

**Presentation to the  
Employment and Skills Conference  
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# Lowestoft & Great Yarmouth

## Two towns, one vision

1st  
east

waterfront regen co

# 1st East

- Urban Regeneration Company
- Government Status
- Partnership Based
- Private Sector Led



What is 1st East?

# Our Aims

- Co-ordinate change
- Help improve the economy and create jobs
- Generate confidence
- Overcome obstacles
- Unlock potential



Two towns, one vision

# Our Partners

**EEDA**  
East of England Development Agency

**Suffolk**  
County Council

**Waveney District Council**  
Serving the Community

**Norfolk** County Council

**GREAT YARMOUTH**  
BOROUGH COUNCIL

**Homes & Communities Agency**



Two towns, one vision

# Why Lowestoft and Great Yarmouth?

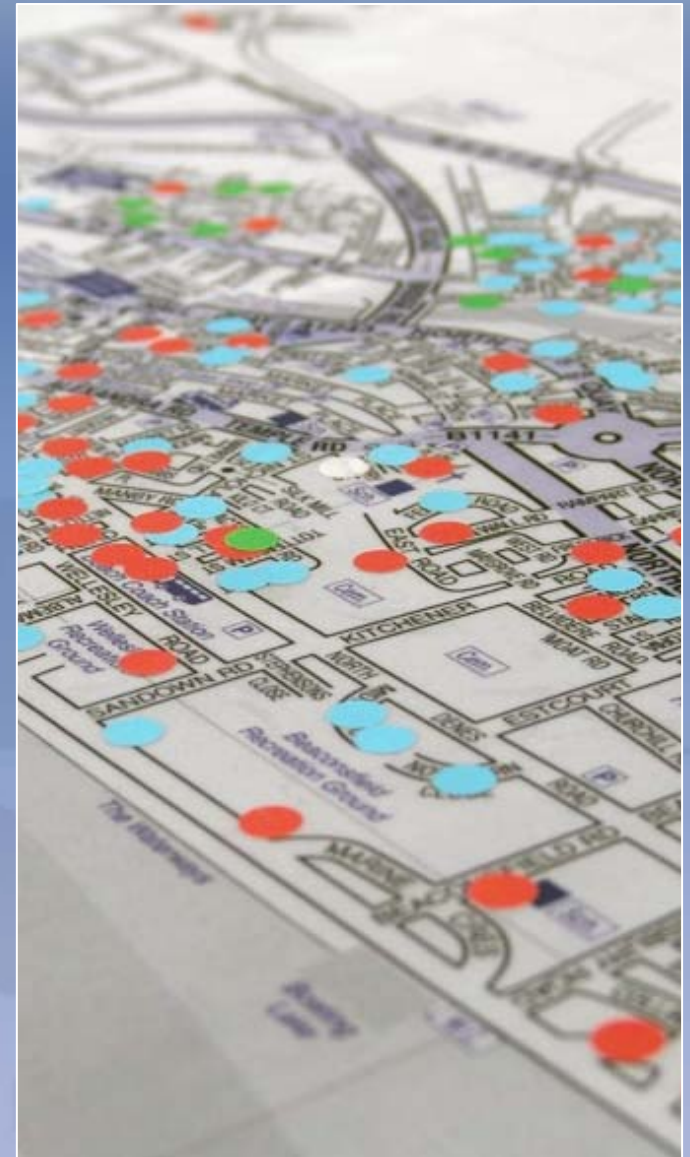
- Significant levels of deprivation
- High level of worklessness
- Poor educational achievement
- Decline in manufacturing and traditional port businesses
- Not enough skilled jobs



Two towns, one vision

# Our Broad Aims

- Keeping people informed
- Encouraging a wider range of jobs
- Working with education to ensure skills match employer needs
- Improving the way public spaces look
- Reconnect the towns to their waterfront
- Encouraging investment
- Better places to live, work, study and visit



Two towns, one vision

“Lowestoft and Great Yarmouth will become great places to live, work, study and visit, building on the unique opportunities of their east coast locations.

At the heart of our vision is a determination to provide a supportive culture for business, and to develop a particular expertise in the environmental economy, on and offshore.

People who value their environment, place and quality of life will want to live here.

The two towns will be confident of their role and function and free of the need for any special assistance status.”

