

DEMOS PROJECTS

Great Yarmouth
Life Chances Report

Demos for Thriving Local
Economies Project

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01. Great Yarmouth in the context of Covid-19

The following analysis was conducted by Demos for Barclays' *Thriving Local Economies* project. It was informed by an analysis of local and national data relating to Great Yarmouth and the surrounding area, an opinion survey of local businesses conducted by YouGov. The analysis was conducted in the context of local investment programmes and policy initiatives, as well as detailed insight from key local stakeholders. It highlights the long-standing economic challenges for Great Yarmouth, identifies opportunities for its future, and sets out recommended areas of intervention to make the most of these.

The impact of Covid-19 on Great Yarmouth has been, and will continue to be, significant. As a coastal town that has been reliant on tourism, Great Yarmouth is particularly affected, and some of its challenges have been exacerbated by both the virus and the attempts to control its spread. However, the data and recommendations presented here is vital context for understanding how Great Yarmouth's economy can start to recover and indeed grow.

This report should be read alongside its companion, *Great Yarmouth Intervention Recommendations in the context of Covid-19* which offers an assessment of the impact of Covid and our recommendations for interventions in the light of the new circumstances created by the pandemic.

02. A Portrait of Great Yarmouth

The Place

Great Yarmouth is, in some ways, typical of coastal towns in Britain. Its two principal sources of wealth – the holiday trade and the fishing industry – have declined over the last few decades. The days of the famous scene of Mr and Mrs Pegotty, Ham and Little Emily living in an upturned boat on the beach and making a respectable living from the sea in *David Copperfield* have long since gone.

Like many such places Great Yarmouth has struggled to reinvent itself after the decline of the industries which made it thrive. However, there is a palpable sense of excitement and dynamism from many quarters about the opportunities for Great Yarmouth both now and in the future, and no shortage of initiatives looking to make the most of these.

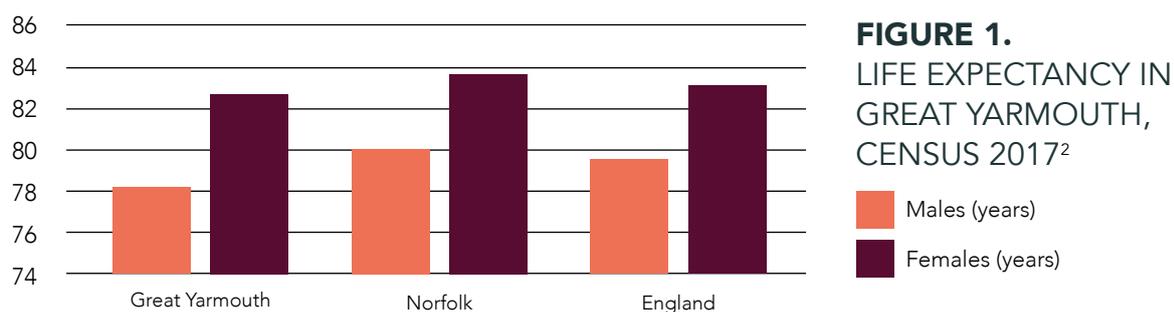
The People

At the last count in 2018 the population of Great Yarmouth was 99,370. The average age is 42 which is younger than Norfolk as a whole (42.7) and East Anglia (42.3) but older than the average in England which is 39.3.¹

Life expectancy in Great Yarmouth is significantly lower than both in the rest of Norfolk and England as a whole.

Within Great Yarmouth, there is a particularly large discrepancy in male life expectancy between wards. Life expectancy among men in Nelson, the most deprived ward, is 71.6 years, whereas life expectancy among men in Fleggburgh, the least deprived ward, is 82.2 years.

1. Office of National Statistics, 2011, Census 2011, QS103EW- Age by single year, accessed via Nomisweb. Available at: <https://www.nomisweb.co.uk/query/construct/summary.asp?mode=construct&version=0&dataset=503>



22.5% of Great Yarmouth's population has a long term life limiting illness or a disability, considerably higher than the UK average of 17.6%. Again, the same discrepancy can be seen across wards: 17.7% of the Fleggburgh population fits in this category, versus 25.6% in the Magdalen ward.³

Great Yarmouth has the highest prevalence in all of Norfolk of residents suffering from depression, at 14.8%, significantly higher than the national average of 11.2%. Nearly a quarter (23%) of the people in Norfolk living with common mental health disorders, live in Great Yarmouth & Waveney.⁴

Of the 4,280 people who moved to Great Yarmouth in 2018, 12.5% were above retirement age. There is no net migration into Great Yarmouth but there is a net migration among elderly people, a trend that is likely to accelerate.⁵ The young people who live in Great Yarmouth, generally lack prospects: Great Yarmouth is the 2nd worst place in the country for youth ambition.⁶

The population of Great Yarmouth is overwhelmingly white: 96.9%, compared to 85.4% in England.⁷ However, there have been recent migrants to the town, specifically Kurds and Portuguese, and these new communities need to be present in the story that is told about the future of Great Yarmouth.

The Economy of Great Yarmouth

The bulk of businesses in Great Yarmouth are either small or medium-sized, The Barclays Business Survey of 150 significant local businesses found 76 per cent to be defined as small, which is to say they have fewer than 50 employees. A further 16 per cent were medium-sized (between 50 and 250 employees) and 8 per cent were larger than that.

2. Ibid

3. Ibid

4. Norfolk Community Foundation, 2016, Vital Signs.

5. The Centre for Regional Economic and Social Research, 2003, The Seaside Economy, Final report, Sheffield Hallam University. Available at: <https://www4.shu.ac.uk/research/cresr/sites/shu.ac.uk/files/seaside-economy.pdf>

6. Norfolk Community Foundation, 2016, Vital Signs.

7. Office of National Statistics, 2011, Census 2011, QS201EW - Ethnic group, accessed via Nomisweb. Available at: <https://www.nomisweb.co.uk/query/construct/components/stdListComponent.asp?menuopt=12&subcomp=100>

There are significant differences between the three postcodes (NR29, NR30, NR 31) that make up Great Yarmouth. NR29 is much the most rural of the three, though it needs to be noted that not all of NR29 is within the pilot area.

The NR29 postcode is predominantly rural and most of the businesses are small. The NR30 postcode covers central Great Yarmouth and, heavily reliant on travel, hospitality and leisure, it is a much more seasonal economy than other parts of the town. A third of the businesses in the NR31 postcode are of medium size and the range of sectors is also larger. In all of Great Yarmouth a third of all businesses are affected by seasonality.

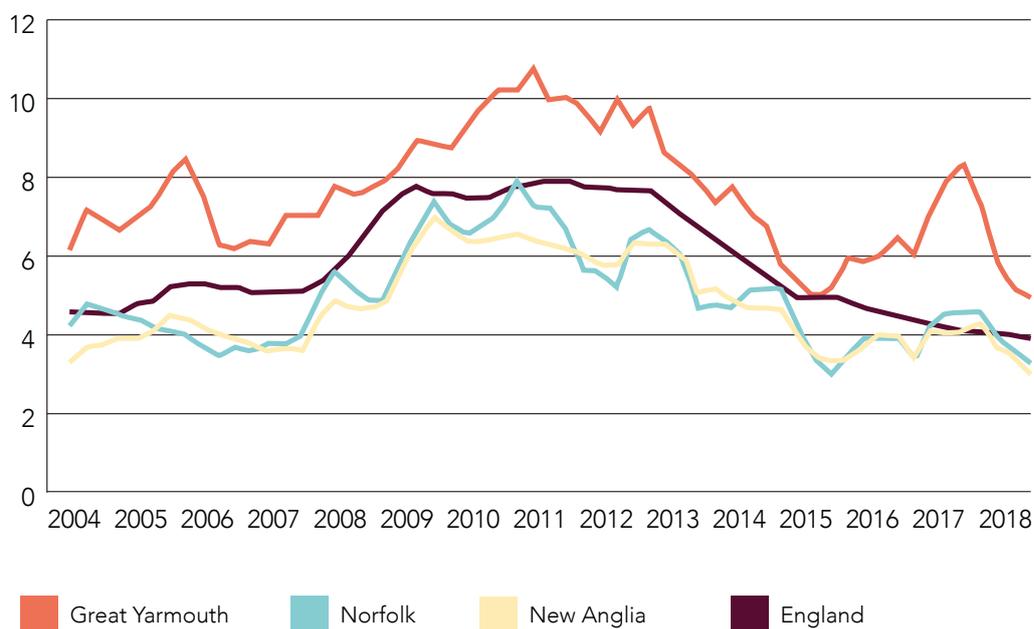


FIGURE 2.
 MODEL-BASED ESTIMATES OF UNEMPLOYMENT RATES
 IN GREAT YARMOUTH, NORFOLK, NEW ANGLIA AND
 ENGLAND BETWEEN 2004 AND 2018

Unemployment rates in Great Yarmouth have consistently been higher than in Norfolk, New Anglia and all of England.^{8,9} This is potential related to the higher incidence in Great Yarmouth than elsewhere of people who have life limiting illnesses or disabilities or who have caring responsibilities or who have retired early.¹⁰

8. Office of National Statistics, model-based estimates of unemployment, 2004 to 2018, accessed via Nomisweb. Available at: <https://www.nomisweb.co.uk/query/construct/submit.asp?forward=yes&menuopt=201&subcomp=>

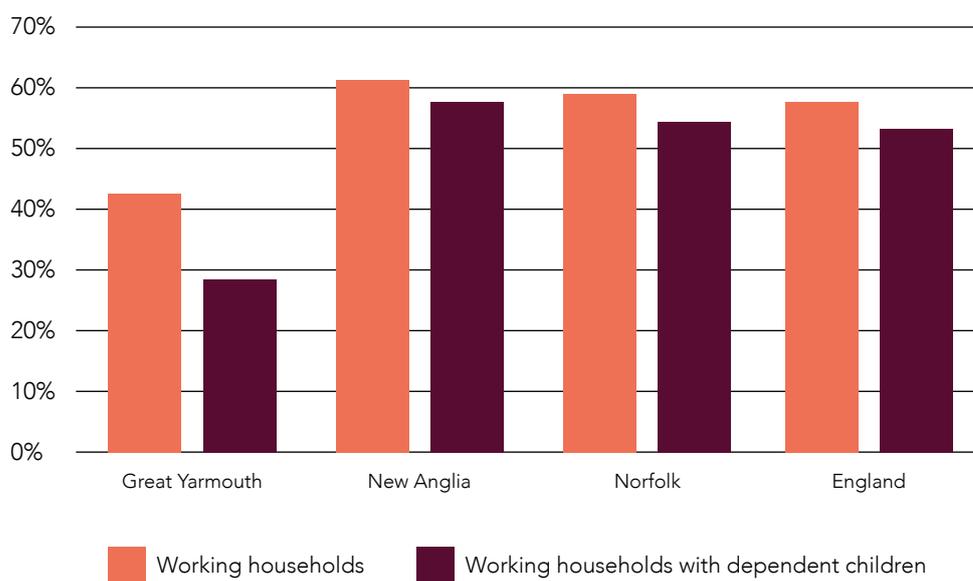
9. New Anglia is a local enterprise partnership in Norfolk and Suffolk. The Office of National Statistics gathers data for this area specifically, which is useful as a comparison to Great Yarmouth.

