

A COMMUNITY SUMMARY

-of the draft Great Yarmouth Sustainable Community Strategy

The Purpose of the Strategy

The Sustainable Community Strategy is a plan for the future of Great Yarmouth, both the urban and rural areas, to guide their development over the next few years. Since the first such plan, the 2020 Vision was developed in 1997, and revised in 2003, much has changed in Great Yarmouth. This new strategy takes account of those changes

A Strategy Developed by the Community, for the Community

It is essential that this Sustainable Community Strategy, in order to effectively serve the community for which it has been developed, must reflect the views, concerns, priorities, wishes and aspirations of the whole community, and be firmly based on evidence of local needs. This draft document seeks to set the scene and make some suggestions for the entire community to consider, respond and develop a sense of ownership of the final document. It can then to go forward into the negotiation process to direct public funding to the areas where Great Yarmouth needs it most.

Key Changes and Improvements

In reviewing the past few years we can see that some things have changed for the better. There have many improvements including:

- Refurbishments to Great Yarmouth town centre, Market Place and the seafront
- New community centres on South Denes and Cobholm & Lichfield
- Many residents in these areas have been helped to renovate and improve their homes
- Many historic buildings have been saved and converted to sustainable uses including homes and two exciting new museums
- Construction of the long awaited outer harbour, Eastport, is underway.
- A new Beacon Park business estate, an Innovation Centre and office development has been created in the south Gorleston
- A new Power Station hub supplying the National Grid and served by a dedicated natural gas pipeline and power generated by offshore wind.

Changes in the Delivery of Services

There have been other changes too in the way that essential services such as health, policing, housing and community development are delivered. The underlying theme of these changes is partnership working with providers working together to understand problems, remove barriers and target services to where they are needed most. The principal body which brings all this together is the Great Yarmouth Local Strategic Partnership ('the LSP') which is made up of over fifty partners representing the public, private, voluntary, community and faith sectors; comprising organisations representing many facets of the wider community.

A Vision for Great Yarmouth

This draft document has been developed by the Local Strategic Partnership (LSP) to help all of its partner organisations to address more effectively the many challenges still facing Great Yarmouth, for we know that there remains much work to be achieved in making Great Yarmouth live up to its vision for 2020, which simply states:

'We want our community to offer a high quality of life and a secure future for all our residents'

The requirements needed to achieve this vision are expressed as three principal overarching themes, which describe appropriate and sustainable aims as follows:

THEME ONE - A PROSPEROUS & DYNAMIC ECONOMY
THEME TWO - A CLEAN & SAFE ENVIRONMENT
THEME THREE- A HEALTHY & COHESIVE COMMUNITY

Strategic Objectives

The steps which we need to take in order to achieve these overarching themes can be expressed as thirteen strategic objectives, which are very firmly targetted to Great Yarmouth and its specific needs. These are:

THEME ONE A PROSPEROUS & DYNAMIC ECONOMY
Objective 1a Improve Transport, Energy and Communication Networks
Objective 1b Improve and Expand the Built Environment
Objective 1c Encourage Business
Objective 1d Enhance Employment and Skills
Objective 1e Raise the Business Profile

THEME TWO A CLEAN & SAFE ENVIRONMENT
Objective 2a Reduce Crime & Anti-Social Behaviour
Objective 2b Provide a Cleaner Environment
Objective 2c Provide a Greener Environment
Objective 2d Save, Protect & Celebrate Our Heritage

THEME THREE A HEALTHY & COHESIVE COMMUNITY
Objective 3a Ensure a Healthy Community
Objective 3b Govern Fairly, Sustainably and Equitably
Objective 3c Improve Education and Training Attainments
Objective 3d Promote & Celebrate Strong Communities

Key Strengths & Challenges for a Prosperous & Dynamic Economy

Great Yarmouth's considerable expertise in the maritime sector has seen the development of the oil and gas industry in the town on an international basis, and this expertise is now being turned to other energy applications such as renewable power from offshore sources. The imminent expansion of the port will build on existing freight markets and open up new international markets in an expanding Europe and beyond. A new port may bring other opportunities in business administration and logistics support, and of course new passenger

services across the North Sea with the potential for opening new tourism markets.

