

For immediate release

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## **Great Yarmouth Borough Council welcomes news that vital new Government funding will go ahead**

Great Yarmouth Borough Council has welcomed today's announcement that plans for up to £20m of new funding for the town would be going ahead.

The previous Government revealed last year that, under its Long-Term Plan for Towns programme, Great Yarmouth had been selected as one of 75 places across the country to receive support.

Following wide engagement with the community and stakeholders, the Council provided detailed proposals on how the money would be spent over the next ten years as part of an ambitious vision for Great Yarmouth and its residents.

However, following the general election, the new Government put the funding on hold. That uncertainty has now been lifted with the news the programme will be retained as part of a new regeneration programme.

Councillor Carl Smith, leader of Great Yarmouth Borough Council, said: "We have lobbied hard for this vital investment for the town to go ahead as originally planned.

"Engaging with our communities, we produced an exceptionally compelling rationale for how the funding would benefit Great Yarmouth over the next decade. Our plans were unanimously signed off by our Town Deal Board and submitted to the Government in the summer."

Councillor Trevor Wainwright, leader of Great Yarmouth Borough Council's Labour group, said: "We hope the quality of our bid means the Government will clearly see the impact £20m of funding would deliver and we look forward to working with all of our partners and stakeholders to secure the best settlement we can."

The Government says it will now work in partnership with the places that were selected to receive the funding. It said the towns will receive up to £20m of funding and support for renewal and to target deprivation, adding it recognised how hard councils have worked to engage communities and develop their plans.

Henry Cator, Chairman of Great Yarmouth Town Deal Board, said: "It is very encouraging that Great Yarmouth will still be able to invest in plans to bring about real benefits to the community in line with our plans submitted under the previous Government through the Town Board.

"This multi-stakeholder approach has already shown huge benefit to many regeneration projects but this additional funding will enable us to build upon the successes of previous investment.

"I would like to thank the new Government for its continued faith in, and support for, Great Yarmouth."

Great Yarmouth Borough Council produced its plans for the funding based on detailed engagement including surveys and workshops.

With a key focus on attracting further investment and driving economic regeneration, recovery and growth, the resulting document set out a vision and priorities aligned to themes of safety and security, high streets, heritage and regeneration, and transport and connectivity.