 2) Approve the request to move the reporting to members bi-annually**

1. BACKGROUND AND CONTEXT

- 1.1 The Economic Development Committee received, reviewed and endorsed the Economic Growth Strategy (2020-25) and supplementary Action Plan in February 2020 and agreed that to the recommendation that the action plan was a living document.
- 1.2 Like the Country, the Borough's economy has been significantly impacted by the COVID-19 crisis. Nevertheless, the Council has been able to both respond to the crisis (as evidenced by the 'Pathway to Recovery' paper presented to Policy and Resources Committee in June), as well as move forward on major projects and programmes of work particularly in relation to the plans to regenerate the Borough.
- 1.3 As members agreed to the Action Plan to being a living document, officers have refreshed the document and ensured that the operational framework remains in line with the Corporate Plan and where possible refers to the resilience and recovery of the economy both during and after waves of the COVID-19 pandemic. As a reminder the themes are:

Theme 1 - To have secured new inward investment in the Borough, creating a vibrant economy and matching local skills provision with future job and career opportunities.

Theme 2 – Great Yarmouth and Gorleston are important community hubs and places where people choose to live as well as work, shop and undertake leisure activities.

Theme 3 – Improved median wage levels in Great Yarmouth and increased the number of local people accessing better paid work.

Theme 4 – A thriving visitor economy with an extended season beyond the summer period.

- 1.4 The plan, as provided in Annex A, now presents a high level progress update for each of the aims, reporting on outcomes that have been achieved by the actions undertaken. A number of the actions have been brought together to be streamlined, to be clearer and much more succinct.
- 1.5 The plan also includes cross cutting themes, so each of the aims can be clearly identified as supporting one of the Boroughs key sectors (e.g. heritage, visitor economy, clean growth / energy and enterprise) as well as how an aim is being delivered by key strategic programmes such as Future High Street, or Town Deal. These were integrated as part of the feedback officers received at the February Economic Development Committee.
- 1.6 Finally, and in addition, Policy and Resources Committee members resolved to support the Council's '*Pathway to Recovery Plan*' on the 23 June 2020. This Plan provides a series of key actions to mitigate the ongoing impacts of the COVID-19 crisis. The Pathway to Recovery Plan includes actions and objectives to support the key sectors in the borough and the progress of the work against the 'economy' objectives can be found in Annex B. Some highlights of the support to the economy are below:
- Given out 90% of both government grants providing £31.57M of support to 2,821 eligible businesses in the Borough
 - Given out Discretionary Grants to 227 businesses totalling £1,709,760 in support to those who 'fell through the cracks' from the first tranche of National Government Grants.
 - Successful in receiving £410k to support the tourism and hospitality trade in COVID secure adaptations in the public realm and to deliver two delegated grant schemes.
 - Launched local adaptation grants to assist businesses to become COVID secure. 46 businesses accessed £42,773 of grants, averaging £930 a business
 - Launched a winter adaptation grant valued at £100k for the hospitality and tourism sectors
- 1.7 As the Country continues to see waves of infection and therefore impacts of the pandemic, Council Officers will continue to step up support to the Boroughs businesses and community as required.

2 NOTABLE PROGRESS – STRATEGIC PROGRAMMES

2.1 Future High Street

- 2.2 The Council's Future High Street Fund Full Business Case was submitted to the Government on 5 June, following the announcement of the Borough's successful Expression of Interest, submitted in March 2019. The Full Business Case was a technical document prepared according to the Treasury's Green Book framework, which sets out highly-prescriptive methods for the assessment of deliverability and value for money.
- 2.3 The Full Business Case set out the context and justification for a £49m programme within the adopted Town Centre, seeking £19.9m Future High Streets Funding. The programme comprises:

- residential densification initiatives, including newbuild and conversions;
- the establishment of a new heritage centre;
- improvements to the historic market place;
- relocation and enhancement of the library;
- progressing regeneration of The Conge;
- various cross-cutting low-carbon and digital transformation initiatives.

2.4 On 22 September, MHCLG announced that all 101 towns, nationally, have been approached for further, identical, clarifications. The responses to these clarifications has been submitted as requested. The Government still intends to announce the outcomes of the competitive assessment process this Autumn.

2.5 Town Deal

2.6 The Council has now been formally notified that its bid for £750K pre-allocated Towns Funding for 2020/21 has been approved. This will enable a capital infrastructure investment programme into lighting and a longer term plan for socially distanced COVID safe trails along the seafront, town and wider borough. The development of the winter programme is very much cognisant of the COVID pandemic and will closely work with a stakeholder group to ensure risk mitigation plans are developed to limit impact should plans need to change. The intention is that whilst it is safe to do so, trails and lighting will provide an ongoing cultural/artistic legacy and generating wider induced spend. This activity combined with the winter adaptation grants and business support measures under the Reopening High Streets Safely Fund will provide additional footfall, dwell time and therefore investment in the Borough as economic impacts from the COVID-19 pandemic continue.