As a traditional British holiday resort Great Yarmouth and the coastal areas boast a wide ranging holiday infrastructure which is rapidly improving to meet new leisure patterns, build on existing markets and offer exciting new attractions. These include redeveloping Marine Parade, St. George's Park and plans for a hotel, casino and other major seafront developments. This complements the two newly developed museums and paves the way for other cultural attractions recognising that Great Yarmouth's sandy beaches, pleasant countryside, unique wetlands and varied wildlife offer a host of new holiday opportunities.

In order to meet the opportunities which the creation of new businesses and jobs bring to Great Yarmouth we will need to continue improving the built up areas, refurbish the vacant or redundant industrial land and continue to refurbish and improve the existing housing stock. A major challenge for the town and borough will be to build a mix of new homes and service units which will appeal to both employers and employees, and we will need lots of them.

Undoubtedly one of the greatest challenges for the next few years will be to ensure that the transport and communication networks can be improved in tandem with these new developments; to ensure that workers are linked to jobs, holidaymakers with facilities and businesses with customers. This will require large infrastructure investment to provide a third river crossing, congestion-busting measures such as park and ride facilities and the creation of pedestrian friendly links between new and expanding communities.

To underpin all this the further development of locally held skills, the creation of new skills and the ability to foresee and match skills to employer's demands is essential to plug gaps and raise opportunities. Indeed, raising aspirations by taking a wider view and looking to broader horizons in this country and abroad is essential to realise the great potential offered by the current and proposed development. In this way we will capitalise on Great Yarmouth's unique position as an international port, hi-tech industrial centre and unique, environmentally friendly tourist destination.

Key Strengths & Challenges for a Clean & Safe Environment

Undoubtedly one of the borough of Great Yarmouth's greatest assets is its environment. Indeed, the borough's holiday industry was, and is, firmly based on its magnificent beaches, and in recent times this concept has been extended to include the pleasures of the rolling countryside, the central Broadland location and the attraction of some of lowland Britain's truly wild places. Changes in the farming industry with the reduction of European Union support funding has put pressure on farm incomes in the borough, with many farmers diversifying into 'green tourism' as an obvious route to survival.

Protecting and enhancing this environment is vitally important for the economy, for people's sense of well-being, and to provide an enhanced quality of life for the enjoyment of all. Using local skills to develop green

offshore wind energy, protecting fragile habitats, promoting an innovative bio-diesel fuel scheme by recycling locally produced waste and recognising the important role which street cleaning plays in the holiday industry, and to the well being of residents, are examples of current good practice.

That's not to say there aren't problems, particularly in the urban areas where the need for economic survival can overwhelm the need for a cleaner and greener environment. The challenge here is to tackle the basic economic, housing, health and education problems, get the community to monitor success and make special efforts to refurbish those parts which need it most. This work is currently underway on several fronts with a firm commitment to partnership working.

We can see a similar situation with regard to crime and disorder in some areas, where a sense of despair resulting from deprivation leads to frustration and incidents of criminal damage and anti-social behaviour. The Local Strategic Partnership recognises these ills, and through the work of the Crime and Disorder Reduction Partnership, the Neighbourhood Management Board, the Neighbourhood Renewal Fund and other partner organisations it is determined to recognise, and redress the inequalities which exist today. It is the fear of crime which undermines community confidence as much as the incidence of crime itself, and the LSP uses this as an indicator of success. A major priority for the LSP is to create a sense of community pride stemming from a well recognised sense of place, and it sees across-the-board engagement with young people as an essential starting point for this work.

