

MINUTES OF MEETING



Project Name	Town Deal		
Meeting Title	Town Deal Board	Date	12 August 2020
Meeting Location	Zoom		
Minute Taker	Tracey Read	Meeting Chairperson	Chris Sargisson
Project Manager	Tracey Read	ELT Lead	Sheila Oxtoby

Attendees		
Name	Organisation	Business Title
Sheila Oxtoby	Great Yarmouth Borough Council	Chief Executive
Paula Boyce	Great Yarmouth Borough Council	Strategic Director
Tracey Read	Great Yarmouth Borough Council	Senior Project Manager
Lindsay Barker	Great Yarmouth Borough Council	Strategic Director
Simon Best	Great Yarmouth Borough Council	Funding & Regeneration Manager
David Wiles	Great Yarmouth Borough Council	Communications Manager
Clare Dyble	Great Yarmouth Borough Council	Head of Marketing and Communications
Jodene Barron-Alcock	Great Yarmouth Borough Council	PA to the Chief Executive
Carl Smith	Great Yarmouth Borough Council	Leader of the Council
Trevor Wainwright	Great Yarmouth Borough Council	Councillor
Darren Barker	Great Yarmouth Borough Council	Culture, Heritage & Design Manager
Hugh Sturzaker	Great Yarmouth Civic Society	Chair
Lyndon Bevan	GYBTIA Ltd	Chair
Stuart Rimmer	East Coast College	Chief Executive Officer & Principal
Ceri Sumner	NCC	Director, Community, Information and Learning
Rob Bush	EEEGR	Operations Manager
Catherine Richards	East Norfolk Sixth Form	Principal
Helen Hill		
Sean Coghlan	Homes England	Head of Rural Markets
Joe Mackintosh	Seachange Arts	Chief Executive
Chris Sargisson	Norfolk Chamber	Chief Executive
Julie Pears	Ellandi	Director of Development
Julian Munson	New Anglia LEP	Head of Enterprise Zones and Innovation
Laura Bowater	UEA	Associate Dean, Enterprise & Engagement
Apologies		
Henry Cator	Cator & Co	Deputy Lieutenant for Norfolk & High Steward of Gt Yarmouth
Chris Wells	Bradwell Parish Council	Chair
Barry Stone	Norfolk County Council	Councillor
David Glason	Great Yarmouth Borough Council	Development Director
Lucy Hogg	Voluntary Norfolk	Head of Communities
Bernard Williamson	Great Yarmouth Preservation Trust	Chair

Janet Holden	NCC	Norfolk Libraries
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Agenda Item No	Minute Note	Action owner
1	<p>Minutes from 15 July 2020 Agreed as accurate.</p> <p>Minutes of meetings will be published on the GYBC website as per the Town Deal Guidance.</p>	
2	<p>Norfolk Strategic Fund</p> <p>SO gave a brief presentation about the Norfolk Strategic Fund. £6.75m fund for the County, £2.225 available for Tourism Sector Support Package.</p> <p>A further £3m has been released for the next bidding round and deadline for this was 31st July. Four bids submitted for GY: Bus Interchange, Town Centre higher/further education and learning hub, Great Yarmouth Local Cycling and Walking Infrastructure Plan and Winter Programme.</p> <p>Question: Does the LCWIP cover Great Yarmouth? Answer: Yes, it will cover the Borough.</p> <p>A decision will be made at the beginning of September.</p>	
3	<p>Town Deal £750k</p> <p>PB gave a presentation about the Winter Programme, which the £750k advanced Town Deal funds are proposed to pay for. The presentation included an outline programme, the programme has been carefully designed to drip-feed footfall through the winter months.</p> <p>High-level budget breakdown was shared.</p> <p>HS asked if illumination of historic building be retained for future years? PB confirmed yes, everything that will be put in place should be sustained.</p> <p>SR commended the piece of work.</p> <p>LB explained that GYTABIA will provide maintenance costs for next four years to ensure programme continues in the future.</p> <p>CS questioned Hemsby being part of the programme as this area is not included I the Town Deal Boundary. PB also explained that historically Hemsby has always had firework displays and there is some match-funding available for work in Hemsby. SO clarified that NSF bid money will be spent in Hemsby, not Town Deal funding.</p> <p>RB asked why Caister and other villages weren't included? PB explained we will do our best to increase footfall in all areas.</p>	

Bob: GYBC has an events safety advisory group and all events will be Covid secure.

HS who is picking up bill for electricity used for lighting? PB explained that GYBC will be, however, LED lighting will be used which is very low-energy.

