



**GREAT YARMOUTH**  
BOROUGH COUNCIL

# Economic Development Committee

**Date:** Monday, 18 November 2019

**Time:** 18:30

**Venue:** Supper Room

**Address:** Town Hall, Hall Plain, Great Yarmouth, NR30 2QF

## AGENDA

Open to Public and Press

### 1 APOLOGIES FOR ABSENCE

To receive any apologies for absence.

### 2 DECLARATIONS OF INTEREST

You have a Disclosable Pecuniary Interest in a matter to be discussed if it relates to something on your Register of Interests form. You must declare the interest and leave the room while the matter is dealt with.

You have a Personal Interest in a matter to be discussed if it affects

- your well being or financial position
- that of your family or close friends
- that of a club or society in which you have a management role
- that of another public body of which you are a member to a greater extent than others in your ward.

You must declare a personal interest but can speak and vote on the

matter.

Whenever you declare an interest you must say why the interest arises, so that it can be included in the minutes.

**3      MINUTES      4 - 8**

To confirm the minutes of the last meeting.

**4      MATTERS ARISING**

To consider any matters arising from the above minutes.

**5      FORWARD PLAN      9 - 9**

The Committee is asked to receive and consider the Forward Plan.

**6      MAKING WAVES TOGETHER**

A presentation will be given by Helen Johnson.

**7      GREAT YARMOUTH TRANSPORT STRATEGY      10 - 28**

Report attached.

A copy of the Great Yarmouth Transport Strategy is appended at the foot of the agenda for information.

**8      ECONOMIC DEVELOPMENT - PROGRESS REPORT      29 - 50**

Report attached.

**9     ECONOMIC DEVELOPMENT PERFORMANCE REPORT Q2 2019- 51 - 56**  
**2020**

Report attached.

**10    GREAT YARMOUTH TOWN CENTRE MASTERPLAN WORKING**  
**GROUP MINUTES**

A copy of the confidential minutes to follow.

**11    ANY OTHER BUSINESS**

To consider any other business as may be determined by the Chairman of the meeting as being of sufficient urgency to warrant consideration.

**12    EXCLUSION OF PUBLIC**

In the event of the Committee wishing to exclude the public from the meeting, the following resolution will be moved:-

"That under Section 100(A)(4) of the Local Government Act 1972, the public be excluded from the meeting for the following item of business on the grounds that it involved the likely disclosure of exempt information as defined in paragraph 1 of Part I of Schedule 12(A) of the said Act."

**13    TRANSPORT & INFRASTRUCTURE STEERING GROUP**  
**MINUTES**

Details

# Economic Development Committee

## Minutes

Monday, 16 September 2019 at 18:30

### PRESENT:

Councillor Plant (in the Chair); Councillor Candon, G Carpenter, P Hammond, Mogford, Wainwright, B Walker, C M Walker & A Wright.

Councillor D Hammond attended as a substitute for Councillor Freeman.

Mr D Glason (Development Director), Mrs M Burdett (Head of Inward Investment) & Mrs C Webb (Executive Services Officer).

### **1 APOLOGIES FOR ABSENCE**

Apologies for absence were received from Councillors Cordiner-Achenbach, Freeman & Lawn.

### **2 DECLARATIONS OF INTEREST**

Councillor C M Walker declared a personal interest in item number 7 but in

accordance with the Council's Constitution, was allowed to both speak and vote on the matter.

### **3 MINUTES**

The minutes of the meeting held on 15 July 2019 were confirmed as a true record.

### **4 MATTERS ARISING**

The Chairman reported that there were no matters arising from the above minutes.

### **5 FORWARD PLAN**

The Committee received & considered the Forward Plan.

RESOLVED:-

That the Committee endorse the Forward Plan.

### **6 LOCAL INDUSTRIAL STRATEGY & ACCOMPANYING DRAFT NORFOLK & SUFFOLK LOCAL INDUSTRIAL STRATEGY**

The Head of Inward Investment reported that Local Enterprise Partnerships (LEPs) were now leading the work in developing "Local Industrial Strategies" (LIS) which was the next step to documenting how local actions could build on competitive strengths and to develop local high growth sectors such as clean energy, agri-food and ICT/digital.

The Head of Inward Investment reported that the New Anglia Local Enterprise Partnership (NALEP) had been engaging local stakeholders over the summer in leading on and developing the Norfolk & Suffolk Local Industrial Strategy.

Members were requested to reflect on the NALEP Local Industrial Strategy and consider endorsing it. However, it was highlighted that the document could be strengthened with additional information as detailed within the report. The Head of Inward Investment reported that officers would strengthen the report recommendations as advised by the Committee and the final report would be given to the Chairman to present at the Norfolk Leaders meeting on 18 September 2019.

The Chairman reported that excess Apprenticeship Levy monies from large employers would be pooled and made available to SME's across the County instead of being returned to the Government. Councillor A Wright reported that he would prefer some of the excess funding be given to colleges across the County to provide skill courses to meet local needs and/or demands. The Head of Inward Investment reported that she would check the eligibility & compliancy criteria in this matter.

The Head of Inward Investment reported that once the LIS had been finalised and signed off by the Government, officers would then start the process of refreshing the Great Yarmouth Economic Growth Action Plan and delivering the projects and reporting on the deliverables to ensure alignment with the final LIS.

Members felt that the dualling of the Acle Straight was integral to opening up the economic growth of the Borough and that tourism should be highlighted with its own heading as it accorded with the national strategy. The Committee requested that the terminology of Greater Yarmouth be utilised as there were buildings which required regeneration in Gorleston, for example, the Gorleston Pavilion.

#### RECOMMENDATIONS:-

That Members endorse the LIS, however subject to the amendments suggested at the meeting, request that this would be on the basis that more reference and importance should be placed on:

- The importance of infrastructure to the economy, in particular the need to dual the Acle Straight which is supported by the Local Enterprise Partnership, Norfolk County Council, Transport East & the A47 Alliance,
- The significance of the Tourism Sector and Visitor Economy in Greater Yarmouth, in particular, the need to reference the importance of the "Golden Mile" regeneration , and how Arts, Culture & Heritage should take centre stage in the "Underpinning Sectors" section and in the "Places" section of the strategy; specifically within the objectives,
- The significance of Start-Up businesses , enhancing existing businesses and scaling up existing businesses and that the LIS should recognise this,
- The role of the Apprenticeship Levy and the impact this could have on local SMEs and also the employment of local people if the levy could be redirected; and

- The role that the "Future High Street Fund" and "Stronger Towns Fund" will take in the development of "Places".

## **7 QUARTER 1 PERFORMANCE REPORT 2019-20**

The Committee received & considered the report from the Head of Planning & Growth which detailed current performance measures for April to June 2019-20 whereby progress is assessed against targets which were set at the beginning of the financial year.

Councillor Waters-Bunn reported that it had become apparent to her that there were numerous vacant units on Gapton & Harfrey's Industrial Estates and asked whether the Council had any data on the vacancy rates. The Development Director reported that this information could be gathered and mapped and a report brought back to the Committee.

Councillor P Hammond reported that he had asked on several occasions for figures to prove that new jobs had been created at Beacon Park instead of jobs relocation from other industrial estates within the Borough as this would be a true growth indicator.

A Member asked whether the Council's industrial units/starter units at Martham were fully occupied. The Development Director reported that he would liaise with property services and report back to the next meeting.

**RESOLVED:-**

That the Committee note the report and that all measures to be monitored during the next quarter.

## **8 ANY OTHER BUSINESS**

(i) The Development Director reported that the public consultation for the Great Yarmouth Transport Strategy had been launched today at the Town Hall for four weeks and he encouraged Members to view the display boards in the Town Hall foyer and to complete a consultation form.

(ii) The Development Director reported that the Third River Crossing public examination would open at Great Yarmouth Racecourse on Tuesday, 24 September 2019 at 10 am. An open floor session was scheduled for 6 pm on the day.

## **9 EXCLUSION OF PUBLIC**

The meeting ended at: 19:30



## Forward Plan for Economic Development Committee

|    | <b>Matter for Decision</b>                    | <b>Report by</b>             | <b>Pre Agenda Meeting (PAM)</b> | <b>Economic Development</b> | <b>Policy &amp; Resources</b> | <b>Council</b> |
|----|---|------------------------------|---------------------------------|-----------------------------|-------------------------------|----------------|
| 1  | Economic Growth Update                        | Dir of Dev & Reg/Funding Man | 08/11/19                        | 18/11/19                    |                               |                |
| 2  | Great Yarmouth Transport Strategy             | Director of Development      | 08/11/19                        | 18/11/19                    |                               |                |
| 3  | Making Waves Together Presentation            | Helen Johnson                | 08/11/19                        | 18/11/19                    |                               |                |
| 4  | Quarter 2 Performance Report                  | Head of Planning & Growth    | 08/11/19                        | 18/11/19                    |                               |                |
| 5  | Minutes of the Transport & Infrastrucuture SG | Director of Development      | 08/11/19                        | 18/11/19                    |                               |                |
| 6  | Minutes of the GY TC Masterplan Working Group | Director of Development      | 08/11/19                        | 18/11/19                    |                               |                |
| 7  | Ocean Rooms                                   | Head of Property/Asset Man   | TBC                             | 08/01/20                    |                               |                |
| 8  | Culture, Heritage & Tourism Strategy          | Strategic Director (LB)      | TBC                             | 08/01/20                    |                               |                |
| 9  | Electric Vehicle Charge Points                | Head of Customer Services    | TBC                             | 08/01/20                    |                               |                |
| 10 | Beacon Park Extension                         | Head of Planning & Growth    | TBC                             | TBC                         |                               |                |
| 11 | Creative People and Places                    | Head of Inward Investment    | TBC                             | TBC                         |                               |                |
| 12 | Offshore Wind Competitive Positioning Update  | Head of Inward Investment    | TBC                             | TBC                         |                               |                |
| 13 | Draft Economic Growth Strategy & Action Plan  | Head of Inward Investment    | TBC                             | TBC                         |                               |                |

Subject: Great Yarmouth Transport Strategy

Report to: Executive Leadership Team  
Economic Development Committee

13 November 2019  
18 November 2019

Report by: David Glason – Director of Development  
Tom McCabe – Executive Director of Community & Environmental  
Services (NCC)

## **SUBJECT MATTER**

This progress report updates Members on the adoption of the Great Yarmouth Transport Strategy – previously reported to Economic Development Committee on 15 July 2019.

The Great Yarmouth Transport and Infrastructure Joint Member Steering Group formally supported the proposal to develop a Great Yarmouth Transport Strategy at their meeting on 6 March 2018. The work is being carried out by WSP, steered and guided by Norfolk County Council and Great Yarmouth Borough Council.

This report sets out the final stage of the development of a Transport Strategy for Great Yarmouth, describing the activities carried out by way of stakeholder and public consultation. This has culminated in the Steering Group endorsing the Strategy on 30 October 2019.

## **RECOMMENDATIONS**

**Members are recommended to:**

- 1. Endorse the outcome of the consultation and agree to the changes to the draft Stage 3: Strategy Report set out in Appendix A**
- 2. Endorse the Transport Strategy, subject to the completion of a Strategic Environmental Assessment. Should this materially affect the Strategy, changes would need to be returned to and agreed by the Great Yarmouth Transport & Infrastructure Member Steering Group.**
- 3. Endorse the Great Yarmouth Transport Strategy for adoption through:**
  - i. Norfolk County Council Transport & Infrastructure Select Committee on 29 January 2020; and,**
  - ii. Norfolk County Council Cabinet on 3 February 2020.**

## **1. EXECUTIVE SUMMARY**

- 1.1** This reports sets out the work on the final stage of developing the Great Yarmouth Transport Strategy. It describes recent progress and the Borough and County Council members approval process.

## 2. BACKGROUND

2.1 At the Great Yarmouth Transport and Infrastructure Steering Group meeting on 6 March 2018, Members considered the brief for the development of a Transport Strategy for Great Yarmouth and agreed to support that work. A summary of the overall process is:

- Analysis of the current and future transport problems and issues
- Development of possible transport options identified by both Great Yarmouth Borough Council and Norfolk County Council to address the issues
- Use of Department for Transport (DfT) Early Appraisal Sifting Tool to assess possible transport schemes
- Appraisal of transport schemes in development using a variety of existing modelling tools
- Stakeholder consultation/workshop and identification of a preferred strategy for GYBC and NCC to pursue

2.2 Work on developing the Great Yarmouth Transport Strategy (GYTS) is being progressed by WSP who are the consultant partner of Norfolk County Council (NCC). The work is funded by a bid to the Norfolk Business Rate Pool fund and Norfolk County Council. Although the contract is between NCC and WSP, they are being steered and managed jointly by NCC and Great Yarmouth Borough Council. To this end, monthly meetings are held with all parties represented.

## 3. SUMMARY OF PROGRESS

3.1 Analysis of the current and future transport problems has been completed and published in the **Stage 1: Issues and Opportunities Report**. This was circulated to Members and stakeholders on 7 December 2018.