10. GY Borough Council, 2019, Great Yarmouth Borough Profile 2019, p10. Available at: <https://www.great-yarmouth.gov.uk/CHttpHandler.ashx?id=988&p=0>

There are concentrated areas of acute deprivation. Nelson, in Great Yarmouth town centre, is the ward with the highest unemployment rate, at 11.2%.

An important fact about employment in Great Yarmouth is its seasonal nature which means that the rate fluctuates during the year.¹¹

FIGURE 3.
PROPORTION OF HOUSEHOLDS WITH AND WITHOUT
DEPENDENT CHILDREN WHERE BOTH ADULTS WORK IN
GREAT YARMOUTH, NEW ANGLIA, NORFOLK AND ENGLAND



Only 42.5% of households in Great Yarmouth are working households, the definition of which is a household in which all the adults are working. This compares to 58.9% in Norfolk, 60.1% in the East of England and 57.9% in England more widely.

This discrepancy grows even higher in households with dependent children: in only 28.3% of Great Yarmouth households all parents work. This proportion is almost twice as big in both Norfolk (54.4%) and England (55.9%).¹²

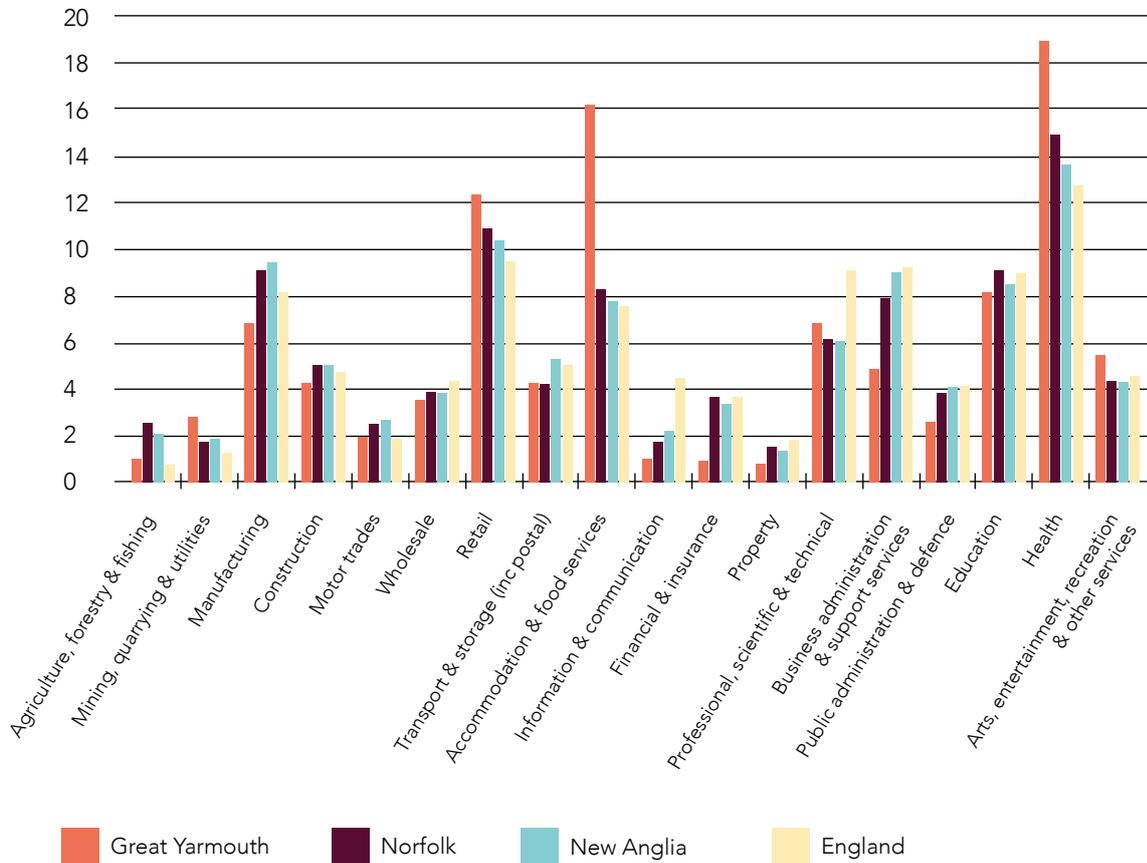
There is a particular problem in Great Yarmouth with the employment rate among women which is only 58.8 per cent (86.6 per cent among men).

11. Ibid, p14

12. Office of National Statistics, 2018, annual population survey - households by combined economic activity status, accessed via Nomisweb. Available at: <https://www.nomisweb.co.uk/query/construct/summary.asp?mode=construct&version=0&dataset=136>

FIGURE 4.

EMPLOYED IN 2018, DIVIDED BY THE INDUSTRIES THEY WORK IN, GREAT YARMOUTH, NORFOLK, NEW ANGLIA AND ENGLAND



The largest single industry in Great Yarmouth is Health, followed by accommodation, food and services.

Great Yarmouth has a smaller concentration of employees than the average for the country working in property, agriculture, information & comms and finance industries.

Two thirds of local jobs are filled by residents from inside Great Yarmouth, and one third are filled by residents from outside.¹³

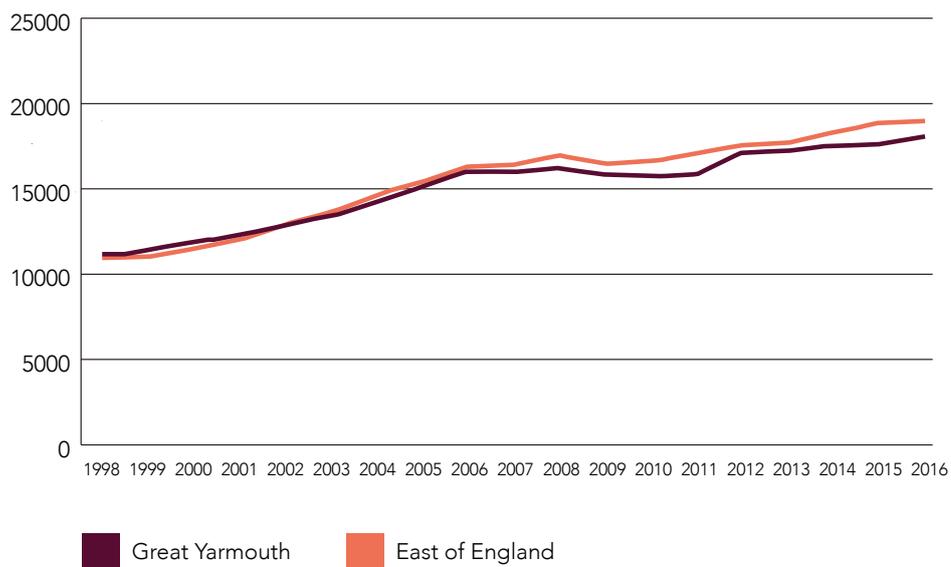
13. Neighbourhoods that work, 2019, Years 1 - 3.5 Evaluation Report. Available at: <http://neighbourhoodsthatwork.org/wp-content/uploads/2016/10/NTW-Yr3-Evaluation-Report-Final-May-2019.pdf>

The average weekly gross pay of Great Yarmouth residents is £572.6, whereas the average weekly gross pay of those who work in Great Yarmouth is £656.3, which implies that the average pay of those working but not living in Great Yarmouth is significantly higher.¹⁴

Women living in Great Yarmouth make significantly less than men. The mean gender pay gap for full-time work for residents of Great Yarmouth is 19%, compared to 13.7% in England.¹⁵

The borough is home to 3,070 active businesses and two Enterprise Zones. The Beacon Park Enterprise Zone is one of the most successful in the country. There are excellent future job opportunities connected to the offshore energy sector and the planned construction of Sizewell C nuclear power station in Suffolk.¹⁶

FIGURE 5.
REGIONAL GROSS VALUE ADDED PER HEAD (BALANCED)
IN £, IN GREAT YARMOUTH AND THE EAST OF ENGLAND^{17,18}



Great Yarmouth’s GVA has grown steadily over the past 18 years, although less quickly than the East of England as a whole.

14. Office of National Statistics, 2019, Earnings and hours worked, place of work by local authority: ASHE Table 7. Available at: <https://www.ons.gov.uk/employmentandlabourmarket/peopleinwork/earningsandworkinghours/datasets/placeofworkbylocalauthorityashetable7> and Earnings and hours worked, place of residence by local authority: ASHE Table 8, <https://www.ons.gov.uk/employmentandlabourmarket/peopleinwork/earningsandworkinghours/datasets/placeofresidencebylocalauthorityashetable8>

15. Office of National Statistics, 2019, Earnings and hours worked, place of work by local authority: ASHE Table 8. Available at: <https://www.ons.gov.uk/employmentandlabourmarket/peopleinwork/earningsandworkinghours/datasets/placeofresidencebylocalauthorityashetable8>

16. Great Yarmouth Borough Council, 2019, Great Yarmouth Borough Profile 2019. Available at: <https://www.great-yarmouth.gov.uk/CHttpHandler.ashx?id=988&p=0>