2.7 An initial draft Town Investment Plan (TIP) has been produced for Board review and approval on 21 October 2020. The TIP builds upon the formulation of high-level objectives in the context of local challenges, opportunities, policies and priorities and their distillation as four distinct themes, each of which has been assigned to a delivery group, comprising officers and external partners:

Theme	Aim	Potential Key Project[s]
Growth, Regeneration & Business Development	Unlocking and enabling inclusive, transformational economic growth, investment and regeneration, improving infrastructure and housing to unlock the Town's full economic potential for all our residents	Phase I development of an O&M Campus and Phase I development of an energy-focused business incubation facility within the Energy Park to provide a low-risk local base for energy sector start-ups, relocations and inward investment
Skills & Aspiration	Maximising the local visibility and accessibility of education/skills pathways to enhance employability for people of all ages and backgrounds and reflect local workforce needs	Programmes of support to provide routes to economic activity and inclusion for residents, including a higher / further education and learning hub in the town.

Culture, Heritage & Tourism	Stimulating and sustaining heritage, culture and arts provision and infrastructure to foster sense-of-place, de-seasonalise the visitor economy and attract/retain human capital	Restoration of key heritage buildings, including the commercial repurposing of the Winter Gardens as a year-round Seafront attraction
Connectivity & Sustainability	Enhancing physical and digital connectivity to and within the Town to support sustainable economic growth and enable residents and businesses to respond to and benefit from emerging technologies	Includes improvements to the train station gateway, cycling and walking routes connecting town centre to sea front, digital infrastructure in Gorleston and Great Yarmouth town centre and beach, wayfinding and public realm.

2.8 The four delivery groups are currently developing specific capital project proposals within these four themes. The maximum capital funding available through a Town Deal is £25m. The total funding gap for all projects under consideration or development will significantly exceed this. It has been agreed by the Town Board that upon completion of outstanding technical/feasibility studies and investment appraisals, a prioritisation framework will be used to objectively prioritise projects using the a number of criteria including: strategic alignment, deliverability and value for money.

2.9 Officers continue to engage and consult with the key stakeholders of the Growth, Regeneration and Business development sub-group (including: Chamber of Commerce, EEEGr, Peel Ports, Environment Agency, Homes England, Norfolk County Council, New Anglia LEP) both in terms of the Town Deal Investment Plan and therefore, the aims and objectives of the refreshed Action Plan (Annex A). This ensures that key sector groups, the private sector and other influential organisations are able to influence and assist in the delivery of the vision of the Council and the targets within the Economic Growth Strategy and Action Plan.

3 NOTABLE PROGRESS – FUNDING FOR LOCAL BUSINESSES

3.1 The LEP has 3 main grant schemes. These are SGS (small grant scheme), GBF (Growing Business Fund) and BR&R (the new Business Resilience and Recovery fund in response to COVID-19 impacts). Officers have been promoting all the schemes to businesses via various methods including social media, targeted emails, and direct calls.

3.2 Whilst the BR&R Grant scheme uptake not been as high as expected, uptake of the other schemes has been significantly higher; circa 3 times as many more applied for this year so far, and almost double those approved (noting that we are only about 6 months into the year), as illustrated in the table, below. Please note that 2020/21 figures provided by the LEP are regularly updated as grants are approved and paid.

Total values by year (Great Yarmouth)	2018/19	2019/20	2020/21
Value of grant funding applied for	£76,150	£146,300	£420,000
Value of grants approved	£130,850	£126,050	£248,809
Value of grants claimed	£456,404	£214,879	£8,282

Value of private co-investment realised	£3,136,500	£824,053	£33,132
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Average monthly values by year (Great Yarmouth)	2018/19	2019/20	2020/21
Value of grant funding applied for	£6,346	£12,192	£52,500
Value of grants approved	£10,904	£10,504	£31,101
Value of grants claimed	£38,034	£17,617	£1,035
Value of private co-investment realised	£261,375	£68,671	£4,142

3.3 Whilst the uptake for the BR&R scheme is low, grant uptake from the LEP funds overall, is arguably, a more useful measure of success, particularly as applications from Great Yarmouth businesses are being diverted to other grant schemes. Officers are also working with individual businesses who are close to securing significant grant funds from the GBF which will be reported in the next progress update.

3.4 Officers will significantly increase promotion of the BR&R Grant through social media, comms channels and direct outreach. EnterpriseGY is also scheduling virtual grant clinics in partnership with the Growth Hub to assist applications to a range of public funding streams. These clinics will cover more than just grants and will include: business start ups programmes, online peer to peer forum to include special guests, business recovery and marketing. A draft schedule is below:

Date	Event	Guest Speaker	Hosted by:
14 th October 2020	All About Grants	Glen Moore – New Anglia Growth Hub	GYBC Business Adviser
18 th November 2020	Behind the Scenes of the UK Economy	Patrick Campbell – Bank of England	GYBC Business Adviser
18 th December 2020	Starting a Business in 2021	TBC	GYBC Business Adviser
January 2021	How to Handle the Media	TBC from the BBC	GYBC Business Adviser
February 2021	A focus on tourism	TBC – but being sought from the UK Hospitality Industry	GYBC Business Adviser

3.5 In addition, EnterpriseGY is launching an East Coast NAAME (New Anglia Advanced Manufacturing and Engineering) group in partnership with East Suffolk Council and Hethel Engineering Centre, bringing it into direct contact with more businesses that could benefit – innovators and knowledge-led enterprises that can drive productivity gains and research and development spend.