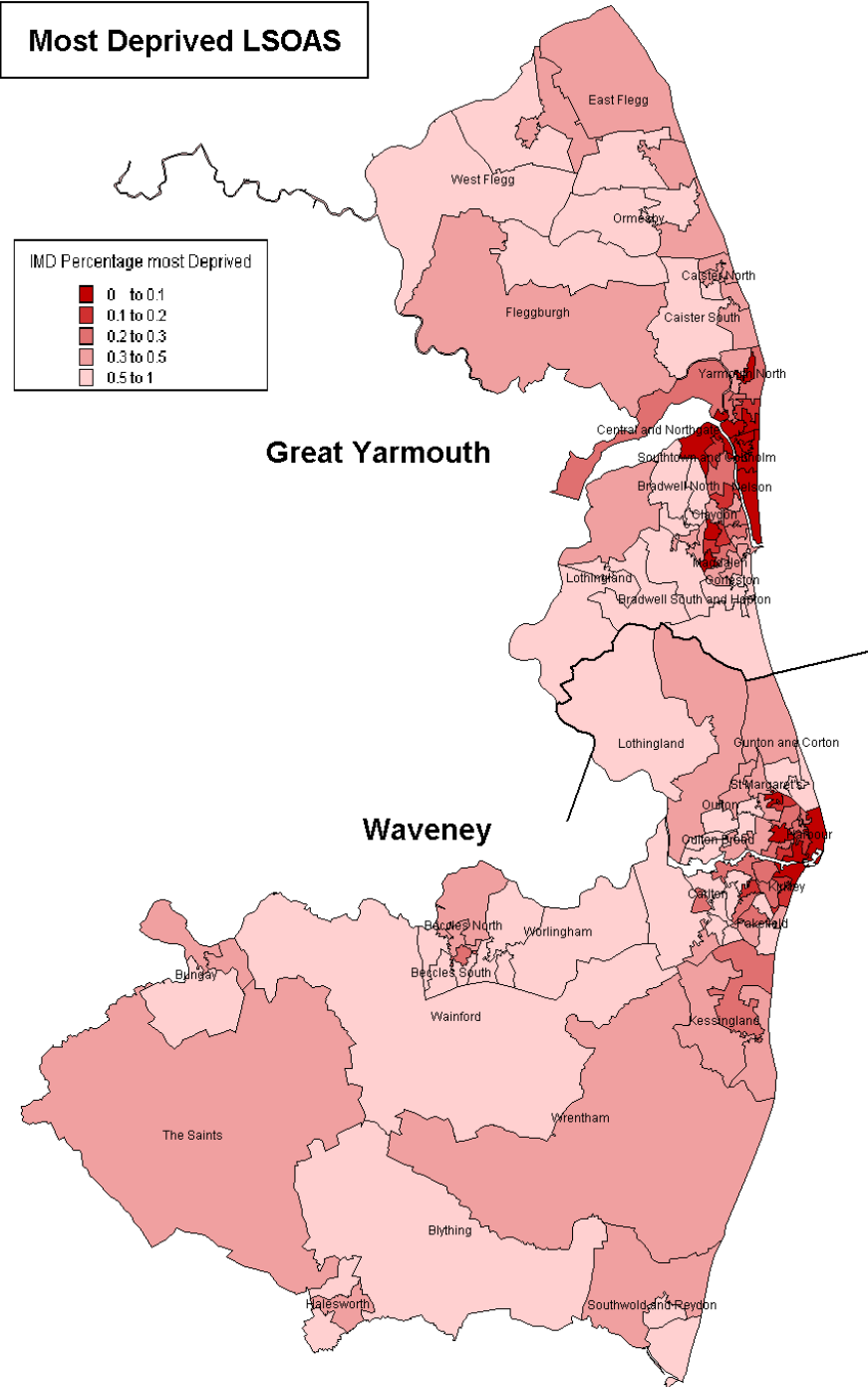
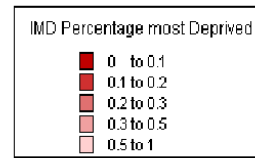


## Our Vision

# Regeneration Challenges

- Pockets of urban deprivation
- Nelson ward in Great Yarmouth  
- 106<sup>th</sup> SOA
- Kirkley ward in Lowestoft  
- 173<sup>rd</sup> SOA
- Harbour ward in Lowestoft  
- 1446<sup>th</sup> SOA
- Total number of SOAs = 32,482  
(2007 IMD)