TW asked PB to ensure Gorleston High Street and Promenade is included. PB confirmed lighting will be placed within Gorleston and duly notes comments.

Board in agreement for £750k Town Deal spend.

4 Stakeholder Engagement Survey

CD explained that Town Deal Board feedback was taken on board and the survey has been revised based on these. Also linked back to recent work on Culture, Tourism and Heritage Strategy and Our Place is Your Stage, wants to emphasis the town is an exciting place will lots of opportunity.

Government appointed consultancy, Copper Consulting, has agreed the survey.

Asking Board agreement to the Survey and to act as ambassadors to help promote and distribute the survey.

HS need to define what 'our place' is.

Bob how are you going to publicise this? CD will be placed on website, social media channels, partners and stakeholders.

SO have we tested this will any focus groups? CD haven't thus far but happy to do so. ACTION CD to test survey with focus group.

From group chat: JP I hope to be able to extend this consultation through the Market Gates media channels.

Board in agreement for survey to be published in the public realm.

5 Delivery Group: Regeneration & Business Growth Skills and Aspiration

SB gave an update on the projects that have emerged within this delivery group. Projects proposed to be put into the Town Deal bid are the Business Incubator Units and redevelopment of North Quay. Part of the wider plan will be the O&M Campus, flood defences, extension of energy-focused Enterprise Zone at Beacon Park and Southern Terminal Extension.

JM O&M Campus has been awarded £6m Growth Deal funding by the LEP.

HS asked for views on housing for North Quay? SO mixed use site, most important thing is to assemble to land. Acquisition of land has recommenced following Covid.

HS also commented that a river walk would be a nice addition.

CS trees are unable to be planted there.

Delivery Group: Connectivity

LB updated on progress of the delivery group. Priority projects with details being worked up are the bus interchange, LCWIP, Vauxhall Bridge and digital connectivity.

JP updated on bus interchange: have an ideal opportunity to create a new gateway for GY. Working group set up to look at this and costings are being put together.

LCWIP: spotlight on cycling and walking, especially coming out of Covid. The bid will include increasing number of cycling stands across GY and Gorleston.

Vauxhall Bride is progressing, awaiting response from NCC about taking on long-term maintenance costs for the bridge.

A meeting with Abellio will take place to discuss the station building.

Digital connectivity: 5G unlikely to be in GY for some time and minimal investment planned by mobile providers. Looking to extend Wifi coverage around GY and Gorleston, could be a quick win project. Allows tracking of footfall, places visited etc.

Connectivity delivery group received presentation by DB around seafront redevelopment, around greening and opening up of some areas.

Conversations with Highways England is taking place about the roundabouts on the way into town.

SO would we attract a subsidiary 5G provider if we offered a figure towards it. **ACTION LB** to follow up. **ACTION JM/LB** to pick up digital connectivity outside of meeting.

6 Delivery Group: Arts, Culture and Tourism

PB updated on progress of the delivery group, projects have been narrowed down to Winter Programme, Restoration/commercial repurposing of the Winter Gardens, Restoration/repurposing of Key Buildings and Development of Heritage Plaza.

TW asked why some of the arts and culture events aren't happening in Gorleston. JM responded that when we put on events it should be part of 'placemaking' in a town of which housing and start-up units for businesses forms part of. SO revenue is a challenge, have to be creative and need to make linkages to FHSF to bring properties back into use for multiple purposed to create some revenue streams.

PB Gorleston community are very good at organising themselves but we could certainly help to build on that.

From group chat: CS We could look at mixing the interactive digital and cultural events?

SO local businesses should benefit from holding outdoor space events, they could support financially to organise the events and they will benefit themselves.

7 Delivery Group: Skills

SO thanked everyone on delivery group for their work on the learning hub.

Feasibility work needs to take place to ensure enough space is available within the Palmers building to house a learning hub. Other space may be sought if there is not enough space.

CS suggested involving Barclays. SO Barclays have been contacted previously and a meeting has been scheduled to discuss further, would also welcome them o the Board.

JP happy to join the meeting or support if needed.

8 Next Steps

SO asked to bring a paper to the next meeting re capturing a brand, need the same threads feeding through all elements of the projects.

From group chat: LB thinking about the well reported issue of performers and the arts and cultures being in crisis just now. Can we be selling a brand that is out doors and avoids some of the issues about indoor space? In some ways the winter programme is a positive response to this terrible issue for the arts and culture sector.

Suggested next meeting be 16 September 2020 to allow enough time for draft TIP to be produced and circulated.

Meeting closed at 17.10pm