3. NOTABLE PROGRESS – VISITOR ECONOMY

3.6 In order to foster a more resilient, year-round visitor economy, and following the approval of the Culture, Heritage and Tourism Strategy the Councils partners have been working on ideas of how to maximise opportunities presented by the LEP and the delivery of their Visitor Economy Recovery Plan.

3.7 The Council was successful in securing £410,000 from the Norfolk Strategic Fund to deliver support measures to businesses enabling them to open safely following the mandatory

closures placed on businesses during the early stages of the COVID-19 pandemic. As part of this programme of support, the council have delivered circa £42k of funding to 46 businesses as part of the Business Adaptation grant programme, and have also just launched the Winter Adaptation grants. Both of these schemes provide 50% match funding to small businesses within the tourism and hospitality trade, enabling them to reopen in a COVID secure way, and also prepare for the winter season as people seek to safely enjoy the Boroughs outdoor offer over the coming months.

- 3.8 As part of the aforementioned Tourism and Hospitality grant programme the council has committed to using a small proportion of that allocation to match fund the FACET project as led by the County Council. This means that as a formal partner, the council will benefit from a range of measures including reverse vending, waste collection, biofuel production (from waste takeaway oil) and other communication measures to support a more sustainable way of managing waste.
- 3.9 Finally, as has previously been mentioned in the report, Council officers with key partners GYTABIA, SeaChange Arts and the Town Centre Partnership are working up a COVID-19 winter programme including lighting and socially distanced trails.

4 FINANCIAL IMPLICATIONS

- 4.1 As the Action Plan presents, there are a large number of projects and strategic programmes underway. Many of these have either been successful in gaining grant funding, have had applications submitted (e.g. Future High Street) or are in the process of developing applications to be submitted in the next 3-6 months (e.g. Town Deal Investment Plan and Winter Gardens). Where projects require new funding or where new programmes are announced that align with the Councils strategic vision council officers will develop applications accordingly.
- 4.2 In addition, the Council will align its revenue spend and Economic Growth team resources to deliver business support via the EnterpriseGY service and will work with other intermediaries such as the Growth Hub, MENTA and the Chamber of Commerce to provide additional support to the EnterpriseGY service.

5 RISK IMPLICATIONS

- 5.1 The biggest risk at present is the impact of the COVID-19 pandemic on the economy. Whilst this has undoubtedly impacted the Country as a whole, the impact is acutely felt in Great Yarmouth due to the predominance of businesses supporting and servicing the Visitor Economy. Whilst officers and partners are working hard to deliver support for the economy via the objectives in the Councils “Pathway to Recovery Plan” and in line with the New Anglia Economic Recovery Plan, there is a risk that the already fragile economy will be further damaged by future waves of the virus, this could risk the success of the outcomes of the Economic Growth Strategy and Action Plan.

6 SUMMARY

- 6.1 There has been significant progress of the Economic Growth Strategy and Action Plan. This report outlines some of the most notable successes. Even though the Council prepares for the potential of future COVID-19 waves and other winter pressures, project and programme work

as featured in Annex A will continue and as such, will pave the way for a full regeneration programmes.

RECOMMENDATIONS

Members are asked to:

- 1) Review and comment on the Economic Growth Delivery Plan progress update.**
- 2) Approve the request to move the reporting to members as bi-annually**

Area for consideration	Comment
Monitoring Officer Consultation:	As part of ELT review.
Section 151 Officer Consultation:	As part of ELT review.
Existing Council Policies:	Corporate Plan, Annual Action Plan, Economic Growth Strategy, Pathway to Recovery Plan
Financial Implications:	None
Legal Implications (including human rights):	None
Risk Implications:	As identified in report
Equality Issues/EQIA:	The Strategy and its actions will be as fully accessible as possible
Crime & Disorder:	None
Every Child Matters:	N/A



Economic Growth Strategy Delivery Plan

The Economic Growth Action Plan provides the operational framework against which the Corporate Plan theme of *a strong and growing economy* and its four Outcomes will be delivered:

1. To have secured new inward investment in the Borough, creating a vibrant economy and matching local skills provision with future job and career opportunities;
2. To support Great Yarmouth and Gorleston town centres are important community hubs and places where people choose to live as well as work, shop and undertake leisure activities;
3. Improved median wage levels in Great Yarmouth and increased the number of local people accessing better paid work;
4. A thriving visitor economy with an extended season beyond the peak summer period

These Outcomes are broken down into Strategic Priorities in the Economic Growth Strategy and described in terms of challenges, strengths and opportunities.











