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**Subject:** Economic Growth Delivery and Recovery Update

**Report to:** Economic Development Committee, 31 January 2022

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## **SUBJECT MATTER / RECOMMENDATIONS**

This Report presents to members and officers progress against the Economic Growth Strategy Delivery Plan and *Pathway to Recovery* plan since the preceding committee meeting on 13 September 2021. Highlights are presented in the narrative of the report, with a comprehensive update in the attached *Annexes*.

It also outlines the delivery of the Council's economic growth service – including business support – in response to recovery and sets out options to further extend business support reach and capacity, alongside an overview of local grant distribution and key strategic programmes.

**Members are asked to:**

- 1) Review and comment upon the appended *Economic Growth Strategy Delivery Plan* update and *Recovery Progress Report*.**

## **1 BACKGROUND AND CONTEXT**

- 1.1 This report summarises implementation of and progress against a) the delivery plan for the Economic Growth Strategy (set out in *Annex A*) and b) the *Economy* theme of the Council's *Pathway to Recovery* normalisation and recovery plan (set out in *Annex B*).
- 1.2 These annexes also include reference to and descriptions of a number of adaptations to the delivery of business support and economic growth being explored or progressed in response to the ongoing pandemic and emerging local need. The Economic Growth Strategy and strategic priorities set out in the Corporate Plan, themselves, remain unchanged.
- 1.3 Responsibility for the distribution of a number of local business grants/reliefs has been delegated to the Council since March 2020. Two current schemes – the *Recovery & Growth Grant* and *Start-Up Grant* are currently being provided under the Council's *Additional Restrictions Grant: Wider Business Support* award. These are described in *Section 2.4*. and an overview of the uptake of Council-administered schemes is presented in *Annex C*.
- 1.4 *Section 2* sets out a summary of current Council-delivered business support, alongside options to further refine and extend business support reach and capacity in response to ongoing need and demand.

- 1.5 *Section 3* sets out a summary of the position – at time of writing – in respect of the strategic Future High Streets and Town Deal programmes and the new UK Community Renewal Fund.
- 1.6 Sections 2.5 and 2.6 set out a summary of the joint *Enabling Self Employment in Norfolk* Community Renewal Fund application and its implications for the expansion of local business support.

## **2 BUSINESS SUPPORT AND NEXT STEPS FOR RECOVERY**

### **2.1 Economic Reference Group**

- 2.1.1 An Economic Reference Group has been convened to provide a structured, inclusive and collaborative approach to local economic growth, wherein Council officers, strategic stakeholders and representatives of the wider business community can discuss and consult on issues of relevance. Discussions at regular meetings are structured in order to reach conclusions and/or consensus that will inform and influence the formulation, strategic decision making and delivery of policy in respect of the local economy.
- 2.1.2 The aims of this forum are to a) share intelligence, data and insights that contribute to a better and/or more complete collective understanding of opportunities and challenges, gaps in business support provision and barriers to sustainable growth, b) provide and receive updates on activity, projects and interventions that relate to the local economy, c) promote co-operation and foster new collaborations and identify/prioritise corrective actions and interventions in respect of the local economy and the objectives of the Great Yarmouth Economic Growth Strategy and d) identify opportunities to integrate and extend inclusive growth and decarbonisation.
- 2.1.3 The inaugural Economic reference group took place on the 17 August 2021 and allowed an overview of the groups functions to be outlined and ToR discussed and agreed.
- 2.1.4 The second meeting was held on the 19 October and focused on the intelligence and outcomes recorded through Business Advisor engagement. Skills remains a primary concern for local businesses, especially skilled drivers and skilled staff to service the leisure and tourism industry. This issue is elaborated upon in Section 2.2.
- 2.1.5 The group next convenes on 24 January, with a focus on skills and employability. The Economic Reference Group will consider the issues identified herein and examine options for partnership intervention. Recommendations and other insights will be brought to the next meeting of the Economic Development Committee.

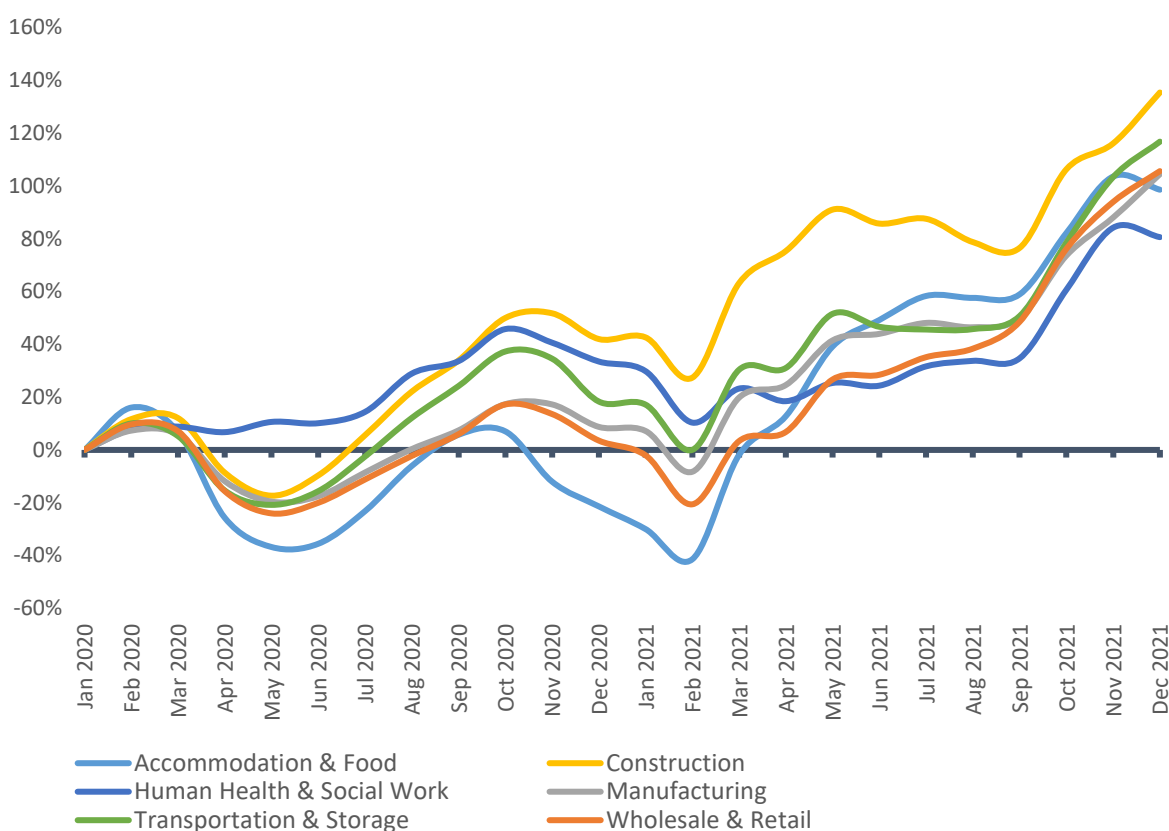
### **2.2 FutureGY**

- 2.2.1 FutureGY currently comprises around 50 businesses deemed to be of significance to the local economy of Great Yarmouth by virtue of factors such as their turnover, workforce, contribution to GVA or growth potential. As such, they are not a representative cross section of the local business community, but provide a useful barometer and sounding board.
- 2.2.2 Each constituent has been assigned to one of the two Business Advisors, who act as their key account manager, maintaining regular contact in order to identify both enterprise-specific issues, challenges and opportunities and wider business intelligence. Headline themes emerging from this dialogue are as follows:

2.2.3 Whilst individual issues and opportunities are addressed by the Business Advisor on a case by case basis – through direct support and onward referrals to other specialist providers, a number of challenges have been reported frequently, often relating to global or macroeconomic factors, including the following.

- There is ongoing anecdotal evidence of labour supply issues, with specific industries – such as taxi companies and haulage – reporting problems filling vacancies in line with the national picture.
- Several businesses reported wider supply chain issues, including the availability raw materials, shortages of other supplies further down the chain, volatile or rapidly changing pricing and import delays.
- Businesses continue to struggle to fill vacancies all skill levels, Advisors are working closely with these businesses to identify potential solutions, including staff development, onsite training, Kickstart, apprenticeship schemes and outsourcing.

2.2.4 Labour market data published by Emsi illustrate the percentage change in job postings in Norfolk and Suffolk for the period covering January 2020 to December 2021. These data provide a useful indicator of vacancy rates and, therefore, increasing demand for staff cross various sectors throughout 2021 – notably in *construction, transportation and storage* (including drivers) and *manufacturing*.



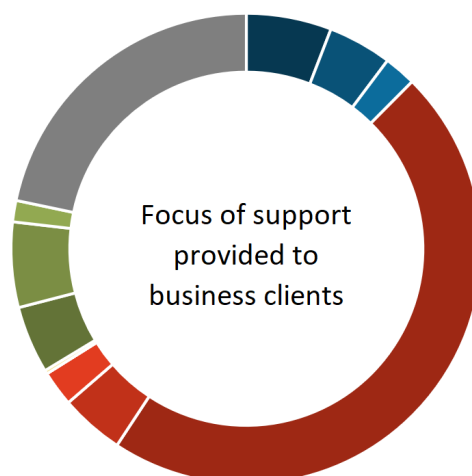
2.2.5 Over the period between April 2020 (coinciding with the first National Lockdown) and December 2021, the same data record proxy unemployment rates in Great Yarmouth fell from 7.6% to 5.7%.

