

MINUTES OF MEETING



Project Name	Town Deal		
Meeting Title	Town Deal Board	Date	17 June 2020
Meeting Location	Zoom		
Minute Taker	Tracey Read	Meeting Chairperson	Henry Cator
Project Manager	Tracey Read	ELT Lead	Sheila Oxtoby

Attendees		
Name	Organisation	Business Title
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
Jodene Barron-Alcock	Great Yarmouth Borough Council	PA to the CEO
Carl Smith	Great Yarmouth Borough Council	Leader of the Council
Henry Cator	Cator & Co	
Trevor Wainwright	Great Yarmouth Borough Council	Councillor
Barry Stone	Norfolk County Council	Councillor
Darren Barker	Great Yarmouth Borough Council	Culture, Heritage & Design Manager
Bernard Williamson	Great Yarmouth Borough Council	Councillor
Hugh Sturzaker	Great Yarmouth Civic Society	
Lyndon Bevan		
Catherine Richards	East Norfolk Sixth Form	
Sean Coghlan	Homes England	
Joe Mackintosh	Seachange Arts	
Stuart Rimmer	East Coast College	
Chris Sargisson	Norfolk Chamber	
Paul wells	Brandon Lewis's Office	
Jack jay		
Julie p	Ellandi	
Peta Denham	Environment Agency	
Rob bush	EEEGR	
Julian Munson	New Anglia	
Laura Bowater	UEA	

Agenda Item No	Minute Note	Action owner	Due Date
1	Minutes from 24 January 2020 Agreed as accurate.		

2 Update & Recap

Guidance has been released for Town Deal submissions and has been circulated to the Board. Readiness assessment submitted to Government late 2019.

Section 3.2.1. highlighted as Town Investment Plan will absolutely have to align with what was submitted with Future High Street Fund (FHSF).

SO gave presentation on FHSF. Highlighting FHSF interventions.

Barry Stone – one of 51 chosen to submit bid, how many of the 51 will be successful? SO responded that was first wave, second wave of another 50 on another timeline to us. There is no guarantee we will get what we have bid for which is why we have presented the interventions as one project and need to be delivered as one to give the transformational change set out in our vision.

SO gave presentation on Town Deal highlighting objectives, outcomes, timeline and proposed interventions. More information given on the guidance that was released on 15th June 2020, highlighting the three phases of submission. Three submission dates: end of July 2020, end of October 2020 and end of January 2021.

ACTION SO/TR Governance and Terms of Reference to be strengthened and agreed at the next Town Deal Board meeting. **SO/TR**

SO proposed a White Board session to enable the Board to shape the interventions.

Chairman: GYBC hoping to submit by 31st July 2020. Opened meeting for comments:

Hugh Sturzaker – very ambitious, unable to comment without knowing how advanced the plans are. Need to hear more about the vision and strategy.

Carl Smith – thanked SO and the team for the work on FHSF and Town Deal. The bid is important but suggested the October 2020 deadline may be more sensible to ensure the Town Investment Plan is right.

Trevor Wainwright – support what Carl has said, October would be a sensible option. Can be discussed more in two weeks at the next meeting. Thanked SO and team for their hard work throughout Covid-19.

Julie P – agreed with Carl. Thanks DG and SO for work on FHSF. October would be a better date, there may be more of a steer on FHSF by then.

Catherine Richards – thinking about support from GYC, what will be needed by us? This will affect the deadline dates, depending on what work needs to be done.

Chris Sargisson – thanked SO and team for all their work. Timescales will depend on what needs to be done to programme and what can be delivered within June and July. As long as work can be done, July could be achievable.

Lyndon Bevan – thanked officers. Concerned over time needed by officers during recovery work. Suggested October for submission date.

SO wants to ensure GYBC has a really strong submission and ensure we have enough time to produce the Town Investment Plan.

3 Future High Street Fund (FHSF) Submission

Submission made on 5th June 2020. Should know after July 2020. GYBC will deliver everything within the FHSF depending on the funding.

4 Feedback from Inaugural January Meeting

Each member was asked to provide feedback at the last meeting. Some feedback has been shared within the presentation, key themes were public engagement, green space, increased footfall via residential densification, entrance to town, education, town needs a simple message.

150 Theme one update: Growth & Regeneration

Reference to guidance outcomes.

Projects already underway: O&M campus South Denes, residential densification along the Conge, transforming North Quay, Marina Centre and Seafront Regeneration Master Planning including the Winter Gardens.

Three key projects that could be included within the Town Investment Plan: extension of Enterprise Zones, Incubation Units, maintaining and improving flood defences.

DG updated on Wind Energy Investments, including expansion of Southern Terminal of Outer Harbour, potential expansion of Beacon Park Enterprise Zone, Operation & Maintenance campus, Incubation Unit which would be industrial and light office usage and North Quay.

SO updated about the new build Health & Fitness Centre.

151 Theme two update: Connectivity

SO updated the Board about the Winter Gardens. GYBC have put a bid of £10m to Heritage Lottery, one of 11 projects that have been invited to the

next stage. There have been slight delays due to Covid-19 but is still moving forward.