The nature of the local economy continues to change, and we will be playing an active role in creating the right conditions for local businesses to thrive. The borough's offshore energy industries will continue to grow, and greater numbers of local people will benefit from a vibrant local job market with young people aspiring to access quality jobs. The tourism industry will continue to evolve, creating a year-round visitor economy which generates better-paid jobs in the hospitality sector and contributing to a quality environment. Our culture and heritage offer will be strong and unique, with enhancements made to signage, streetscapes and the setting of key buildings and locations.

Cross Cutting Themes									
	Local Procurement		Resilience & Recovery		Clean Growth		Skills		Visitor Economy
	Housing Heritage & Assets		Enterprise		FHSF		Town Deal		

Theme 1: To have secured new inward investment in the Borough, creating a vibrant economy and matching local skills provision with future job and career opportunities

Corporate Plan Strategic Priorities:

- To actively work with businesses to ensure that supply chain opportunities are maximised, and Great Yarmouth has strengthened its status as a hub for expertise in clean energy and decommissioning
- To attract new investment into the borough through the promotion of the port, expertise, and land availability with a focus on the opportunities in the offshore energy sector and nuclear sector
- Extend Beacon Business Park and encourage growth in the South Denes Enterprise Zone to support new businesses establishing themselves as well as attracting existing businesses to expand
- Support the completion of the Great Yarmouth Third River Crossing and continue to dual the A47

	Aim	Outcome	Progress	Cross Cutting Themes									
													
1.1	Deliver the Norfolk and Suffolk Offshore Wind Competitiveness Programme	<ul style="list-style-type: none"> • Coherent, coordinated and collectively owned brand • Direct business support to the all energy supply chain • Inward investment 	<ul style="list-style-type: none"> • Successful application made to New Anglia LEP to deliver brand • Production Bureau appointed to develop brand • Business supported in the all energy supply chain • Development of supply chain matrix • Exhibiting at SNS2020 • GY businesses included as part of LEP NSF bid: Fit4Offshore Project 	✓		✓	✓					✓	
1.2	Develop an offshore O+M Campus on South Denes	<ul style="list-style-type: none"> • O+M campus • Continued development of the South Denes and Great Yarmouth energy cluster as a centre of excellence • Direct inward investment by the offshore renewables sector 	<ul style="list-style-type: none"> • Business case prepared as part of stage 2 feasibility • Engagement with key stakeholders • £6million secured through Government's 'Getting Building Fund' • New Energy Park branding has been rolled out to improve identity/visibility 		✓	✓	✓				✓		✓
1.3	Develop business conferencing and incubation facilities	<ul style="list-style-type: none"> • Creation of a flexible & collaborative workspace with wrap around support for small and early 	<ul style="list-style-type: none"> • Completion of Stage 1 Feasibility Report • Inclusion of business incubation facilities in the Town Investment Plan 	✓		✓	✓			✓	✓		✓

		stage businesses within the offshore energy supply chain											
1.4	Extend the Beacon Park Enterprise Zone	<ul style="list-style-type: none"> Inward investment and construction projects unlocked. Uplift in Business Rates revenue retention to match-fund future projects and programmes 	<ul style="list-style-type: none"> Ongoing discussions with the LEP / seeking funding Included in the wider Town Deal narrative Allocated in the Local Plan part 2 – Examination January 2021 		✓		✓		✓	✓			
1.5	Southern Terminal Expansion programme	<ul style="list-style-type: none"> Increased trade being undertaken via the port Develop South Denes as a centre of excellence Improved / strengthened flood defences development of a centre of excellence for shallow water decommissioning 	<ul style="list-style-type: none"> Masterplan and feasibility report being completed by WSP & engagement with stakeholders A five-year £40m flood defence scheme is being delivered by the Environment Agency along the river Yare Ongoing discussions with the Environment Agency for future phases 	✓		✓			✓	✓		✓	
1.6	Provide businesses support, guidance and profile exposure via the enterprise GY service	<ul style="list-style-type: none"> Evidence base (Borough Profile) More economically viable start-up businesses Improved business survival rate Maximised business funding take-up Increased support and profile of local home-grown businesses 	<ul style="list-style-type: none"> Delivery of successful grant schemes (including – recovery grants from central government, Discretionary Grants and tourism adaptation grants) Series of webinars due to launch Oct 20 Updated Borough profile October 2020 	✓	✓	✓	✓	✓		✓			
1.7	Working in partnership to develop improve road physical connectivity and enhanced gateways to the Town	<ul style="list-style-type: none"> Dualled Acle Straight / A47 Improvement to Vauxhall, Gapton & Harfreys roundabouts Great Yarmouth Third River Crossing Improvements in physical connectivity 	<ul style="list-style-type: none"> A47 Alliance have made the dualling of the Acle Straight top priority Vauxhall roundabout improvements being progressed The Planning Inspectorate granted a Development Consent Order for the Third River Crossing on 24 September 2020. Project to start Jan 21 with completion early 2023 Bus interchange and rail station improvements being explored through the Town Deal 	✓	✓			✓	✓	✓	✓	✓	