## **2.3 Business Support**

- 2.3.1 The Economic Growth function is refocussing from the distribution of Pandemic-related grants and reliefs to targeted wrap-around support for businesses, including webinars and online surgeries, which are taking place and will be developed further.
- 2.3.2 The Business Advisor team is providing support to local businesses in a variety of ways. In partnership with the New Anglia Growth Hub, Norfolk Chamber of Commerce, FSB and the Colleges. The Council's own Enterprise GY service delivers one-to-one, and one-to-many support through both outreach and in response to enquiries.
- 2.3.3 Support to established businesses currently accounts for 81% of Advisor outreach time, with the remaining 17% focused on start-ups, reflecting an emerging pattern of individuals displaced during the Pandemic looking to self-employment as a route back into economic inclusion.
- 2.3.4 At previous Economic Development Committee meetings, members were updated on the measures being put into place to promote the support available – for example, a series of webinars that the team delivered with other partners, including the LEP and the Bank of England.
- 2.3.5 Additional webinars are now being programmed/scheduled and regular drop-in virtual surgeries are already underway; these sessions provide practical assistance in areas like navigating access to complex grant schemes and provide an opportunity to speak directly to the Business Advisor about individual challenges/opportunities, such as diversification, business planning, marketing and digitalisation. Scheduled courses programmed until the end of February 2022 include:
- Apprenticeships
  - IP and copyright
  - Starting up in business
  - Retirement, exit strategy and tax planning
  - Sizewell supply chain
  - Cyber security and online fraud
  - Navigating exports to EU markets
- 2.3.6 Officers are also systematically targeting businesses with a Monthly newsletter; presenting opportunities including grant information, national schemes such as *Kickstart* and the New Enterprise Allowance (for start-ups), information and signposting on restrictions and safe trading and the direct support available through EnterpriseGY.
- 2.3.7 Since June 2021, 581 hours of technical support has been provided, with the top three areas of support being 'grants and funding', 'other specialist one-to-one support' (comprising bespoke one to one support) and 'business planning'.
- 2.3.8 Advice rendered also covered: COVID and resilience; events and training; HR and workforces; inward investment facilitation; legal and compliance; research, development and innovation; scaling up/down; start-up support and sustainability.
- 2.3.9 The Advisors have facilitated £247,896 of funding applications, including the Council's Recovery & Growth Grant with £135,045 awarded. 18 introductions have also been made to other providers of support, including Nwes and MENTA (enterprise agencies), New Anglia Growth Hub and the GYBC property team.

2.3.10 The following table summarises the primary theme of support and advice given by Business Advisors since June 2020.

Focus of business support provided	Total	%	Colour key
Business planning	24	6%	
COVID and resilience	18	4%	
Events and training	9	2%	
Grants and funding	192	47%	
HR and workforces	18	4%	
Inward investment	10	2%	
Legal and compliance	0	0%	
Research, development and innovation	1	0%	
Scaling up/down	19	5%	
Start-up support	24	6%	
Sustainability	6	1%	
Other specialist one-to-one support	89	22%	



2.3.11 Informative monthly newsletters are sent to around 1,300 borough businesses, with an open rate above 60% and a very low 0.6% *unsubscribe* rate. Back issues will be uploaded to the EnterpriseGY website in due course.

2.3.12 In respect of both FutureGY engagement and this wider business support, it's noted that GYBC Business Advisors are funded until June 2022. Whilst some funding has been secured in principle, through a joint UK Community Renewal Fund project with New Anglia LEP, for additional business advice capacity, that also covers the period up to June 2022. There are, therefore, challenges around providing continuity of frontline business support/advice beyond next summer.

## 2.4 Local business grant schemes

2.4.1 £2,982,392 has been allocated through the existing Government-backed Additional Restrictions Grants (ARG). An additional £548,632 has been allocated to support the Wider Business Support (WBS), established and operated under the governance of the ARG Members Working Group:

- The £200,000 *Recovery and Growth Grant* scheme provides a flexible capital or revenue subsidy of between £2,250 and £7,500 to assist small or medium-sized enterprises (SMEs) to implement initiatives that enable growth, diversification, improve resilience and/or generate operational efficiencies;
- The £45,000 *Start-up Grant* scheme provides a flexible capital or revenue subsidy of between £450 and £1,200 to assist new local businesses, that have not yet started trading, with one-off start-up costs: £6,288.00 has been paid to successful applicants.
- Additional funding was secured via Norfolk County Council through the Interreg-funded C-Care project for the GoDigital initiative which will run until March 2023. To ensure that Great Yarmouth businesses benefited from the initiative, Members agreed to fund an additional 25 places and additional e-commerce support ringfenced for local businesses. Currently 16 local businesses have engaged with the programme.

2.4.2 The first two of these schemes are included in the overview of the uptake of Council-administered schemes presented in *Annex C*. As of 12 January 2021, awards totalling £268,704

have been committed under the Recovery & Growth Grant scheme. Awards totalling £11,059 have been committed under the Start-Up Grant scheme.

## **2.5 Other enterprise support initiatives**

- 2.5.1 Options to further adapt and extend business support functions to address immediate and ongoing economic challenges are being explored.
- 2.5.2 A detailed UK Community Renewal Fund (CRF) application was submitted to Norfolk County Council for the skills and employability focused *OpportunityGY* project. Whilst this was the highest scoring of 40+ UK CRF applications appraised by Norfolk County Council it was not successful in securing Government funds, despite the Borough's priority status.
- 2.5.3 Concurrent to the work developing *OpportunityGY*, officers developed plans for a separate enterprise start-up and self-employment project, reflecting low start-up rates, elevated new enterprise mortality rates and the value of self-employment as a route to social and economic inclusion for local communities.
- 2.5.4 These proposals were ultimately dropped in favour of supporting New Anglia LEP plans to provide pre-start, start-up and new business support across the whole LEP area, including Great Yarmouth, with the LEP recognising and accepting Great Yarmouth as an 'economic exception', requiring special intervention and including GYBC as a formal partner in their own UK CRF bid, with a budget and a remit to deliver additional services (business/employer facilitation, face-to-face work/outreach through libraries, within communities and – ultimately, under UKSPF – the new GY University Learning Centre).
- 2.5.5 The strategy of entering into formal project partnership with New Anglia LEP, Nwes and MENTA, effectively eliminated 'competition' for CRF funding in that thematic space and maximised GYBC's chances of a successful bid. Officers worked with the LEP to develop its bid, which was submitted to Norfolk County Council, with £117,818 earmarked for GYBC within the £619,316 *Enabling Self Employment in Norfolk* project. Funding for this project was announced on 3 November 2021.

## **2.6 Proposed Enterprise Hub**

- 2.6.1 Aside from creating two new fixed-term Business Advisor posts, the project will – in order to extend the visibility, accessibility and impact of enterprise outreach and support – examine the feasibility of temporarily repurposing a vacant Town Centre commercial unit as collaborative new enterprise space, co-locating business advisors and related staff from GYBC and conferring some *critical mass* in terms of outward-facing and responsive enterprise infrastructure.
- 2.6.2 Exploratory meetings have been held with Norfolk Chamber of Commerce and the Town Centre Partnership. The former – through a separate UK CRF bid led by Norwich Business Improvement District – has been awarded a minimum budget of £30,000 to pilot a very similar concept. The latter is transitioning to a new operational model whereby it's distributed to smaller satellite offices throughout Norfolk in line with its recently-revised mission to offer support to 'every business in Norfolk' through increasingly peripatetic staff.
- 2.6.3 Both organisations are keen to pool resources – around £50,000 in total for rent, consumables and fit-out – in order to realise an enterprise hub concept pilot in Great Yarmouth town centre

until the end of June 2022. This period would be used to monitor need and demand and inform future strategy – including approaches made by Barclays in respect of its *Eagle Labs* format.

- 2.6.4 The concept would emulate the short-lease enterprise hub premises concept operated by Nwes and other enterprise agencies on a ‘meanwhile’ basis, piloting the feasibility/effectiveness of some of the ideas envisaged sitting alongside a relocated Library and new University Learning Centre within the former Beales/Palmers building being progressed through the Borough’s Future High Streets and Town Deal programmes, respectively.
- 2.6.5 The emphasis would be on fostering enterprise culture collaboratively – not just co-located partners operating in their own organisational silos; everyone working together to provide a responsive one-stop-shop. A suitable property has yet to be determined, but the Town Centre Partnership and officers have been asked to help identify/facilitate the securing of an inviting, glass-fronted building within the wider marketplace.
- 2.6.6 An optimal format is yet to be finalised, but would be likely to include a mix of informal space to accommodate walk-ins, meeting/training space for the delivery of one-to-one and one-to-many events, networking, clinics and training provided in-house and by trusted third partners, hotdesks and, potentially, sublets for down-sizing operators – providing low-risk entry points for freelancers and new/micro business uses to trial/refine/grow new products/services/models.