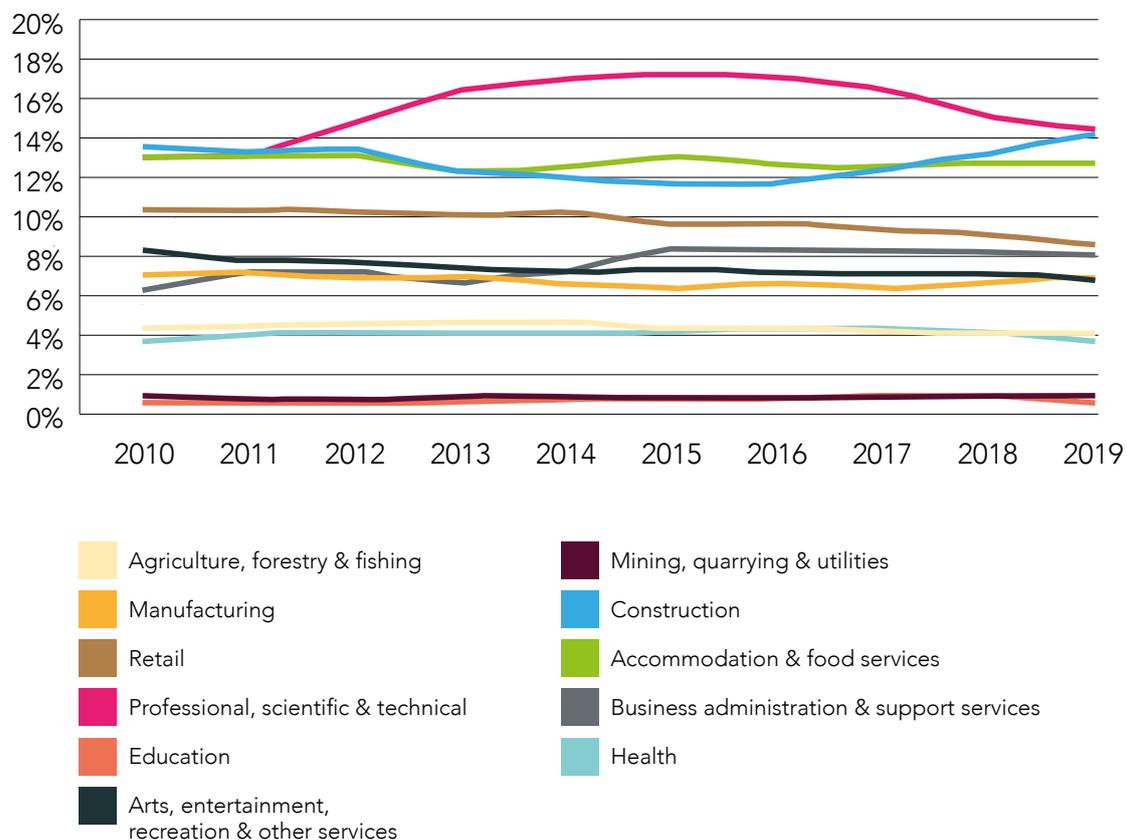
17. Office of National Statistics, 2017, Regional gross value added (balanced) by local authority in the UK. Available at: <https://www.ons.gov.uk/economy/grossvalueaddedgva/datasets/regionalgrossvalueaddedbalancedbylocalauthorityintheuk>

18. Office National Statistics, 2017, Regional gross value added (balanced) by combined authority in the UK. Available at: <https://www.ons.gov.uk/economy/grossvalueaddedgva/datasets/regionalgrossvalueaddedbalancedbycombinedauthorityintheuk>

The majority of the businesses in Great Yarmouth are small firms with between 0 and 9 employees.¹⁹

- The majority of these businesses in Great Yarmouth are in the industries construction, accommodation and food services and professional, scientific & technical. This is mostly in line with figure 12, which shows what industry people in Great Yarmouth work in.
- 19% of enterprises in Great Yarmouth are in the town centre, which provides 11% of the employment in the borough.²⁰

FIGURE 6.
ENTERPRISES IN GREAT YARMOUTH BY INDUSTRY,
BETWEEN 2010 AND 2019 ²¹



19. Office of National Statistics, 2019, UK Business Counts - enterprises by industry and employment size band. accessed via Nomisweb. Available at: <https://www.nomisweb.co.uk/query/construct/submit.asp?forward=yes&menuopt=201&subcomp=>

20. Great Yarmouth Borough Council, 2019, Great Yarmouth Borough Profile 2019. Available at: <https://www.great-yarmouth.gov.uk/CHttpHandler.ashx?id=988&p=0>

21. Office of National Statistics, 2019, UK Business Counts - enterprises by industry and employment size band, accessed via Nomisweb. Available at: <https://www.nomisweb.co.uk/query/construct/submit.asp?forward=yes&menuopt=201&subcomp=>

There have been changes in the pattern of employment since 2010. There is now a relatively large proportion of enterprises working in the fields of construction, business administration and support services, and relatively fewer retail enterprises, as well as fewer in health and arts and entertainment. The downward trends mostly mirror the trends across England since 2010.

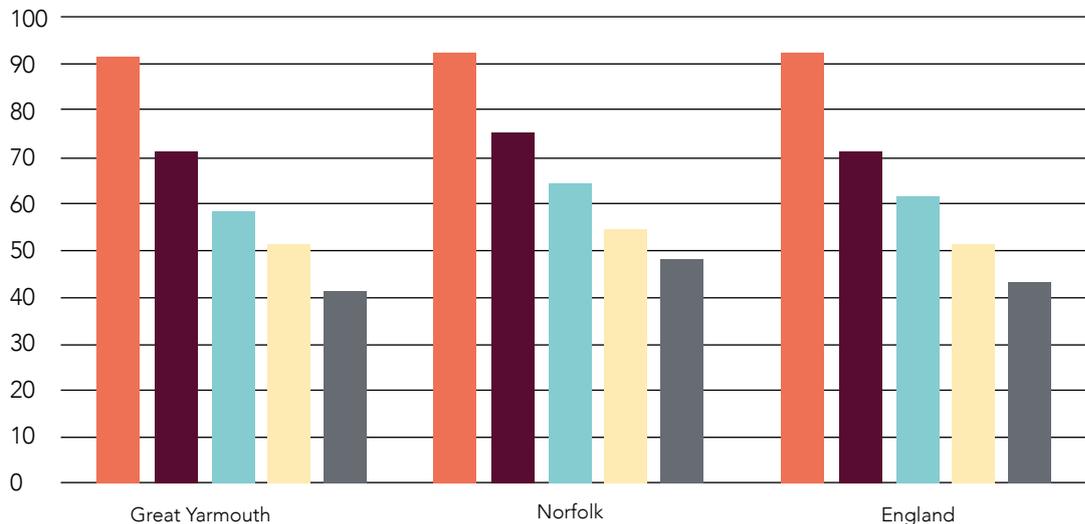
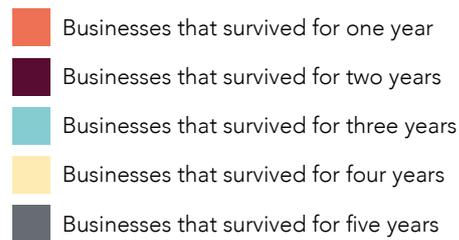


FIGURE 7.
PERCENTAGE OF BUSINESSES
SET UP IN 2013 THAT SURVIVED
UP TO 5 YEARS



In all of Norfolk, Great Yarmouth is the district with the lowest number of new businesses created each year. Moreover, Great Yarmouth has the lowest proportion of businesses that survive their first five years (41.3%), compared to 45.1% of Norfolk businesses and 42.4% for the UK.²²

Many sectors experience skills shortages in Great Yarmouth, but this plagues in particular construction, primary sectors and utilities, transport and storage and manufacturing.²³

22. Great Yarmouth Borough Council, 2019, Great Yarmouth Borough Profile 2019. Available at: <https://www.great-yarmouth.gov.uk/CHttpHandler.ashx?id=988&p=0>

23. Neighbourhoods that work, 2019, Years 1 - 3.5 Evaluation Report. Available at: <http://neighbourhoodsthatwork.org/wp-content/uploads/2016/10/NTW-Yr3-Evaluation-Report-Final-May-2019.pdf>

The Strengths of Great Yarmouth

It is clear that, like many coastal communities, Great Yarmouth has a collection of problems. It is not, however, without its strengths and good interventions may be able to build on them.

The perception that Great Yarmouth is rooted in a declining tourist economy, with a rural outer layer, for example, is by no means wholly true. The digital and technical economy is growing and there is a great deal of investment out of sight off-shore. There is a possibility here that Great Yarmouth may be able to brand itself as the UK's centre for low carbon green energy. The major stakeholders of the business community in Great Yarmouth stress that the town is going in the right direction, partly as a result of some of the initiatives detailed in the next section below.

There is the prospect of a town-defining idea here, which trades on the beauty of a coastal landscape and tells a viable story about the future of the town – a sustainable future in all senses of that word. Great Yarmouth could be a power centre for the nation as the government sets about trying to rebalance economic power.

Great Yarmouth needs a story about its future and sustainability could be that story. This would be done in conjunction with the town's heritage as a seaside destination. After the long-term decline of the fishing and leisure industries, there seemed to be another future available to Great Yarmouth in oil and gas and in wind power. Though these industries are close by the people involved, and most of the prosperity generated, do not find their way into Great Yarmouth.

Proximity to Norwich, 25 minutes by road, is also a significant economic virtue, particularly as Norwich is home to two good universities.

- The University of East Anglia has top-class specialist centres for computer science, medical innovation and business.
- The University of Arts specializes in the digital and creative industries which creates a community of migrants to the area with relevant and important skills.

In both cases a high proportion of graduates stay in Norwich because it is a culturally interesting place in which the property prices are cheaper than in London.

Education in Great Yarmouth

All the data suggest that a lack of educational attainment is a primary driver of Great Yarmouth's deprivation.

The proportion of people in Great Yarmouth who have no qualifications at all is significantly larger than in Norfolk, but similar to the proportion in England. Overall, the population in Great Yarmouth is less educated than those in the surrounding areas and in the country more widely.

The largest discrepancy is between those with NVQ3 or NVQ4 in Great Yarmouth, compared to Norfolk and wider England.

The closest University (University of East Anglia) is still 1.5 hours away by public transport.

