

For immediate release
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Great Yarmouth Borough Council prepares to appoint master developer for key regeneration project

Great Yarmouth Borough Council's ambitious regeneration plans for a key waterfront site are set to step up a gear with a master developer due to be appointed early next year.

Having been presented with a range of exciting proposals for the 10-acre site, the council is now inviting final tenders from developers by December 20. The tenders will then be evaluated before a contract is awarded.

The work comes after the council last year successfully secured £20m from the Government's Levelling Up Fund to help prepare the North Quay site and commence land assembly to unlock commercial investment in the area.

Once appointed, the developer will launch detailed community and public engagements with local residents and stakeholders to help shape its proposals, with a planning application expected to be submitted early in 2026.

Meanwhile, work is continuing to bring forward plans to renovate Vauxhall Bridge in advance of the North Quay regeneration. The bridge, which was part renovated in 2013, links the town centre with the railway station. A scope of work is being finalised with the owners of the bridge and other stakeholders before being presented to the council's Cabinet in the new year. It is anticipated that, with all agreements in place, work could start by the end of summer 2025.

Iain Robertson, Great Yarmouth Borough Council's Executive Director – Major Projects, said: "We have made very positive progress with most of the property owners at North Quay. But I would urge those with freehold and leasehold interests who have not yet come forward to contact me as soon as possible so we can discuss their interests."

Mr Robertson said negotiation with property owners is being done in tandem with drawing up compulsory purchase order procedures, should they be needed as a last resort.

A key component of the council's strategy to drive economic growth in the borough, the regeneration of North Quay Riverside Gateway aims to create a new, centrally located mixed-use neighbourhood complementing the town centre with strong connections between the railway station and the town centre and waterfront.

Councillor Carl Smith, Great Yarmouth Borough Council leader, said: "There is huge potential for the North Quay site - which has been an eyesore for too long - with the river and Breydon Water on one side and the close link into the town centre on the other.

"With negotiations going very well around land assembly, we are determined to unlock that potential with a transformational, mixed-use development that will benefit the whole borough."

Councillor Trevor Wainwright, leader of the Labour group on Great Yarmouth Borough Council, said: "North Quay is an important strategic site for the town and a gateway area between the railway station and the Market Place. The appointment of a master developer will bring our ambitious vision for Great Yarmouth a step closer and is an important milestone."

The council has also been working with the Environment Agency as it develops engineering proposals for a flood resilience strategy for the land that includes contingencies for climate change.

Once appointed, the new master developer will continue to work on the design for a robust and sustainable flood defence strategy that will be incorporated into the proposals for the North Quay site.

Councillor Smith said: "We want to make this key entry point into Great Yarmouth a vibrant new neighbourhood for people who live, work and visit the town. The appointment of a master developer for the project will be a major step forward."