## **2.7 Job and employability support schemes**

- 2.7.1 Kickstart brokers high quality six-month work placements for young people aged 16-24 deemed at risk of long-term unemployment due to the Pandemic. The scheme was launched on 22 December 2020, and officers have promoted the scheme to the Borough’s businesses since then.
- 2.7.2 The Chancellor extended the Kickstart Scheme until March 2022. Whilst this is welcome news, some gateways took the decision not to increase available job numbers but concentrate, instead, on filling positions that remained unfilled. Gateway statistics indicate a 15% Job Filled Rate and, in some cases, employers experienced waits more than 5 weeks for new positions to be live on the DWP job sites. The Kickstart Scheme closed to new applications on the 17<sup>th</sup> December 2021 and as a result we are still waiting on final number to be reconciled for all areas.
- 2.7.3 The apprenticeship scheme has also seen an extension to the incentive bonus of £3,000 for every apprentice a business hires until the end of January 2022. Officers are continuing to work with Apprenticeship Norfolk to promote the opportunity, including a through a partnered online course held on the 3 November, attended by 9 businesses.
- 2.7.4 Officers are also promoting and introducing the Employer Training Incentive Programme (ETIP), a grant scheme designed to help small to medium-sized businesses recover from the pandemic. It helps businesses to fund a range of training opportunities, from essential training for new recruits to courses to learn new skills in new areas. All training must be used to help retain and upskill employees and improve productivity, efficiency or the effectiveness of the business.
- 2.7.5 Following the launch of the Delivering Rural Investment Vital Employment (DRIVE) programme, officers have been actively promoting the opportunity to potential qualifying companies across the borough. DRIVE offers businesses 12 hours of business mentoring to create project and business plans, after which the applicant will be able to apply for a capital grant of between £5,000 and £30,000, towards up to 40% of project costs.

### 3 STRATEGIC PROGRAMMES

#### 3.1 Future High Streets Fund

- 3.1.1 Delivery against the £13.7 million award from the Future High Streets Fund is proceeding as planned, with delivery of the projects – which include the new covered market, Heritage Centre, library relocation and partial residential redevelopment of The Conge being undertaken by the Project Management Office under approved governance structures.

#### 3.2 Town Deal

- 3.2.1 Head of Terms for a £20.1 million award were signed in March 2021. The development of Treasury *Green Book* compliant full business cases for the nine Immediate Investment Priorities agreed by the Town Board is underway and ongoing. Amion Consulting – who worked on the Council's successful Future High Streets full business case – have been appointed to develop these materials, which now exist in the form of third drafts.
- 3.2.2 Amion has worked directly with lead officers to assemble the data and analysis required to set out a strategic, economic, commercial, financial and management case for each of the nine interventions summarised, below, according to strict Treasury *Green Book* specifications. All full business cases will need to be reviewed and signed-off by the relevant committee, Town Board and Section 151 Officer and summaries sent to Government before 24 March 2022.
- **A new operations and maintenance (O&M) campus and incubator** on the Great Yarmouth Enterprise Zone and Energy Park, unlocking and enabling further inward investment by the energy sector and providing a low-risk local base for energy sector start-ups, relocations and growing businesses (Town Deal allocation: £3,950,000);
  - **Land assembly for the strategic regeneration of North Quay** as a vibrant new mixed-use waterfront quarter, unlocking and de-risking private sector regeneration and redevelopment of a key, underutilised gateway site (Town Deal allocation: £2,600,000);
  - **A new Great Yarmouth University Learning Centre (GYULC)** providing an enhanced route to economic activity and growth, enhancing skills capacity and economic/social inclusion for residents and addressing skills requirements of local growth sectors and employers (Town Deal allocation: £7,463,947);
  - **Restoration and commercial repurposing of the iconic Winter Gardens** as a year-round seafront attraction, capitalising on a key heritage asset to service new market segments, broadening the leisure offer for residents and visitors and enhancing the resilience of the visitor economy (Town Deal allocation: £4,075,000);
  - **The restoration and sustainable repurposing of vacant historic buildings;** selective enhancement of key heritage assets to support culture and tourism and drive wider local regeneration (Town Deal allocation: £626,000);
  - **The restoration and adaptation of the historic Ice House** as a National Centre for Arts and Circus, building cultural capacity and consolidating the Town's reputation as the UK's capital of circus, tied into local providers and curriculum of the proposed GYULC (Town Deal allocation: £450,000);
  - **Public wayfinding and sustainable connectivity;** selective enhancement of wayfinding, triangulation, environmental quality and functional coherence in the public realm to drive permeability and footfall (Town Deal allocation: £594,953);
  - **Physical enhancements to the rail station gateway** as a key point of entry for residents, visitors and commuters, capitalising on recent improvements to rail services to improve a



key commuter/visitor gateway to enhance physical connectivity and green transport (Town Deal allocation: £150,000);

- **Smart Deployment of enhanced digital and connectivity infrastructure**, enabling digital transformation across enterprise, skills and education, green initiatives and sustainable travel to enhance the visitor experience and reduce digital exclusion (Town Deal allocation: £190,100).

### 3.3 UK Community Renewal Fund (UKCRF)

- 3.3.1 As noted in Section 2.5, A CRF application for £1,137,925 was submitted in May 2021, bringing together a multi-agency partnership to deliver *OpportunityGY*, comprising skills providers, colleges and universities, projects and strategic partners was quickly convened and established as a new Great Yarmouth Skills Taskforce to coordinate the development of new interventions to improve access to and enhance the visibility/uptake of numerous local learning/upskilling/reskilling interventions to a) maximise social inclusion and the accessibility of local opportunities, and b) ensure that the jobs that employers need to fill are aligned to pathways for residents to access them.
- 3.3.2 Whilst that application was ultimately unsuccessful, funding for a smaller joint application for the *Enabling Self Employment in Norfolk* project was announced on 3 November 2021.

### 3.4 UK Levelling Up Fund (LUF)

- 3.4.1 The competitive, capital-only Levelling Up Fund (LUF) was announced at the 2020 Spending Review, with an initial £4 billion committed for England up to 2024-25. A March 2021 prospectus set out the approach for the first round of the Fund, for single bids and *package bids* (of up to 3 complementary projects representing a coherent set of interventions) for 'shovel-ready' capital projects with at least some LUF expenditure in 2021-22 and completing by the end of March 2024 (or, exceptionally, into 2024-25 for larger schemes).
- 3.4.2 Whilst the Fund is open to every local area, it is intended to support investment in places 'where it can make the biggest difference to everyday life', including ex-industrial areas, deprived towns and – critically – coastal communities.
- 3.4.3 The Government also published an index of priority places for the Fund, assessed thematically by *economic recovery and growth* (the key indicators being productivity/GVA, unemployment, skills), *improved transport connectivity* (the key indicators effectively being average journey times) and *regeneration* (the key indicators being commercial and residential vacancy rates). Great Yarmouth and King's Lynn & West Norfolk are the only two Category 1 (highest priority) places in Norfolk.
- 3.4.4 The Government intends to publish a Levelling Up White Paper in January 2022 and that 'lessons learned' from Round 1 are currently being captured and integrated into a draft prospectus and process for Round 2, which are expected to be published in Spring 2022. There are, therefore, no specific Round 2 launch date or submission deadline, although it's assumed that this is likely to fall around Easter.
- 3.4.5 It is understood that £125,000 revenue capacity funding will be made available to all eligible Category 1 local authorities to develop their bids for subsequent rounds of the Levelling Up Fund. The Round 2 Levelling Up Fund application form will undoubtedly set out a series of requests for information, data and analysis that can be used by bidders and by government to

assess the economic case for specific bids, and to obtain an overall assessment of value for money.

- 3.4.6 Senior officers are currently developing a proposed bidding strategy in relation to a GYBC submission in Round 2, noting that applications to LUF will be appraised and considered at the bid level rather than as individual projects; if there are weaknesses in one or more of the component projects, this will adversely impact the overall score of the bid.

#### **4 FINANCIAL IMPLICATIONS**

- 4.1 The Council was allocated circa £2.9 million for support to businesses under the Additional Restrictions Grant (ARG) programme. Start-up Loan scheme, Recovery and Growth and Go Digital schemes are all within the allocated budgets with no overspend forecasted.
- 4.2 In December 2021, the Government announced additional Omicron-related funding for councils. The Borough has been allocated £4.6m Omicron Hospitality & Leisure Grant scheme (OHLG) funding to be distributed to applicable business-rated enterprises. In addition, £121,000 has been allocated top-up the existing ARG award. At the time of writing, the distribution mechanisms and focus of this funding are being determined. Future reports to the Committee will include updates on these new schemes.

#### **5 RISK IMPLICATIONS**

- 5.1 The biggest risk at present is the impact of the Pandemic on the economy. Whilst this has affected the company as a whole, the impact in Great Yarmouth has been – and probably will be – amplified by the susceptibility of key employers and industries to ongoing disruption, such as the supply of materials/labour and the distribution of goods to markets.
- 5.2 Officers and partners are working hard to deliver support for the economy in line with the objectives in the Council's *Pathway to Recovery* plan and the New Anglia Economic Recovery Plan. There is, however, a risk that an already fragile economy will be further damaged by future waves and resulting restrictions to trade and impact upon public health.
- 5.3 This may constrain or refocus the nature of business support – which must remain responsive - and could affect the successful realisation of the outcomes set out in the Economic Growth Strategy and Action Plan.

