



## **Lowestoft Regeneration and Growth Board**

25th September 2018, 13:30 – 15:00

RS-G01S Claude Castleton Room, Riverside, NR330EQ

### **Attendees**

**Peter Aldous** (Chair) (PA) – MP for Waveney  
**Cllr Mark Bee** (MB) – Waveney District Council  
**Cllr Ben Falat** (BF) – Oulton Broad Parish Council  
**Adam George** (AG) – East Suffolk Council (Minutes)  
**Andrew Jarvis** (AJ) – East Suffolk Councils  
**Ben Almond** (BA) – Peter Aldous’s Intern  
**Bridget Law** (BL) – East Suffolk Council  
**Chris Starkie** (CS) – New Anglia LEP  
**Gary Bellward** (GB) – East Suffolk Councils  
**Jai Raithatha** (JR) – Suffolk County Council

### **Attendees (cont)**

**Jason Wharton** (JW) – East Suffolk Councils  
**Jules Shorrocks** (JS) – Lowestoft and Waveney Chamber of Commerce  
**Paul Wood** (PW) – East Suffolk Councils  
**Phil Aves** (PAV) – Lowestoft Rising  
**Phil Harris** (PH) – East Suffolk Councils  
**Philip Ridley** (PR) – East Suffolk Councils  
**Rupert Grass** (RG) – East Suffolk Councils  
**Simon Taylor** (ST) – East Suffolk Councils

**Apologies** - Cllr Matthew Hicks, Cllr Michael Ladd, Cllr Bruce Provan, Cllr David Ritchie, Cllr Chris Punt, Kerry Blair, Cllr Ian Graham, Rosanne Wijnberg

### **Meeting Note**

#### **1. Welcome and Introductions**

PA welcomed all to the inaugural meeting asking for introductions to be given. PA set the scene for the formation of the group, stating there are vast amounts of regeneration projects happening in the town, such as the 3<sup>rd</sup> Crossing, Lowestoft Flood Defence Scheme, CEFAS as well as other key sites coming forward. The purpose of the meeting, is not to get involved in the detail of these projects, it is to provide a strategic overview and act as the “golden thread” for tying all these projects together and drive forward regeneration in the town.

#### **2. Terms of Reference**

PW went over the terms of reference outlining the following of the areas;

- Purpose

- Responsibilities
- Membership and Appointment
- Attendance of Non-members at the meeting
- Meeting Frequency – currently bimonthly however may be reviewed in the future

PA opened the floor to comments. It was raised how this meeting sits in relation to the East Suffolk Means Business (ESMB) Meeting. Although intrinsically linked, PW stated the ESMB focuses predominately on Economic Development aspects whereas the Lowestoft Regeneration Board will focus on the delivery of projects solely from a regeneration point of view.

It was expressed there is a need to ensure that content of the meeting adds value and that it doesn't replicate what is already being done, through groups such as the 3<sup>rd</sup> Crossing and LTIP meeting. PW highlighted that this meeting will provide a more strategic overview of regeneration projects compared to other meetings which are focused on those specific projects. The Lowestoft Regeneration Board will be continuously reviewed to ensure there is minimal duplication.

PAV asked whether delegates from other parish councils in the town will be invited to attend this meeting. It was stated that most of the projects which will be discussed will fall in Lowestoft Town Council and Oulton Broad Parish Councils geographical area, so should be covered by representatives from these organisations, however there will need to be a mechanism to ensure that the Parish Councils are informed of the updates from the group. This would fall under the meetings communication strategy. PH is to ensure as part of the groups communication strategy that all councils in the area are informed of developments originating from the Lowestoft Regeneration Board.

JS asked whether a representative from education/skills should attend the meeting. Both PAV and CS mentioned that liaising with educational/skills organisations will fall under Lowestoft Rising's and NALEP's remit. PAV and CS are to feed back to educational/skills organisations at the local and regional levels.

With regards to the Board's representation, it was agreed that the current members are appropriate but will be kept under review.

<b>Action</b>	PH is to ensure as part of the groups communication strategy that all councils in the area are informed of developments originating from the Lowestoft Regeneration Board, where appropriate	PH
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### **3. Lowestoft Regeneration Delivery Plan**

PW gave a presentation on the Lowestoft Regeneration Delivery Plan, which was circulated before the meeting, and asked all whether they had and comments. Please see Lowestoft Regeneration Delivery Presentation which was circulated with this meeting note for more information. The following points were raised:

#### **Enterprise Zones**

PA asked about the success of the Enterprise Zones (EZ), is there is a need to refocus these to look at opportunities outside of just the offshore energy sector and what impact will the 3<sup>rd</sup> Crossing have on the Riverside Enterprise Zones site?

CS stated that the EZ have been successful and that a nimble, flexible and pragmatic approach has been taken to allowing a variety of companies that are not just energy companies on the Enterprise

Zones. The EZ have acted as a good catalyst for attracting and enabling new businesses in Lowestoft.