3.2 This analysis work included evidence gathering which built on work previously carried out to determine sustainable transport schemes using the funding allocated from the New Anglia Local Enterprise Partnership (NALEP) Local Growth Fund (LGF). The key activities carried out are listed below:

- Audit of transport network including site visits
- Stakeholder presentation and workshop on 14 June 2018
- Consideration of stakeholder and Members views
- Engagement with the Great Yarmouth Third River Crossing Team
- Preparation of current and future transport problems and issues report

3.3 At the stakeholder workshop on 14 June 2018 a vision and set of objectives for the Great Yarmouth Transport Strategy were proposed. These were then agreed taking account of comments made by Members and stakeholder responders.

3.4 Consideration of the analysis of the current and future transport problems and issues, including stakeholder feedback enabled a **Long List** of possible transport schemes and measures to be drawn up to be further considered and appraised. This was circulated

to Members, including those on the Economic Development Committee, for comments and finalisation on 8 October 2018.

3.5 The schemes on the **Long List** were assessed and appraised using a multi staged process and with reference to the agreed Vision and Objectives of the Great Yarmouth Transport Strategy.

3.6 Members of the Great Yarmouth Transport & Infrastructure Steering Group (5 February 2019) and Great Yarmouth Economic Development Committee (18 February 2019) endorsed the executive summary of the appraisal process that was undertaken. This executive summary included the proposed short, medium and long-term package of transport measures.

3.7 Work continued to finalise the appraisal material into the **Stage 2: Options Appraisal Report** and in parallel, a working draft of the **Stage 3: Strategy Report** was prepared which provided a narrative on the overall process, and described a Strategy for the town based on the evidence gathered, the agreed vision and objectives, and executive summary outlining the short, medium and long-term transport schemes that could be pursued for the benefit of the town.

3.8 Both Reports were subsequently circulated and endorsed by Members of the Great Yarmouth Transport & Infrastructure Steering Group (20 June 2019) and Great Yarmouth Economic Development Committee (15 July 2019).

3.9 On 20<sup>th</sup> June 2019 Members of the Great Yarmouth Transport & Infrastructure Steering Group also expressed a preference for having a Stakeholder Event in addition to a four-week public consultation to consult on the draft **Stage 3: Strategy Report**.

3.10 Stakeholders were notified of the event and public consultation and sent a copy of the draft **Stage 3: Strategy Report**. This enabled them to review the material in advance of the stakeholder event which took place on 16 September 2019 at Great Yarmouth Town Hall. This event and presentation was effectively the launch of the public consultation which ran until 11 October 2019.

3.11 The public consultation material was made available on Norfolk County Council's website throughout the consultation period where there was the ability to submit responses using an online questionnaire. Consultation exhibition boards were made available at the Great Yarmouth Town Hall foyer between 16 September and 30 September 2019 before being moved to Gorleston Library until the consultation closed on 11 October 2019. The public consultation was staffed at the following times:

- Friday 20 September – Great Yarmouth Town Hall (1pm to 7pm)
- Tuesday 1 October – Gorleston Library (1pm to 7pm)

Paper copies of the questionnaire were available at the Stakeholder Event and at the public exhibitions.

3.13 In total there were 30 questionnaire responses received and 11 people attended the public consultation at Great Yarmouth Town Hall (20 September) and a further 11 attended the consultation event at Gorleston Library (1 October). Four written responses were also received from:

- Sustrans
- Historic England
- Broads Authority
- Centre 81

Although this response rate is low it has been fairly consistent with other transport related consultations recently undertaken in Great Yarmouth.

#### **4. OUTCOME OF CONSULTATION**

4.1 The consultation responses have been analysed and summarised in Appendix A to this report. In brief, of the questions answered:

- 92% agreed with the objective for the Transport Strategy
- 84% agreed we had correctly identified the highway issues
- 84% agreed we had identified where traffic is held up in delay
- 84% agreed we had correctly identified the public transport issues
- 65% agreed we correctly identified the cycling issues
- 83% agreed with the balance of types of schemes in the Transport Strategy

4.2 On 17 October 2019 the Officer Working Group steering the Great Yarmouth Transport Strategy met to discuss the public consultation responses and feedback and decide what action may need to be taken. It was concluded that none of the comments and feedback indicated a need to significantly change or amend the draft Stage 3: Strategy Report.

4.3 Notwithstanding, in response to the combined feedback, it was felt that some minor changes to wording of the draft Stage 3: Strategy Report, and references to other reports, would be helpful amendments. A full list of the proposed amendments to the draft Stage 3: Strategy Report is included within Section 3 of Appendix A, attached to this report.

4.4 On 30<sup>th</sup> October 2019, Members of the Great Yarmouth Transport & Infrastructure Steering Group were presented with the summary of consultation responses, and endorsed the proposed amendments included within Appendix A, attached to this report.

#### **5. NEXT STEPS**

5.1 With the endorsement of the Great Yarmouth Economic Development Committee, the Officer Working Group will prepare a revised version of the Stage 3: Strategy Report for consideration and final adoption by:

- Norfolk County Council's Transport & Infrastructure Select Committee (29 January 2020)
- Norfolk County Council's Cabinet (3 February 2020).

**6. FINANCIAL IMPLICATIONS**

None.

**7. RISK IMPLICATIONS**

None.

**8. RECOMMENDATIONS**

**Members are recommended to:**

- 1. Endorse the outcome of the consultation and agree to the changes to the draft Stage 3: Strategy Report set out in Appendix A**
- 2. Endorse the Transport Strategy, subject to the completion of a Strategic Environmental Assessment. Should this materially affect the Strategy, changes would need to be returned to and agreed by the Great Yarmouth Transport & Infrastructure Member Steering Group.**
- 3. Endorse the Great Yarmouth Transport Strategy for adoption through:  
i. Norfolk County Council Transport & Infrastructure Select Committee on 29 January 2020; and,  
Norfolk County Council Cabinet on 3 February 2020.**

**9. ATTACHMENTS**

1. GYTS Summary of Consultation Feedback
2. Great Yarmouth Transport Strategy

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

| <b>Area for consideration</b>                | <b>Comment</b>  |
|--|---|
| Monitoring Officer Consultation:             | via Executive Leadership Team                             |
| Section 151 Officer Consultation:            | via Executive Leadership Team                             |
| Existing Council Policies:                   | Corporate Plan<br>Great Yarmouth Local Plan Core Strategy |
| Financial Implications:                      | None  |
| Legal Implications (including human rights): | None  |
| Risk Implications:                           | None  |

|                                  |      |
|----------------------------------|------|
| Equality Issues/EQIA assessment: | None |
| Crime & Disorder:                | None |
| Every Child Matters:             | None |

# GYTS Consultation Feedback Summary

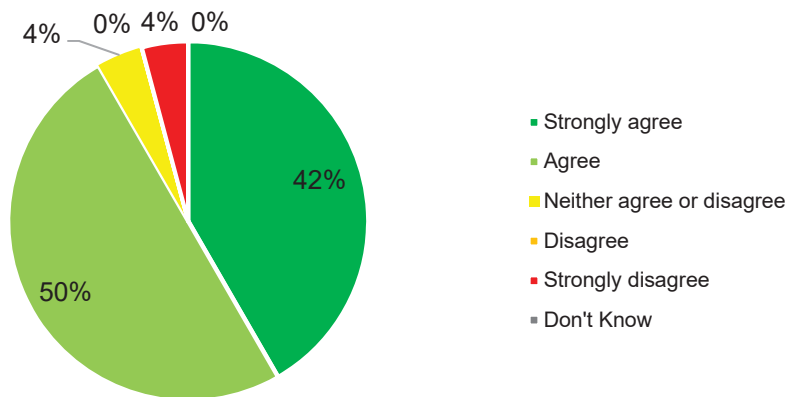
|                 |   |                         |        |
|-----------------|---|-------------------------|--------|
| <b>DATE:</b>    | 21 October 2019                                       | <b>CONFIDENTIALITY:</b> | Public |
| <b>SUBJECT:</b> | Summary of Public & Stakeholder Consultation Feedback |                         |        |
| <b>PROJECT:</b> | Great Yarmouth Transport Strategy                     | <b>AUTHOR:</b>          | EWS    |

## 1. PUBLIC CONSULTATION FEEDBACK

This section summarises the results of the public consultation questionnaire. In total 30 responses were received; however not all questions were answered by each respondent.

### 1.1 Objectives of the Transport Strategy

How far do you agree or disagree with the overall objectives of the strategy?(n= 24)



#### Why did you say that?

##### *Disagree or Strongly Disagree*

The objectives appear to ignore the needs of the private motorist.

Large car parks should be installed to encourage motorists to enter the city centre and reduce the decline in shops on the high street.

#### Why did you say that?

##### *All other responses*

More attention should be paid to the approach from the south west.

Better bus services need in rural areas.

Too much emphasis on cycling and walking.

Measures need to make it safer for cyclists and pedestrians e.g. Improved infrastructure.

More focus towards sustainable transport.

It is often cheaper, and quicker, to use a car than bus or train.

Improved train reliability is needed.

Roads need better maintenance and congestion needs to be tackled.



# GYTS Consultation Feedback Summary

|                 |   |                         |        |
|-----------------|---|-------------------------|--------|
| <b>DATE:</b>    | 21 October 2019                                       | <b>CONFIDENTIALITY:</b> | Public |
| <b>SUBJECT:</b> | Summary of Public & Stakeholder Consultation Feedback |                         |        |
| <b>PROJECT:</b> | Great Yarmouth Transport Strategy                     | <b>AUTHOR:</b>          | EWS    |

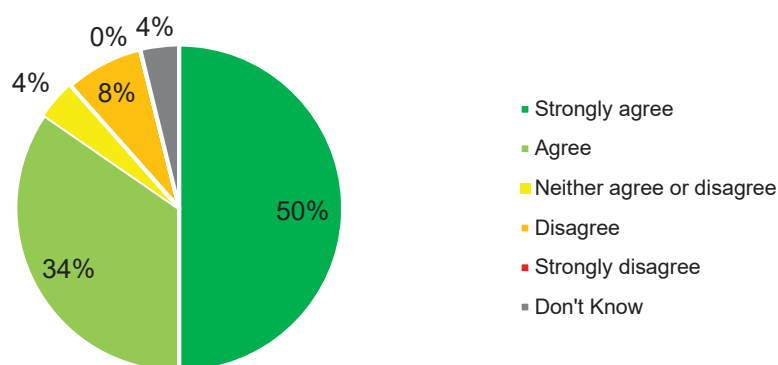
## Why did you say that?

*All other responses*

Objectives need to consider the environmental aspects of the necessary disruption to ecology.

## 1.2 Identification of Highway Network Issues

How far do you agree or disagree that we have identified the issues for the highway network?(n= 26)



## What have we missed?

*Disagree and Strongly Disagree*

A bus stop at Vauxhall Railway Station for the Excel X1 service to Norwich.

Southtown Station could still have served Norwich; if Vauxhall Station had been closed, access by road into Great Yarmouth would have been greatly improved.

The traffic at Gapton is not just an issue during peak times, this needs to be tackled.

## What have we missed?

*All other responses*

The need to modernise Haven Bridge.

Acle Straight needs cycle lanes as well as dualling.

Vauxhall Roundabout remodelling to take account of the alignments required to accommodate A47 Acle Straight Dualling and improved access arrangements for the Vauxhall Holiday Park.

Many companies have moved out of Great Yarmouth due to lack of roads from the port and beyond.

Issues with Southtown Road, especially congestion.

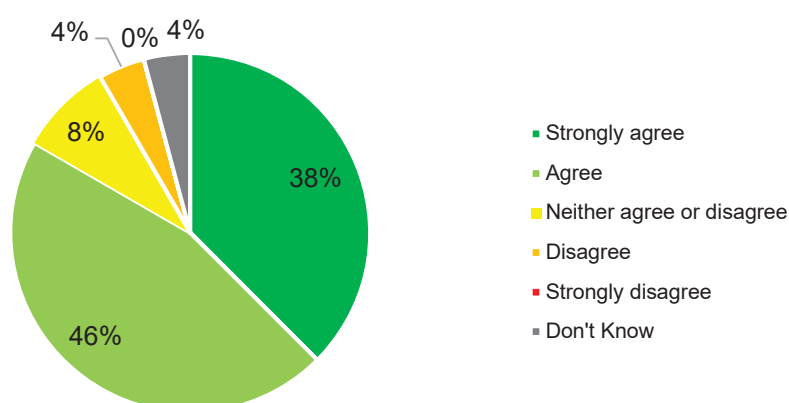
Rerouting of buses to reduce congestion e.g. X1.

# GYTS Consultation Feedback Summary

|                 |   |                         |        |
|-----------------|---|-------------------------|--------|
| <b>DATE:</b>    | 21 October 2019                                       | <b>CONFIDENTIALITY:</b> | Public |
| <b>SUBJECT:</b> | Summary of Public & Stakeholder Consultation Feedback |                         |        |
| <b>PROJECT:</b> | Great Yarmouth Transport Strategy                     | <b>AUTHOR:</b>          | EWS    |

## 1.3 Identification Traffic Delay Issues

How far do you agree or disagree that we have identified the traffic delay issues?(n= 24)



### What have we missed?

#### Disagree and Strongly Disagree

The traffic signal phasing at the junction of Southtown Road/ Tollgate Rd/ Silvertons Aggregates - lights are working against the flow of traffic, sometimes only allowing three to four cars to proceed along Southtown Road before the lights change to red.

### What have we missed?

#### All other responses

No grid marking at roundabouts.