#### **6 CONCLUSIONS**

- 6.1 This Report presents to members and officers progress against the Economic Growth Strategy Delivery Plan and *Pathway to Recovery* plan since the preceding committee meeting on 13 September 2021.
- 6.2 Progress continues to be made in the expansion of business support delivery, key strategic programmes and in key areas, such as skills and employability. The monitoring of and reporting against grant schemes and business interactions has also been enhanced, alongside more formalised business and stakeholder dialogue to capture and integrate intelligence relating to both the local economy and individual businesses.

#### **7 BACKGROUND PAPERS**

- Annex A: Economic Growth Strategy Delivery Plan
- Annex B: Recovery Progress Report
- Annex C: Council Grants Summary Report

Area for consideration	Comment
Monitoring Officer Consultation:	As part of the ELT process
Section 151 Officer Consultation:	Prior to the drafting of the paper, including discussions on the wider business support proposals.
Existing Council Policies:	Great Yarmouth's <i>Pathway to Recovery</i> normalisation and recovery plan Great Yarmouth Economic Growth Strategy
Financial Implications:	As outlined in the Report
Legal Implications (including human rights):	None
Risk Implications:	As identified in report
Equality Issues/EQIA:	None
Crime & Disorder:	None
Every Child Matters:	Not applicable



# 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		Future High Streets		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"> <li>• Coherence and recognition of local capacity/capability</li> <li>• Maximising our visibility to Government/investors</li> <li>• Enabling us to compete more effectively for inward investment in national/international markets</li> </ul>	<ul style="list-style-type: none"> <li>• The branding and associated collateral for the new GENERATE brand are complete</li> <li>• A new Marketing Strategy and Sector Prospectus are complete</li> <li>• Innovative Projects Funding for this activity ceased in September 2021</li> <li>• An exit/succession strategy has been developed to provide ongoing coordination/delivery of the strategy and strategic custodianship of the brand until March 2023</li> <li>• Successful attendance at Global offshore wind has resulted in 13 potential inward investment leads into the borough with 88 new individual contacts made in to Generate.</li> <li>• The PR contract has been awarded to cover January 2022 – January 2023.</li> </ul>	✓	✓	✓				✓		
1.2	Develop an offshore O&M Campus on South Denes	<ul style="list-style-type: none"> <li>• Completion O&amp;M campus enabling works</li> <li>• Continued development of the South Denes and Great Yarmouth energy cluster as a centre of excellence</li> </ul>	<ul style="list-style-type: none"> <li>• Demolition has now been completed.</li> <li>• Planning decision due mid-November</li> <li>• Construction procurement returns due to return</li> </ul>		✓	✓	✓			✓		✓

		<ul style="list-style-type: none"> <li>Direct inward investment by the offshore renewables sector</li> </ul>	<ul style="list-style-type: none"> <li>Marine Management Organisation (MMO) licence received for marine site investigation</li> <li>Further work on-going for MMO construction licence</li> <li>Award of Construction contract due early January 2022</li> <li>Planning permission has been granted</li> </ul>										
1.3	Develop business conferencing and incubation facilities:	<ul style="list-style-type: none"> <li>Creation of a flexible and collaborative workspace with wrap around support for small and early-stage businesses within the offshore energy supply chain</li> </ul>	<ul style="list-style-type: none"> <li>Stage 1 Feasibility Report has been completed</li> <li>£3.95m earmarked through Town Deal, with Full Business Case draft to be completed by January 2022 and a summary sent to Gov in March 2022.</li> <li>WSP commissioned to update feasibility report to reflect post Covid-19 business climate for 80/20 (workshop/office split), and to update economic model based on finding coming from Town Deal rather than borrowing. This work is being fed into work being carried out by Amion on the business case</li> </ul>	✓		✓	✓		✓	✓		✓	
1.4	Extend the Beacon Park Enterprise Zone	<ul style="list-style-type: none"> <li>Inward investment and construction projects unlocked</li> <li>Uplift in Business Rates revenue retention to match-fund future projects and programmes</li> </ul>	<ul style="list-style-type: none"> <li>Ongoing discussions with the LEP and strategic stakeholders</li> <li>Allocated in the Local Plan Part 2</li> <li>Included as one of ten <i>Wider Investment Ambitions</i> in the wider Town Deal narrative and Town Investment Plan but Town Deal funding not sought due to outstanding issues around costs and deliverability in the short-term</li> </ul>		✓		✓		✓	✓			
1.5	Southern Terminal Expansion programme	<ul style="list-style-type: none"> <li>Increased trade being undertaken via the port</li> <li>Development of South Denes as a centre of excellence</li> <li>Improved / strengthened flood defences</li> </ul>	<ul style="list-style-type: none"> <li>Masterplan and feasibility report being completed by WSP and engagement with stakeholders</li> <li>A five-year £40m flood defence scheme is being delivered by the Environment Agency along the River Yare with ongoing</li> </ul>	✓		✓			✓	✓		✓	

		<ul style="list-style-type: none"> <li>Development of a centre of excellence for shallow water decommissioning</li> </ul>	<p>discussions with the Environment Agency on future phases; <i>Epoch 3</i></p> <ul style="list-style-type: none"> <li>The region's only freeport bid – Freeport East, comprising Felixstowe and Harwich – was submitted in January 2021</li> <li>Freeport East was subsequently announced as one of eight new freeports during a budget speech in the House of Commons on 3 March 2021.</li> <li>Ongoing discussion with Peel Ports and other stakeholders – including operators – about expanding cruise ship utilisation of the Port to drive tourism in the Borough and beyond</li> </ul>										
1.6	Provide businesses support, guidance, and profile exposure via the Enterprise GY service	<ul style="list-style-type: none"> <li>Evidence base and intelligence (Borough Profile)</li> <li>More economically viable start-up businesses</li> <li>Improved business survival rate</li> <li>Maximised business funding take-up</li> <li>Increased support and profile of local home-grown businesses</li> </ul>	<ul style="list-style-type: none"> <li>Current focus has been on supporting the delivery of Great Yarmouth's Pathway to Recovery normalisation and recovery plan and – in particular – the design and implement systems and oversight of delegated grant schemes; between 24 March 2020 and 21 December 2021, awards were made to local enterprises, totalling £2,876,227.00</li> <li>An additional £548,632 has been allocated to support the Wider Business Support scheme</li> <li>Regular business networking/workshop sessions have continued to grow with pace with a plethora of events delivered and scheduled</li> <li>Advisors continue to support the New East Coast Manufacturing Group, in partnership with East Suffolk Council and New Anglia Advanced Manufacturing &amp; Engineering (NAAME)</li> <li>Officers promoting and enable self-employment as a route to economic inclusion to gap-fill the New Anglia Growth Programme, whose current EU-</li> </ul>	✓	✓	✓	✓	✓		✓			










			<p>funding concluded in 2021 Q4; Direct engagement in the County/LEP <i>C-Care</i> project, which provides some start-up support</p> <ul style="list-style-type: none"><li>• Partner in the LEP’s UK CRF application; a pilot-within-a-pilot for the Borough, providing some additional local resource.</li><li>• Planning for pop-up/meanwhile enterprise hub within the Town Centre in partnership with the Town Centre Partnership (TCP) and Norfolk Chamber of Commerce has started and awaits confirmation of funding.</li></ul>									
1.7	Working in partnership to develop improve road physical connectivity and enhanced gateways to the Town	<ul style="list-style-type: none"><li>• Dualled Acle Straight / A47</li><li>• Improvement to Vauxhall, Gapton and Harfreys roundabouts</li><li>• Great Yarmouth Third River Crossing</li><li>• Improvements in physical connectivity</li></ul>	<ul style="list-style-type: none"><li>• A47 Alliance has assigned dualling of the Acle Straight top priority status</li><li>• Vauxhall roundabout improvements are being progressed</li><li>• Work on the Third River Crossing has commenced with completion expected in early 2023</li><li>• A £150K programme of physical improvements to the rail station has been earmarked through the Town Deal</li><li>• A Local Cycling and Walking Infrastructure Plan (LCWIP) has been produced, with two improved pedestrian/cycle thoroughfares proposed; this has not been included in the Town Deal programme, but alternative funding is being investigated</li></ul>	✓	✓			✓	✓	✓	✓	✓