			<ul style="list-style-type: none"> Commissioning of Local Cycling and Walking Infrastructure Plan (following a successful Norfolk Strategic Fund bid) 												
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Theme 2: GY and Gorleston are important community hubs and places where people choose to live as well as work, shop and undertake leisure activities

CP Strategic Priorities:

- Shape our town centres to make them places where people will choose to visit, shop, socialise and live
- Continue to assemble land along North Quay for regeneration purposes to deliver an improved gateway to the town through appropriate re-development
- To transform The Conge as the key linkage between the railway station and town centre by delivering a mix of new residential and employment opportunities as well as improving the physical environment
- Convert greater numbers of planning permissions into developed out sites

	Aim	Outcome	Progress	Cross Cutting Themes								
												
2.1	Deliver the Marketplace redevelopment as a key project within the Future High Street Fund Programme	<ul style="list-style-type: none">Redevelopment of the historic market placeImproved footfall and foot flow,	<ul style="list-style-type: none">Included in Stronger Towns readiness checklist submitted to MHCLG in January 2020.Planning consent granted for the Market Place redevelopment in September 2020Preliminary on-site works and procurement of a contractor will start in Q4 2020	✓	✓			✓	✓	✓	✓	✓
2.2	Develop and deliver a mixed use (residential and commercial) scheme on the Conge	<ul style="list-style-type: none">Enhancement of The Conge as a gateway to the TownIncreased residential density and demand for goods/services within the Town Centre.	<ul style="list-style-type: none">Successful funding bid to the Norfolk Pooled Business Rates to further develop the scheme.Redevelopment of The Conge included in the submissions for Future High Streets and Stronger Towns submitted to MHCLGPlanning Application submitted for a residential scheme						✓		✓	✓










		<ul style="list-style-type: none"> Gateway for the Great Yarmouth Town Centre established as important community hub 	<ul style="list-style-type: none"> Progress in seeking a Strategic Development Partner 										
2.3	Complete strategic regeneration of Hall Quay and North Quay	<ul style="list-style-type: none"> Enhancement of North Quay as a gateway to the Town. Enhancement of Hall Quay. Reduction in local vacancy rates in buildings 	<ul style="list-style-type: none"> Local funding committed for North Quay strategic regeneration, including land assembly and ongoing engagement with key stakeholders North Quay Supplementary Planning Document adopted in July 2020 North Quay included in the Town Deal workstream Hall Quay Supplementary Planning Document adopted 					✓	✓				✓
2.4	Deliver a successful Heritage Action Zone programme of investment	<ul style="list-style-type: none"> Enhancing environmental quality Town Centre for all residents and visitors. Safeguarding of local historical and heritage assets Consolidation of sense-of-place. 	<ul style="list-style-type: none"> Shopfronts improvement delegated grants scheme and restoration of: Town Wall; St. Nicholas School railings, Market Rows; No.6 Market Place. The £50K grants scheme is expected to launch in October, with other restoration projects commencing in late 2020. Market Place landscaping included in interventions within the successful High Streets Heritage Action Zones. Successful appointment of HAZ Project Manager and project now being set up. 	✓			✓	✓	✓				
2.5	Revolutionise town centre digital connectivity with the provision of a digital infrastructure to improve visitor experience and business connectivity	<ul style="list-style-type: none"> Electric Vehicle charging points (EVCPs) Tourism apps Cashless parking Digital payments 4G / 5G provision E-Scooter 	<ul style="list-style-type: none"> Maximum funding of £67,220 was awarded by an Office for Low Emission Vehicles funding scheme on 29 January 2020, covering new EVCPs (in Greyfriars, Market Place, Beach Coach Station, Euston Road and St. Nicholas Car Parks). A future funding application will cover King Street Car Park, Gorleston High Street Car Park and the redeveloped leisure centre car park on the Marina Centre site. Technology partner for WiFi and geosensors has been procured with testing scheduled In early 2019, NCC was awarded an extra £11m Local Full Fibre Networks (LFFN) funding for fibre broadband upgrades to 372 public sector sites across Norfolk (to be spent by April 2021), including 38 public sector sites in the Borough. 	✓	✓		✓	✓	✓	✓	✓	✓	✓
2.6	Unlock inward investment and commercial	<ul style="list-style-type: none"> Expansion of existing businesses 	<ul style="list-style-type: none"> £260k grant funding allocated to Great Yarmouth businesses in 20/21. 	✓	✓	✓		✓	✓	✓			

[illegible]

Theme 3: Improved median wage levels in Great Yarmouth and increased the number of local people accessing better paid work

CP Strategic priorities:










- To work with colleges and schools to match future business opportunities with the appropriate skills provision and to actively promote initiatives which facilitate and encourage social mobility
- To explore opportunities with the Higher Education sector to have a greater presence and influence within Great Yarmouth

