

Town Deal will help deliver exciting vision of economic regeneration

Great Yarmouth has secured a Town Deal of £20.1m Government investment to deliver an exciting £60m vision supporting economic regeneration, recovery, jobs and growth across the borough's main urban areas.

This follows submission by Great Yarmouth Borough Council of an ambitious Town Investment Plan for Great Yarmouth, Gorleston and Bradwell, focussed on attracting further investment, driving economic regeneration and recovery.

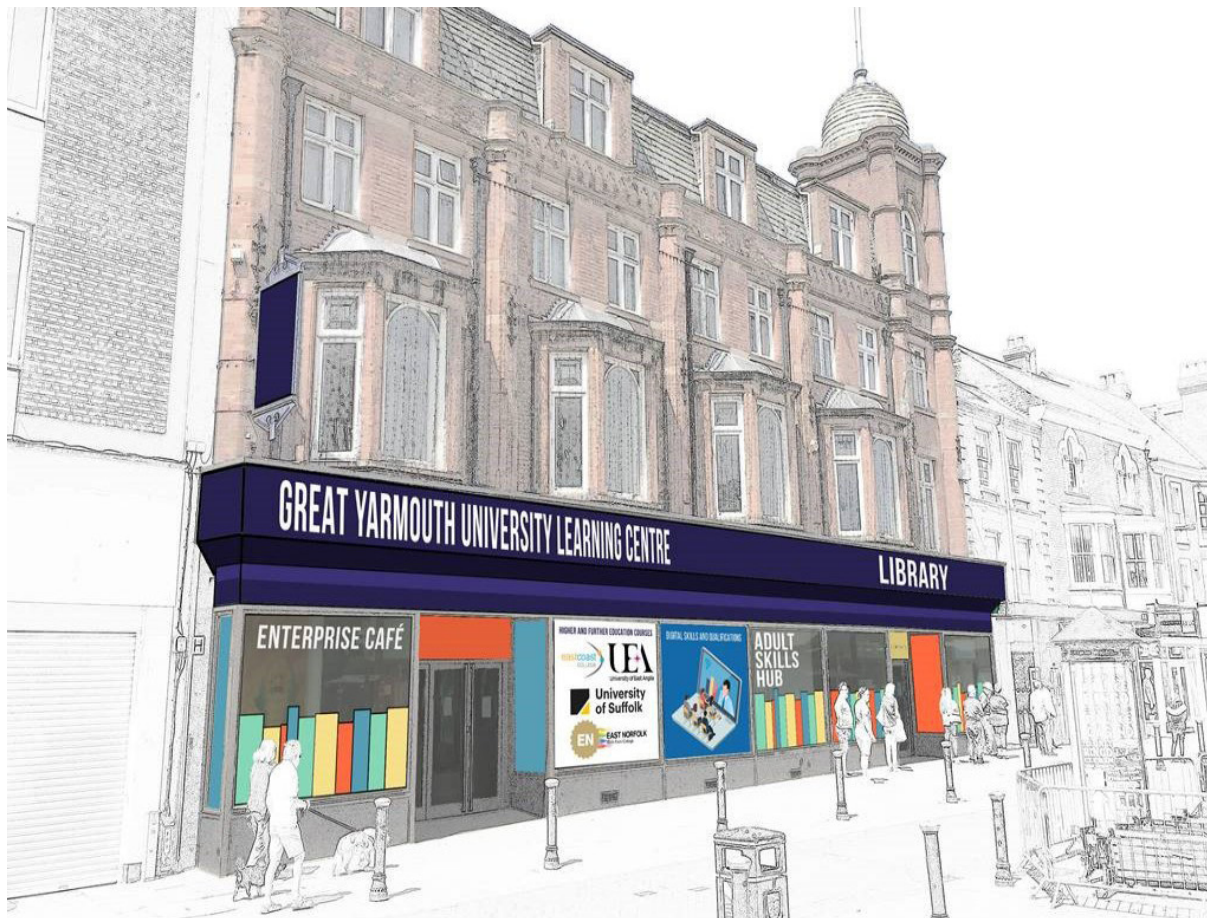
Residents and communities are at the heart of the council's ambition to realise a vibrant and inclusive coastal economy that builds upon its successes and strengths in clean energy and culture, capitalises upon natural assets, heritage and attractions

and responds to emerging cultural and technological challenge.