## 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

### Corporate Plan 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"><li>• Redevelopment of the historic Market Place</li><li>• Improved footfall and pedestrian permeability</li></ul>	<ul style="list-style-type: none"><li>• Planning consent granted and work underway on the Market Place redevelopment with a project end date of spring / summer 2022; a key part of the Council’s successful £13.7m Future High Streets programme</li><li>• £594,953 for public wayfinding and sustainable connectivity has been earmarked through the Town Deal</li><li>• Library relocation project contuse at pace with timeframe.</li><li>• Feasibility study for 37 -39 Market place at RIBA stage 3.</li></ul>	✓	✓			✓	✓	✓	✓	✓
2.2	Develop and deliver a mixed use (residential and commercial) scheme on the Conge:	<ul style="list-style-type: none"><li>• Enhancement of The Conge as a gateway to the Town</li><li>• Increased residential density and demand for goods/services within the Town Centre</li><li>• Gateway for the Great Yarmouth Town Centre established as important community hub</li></ul>	<ul style="list-style-type: none"><li>• Outline plans have been submitted and agreed for a new residential quarter on this edge-of-centre location</li><li>• P&amp;R Committee has agreed to focus Future High Streets funding on more oven-ready projects, with Phase I (the southern part of the site) included in the Future High Streets programme</li><li>• Progress has been made in seeking a Strategic Development Partner and new funding/co-investment.</li></ul>						✓		✓	✓










2.3	Complete strategic regeneration of Hall Quay and North Quay:	<ul style="list-style-type: none"> <li>• Enhancement of North Quay as a gateway to the Town</li> <li>• Enhancement of Hall Quay</li> <li>• Reduction in local vacancy rates in buildings</li> </ul>	<ul style="list-style-type: none"> <li>• Local funding committed for North Quay strategic regeneration, including land assembly and ongoing engagement with key stakeholders</li> <li>• The North Quay Supplementary Planning Document was adopted in July 2020</li> <li>• £2.6 million for strategic land assembly at North Quay has been earmarked through the Town Deal</li> <li>• Soft market testing for the tendering of consultancy services is underway.</li> <li>• Hall Quay Supplementary Planning Document has been adopted.</li> <li>• Hall Quay Supplementary Planning Document (SPD) was adopted by the Council in July 2019. Public consultation was undertaken with businesses/property owners in December 2019 regarding public realm improvements. Further consideration of public realm improvements around Hall Quay will be reviewed following the completion of the Great Yarmouth Third River Crossing, anticipated in 2023</li> </ul>				✓	✓				✓
2.4	Deliver a successful Heritage Action Zone: programme of investment	<ul style="list-style-type: none"> <li>• Enhancing the town centre conservation area through a series of interventions and projects for all residents and visitors.</li> <li>• Safeguarding of local historical and heritage assets</li> <li>• Consolidation of sense-of-place.</li> </ul>	<ul style="list-style-type: none"> <li>• Shop fronts improvement delegated grants scheme and restoration of: Town Wall; St. Nicholas School railings, Market Rows; No.6 Market Place. The grant scheme was launched alongside other restoration projects in late 2020 as part of High Streets Heritage Action Zones (HAZ) programme</li> <li>• Market Place landscaping/planting has been included in interventions within the HAZ programme</li> <li>• Project posts have been filled and delivery is underway</li> </ul>	✓		✓	✓	✓				

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"> <li>• Electric Vehicle charging points (EVCPs)</li> <li>• Tourism apps</li> <li>• Cashless parking</li> <li>• Digital payments</li> <li>• 4G / 5G provision</li> <li>• E-Scooter</li> </ul>	<ul style="list-style-type: none"> <li>• 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).</li> <li>• 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</li> <li>• £190K for digitalisation has been earmarked through the Town Deal</li> </ul>	✓	✓		✓	✓	✓	✓	✓	✓
2.6	Unlock inward investment and commercial growth opportunities	<ul style="list-style-type: none"> <li>• Expansion of existing businesses</li> <li>• Facilitation and attraction of new businesses from inward investment enquiries</li> <li>• Increased commercial planning applications</li> </ul>	<ul style="list-style-type: none"> <li>• Total LEP funding of £759,193 was awarded to GY businesses over the period April 2020 to October 2021, inclusive, with £4045,021 private sector co-investment realised.</li> <li>• Uptake of the three smaller, COVID-specific schemes in 2021 Q1 was low, with £47,850 awarded to local businesses</li> <li>• Officer facilitation in relation to specific high-value inward investment prospects is ongoing</li> </ul>	✓	✓	✓		✓	✓	✓		

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

### Corporate Plan 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










	Aim	Outcome	Progress	Cross Cutting Themes								
												
3.1	Develop a strategic approach to improving skills and provide careers pathways	<ul style="list-style-type: none"> <li>• Improved employment opportunities for residents</li> <li>• Diversification and increased resilience of the local economy</li> <li>• Improved median wage levels in Great Yarmouth</li> <li>• Increased number of local people accessing better-paid work</li> </ul>	<ul style="list-style-type: none"> <li>• Partnership work is ongoing to deliver on social mobility and meeting the current and projected needs of both key employers and local residents as part of the wider development of a Borough-level Inclusive Growth Strategy</li> <li>• GYBC was lead applicant in an unsuccessful £1.14 million UK CRF application, a final funding decision from <i>OpportunityGY</i> would have convened a new multi-agency Great Yarmouth Skills Taskforce to improve access to and enhance the visibility/uptake of numerous local learning/upskilling/reskilling interventions to a) maximise social/economic inclusion and the accessibility of local opportunities, and b) ensure that the jobs that employers need to fill are aligned to pathways for residents to access</li> <li>• The Taskforce will not be disbanded, and officers are discussing options to progress certain elements of the bid in partnership with other districts – as well as reaching</li> </ul>		✓	✓	✓		✓	✓	✓	

			out to successful applicants of skills-focussed projects to ensure coverage locally									
3.2	Explore opportunities with partners to establish a greater HE presence within the Borough	<ul style="list-style-type: none"> <li>Secure long-term higher skills development that raises aspiration and increases opportunities</li> <li>increased resilience of the local economy.</li> <li>retain and attract younger and higher skilled people to work and live in the Borough.</li> <li>A vibrant local job market</li> </ul>	<ul style="list-style-type: none"> <li>£7.46m Town Deal funding has been earmarked through Town Deal to establish a new Great Yarmouth University Learning Centre (GYULC) in the Town Centre, working with the UEA, East Coast College, the University of Suffolk and Norfolk County Council</li> </ul>	✓	✓	✓	✓			✓		✓

## 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"> <li>• Improved health, wellbeing and increased physical activity by the Boroughs residents.</li> <li>• Further regeneration of the seafront unlocked.</li> <li>• A thriving visitor economy with an extended season beyond the peak summer period.</li> </ul>	<ul style="list-style-type: none"> <li>• Successful applications to the Norfolk Business Rates Pool (BRP), the Accelerated Capital Projects Fund and Sport England</li> <li>• External works have now been completed and a topping out ceremony was covered in the local press.</li> <li>• Fabrication works have commenced both internally and externally.</li> </ul>	✓				✓	✓			
4.2	Restore and repurpose the Winter Gardens	<ul style="list-style-type: none"> <li>• Heritage asset restored</li> <li>• Sustainable business developed</li> <li>• Further regeneration of the seafront unlocked.</li> <li>• Growth in the evening economy.</li> <li>• Expanded year-round tourism and cultural offer.</li> </ul>	<ul style="list-style-type: none"> <li>• Successful application to the Norfolk Business Rates Pool (BRP)</li> <li>• 10 October 2021 saw permissions to commence the project received through NLHF Heritage Horizons Programme</li> <li>• £9.9M was awarded by NLHF on the 2 July.</li> <li>• There is ongoing dialogue with commercial preferred operator</li> <li>• The project is also one of nine Immediate Investment Priorities for which Town Deal Full Business Cases are currently being developed</li> </ul>	✓		✓	✓	✓	✓	✓		✓

4.3	Provide a cultural heritage centre in the Town Centre	<ul style="list-style-type: none"> <li>• Vibrant Town Centre</li> <li>• Great Yarmouth Town Centre established as important community hub</li> <li>• A thriving visitor economy with an extended season</li> <li>• Enhanced cultural place-making,</li> <li>• Growth in the evening economy</li> </ul>	<ul style="list-style-type: none"> <li>• GYPT has purchased 14 King Street,</li> <li>• GYPT undertaken fully measured survey</li> <li>• Plans now in development for conversion and sustainable reuse,</li> <li>• No. 14 has reached RIBA Stage 3</li> <li>• The project is a key part of the Council's successful £13.7m Future High Streets Fund submission</li> </ul>						✓		✓	
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Acronym List	
<p><i>GYBC – Great Yarmouth Borough Council</i></p> <p><i>GYTABIA - Great Yarmouth Tourism &amp; 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>

# Recovery Progress Report, 19 October 2021

New Anglia LEP's *Covid-19 Economic Recovery Restart Plan* and Great Yarmouth's *Pathway to Recovery* normalisation and recovery plan both provide an operational framework for Coronavirus response and recovery. Four themes are set out under the *economy* theme of the Great Yarmouth document, progress against each of which is set out under the relevant heading from that document.

