

# MINUTES OF MEETING



<b>Project Name</b>	Town Deal		
<b>Meeting Title</b>	Town Deal Board	<b>Date</b>	15 July 2020
<b>Meeting Location</b>	Zoom		
<b>Minute Taker</b>	Tracey Read	<b>Meeting Chairperson</b>	Henry Cator
<b>Project Manager</b>	Tracey Read	<b>ELT Lead</b>	Sheila Oxtoby

<b>Attendees</b>		
<b>Name</b>	<b>Organisation</b>	<b>Business Title</b>
Sheila Oxtoby	Great Yarmouth Borough Council	Chief Executive
David Glason	Great Yarmouth Borough Council	Development Director
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
Carl Smith	Great Yarmouth Borough Council	Leader of the Council
Henry Cator	Cator & Co	Deputy Lieutenant for Norfolk & High Steward of Gt Yarmouth
Trevor Wainwright	Great Yarmouth Borough Council	Councillor
Patrick White	Metro Dynamics	Director
Daniel Timms	Metro Dynamics	
Barry Stone	Norfolk County Council	Councillor
Darren Barker	Great Yarmouth Borough Council	Culture, Heritage & Design Manager
Bernard Williamson	Great Yarmouth Preservation Trust	Chair
Hugh Sturzaker	Great Yarmouth Civic Society	Chair
Lyndon Bevan	GYBTIA Ltd	Chair
Catherine Richards	East Norfolk Sixth Form	Principal
Sean Coghlan	Homes England	Head of Rural Markets
Joe Mackintosh	Seachange Arts	Chief Executive
Chris Sargisson	Norfolk Chamber	Chief Executive
Paul wells	Brandon Lewis's Office	Senior Parliamentary Assistant
Jack Jay	Hippodrome Circus	Producer
Julie Pears	Ellandi	Director of Development
Julian Munson	New Anglia	Head of Enterprise Zones and Innovation
Laura Bowater	UEA	Associate Dean, Enterprise & Engagement
Urmila Rasan	Deputy CEO	East Coast College
<b>Apologies</b>		
Stuart Rimmer	East Coast College	Chief Executive Officer & Principal
Lucy Hogg	Voluntary Norfolk	Head of Communities
Peta Denham	Environment Agency	Flood and Coastal Risk Manager

Agenda Item No	Minute Note	Action owner
1	<p><b>Minutes from 30 June 2020</b> Agreed as accurate.</p>	
2	<p><b>Feedback from White Board Session</b></p> <p>Feedback slides were circulated prior to the meeting. SB is now starting to write the narrative for the Town Investment Plan (TIP).</p>	
3	<p><b>Delivery Group: Regeneration &amp; Business Growth Skills and Aspiration</b></p> <p>Capitalising on urban energy and offshore themes. Clean energy and green agenda sits across all delivery groups.</p> <p>Operations &amp; Maintenance base in South Denes. Feasibility studies quite advanced, need to refresh costings and alternative bids are in place for funding. This project is finding favour with the delivery group.</p> <p>Incubation units within South denes have feasibility study and masterplan, needs analysis but is quite well advanced. Costings being refined. Refining some of the details around planning and will cut across skills group.</p> <p>North Quay is a comprehensive redevelopment. A transformational piece of work, the delivery group includes Environment Agency and Homes England. Significant amount of technical studies have been completed. Was part of FHSF as well, so fits very well with overall ambition.</p> <p>Beacon park enterprise zone also raised, a significant amount of money needed to extend the site. It will lend itself to the TIP as a strong supporting project, as will the southern terminal extension and flood defences.</p> <p>Identified what gaps are and have appointed leads for each project to move forward.</p>	
4	<p><b>Delivery Group: Connectivity</b></p> <p>Good engagement with two delivery group meetings so far, need follow up meetings with local rail operator and Sustrans. Group is looking holistically around connectivity and sustainability.</p> <p>Connecting assets, how people move about the place, what journeys and experiences we enable. Part of this is looking at sense of connection from the town to the seafront. Looking at heritage trails and experience of going along Regent Road.</p> <p>Some funding has been secured already for some of these interventions.</p> <p>Sustainability – how do we encourage people to move around more sustainably, better health outcomes and recovery from Covid. Looking at alternative transport other than car use such as e-bikes and looking at electric charging points. Also looking at a walking</p>	

and cycling strategy. Will also be looking at car parking issues, particularly around cycles/scooters. Having a look at car parking overall.

Wider connections – connecting more with the rest of the County and beyond. Need to change the perception that we are ‘cut-off’ and remote. Experience of getting here. Looking at rail station building as well.

Digital opportunity – linked up with NCC, exciting opportunities to use some existing infrastructure and look at future opportunities. Low intervention projects that could have quite a big impact. Some more work to do to understand what this will mean for the overall plan.