To explore opportunities with the Higher Education sector to have a greater presence and influence within Great Yarmouth.				Cross Cutting Themes								
	Aim	Outcome	Progress									
3.1	Develop a strategic approach to improving skills and provide careers pathways	<ul style="list-style-type: none">• Improved employment opportunities for residents.• Diversification and increased resilience of the local economy.• Improved median wage levels in Great Yarmouth• Increased number of local people accessing better-paid work.	<ul style="list-style-type: none">• Skills gap analysis to be commenced• Plans to deliver a Great Yarmouth Careers Network with UEA and New Anglia LEP underway		✓	✓	✓		✓	✓	✓	
3.2	Explore opportunities with partners to establish a greater HE presence within the Borough	<ul style="list-style-type: none">• Secure long-term higher skills development that raises aspiration and increases opportunities• increased resilience of the local economy.• retain and attract younger and higher skilled people to work and live in the Borough.• A vibrant local job market	<ul style="list-style-type: none">• A bid to the Norfolk Strategic Fund was submitted last month to complete feasibility of a learning hub• Being developed as part of the Town Deal.	✓	✓	✓	✓			✓		✓

Theme 4: A thriving visitor economy with an extended season beyond the summer period

Corporate Plan Strategic Priorities:

- To strengthen our tourism and culture offer to provide greater year-round attractions and a more integrated visitor experience
- To continue to develop our heritage offer through the promotion and development of our own assets across the borough

	Aim	Outcome	Progress	Cross Cutting Themes								
												
4.1	Replace the existing Marina Centre with a high-quality water and leisure attraction	<ul style="list-style-type: none">Improved health, wellbeing and increased physical activity by the Boroughs residents.Further regeneration of the seafront unlocked.A thriving visitor economy with an extended season beyond the peak summer period.	<ul style="list-style-type: none">Successful applications to the Norfolk Business Rates Pool (BRP), the Accelerated Capital Projects Fund and Sport EnglandDemolition work completedPlanning approved	✓				✓	✓			
4.2	Restore and repurpose the Winter Gardens	<ul style="list-style-type: none">Heritage asset restoredSustainable business developedFurther regeneration of the seafront unlocked.Growth in the evening economy.Expanded year-round tourism and cultural offer.	<ul style="list-style-type: none">Successful application to the Norfolk Business Rates Pool (BRP),Successfully applied for the NLHF Heritage Horizons ProgrammeShortlisted down to the final 12 (of 146)Ongoing dialogue with commercial preferred operator.	✓		✓	✓	✓	✓	✓		✓
4.3	Provide a cultural heritage centre in the Town Centre	<ul style="list-style-type: none">Vibrant Town CentreGreat Yarmouth Town Centre established as important community hubA thriving visitor economy with an extended seasonEnhanced cultural place-making,Growth in the evening economy	<ul style="list-style-type: none">GYPT has purchased 14 King Street,GYPT undertaken fully measured surveyPlans now in development for conversion and sustainable reuse,No 14 has reached RIBA stage 3						✓		✓	

Acronym List

<p><i>GYBC – Great Yarmouth Borough Council</i></p> <p><i>GYTABIA - Great Yarmouth Tourism & Business Improvement Area</i></p> <p><i>GYTCP – Great Yarmouth Town Centre Partnership</i></p> <p><i>GYPT - Great Yarmouth Preservation Trust</i></p> <p><i>NCC – Norfolk County Council</i></p>	<p><i>LEP - Local Enterprise Partnership</i></p> <p><i>VEE – Visit East of England</i></p> <p><i>BR- Business Rates</i></p> <p><i>SE – Sport England</i></p> <p><i>FGP – Freshly Greated Project funded by Creative People and Places</i></p>
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ANNEX B

Economic Development Committee – Economic Growth Action Plan Update

Theme	Key actions	Progress Update
Economy		
Business Support and Advice	Respond <ul style="list-style-type: none"> Undertaken a business survey, gathering intelligence at a Borough level as well as working with other Norfolk Local Authorities to gain a greater level of intelligence Receive, manage and administer National Government business grant funding (both RHLGF / Small Business Grant as well as the discretionary grant funding) Set up and maintain a dedicated business support helpline for both incoming calls, as well as a business tracing team – making over 9000 calls to seek out businesses who were eligible for the grants but had not yet come forward. Given out over £29M of grant funding. Developed a business support toolkit package – providing business guidance on national information and closure protocols Developed a landlord / asset management strategy – therefore providing guidance and support to occupiers in relation to the tenancy, maintenance, inspections and finance procedures. Where business closure / opening protocols have not been followed, enforcement protocols have been put in place and where necessary prohibition notices issued 	<ul style="list-style-type: none"> Used the intelligence to inform local grant schemes, assisting businesses in the sectors most in need. Given out 90% of both government grants providing £31.57M of support to 2,821 eligible businesses in the Borough Continue to provide support to businesses via the phone line, but also via the EnterpriseGY service, now setting up dedicated webinars to provide more support Continue to update the business support information and guidance via the dedicated coronavirus webpage. This is underway and is ready to be stepped up as the virus spreads through the community and cases increase.
	Adapt <ul style="list-style-type: none"> Considered the Seafront regeneration plans and reviewed in light of COVID-19 to ensure master planning and Town Deal investment plans are adjusted if required and fit for 	<ul style="list-style-type: none"> This has been considered as part of the Town Deal programme set up whereby officers and