Whilst development plans to rationalise redundant port land and use these brownfield sites to create sustainable waterfront housing are well advanced through the 1st East Urban Regeneration Company, the proposed developments mostly lie on floodplains. This leads to some conflict with Environment Agency policies, but work is in hand to address this issue and find resolve. Great Yarmouth's position on the estuary of three of Norfolk's principal rivers may be affected by climate change, and the need for a barrier to prevent the inflow of salt water at times of critical tide levels is also being actively considered, as are other water management problems which see bathing water quality reduced, and some localised flooding occurring after heavy rainfall.

Finally, Great Yarmouth is an important historic place with a wealth of heritage buildings including a fine medieval town wall. Much work has recently been achieved in saving and converting its historic buildings to sustainable uses, but more remains to be done. Many of the Victorian and Edwardian seafront buildings in both Great Yarmouth and Gorleston, which collectively represent Britain's unique seaside holiday heritage, are now in need of support and repair, including the town's two piers and the Jetty. Further work to interpret and celebrate the borough's historic buildings, including its two Roman forts, offer opportunities for the future.

Key Strengths & Challenges for a Healthy & Cohesive Community

A recent national survey of health problems in Great Yarmouth identifies a number of issues including higher than average mortality rates and the high incidence of unwanted teenage pregnancy, obesity, smoking diseases, diabetes and mental illness, particularly in the priority areas of central and south Yarmouth. The LSP recognises the strong link between these issues and deprivation, poor housing, unemployment and barriers to services, all leading to a cycle of decline. Tackling these issues at source is a priority, whilst the newly formed Great Yarmouth and Waveney Primary Care Trust will be able to target services more effectively to those areas in greatest need.

Another feature of these central areas is a growing immigrant population where people from Portugal, Poland and other central European countries have settled in Great Yarmouth and are working in the local food processing and tourist industries. The arrival of these different groups of workers over the past four years has brought a new energy and vibrancy to the town, but has also put pressure on local services, especially schools, to meet the specific needs of these new residents.

Across the borough educational attainment can proudly show considerable successes, but the overall picture is patchy and in some areas GCSE results are disappointing, often in the key subjects of English and mathematics. The LSP has identified literacy and innumeracy issues as key priorities as part of an overarching campaign to engage young people in basic skills, entrepreneurship and employability support through the work of Investing in Communities, the Local Enterprise Growth Initiative and the Skills and Employment Group.

The borough's sport and cultural profile is well celebrated with a popular Town Centre Music Festival, high-level provision of sports venues and facilities including the seafront Marina Sports and Leisure Centre. The borough's role as a major holiday resort means that its wide variety of music venues, the racecourse and greyhound stadium, high quality bowling greens and golf courses are well supported by residents and visitors alike. Plans to develop a cultural hub for the town to focus arts provision are being developed, as is a contribution to the 2012 Olympics with a beach volleyball facility. Underpinning this is a number of special events held throughout the year including the Maritime Festival, with a new road race planned for 2008.

A Comprehensive Public Consultation

The creation of the Local Strategic Partnership has occurred on two fronts, with a top down approach from principal partners such as the Borough Council and the Primary Care Trust, being more than complemented by a grass roots development through the work of Great Yarmouth People (GYP). GYP comprises a wide range of community and voluntary organisations reflecting the breadth and depth of community involvement in Great Yarmouth. With a high turnout Great Yarmouth People's inaugural event held on a less than promising Saturday in March 2007 clearly demonstrated a strong willingness for local people to be actively engaged in determining their future. In a similar vein, the development of this strategy has to date been strongly guided by the LSP partners, work which is now reaching out to the even wider community in the form of a comprehensive public consultation.

Reaching for a New Future

An essential feature of any Sustainable Community Strategy is that it should look to the future, and do so in a realistic way with projects and ideas which can be delivered, and which will make a real difference over a long period of time. Indeed, that's the very basis of sustainability. The following high level targets are intended to identify what the Local Strategic Partnership believes can, and should, be achieved by the year 2021 for Great Yarmouth to realise its Vision.