Drivers are making far too many short journeys.

Improvements needed to Vauxhall Roundabout.

Traffic delays could be eased by re-routing some X1 buses to the edge of town areas.

Designate clear ways for key routes like Howard Street North / The Conge / Temple Road / Alexandra Road.

Making the crossroads safer at Belton.

A review of the speed limit on the new relief road.

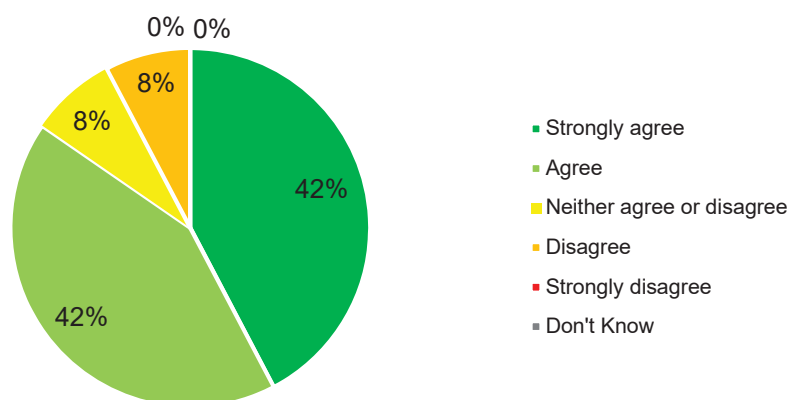
The visibility at Gapton Retail Park junction to turn right to Bradwell is dangerous.

# GYTS Consultation Feedback Summary

|                 |   |                         |        |
|-----------------|---|-------------------------|--------|
| <b>DATE:</b>    | 21 October 2019                                       | <b>CONFIDENTIALITY:</b> | Public |
| <b>SUBJECT:</b> | Summary of Public & Stakeholder Consultation Feedback |                         |        |
| <b>PROJECT:</b> | Great Yarmouth Transport Strategy                     | <b>AUTHOR:</b>          | EWS    |

## 1.4 Identification of Public Transport Issues

How far do you agree or disagree that we have identified the public transport issues?(n= 26)



### What have we missed?

#### Disagree or Strongly Disagree

Hemsby has good transport infrastructure, such as frequent and punctual bus services.

The coach station location is ideal as a large number of users are arriving seeking access to the seafront rather than the town centre.

The private motorist is being ignored.

### What have we missed?

#### All other responses

A shuttle bus between the rail station would be expensive, and poorly used. An existing bus that is re-routed (e.g. 9 Service) would be beneficial.

Case needed for direct, longer-distance rail services to areas further afield.

Thought should be given to electric vehicles.

Increased bus services for Caister-on-Sea.

A bus link that travels to the train station, market and sea front would be beneficial.

Crossing facility needed from the Vauxhall Holiday Park to the Town Centre.

A seasonal bus service with increased frequency in the summer e.g. X1 or X11.

A summer bus service from Hemsby beach to Norwich via the rail station to join the X1 & X11 at a good frequency.

Improve the bus service from Seashore Holiday Park to rail station.

Introduction of a Park & Ride once the GYTRC is complete

# GYTS Consultation Feedback Summary

|                 |   |                         |        |
|-----------------|---|-------------------------|--------|
| <b>DATE:</b>    | 21 October 2019                                       | <b>CONFIDENTIALITY:</b> | Public |
| <b>SUBJECT:</b> | Summary of Public & Stakeholder Consultation Feedback |                         |        |
| <b>PROJECT:</b> | Great Yarmouth Transport Strategy                     | <b>AUTHOR:</b>          | EWS    |

## What have we missed?

### *All other responses*

Reduction in the cost of bus travel.

A bus service linking Lothingland villages to Haddiscoe train station would be useful.

Rail service is poor.

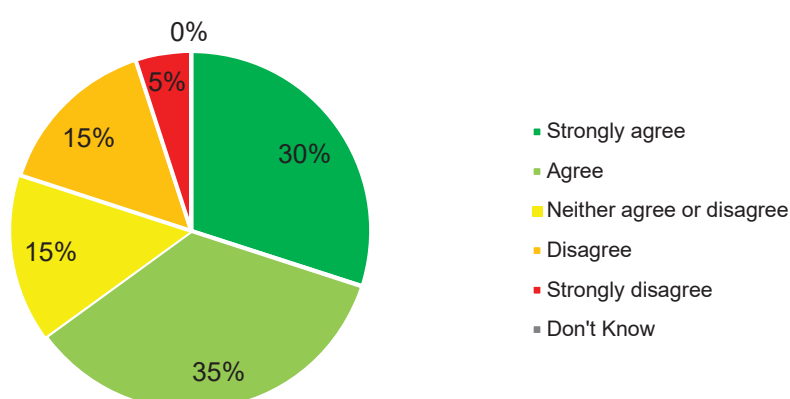
Sending 4 of the X1 buses through Filby, Stocksby, Runham and Fleggburgh will give a good bus service to a large part of the rural area.

# GYTS Consultation Feedback Summary

|                 |   |                         |        |
|-----------------|---|-------------------------|--------|
| <b>DATE:</b>    | 21 October 2019                                       | <b>CONFIDENTIALITY:</b> | Public |
| <b>SUBJECT:</b> | Summary of Public & Stakeholder Consultation Feedback |                         |        |
| <b>PROJECT:</b> | Great Yarmouth Transport Strategy                     | <b>AUTHOR:</b>          | EWS    |

## 1.5 Identification of Cycling Issues

How far do you agree or disagree that we have identified walking and cycling issues?(n= 20)



### What have we missed?

#### Disagree or Strongly Disagree

Too much attention towards such a minority group.

The cycle track that runs alongside the A47 past the James Paget Hospital, along the A47 dual carriageway and leaves the dual carriageway to come into Hopton needs better maintenance.

There is a non-made up road extension for walkers/cyclists on Warren Rd which runs alongside Gorleston Golf Club as a link route between Gorleston and Hopton needs better maintenance

No cycle route between Great Yarmouth and Norwich.

Very limited capacity for cycles on rail routes.

A cycle way running separately alongside the A47 Acle New Road would be advantageous for all users.

### What have we missed?

#### All other responses

Investment needed in LED lighting to improve reliability of lighting in the Rows and key pedestrian and cycling routes.

Lighting, cameras and clean up needed on many thoroughfares in Yarmouth town centre, King Street, seafront areas, St Peters area etc. It does not feel safe.

A traffic crossing between Acle New Road, Vauxhall Holiday Park roundabout.

Signage and monitoring need to deter cyclists from using pedestrian footpaths.

The cyclist give-ways from the Co-op to Garton Hall need improvements for safety.

# GYTS Consultation Feedback Summary

|                 |   |                         |        |
|-----------------|---|-------------------------|--------|
| <b>DATE:</b>    | 21 October 2019                                       | <b>CONFIDENTIALITY:</b> | Public |
| <b>SUBJECT:</b> | Summary of Public & Stakeholder Consultation Feedback |                         |        |
| <b>PROJECT:</b> | Great Yarmouth Transport Strategy                     | <b>AUTHOR:</b>          | EWS    |

## 1.6 Feedback on Short-Term Options

**Is there anything you would like to tell us at this stage about any of these short-term options?**

At the junction of Burnet Road / Beccles Road a pedestrian crossing is needed.

On Beccles Road / Green Lane junction, a pedestrian crossing is needed.

Speed cameras on Beccles Road.

Request to arrange a meeting with Borough Councillor Carl Annison (Mob: 07522130366) regarding Highways issues.

Bus stop improvements in Caister-on-Sea

Parking provisions deserve some more attention.

Improvements to bus service from Seashore Holiday Park to rail station.

Over emphasis on public transport / cycling / walking. More thought needed towards the private motorist.

SL13 is an important project – to get traffic in and out of Lidl and B&M in Southtown directly from the Pasteur Road. This should take pressure off the Station Road and Matalan junctions on the key Southtown Road artery.

Important to achieve the re-opening of the Thamesfield Way through to Suffolk Road / Boundary Road to relieve congestion at the Gapton and Tesco roundabouts on Pasteur Road.

SS1 - is a very high need as previously mentioned. Better bus services should influence the award of bus contracts.

The rural villages need access to the hospital via X1 bus and this would cut the requirements of Hospital transport.

SS1 needs to address the increased provision of train carriages at peak times.

SS2 needs to address how passengers are informed when buses are delayed or cancelled.

# GYTS Consultation Feedback Summary

|                 |   |                         |        |
|-----------------|---|-------------------------|--------|
| <b>DATE:</b>    | 21 October 2019                                       | <b>CONFIDENTIALITY:</b> | Public |
| <b>SUBJECT:</b> | Summary of Public & Stakeholder Consultation Feedback |                         |        |
| <b>PROJECT:</b> | Great Yarmouth Transport Strategy                     | <b>AUTHOR:</b>          | EWS    |

## 1.7 Feedback on Medium-Term Options

### Is there anything you would like to tell us at this stage about any of these medium-term options?

Develop a resident & business permit parking zone in the Town Centre area.

There needs to be a common approach between NCC and GYBC to parking charges and times of operation within the Yarmouth "core" CPE area - Seafront and Town Centre - between Sandown Road/Kitchener Road and Kings Road/Queens Road.

MS7 – Needs to include bus links to Gorleston.

ML10 – Concerns regarding the shuttle bus service.

Projects such as dualling the A47, resolving issues with trains and buses and the Third River Crossing, take precedence over projects for cycling and walking.

ML6 – The cycle path from Caister-on-Sea Tesco to Jellico Road is currently in such a poor state most cyclists use the road.

Concerns raised regarding the cost of the projects.

The vast majority of the schemes are for cyclists / pedestrians / public transport – the private motorist should be given equal thought.

There will be great environmental impact caused by the A47 Acle Straight, and the associated flooding issues. Further route options should be considered.

Possibility to dual all the A47 to link with the A15 at Peterborough, and with an extended M11 from Cambridge to the Humber Bridge.

## 1.8 Feedback on Long-Term Options

### Is there anything you would like to tell us at this stage about any of these long-term options?

Concerns around the value for money from the schemes.

LL14 – is an urgent project.

Investment needed to improve the rolling stock to Great Yarmouth.

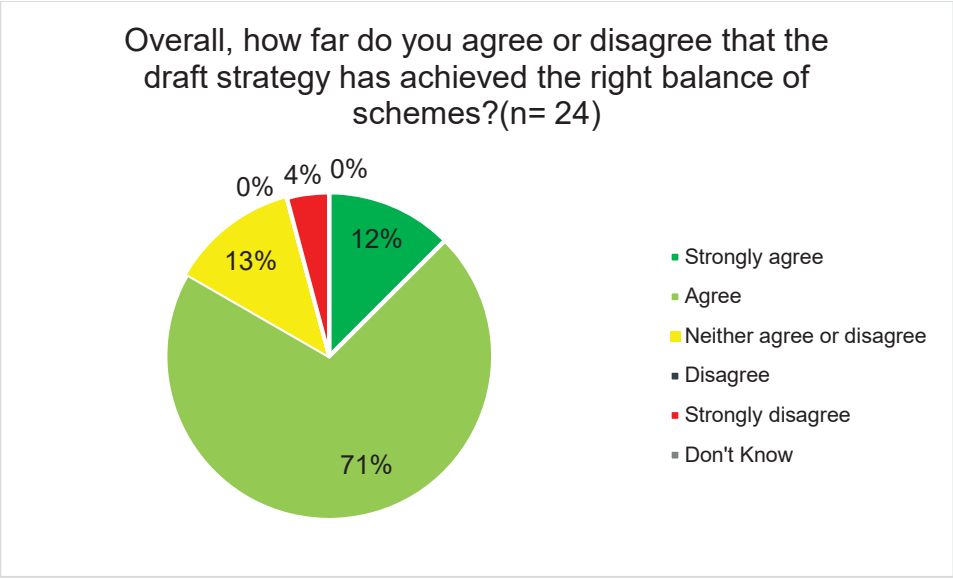
Improved signage of motorcycle parking areas in the Town Centre and Yarmouth Seafront.

Too much funding is spent in Great Yarmouth, which is out of proportion with other places in the County.

# GYTS Consultation Feedback Summary

|          |   |                  |        |
|----------|---|------------------|--------|
| DATE:    | 21 October 2019                                       | CONFIDENTIALITY: | Public |
| SUBJECT: | Summary of Public & Stakeholder Consultation Feedback |                  |        |
| PROJECT: | Great Yarmouth Transport Strategy                     | AUTHOR:          | EWS    |

## 1.9 Balance of Schemes in the Draft Strategy



|   |
|---|
| <p><b>Why did you say that?</b><br/> <i>Disagree or Strongly Disagree</i></p> |
| <p>More projects are needed that are aimed towards the private motorist.</p>  |
| <p><b>Why did you say that?</b><br/> <i>All other responses</i></p>           |
| <p>More focus needed towards the larger projects.</p>                         |
| <p>More projects needed for cyclists.</p>                                     |



# GYTS Consultation Feedback Summary

|                 |   |                         |        |
|-----------------|---|-------------------------|--------|
| <b>DATE:</b>    | 21 October 2019                                       | <b>CONFIDENTIALITY:</b> | Public |
| <b>SUBJECT:</b> | Summary of Public & Stakeholder Consultation Feedback |                         |        |
| <b>PROJECT:</b> | Great Yarmouth Transport Strategy                     | <b>AUTHOR:</b>          | EWS    |

## 1.10 Is there anything else you want to tell us?

### Is there anything else you want to tell us?

Any approach needs to be holistic and consider how changes will impact other transport issues and proposals.