Shaped through the Town Deal Board of local ambassadors, alongside significant public engagement, the ambition is to take the "Our Place" vision to the next stage: to re-invent public places, to tap into and grow a thriving arts and cultural scene, to support new homes, nurture new jobs, businesses and new opportunities to learn and grow.

The council continues to work with the Town Deal Board and other partners on stage two of the programme, which involves developing business cases for each of the projects.

Discover more about Our Place and watch the video at www.futuregreatyarmouth.co.uk #OurPlaceYourStage



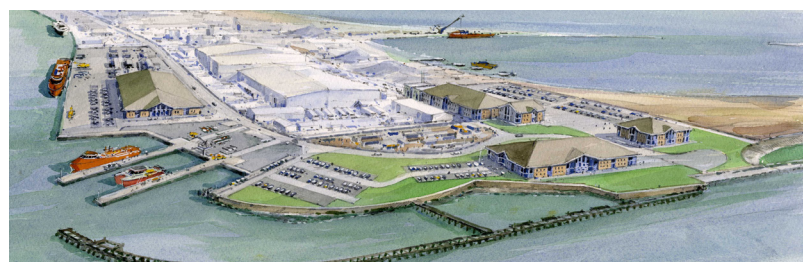
The vision includes a new learning centre and campus, offering higher education courses, which will be co-located with a new town centre library

Picture: GREAT YARMOUTH BOROUGH COUNCIL



The vision includes a reinvigorated town centre with a redeveloped Market Place at its heart

Picture: GREAT YARMOUTH BOROUGH COUNCIL/CHAPLIN FARRANT



A new operations and maintenance centre of excellence is planned at South Denes

Picture: GREAT YARMOUTH BOROUGH COUNCIL

A VISION FOR INVESTMENT ACROSS FOUR THEMES

Investment theme one: Regeneration and Business Development

Our Place will... maximise its opportunities for jobs and investment across its key sectors, including clean growth and energy from offshore wind, with new attractive facilities and infrastructure providing a supportive stage for businesses to relocate and grow here.

More people will both live and work locally in good-quality housing, and a reinvigorated town centre, with good connections to a vibrant and regenerated seafront.

This includes: A new operations and maintenance centre of excellence with business incubator units at South Denes, unlocking and enabling further inward investment by the energy

sector and providing a low-risk local base for energy sector start-ups, relocations and growing businesses.

This work complements the £26m Marina Centre redevelopment and the £13.77m already secured for the town centre through the Future High Streets Fund.

Investment theme two: Skills and Aspiration

Our Place will... offer more ways and opportunities for people of all ages to take their learning and job prospects to the next stage, to access training and qualifications, including further education and higher education.

This includes: A new learning centre and campus offering higher education courses,

co-located with a new town centre library, offering more ways and opportunities for people of all ages to take their learning and job prospects to the next stage, to access training and qualifications, while meeting the skills needs of local growth sectors and employers.

Investment theme three: Arts, Culture and Tourism

Our Place will... put diverse arts, culture and creativity centre stage for the benefit of residents and visitors, attracting and supporting culturally-creative, artistic performance, conservation and heritage activities, and businesses in these areas.

A flourishing cultural heritage and creative industry will widen the visitor economy, offering

more local jobs and opportunities to be creative, attracting a broader range of visitors year-round to enjoy our natural and built environment, and to experience, create and be part of our vibrant and enriching place.

This includes: Restoration and sustainable repurposing of a number of historic buildings, including restoration of the nationally-significant Winter Gardens as a year-round seafront attraction and restoration and adaptation of the Ice House as a National Centre for Arts and Circus.

Investment theme four: Connectivity and Sustainability

Our Place will... be much better connected and easier to get around via greener means of

transport, including on foot, bicycle, bus and electric vehicle, making the most of new digital technologies.

There will be a more pleasant and sustainable environment, supporting investment and job prospects, with an enhanced sense of arrival from key gateways, and better links into and between public spaces in Great Yarmouth town centre and the seafront.

This includes: Enhancements to the rail station gateway and North Quay to improve the accessibility and attractiveness of this key point of entry for commuters and visitors, as well as improved pedestrian and cycle links between the town centre and seafront, along with enhanced public Wi-Fi infrastructure.