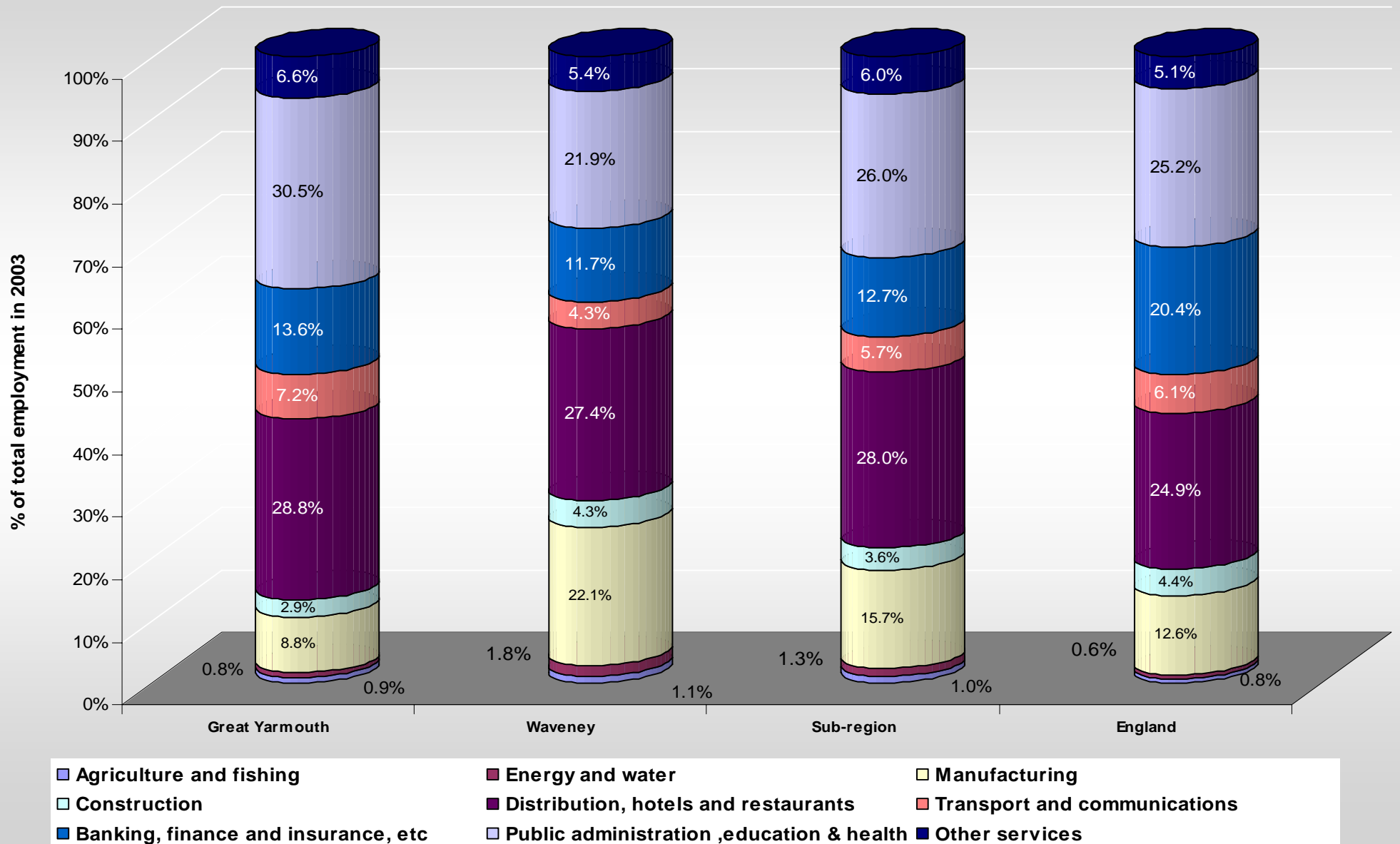
## Most Deprived LSOAs



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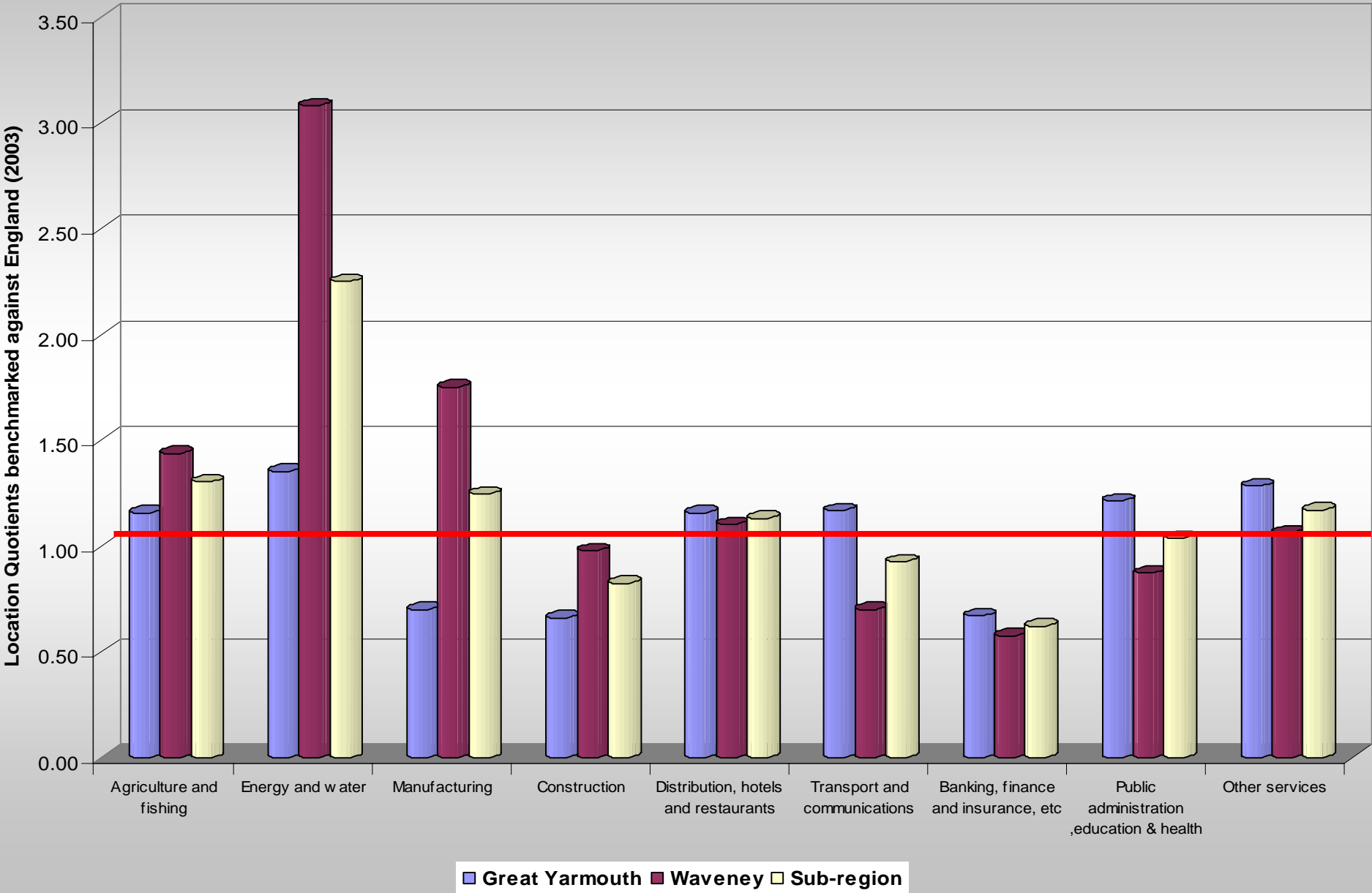
# The Economic Base

Structure of Current Employment Base



# Sub-Regional and Local Specialisation

Relative Performance of Local Sectors



## Great Yarmouth Borough

- High unemployment / lower economic activity
- Low skills and occupational structure
- Low value economy, over representation in distribution/hotels sector and public administration
- Borough level employment growth

## Lowestoft District

- Unemployment / activity rates average
- Low skills and occupational structure
- Low value economy
- Over-representation in manufacturing
- Borough level employment growth



## Key Economic Characteristics

## Great Yarmouth

- 16,500 jobs (47% of borough jobs)
- 1,400 businesses (42% borough businesses)

## Lowestoft

- 13,300 jobs (34% of district jobs)
- 1,100 businesses (28% of district businesses)