Outcomes for Year 2021

Communication Infrastructure

A dualled A47 connecting to the national dual carriageway network
A third river crossing onto South Denes
Western bypass roundabout improvements to reduce traffic congestion
Rail electrification to Norwich & beyond
A multi-modal freight handling facility
Expanded integrated communication technology (ICT) and energy networks
Pedestrian-friendly links joining communities in the urban area
An expanded cycle network linking with national and international routes

The Built Environment

Further town centre improvements to Gt Yarmouth and Gorleston
Townscape improvements to the strategic gateways into the urban area
Eradication of poor conditions in the private housing sector (especially HMOs)
Public and private sector housing which is decent, comfortable and easily maintained meeting low energy sustainability criteria
Five thousand new homes built by 2010, 35% of these will be affordable homes.
Many of these homes to be built in waterside locations with a mixed range of service developments including offices, shops, health centres, restaurants, open spaces and gardens.
Refurbishment of all significant historic buildings to sustainable uses.
Refurbishment and expansion of parks and open spaces

Development of Land and Facilities for Business

An expanded Beacon Business Park tailored to business needs
Industrial land adjacent to the western bypass developed for business expansion
Former railway sidings in Runham Vauxhall developed for business use
A fully developed outer harbour, container-handling facility with the adjacent service land refurbished to allow business expansion
A high quality family orientated seafront with a 4-5* hotel and other year-round tourist facilities
A range of other centres for all year round holidays including attractions based on heritage, watersports and nature themes.

Business Competitiveness and Raising Awareness

Gt. Yarmouth will be a strategic hub for a short-sea freight & passenger corridor with well-developed logistical cross-country and overseas links.

An international hi-tech centre for clean sources of energy generation

A strongly held sense of opportunity stemming from entrepreneurship & enterprise, especially by young people.

A fully developed business model identifying and delivering a competitive identity for Gt Yarmouth

A fully developed training and skills programme matching skills supply to labour demands

Community, Health, Education and Governance

A widespread celebration of local achievement, especially of young people

A well-developed sense of ownership in the community to foster inclusion and cohesion

All public services seamlessly delivered using the best-fit model and conveniently accessible to all.

A continued development of e-governance as a means to providing equal access to services.

A major reversal of adverse trends in deprivation and child poverty.

A major reversal of adverse trends in literacy and numeracy in the Super Output Areas which act as barriers to opportunity

A major reversal of adverse health trends including diabetes, life expectancy, unwanted teenage pregnancy, obesity and smoking diseases in the Super Output Areas

Vibrant villages with equal access to all services

Environment

Fragile habitats protected and enhanced

The principles of the Nottingham Declaration on Climate Change upheld and expanded

All sewage generation to be treated to the highest EU standards

A fully developed model of coastal management to mitigate the effects of erosion and reduce flood risk

Sports and Culture

A centrally located 'arts hub' providing a cultural focus

Multi-purpose sports centres in Great Yarmouth and Gorleston

Sports facilities to support the 2012 Olympics and beyond

2007 Pre-Budget Report and Comprehensive Spending Review.

Briefing note

Alistair Darling presented his Pre-Budget Report and Comprehensive Spending Review on the 9th October 2007. This briefing note concentrates on the salient issues for Local Government, with especial regard to Great Yarmouth Borough Council.