FIGURE 8.
EDUCATIONAL ATTAINMENT IN GREAT YARMOUTH,
NORFOLK AND ENGLAND IN 2018 ²⁴

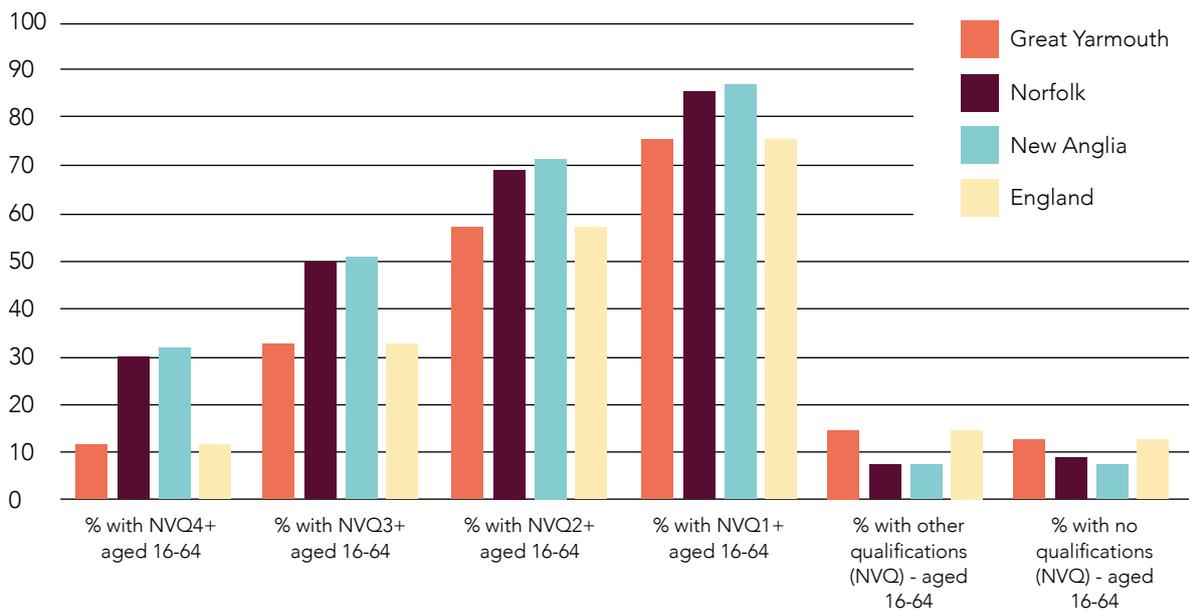
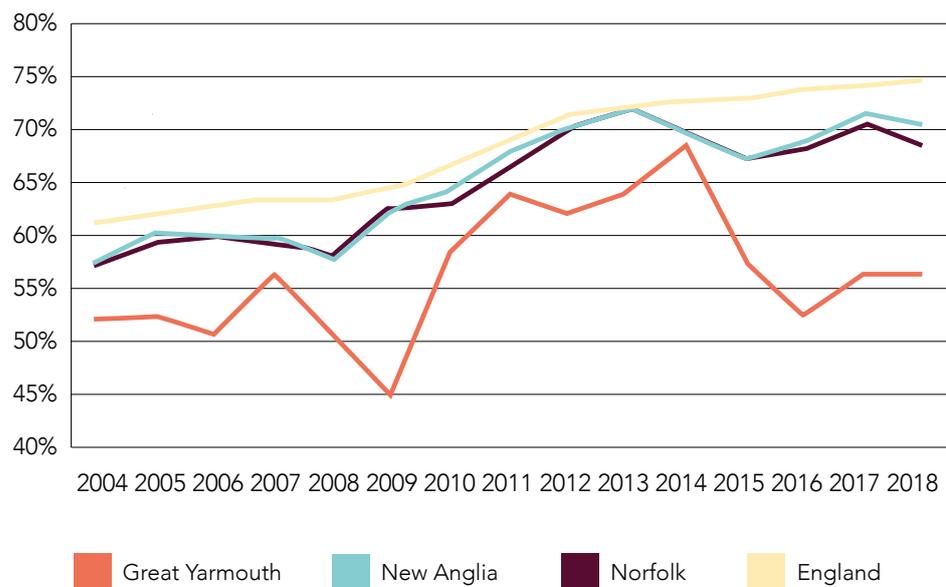


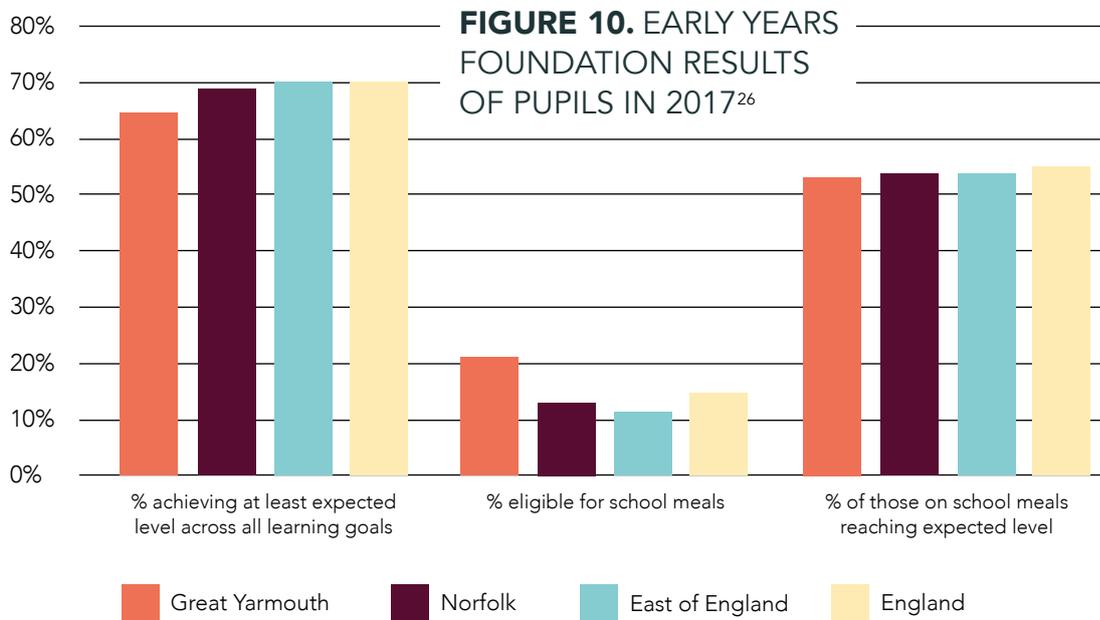
FIGURE 9.
PROPORTION
OF CITIZENS
WITH LEVEL
NVQ2+
BETWEEN
2004 TO 2018



24. Office of National Statistics, 2018, annual population survey, accessed via Nomisweb. Available at: <https://www.nomisweb.co.uk/query/construct/submit.asp?forward=yes&menuopt=201&subcomp=>

While the proportion of citizens with NVQ2 (attained A-C on their GCSEs) or above has risen steadily around the country, in Great Yarmouth this number is more volatile. The proportion in Great Yarmouth educated to NVQ3 has shown a similar variability between 2004 and 2018.²⁵

Key stage I



Pupils in Great Yarmouth are already behind on pupils in Norfolk, the East of England and England in the Early Years stage. The percentage who reach the expected level of development is significantly lower.

This could be connected to the larger number of pupils in Great Yarmouth who live in poverty: 21% of Great Yarmouth pupils are eligible for free school meals, and this group of pupils is generally less likely to reach the expected level of development.

Key stage II

Great Yarmouth’s lack of achievement in Key stage 2 could perhaps also be attributed to the high number of pupils on free school meals.²⁷

Ofsted has rated a much larger proportion of Great Yarmouth’s primary schools as ‘requiring improvement’ than in Norfolk, the East of England and England.²⁸

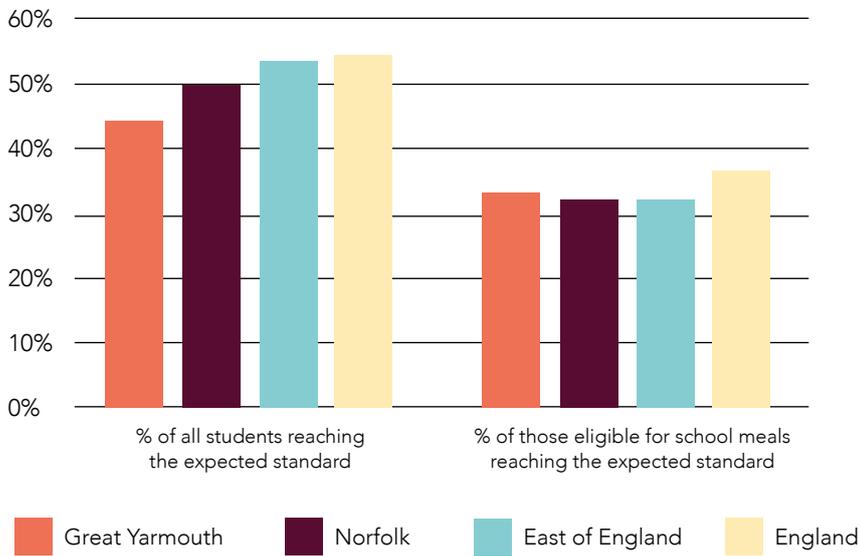
25. Office of National Statistics, 2018, Annual population survey, 2004 - 2018, accessed via Nomisweb. Available at: <https://www.nomisweb.co.uk/query/construct/submit.asp?forward=yes&menuopt=201&subcomp=>

26. Department for Education, 2017, Education statistics by local authority district and pupil disadvantage, Early Years tables. Available at: <https://www.gov.uk/government/publications/education-statistics-by-la-district-and-pupil-disadvantage>

27. Department for Education, 2017, Education statistics by local authority district and pupil disadvantage, Primary School attainment tables. Available at: <https://www.gov.uk/government/publications/education-statistics-by-la-district-and-pupil-disadvantage>

28. Department for Education, 2017, Education statistics by local authority district and pupil disadvantage, School Quality data tables. Available at: <https://www.gov.uk/government/publications/education-statistics-by-la-district-and-pupil-disadvantage>

FIGURE 11. PUPILS WHO REACHED THE EXPECTED STANDARD IN READING, WRITING AND MATHEMATICS AT KEY STAGE II IN GREAT YARMOUTH, NORFOLK, THE EAST OF ENGLAND AND ENGLAND IN 2017



Key stage IV

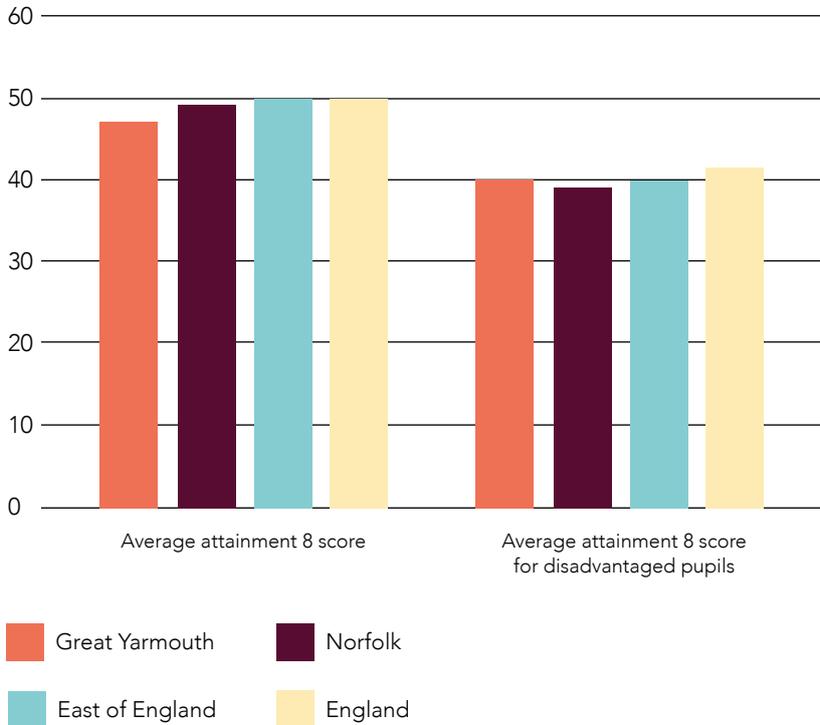


FIGURE 12. AVERAGE ATTAINMENT 8 SCORES OF PUPILS AND DISADVANTAGED PUPILS IN GREAT YARMOUTH, NORFOLK, THE EAST OF ENGLAND AND ENGLAND IN 2017

Part of the gap between the attainment of pupils in Great Yarmouth and in Norfolk and the rest of the East of England, disappears between Key stage 2 and Key stage 4, by the end of which disadvantaged students in Great Yarmouth achieved better results than their counterparts in Norfolk.²⁹

Across the key stages

The attainment of pupils in Great Yarmouth on free school meals or otherwise disadvantaged, while significantly lower than other pupils, is on par with or even better than the region and country throughout the key stages.