## 1. Business support: assembling intelligence and analysis on the Pandemic's impact; maximising local uptake of the grants, reliefs and support available; providing business support/advice; building Council capacity through new funding opportunities

Assembling intelligence and analysis on the Pandemic's impact	RESPOND	→	ADAPT	→	INNOVATE
GYBC led local business impact surveying between April and June 2020 on behalf of the Borough, South Norfolk and Broadland. From mid-January to April 2021, it led surveying on behalf of all the Norfolk districts with the exception of Breckland in order to provide primary, local evidence. Headline analyses are shared with other Councils, the LEP and internal interests, including funding bids in order to inform policy formulation and strategic decision making. These data are synthesised with third party intelligence/analyses – for example, Universal Credit starts by age and gender, which provide a useful indicator for economic hardship attributable to the Pandemic.	●		●		
Officers continue to collate/integrate contemporary LEP-level and national intelligence from the Bank of England, OECD, PwC and others, to assess the current/projected impact of the Pandemic. Officers continue to attend and contribute to weekly Recovery Meetings with the other Norfolk local authorities to share intelligence and align best practice.	●		●		
Maximising local uptake of the grants, reliefs and support available	RESPOND	→	ADAPT	→	INNOVATE
Officers continue to design and implement systems and oversight to receive, manage and locally-administer national government business grant funding, providing underwriting, due diligence and eligibility checks. Between 24 March 2020 and 21 December 2021, 11,718 grant awards were made to local enterprises, totalling £63,876,781.	●		●		
Officers have worked with New Anglia LEP and the County Council to priorities and engage local enterprises (by sector, operational sensitivity, supply chain, proximity of workers etc.) to support with workplace Lateral Flow Testing in support of business continuity/resilience.			●		
Officers are signposting businesses to the LEP's grant schemes, including the, Growing Business Fund, Business Resilience & Recovery Scheme and the Visitor Economy and Wider Economy Grant Scheme. Total LEP funding of £759,163 was awarded to GY businesses over the period April 2020 to September 2021, inclusive, with £4,045,021 private sector co-investment committed. Uptake of the three smaller, COVID-specific schemes in 2021 Q1 was low, with £47,850 awarded to local businesses – a figure dwarfed by Council-distributed aid.			●		●
Advisors continue to promote the Go Digital Initiative, Start up Loan support with additional financial support for businesses within the borough having been made available from ARG funds.					●
Providing business support/advice	RESPOND	→	ADAPT	→	INNOVATE
Enterprise support is being delivered through both EnterpriseGY and the New Anglia Growth Hub, which is the Government-backed <i>one-stop</i> portal for businesses. Call handling is undertaken by both the Growth Hub and by Council officers. 9,000+ calls were made by officers to actively seek out eligible businesses that hadn't claimed Council-administered financial support.	●				
There is ongoing collation, syndication and dissemination of information, updates and news through the website social media channels, regular e-shots and Council Comms channels to reinforce official Coronavirus messaging, signpost to EnterpriseGY and third-party events and resources, provide links to local job opportunities etc.	●				●
Officers have now re-established – <i>virtually</i> , at least – regular business networking/workshop sessions in partnership, wherever appropriate, including the new East Coast Manufacturing Group, in partnership with East Suffolk Council and New Anglia Advanced Manufacturing & Engineering (NAAME).			●		●
Officers continue to develop/curate resources to promote and enable self-employment as a route to economic inclusion to gap-fill the New Anglia Growth Programme, whose current EU-funding concluded in 2020. Officers are engaging directly in the County/LEP <i>C-Care</i> project, which provides some start-up support.			●		●

Commented [VM1]: Awaiting confirmation from LS

Commented [VM2]: Awaiting figures from LEP



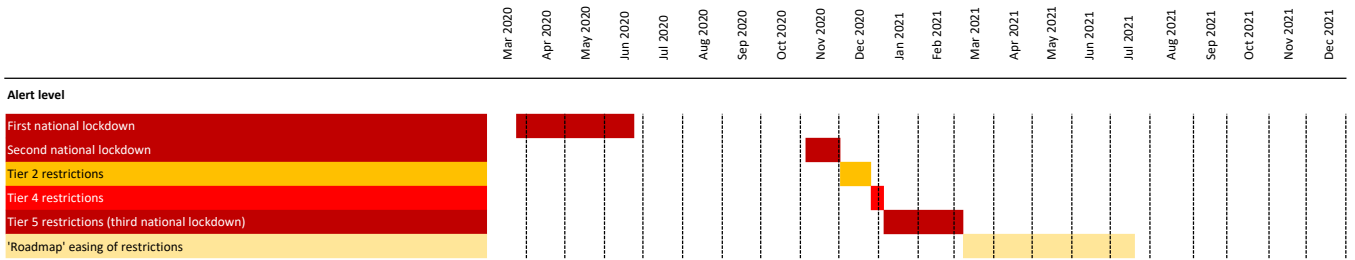
The Council is a formal partner in the LEP's <i>UK Community Renewal Fund</i> application to Government, having argued for a <i>pilot-within-a-pilot</i> for the Borough, on the basis of Great Yarmouth's specific challenges around entrepreneurialism and economic/social inclusion. If this had been successful, it would have provided some additional local resource.		●	●
Officers will promote the <i>New Enterprise Allowance</i> (NEA) scheme to help unemployed people start their own business through mentoring and financial support to smooth the transition from welfare to self-employment.		●	●
There is ongoing streamlining of cross-referral processes relating to the provision of business support between the Council and external providers, such as New Anglia LEP and Norfolk Chambers of Commerce.			●
Plans to implement a pop-up/meanwhile enterprise hub within the Town Centre through a joint County/LEP/GYBC <i>UK Community Renewal Fund</i> application are being developed. These will involve the temporary occupation of vacant commercial premises to provide a visible, accessible business advisor presence, with drop-ins, desk-space and meeting space. A collaborative approach has been agreed with the Town Centre Partnership (TCP) and Norfolk Chamber of Commerce, that would see the TCP co-investing and the co-location of enterprise support staff from GYBC, the Chamber, the TCP and – subject to agreement – New Anglia Growth Hub.			●
Officers have established a programme of direct enterprise outreach to establish an ongoing dialogue and virtual fora with representative local businesses, providing a local sounding board for the Council, utilising a range of appropriate formats such as regular e-shots to enterprises on a cleansed CRM database.			●
The Economic Reference Group continues to meet with an agreed schedule for 2022, the group sees a number of key local businesses, strategic stakeholders, and delivery partners come together bimonthly (virtually). This forum provides a structured, inclusive and collaborative approach to local economic growth, wherein Council officers, strategic stakeholders and the wider business community can discuss and consult on issues of relevance, maintain an active and ongoing dialogue and share intelligence, data and insights that contribute to a better and/or more complete collective understanding of opportunities and challenges, gaps in business support provision and barriers to sustainable growth in respect of the local economy.			●
The Economic Growth team is promoting the New Anglia Peer Network Programme, part of a national peer-to-peer networking programme for SME leaders that want to grow and develop their organisation for future success, with group session time and one-to-one sessions with a business coach. It is also promoting the new <i>Norfolk Knowledge Hub</i> , which has recently been established by Norfolk Chambers of Commerce and Norfolk County Council as a free-to-view online business support and learning space to support local businesses recover and thrive.			●
Officers continue to overhaul, streamline and update the business support and economic development webpages to curate – and provide where necessary – a library of practical business growth and recovery webinars, clinics/workshops, tools and other one-to-one and one-to-many learning assets.			●
Officers have started promoting the new <i>CHANCES</i> programme, which will work with economically inactive cohorts to move them closer to or into the labour market, increasing the pool of local talent from which businesses can recruit and increasing the skills, knowledge and capability of individual residents.			●
<b>Building Council capacity through new funding opportunities</b>	RESPOND →	ADAPT →	INNOVATE
The re-constituted Economic Growth Reference Group is focusing on co-operation and foster new collaborations and identify/prioritise corrective actions and interventions – i.e. new project/funding opportunities – in respect of the local economy and the objectives of the Great Yarmouth Economic Growth Strategy.		●	●
EnterpriseGY continues to provide virtual local business support and facilitation, with new fixed-term staff undertaking the processing of local delegated grant applications. New business support capacity building through the Council's new Additional Restrictions Grant (ARG) Wider Business Support allocation are at an advanced stage.		●	●
Inward Investment is developing closer working with internal Council functions, such as Property and Strategic Planning in order to provide a more seamless enquiry and processing front-end with active key-account-management, tailored 'concierge'/introductions service, integration with other 'soft landing' incentives and enquiry tracking.			●
<b>2. Sector support:</b> promotion of the Borough and local capabilities to support recovery in different scenarios; supporting the transition to a year-round visitor economy through the Culture, Tourism and Heritage Strategy; Supporting an 'all energy' recovery, including delivery of an Operations & Maintenance Campus and Energy Incubator			