More services like that of Centre 81 Door to Door for those who have disabilities are needed.

Access to Harfreys should be a priority for cyclists / pedestrians and also buses.

Buses to Gorleston seafront at the weekends could be more frequent.

More of a focus needed on walking, cycling and public transport.

The bus station needs urgent improvement to improve safety for users e.g. lighting.

The dualling of the A47 Acle Straight needs to be a priority.

The A47 in Brundall needs to be completed to improve access.

Improved train frequency and reliability.

Why not consider major schemes e.g. flyover or bypass of Gaptown estate, park and ride for town centre, overhaul lighting and cameras in town centre.

Thought should be given on how to reduce on-street parking for new residential dwellings.

Reduction in car parking charges for key attractions.

Paid car parking facilities for areas outside of Great Yarmouth e.g. Gorleston.

# GYTS Consultation Feedback Summary

|                 |   |                         |        |
|-----------------|---|-------------------------|--------|
| <b>DATE:</b>    | 21 October 2019                                       | <b>CONFIDENTIALITY:</b> | Public |
| <b>SUBJECT:</b> | Summary of Public & Stakeholder Consultation Feedback |                         |        |
| <b>PROJECT:</b> | Great Yarmouth Transport Strategy                     | <b>AUTHOR:</b>          | EWS    |

## 2. STAKEHOLDER FEEDBACK

This section summarises the written responses received from Stakeholders on the Great Yarmouth Transport Strategy.

### 2.1 Broads Authority

| Comments  |
|---|
| Key destinations travelled to by the local community are not mentioned.   |
| Accident data should be set out more clearly to explain the severity of accidents and what forms a cluster.   |
| The Broads Authority Local Plan should be mentioned in the document.  |
| The solutions should be set out to have the sustainable modes at a more prominent position, such that they are above cars.  |
| Possibility to retrofit travel plans for businesses and communities already in place.   |
| There should be a distinction between the actions that are for further study or actual on-site projects.  |
| Would the induction loops pick up cyclists at junctions, if not, this could lead to cyclists feeling ignored?   |
| Evidence needs to be provided that increasing capacity at junctions will promote modal shift.   |
| The Broads Authority needs to be highlighted as a key stakeholder within the document.  |
| Work is needed to look at the measures to address potential conflict between modes, such as community education.  |
| Community projects set up to address speeding.  |
| There is no mention of police enforcement of traffic laws.  |
| Changing the way tourists travel to Great Yarmouth would have a real impact on greenhouse gas reduction and congestion.   |
| Not much mention of travel by boat / ship – This should be considered as all could have a positive impact upon the town, or impacts upon the transport network, in particular cruise ship passengers. |
| Better pedestrian and cycling links from the Broads to key attractions and services.  |

### 2.2 CENTRE 81

| Comments  |
|---|
| There is no a commitment to promote social inclusion by improving access to jobs and services, yet Centre 81 is not recognised in the document. |
| The document should recognise the Centre's contribution to future iterations of the strategy.   |

# GYTS Consultation Feedback Summary

|                 |   |                         |        |
|-----------------|---|-------------------------|--------|
| <b>DATE:</b>    | 21 October 2019                                       | <b>CONFIDENTIALITY:</b> | Public |
| <b>SUBJECT:</b> | Summary of Public & Stakeholder Consultation Feedback |                         |        |
| <b>PROJECT:</b> | Great Yarmouth Transport Strategy                     | <b>AUTHOR:</b>          | EWS    |

## 2.3 SUSTRANS

### Comments

The strategy showed no record of the scheme that Sustrans produced in 2019 for Norfolk CC, WSP and Great Yarmouth BC as part of the LEP funding.

There are no cycle routes shown for: a link to Caister (north of the Sea Front), a link to Bure Park, a quietway north and south and a route in South Denes.

The following reports should be cross-referenced in the report:

- 11945 South Denes
- 11944 North denes
- 11775 Sign Schedule – Caister, Gt Yarmouth, Gorleston, Belton, Burgh Castle
- 11746 Quietway from Market Place to Jellicoe Road; Caister Road improvements; and options for Bure park and Northgate Street

## 2.4 HISTORIC ENGLAND

### Comments

The production of the Transport Strategy is well-timed to co-inside with the High Street Heritage Action Zone.

Access to the historic core of the town by pedestrians and cyclists should be ensured.

There should be increased accessibility from the north, the railway station and from the bus station.

Pleased to see the addition of options SL21, SL24 and ML4

Any improvements adjacent to the High Street Heritage Action Zone, including the A47/A12 Corridor improvements, should be sensitively designed.

# GYTS Consultation Feedback Summary

|                 |   |                         |        |
|-----------------|---|-------------------------|--------|
| <b>DATE:</b>    | 21 October 2019                                       | <b>CONFIDENTIALITY:</b> | Public |
| <b>SUBJECT:</b> | Summary of Public & Stakeholder Consultation Feedback |                         |        |
| <b>PROJECT:</b> | Great Yarmouth Transport Strategy                     | <b>AUTHOR:</b>          | EWS    |

## 3. PROPOSED CHANGES TO GREAT YARMOUTH TRANSPORT STRATEGY IN RESPONSE TO CONSULTATION FEEDBACK

This section summarises the proposed changes to the Draft Great Yarmouth Transport Strategy for Consultation in response to feedback received durring consultation.

### 3.1 Proposed Changes

- **Understanding the Local Economy – Paragraph 3.1.20:** Tourism will be identified as major economic driver in Great Yarmouth.
- **Current Local Transport Provision – Paragraph 3.3.14:** A description of the role of community transport schemes in Great Yarmouth, such as Centre 81, will be added.
- **Current Local Transport Provision – Highway Issues Network Map:** A definition of “accident cluster” will be added.
- **Option SC8 – Improve amenity for passengers travelling on the Wherry Line:** The description will be updated to note that the rolling stock upgrade has commenced.
- **Section 6 - Short, medium and long-term options tables:** The header “Stakeholder” will be renamed “Key Stakeholder”.
- **Option MS1 – A47 Acle Straight Dualling:** The Broads Authority will be identified as a key stakeholder.
- **Option MA3 – Work with dock less cycle operators to introduce a cycle hire scheme in Great Yarmouth:** The option’s description will be updated to make reference to self powered and electric bicycles.
- **Area Wide Cycle Improvement Options:** The area wide cycle improvement options (e.g. Option ML6) will be updated to include a reference to the Sustrans study undertaken in Great Yarmouth and the cycle routes identified as a part of this work.
- **Next Steps – Paragraphs 7.2.1 and 7.5.2:** The Broads Authority will be identified as a key stakeholder.

Subject: **ECONOMIC DEVELOPMENT: PROGRESS UPDATE**

Report to: Economic Development Committee, 18 November 2019

Report by: Michelle Burdett, Head of Inward Investment  
Simon Best, Regeneration and Funding Manager

#### **SUBJECT MATTER/RECOMMENDATIONS**

This Report provides an overview of current delivery of economic development against the aims and objectives within the Economic Growth Strategy (2017-2021) as well as against the activities detailed in the accompanying Economic Growth Action Plan and directly-related activities such as business outreach via EnterpriseGY.

Members are asked to:

- a) Receive and review Economic Development progress against delivery of the adopted Economic Growth Action Plan (see Annex A);
- b) Note the progress and achievements made within the EnterpriseGY service.

## **1 INTRODUCTION / BACKGROUND**

1.1 The Corporate Plan 2015-2020 prioritises the economy, with a particular emphasis on:

- growth;
- neighbourhoods;
- tourism, culture and heritage;
- the Town Centre and infrastructure.

These are reflected in the Economic Growth Strategy (2017-2021), with the strategy having a structured and joined-up approach.

1.2 Great Yarmouth is a borough with many strengths; it is the main service base in England

for the offshore energy industry and has a thriving visitor economy. There are also opportunities for the Borough in areas such as culture-led urban regeneration. There are challenges too. The Economic Development Strategy aims to address the challenges and meet new opportunities through further growth in the Borough's key sectors and by putting a new emphasis on Place:

*"The Council as an enabler of economic growth will focus on strong place leadership, increasingly engaging with and helping to transform neighbourhoods and communities" – 'The Plan'*

- 1.3 The Strategy is realised through the implementation of an Economic Growth Action Plan. This Plan addresses each of the four aims within the Strategy as a series of component actions, each of which directly contributes to the aim and associated outcomes. The appended Economic Growth Action Plan Progress Report (Annex A) details the strategic aims and outcomes, the required action, lead, supporting delivery partner(s), measurables, timescale and provides members with an update on progress against the actions.

## **2 ECONOMIC DEVELOPMENT ACTION PLAN: PROGRESS**

- 2.1 The strategic aims (aligned to the Corporate Plan) are:

- **Strategic Aim:** a destination in which to invest, work, visit and live
- **Key Highlights / Progress:**
  - Major project progress, including the successful application to the Future High Street Fund, which could unlock up to £25m capital investment in the Town Centre;
  - Delivery of the Selective Licensing scheme, with the project now entering the monitoring phase;
  - Launch of the National Heritage Lottery Funded (NHLF) Venetian Waterways and Boating Lake project, which will continue to deliver events and activities for the duration of the funded project.
  - The Local Plan Part 2 is being progressed to provide detailed policies on the

distribution and type of development already agreed, providing greater clarity and confidence for developers.

- **Strategic Aim:** key sector development and sustainability

- **Key Highlights / Progress:**

- Launch of the Offshore Wind Sector Deal from the Borough in Autumn 2018 and East of England Energy Zone (EEEZ) promotion;
- An uplift in both the applications and successful applications to New Anglia LEP grant programmes:
  - In 2018/19, Great Yarmouth businesses accounted for 4% of applications to New Anglia LEP grant schemes (a total of £76,150 applied for). To date in 2019/20, Great Yarmouth businesses accounted for 8% of applications (a total of £107,500 applied for);
  - In 2018/19, Great Yarmouth businesses accounted for 3% of the total value of approved New Anglia LEP grants (£130,850). To date in 2019/20, Great Yarmouth businesses accounted for 11% (£107,500).
- A number of major projects have moved forward, contributing to the delivery of the Norfolk and Suffolk Economic Strategy. These include, but are not limited to, the Winter Gardens, Marina Centre redevelopment and South Denes and Energy Park developments.

- **Strategic Aim:** a prosperous physical environment and improved infrastructure

- **Key Highlights / Progress:**

- Overall, there is a year on year increase in jobs and year on year decrease in vacancy space at Beacon Park;
- A five-year £40m flood-defence scheme is being delivered by the Environment Agency, with £8.2m contributed by the LEP and £50K from GYBC;
- Great Yarmouth Third River Crossing is in the Development Consent Order phase with the Planning Inspectorate;
- Development of the Great Yarmouth Transport Strategy is well advanced;
- Future High Street Fund interventions are being developed;
- Abellio Greater Anglia has invested in new rolling stock;

- Investment in Great Yarmouth bus station, with wayfinding and highway projects.
- **Strategic Aim:** Developing communities, entrepreneurship and the workforce
- **Key Highlights / Progress:**
  - See section on EnterpriseGY, below.

### **3 ENTERPRISE GY PROGRESS – STRATEGIC AIM, “ENTREPRENEURSHIP”**

- 3.1 EnterpriseGY existed for a number of years, providing start-up space and enterprise support from The Catalyst building on The Conge. Until 2018, the service was resourced with financial support from the Coastal Communities Fund. An overview of current delivery and context is provided in the following paragraphs.
- 3.1.1 The Borough has the lowest enterprise birth count in Norfolk and the lowest birth count as a percentage of overall businesses, indicating a less-vibrant enterprise start-up environment. Great Yarmouth also has the highest five-year enterprise mortality rates in Norfolk, indicating a need for ongoing intervention to both stimulate and sustain new businesses.
- 3.1.2 Any strategic refocusing of publicly-funded business support provision on enhanced gross value-added (GVA) and productivity outcomes – which favours high-growth or innovative enterprises – could disproportionately affect the Borough. Start-up support has a wider impact above and beyond gross value-added and productivity measures, providing pathways to economic inclusion and social mobility/empowerment for local residents.
- 3.1.3 On 16 September 2019, members of the Economic Development Committee reviewed the draft Local Industrial Strategy. As detailed within that report, New Anglia LEP have indicated that scale-ups, not start-ups, are going to be the focus of new business support delivered through the New Anglia Growth Hub. The LEP is in the process of identifying potential high-growth enterprises and is already refocusing its business advisors and finance/grant schemes on providing *catapult* programmes to transition these enterprises into high-growth businesses.