In KS1 Great Yarmouth’s pupils are very behind on the rest of the region and country. However, over the next three key stages, they seem to catch up with the other pupils - the difference between the achievements of pupils in Great Yarmouth and elsewhere drops.

How might this be explained? The next two figures explore possible causes.

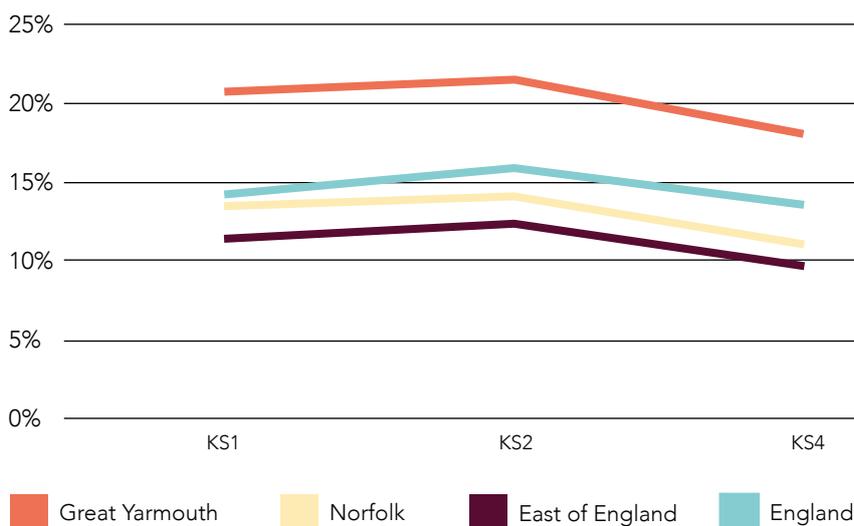


FIGURE 13. PERCENTAGE OF PUPILS ELIGIBLE FOR FREE SCHOOL MEALS OVER KS1, KS2 AND KS4 ³⁰

The percentage of pupils who are eligible for free school meals drops significantly between KS2 and the end of KS4 both in Great Yarmouth, the regions and the rest of the country. The data on KS4 includes only those students who are enrolled in January of year 11, so any who leave before that will not be counted. Before January year 11, pupils might leave to a special school, a technical school or studio school, or leave state education completely. It’s likely that among those who do leave school, for whatever reason, those eligible for free school meals are over

29. Department for Education, 2017, education statistics by local authority district and pupil disadvantage, Secondary School attainment tables. Available at: <https://www.gov.uk/government/publications/education-statistics-by-la-district-and-pupil-disadvantage>

30. Office of National Statistics, 2018, Education statistics by LA district and pupil disadvantage; Early Years data tables; primary school attainment tables; secondary school attainment tables. Available at: <https://www.gov.uk/government/publications/education-statistics-by-la-district-and-pupil-disadvantage>

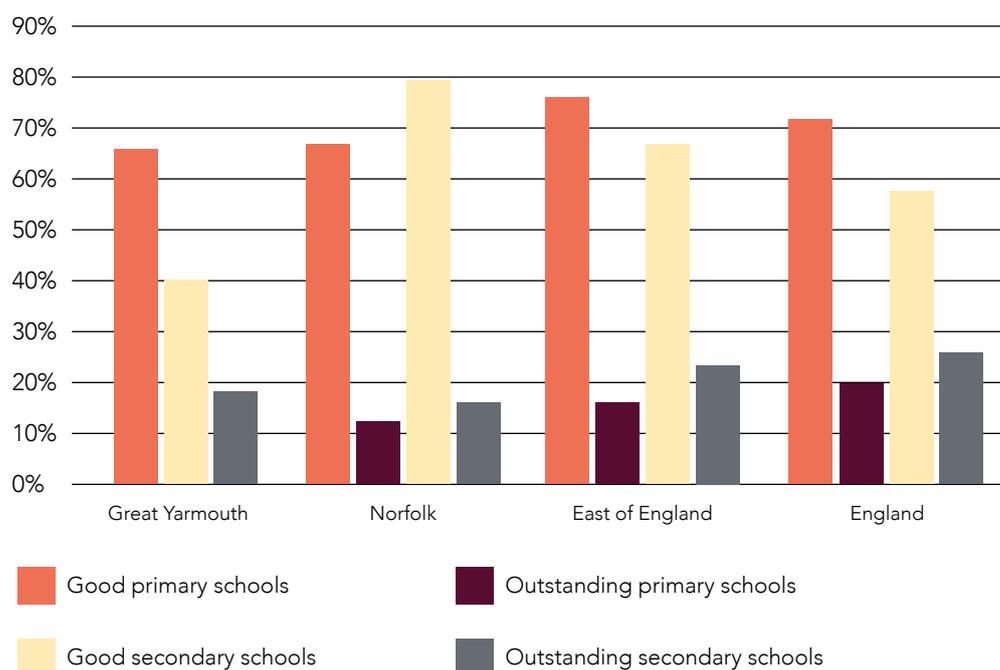
represented. Indeed, given their lower average attainment, they might be more likely than non-eligible students to leave for a technical or special school, or be off-rolled.³¹

The proportion of Great Yarmouth’s pupils who are on free school meals remains higher than elsewhere. However, the gap between Great Yarmouth’s proportion of eligible pupils and that in England does close between KS2 and the end of KS4.

Great Yarmouth is one of the most challenging places in the country for young people to fulfil their ambitions, so says the NCF Vital Signs report.³² Indeed, Great Yarmouth has the largest proportion in all of Norfolk of young people who aren’t in employment, education or training.³³

However, as in KS2 and KS4, pupils between 16 and 19 who are eligible for free school meals are more likely to be in sustained education and/or employment or training than in Norfolk, East of England and the country as a whole.³⁴

FIGURE 14.
PERCENTAGE OF PUPILS ATTENDING PRIMARY AND SECONDARY SCHOOLS WITH AN OFSTED RATING OF ‘GOOD’ OR ‘OUTSTANDING’³⁵



31. FFT Education lab, 2018, Who’s Left 2018, part one: The main findings. Available at: <https://ffteducationdatalab.org.uk/2018/06/whos-left-2018-part-one-the-main-findings/>

32. Norfolk Community Foundation, 2016, Vital Signs.

33. Ibid

34. Office of National Statistics, 2017 Education statistics by LA district and pupil disadvantage, 16 to 19 education data tables. Available at: <https://www.gov.uk/government/publications/education-statistics-by-la-district-and-pupil-disadvantage>

35. Office of National Statistics, 2018, Education statistics by LA district and pupil disadvantage, School quality data tables. Available at: <https://www.gov.uk/government/publications/education-statistics-by-la-district-and-pupil-disadvantage>

The level of primary and secondary schools might give us more insight into the difference in attainment of Great Yarmouth's pupils between the Key Stages. While the relative number of Great Yarmouth's pupils attending a primary school Ofsted rated as 'good' is similar to that in the regions and country, in 2016 it had no schools rated as 'outstanding'.

The number of pupils attending a secondary school rated as 'good' is significantly below the regions and country's, however a significant proportion of pupils attends a secondary school rated as 'outstanding'. Thus, the attainment of those pupils in KS4 might explain the discrepancy between the stages.

This data is from 2016, when there were no primary schools Ofsted rated as 'inadequate'. However, in February 2019 Ofsted rated the *Great Yarmouth Primary Academy* as inadequate and placed it in special measures, finding that too many pupils had "poor attitudes to learning". The Chief Executive of the school criticised the inspection and has lodged a complaint with Ofsted.³⁶ If these identified problems were building over the years, this might also explain the relatively lesser performance of Great Yarmouth's primary pupils compared to its secondary pupils.

Business and Skills

The ready supply of the relevant skills is a concern to business in Great Yarmouth. In the Barclays Business Survey, three in ten cited shortages as a serious issue. In the NR29 postcode half of all businesses said the same. Fifteen per cent of businesses say they can "never" or "rarely" find appropriate candidates. A quarter felt that there were not enough traineeships in the town and 41 per cent were dissatisfied with some aspect of education.

The most commonly cited lacunae in skills are communication, problem-solving and adaptability. Digital and IT skills are not currently thought to be in short supply although that is largely because the businesses themselves have not demanded them. When asked which skill shortages will become acute in due course, digital and IT skills come to the fore.

The poor level of skills among the local workforce is commonly cited as a causal factor in the low productivity in the town. As well as better training for the local labour market, especially in the leisure sector, Great Yarmouth needs to attract higher skilled workers to town and to entice back those who leave to go to university.

36. BBC, 2019, Great Yarmouth Primary: Watchdog attacked over 'inadequate' school. Available at: <https://www.bbc.co.uk/news/uk-england-norfolk-47406279>

Poverty in Great Yarmouth

The Indices of Deprivation are a measure created in 2000 by the Office for National Statistics to assess relative deprivation at the level of Lower-layer Super Output Areas (LSOAs) across England. The index is made up of 7 different dimensions of deprivation; income; employment; education, skills and training; health and disability; crime; barriers to housing and services; living environment. The index of multiple deprivation (IMD) is the measure which combines all those 7 dimensions into one figure.³⁷

For each measure, all the LSOAs are ranked based on their score, and this ranking is then converted into a ranking of 1 out of 10. LSOAs with a score of 1 are the most deprived 10% on that measure, whereas LSOAs with a score of 10 are the least deprived 10%.

- The average score of all LSOAs in Great Yarmouth is 3.67, so as a district it is more deprived than the average English district.
- 24.6% of LSOAs in Great Yarmouth were in the most deprived 10%.
- This includes all LSOAs in the Central and Northgate ward, most in Nelson ward, some in Claydon, Yarmouth North and Magdalen. Most of these are wards in or close to the town of Great Yarmouth, rather than more rural wards.³⁸



FIGURE 15.
DEPRIVATION SCORES IN ALL
LSOAS IN GREAT YARMOUTH,
WHERE SHADES OF BLUE
REPRESENT THE AREAS WITH AN
IMD BETWEEN 1 AND 5 ³⁹

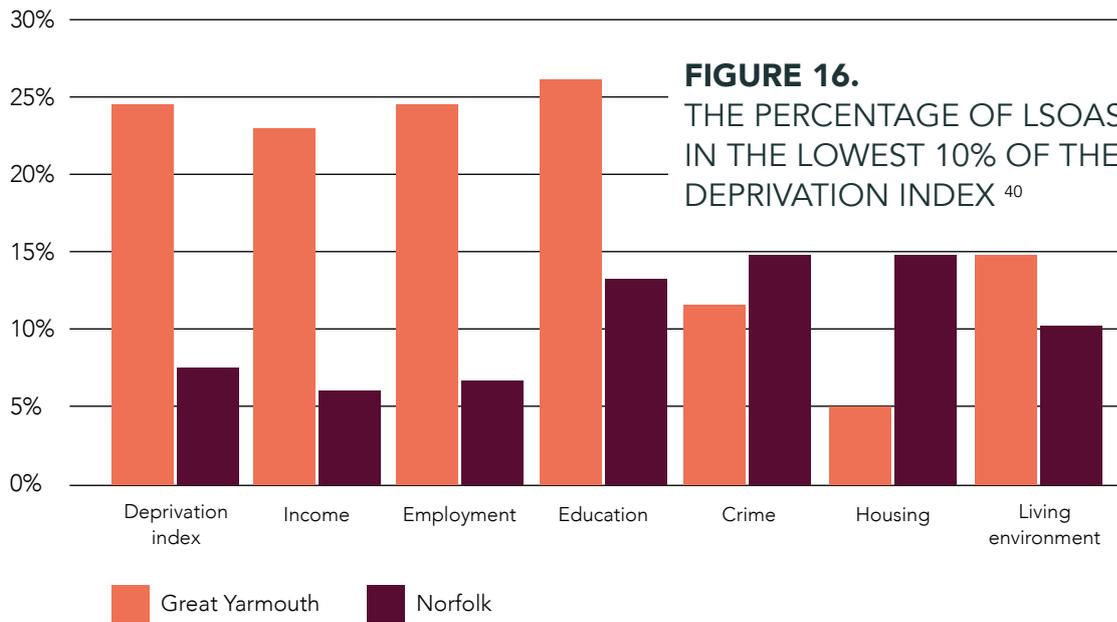


The deprived areas all score low on employment, education, skills and training. Even the most deprived areas score better than average on the availability of accessible housing and services.