Summary

- Expectation that the overall increase in Council Tax will be "well under" 5% in each of the next 3 years.
- Average 1 percent increase in real terms funding year on year. Budget estimates included 2% increase in Revenue Support Grant and NNDR income.
- New Value for Money programme delivering cashable savings of at least 3% per annum over 2008/09 to 2010/11 (with £150m to support the delivery of this programme).
- New Local Authority Business Growth Incentive system starting in 2009/10. The total pot of £50m in 2009/10 will not give the level of income which the Council has previously received.
- A new power for Local Authorities to raise and retain supplements on the local business rate – linked to economic development and subject to statutory consultation.
- New Housing and Planning Delivery Grant £500m over the CRS07 period to support improvements in housing and ensure necessary development plan documents.
- £175m to increase efficiency & effectiveness of planning system, including improving capacity of Local Planning Authorities.
- £2 billion for Neighbourhood and local renewal, with a new enterprise and renewal fund to target resources more intensively according to neighbourhood deprivation.
- Single set of 198 national indicators to manage performance delivery outcomes (to be published later this week).
- Removing ringfencing and other controls from grants and channelling the majority of grants through Revenue Support Grant or the Local Area Agreement.
- Local Government to have a key role in delivering the asset disposal target of £30 billion by 2010/11, with a new asset management programme proposed to improve local authority capacity. Greater emphasis on asset management in the local government performance framework.

In summary, the overarching themes are more or less in line with the expectations of Great Yarmouth Borough Council. More detail will emerge over the next few weeks, with the RSG settlement being expected later this year.

GREAT YARMOUTH EMPLOYMENT & SKILLS ACTION PLAN (Updated 24 September)

What	Why	Who	Funding Source	By	Target/ Outcome
To undertake an analysis of Jobcentre Plus vacancies for Great Yarmouth by Occupational area.	To identify five priority occupational areas where we can potentially develop employer led training programmes and consider if they mirror Norfolk priority areas (Retail, Distribution & Logistics, Care, Construction, Leisure & Tourism).	Jobcentre Plus	NA	End December 2006 Completed	
To undertake an analysis of employers and recruitment agencies not using Jobcentre Plus to identify current/future vacancy trends.	To support the analysis by Jobcentre Plus and to provide a complete picture of the vacancy situation.	Consultant	NRF	Report delivered by end March 2007	Received April 07
To develop a detailed map of training providers and funders in Great Yarmouth leading to development of a web page detailing all support available.	To provide employers with a comprehensive overview of providers in Great Yarmouth what they deliver and where funding for training can be found.	Consultant	NRF	Consultant Report delivered by end March 2007	Received April 07
To develop occupational specific routeway training programmes in the key occupational areas targeted at key employers and sectors.	To meet employer needs and to assist workless benefit recipients to enter employment.	Jobcentre Plus: LSC Service Providers: (With support from Chamber of	New Deal funding (Jobcentre Plus) Train to	liC funded research around employers and	Research for community being undertaken by Workhouse (100 face to face client interviews). Employer work via CFE Ltd (400

AGENDA
MEMO

<p>This to include community engagement and address employer perceptions</p>		<p>Commerce, Voluntary Community Organisations, employers, GYBC)</p>	<p>Gain (LSC) iic</p>	<p>community out to tender 19 July. Training programme developed and out to tender by Feb 08</p>	<p>employer phone contacts, 4 employer workshops and presentatuion event)Results expected November 07. To move 200 number of people in receipt of Job Seekers Allowance through a program of support resulting in 100 moving into employment within 6 weeks of support ceasing</p>
<p>To develop a fund to remove barriers to employment faced by unemployed people that cannot be removed through interventions of other agencies.</p>	<p>To ensure that unemployed people have greater access to employment and are more competitive in the labour market.</p>	<p>Jobcentre Plus via LEGI funding</p>	<p>LEGI (Barriers to Work Fund)</p>		<p>Barriers Fund not to proceed as single entity. Potential for this to be incorporated into the training and support detailed in item above maximising use of both iic & LEGI funding</p>
<p>To identify long term employment opportunities for local people resulting from East Port and Urban Regeneration targeting suitable employers who are willing to engage</p>	<p>To ensure local people have the opportunity and skills to compete for employment opportunities</p>	<p>LA/ JCP/ LSC GYBC EDO to arrange meeting with Nuttalls, JCP & EDO to discuss construction opportunities both for local businesses and people EDO to contact GY Port Co to discuss</p>	<p>LA</p>	<p>Aug 07</p>	<p>Construction of port has been contracted to Nuttalls who are sub contracting Post construction activity falls to Gt Yarmouth Port Co. who are in the process of agreeing next steps LA/JCP have made a joint nt</p>

