

**URN:** 21-042

**Subject:** Seafront Masterplan for Great Yarmouth and Gorleston

**Report to:** Executive Leadership Team – Wednesday 24<sup>th</sup> February 2021  
Policy & Resources Committee – Tuesday 23rd March 2021

**Report by:** Kate Watts, Strategic Director

### **SUBJECT MATTER**

This paper presents the proposal for the development of a Seafront Masterplan for Great Yarmouth and Gorleston and in doing so requests that a member working group is established to oversee this process.

### **RECOMMENDATION**

That Committee:

establish a member working group consisting of seven members, politically balanced, to work with officers on the Seafront Masterplan.

## **1. BACKGROUND**

- 1.1 The aim of creating a Seafront Masterplan is to set out a commercially realistic and flexible framework for the development of Great Yarmouth and Gorleston's seafronts. Its purpose is to guide new investment so that projects are not only individually delivered to a high quality, but also that they add up collectively to more than the sum of their parts. The outcome of full implementation of this Masterplan will be to build confidence and the business case for future inward investment and development as well as supporting potential funding bids.
- 1.2 A Seafront Masterplan also has the potential to provide evidence to inform a supporting Supplementary Planning Document which would be an important material consideration in the determination of planning applications.
- 1.3 In May 2017 a Great Yarmouth Town Centre Regeneration Framework and Masterplan was finalised. Led by the Borough Council but shaped by partners and the community it provides a clear vision and opportunities to improve the shopping, leisure, housing and commercial development alongside improving the public realm and transport links.
- 1.4 This document has been critical in guiding capital investment into Great Yarmouth's town centre from the Council and through engagement with both investors and developers. It has also been a significant advantage to have an up to date vision to access funding opportunities through the Future High Streets Fund and the Town Deal Fund.

- 1.5 In highlighting the success of this document, it has become apparent that a Masterplan for Great Yarmouth and Gorleston seafront areas would be beneficial in supporting potential funding bids and to guide future investment and development.
- 1.6 The Seafront Masterplan work will complement the Great Yarmouth Town Centre Regeneration Framework and Masterplan and strengthen the strategic links to generate a much greater critical mass to support confidence, stimulate investment and drive the local economy.

## **2. MASTERPLAN DEVELOPMENT PROCESS**

- 2.1 Whilst there is no set guidance in place for the development of a Masterplan there are several common steps that should be undertaken as part of the process. These include the development of a vision for the area in question and clear aims and objectives around what you are trying to achieve.
- 2.2 It is important that context appraisals are undertaken, that is an understanding of how a place works and from that understanding what the opportunities and constraints are. This should lead to consideration of future land uses, connections, open spaces and design standards. These ideas should then be tested and consulted upon with the community and market before they are further refined and developed.
- 2.3 At this stage we would have a high-level Masterplan that outlines the vision and opportunities for Great Yarmouth and Gorleston's seafront areas, which will be useful in guiding future investment opportunities.
- 2.4 It is also suggested that at this stage further consideration is given to how the detail of this Masterplan is subsequently developed and whether the Council wishes to work towards it becoming a supplementary planning document (SPD). To further progress this work it is likely that additional support will then be required to undertake detailed design work, and further consultations if we want the document to become a SPD.

## **3. HIGH LEVEL TIMETABLE**

- 3.1 A Project Initiation Document is currently being developed to support this process, but in summary the key milestones are:
- Project scope finalisation (area of Masterplan and scope of content etc) – April 21
  - Vision, Aims & Objectives – June 21
  - Opportunity Identification – July 21
  - Public & Market Consultation - Summer 21
  - Finalisation of Vision and Opportunities (high level Masterplan)– Autumn 21
  - Next Steps considerations – Autumn 21

## **4. MEMBERS WORKING GROUP**

- 4.1 To oversee and help develop the Seafront Masterplan it is recommended that a member working group is established. It is recommended that this should consist of seven members, politically balanced, to work with an officer working group.

- 4.2 Progress will be reported back to the Policy and Resources Committee as key milestones are achieved, with the high-level Masterplan being presented to Members in Autumn 21 with consideration of potential next steps.

## **5. FINANCIAL MATTERS**

- 5.1 Whilst this report does not identify any financial issues at this time, it is likely that funding may be required to support the finalisation of this work. If this is required, an additional paper will be presented to members.

## **6. RECOMMENDATION**

- 6.1 That Committee:  
  
establish a member working group consisting of seven members, politically balanced, to work with officers on the Seafront Masterplan.