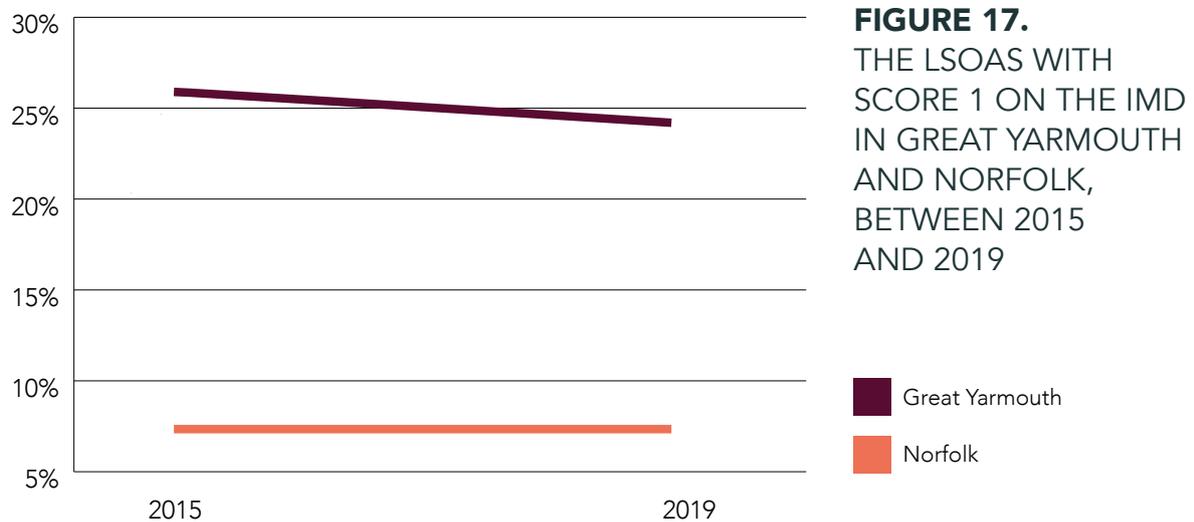
37. Office of National Statistics, 2019, Indices of Deprivation 2019, Frequently Asked Questions. Available at: https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/579151/English_Indices_of_Deprivation_2015_-_Frequently_Asked_Questions_Dec_2016.pdf

38. Office of National Statistics, 2019, Indices of Deprivation: 2019 and 2015. Available at: http://dclgapps.communities.gov.uk/imd/iod_index.html#

39. Office of National Statistics, 2019, English indices of deprivation 2019, File 1 Index of Multiple deprivation. Available at: <https://www.gov.uk/government/statistics/english-indices-of-deprivation-2019>



Great Yarmouth’s low ranking on the IMD is caused primarily by income deprivation, employment deprivation and education and skills deprivation. The availability of accessible housing, and the crime levels, are the only two metrics on which Great Yarmouth performs better than Norfolk.



While Great Yarmouth is significantly more deprived than the rest of Norfolk, it has improved in the last 4 years.⁴¹ This change is due in part to a relative improvement on health deprivation in one of the LSOAs.

40. Office of National Statistics, 2019, English indices of deprivation 2019, File 2 - domains of deprivation. Available at: <https://www.gov.uk/government/statistics/english-indices-of-deprivation-2019>

41. English indices of deprivation 2019, File 1 Index of Multiple deprivation. Available at: <https://www.gov.uk/government/statistics/english-indices-of-deprivation-2019> and English indices of deprivation 2015, File 1 Index of Multiple deprivation. Available at: <https://www.gov.uk/government/statistics/english-indices-of-deprivation-2015>

Nelson ward, Central and Northgate ward

Nelson ward and Central and Northgate ward are the two most deprived wards in Great Yarmouth. Parts of the Nelson ward rank 20th out of 32,844 wards in England (where the 1st is the most deprived).⁴² Nelson, and Central and Northgate Wards, were once the heartland of small hotels and guest houses but the decline in the traditional seaside holiday has meant a growth of multiple occupation houses, bedsits and small flats. These two wards have the highest density of housing, and highest proportion of rental properties, in the entire Great Yarmouth borough.

There are quite a large number of households that would classify as houses in multiple occupation (HMOs) in these wards: where there are more occupants than bedrooms, both with and without dependent children. However, in the Great Yarmouth borough council overall, the number of households with more occupants than bedrooms is similar to the region and country. 1.28% of Great Yarmouth households are HMOs (including those with dependent children), compared to 0.94% in Norfolk, 1.39% in East of England and 1.99% in all of England.

The number is the highest in Nelson ward. 6.18% of households have fewer bedrooms than occupants, and 70% of those have no dependent children.⁴³ A possible explanation is that large groups of migrant workers live together, occupying bedrooms with more than one person per room. This seems likely given the demographics of Nelson ward: 54.4% of the population is male, a larger than usual group is of working age, and 18.2% of the residents were born in another EU country, more than four times the percentage in Norfolk and wider England. 8.1% have Portuguese as their main language, and 9.9% another European language.⁴⁴

In Central and Northgate ward 5.23% of the households are in multiple occupation, 62% of which are households without dependent children.⁴⁵ 37.5% of the residents in this ward have no qualifications, which is many times higher than the number in Great Yarmouth generally.

While a growing majority of crime and complaints about Anti-Social behaviour to the police come from these two wards, no correlation was found between the number of Mandatory Licensed HMOs and crime levels in a Preliminary Investigation by the local police.⁴⁶

42. Great Yarmouth Borough Council, 2018 Consultation on Selective Licensing in the Nelson Ward. Available at: <https://www.great-yarmouth.gov.uk/CHttpHandler.ashx?id=2882&p=0>

43. Office of National Statistics, LC4105EW - Occupancy rating (bedrooms) by household composition, accessed via Nomisweb. Available at: <https://www.nomisweb.co.uk/query/construct/summary.asp?mode=construct&version=0&dataset=866>

44. Norfolk Insight, Area reports, Lower Super Output Area, Great Yarmouth 006B. Available at: <https://www.norfolkinsight.org.uk/population/report/view/a22e7c67d04440718eeafe082e25b5cc/E01026623/>

45. Office National Statistics, LC4105EW - Occupancy rating (bedrooms) by household composition, accessed via Nomisweb. Available at: <https://www.nomisweb.co.uk/query/construct/summary.asp?mode=construct&version=0&dataset=866>

46. Great Yarmouth Borough Council, 2018 Consultation on Selective Licensing in the Nelson Ward. Available at: <https://www.great-yarmouth.gov.uk/CHttpHandler.ashx?id=2882&p=0>

03. Existing Studies and Initiatives

The decline of coastal towns is well-known and there have been many initiatives in recent years directed at arresting that decline. Some of the relevant studies and initiatives are summarized below:

House of Lords Select Committee on Regenerating Seaside Towns and Communities, The Future of Seaside Towns ⁴⁷

- Investing in the restoration and enhancement of the public realm and cultural heritage is vital to the visitor and wider economy. The Coastal Communities Fund generally funds such projects, but is very over-subscribed.
- Boosting local tourism economy requires tackling a lot of mixed and complex issues, so more strategic local plans are crucial. The national Tourism Sector Deal can provide some insights into what such strategies could entail.
- The key to Brighton's economic rise since the 1980s is a 'diverse economy driven by its knowledge base and flexible workforce'. Other keys to Brighton's success include:
 - ▶ *A strong retail offer, with over 350 small independent shops*
 - ▶ *Dynamic employment base with large student population*
 - ▶ *High quality education*
 - ▶ *Tourism and hospitality focus on conferences & weekend breaks*
 - ▶ *Strong events & arts programme across the city*
 - ▶ *Innovation and sustained investment*
- In all coastal towns, diversification of the economy, away from tourism only, is central. Great Yarmouth is mentioned here, as their focus on the energy and marine environment sectors has been exemplary. Overall, the Select Committee finds that creative industries play a central role in such diversification.
- Port operators can help drive the regeneration of seaside towns, and thus available land ought to be used to expand this potential.
- Many towns fail to meet their economic potential because of connectivity issues, and a detailed review of how to improve transport in coastal areas is necessary.

47. Available at: <https://publications.parliament.uk/pa/ld201719/ldselect/ldseaside/320/320.pdf>

- Similarly, improving digital connectivity through high quality broadband and mobile connectivity can help overcome the challenges of the remoteness of many coastal areas.
- Improved education quality and a focus on entrepreneurial skills can boost coastal town's economies. An increased focus on flexible, online, part time and distance learning can increase access for those in coastal towns. Moreover, partnerships between educational institutions and local business and industry can help create a smoother 'talent pipeline'. Best practice examples are The Careers and Enterprise Company and Founders4Schools.
- Any education effort should be place-based and coordinated, while giving special attention to the needs of disadvantaged families.
- For areas with seasonal employment, non-work periods should be used to develop employees' skills. This could be funded by the employer in a scheme similar to an apprenticeship.
- Local skills strategies which allow for sustainable partnerships between industry, educational institutions and the third sector.