Promotion of the Borough and local capabilities to support recovery in different scenarios	RESPOND	→	ADAPT	→	INNOVATE
The Council-led Offshore Renewables Competitive Positioning Programme is working alongside the All Energy Industry Council (AEIC) deploy coherent, coordinated and collectively-owned branding – <i>GENERATE</i> – to maximise our visibility to Government/investors and enable it to compete effectively in national/international markets. New branding collateral, a sector prospectus and a marketing/promotion strategy are now complete. Funding through the LEP-administered Innovative Projects Fund ceased in September 2021 and an exit/succession strategy has been developed to provide ongoing coordination/delivery of the strategy and strategic custodianship of the <i>GENERATE</i> brand, which supersedes the <i>East of England Energy Zone</i> . The exit/succession strategy was presented to the East of England Energy Zone Funding & Governance Group in August 2021 and a decision has been made to extend the contract of the Marketing manager until March 2023.			●		●
Supporting the transition to a year-round visitor economy through the Culture, Tourism and Heritage Strategy	RESPOND	→	ADAPT	→	INNOVATE
Funding was previously secured through Towns Fund <i>accelerated projects</i> provisions to provide the equipment required to deliver a coordinated Winter (2020/21) Programme of cultural interventions that responds directly to the Coronavirus challenge to animate the seafront, town and wider borough.	●		●		
Officers are reviewing the Economic Growth Action Plan on an ongoing basis to ensure sector-specific plans link to those that have been launched as part of wider recovery work – for example, the Visit East of England (VEE) and Visit Norfolk strategies for the Tourism Sector, with a Covid-19 Tourism group, coordinated by VEE and the LEP.	●		●		
Redevelopment of the new Marina Centre is continuing, despite periodic lockdowns and wider challenges facing the construction industry, such as the supply of materials and workforces.			●		
A number of initiatives are underway under the Culture, Tourism and Heritage Strategy to reflect and anticipate consumer trends and cater to new market segments in order to a) capitalise economically upon out-of-season, year-round and experiential vacationing and b) improve the local ‘offer’ to visitors and current/future residents.			●		●
A full National Heritage Lottery Fund application for co-investment in the restoration of the Winter Gardens – a key, year-round seafront attraction that will cater to new markets – was submitted in mid-February 2021 and funding of £9.9 million was subsequently secured. Additional co-financing has been allocated through the Council’s Town Deal award. Officers are involved in ongoing dialogue with the preferred commercial operator, funders and potential partners.			●		●
An unsuccessful €3.5 million bid was submitted to the Interreg France-Channel-England programme in partnership with Norwich BID, Visit Kent, Basildon Borough Council, Medway Council, Gravesham Borough Council, Louvigne du Desert / Fougères, Communauté urbaine Caen la Mer, Office de Tourisme et des Congrès de Caen-la-Mer, Ville d’Amiens, Communauté de Communes du Pays de Lumbres. The proposals picked up activity under three core themes: strategic promotion/communications; economic recovery for town centres; local tourism recovery.			●		●
An unsuccessful bid was submitted to the EXPERIENCE programme to selectively upgrade and animate borough walking trails to enable safe, year-round access to underutilised areas, challenging preconceptions about the Town and reinforcing both the coastal environment and its status as natural gateway to the Broads National Park.			●		●
Supporting an ‘all energy’ recovery, including delivery of an Operations & Maintenance Campus and Energy Incubator	RESPOND	→	ADAPT	→	INNOVATE
£6m was secured from the Getting Building Fund in Autumn 2020 to progress the Operations & Maintenance (O&M) Campus project in partnership with Norfolk County Council. An application to the Norfolk Business Rates Pool for funding of £1m was submitted on 4 February 2020. Officers are continuing to work with partners at the County and LEP to develop/deliver the project.			●		
The Council and Norfolk County Council submitted co-ordinated responses to the Freeports consultation. The region’s only freeport bid – Freeport East, comprising Felixstowe and Harwich – was submitted in January 2021 with the endorsement of New Anglia LEP. Freeport East was subsequently announced as one of eight new freeports during a budget speech in the House of Commons on 3 March 2021.			●		
£3.7m support for the Energy Incubator has been sought through a Town Deal, via the Town Investment Plan submitted in December 2020. Officers are ensuring that all strategic activity directly supports New Anglia’s Covid-19 Economic Recovery Restart Plan and emerging All Energy Industry Council Recovery Plan.			●		●
3. Employment and skills: progressing work to deliver on social mobility and meet the current and projected needs of employers and residents					
Developing local skills infrastructure	RESPOND	→	ADAPT	→	INNOVATE

Town Deal funding has been approved to establish a new Great Yarmouth University Learning Centre (GYULC) in the Town Centre, implementing an MoU agreed by GYBC, the UEA, East Coast College, the University of Suffolk and Norfolk County Council. Full Business Cases for all Town Investment Plan projects are currently being developed, with summaries submitted to Government in March 2022.		●	●
<b>Strategic social and economic mobility</b>	RESPOND → ADAPT → INNOVATE		
Enterprise GY continues to work in active partnership with the DWP / Job Centre Plus and the LEP to publicise and promote job, apprenticeship, agency and placement opportunities around the borough, including critical roles in logistics, healthcare and the food/drink supply chain.	●		
The Council is a formal participant in the Kickstart programme, brokering high quality six-month work placements for people aged 16-24 deemed at risk of long-term unemployment due to the Pandemic. The scheme launched here on 22 December 2020, with advanced planning in place to bring a Kickstart apprentice into the Inward Investment service.	●		
Ways of maximising local access to and uptake of a number of other locally available schemes are also being explored with partners, including Norfolk County Council's new <i>Employer Training Incentive Programme</i> , which will support additional training by employers to enhance productivity, efficiency or vocational effectiveness.		●	
Partnership work is ongoing to deliver on social mobility and meeting the current and projected needs of both key employers and local residents as part of the wider development of a Borough-level Inclusive Growth Strategy, recognising that Borough and LEP recovery strategies make explicit reference to skills and reskilling. This theme was picked up, explicitly, within the unsuccessful <i>OpportunityGY</i> funding application. Strategic skills/employability intervention and wider provision are relatively fragmented, reflecting the funding landscape. The navigation of this landscape by aspirant learners and those targeted by direct community outreach is complex, particularly where a series of interventions/providers are involved over longer periods, increasing the risk of failed hand-offs where progression pathways are broken and opportunities missed. Action would have benefitted both individuals and the wider community, with residents of all ages/levels of attainment able to navigate – and be supported – through interventions/providers into positive employment outcomes, directly addressing key local challenges. This innovative approach draws directly upon the work of key learning from the LGA Skills Taskforce at a national level, applying the place-based model advocated to coordinate and integrate policy/provision at a local level. Despite the adverse funding outcome, the Taskforce will not be disbanded at this stage.		●	●
<b>4. Reopening the high streets: fostering safe, resilient, accessible and sustainable retail environments</b>			
<b>Fostering safe and accessible high streets and commercial centres</b>	RESPOND → ADAPT → INNOVATE		
Where business closure/opening protocols are not followed, enforcement protocols have been put in place and, where necessary, prohibition notices issued by Council officers, working alongside other agencies.	●		
A range of measures in including ERDF-funded street signage, planters and public realm adaptation schemes were previously introduced to embed social distancing and safe pedestrian flow in high streets and enable foodservice businesses to increase trading opportunities. Measures are adjusted as legislation changes or new opportunities arise.	●		
There is ongoing 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 implement and reinforce evolving safe trading guidance – e.g., the wearing of face masks in internal retail spaces.	●		
The Council was awarded a small amount of BEIS funding to capture case studies and best practice on the dissemination of Coronavirus messaging for businesses through local authorities, the LEP and other key stakeholders and a three month-post was been contracted to undertake this work in 2021 Q1. The recommendations arising from this work have been reviewed and implemented as appropriate and shared with relevant parties, e.g., GYTABIA.		●	●
<b>Fostering resilient and sustainable high streets and commercial centres</b>	RESPOND → ADAPT → INNOVATE		
All strategic capital programmes continue to be challenged against a) the current and projected impact of the Coronavirus pandemic, including deliverability, co-financing and likely short- and longer-term structural changes in the economy, comprising interconnected programmes to accelerate the improvements in local social and economic health.	●		
The Council is exploring options to extend Norfolk County Council's <i>GoDigital</i> programme to guarantee places for local businesses using funds allocated through its Additional Restrictions Grant (ARG) Wider Business Support allocation – addressing an ongoing need to support commercial/retail digitalisation beyond the Pandemic, reflecting longer-term shifts in consumer tastes, habits and expectations. These initiatives encompass aspects like ecommerce, electronic payments, click-and-collect and online marketing.	●	●	

Increased digitalisation and the migration of retail and other services online will enable more high street and independent businesses to continue to trade and gear up for recovery. A £190K programme of enhanced digital and connectivity infrastructure) has been set out as an Immediate Priority Investment in the Town Investment Plan.	●	●	●
A Local Cycling and Walking Infrastructure Plan (LCWIP) has been produced, with two improved pedestrian/cycle thoroughfares proposed in the Town Investment Plan to change perceptions to establish and reinforce safer new travel <i>behaviour</i> patterns. Whilst these were included in the package of Immediate Investment Priorities approved by the Government as part of the Town Investment Plan, a Town Board-led prioritisation exercise de-committed Town Deal funding. Alternative sources of funding will be sought through alternative programmes, such as the upcoming Levelling Up Fund and UK Shared Prosperity Fund.		●	
Both the Future High Street and Town Deal programmes embed digitalisation and other interventions designed to reimagine, recalibrate and future-proof the Town Centre by fostering and supporting the conditions for lively, vibrant and inclusive confluence of enterprises, communities and social/cultural activity.		●	●