## Key Economic Characteristics

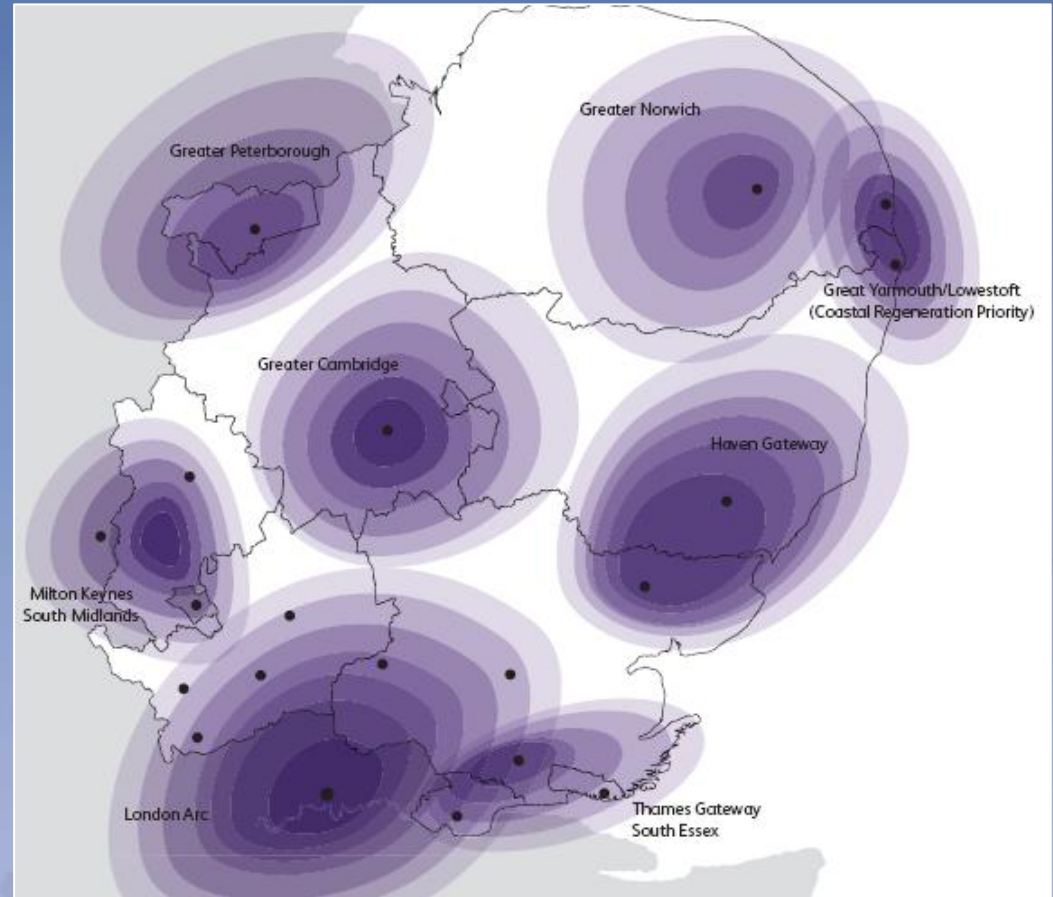
- URC contain significant employment bases
- High levels of worklessness and significant deprivation in some areas
- Need to retain and grow employment base and raise value
- However, employment densities currently very low – poor use of land resource in some areas



## Summary

# EEDA Regional Economic Strategy

Designation as *the* regeneration  
priority in the East Of England



Opportunities

# 15 Year Plan

In Great Yarmouth:

At least 2200 new homes

2000 jobs

127,000 sqm mixed commercial

In Lowestoft:

At least 1700 new homes

1000 jobs

91,000 sqm mixed commercial



## Opportunities

# The Environmental Economy

## Key Sectors

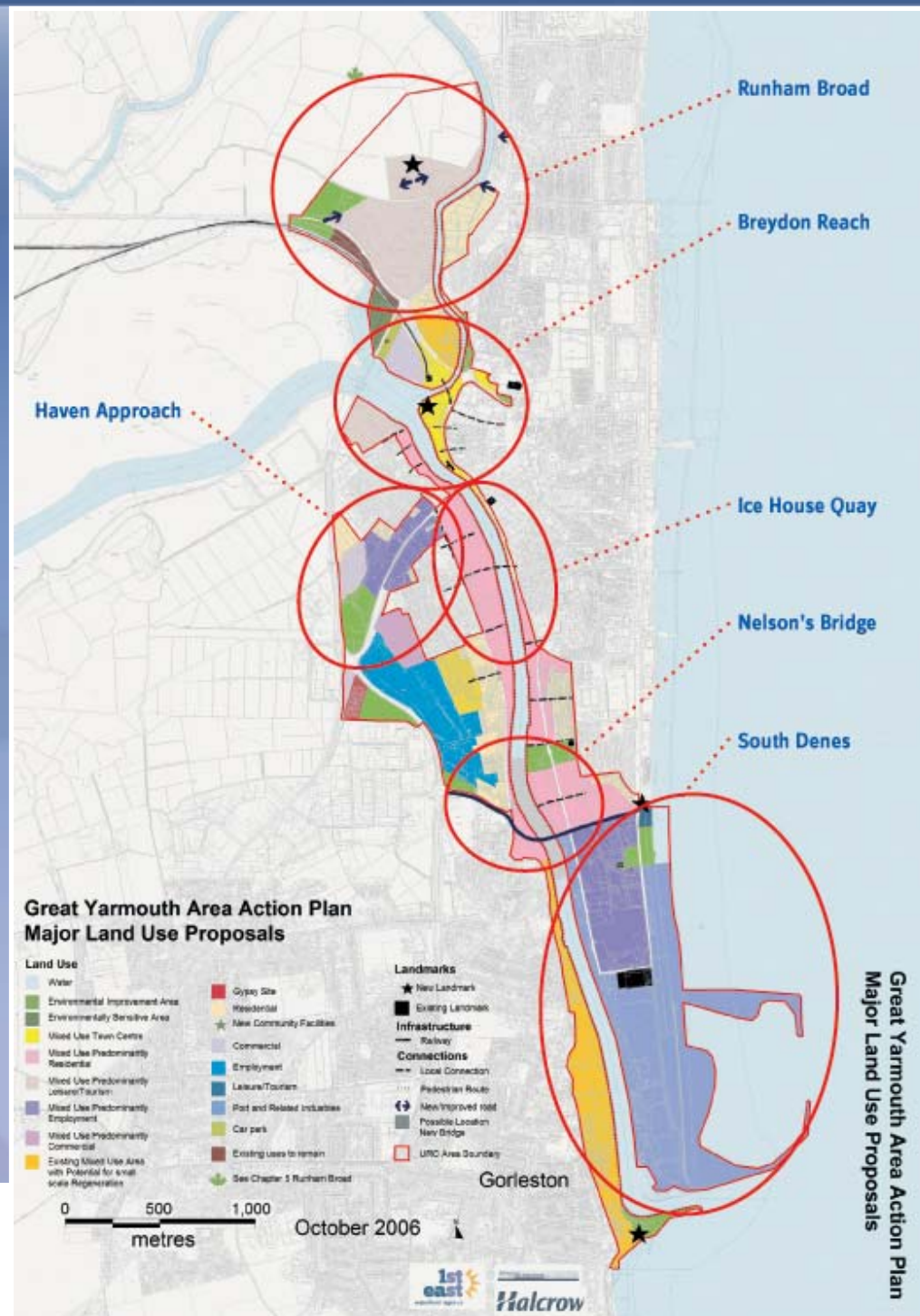
- Marine & Geosciences
- Energy
- Ports and Logistics
- Advanced Engineering
- Tourism