Great Yarmouth Borough Council Retail Study 2011⁴⁸

- Retail and leisure offer in GY must be 'fit for purpose' and large enough to attract frequent shopping.
- The GY Town centre needs a more diverse evening economy, which can be promoted by the development of better opportunities for the food and convenience sector.
- More investment in leisure offers by refurbishment of new cultural locations could provide a boost for other evening retail such as food and drink.
- An attractive anchor/attraction is often needed in order to create enough "spin-off" expenditure.
- For Great Yarmouth's market, best practice actions and interventions should be explored (for examples of these, see p113)
- Some specific recommendations to support and encourage local retail include:
 - ▶ *Rewards for those who shop locally*
 - ▶ *Ensuring sufficiency of parking and regular review of parking provisions*
 - ▶ *Take, swift, positive action to fill empty shops*
 - ▶ *Protect the town centre from out-of-town retail development*
 - ▶ *Encouraging Shop Front Improvements*
 - ▶ *Encouraging markets and festivals*
 - ▶ *Maintaining stronger partnerships*
 - ▶ *Give the business community a stronger voice*
 - ▶ *Encourage development above ground floor retail within town centres*

48. Available at: <https://www.great-yarmouth.gov.uk/CHttpHandler.ashx?id=1248&p=0>

- The links between the seafront and the town centre ought to be improved, which can be done with a range of projects, including:
 - ▶ *'Potential re-configuration of vacant shop units to include art gallery space and centrally located start up space for local entrepreneurs;*
 - ▶ *Potential re-configuration of vacant shops units to create larger floorplates and therefore provide for the requirements of multiple retailers;*
 - ▶ *Consider artwork competitions for vacant shop frontages to give the impression of more active shopping streets;*
 - ▶ *New public art provision throughout the town centre building on rich seaside heritage and time building on seaside heritage and along length of seafront, e.g. themed sculpture park;*
 - ▶ *Marketing the town centre as a single brand, incorporating the market, Seafront, retailers and other visitor attractions.'*

University of Sussex, South East Coastal Towns: Economic Challenges and Cultural regeneration, 2009 ⁴⁹

- Cultural activity has helped revitalise economic prospects in four seaside towns in the South East, some examples of best practice include:
 - ▶ *an amusement park of historic rides*
 - ▶ *literary and other festivals*
 - ▶ *higher education courses in art*
 - ▶ *a 'cultural quarter' via grass-roots entrepreneurship*
 - ▶ *Maritime and heritage appeal, created in partnership with a university*
- The University of Sussex found that for the success of such initiatives, more effective cooperation between cultural, educational and civic bodies is central. Coastal towns ought to be treated as a specific group in need of continued development through cultural investments.

The Academy of Urbanism, The rebirth of British seaside resorts and coastal towns, 2018 ⁵⁰

- Like the Select Committee, the Academy reiterates the need for a diverse economy, and they note that the economies of towns who have difficulty letting go of their focus on tourism generally struggle.
- Reiterating the research by the University of Sussex, they consider one of the more equitable and sustainable sources of regeneration to be investment in arts and culture, although they point out it isn't successful in all cases.
- Education investment is good for skills and a constant influx of young people.

49. Summary available at: <http://www.sussex.ac.uk/broadcast/read/2501>

50. Available at: <https://www.academyofurbanism.org.uk/the-rebirth-of-british-seaside-resorts-and-coastal-towns/>

- Across all coastal towns local pride and successful local partnerships are key factors in successful regeneration.
- A best practice example is Scarborough where a combination of a high quality promenade and harbour area, a 'pleasure zone' with live entertainment and gambling, and cultural investment boosted the economy.

Coastal regeneration in English Resorts Handbook, Coastal Communities, 2010 ⁵¹

- National coordination of coastal regeneration activity should be a priority.
- Coastal regeneration should be holistic and focused around reviving and revitalising, rather than destroying and replacing.
- Increased enterprise and innovation support is necessary in coastal towns.
- Again, the potential of heritage and culture based regeneration is mentioned.
- Demographic ageing of coastal towns presents a challenge, but also an opportunity: Older people who are over or close to retirement age still want to stay economically and socially active; coastal areas can develop innovative and cutting-edge products and services to deal with the trend.
- Lastly, the report points out the need for more detailed research into the specific challenges of coastal enterprise, tourism and public costs.

In addition to these wider studies of policy pertaining to coastal towns, there is a range of initiatives taking place in Great Yarmouth itself:

Marketing campaign to promote GY as world leaders in offshore wind

In 2019 Great Yarmouth Borough Council secured £98,000 from New Anglia Local Enterprise Partnership (LEP) towards a major branding and marketing campaign to position Great Yarmouth and Lowestoft as world leaders in offshore wind, maximising visibility to potential investors and Government. The programme will bring together private sector and other partners, such as the East of England Energy Group (EEEGR) and the All Energy Industry Council. This announcement follows the launch in Great Yarmouth of the governments Offshore Wind Sector Deal.⁵² Great Yarmouth Borough Council is also constructing Great Yarmouth Energy Park.⁵³

Future Place Great Yarmouth

This initiative, launched in 2019, is run by a consortium of architecture and housing institutes. It's a two-phase initiative which will unlock placemaking potential at local level through quality in design, future thinking, and knowledge sharing. Great Yarmouth has been chosen as one of its five places. The focus is 'Heritage and

51. Available at: <https://www.coastalcommunities.co.uk/wp-content/uploads/2015/07/coastal-regeneration-handbook.pdf>

52. Great Yarmouth Council, 2019, Statement welcoming funding to help promote Great Yarmouth and Lowestoft for offshore wind investment. Available at: <https://www.great-yarmouth.gov.uk/article/5723/Statement-welcoming-funding-to-help-promote-Great-Yarmouth-and-Lowestoft-for-offshore-wind-investment>

53. Great Yarmouth Council, Invest: Ambitious Plans. Available at: <https://www.great-yarmouth.co.uk/business/invest-ambitious-plans.aspx>

innovation-led placemaking and growth'. The final output will take the form of an urban design/historic analysis and an illustrated public realm improvement strategy for the seafront. This strategy will help optimise and GY council's initiatives for Great Yarmouth including a Town Centre Masterplan and a Culture and Tourism Strategy.⁵⁴

Neighbourhoods that work, 2016-2021

"Neighbourhoods that work is a 3-5 year partnership initiative, led by Great Yarmouth Borough Council together with seven partner organisations. NTW aims to connect local communities to the benefits of economic growth by increasing community resilience, by improving the responsiveness of Voluntary Sector support services and by increasing the participation of communities in driving forward sustainable economic development." According to its 3.5 year evaluation report it's already created 33 new jobs and many other significant outcomes in Great Yarmouth.⁵⁵

Comeunity, Make it Happen, MESH

These are three neighbourhood offices, which are part of the Neighbourhoods that work programme, set up by the council.⁵⁶

Town Centre Masterplan by GY council, 2017-2024

*"Great Yarmouth's Town Centre Masterplan promotes 6 area orientated development projects, each with a unique but complementary focus, generating new investment and employment opportunities."*⁵⁷

The master plan contains proposals for a substantial redevelopment programme in the town. It will include 7,000 new homes, a sea front leisure centre, an increase in residential property in the town centre and a new bridge to a proposed Freeport.

My Community: Great Yarmouth CED Plan, 2019

*"The plan builds on the ambitions of the £3m local 'Our Place' programme 'Neighbourhoods that Work' (NTW), which includes the formation of an 'incubator' for locally owned and managed co-operative enterprises. The incubator aims to help local residents pool assets to tap into economic opportunities and increase their role in providing services and amenities. The design of the incubator is ongoing, but so far, the most developed project is a local cultural services co-op that offers hospitality, cultural and creative services to the local public and private sectors and its employees."*⁵⁸

54. Riba Architecture, 2019, Future Place Open Call Great Yarmouth - Heritage and innovation-led placemaking and growth. Available at: <https://www.architecture.com/knowledge-and-resources/knowledge-landing-page/future-place-open-call-great-yarmouth-heritage-and-innovation-led-placemaking-and-growth>

55. Neighbourhoods That Work, 2019, Year 3 Evaluation Report. Available at: <http://neighbourhoodsthatwork.org/wp-content/uploads/2016/10/NTW-Yr3-Evaluation-Report-Final-May-2019.pdf>

56. Great Yarmouth Council, How do we work with local communities. Available at: <https://www.great-yarmouth.gov.uk/article/2088/How-do-we-work-with-local-communities>

57. Available at: <https://mediafiles.thedms.co.uk/Publication/EE-GYar/cms/pdf/274%20-%20Inward%20Investment%20Inserts%20version%205%20Masterplan%20190%20x%20277%20CROPPED.pdf>

58. Available at: <http://mycommunity.org.uk/wp-content/uploads/2016/10/Great-Yarmouth-CED-case-study.pdf>

JoinedUP GY - Working smarter for a better borough 2015-2020

“Great Yarmouth Borough Council has been working with partners to support economic growth in the borough, revive the tourism industry and showcase the wealth of heritage in order to tackle the challenges in the community.⁵⁹ The more detailed initiatives that form part of this plan, have been praised as examples of best practice by the University of Anglia.”⁶⁰

Towns Fund Initiative, 2019

“Up to £25m could be awarded to Norwich, King’s Lynn, Great Yarmouth, Lowestoft and Ipswich under the government’s £3.6bn Towns Fund initiative. The government announced that they are among 100 places eligible for support from the fund and have been invited to draw up proposals to secure what is known as a Town Deal.”⁶¹

Grants for VCSE, 2019/2020

“Great Yarmouth Borough Council is inviting applications from providers from the Voluntary, Community and Social Enterprise (VCSE) Sector who are suitably qualified and experienced to deliver some or all of a range of projects/services within the Great Yarmouth Borough during 2019/20.”⁶²

Great Yarmouth & Gorleston Young Carers Project, 2011 - ongoing

“This charity was established in October 2011 to offer young carers aged 8-17, and young adult carers aged 18-25, respite and support to help them cope with providing care for a family member. Having caring responsibilities can have a dramatic effect on young people’s lives, affecting their physical and emotional health and educational attainment. Support for young adult carers is particularly important, as over 18’s are not able to access general ‘young carer’ provision, despite facing challenging transitions from school to higher education or employment. The group continues to provide peer support and respite for this age group, together with practical employability skills and help to manage coursework.”⁶³

Great Yarmouth Inclusion Project

Initiative by Great Yarmouth Borough Council, funded by the European Social Fund, available to GY residents to support them with finding work or training. Advisor and trainer Eileen is based in different Community locations open to all residents and provides workshops or one-to-one appointments.⁶⁴

59. The JoinedUp Plan is available at: <https://www.great-yarmouth.gov.uk/CHttpHandler.ashx?id=1419&p=0>

60. East of England Development Agency, 2011, Improving the Economy of the East of England, 1999-2011. Available at: <https://www.uea.ac.uk/documents/3154295/0/Improving+the+Economy+of+the+East+of+England.pdf/76397d58-3053-4d8d-86bc-8d9d49b595ff>

61. Eastern Daily Press, 2019, Government says Norwich, Great Yarmouth, King’s Lynn and Lowestoft in frame for up to £25m boosts. Available at: <https://www.edp24.co.uk/news/politics/norfolk-and-suffolk-could-get-boost-from-town-deals-1-6256973>

62. Great Yarmouth Borough Council, 2019, Grant funding opportunity for VCSE delivery in Great Yarmouth borough. Available at: <https://www.great-yarmouth.gov.uk/article/5328/Grant-funding-opportunity-for-VCSE-delivery-in-Great-Yarmouth-borough>