Theme	Key actions	
	<p>purpose seeking up to £25M of national government investment funding.</p> <ul style="list-style-type: none"> Review in light of COVID-19 impacts and continued to develop the Future High Street programme and submitted the Green Book business case application to Central Government. Continue to prioritise the redevelopment of the Marina Centre project to ensure health and wellbeing is prioritised as part of the Boroughs recovery 	<p>stakeholders have been working to drive the seafront plans based on greatest economic value.</p> <ul style="list-style-type: none"> In respect of proposed Future High Streets and Town Deal programmes, delivery models, costs, outputs, inbuilt tolerances, risk management/mitigation and underlying assumptions have been critically challenged and amended in light of current and projected Coronavirus impact scenarios. Marina Centre project continues to be progressed against the project plan, with demolition complete and next phase of works due to start in Autumn.
	<p>Innovate</p> <ul style="list-style-type: none"> Once approved – deliver the Town Deal Investment Plan and Future High Street programmes to ensure complete strategic regeneration of Great Yarmouth town centre and seafront 	<ul style="list-style-type: none"> Future High Street Fund application submitted as planned, outcome not yet known. Town Investment Plan draft completed, with Town Deal Board due to sign off in preparation for the October submission
Sector Support	<p>Respond</p> <ul style="list-style-type: none"> Continuously lobbied for the Visitor and tourism sector – to ensure it gets the support it needs Developed a social distancing best practice scheme, with provision of supplementary support packs using the ERDF Reopening High Street grant Worked closely with the LEP and other agencies to pull together sector specific intelligence including the energy and manufacturing sectors Worked with funding partners to promote grant schemes, in particular the LEPs “Resilience and Recovery” fund Received and understood national messaging to develop marketing and messaging campaigns Lobbied for the Visit Britain ‘Safe and Clean’ kitemark 	<ul style="list-style-type: none"> Successful in achieving funds from the Norfolk Strategic Fund to invest in reopening the visitor economy and providing adaptation grants Ongoing work is in place using the ERDF RHSS programme to prepare high streets for safe reopening Series of webinars in place to promote funds, and business support. Funding allocated and drawn down by businesses double 2019/20 targets (20/21 £260k) Successful funding application made to the Norfolk Strategic Fund to support Winter programming and investment in the visitor economy. Lobbied for and supported / promoted (with partners) the ‘Good to Go’

Theme	Key actions	
	<ul style="list-style-type: none"> Lobbied for adaptation funding and continue to work with the County Council to bid for pooled business rate funding to benefit local businesses 	Successful application made and £150k allocated for delegated grants to local tourism and hospitality businesses
	Adapt: <ul style="list-style-type: none"> Review the Economic Growth Action Plan and in particular ensure sector specific plans link to those that have been launched as part of the wider recovery work, for example – the Visit East of England and Visit Norfolk strategies for the Tourism Sector. Finalise, agree and deliver the Culture, Tourism and Heritage Strategy to ensure that the development and promotion of events are safe for visitors to attend and enjoy. Develop a specific winter strategy for extending the tourist season working to support the visitor economy Work with sector leaders and those in the ‘All energy Industry council’ to develop sector specific energy recovery plan 	<ul style="list-style-type: none"> EG Action Plan reviewed and updated – progress well underway with the CV-19 Tourism group coordinated by VEE and the LEP, and the All Energy Industry Council (AEIC) for the energy sector, Culture, Heritage and Tourism Strategy complete and now in delivery phase. Winter Programme in development and successful funding support provided by NSF The LEPs Energy Taskforce has drafted a recovery plan which is due to launch in January as part of the rebranded EEZ
	Innovate: <ul style="list-style-type: none"> Prioritise the delivery of the Operations and Maintenance facility – establishing GY as a Centre of excellence for offshore renewables Support the successful delivery of the EXPERIENCE and FACET projects – ensuring green, adaptive and sustainable tourism is at the heart of the visitor economy. Progress the development of offshore energy business incubation units in the South Denes peninsular in direct support of the energy sector Explore opportunities to deliver an expansion to the Beacon Park Enterprise Zone in south Bradwell 	<ul style="list-style-type: none"> The project is underway with RIBA 1 documents and WSP are finalising the costs GYBC now working to act as official partner with the FACET project. This project is in the development stages and will be included in the Town Deal Investment Plan. The Council and Norfolk County Council submitted co-ordinated responses to the recent Freeports consultation; the attractiveness/benefit of Freeport