Opportunities

# Intervention Areas

- Runham Broad
- Breydon Reach  
(North Quay and Bure Harbour Quay)
- Ice House Quay
- Haven Approach
- Nelson's Bridge
- South Denes



Great Yarmouth





- Transport interchange
- Refurbished pedestrian bridge
- Town centre meets the water - shops/offices
- 440 new homes
- Public walkway along the water
- Local feel to station area

## Breydon Reach – North Quay



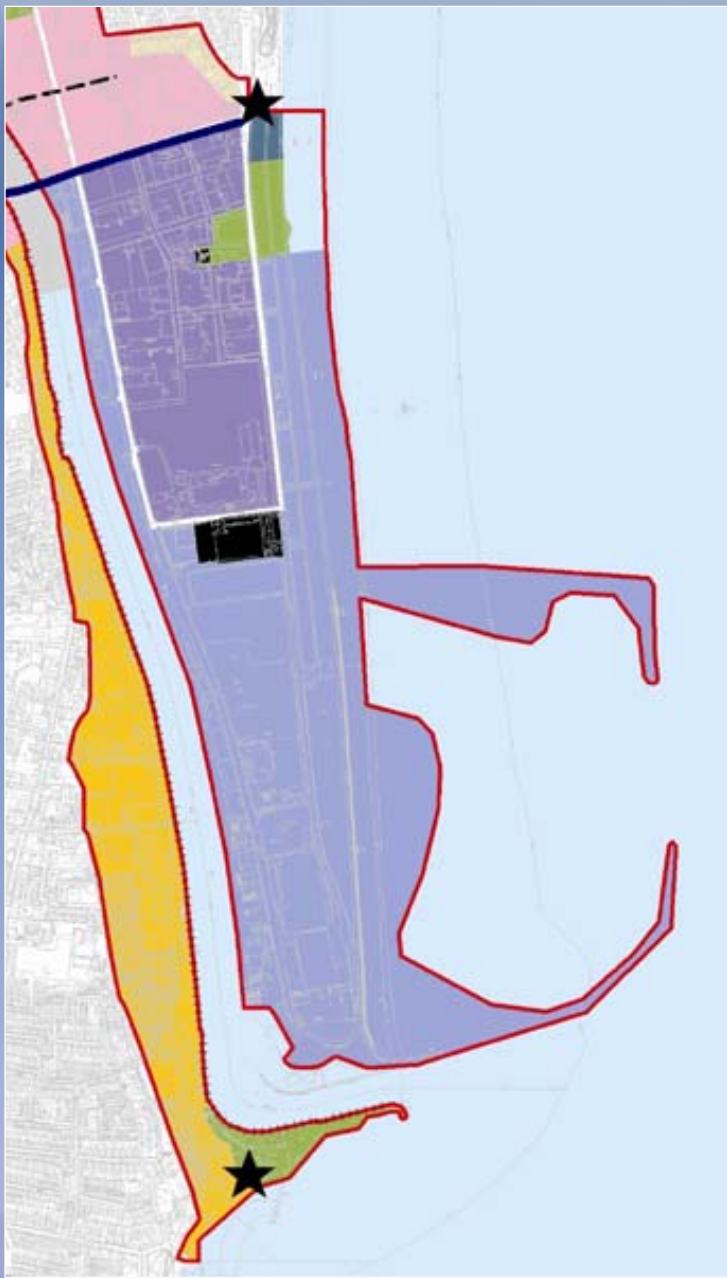
- 105 new homes in first phase
- Public walkway on quayside
- Up to a further 100 homes second phase

## Breydon Reach – Bure Harbour Quay



- Vibrant new destination
- Offices, specialist retail
- Bars/restaurants
- 1400 new homes