			issues as above once more details known		Oct 07?	approach to both organisations to establish coherent strategy around recruitment and use of local employers
To introduce a targeted programme of Work Trials to employers.	To involve employers more in recruiting people who have been unemployed.	Jobcentre Plus	Jobcentre Plus	Jobcentre Plus	Ongoing	23 Worktrial starts with 58% resulting in paid employment
To undertake consultative work with PCT around support available to those who are incapacitated to move closer to employment	To link to the Pathways to Work agenda around this customer group that is due to commence December 2007	Contact with Paul Bryce (PCT) re activities that assist those on IB returning to work	PCT/NRF	PCT/NRF	End Sept 2007 (further details awaited)	Project to go ahead funded by PCT & NRF looking at exercise as a way of enhancing life and reducing worklessness Fit for Work. Funding agreed of £6k to assist 60 people prior to March 08 with agreement to expand this to 180 people once demand established
To review the provision and research reasons for low take up of Childcare in Great Yarmouth to ensure that it meets the needs of parents seeking to return to work.	Childcare is perceived as a real barrier to Lone Parents and married couples to taking up employment opportunities but take up in some areas of Gt Yarmouth is very low.	Community Connections JCP	Community Connections JCP	Community Connections JCP	End May 2007	Paper produced by Community Connections and Jobcentre Plus identifies take up is not a major issue in Gt Yarmouth compared to other parts of Norfolk
Research above shows a high drop out rate from employment which may be due to childcare issues. Further research required to ascertain why and provide	Lack of affordable childcare is a potential barrier to retaining employment	Community Connections JCP	Community Connections JCP	LA/JCP to consider use of NRF to fund research on reasons for	Oct 07	Spec for this compiled by JCP and submitted to social forum for consideration. Awaiting approval

solutions		drop out and potential solutions		
To build upon work currently in progress in some High schools & GYCFE to build links with local employers (for example Ready to Work programme)	To enhance work experience and skills opportunities for children unlikely to obtain non vocational qualifications by establishing pre leaving school links with employers across a wide spectrum of occupations	Various	Ongoing	Potential Careers Fayres for all Gt Yarmouth schools
Raise aspirations of young people and their parents in order for them to understand the employment and skills needs of the future Gt Yarmouth economy by delivery of a set piece event	Young people in Gt Yarmouth are identified as having generally low work and training aspirations due to a number of factors. This needs to be addressed in a coherent way by all relevant agencies if we are to fill the future skills gaps of the local workforce	NRF	Event by end Feb 08	Development work via sub group of Neighbourhood Manager, Connexions, Voluntary Sector Partnership linked to Comeunity programme Design for one day event (March 08) being formulated but to encompass schools, parents & employers
To increase volume of ESOL provision locally for those seeking or recently entering employment	Increase employability of target group	LSC	End June 07	There has been an increase in ESOL places available via LSC (throughout the county not just in Yarmouth) over the past 4 years year-on-year. Skills for Life training includes ESOL. ESOL employability tasters and full courses have been

						developed in partnership with GMB Union and the Priority Centre/Skills for Life Team in Yarmouth.
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Report to the LSP Executive
16th November 2007

Forward Planning 08-10

Neighbourhood Element was envisaged as a four year funding stream from 2006-2010, subject to the Comprehensive Spend Review in October 2007. Whilst the spend review advocates neighbourhood-based approaches to delivering services and targeted intervention in deprived neighbourhoods, the LAA is now entering a pooled funding model, in which funds are no longer ring-fenced. Thus at this stage there is no guarantee that Neighbourhood Element monies will be forthcoming from 2008-2010. The LSP Executive are asked to note this and the uncertainty this brings for both the programme and delivery partners, given the planned delivery of projects for 2008-2010.