# Great Yarmouth Borough Council Grant Schemes Summary Report, 12 January 2022



Grant scheme	Payments made	No. beneficiaries	
SBGF	£19,040,000	1904	
RHLF	£12,530,000	917	
DGS	£1,710,000	201	
ARG I	£69,855	105	
ARG II	£275,000	171	
ARG III	£1,425,000	240	
ARG IV	£771,250	128	
ARG V	£276,510	137	
ARG 'Expression of Interest'	£58,612	3	
LRS (Open)	£399,149	401	
LRS (Closed)	£2,228,840	1502	
LRS (Closed) addendum I: Tier 2	£61,737	49	
LRS (Closed) addendum II: Tier 4	£790,896	1493	
LRS (Closed) addendum III	£6,814,187	1497	
LRS (Sector)	£5,000	2	
CBLP	£6,629,000	1490	
CSP	£77,000	77	
Restart Grants	£10,714,745	1,401	
WBS: Recovery & Growth Grant	£75,261	17	
WBS: Start-Up Grant	£6,288	6	

**TOTALS** **£63,958,330** **11,741**

Grant scheme details	Who is eligible	Amount of grant available
<b>SBGF (This scheme closed on 30 September 2020)</b>		
Small Business Grant Fund	Small businesses that are experiencing financial hardship, as a result of the pandemic.	A one-off grant of £10,000
<b>RHLF (This scheme closed on 30 September 2020)</b>		
Retail, Hospitality and Leisure Fund	Supporting ongoing business costs for businesses in the retail, hospitality and leisure sectors.	A cash grant of up to £25,000 per property (with a rateable value of over £15,000 and less than £51,000)
<b>DGS (This scheme closed on 30 September 2020)</b>		
Discretionary Grant Scheme (Great Yarmouth)	Support for businesses that have ongoing fixed property overheads that were trading on 11 March 2020 and able to provide evidence of a significant fall in income as a result of the pandemic.	Grants of either £2,000, £5,000 or £10,000, with one grant award per business.
<b>ARG I (This scheme closed on 18 January 2021)</b>		
Additional Restrictions Grant	Two categories of business not eligible for LRS.  Category 1: businesses that had to close and do not pay Business Rates  Category 2: businesses that remained open and trading but suffered drop in turnover of more than 25% compared to same period in the previous year	Category 1: fixed premises costs of <£1,500/month - £500 fixed premises costs of >£1,500/month - £1,500  Category 2: Rateable Value of £15,000 or under - £667 Rateable Value of £15,001 to £50,999 - £1,000 Rateable Value of £51,000 or over - £1,500

<b>ARG II (This scheme closed on 18 January 2021)</b>		
Additional Restrictions Grant top-up	ARG top-up for specific types of businesses that have received LRS or ARG support that can provide evidence of a loss of trade as a result of the pandemic: pubs, restaurants, café, hotels, B&Bs and their supply chains.	Non-business-rated - £667 Rateable Value of £15,000 or under - £667 Rateable Value of £15,001 to £50,999 - £1,000 Rateable Value of £51,000 or over - £1,500
<b>ARG III (This scheme closed on 24 March 2021)</b>		
Additional Restrictions Grant top-up	Four eligible categories.  Category 1A: non-rated business properties told to close Category 1B: rated and non-rated business properties not told to close that supply the hospitality sector Category 1C: businesses that operate from home Category 1D: hospitality top-up for those qualifying for Category 1A, January LRS scheme or CBLP	Category 1A Category 1A - £4,000 Category 1B - £2,000 (non-rated) or £4,000 (rated) Category 1C - £2,000 Category 1D - £2,000 (non-rated) or £4,000 (rated) Category 1D Top Up - £3,500 (non-rated) or £7,000 (rated)
<b>ARG IV (This scheme closed on 30 April 2021)</b>		
Additional Restrictions Grant top-up	Five eligible categories.  Category 4A: business rated hospitality Category 4B: non business rated hospitality Category 4C: non business rated non-essential retail with fixed ongoing building costs Category 4D: business rated independent garages Category 4E: market traders	Category 4A Category 1A - £7,500 Category 4B - £3,750 Category 4C - £4,000 Category 4D - £7,500 Category 4E - £1,000 (2 day trader) or £4,000 (6 day trader)
<b>ARG V (This scheme closed on 31 May 2021)</b>		
Additional Restrictions Grant top-up	Three eligible categories.  Category 5A: business rated businesses not eligible for Restart Grant or ARG phase 4 Category 5B: non business rated businesses and bed&breakfast/guesthouses, not eligible for ARG phase 4 Category 5C: hospitality top up	Category 5A Category 1A - £1,400 Category 5B - £900 Category 5C - £2,535
<b>ARG 'Expression of Interest' (This scheme closed on 2 June 2021)</b>		
Additional Restrictions Grant top-up	Rateable value over £40,000 and no support from any other Government mandatory business grant schemes since April 2020. Business must be related to the hospitality and leisure sector.	Awards up to £25,000
<b>LRS (Open) (This scheme closed on 25 December 2020)</b>		
Local Restrictions Support Grant (open businesses)	Businesses that are allowed to remain open such as those in hospitality and leisure who have been severely impacted by local restrictions, e.g. hospitality, hotel, B&Bs, leisure businesses.	Businesses with Rateable Value of: £15,000 or under - £800.57 £15,001 to £50,999 - £1,200 £51,000 or over - £1,500

<b>LRSB (Closed) (This scheme closed on 1 December 2020)</b>		
Local Restrictions Support Grant (closed businesses)	Businesses that are required to close, e.g. non-essential retail, hospitality venues, accommodation, personal care facilities, entertainment and tourism venues, indoor and outdoor leisure facilities, community facilities.	Businesses with Rateable Value of: £15,000 or under - £1,334 £15,001 to £50,999 - £2,000 £51,000 or over - £3,000
<b>LRSB (Closed) addendum I: Tier 2 (This scheme closed on 25 December 2020)</b>		
Local Restrictions Support Grant (closed businesses)	LRSB top-up for businesses that are required to close as part of Tier 2 restrictions, e.g. public houses, bars or other business that serve alcohol but not table meals.	Businesses with Rateable Value of: £15,000 or under - £667 £15,001 to £50,999 - £1,000 £51,000 or over - £1,500
<b>LRSB (Closed) addendum II: Tier 4 (This scheme closed on 4 January 2021)</b>		
Local Restrictions Support Grant (closed businesses)	LRSB top-up for businesses that are required to close as part of Tier 4 restrictions, e.g. non-essential retail, hospitality venues, accommodation, personal care facilities, entertainment and tourism venues, indoor and outdoor leisure facilities, community facilities.	Businesses with Rateable Value of: £15,000 or under - £667 £15,001 to £50,999 - £1,000 £51,000 or over - £1,500
<b>LRSB (Closed) addendum III (This scheme closed on 31 March 2021)</b>		
Local Restrictions Support Grant (closed businesses)	LRSB top-up for businesses that are mandated to close, e.g. non-essential retail, hospitality venues, accommodation, personal care facilities, entertainment and tourism venues, indoor and outdoor leisure facilities, community facilities.	Businesses with Rateable Value of: £15,000 or under - £2001 £15,001 to £50,999 - £3000 £51,000 or over - £4500
<b>LRSB (Sector) (This scheme closed on 4 November 2020)</b>		
Local Restrictions Support Grant (specific business sectors)	Businesses that have not been able to reopen since national restrictions were imposed in March 2020, e.g. nightclubs, dance halls, discotheques, sexual entertainment venues and hostess bars.	Businesses with Rateable Value of: £15,000 or under - £667 £15,001 to £50,999 - £1,000 £51,000 or over - £1,500
<b>CBLP (This scheme closed on 31 March 2021)</b>		
Closed Business Lockdown Payment	Businesses that are required to close, e.g. non-essential retail, hospitality venues, accommodation, personal care facilities, entertainment and tourism venues, indoor and outdoor leisure facilities, community facilities.	Businesses with Rateable Value of: £15,000 or under - £4,000 £15,001 to £50,999 - £6,000 £51,000 or over - £9,000
<b>CSP (This scheme closed on 31 January 2021)</b>		
Christmas Support Payment	Wet-led public houses, i.e. those that derive under 50% of their income from food sales.	A one-off grant of £1,000
<b>Restart Grants (This scheme closed on 30 June 2021)</b>		
Restart Grant scheme	Strand 1: non-essential retail premises Strand 2: hospitality, accommodation, leisure, personal care and gym business premises	Strand 1: one is one-off grant of up to £6,000 Strand 2: one-off grant of up to £18,000
<b>WBS: Recovery &amp; Growth Grant (This scheme is open and ongoing)</b>		
ARG Wider Business Support delegated discretionary scheme	SMEs implementing growth, diversification, resilience or efficiency initiatives	A one-off capital/revenue grant of up to £7,500 or 85% of eligible costs, whichever is the lesser (minimum grant value is £2,500)
<b>WBS: Start-Up Grant (This scheme is open and ongoing)</b>		
ARG Wider Business Support delegated discretionary scheme	Support for start-up costs for new business that have not started trading yet	A one-off capital/revenue grant of up to £2,500 or 75% of eligible costs, whichever is the lesser (minimum grant value is £450)