- 3.1.4 This does not address the specific needs of the Borough or take account of the profound social impact of enabling start-ups as a route to social/economic inclusion. As a result, this perspective was included in feedback submitted in response to the LEP's consultation on the Local Industrial Strategy (LIS).
- 3.1.5 Capacity within the Council to help foster a local start-up/growth culture independent of the LEP-administered Growth Hub could be important in the context of ongoing economic challenges and uncertainties.
- 3.1.6 To ensure optimum communication, and business engagement the established *EnterpriseGY* brand and Spirit of Enterprise Awards logo were brought together as a catch-all onward-facing identity on the basis that all the various business advice, economic development, enterprise-led regeneration and – to some extent – inward investment are effectively all 'enterprise' and all 'GY'.
- 3.1.7 Practical actions to consolidate, simplify and streamline the 'offer' to businesses, stakeholders and potential investors included:
- The existing EnterpriseGY website was brought in-house, simplified and re-branded;
  - Existing Pinterest, Facebook and LinkedIn Group channels were closed and the @SOEAwards Twitter account will redirect visitors to @enterpriseGY instead;
  - Content and communications are consolidated via the @enterpriseGY Twitter account across business advice, economic development and inward investment, with anyone in the team involved in 'enterprise' posting/retweeting regularly (e.g. EEEZ content, relevant GYBC/Chamber/FSB/New Anglia LEP content).
- 3.1.8 The main EnterpriseGY resource is the Business Advisor who provides a visible, responsive interface between the local business community and the Borough, responding to enquiries, providing relevant information, advice and support and signposting to other relevant expertise and sources of support.
- 3.1.9 EnterpriseGY is also able to undertake initial enterprise assessments, provide one-to-one business advice to aspiring entrepreneurs, start-ups and established enterprises in

support of local growth and job creation. It helps aspiring entrepreneurs, start-ups and established enterprises to develop strategies, business plans, policies and access third party finance, such as loans and grants.

3.1.10 More generally, EnterpriseGY champions and represents local enterprises and acting as a contact for business and investor inquiries, organises and delivers enterprise support events, workshops and networking opportunities, responding to local need and demand. No other district council in Norfolk or Suffolk is known to be providing frontline enterprise support and facilitation to augment the generic New Anglia Growth Hub service.

3.1.11 Since April 2019, EnterpriseGY has participated in 62 business events and another 10 have been arranged. A recent event schedule is reproduced, below.



The poster is divided into two main sections. The left section has a background image of hands working on a desk with a laptop and papers. It features the text 'NEED SOME BUSINESS ADVICE?' in large white letters on a red background. Below this, it says 'FREE • CONFIDENTIAL • IMPARTIAL' and provides contact information: 'FOR MORE INFO CALL 0800 458 0146' and 'EMAIL: VICTORIA.WILLIAMSON@GREAT-YARMOUTH.GOV.UK'. The right section has a red header 'TRAINING DATES' followed by a table of events.

| Date       | Event                          |
|------------|--------------------------------|
| 10/10/2019 | Coastal Connect Networking     |
| 10/10/2019 | First steps to start up course |
| 11/10/2019 | First steps to start up course |
| 06/11/2019 | Business planning course       |
| 07/11/2019 | First steps to start up course |
| 08/11/2019 | First steps to start up course |
| 13/11/2019 | Sales and marketing course     |
| 21/11/2019 | Coastal Connect Networking     |
| 27/11/2019 | Bookkeeping course             |

For more information please call 0800 458 0146  
or email: [victoria.williamson@great-yarmouth.gov.uk](mailto:victoria.williamson@great-yarmouth.gov.uk)

**ENTERPRISE GY**

[www.enterprisegy.co.uk](http://www.enterprisegy.co.uk)

3.1.12 Business events and training are typically delivered in partnership with external parties, such as Nwes and Menta; its own modest resources are acknowledged and a core ambition is to leverage externally-funded programmes, grant schemes and training into the Borough – i.e. enabling the Borough to *punch above its weight* by maximising the visibility and accessibility of third party resources – and processes are in place with key individuals and organisations operating within the Borough to ensure seamless cross-referrals (e.g. the New Anglia Growth Hub).

- 3.1.13 In terms of assessing whether or not local enterprises are accessing an *equitable* share of those shared resources, a simple benchmark can be employed. The Office for National Statistics records 62,195 private sector enterprises in the New Anglia LEP area and 2,805 within the Borough – 5% of the total. If Great Yarmouth accounts for 5% or more of those outputs for the whole LEP area, then local enterprises are accessing an equitable or disproportionate share of those resources.
- 3.1.14 This is illustrated on Page 3 of the appended Economic Development Dashboard Report (Annex B); Great Yarmouth is benefiting disproportionately in a number of areas; in particular access to grant support for growth. Furthermore, its position has improved since the appointment of the Business Advisor in April 2019 and reinvigoration of EnterpriseGY as a vehicle for enterprise outreach. It is, however, underperforming in terms of engagement by pre-start individuals and more-established businesses.
- 3.1.15 The precise causal factors of this have not been determined – but these data would seem to support the proposition, as set out in Paragraph 3.1.1, that the Borough is a less-vibrant enterprise start-up environment than other districts. It also indicates a need for ongoing enterprise outreach via EnterpriseGY to a) maximise the visibility and accessibility of third-party business support provision, b) maintain appropriate cross-referral processes, and c) significantly augment Growth Hub provision by providing direct local enterprise support.
- 3.1.16 It should also be noted that whilst the output definitions and count criteria do not precisely align with those of EnterpriseGY, EnterpriseGY clearly adds significant extra capacity over and above that provided as a shared resource by New Anglia LEP – as outlined on Pages 1-2 of the appended Economic Development Dashboard Report (Annex B).
- 3.1.17 EnterpriseGY also adds direct value to other business-facing, inward investment-related activity – for example, representing the Borough's interest in the East of England Energy Zone partnership at the recent *Southern North Sea 2019* and *Offshore Energy 2019* trade events. It actively engages with programmes outside the Borough and is, for example, a Cambridge Norwich Tech Corridor Ambassador, providing an opportunity for

direct dialogue with influencers in the innovation field and innovation and R&D-focused enterprises.

3.1.18 The Business Advisor is also deployed directly on the new Council-led Offshore Wind Competitive Positioning Programme, a £300K LEP co-financed project, providing one-to-one and one-to-many support and assistance to enterprises within the extended offshore renewables supply chain. It is proposed that a Report on this project is presented to the next meeting of the Economic Development Committee.

3.1.19 EnterpriseGY has identified forty local business that reflect and represent key employers, sectors and size categories. These are all enterprises that are likely to be willing to engage constructively with the Council and there is an opportunity to bring around thirty together in appropriate and carefully-curated fora to provide a *sounding board* and enable open conversations about local economic development and growth.

3.1.20 Current or recent examples of added-value and partnership working to extend and amplify the reach of Borough's economic growth activity include:

- The 2020 Spirit of Enterprise Awards will be held in March 2020 and will – for the first time – share branding with EnterpriseGY. The *Future50* model used by Nwes and Archant will be adopted by EnterpriseGY – initiating and sustaining ongoing post-event relationships with both sponsors and winners.
- EnterpriseGY is working in partnership with the Norfolk Chambers of Commerce to deliver monthly *Coastal.Connect* networking and business surgeries, bringing in professionals to provide upskilling in areas such as marketing and book-keeping and facilitating commercial partnerships to bid for new contracts. Local attendees comprise a range of local enterprises, from sole traders and micros up to major employers, such as 3Sun.
- EnterpriseGY is delivering joint events with Lovewell Blake and Larking Gowen to convene technical advice sessions (e.g. the new Domestic Reverse Charge VAT). These sessions have also included expert speakers from companies such as Aston Shaw, NatWest and the Growth Hub.
- EnterpriseGY is developing a new pilot with the Federation of Small Businesses (FSB) to deliver local networking events to bring smaller enterprises together to

compete for contracts.

- In 2020, EnterpriseGY will work with Price Bailey to run bimonthly business workshops focusing on relevant, topical financial topics at each.
- EnterpriseGY is hosting/facilitating Nwes and Menta business training (e.g. First Steps to Start-Up and three-day book-keeping courses), making introductions and facilitating reciprocated cross-referrals to the Growth Hub.
- EnterpriseGY is engaged with East Norfolk College to deliver First Steps to Start-Up training to young people that the College has identified as being interested in pursuing self-employment led industries (e.g. web developers). The training will encompass book-keeping, business planning, financial forecasting, marketing and legal requirements and will also facilitate links to employers where there are known opportunities for apprenticeships or project work.
- From November onwards, EnterpriseGY will be involved in offshore sector peer-to-peer knowledge transfer and bring-a-supplier/customer sessions, focussing on East of England Energy Zone-affiliated enterprises.
- EnterpriseGY is providing assistance to the Council's GoTrade project, leveraging third party online business training modules and assisting with the Great Yarmouth Young Trader Markets scheme, whereby local young people are assisted to develop enterprises and use the Market as a vehicle for test-trading.

3.1.21 EnterpriseGY operates a dashboard reporting system – the current version of which is appended to this Report (Annex B). Quantitative outputs are informed by, explicitly align with and contribute to the Council's Quarterly Performance Indicators.

3.1.22 EnterpriseGY is currently performing or overperforming against all its agreed KPIs. It has also taken a leading role in the current pipeline of smaller inward investment prospects, valued at around £1.6m – £125K of which has already been committed.

## **4 NEXT STEPS**

4.1 Members considered the draft Local Industrial Strategy (LIS) at the September Economic Development Committee meeting, with officers feeding back the recommendations made at that meeting. The LEP has now confirmed submission of the draft document to Government.

- 4.2 The LIS builds on and forms part of the delivery mechanism of the Norfolk and Suffolk Economic Strategy. The development of that strategy has helped focus attention on the key building blocks of the economy, understand the areas with greatest potential and identify interventions to unlock this potential.
- 4.3 In addition to the new LIS, the Council has been working on a new Corporate Plan to replace 'The Plan 2015-2020'. Once Council have reviewed and adopted this, a new Economic Growth Strategy will be drafted to reflect the new Plan, alongside an aligned new Economic Growth Action Plan.
- 4.4 That document (the Economic Growth Action Plan) will be directly informed by the Local Industrial Strategy and Norfolk & Suffolk Economic Strategy and integrate those actions that contribute directly to the Council's Quarterly Performance Indicators. It will comprise a logical framework of specific actions, lead parties, measures of success, timescales, progress and outcomes under each of the Strategic Aims of the new Corporate Plan that relate to economic development and growth.
- 4.5 These documents will be presented to the Economic Development Committee for consideration

## **5 FINANCIAL IMPLICATIONS**

- 5.1 There are no financial implications arising from this report directly. It should, however, be noted that the support provided by the Council to businesses, start ups, and via regeneration projects and initiatives positively impacts on the economic growth and wellbeing of the Borough.

## **6 RISK IMPLICATIONS**

- 6.1 None as a direct result of this report.

## **7 CONCLUSIONS**

- 7.1 This Report provides an overview of current delivery of economic development support through the Economic Growth Action Plan and directly-related activities such as enterprise outreach.

## **8 RECOMMENDATIONS**

Members are asked to:

- a) Receive and review Economic Development progress against delivery of the adopted Economic Growth Action Plan (see Annex A);
- b) Note the progress and achievements made within the EnterpriseGY service.

## **9 BACKGROUND PAPERS**

9.1 Economic Growth Action Plan Progress Report.

9.2 Economic Development Dashboard Report.

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

| Area for consideration                       | Comment   |
|--|---|
| Monitoring Officer Consultation:             |   |
| Section 151 Officer Consultation:            |   |
| Existing Council Policies:                   | Corporate Plan<br>Economic Growth Strategy<br>Economic Growth Action Plan |
| Financial Implications:                      | Addressed above   |
| Legal Implications (including human rights): | N/A   |

|                                  |     |
|----------------------------------|-----|
| Risk Implications:               | N/A |
| Equality Issues/EQIA assessment: | N/A |
| Crime & Disorder:                | N/A |
| Every Child Matters:             | N/A |