63. <https://gygc.org.uk/>

64. Great Yarmouth Borough Council, Employment Support. Available at: <https://www.great-yarmouth.gov.uk/employment-support>

Pushing Ahead project

*"A £440,000 Department for Transport funded project to promote walking and cycling in Norwich and Great Yarmouth"*⁶⁵

GYROS

*"Formed in 1998, GYROS supports newcomers and migrant communities across Norfolk and Suffolk."*⁶⁶

Helping Hands Fund

This is a fund by Great Yarmouth Borough Council, for young people to support them in sports and cultural endeavours.⁶⁷

Then, as well as the programmes focused specifically on Great Yarmouth there are plans and initiatives which derive from Norfolk and New Anglia:

Norfolk Enterprise Recognition Award

*"The Young Chamber Enterprise Recognition Award is an award recognising and celebrating education establishments in Norfolk that are committed to improving the employability skills of young people in our region."*⁶⁸

The New Anglia Local Enterprise Partnership Growing Business Fund

*"This fund provides grants of up to £500,000 for expanding businesses and creating new jobs. Businesses in qualifying areas may apply for a grant of up to 30% of the total cost of a capital investment project such as premises expansion or plant and machinery."*⁶⁹

The New Anglia Growth Hub

The Growth Hub provides small grants: *"The New Anglia Local Enterprise Partnership Small Grant Scheme offers grants of £1,000 to £25,000 for micro, small and medium sized businesses."* The also provide advice, skills audits, workshops and many other ways to grow and scale up your business.⁷⁰

65. Norfolk County Council, 2016, Introduction to the Pushing Ahead project. Available at: <https://content.govdelivery.com/accounts/UKNORFOLK/bulletins/17997d6>

66. <https://www.gyros.org.uk/>

67. Great Yarmouth Borough Council, Sports and Culture Grants. Available at: <https://www.great-yarmouth.gov.uk/article/2109/Sports-and-culture-grants>

68. Norfolk Chambers of Commerce, Enterprise Recognition Award. Available at: <https://www.norfolkchamber.co.uk/enterprise-recognition-award>

69. New Anglia, Growing business fund. Available at: <https://newanglia.co.uk/growing-business-fund/>

70. <https://www.newangliagrowthhub.co.uk/>

LIFT: Local Investment in Future Talent until spring 2020

“The Local Investment in Future Talent (LIFT) programme is a three strand employability and skills delegated grant scheme for voluntary, community and social enterprises (VCSE) and other relevant organisations in the rural areas of Norfolk and North Suffolk. There is just over £1m grant funding available for eligible projects up to spring 2020.” The three strands are LIFT Jobs, LIFT Trials and LIFT Skills.⁷¹

Thriving Workplaces

Norfolk’s free healthy workplace provider. They will send someone to employers who sign up and then offer free help tailored to your business.⁷²

Innovation New Anglia

*“Innovation New Anglia, part funded through the European Union European Regional Development Fund (ERDF), operates across Delivery Partner hubs throughout Norfolk and Suffolk, spanning the sectors of high value manufacturing and engineering, clean technology (transport, buildings, technologies, energy), biotechnology (agri-bio, industrial biotech, food & health, med-tech) and infotech (smart cities, ICT). The Innovation New Anglia programme provides tailored business support, sector specific expertise and advice, networking opportunities at events, masterclass workshops, opportunities for collaboration.”*⁷³

BEE Anglia

*“BEE Anglia is a three-year programme which will provide free support to at least 1,000 SMEs across Suffolk and Norfolk to become more energy efficient. It has been developed by Suffolk County Council, Groundwork, Nwes and Norfolk County Council and is part funded through the European Union European Regional Development Fund (ERDF).”*⁷⁴

KEEP+

*“Connecting SMEs to academic expertise and graduate talent, this new European Regional Development Fund-subsidised programme will help boost your business through research and development support that will help you launch new products and services. By partnering with Anglia Ruskin University, KEEP+ will provide your small to medium sized enterprise (SME) with a flexible programme that will help you innovate.”*⁷⁵

71. Norfolk City Council, LIFT: Local Investment in Future Talent. Available at: <https://www.norfolk.gov.uk/business/grants-and-funding/european-funding/eu-programmes/business-growth-innovation-and-skills/local-investment-in-future-talent>

72. <https://thrivingworkplaces.org.uk/>

73. Norfolk City Council, EU-funded grant schemes in Norfolk. Available at: <https://www.norfolk.gov.uk/business/grants-and-funding/european-funding/eu-programmes/business-growth-innovation-and-skills/eu-funded-grant-schemes-in-norfolk>

74. <http://www.beeanglia.org/>

75. <https://aru.ac.uk/business-employers/knowledge-exchange/keep-plus>

Chamber of Commerce

The Chamber sponsors a number of local initiatives which include the Town Deals Board, the Cultural Board, a Coastal Connect programme to extend the reach of local business, a programme to make Great Yarmouth more digital, another to make it less white and male.

Some community leaders did present an important caveat to all this activity. At least some of the community leaders are keen to point out that, all this action notwithstanding, Great Yarmouth has some persistent problems. Though there is a range of views, not all local leaders believe the initiatives listed above are really doing enough to tackle the underlying problems.

There is also a recurring complaint that many of the initiatives are not sustainable because the funding is so erratic. Business in the Community, for example, was having a highly positive impact until the funding dried up and activity slowed down.

Some community leaders also feel that there is a further problem that working together is not as coordinated as it needs to be. The scale of the problems encountered means there is a tendency for people to retreat behind their institutional lines. This is, again, by no means a universal view but it was expressed often enough for it to be worth noting. The Local Economic Partnership, for example, could work better if the lines of communication were clearer.

There is also a local controversy over whether the decision not to have a metro mayor in Great Yarmouth was the correct one.

04. Proposals and Recommendations

Both the published public data and the consultations with stakeholders show that Great Yarmouth has a severe set of problems, some of which are familiar to places of average success all over the country, some of which are particular to a seaside place and some of which are common in places that have lost their original *raison d'être*.

Great Yarmouth loses many of its best people. There is a strong sense that success lies elsewhere and many of the talented leave and do not come back. The same is true of the wealthier people in the town, most of whom do not live in Great Yarmouth. There has been a loss of the link between enterprise and the community of Great Yarmouth. The owners of the businesses do not, for the most part, live in the area. Business start-up rates are poor and many businesses do not last long. There is a lack of expertise and support at critical moments in the life cycle of new businesses.

Unemployment is a problem, caused by the decline in traditional sources of jobs and the failure of education and training to equip the local workforce with relevant skills. The level of economic inactivity is very high which suggests that a substantial number of people are caring for relatives as well as the lack of employment opportunities. Education is not as good as it needs to be, especially in the early years, in which attainment is poor. Great Yarmouth has a particular problem with young people who are not in any kind of productive activity.

Great Yarmouth also faces a set of problems which are the responsibilities of central or local government and which therefore fall outside the scope and capability of the *Thriving Local Economies* project. Transport and infrastructure need considerable improvement. The area around the railway station, for example, which is the entry point to the town for many visitors, is not the most attractive first port of call. The A47 is not a good transit for business. There is also a good deal of investment needed in the town to attract people back in, especially at night. There will be no recovery in the night-time economy, though, until problems with anti-social behaviour are addressed.

Our research with local stakeholders showed that there is a real desire in the people and businesses of Great Yarmouth to tackle these problems, and much energy and passion committed to doing so. Thriving Local Economies can significantly support Great Yarmouth to achieve its goals. Here are some of the options which derive from the analysis of the issues presented above:

Culture and Festival

The supporting literature on coastal towns is clear that an emphasis on culture is an effective way of bringing new impetus to fading places. Heritage and tradition can be deployed as a stimulus to the past even if the industries supported back then have declined or disappeared. A sponsored festival could be a boost to the confidence and sense of self in the town and it would be easy to work with the existing Aldeburgh festival.

Climate Change

Towns such as Great Yarmouth suffer from an intense loss of purpose when the industry on which they are based declines to the point of no recovery. Great Yarmouth would benefit from a reinvention and one candidate for such reinvention is to stress the environment. This makes a virtue of the coastal location and connects to an issue of national and global importance. It also connects to an industrial need because one of the burgeoning industries of the region is off-shore wind. A sense of excitement could be generated about the science and the politics of climate change which could galvanise the local population. An intervention on these broad lines or one more specifically targeting the relevant skills would be salutary.

Skills Task Force

Although there are local initiatives on skills – the Local Economic Partnership does some good work for example – there is often little awareness of what is on offer. More help would also be welcome. A programme of training designed and targeted for the leisure sector would meet a local need.

Start-up Support

There would be enormous value in the provision of expertise to local entrepreneurs and would-be business people. Great Yarmouth is the district in Norfolk with the lowest number of new businesses created each year. There were significant differences recorded between the three postcodes in this respect which would lend itself to a targeted intervention. Stakeholders in the area were clear that there would be great value in a scheme to encourage start-up businesses. Provision of the relevant information, and some ongoing support, would be very valuable as many people thought that this is not well provided at the moment.

Business Development Support

As well as a poor start-up rate, Great Yarmouth has the lowest proportion of businesses that survive their first five years (41.3%), compared to 45.1% of Norfolk businesses and 42.4% for the UK.⁷⁶ Businesses in Great Yarmouth often begin to fall away after an initially promising beginning. There is a deficit of knowledge and expertise, an absence of mentoring and a lack of guidance which a good programme could rectify. This is a problem that was prominent in the Great Yarmouth business survey in which only 17 per cent of business respondents thought there was enough support available in the area.

Horizons

It was evident from speaking to stakeholders that many in Great Yarmouth are optimistic about the town and its future. But it is also clear that this sadly isn't the case for everyone, that some young people suffer from a sense of gloom and a distinct feeling that a good future lies somewhere else, particularly those from the deprived wards. Aspiration and a sense of a good future is a serious problem and so any mentoring or help with this in schools would be of considerable value.

NEETS

Great Yarmouth has a problem with young people who are not in full time employment and not in work. A programme that would help them into work would be very valuable. Many of the young people in Great Yarmouth have an urgent need of the skills that could be imparted either in the life skills or a work skills programme.

Deprived Wards

Central, Northgate and Nelson wards are among the most deprived in the nation and there is therefore scope for a targeted intervention in those places. Many of the suggestions above could be appropriate. A life skills approach would be very useful and so would an intervention to impart the basic skills of the workforce. This too would have the effect of lifting aspiration, which is low in these wards.

Sustainability Centre

If the future of Great Yarmouth is, at least in part, contained in the energy business then there is an opportunity to galvanize the town around this goal. A local study or policy centre, linked to and validated by the University of East Anglia could do this work. Endowment of a centre like this would provide a lasting legacy to Great Yarmouth. It could be a research institute, a policy center, a campaigning body, a local education resource or a combination of those things.

76. Great Yarmouth Borough Council, 2019, Great Yarmouth Borough Profile 2019. Available at: <https://www.great-yarmouth.gov.uk/CHttpHandler.ashx?id=988&p=0>