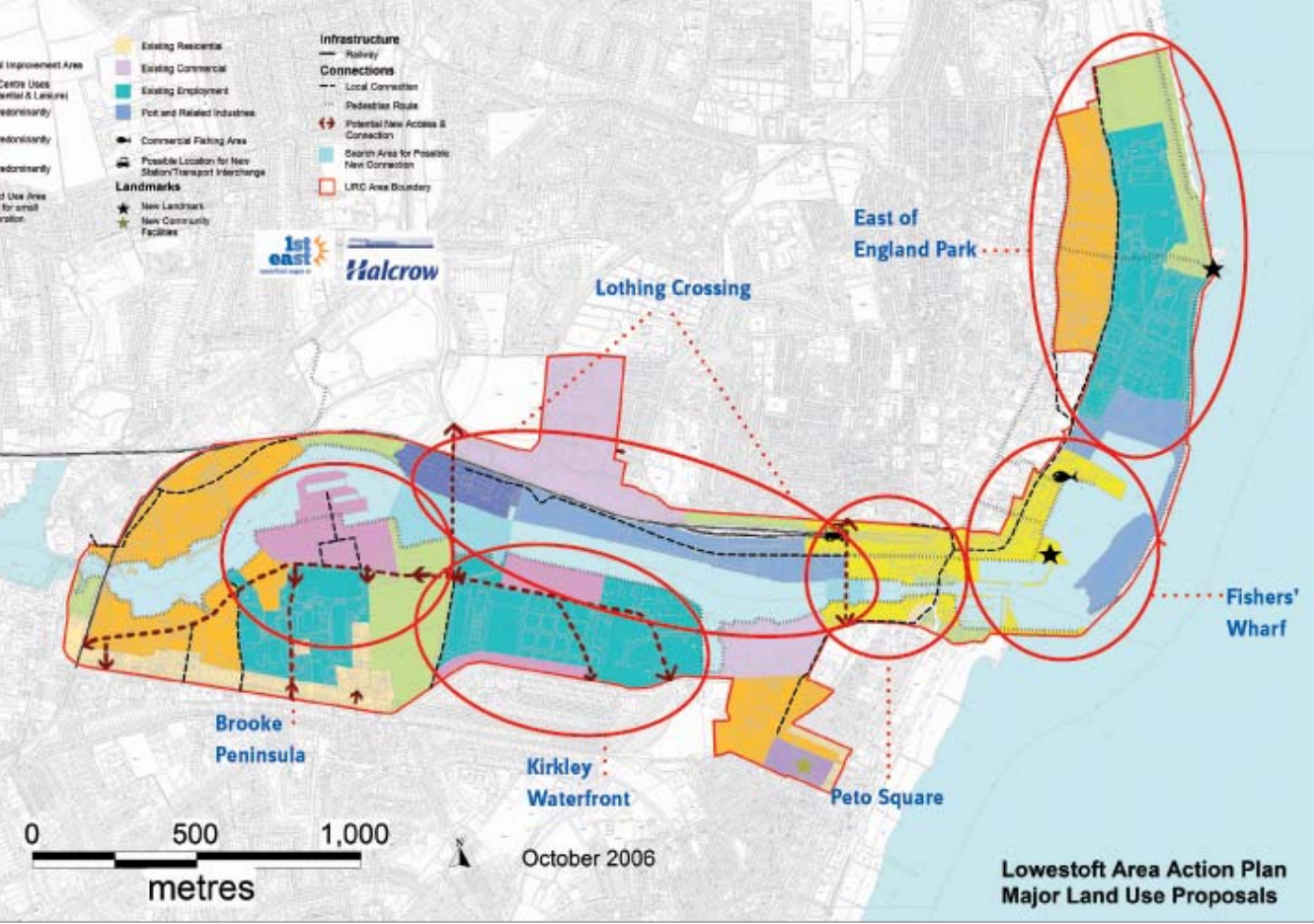
# Ice House Quay



- Port expansion
- Port related business
- Renewable energy

South Denes – EastPort U.K.