In the national evaluation of Neighbourhood Management Pathfinders, the neighbourhood management approach was seen as the most effective model in addressing issues of deprivation at a neighbourhood level. As a result many local authorities have embedded neighbourhood management across their districts

It is hoped that the current evaluation of the Comeunity Programme will help to demonstrate the benefits of neighbourhood management in meeting high-level LAA targets, in a way in which communities can interpret, understand and own. Further negotiations will continue within the LAA over the coming months.

- **The LSP Executive are asked to support the desire to continue delivering neighbourhood management through LAA pooled funds from 2008-2010.**

Recent Delivery

- The Community Newspaper has been named "Yourmouth" by local residents. NVS are currently facilitating the extended-pilot of this until March 08.
- A youth consultation exercise is currently underway across the neighbourhood.
- Target Opportunities is supporting local residents in accessing volunteering, training and employment opportunities. The piece of work is currently being fed into the wider work of the Employment and Skills plan.
- The Grey 2 Green programme gained national recognition from the DCLG through Hazel Blears announcement of Great Yarmouth Borough Council as an "Empowerment Champion". The Swirles Place and Fox's Passage schemes will start shortly.
- The programme is also supporting a range of parenting intervention in the neighbourhood, including some intensive work with families at risk and some capacity building for parenting practitioners.

- A period of street-based outreach for those with alcohol issues has started across the neighbourhood.
- 10 local residents are currently being trained as Community Action Researchers to build local capacity in research skills.
- A mid-term evaluation of the programme and interim resident's perceptions study commence this month.
- The Middlegate Focus group is currently tendering for a lead for the visioning exercise for Middlegate.
- The Neighbourhood Centre opened its doors on Halloween and Bonfire night. Over 70 residents accessed the Centre on the evening of Halloween. The Centre will be open during late-night shopping evenings in the run-up to Christmas and will offer a gift-wrapping service as a means of community engagement. Partners are invited to volunteer for these events.
- A local marketing campaign will start on 19th November to celebrate the positive elements of South and Central Yarmouth, under the strap-line "I ♥ GY".
- Check the web-site www.comeunity.info for more information.

*Rob Gregory
Neighbourhood Manager*



GREAT YARMOUTH LEGI PROGRESS REPORT TO LSP EXECUTIVE

16 November 2007

Current Activities

- With the Programme effectively being one third of the way through its initial funding period, a Programme wide review has been planned by the LEGI Board for 9 November. At present, the indications are that the greater majority of targets will be met for the current funded period (to 31 March 2009). This review will also include an assessment of the present governance arrangements. A more complete report will be available after that review meeting.
- Executive members would have noted the major marketing campaign that has been undertaken to re-launch Enterprise GY. The campaign has included newspaper, radio, billboard, bus and taxi advertising. A 'virtual' Enterprise GY Hub has been developed as a web site (www.enterpriseGY.co.uk) and a freecall, single point of contact (0800 458 0146) has been established.
- Following protracted negotiations an agreement was reached regarding the purchase of a suitable Hub building to accommodate the Enterprise GY activities. However the vendor subsequently decided to withdraw the building from the market. Further investigations have continued and a replacement building has been identified. Purchase negotiations are currently underway.
- Enterprise Week (12-18 November) will be used as a springboard to showcase many of the activities involved with the Enterprise GY initiative. For details of what is happening access www.enterpriseGY.co.uk (click on News and Events, then Events Listings).
- The BETA Model system has been purchased which will allow comparisons (with other regions) and provide detailed 'directions of travel, for Great Yarmouth businesses that fall below the VAT registration level.

Funding

- As reported previously, information about the Comprehensive Spending Review has been released, but provided no details regarding future LEGI funding. It is understood that further announcements will be made in December that, hopefully, will clarify the situation. A more complete report will be possible once those announcements are made.