

MINUTES OF MEETING



Project Name	Town Deal		
Meeting Title	Town Deal Board	Date	30 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
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
Stuart Rimmer	East Coast College	Chief Executive Officer & Principal
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
Rob bush	EEEGR	
Julian Munson	New Anglia	Head of Enterprise Zones and Innovation
Laura Bowater	UEA	Associate Dean, Enterprise & Engagement
Apologies		
Lucy Hogg	Voluntary Norfolk	Head of Communities
Peta Denham	Environment Agency	Flood and Coastal Risk Manager

Agenda Item No	Minute Note	Action owner	Due Date
1	<p>Minutes from 17 June 2020 Agreed as accurate.</p> <p>BW clarified representing Great Yarmouth Preservation Trust for the Town Deal Board, not attending as a Councillor. ACTION TR to amend agenda/minutes.</p>	TR	
2	<p>Introductions</p> <p>Patrick White (PW), Metro Dynamics, introduced himself and asked that Members of the Board used this session to share knowledge and experience of the town to help shape the Town Investment Plan (TIP). Members to think about how projects fit together, especially in light of recent economic changes, as businesses and communities adapt.</p>		
3	<p>Recap on Economic and Spatial Indicators and Town Vision</p> <p>SO gave presentation summarising the Borough Profile, including skills and education, impacts of Covid-19 on the Borough, GYBC vision for the Borough and the Town Centre and a recap of the current interventions.</p>		
4	<p>Whiteboard Sessions, facilitated by Patrick White: Business, Regeneration and Growth</p> <ul style="list-style-type: none"> • A lot of people with high paid jobs live outside the Borough • A lot of low-paid jobs in the Borough, need good jobs to keep the younger people here • Great opportunity to do something for Great Yarmouth, need to build on the offshore/wind/renewable energy sectors • There are some great housing developments with good quality houses • Significant opportunity to expand business growth • Need more green space and health education • Good opportunity to make Great Yarmouth become a place to visit, especially given the recent impacts of Covid and changing landscape of travel • Tourism needs to be invested in, as does digital connectivity • Should be working towards a carbon-neutral town (taken from group chat) 		
5	<p>Skills and Aspiration</p> <ul style="list-style-type: none"> • Need to better understand what the skill level and requirement of jobs already in the Borough • Lots of people leave the Borough for higher education and don't come back • Need to get people who are 'underemployed' into more skilled employment so they don't look elsewhere 		

- Entrepreneurialism/Enterprises need to be encouraged and supported – bridging skill gaps and lower-cost spaces, shape a good offer
- Could have an energy museum in the town to help raise aspirations of young people, and a good tourist attraction
- Need to raise people’s pride in the Borough
- Good communications and advertising to people in and out of the Borough

6 Connectivity/Infrastructure

- Need to have better broadband
- The thread through all interventions should be green/low-carbon – deliver on the green agenda
- Need to think about a ‘greener way into the town’, how do we do greener tourism?
- Where are our electric charging points? Need to be bolder with what we offer – electric scooters, Segway’s
- Outside of the town in very rural, we will need to ensure these people can get into the town in a ‘greener’ way

7 Arts, Culture & Tourism

- Need to aggressively compete with other locations, develop the product smartly
- Great Yarmouth is the UK’s capital of circus, the national leader – we should build on this
- Extend the tourism season through the winter, build on ‘staycations’
- People move outside of the town centre to Gorleston and Bradwell, need to explore the reasons for this
- Gorleston and Northgate Street replicate the Golden Triangle are in Norwich, has a good set-up and lots of potential – need to attract people from cities, same lifestyle at a third of the price
- Must ensure the seafront is included in the TIP

8 Next Steps

There will be 6 delivery groups, the terms of reference have been developed in line with the Town Deal Guidance:

- Regeneration and Business Development
- Connectivity
- Skills
- Arts, Culture, Tourism and Placemaking
- Strategy and Intelligence
- Communication

Green agenda will cross-cut all delivery groups and the health agenda will need to be incorporated. All work will be evidence based, will look at gaps and the theory of change. Interventions will be refined and will maximise on our investments.

The Town Deal Officer Group has met with the Town Deal Area Coordinator, they are encouraging us to apply in the July cohort. GYBC will run two timelines, one for a July submission and one for an October submission, if the TIP is ready for the end of July we will apply, if it isn't there is no penalty if we slip to October submission.

ACTION TR a list of Delivery Groups and the members to be circulated at the next Board meeting. **TR**

The Board will need to meet twice in July in line with submission on the 31st.

ACTION TR dates to be circulated as soon as they are confirmed. **TR**

HC thanked everyone for all their contributions throughout the session.

Meeting closed at 5pm