Lowestoft Area Action Plan  
Major Land Use Proposals

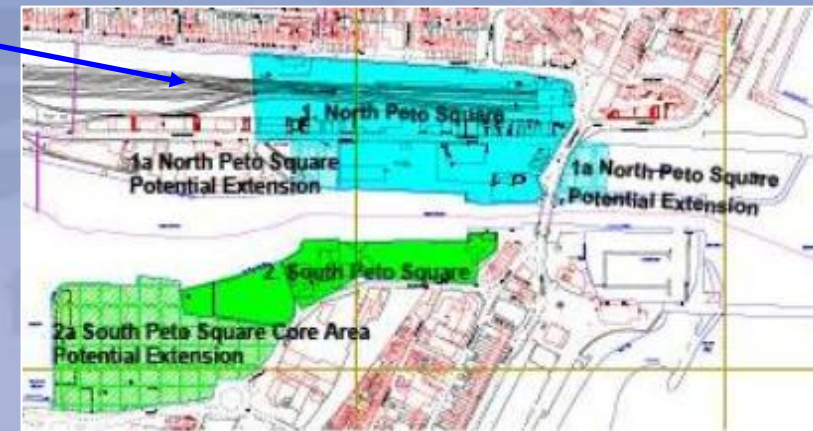
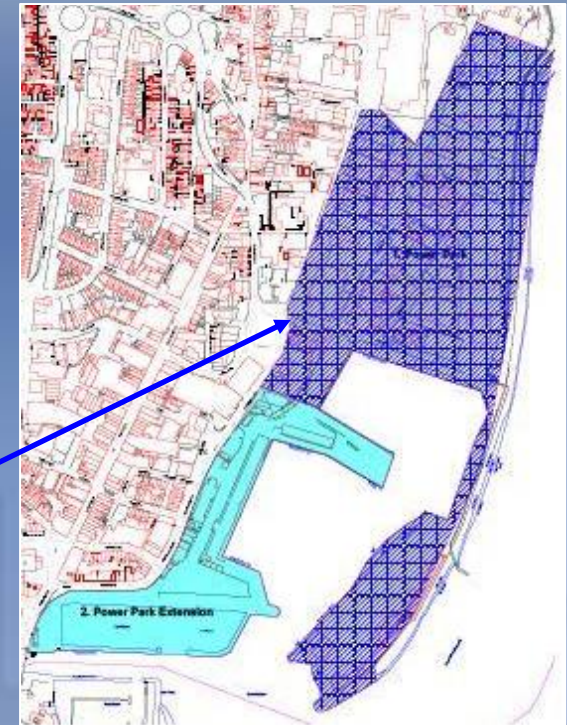
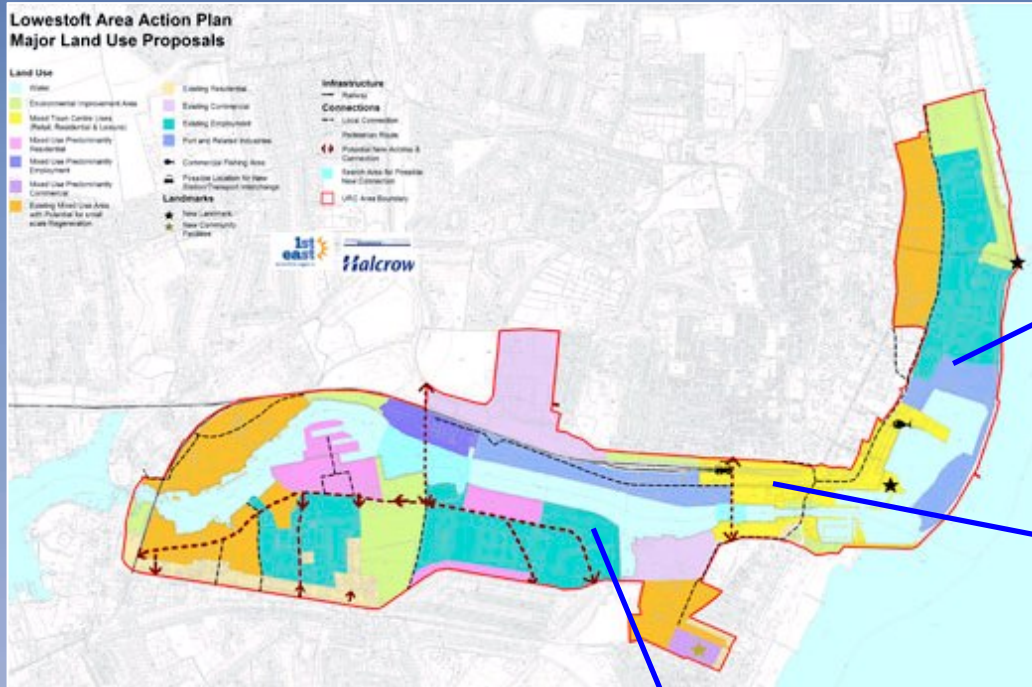


## Intervention Areas

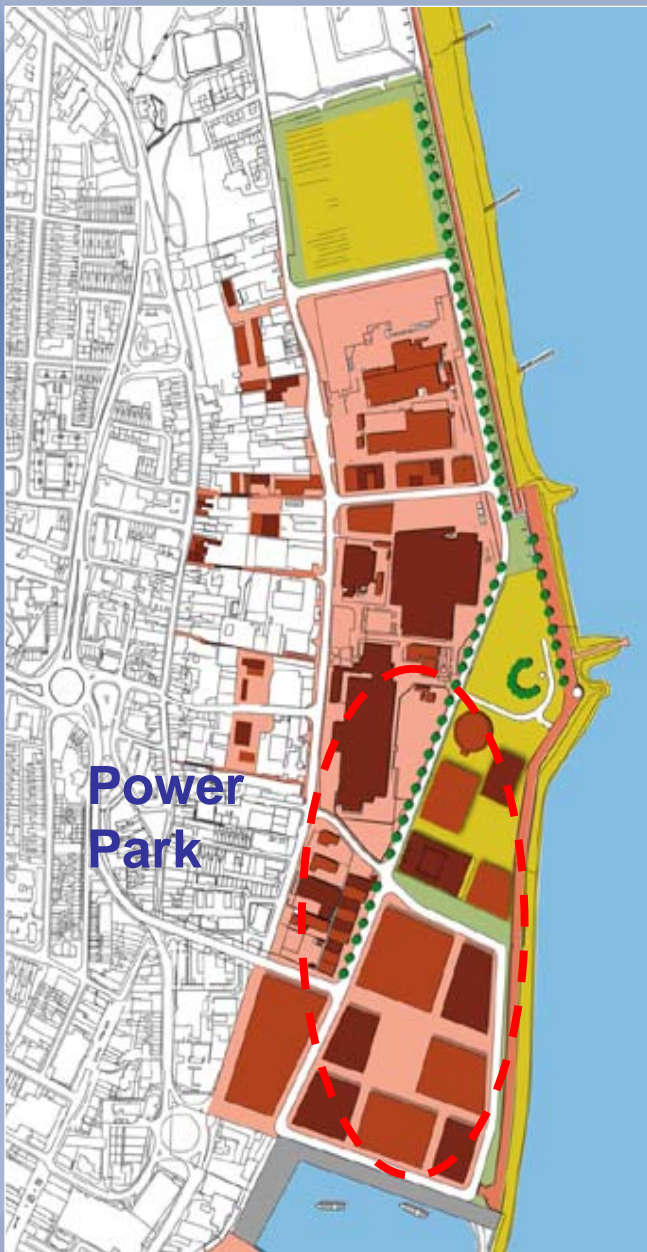
- East of England Park (People's Park and PowerPark)
- Fishers' Wharf
- Peto Square
- Kirkley Waterfront
- Brooke Peninsula
- Lothing Crossing