## Economic Growth Action Plan

**Strategic Aim:** A destination in which to invest, work, visit and live

**Strategic Outcomes:** Higher investment and participation from the private sector in culture; enhanced cultural place-making, improving graduate and skilled-worker retention, increased presence of creative industries and creating new visitor markets; revived evening economy; transform Great Yarmouth's arrival experience by creating a network of attractive, vibrant and well-connected neighbourhoods to create a new gateway to the town

| Ref. | Action  | Lead Delivery Partner                         | Secondary Delivery Partner | Key Measurables  | Timescale   | Progress against action   |
|------|---|---|----------------------------|--|-------------|---|
| 1.1  | Effective year-round communication with businesses and potential investors  | GYBC Economic Development Unit                |                            | "Invest GY" Twitter feed; more visits to webpages; timely HTML Newsletters   | Autumn 2018 | <p>A Communications Strategy is currently being developed by the Economic Development Officer in consultation with the Communications Press Manager.</p> <p>A internal review of economic development communications channels, names and brands proposed that the established EnterpriseGY brand and Spirit of Enterprise Awards logo should be adopted as a catch-all onward-facing identity to amplify impact and coherence. Practical actions to consolidate, simplify and streamline the 'offer' to businesses, stakeholders and potential investors include:</p> <ul style="list-style-type: none"> <li>• The existing EnterpriseGY website has been brought in-house, simplified and re-branded;</li> <li>• Existing Pinterest, Facebook and LinkedIn Group channels were closed and the @SOEAwards Twitter account will redirect visitors to @enterpriseGY instead;</li> <li>• Content and communications are consolidated via the @enterpriseGY Twitter account across business advice, economic development and inward investment, with all officers involved in 'enterprise' posting/retweeting regularly (e.g. EEEZ content, relevant GYBC/Chamber/FSB/New Anglia LEP content).</li> </ul> |
| 1.2  | To improve the management and facilities of the two markets and newly-paved Market Place. To create a better event space for an expanded programme of events. | GYBC Project Management Office; GYBC Property |                            | Regenerated Market Place   | Autumn 2019 | Enhancement of the Market Place was one of the priorities within GYBC's successful Future High Streets Fund expression of interest, which will bring forward specific opportunities to enhance the physical structure and configuration of the Town Centre to drive footfall, to foster and support the conditions for lively, vibrant and inclusive confluence of enterprises, communities and social/cultural activity.   |
| 1.3  | Licensing programme for private sector housing  | GYBC Environmental Health                     |                            | Implementation of a selective licensing programme for private sector housing | Summer 2019 | The National Landlords Association supported the Council's Selective Licensing Designation Report (upon which it consulted between Jun and Aug 2018). The scheme came into effect on 7 Jan 2019 and runs for five years, with the aim of improving housing and social conditions for private sector tenants.  |
| 1.5  | Delivery of the regeneration of the Waterways scheme  | GYBC Property                                 |                            | Delivery of the Waterways scheme   | Summer 2019 | Capital regeneration of the Venetian Waterways and Boating Lake are complete and were formally opened in Aug 2019. Succession plans comprise lease-and-contract with Access Community Trust, who will run the café and manage/maintain the park on GYBC's behalf. An ongoing programme of   |

|            |   |              |          |                                 |              |  |
|------------|---|--------------|----------|---------------------------------|--------------|--|
|            |   |              |          |                                 |              | community events is being delivered, including – most recently – a Halloween ‘Scaretacular’ on 26 Oct.   |
| <b>1.6</b> | Transform the Conge with new mixed-use development lining both sides of the lower half of the street, with following phase connecting the Conge to the renewed Market Place.            | GYBC Housing |          | Business Rates Pool application | Ongoing      | The Conge Viability Assessment and The Conge Sales & Marketing Report were produced in Summer 2019 and a pre-application planning meeting took place in early Nov 2019. Opportunities to address the development viability gap are being actively explored.  |
| <b>1.7</b> | Refurbish and regenerate buildings fronting onto Hall Quay for leisure-based uses, ensuring existing buildings are conserved and developed appropriately.                               | GYBC         |          | Business Rates Pool application | Ongoing      | Investor interest to date has been almost exclusively residential conversion. A Hall Quay Planning Brief has been adopted to stimulate further developer interest. Conservation officers have actively engaged with planning applicants to preserve heritage and the built environment. Public consultation on the Hall Quay public realm is complete and [CHECK IN PUBIC DOMAIN: around £1m of capital funding has been secured, with works due to commence from Jan 2020]. These enhancements should stimulate interest in investment in buildings on Hall Quay. |
| <b>1.8</b> | To develop an approach to wayfinding and public realm through the historic core of the town centre that can enable people to discover and experience its unique character and structure | GYBC         | Highways | New wayfinding system installed | Mar/Apr 2019 | The Wayfinding Project has been completed, funded through the Sustainable Transport funding administered by New Anglia LEP. This comprised finger posts, information megaliths, carpark windsail signage, public information heritage cases and Rows signage.  |
| <b>1.9</b> | To develop an annual Christmas Festival and link with GoTrade   | GYBC         |          | As stated                       | Ongoing      | A Christmas Market took place in 2018 and will take place again from 29 Nov 2019. GoTrade is a stakeholder in these and will also continue to explore opportunities to support the market and events; GoTrade supported the Out There Festival.  |

**Strategic Aim:** Key sector development and sustainability

**Strategic Outcomes:** Diversified and resilient industry, able to exploit new markets; expanded year-round tourism and cultural offer; further development of the Port facilities and business base

| Ref.       | Action  | Lead Delivery Partner   | Secondary Delivery Partner | Key Measurables  | Timescale   | Progress against action   |
|------------|---|---|----------------------------|--|-------------|---|
| <b>2.1</b> | Offshore Wind Sector Deal   | New Anglia LEP; EEEGR   | GYBC; NCC                  | Deal tailored to local industry's needs  | Autumn 2018 | The Offshore Wind Sector Deal (The Norfolk and Suffolk Offshore Wind Cluster) was formally launched on 7 Mar 2019.  |
| <b>2.2</b> | Promote key sector opportunities at international trade fairs and conferences | East of England Energy Zone (EEEZ); GYBC; East of England Energy Group (EEEGR); NCC; East Suffolk Council, New Anglia LEP |                            | Offshore Energy, Amsterdam, October 2018; Southern North Sea Conference, Spring 2019 | Ongoing     | GYBC officers represented the Borough's interest in the East of England Energy Zone partnership at the Southern North Sea 2019, Global Offshore Wind 2019 and Offshore Energy 2019 trade events with staff from EEEGR, NCC and New Anglia LEP. Enquiries and contacts are being followed up and appropriate referrals made. |
| <b>2.3</b> | Create a Centre of Excellence for shallow water decommissioning               | EEEGR   | New Anglia LEP; GYBC       | Centre of Excellence established   | Ongoing     | EEEGR's Late Life and Decommissioning Special Interest Group (SIG) aspires to establish Great Yarmouth, Lowestoft and the surrounding area as the centre of excellence for decommissioning for the Southern North Sea. Representations have been made by the SIG to the Oil and Gas   |

|            |  |   |   |   |             |  |
|------------|--|---|---|---|-------------|--|
|            |  |   |   |   |             | <p>Authority with the ultimate objective of emulating the Oil &amp; Gas Technology Centre in Scotland.</p> <p>The new Oil and Gas Authority Area Manager for the Southern North Sea and Eastern Irish Sea recently visited the area and EEEGR's advocacy/discussions are ongoing. New Anglia LEP reports that this objective is ongoing but that it is a lower strategic priority than</p>   |
| <b>2.4</b> | Increase in the number of Great Yarmouth businesses accessing available grants     | New Anglia Growth Hub; GYBC EDU                             |   | Increase in applications from Great Yarmouth businesses as reported by New Anglia LEP | Spring 2019 | <p>In 2018/19 Great Yarmouth businesses accounted for 4% of applications to New Anglia LEP grant schemes (a total of £76,150 applied for). To date in 2019/20, Great Yarmouth businesses accounted for 8% of applications (a total of £107,500 applied for).</p> <p>In 2018/19, Great Yarmouth businesses accounted for 3% of the total value of approved New Anglia LEP grants (£130,850). To date in 2019/20, Great Yarmouth businesses accounted for 11% (£107,500).</p>  |
| <b>2.5</b> | Support delivery of the Norfolk and Suffolk Economic Strategy                      | GYBC; New Anglia LEP  |   | A stated  | Ongoing     | A number of funding applications have been submitted to deliver key strategic priorities for the Borough, such as the restoration of the Winter Gardens, the redevelopment of the Marina Centre, supporting the growth of the offshore energy sector and enhancements to economy and resilience of the Town Centre. Each of these was specifically aligned to Norfolk and Suffolk Economic Strategy and drew upon the Strategy's Evidence Base. The next iteration of the Economic Growth Action Plan will also demonstrate explicit alignment with the Norfolk and Suffolk Economic Strategy. |
| <b>2.6</b> | Support development of the Local Industrial Strategy                               | GYBC Economic Development Unit; New Anglia LEP              |   | Ensure relevance to Borough's needs   | Ongoing     | Officers attended the Local Industrial Strategy Summit on 10 Jun 2019. The Council's formal response to the draft Local Industrial Strategy consultation was submitted to New Anglia LEP on 25 Sep 2019. The next iteration of the Economic Growth Action Plan will also demonstrate explicit alignment with the new Local Industrial Strategy.  |
| <b>2.7</b> | Gain financial support for cultural regeneration                                   | GYBC; Cultural Board  |   | Evidenced private sector support  | Summer 2019 | In Aug 2019, £1.1m was awarded to the £1.6m <i>Freshly Greated</i> project (a collaborative cultural partnership comprising Voluntary Norfolk, SeaChange Arts, Creative Collisions, Jays UK Ltd and GYBC) by Arts Council England. with National Lottery funding. The project will increase engagement with the arts among groups of people who are currently least likely to get involved as either audiences or creators.  |
| <b>2.8</b> | Develop new Tourism & Cultural Strategy  | GYBC; Greater Yarmouth Tourism and Business Investment Area |   | Adopted strategy in place   | Spring 2019 | On 16 Jul 2018, the Economic Development Committee resolved to develop a ten-year Tourism, Heritage & Cultural Strategy for Great Yarmouth in order to blend and showcase the many art-based performance specialisms and heritage assets. Following feedback from the Cultural Board, a draft Tourism & Culture Strategy is currently being revised with the final draft due for completion by the end of 2019.  |
| <b>2.9</b> | Liaise with Peel Ports with regard to port development, promotion and land supply. | GYBC  | New Anglia Local Enterprise Partnership | As stated   | Ongoing     | Options to further develop the capacity and capability of the Port to serve the offshore and maritime sectors are being actively explored with Peel Ports, New Anglia LEP and NCC via regular Great Yarmouth Energy Projects meetings.   |

|      |  |                    |  |                      |             |  |
|------|--|--------------------|--|----------------------|-------------|--|
|      |  |                    |  |                      |             | <p>The British Chamber and Port Oostende are both interested in forging links with Great Yarmouth with the objective of the re-establishment of direct maritime connectivity between Great Yarmouth and the Continent and enabling the respective logistics sectors to partner up to provide end-to-end cargo/freight solutions.</p> <p>Around 20 high-level delegates and other experts from the Ostend logistics/maritime cluster attended a joint trade event in Great Yarmouth on 14 October. It is known that several introductions made on the day have resulted in ongoing commercial contact/discussion, including further direct negotiation in respect of a re-established freight service between the Continent and Great Yarmouth.</p> |
| 2.10 | Develop the role of the Cultural Board | GYBC Cultural Lead | Cultural Board; New Anglia LEP; Chambers of Commerce, Arts Council; Norfolk Museum Service; Broads Authority; Town Centre Partnership; GYTABIA; ENJOY; SeaChange Arts; St. George's Theatre; Civic Society; GY Arts Festival | Cultural Action Plan | Spring 2019 | It is intended that this Board will steer a strategic, collaborative approach to the delivery of arts, culture and heritage in Great Yarmouth. Once approved and established, it will oversee and embed the Strategy and monitor the associated outcomes.  |

**Strategic Aim:** Developing communities, entrepreneurship and the workforce

**Strategic Outcomes:** Greater entrepreneurialism; improved business resilience; business growth; less seasonality in employment; more highly skilled workforce, reflective of local industry needs; more economically active workforce; residents in deprived communities able to engage with the economy; a better match of the demand and supply of skills

| Ref. | Action  | Lead Delivery Partner | Secondary Delivery Partner | Key Measurables | Timescale   | Progress against action   |
|------|---|-----------------------|----------------------------|-----------------|-------------|---|
| 3.1  | Assist 15 residents a year to start up a business | enterpriseGY          | New Anglia Growth Hub      | 10 per annum    | April 2019  | In 2018/19, New Anglia Growth Hub assisted 7 local entrepreneurs to create new businesses and 2, to date, in 2019/20.   |
| 3.2  | Develop a Skills Forum                            | GYBC                  |                            | As stated       | Summer 2019 | In early 2019, a UEA intern was commissioned to characterise and analyse the skills gaps within Great Yarmouth, the structural barriers to securing local economic benefits and determining where there are opportunities for the Council enhance skills alignment with demand and residents' opportunities. This research is currently being reviewed and the next steps identified; these may include either the commissioning of additional research and/or convening of a Skills Forum, depending upon the recommendations arising from the review. |

|     |   |                          |                         |  |                            |  |
|-----|---|--------------------------|-------------------------|--|----------------------------|--|
| 3.3 | Provide support to local residents to access employment, address complex needs and drive community development to improve life chances for people living in the urban wards of Great Yarmouth | Neighbourhoods That Work |                         | 200 residents supported to overcome personal challenges<br><br>150 residents achieving sustainable employment<br><br>100 local employers will report feeling more engaged with their local community | Progress Reports as stated | Neighbourhoods That Work reports that a total of 285 residents have been supported to overcome personal challenges; 121 residents have achieved sustainable employment; 128 local employers report feeling more engaged with their local community.  |
| 3.4 | Advise and support small business to grow, diversify and be sustainable   | EnterpriseGY             | New Anglia Growth Hub   | 10 per annum   | Apr 2019                   | Since Apr 2019, EnterpriseGY has provided some one-to-one technical support to 89 enterprises and one-to-many technical support to 96 individuals. It has made 87 separate referrals to other sources of specialist technical support.<br><br>New Anglia Growth Hub provided at least three hours' information, diagnostics and brokerage to 27 local businesses in 2018/2019 and 9, to date, in 2019/20. New Anglia Growth Hub provided in-depth assistance (12+ hours' technical support) to 4 local businesses in 2018/19 and 3, to date, in 2019/20. |
| 3.5 | Hold or support events to promote entrepreneurial skills  | EnterpriseGY             | New Anglia Growth Hub   | 3 per annum  | Apr 2019                   | In 2018/19, New Anglia Growth assisted 7 entrepreneurs to be enterprise-ready and 10, to date, in 2019/20. EnterpriseGY has provided one-to-many technical support at 20 business workshops aimed at pre-starts or new businesses since Apr 2019.  |
| 3.6 | To deliver a skills event within the region working collaboratively with a variety of organisations   | EEEGR; Skills for Energy |                         | As stated  | Dec 2018                   | New Anglia LEP's Energy Sector Skills Plan was published in Mar 2018. EEEGR reports that the 2018 Skills for Energy event attracted more than 600 students, parents and teachers connecting with energy employers. Skills for Energy 2019 will take place on 27 Nov at the new Energy Skills Centre at East Coast College, Lowestoft.  |
| 3.7 | Spirit of Enterprise Awards   | GYBC                     | Private sector sponsors | Awards ceremony; competitive entries   | Nov 2019                   | The 2020 Spirit of Enterprise Awards will be held in Mar 2020 and will – for the first time – share branding with EnterpriseGY. The Future50 model used by Nwes and Archant will be adopted by EnterpriseGY – initiating and sustaining ongoing post-event relationships with both sponsors and winners. Applications from local businesses to the Spirit of Enterprise Awards will be automatically entered into the EDP Awards.  |