Will focus on sustainable transport: third river crossing, bus terminal, ports terminal expansion and digital transformation.

DG updated on third river crossing. Construction should start January 2021 and will be complete 2023. Improve journey times throughout the urban area for business and residents.

152 Theme three update: Skills, Culture & Heritage Strategy

Winter Gardens sits across both Growth & Regeneration and Skills, Culture & Heritage. Market Place and events space sits with FHSF and also sits within Town Deal.

Limited pot of money available for revenue funding, only 10% of the bid will be available for revenue so the bid will need to be structured well to include good use of revenue funding. These are areas the Town Deal Board can really shape the Town Investment Plan.

Chairman opened the meeting to comments:

Stuart Rimmer – exciting opportunities to match fund on parts of the bid. Referenced the suggested match funding avenues within the guidance. He is part of Lowestoft Place Board, starting to look at data sets around young people and suggested bringing some of this data for GY to next meeting.

Joe Mackintosh – emphasised the need to look at both revenue and capital in terms of aspirations around culture and events in public spaces. It would be good to know more about opportunities around revenue for ongoing activity.

Catherine Richards – need to put something in about disadvantaged young people and how some of the interventions can lead to raised ambitions for these young people.

Hugh Sturzaker – the town needs to look more attractive, particularly with green space. The Civic Society has a report around beautifying Great Yarmouth which he would like to pass on to the Board. DB commented that there are a range of projects within the HAZ around repairing dilapidated buildings and to create design guides which will focus on historic buildings and heritage buildings. Have an ambition to plant 100 trees over the next 10 years. Seafront Regeneration Master Planning also includes green spaces.

Paul Wells – commented on the economic development and expansion of office space, we will need to be very careful in current climate with impact of Covid-19, will need to be ahead of the curve with any ambitions around this. Asked about Barclays project. SO explained that the Barclays work is around thriving communities and is currently on pause due to Covid-19,

GYBC will touch base with them again. Carl Smith suggested inviting them to be a member of the Town Deal Board.

Trevor Wainwright – commented that there is no mention of Gorleston, which is also a tourist attraction and a densely populated area. Would like to see Gorleston considered within the Cultural Strategy, especially with greening up the area and repairing of buildings etc. JM explained that beyond this particular scheme, there does need to be more activity in Gorleston. Seachange has secured £1.175m funding from the Arts Council to increase engagement with the arts, priority areas will be Great Yarmouth, Cobholm & Southtown and Gorleston.

Chris Sargisson – the nature of the office will still be a place of work regardless of Covid-19, there will need to be a space for businesses whether that be individual office spaces or shared spaces or hubs.

Barry Stone – The new NCC environmental policy now has a strategy which includes the planting of trees, there should be funding available to support this and GYBC should be able to tap into this.

SO noted comment of Gorleston. The original Town Deal guidance did not include Gorleston, however GYBC have very recently have been told Gorleston can be included.

Bernard Williamson – Preservation Trust is looking at Gorleston as a regeneration area but does require initial funding to put any bids in. There is certainly an opportunity for some regeneration in this area. DB looking at area-based grants scheme, comes down to capacity within Preservation Trust and available match funding.

Peta Denham – flood defences not included within the Town Deal Bid due to cost, highlighted that current work taking place in GY is repair work to extend life of existing flood defences. Would be interested in exploring how flood risk will be incorporated into any planning. **ACTION SO/PD** will need to think about being more creative around resilience and will pick up outside of this meeting.

SO/PD

Communications

CD gave a summary of the communications strategy for the Town Deal bid which focusses around social media. Looking to encourage positivity and constructive comments from local people.

Paul Wells – when will this campaign launch? CD imminently, it was ready to launch before Covid-19, it will likely be end of July.

Laura Bowater – already a bit of consultation done pre-Covid-19, any plans for when that will be looked at? CD will look at responses as a whole once the campaign has ended. SO explained the Government launched a national campaign pre-Covid-19 and GYBC have collected some responses from that.

#BelieveinGY is the hashtag proposed, open for comments: Catherine Richards commented that the hashtag is easy to understand and good use of capital letters.

Jack Jay: asked for clarification whether the campaign is for people to comment on existing plans or future plans? SO explained the guidance states an ongoing consultation with public which will be separate to the campaign. The campaign will be used to communicate and engage with the local people to get people interested in the plans.

Stuart Rimmer – separate out what we are trying to do around promotion and engagement within Communications plan.

Chris Sargisson – engagement is critical, the hashtag is very positive.

Suggestion to have representation from Highways. **ACTION BS** Barry Stone to contact the right department. **BS**

Agreeing next steps

Arrange a white board session within the next two weeks to tease out the golden thread, narrative and communications plans to form basis of the Town Investment Plan. Board agreed. **SO/JBA/TR**

SO suggested four delivery groups be set up: skills; arts, culture & tourism; growth, regeneration & business development and; connectivity. Will seek a lead for each group and ensure the right people are involved. The delivery groups to have initial meetings after white board session. Board Agreed. **SO/TR**

ACTION CD Comms plan to be presented at the next meeting for agreement. **CD**

Meeting closed at 1.30pm