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# Lowestoft Priorities



Waveney Campus



- Celebrate most Easterly point
- New Tourism development
- High skilled specialist jobs
- Traditional & Renewable energy
- 10,000 m2 office & industrial
- R&D to fabrication - OrbisEnergy

East of England Park



- New town square next to the water retaining heritage
- Transport interchange
- New railway station west of current station
- 25,000 m2 shops & offices & 380 new homes

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## Peto Square – North and South



- Waveney Campus (Cefas SCC & WDC)
- 20,000 m2 high quality business/light industrial park
- 350 new homes
- New East-West link Road
- Public walkway along the water

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## Kirkley Waterfront



Nelson's Bridge – Great Yarmouth

Lothing Crossing – Lowestoft

Lobbying to raise the case for funding up  
the government's agenda

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## Infrastructure – Third Crossings

By ANTHONY CARROLL

# Optimism in tourism and offshore

Yarmouth is holding its own during the economic downturn – and is better placed than rivals to make the most of any upturn.

Even though the borough has seen jobs go in the retail, tourism and marine industries, Yarmouth has been boosted by major investment and regeneration projects.

From the opening of a new major Debenhams store in the Market Gates Shopping Centre, to £70m offshore contracts, the resort is still seen as a prime site for industry and retail, with Travis Perkins recently announcing a £2m revamp of its Hartreys Industrial Estate store.

And with plans to regenerate the run-down King Street area and the completion of the new-look seafront, a large increase in visitor number is predicted as holiday makers choose to save money by holidaying in England instead of going abroad.

Yarmouth's ever-increasing role as a hub for the offshore wind and gas and oil industry has been reflected in record numbers of company representatives in the town booking places at September's Offshore Europe exhibition in Aberdeen.

The town is also bracing itself for a bumper holiday season, with bookings up by 20pc as families holiday in England instead of travelling abroad because of the poor exchange rate and money worries.

Kirsty Burns, Yarmouth's tourism marketing manager, said: "It's looking like a fabulous season for Yarmouth. Our website indicates that self-catering properties are

extremely sought-after, with more than 250,000 page views recorded in January and February."

Job-wise, Yarmouth is set for a massive double boost as the £50m Outer Harbour will become operational this year and, in 2010, the preferred operator for a regional casino in Yarmouth should be announced – with the possibility of creating more than 1,000 jobs.

It is hoped that the positive developments will help Yarmouth recover from losing its Woolworths store and the Pontins camp in Hemsby, which closed at the beginning of the year due to falling visitor numbers and the need for substantial investment.

Peter Wright, Yarmouth Borough Council's economic development officer, said: "Despite a slowdown in activity and some job losses, Yarmouth is proving resilient.

"Yarmouth appears to be relatively better placed, with footfall in the

town centre holding up and tourism bookings up and investment and contracts are still being announced.

"Seajacks has announced contracts worth £70m for its new lift boats and Centrica is investing heavily in the North Sea.

"There are still live drivers or economic activity that will benefit the local economy of Yarmouth – tourism, oil and gas, the Outer Harbour, offshore wind farms and a planned regional casino."

"To help small businesses survive the current recession, enterpriseGY is focusing all its efforts over the next two years on helping them to keep afloat by providing support and financial advice.

Other positive developments for the town include forthcoming work on improving the traffic flow around the notorious Gapton Hall roundabout and the setting up of a big wheel on Yarmouth's Pleasure Beach.



Picture: EDP LIBRARY

## CASE STUDY

One of the bedrocks of Yarmouth's industrial base and economic stability – its offshore expertise – has a bright future, thanks to giant sea monsters.

Seajacks UK, which is behind a new generation of lift boats, is currently waiting to take possession of two vessels being built in the Middle East which will play a vital role in maintaining and installing oil and gas rigs.

When the harsh environment lift boats – named Kraken (above) and Leviathan – take to the waves later this year, they will cement Seajacks' growing reputation as one of the UK's leading offshore companies. The ships, with up to 90 crew members, will be used to support the Canadian offshore industry and work on the world's largest offshore wind farm off the Essex/Suffolk coast.

Announcing the contracts for the two vessels, Seajacks' financial controller Mark Hewitt said: "We are all delighted with the award of these contracts, which we feel indicates confidence in both our vessels and the business as a whole.

"Given the current economic conditions it is pleasing to be able to announce some good news which comes after much hard work by our staff."

The contract for the two ships, worth about £70m, comes only three years after Seajacks was formed.

Seajacks' last set of accounts show that in 2008 it totalled a net loss after tax of £6.7m and had assets worth £233m. It has about 22 staff at its Yarmouth and Gorleston bases.

# Mixed bag as town eyes future

By HAYLEY MACE

Businesses in and around Lowestoft have experienced mixed fortunes in recent months.

The closure of the Sanyo television factory at the end of February was a big blow for the town, with the site's 60 remaining staff losing their jobs. It also marked the end of an era as Sanyo was one of the biggest employers in the town – at its peak, it employed 450 local people and produced 500,000 television sets a year.

The closure of several shops in the town centre has left some empty premises, but there is some good news around the corner as fashion retailer Peacocks has announced that it will be moving into the former Sainsbury's supermarket in London Road North this summer.

Recent announcements also paint a brighter future for Lowestoft as the hub of the UK's growing offshore energy sector.

The Orbis Energy centre, which was officially opened at Ness Point last autumn, was the location for the launch of a new £4m European project which should see closer cooperation between European countries to harness green power.

Earlier this month, Associated British Ports announced a £1.5m investment in Lowestoft harbour to allow the port to become the onshore operations centre for the Greater Gabbard wind farm, which is currently being built off the Suffolk coast.

The project, which includes a helipad and base for high-speed hovercraft, could bring up to 150 long-term skilled jobs to the town.

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**[www.1steast.co.uk](http://www.1steast.co.uk)**

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