Theme	Key actions	
	<ul style="list-style-type: none"> Explore Freeport opportunities 	designation will depend on the extent and depth of any post-Brexit trade agreement with the EU bloc
Employment and Skills	Respond: <ul style="list-style-type: none"> Generated a jobs vacancy service / webpage and worked to facilitate introductions between local businesses recruiting into short term / immediate job opportunities (supermarkets, delivery companies) and those who were at imminent risk of redundancy. Engage partners such as the DWP, and local JobCentre plus to ensure the Borough council supports its residents at imminent risk of redundancy and align activities with the Communities team to ensure swift response for those experiencing health, wellbeing and poverty issues as a result of unemployment. 	<ul style="list-style-type: none"> Continue to provide jobs service in partnership with the DWP and the LEP. Further activities are underway with the Kickstart scheme. The Council will either lead as a gateway or work with other partners to promote and support placements. Working to support the food processing industry with direct guidance and support to recruitment agencies providing resources to industries in a COVID safe way.
	Adapt <ul style="list-style-type: none"> Provision of digital training programmes to deliver employment skills and training In addition to the above, we will work with our colleges and regional universities to develop career pathways and support adult reskilling / upskilling needs Use Barclays Thriving communities programme as a mechanism to bring business / education providers and third sector together 	<ul style="list-style-type: none"> Activities are underway with the roll out of the Kickstart programme for young people. In addition, a series of clinics and webinars will commence in October to cover these areas. The Town Deal Investment Plan is working to provide a University presence in the Borough. In addition, a skills mapping analysis will be commenced shortly in line with this work. Development of Eagle lab as part of the Town Deal planning and submission.
	Innovate: <ul style="list-style-type: none"> address employment and skills challenges by establishing a learning / education centre in a co-located hub in the town 	<ul style="list-style-type: none"> Application submitted and approved to the Norfolk Strategic Fund to develop RIBA Stage 2 documents for a learning campus as part of the Town Deal TIP.

Theme	Key actions	
Re-opening the High Street	Respond: <ul style="list-style-type: none"> Continue to work with the Town Centre and Tourism BIDs, local business representatives (such as the Chambers of Commerce, Federation of Small Businesses and traders associations) to review safe reopening guidance and assist with the deployment of street signage and public realm adaptation measures. In consideration of social distancing measures, vary the use of outside space, and where necessary removal of on-street parking and one-way systems. 	<ul style="list-style-type: none"> ERDF RHSS and Tourism and Hospitality programmes being rapidly invested in the high street, including grant schemes for the adaptation of business premises over the winter months. A range of measures have been introduced including social distancing barriers, banners and bollard wraps, removal of parking provision to widen footpaths and one way pedestrian systems. In addition external areas have been made available for food and beverage establishments to increase trading opportunities. These measures have been adjusted over the period to ease operation and continue to be monitored as legislation changes or opportunities arise.
	Adapt: <ul style="list-style-type: none"> Continue to identify opportunities within the Culture, Tourism and Heritage strategy to welcome visitors to the Borough, promoting the safe and clean measures the Council and partners are taking to facilitate social distancing trails Identify ways in which sustainability measures can be incorporated into the town, ensuring the OLEV grant programme of funding for the EUV charging points is delivered as planned. Monitor and improve the deployment of street signage and public realm adaptation measures with Norfolk County Council, in conjunction with the Town Centre and Tourism BIDs as well as business representatives. Adapt to changing social distancing measures by varying the use of outside space, and where necessary removal of 	<ul style="list-style-type: none"> Clean growth / experiential trails are part of the Strategy and the Winter Programme (national policy allowing) The Council has now made 2 successful applications to OLEV to fund 16 EVCP which will provide 32 charge points across Great Yarmouth town centre and seafront and Gorleston borough owned car parks. Preliminary enabling works for installation and UKPN to connect power have already commenced. The first phase of power connections are due to commence in the first week of November 2020 with commissioning then able to take place. Lead in times where TTROs are required will mean some work will not commence until early December.

Theme	Key actions	
	<p>on-street parking and one-way systems in conjunction with Norfolk County Council.</p> <ul style="list-style-type: none"> Identify opportunities within the Great Yarmouth Transport Strategy to deliver sustainable transport initiatives, notably for walking and cycling. 	<ul style="list-style-type: none"> Street signage, social distancing measures and configuration of public realm has been implemented. Funds have also been sourced to cover additional costs incurred for such measures. NCC bid to the Emergency Active Fund for investment in cycle routes submitted. Successful funding application to the Norfolk Strategic Fund to develop a Local Cycling and Walking Infrastructure Plan (LCWIP) with 2 town centre schemes being developed for TIP
	<p>Innovate:</p> <ul style="list-style-type: none"> Once signed off the Council will deliver Culture, Tourism and Heritage Strategy Comprehensively deliver an all year visitor destination with a full year event programme and complementary Winter Strategy 	<ul style="list-style-type: none"> Strategy signed off by Policy and resources and the Culture and Tourism Board. Winter Programme being prioritised. Annual programme in development with the BID.