**Strategic Aim:** A prosperous physical environment and improved infrastructure

**Strategic Outcomes:** An improved town centre; increased occupancy of Beacon Park; improved public realm; inward investment and expansion of businesses requiring access or proximity to the port; attracting the services sector to broaden the economic base; transport and infrastructure will be joined up and much improved; residents, businesses and visitors will access and travel throughout the borough with ease; great Yarmouth will become a smart borough utilising technology to enable all to live with ease and convenience and the roll out of fast broadband completed

| Ref.  | Action   | Lead Delivery Partner  | Secondary Delivery Partner | Key Measurables   | Timescale        | Progress against action  |        |          |          |          |   |  |  |  |             |       |       |      |                               |  |  |  |             |     |     |     |             |     |     |     |       |     |     |     |
|---|--|--|----------------------------|---|------------------|--|--------|----------|----------|----------|---|--|--|--|-------------|-------|-------|------|-------------------------------|--|--|--|-------------|-----|-----|-----|-------------|-----|-----|-----|-------|-----|-----|-----|
| 4.1   | Reinvest Enterprise Zone retained Business Rates to promote the growth of the zone and the energy sector                                   | Enterprise Zone Working Group; GYBC Inward Investment; GYBC Property; Norfolk CC | New Anglia LEP             | Decrease empty floor space (%) and increase the number of jobs in the Enterprise Zone | Quarterly report | <div><p>Enterprise Zone funds are supporting a number of initiatives, including the East of England Energy Zone marketing campaign and the Council-led Offshore Wind Competitive Positioning Programme. Its potential to support an extension to the Beacon Park facility and the development of an offshore Operations &amp; Maintenance campus on South Denes are currently being explored.</p><p>Occupancy/vacancy rates for total developed floorspace at Beacon Park are tracked and reported by GBYC Property. There is an ongoing downward trend in vacancy rates, with a series of buildings recently occupied. Jobs on the Enterprise Zone sites are tracked and reported by New Anglia LEP:</p><table><tr><td>Period</td><td>Mar 2018</td><td>Sep 2018</td><td>Sep 2019</td></tr><tr><td colspan="4">Vacancy rate for total developed floorspace</td></tr><tr><td>Beacon Park</td><td>18.6%</td><td>15.6%</td><td>7.5%</td></tr><tr><td colspan="4">Jobs on Enterprise Zone sites</td></tr><tr><td>Beacon Park</td><td>598</td><td>668</td><td>772</td></tr><tr><td>South Denes</td><td>234</td><td>236</td><td>226</td></tr><tr><td>Total</td><td>832</td><td>904</td><td>998</td></tr></table></div> | Period | Mar 2018 | Sep 2018 | Sep 2019 | Vacancy rate for total developed floorspace |  |  |  | Beacon Park | 18.6% | 15.6% | 7.5% | Jobs on Enterprise Zone sites |  |  |  | Beacon Park | 598 | 668 | 772 | South Denes | 234 | 236 | 226 | Total | 832 | 904 | 998 |
| Period                                      | Mar 2018   | Sep 2018   | Sep 2019                   |   |                  |  |        |          |          |          |   |  |  |  |             |       |       |      |                               |  |  |  |             |     |     |     |             |     |     |     |       |     |     |     |
| Vacancy rate for total developed floorspace |  |  |                            |   |                  |  |        |          |          |          |   |  |  |  |             |       |       |      |                               |  |  |  |             |     |     |     |             |     |     |     |       |     |     |     |
| Beacon Park                                 | 18.6%  | 15.6%  | 7.5%                       |   |                  |  |        |          |          |          |   |  |  |  |             |       |       |      |                               |  |  |  |             |     |     |     |             |     |     |     |       |     |     |     |
| Jobs on Enterprise Zone sites               |  |  |                            |   |                  |  |        |          |          |          |   |  |  |  |             |       |       |      |                               |  |  |  |             |     |     |     |             |     |     |     |       |     |     |     |
| Beacon Park                                 | 598  | 668  | 772                        |   |                  |  |        |          |          |          |   |  |  |  |             |       |       |      |                               |  |  |  |             |     |     |     |             |     |     |     |       |     |     |     |
| South Denes                                 | 234  | 236  | 226                        |   |                  |  |        |          |          |          |   |  |  |  |             |       |       |      |                               |  |  |  |             |     |     |     |             |     |     |     |       |     |     |     |
| Total                                       | 832  | 904  | 998                        |   |                  |  |        |          |          |          |   |  |  |  |             |       |       |      |                               |  |  |  |             |     |     |     |             |     |     |     |       |     |     |     |
| 4.2   | Working in partnership with NCC, NALEP, Highways England and others to secure planning permission and delivery of the Third River Crossing | GYBC; NCC; New Anglia LEP  |                            | Development consent order; consultation   | Spring 2019      | The Planning Inspectorate confirmed its formal acceptance of NCC's application for a Development Consent Order (DCO) in May 2019. A public consultation on the Third River Crossing was undertaken between 20 Aug 2018 and 9 Dec 2018. Construction of the new lifting bridge over the River Yare is due to begin in late 2020 and open to traffic by early 2023.  |        |          |          |          |   |  |  |  |             |       |       |      |                               |  |  |  |             |     |     |     |             |     |     |     |       |     |     |     |
| 4.3   | To regenerate an area to develop a business park specifically focussed on the energy sector within the South Denes area.                   | GYBC Property  |                            | Evidenced development; key project  | Ongoing          | The Great Yarmouth Energy Park is established. Further funding and development opportunities are actively explored by the partners on an ongoing basis. New branding to improve the Park’s identity/visibility is currently in development.  |        |          |          |          |   |  |  |  |             |       |       |      |                               |  |  |  |             |     |     |     |             |     |     |     |       |     |     |     |
| 4.4   | Working in partnership with A47 Alliance, NCC, NALEP, Highways England and others to encourage/lobby/bid for road                          | GYBC; NCC; NALEP   | Chambers of Commerce       | Evidenced lobbying  | Ongoing          | In Jun 2019, Highways England announced that it would revisit the Vauxhall and Gapton roundabout improvement schemes in the context of the Third River Crossing. The current Highways England status is "scheme development paused pending review", with traffic modelling and appraisal   |        |          |          |          |   |  |  |  |             |       |       |      |                               |  |  |  |             |     |     |     |             |     |     |     |       |     |     |     |

|     |  |  |  |  |             |   |
|-----|--|--|--|--|-------------|---|
|     | infrastructure investment along the A47. To include Vauxhall, Gapton & Harfrey's roundabout schemes.   |  |  |  |             | scheduled for 2020. A decision on wider A47 dualling (including the Acle Straight) isn't expected until later in 2019. In Sep 2019, Galliford Try was contracted to complete 1.5 miles of A47 dualling between Blofield and North Burlingham. Development of the Great Yarmouth Transport Strategy is well advanced, with further consultation taking place between Sep and Oct.  |
| 4.5 | Improved flood defences  | GYBC Property  |  | To work with all agencies, neighbouring Local Authorities, Environment Agency, businesses and local communities to address coastal and river flooding and bidding for LEP funds.     | Ongoing     | A five-year £40m flood defence scheme is being delivered by the Environment Agency, with £8.2m contributed by the LEP and £50K from GYBC. It prioritises locations – in the first instance – by the risk of loss of life, focusing on Southtown & Cobholm.  |
| 4.6 | Prepare a masterplan for the development of 10 hectare of new employment land at Beacon Park and work in partnership to deliver against this plan. | GYBC Planning & Growth   |  | Masterplan issued  | End of 2018 | The Beacon Park Master Plan was published in Dec 2018. Opportunities and funding to develop this are being explored with partners at NCC and New Anglia LEP.  |
| 4.7 | Support community rail partnership, influence rail strategy and delivery of key projects   | GYBC Planning & Growth   |  | Working in partnership with NCC, the LEP and others to encourage/lobby/bid for infrastructure investment on rail improvements.   | Ongoing     | Strategic Planning represents GYBC in respect of both the Wherry Lines Community Rail Partnership and Norfolk Rail Strategy. £700K station forecourt improvements were completed in Nov 2018 with Local Growth Fund support. Other improvements include Abellio's investment in new rolling stock and service improvements on the Norwich line.   |
| 4.8 | Support the Better Broadband for Norfolk programme   | Working in partnership with NCC, New Anglia LEP and others to encourage/ lobby/ bid for infrastructure investment. |  | Advertise the availability of the Gigabit Broadband Voucher Scheme (GVBS); working in partnership with NCC, the LEP and others to encourage/lobby/bid for infrastructure development | Ongoing     | In early 2019, NCC was awarded an extra £11m for fibre broadband upgrades to 372 public sector sites across Norfolk (to be spent by April 2021), including 48 public sector sites in the Borough. The full benefits will be realised WHEN nearby residents and (particularly) businesses exploit this opportunity. In May 2019, the value of the national Gigabit Broadband Voucher Scheme (run by the Department for Culture, Media and Sport) was increased from £2,500 to £3,500 to enable small businesses to access ultrafast services. The scheme is advertised via the Better Broadband For Norfolk website. |

# Economic Development Dashboard Report, 07 November 2019

EnterpriseGY / Business Advisor, 2019-2020

## Outputs

This section provides a breakdown of agreed outputs against both the overall target ('Target', below) and the delivery profile - how many outputs should be achieved at this precise point in time ('KPI', below). Red indicates underperformance against the KPI and green indicates that delivery is meeting or exceeding the KPI. The percentages of the achieved outputs falling within the tourism and offshore energy sectors/supplychain and those within the adopted Great Yarmouth Town Centre boundary are also recorded.

|  | Target  | KPI     | Achieved | % Achieved | % Tourism | % Offshore | % T/Centre |
|--|---------|---------|----------|------------|-----------|------------|------------|
| Enterprises receiving one-to-one technical support                 | 100     | 47      | 89       | 89%        | 4%        | 47%        | 16%        |
| Enterprises receiving one-to-many technical support                | 120     | 57      | 96       | 80%        | 4%        | 7%         | 47%        |
| Active enterprise referrals to specialist technical support        | 60      | 26      | 87       | 145%       | 5%        | 14%        | 48%        |
| Supported enterprises applying for funding for growth/productivity | 32      | 10      | 11       | 34%        | 9%        | 18%        | 9%         |
| Value of funding support for growth/productivity applied for       | £32,000 | £10,933 | £210,000 | 656%       | 5%        | 17%        | 12%        |
| Borough representation at business events                          | 60      | 26      | 62       | 103%       | 13%       | 26%        | N/A        |

## Pipeline summary

|   | Number | % Tourism | % Offshore | % T/Centre |
|---|--------|-----------|------------|------------|
| Total number of beneficiaries engaged       | 219    | 3%        | 47%        | 24%        |
| Number of upcoming business events diarised | 9      | 67%       | 78%        | N/A        |

## Business event format breakdown

|                      | Taken place | Diarised |
|----------------------|-------------|----------|
| Conference/symposium | 10%         | 0%       |
| Workshops/seminars   | 32%         | 22%      |
| Networking event     | 48%         | 78%      |
| Trade show           | 6%          | 0%       |
| Awards/PR event      | 2%          | 0%       |
| Other event          | 2%          | 0%       |

## Geographical summary

|                                | Count | % Total |
|--------------------------------|-------|---------|
| Total engagements              | 219   | N/A     |
| Of which within Borough        | 137   | 63%     |
| Of which within Assisted Areas | 127   | 93%     |

## Modal ward\*

CENTRAL AND NORTHGATE

## Modal source\*

DIRECT OUTREACH

## Summary position

This project is currently performing or overperforming against all its KPIs

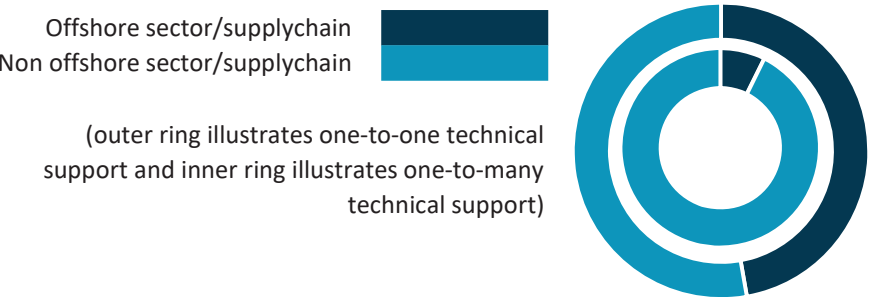
\* Modal = value that occurs most frequently in a given set of data