Question - University of Warwick have been developing robotic vehicles, is this something GYBC are looking at? Vauxhall Roundabout sculpture suggested, Civic Society has a proposal for this.

Station has some grant money and looking to do some cosmetic enhancements to the station building. The station needs a map of the town. **ACTION LBevan** to share station contact details with LBarker. **LBevan**

Vauxhall Bridge – discussed various courses of action to progress this, it is beyond the council’s ownership. The Preservation Trust can secure the funding for the immediate works but NCC needs to underwrite the ongoing future maintenance for the bridge. **ACTION BS** to raise at NCC. **BS**

## 5 **Delivery Group: Skills**

Talked about key objectives based on feedback from whiteboard session: secure longer-term skills development, to retain and attract younger people to the Borough, progression pathways from low level onwards, raise aspirations and attract fresh, new talent and entrepreneurs into Great Yarmouth which links to other interventions such as O&M and Incubator units.

CHANCES programme already happening, £5m integrated service targeting those furthest from the employment market. Not looking to match this with funds from Town Deal but will sit within the TIP.

Financial ask from the Town Deal will be for town centre learning hub/university campus.

Looking at former Palmers building to house further education, as well as the library.

Potentially put a bid into the Norfolk Strategic Fund which would enable us to start on feasibility studies/architect drawings ahead of the ask from Town Deal.

## 6 **Delivery Group: Arts, Culture and Tourism**

Final Culture Strategy published, four themes: infrastructure, experiences, employment & training and visitors to the Borough. Ambition to make Great Yarmouth the UKs capital of circus, could support creative industries coming here and being part of our community. Need sufficient places for practice, work spaces and affordable living.

We have a legacy of entertaining people in the Borough and there is an opportunity to build on this.

Other ideas are around quirky accommodation. Preservation Trust has renovated one of the Town Wall Towers and this could be replicated in other locations.

Need to articulate what is missing from the capital ask list, potentially the practice space.

Winter Gardens will be an ask of the Town Deal, around £5m. The overall cost of the renovation will be around £16m. Part of the Lottery bid is that it needs to be open to the public, there is a need for a commercial company to use it to help bring in some revenue. There's an opportunity to have activities inside, this needs to be looked at further.

## **7 Stakeholder Engagement Plan**

Requirement to submit a stakeholder engagement plan, captures engagement taken place so far through Town Centre Masterplan and that has taken place with the wider community through the #MyTown Campaign. It also identifies future engagement opportunities going forward.

Going forward there will be a local survey which will allow us to tease out people's priorities and will enable us to prioritise what goes in the TIP.

Draft survey shared on screen. #MyTown was a nationwide survey that asked generalised questions, the local survey will tease out further priorities. There is also a question about Covid and if it has changed people's priorities.

The survey will run for three weeks, online and via printed survey forms in libraries. A week of analysis will take place afterwards.

Communications team met with Copper Consulting this morning to gather some feedback and advice to help shape the engagement plan.

Comments:

Potentially ask separate questions about Great Yarmouth and about Gorleston, needs to be clear that the questions cover both towns.

Capture community inclusion within the survey. Part of it is about community pride.

Weave in something about creativity and heritage.

Questions are broad and wide-ranging, is there any merit in applying prompts to those questions/provide enough information so there is an understanding as to what we mean.

Could use some visuals, may help to show what the ambitions are. It may encourage more constructive feedback. The public needs to make the connection between what we are doing and what the issues were to lead us to the developments.

CS - Chamber would be happy and able to support further campaigns to promote survey and narrative, say via our current 'coastal connect' webinars or specific digital events.

**ACTION CS** to pass contact details re promoting the survey to DW.

**CS**

The TIP also includes Bradwell.

May be good to include both seafronts, not just Great Yarmouth.

**ACTION TR** to circulate the final draft of the survey to the Board for sign off.

**TR**

## **8 Next Steps**

Very likely that we will not meet the July deadline, however, if we submit after that date the TIP will still be looked at ahead of October. A number of reasons such as the public consultation plan which needs a two-week window, plus evaluation. There is a lot of feasibility work that needs to take place for the TIP to allow us to include more than a handful of projects that are ready.

In most cases we have held two delivery groups meetings for each intervention, have all homed in on a handful of projects that will be brought forward to the TIP. Leads have been appointed to each project to work on gaps, feasibility, development and value for money. Whilst this is being done, the body of the document can be worked on. Communications team are working on the engagement plan.

Once we are happy with the first draft, we will meet with Future Gov for a 'check and challenge' session ahead of final draft. At this stage the Town deal Board will be asked to finalise the projects and financial ask. The TIP will be big and include projects that support those that will be taken forward.

This is a capital ask, 90% of costs need to be capital. They are not looking to fund revenue or wraparound revenue costs, it is very much a capital scheme.

Meeting closed at 16.35pm