Rate relief has expired for the enterprise zones, which has reduced the incentive to move to some of these sites. Conversations could be had with the treasury about extending the rate relief, if not; this is something that the local councils and partnership organisations could fund themselves. WDC are currently offering 3 years rate relief within Enterprise Zones under their discretionary rate relief policy, the application deadline for this expires on April 2019.

Options are being looked into to mitigate the effects of the 3<sup>rd</sup> Crossing on the Riverside EZ.

#### **WDC's approach to Land Assembly**

PA enquired about WDC's approach towards land assembly in the area and whether a more combative approach will be taken towards blocks on developments in the area.

PR highlighted that in recent reports submitted to cabinet, a variety of options have been explored with one being compulsory purchase orders. Privately led regeneration projects, such as Oswalds Boat Yard and the Brooke Marine site may require public sector involvement to de-risk sites or to make them commercially viable. East Point Pavilion is a good example of this. This approach will be dependant on how much risk the council is willing to take. By using economic metrics/foot print analysis this could provide greater justification for undertaking projects.

#### **Visitor Centres In The Town**

PA asked about the visitor centre that is being developed at CEFAS and the progress on this, as it a key part of the offer with the South Beach Vision. PW stated that East Suffolk Councils will be facilitating a meeting with CEFAS and other key stakeholders to help develop a business case for this site. Once developed the business case will put the project in a position to apply for external funding. The CEFAS visitor centre could be considered to house the other visitor centres that are being developed in the town for the 3<sup>rd</sup> Crossing, Carlton Marshes and Scottish Power Renewables. This was given as a good example of how the Lowestoft Regeneration Board can tie together multiple projects in the town that previously may have worked in isolation.

#### **Railway Infrastructure**

BF made all aware of issues relating to the swing bridges at Somerlayton and Redham and that they are currently not fully functioning and are considered a risk to open them. BF stated that without these Lowestoft would not be able to connect to Norwich via the Norwich Line. These bridges are also a key entry point for tourists visiting the Southern Broads by river. PA highlighted the need to protect green tourism in the district and is to have a conversation with Network Rail about when repair works will be happening on these bridges.

Action	PA to have a conversation with Network Rail about when repair works will be occurring on the swing bridges in Somerlayton and Redham	PA
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### **Marketing Strategy For Lowestoft**

The group discussed the need to have to have an external place based marketing strategy for Lowestoft, with the aim of attracting investors and individuals to the area. This strategy could be based around working, living and visiting Lowestoft.

CS stated that some of this place based marketing is picked up by NALEP, with them attending the MIPIM international property investment event as well as the SPE Offshore Europe Conference in Aberdeen, with the aim of promoting Lowestoft and the wider area.

BF also suggested highlighting existing assets in the town, such as Birds Eye, CEFAS and SPR and the work they are undertaking to promote and attract others to Lowestoft. AJ stated that conversations have been had with CEFAS and James Fisher about the work they are undertaking. All agreed more needs to be done to create a consistent vision for Lowestoft to shape external perception of the town. PH stated that the Lowestoft Regeneration Board acts as a good vehicle for creating a consistent message for the town and the projects that are occurring in it for both internal and external stakeholders.

#### **4. Programme & Project Highlight Reports**

GB gave a presentation on the Lowestoft Regeneration Programme; this consists of 8 subset programmes which all include a number of projects. It was agreed that a programme highlight report will be provided for each of 8 subset programmes ahead of each meeting, with project reports provided as and when requested by the board.

#### **5. Any other Business**

##### **Communications**

PH stated that the most effective approach to communicating the work of the board was not to focus on its establishment because members of the public are unlikely to be able to relate to how the group affects them. Instead, the Board and the organisations within it should focus on creating and promoting a consistent positive message about the projects within the Regeneration Programme.

BF mentioned that he was contacted by the local press to comment on a shop pulling out of the local area. The shop stated that the reason they were doing this because of their perceived "economic depression" in the town. The local press will be printing this story in the near future; BF has made PH aware of this.

## 6. Future meeting dates

The future dates of the meeting were shared with all. PW and GB are happy to create the agenda for the November meeting. After November, the frequency of the meetings may be revised to quarterly based on the amount of content to be shared with the group.

Date	Time	Location	Room
12 <sup>th</sup> of November 2018	10:00	Kirkley Centre, 154 London Road South, Lowestoft, NR33 0AZ	Kirkley Room Two
11 <sup>th</sup> of January 2019	13:30	Riverside, NR33 0EQ	RS-G01S
8 <sup>th</sup> of March 2019	10:00	Riverside, NR33 0EQ	RS-G01S
10 <sup>th</sup> of May 2019	10:00	Riverside, NR33 0EQ	RS-G01S