Breakdown of format of events taken place



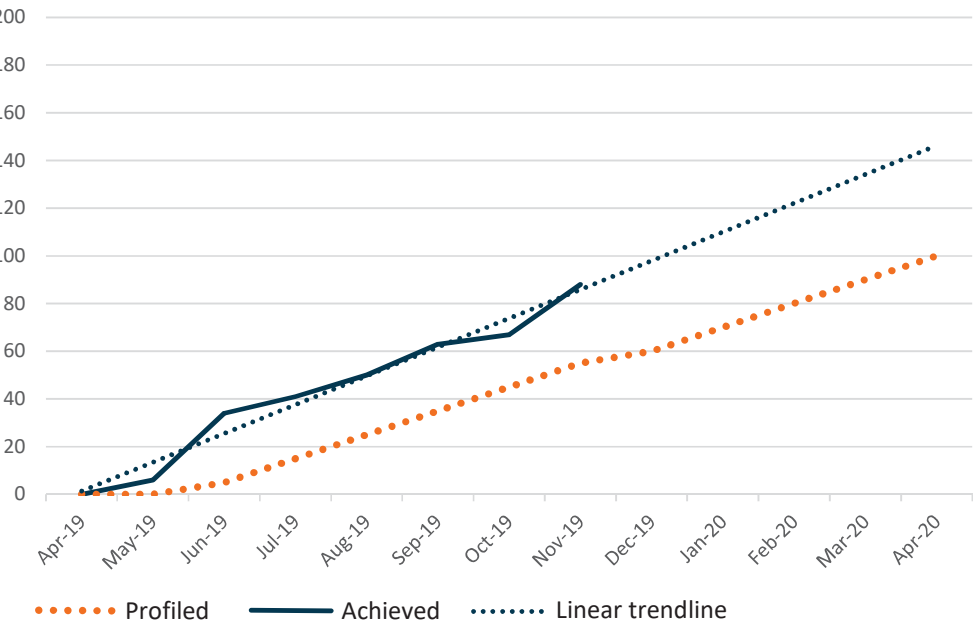
Breakdown of technical support to offshore sector/supplychain



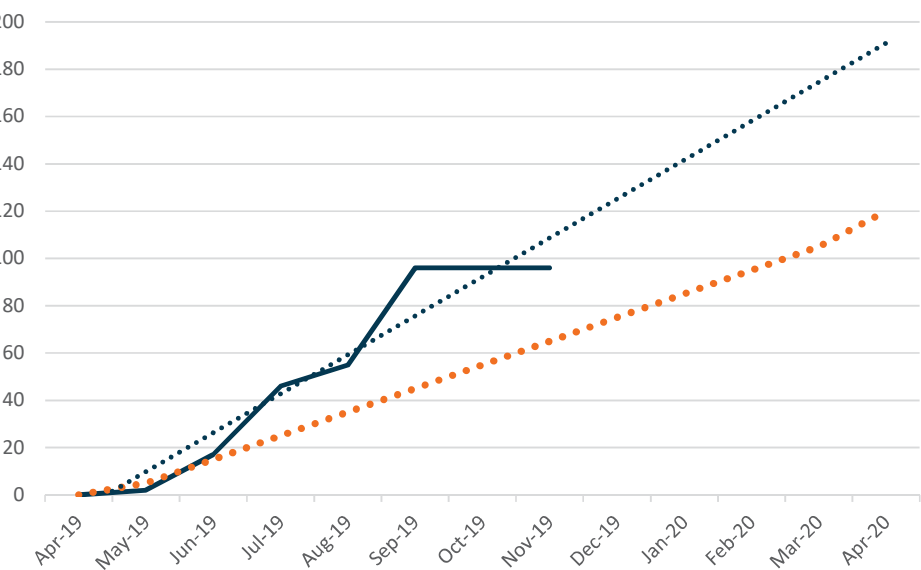
Snapshot of performance against the headline outputs

These charts provide a snapshot of current performance against the agreed delivery profiles for the headline targets and provide an overall indication of performance. The linear trendlines should demonstrate, at least, convergence with the contracted delivery profile by the end of the project. If they don't, underperformance is clearly indicated.

Enterprises receiving one-to-one technical support



Enterprises receiving one-to-many technical support



## New Anglia coordinated business support within Great Yarmouth

|  |
|--|
| <b>New Anglia Growth Hub</b>                           |
| Number of businesses engaged                           |
| Number of businesses receiving IDB*                    |
| Number of businesses receiving in-depth assistance     |
| <b>Nwes/Menta Start-Up Programme</b>                   |
| Number of entrepreneurs to be enterprise ready         |
| Number of enterprises supported                        |
| Number of new businesses created                       |
| Number of FTE jobs created                             |
| Number of businesses receiving in-depth assistance     |
| <b>Grants schemes</b>                                  |
| Number of enquiries                                    |
| Number of applications                                 |
| Value of grant applications (£)                        |
| Value of private match of applications (£)             |
| Number of approved grants                              |
| Value of approved grants (£)                           |
| Value of grants claimed (£)                            |
| Value of private match claimed (£)                     |
| Number of new FTE jobs created                         |
| Number of new to business products/services introduced |

| GY Total   | GY %** | GY Total  | GY %** |
|------------|--------|-----------|--------|
| 2018/2019  |        | 2019/2020 |        |
| 36         | 4%     | 18        | 4%     |
| 27         | 3%     | 9         | 4%     |
| 4          | 2%     | 3         | 5%     |
| 2018/2019  |        | 2019/2020 |        |
| 7          | 1%     | 10        | 4%     |
| 6          | 2%     | 3         | 2%     |
| 7          | 2%     | 2         | 1%     |
| 7.0        | 3%     | 2.0       | 1%     |
| 0          | 0%     | 1         | 5%     |
| 2018/2019  |        | 2019/2020 |        |
| 13         | 6%     | 7         | 9%     |
| 6          | 4%     | 3         | 8%     |
| £76,150    | 2%     | £107,500  | 13%    |
| £219,353   | 0%     | £302,480  | 8%     |
| 7          | 5%     | 3         | 7%     |
| £130,850   | 3%     | £107,500  | 11%    |
| £456,404   | 10%    | £164,750  | 10%    |
| £3,136,500 | 10%    | £701,280  | 11%    |
| 25.0       | 8%     | 3.5       | 3%     |
| 1          | 3%     | 1         | 13%    |

\* IDB = three hours' information, diagnostics and brokerage (effectively triage)

\*\* ONS records 62,195 private sector enterprises in the New Anglia area and 2,805 (4.5%) within the Borough. As a working benchmark, any percentage of delivery of the overall New Anglia programme equal to - or exceeding - 4.5% represents equitable - or preferential - leverage of LEP resources into the Borough in comparison to the other districts.

Subject: Economic Development Performance Report for Q2 2019/20 D

Report to: Economic Development Committee - 18 November 2019

Report by: Head of Planning and Growth

### **SUBJECT MATTER/RECOMMENDATIONS**

The performance report for nine Economic Development indicators for Q2 2019/20.

#### **Recommendation**

Economic Development Committee is asked to note the Economic Development elements indicators for Quarter 2 of 2019/20.

## **1. INTRODUCTION/BACKGROUND**

- 1.1 Performance measures against a suite of Economic Development indicators are reported to Economic Development Committee on a quarterly basis.
- 1.2 Detail of how the process has developed over the last few years is given in the Annual Performance Report, which was considered by Policy and Resources Committee in July 2019.

## **2. PERFORMANCE MEASURES 2019/20**

- 2.1 The performance measures are meant to give a comprehensive overview of how the authority as a whole is performing and cover most Council functions.
- 2.2 The tables in the report provide the following information:
  - Description of measure/indicator

- Corporate priority linked by the measure
  - 2018/19 outturn figure
  - 2019/20 target
  - Status (outturn against target)
  - Current performance/trend data
  - Short commentary on performance over the year
- 2.3 There are nine measures reported in the Economic Development element of the annual performance report, covering planning applications, building control performance, land charges performance and the occupancy rate of Beacon Business Park. Pleasingly, all are at or above target, and are classed as Green.
- 2.4 Executive Leadership Team/ Management Team and the Economic Development Committees through regular reporting are made aware of the performance of all the measures and areas of concern, including an explanation of the reasons.
3. **FINANCIAL IMPLICATIONS**  
None
4. **RISK IMPLICATIONS**  
None
5. **CONCLUSIONS**  
All nine Economic Development indicators are showing as Green as at the end of Quarter 2 2019/20.
6. **RECOMMENDATIONS**  
Economic Development Committee is asked to note the Economic Development element of the annual performance report for Q2 of 2019/20.
7. **BACKGROUND PAPERS**  
None

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

| <b>Area for consideration</b>                | <b>Comment</b>  |
|--|---|
| Monitoring Officer Consultation:             | No  |
| Section 151 Officer Consultation:            | No  |
| Existing Council Policies:                   | No  |
| Financial Implications:                      | No  |
| Legal Implications (including human rights): | No  |
| Risk Implications:                           | Number of new homes built below Local Plan Core Strategy target. A new Housing Strategy is being produced with clear actions. |
| Equality Issues/EQIA assessment:             | No  |
| Crime & Disorder:                            | No  |
| Every Child Matters:                         | No  |



## PERFORMANCE INDICATORS – SUMMARY REPORT QUARTER 2 (Jul – Sept) 2019/20




### ECONOMIC DEVELOPMENT COMMITTEE



| Indicators  | This Quarter | Target | Previous Quarter | Qtr 2 2018/19 | 18/19 Outturn | 19/20 Annual Target | Status   | Trend       |           |
|---|--------------|--------|------------------|---------------|---------------|---------------------|----------|-------------|-----------|
|   |              |        |                  |               |               |                     |          | Last Period | Last Year |
| ED01: Planning applications: Major applications determined within 13 weeks or as agreed extension (Quarterly Cumulative)  | 100%         | 75%    | 100%             | 85.70%        | 87.50%        | 75%                 | <b>G</b> | ↔           | ↑         |
| ED02: Planning applications: Non Major (Minor or Other) applications determined within 8 weeks or as agreed extension (Quarterly Cumulative)  | 78.90%       | 75%    | 71%              | 78%           | 83.60%        | 75%                 | <b>G</b> | ↑           | ↑         |
| ED03: Percentage of Major planning applications processed within 13 weeks or as agreed extension over the last 24 months (Quarterly Cumulative)   | 92.10%       | 75%    | 93%              | 95%           | 87.57%        | 75%                 | <b>G</b> | ↓           | ↓         |
| ED04: Percentage of Non Major planning applications processed within 8 weeks or as agreed extension over the last 24 months (Quarterly Cumulative)  | 78.1%        | 75%    | 78.4%            | 84%           | 81%           | 75%                 | <b>G</b> | ↓           | ↓         |
| ED05: Percentage of Major planning applications overturned on appeal over the last 24 months (Quarterly Cumulative)   | 2.63%        | 9%     | 2.30%            | 0.08%         | 2.27%         | 9%                  | <b>G</b> | ↓           | ↓         |
| ED06: Planning Appeals: Percentage of Non Major Planning applications overturned on appeal over the last 24 months of an authority's total number of decisions on applications (Quarterly Cumulative) | 0.46%        | 9%     | 0.44%            | 0.16%         | 0.30%         | 9%                  | <b>G</b> | ↓           | ↓         |

| Indicators  | This Quarter | Target | Previous Quarter | Qtr 2 2018/19 | 18/19 Outturn | 19/20 Annual Target | Status | Trend       |           |
|---|--------------|--------|------------------|---------------|---------------|---------------------|--------|-------------|-----------|
|   |              |        |                  |               |               |                     |        | Last Period | Last Year |
| ED07: Building Control: The percentage of building regulation applications where a decision notice is issued within the eight week statutory period. (Quarterly Cumulative) | 100%         | 100%   | 100%             | 100%          | 100%          | 100%                | G      | ↔           | ↔         |
| ED08: Percentage of Land Charges search returns sent within 10 working days. (Quarterly Cumulative)   | 86.03%       | 90%    | 92.50%           | 96.40%        | 96%           | 90%                 | G      | ↓           | ↓         |
| ED09: Enterprise Zone: Beacon Park: % of empty floor space across Beacon Park (Quarterly Snapshot at last day of quarter)   | 7.50%        | 12.50% | 13.55%           | 15.56%        | 14.20%        | 12.50%              | G      | ↑           | ↑         |

### Key

#### Status

|   |   |
|---|---|
|  | Current performance has met or exceeded target/ has met or exceeded trend                     |
|  | Current performance is below target but within tolerance/ is below trend but within tolerance |
|  | Current performance is below target and tolerance/ is below trend and tolerance               |

|   |  |
|---|--|
|  | Performance for quarter is improving (up) or deteriorating (down) compared to previous quarter.                |
|  | Performance for period (quarter) is improving (up) or deteriorating (down) compared to same quarter last year. |