



TOWN INVESTMENT PLAN

LOWESTOFT

2021-2031

LOWESTOFT: THE LEADING LIGHT

"In Lowestoft we are proud that all of our stakeholders have a shared ambition and aspiration for the town, and this is reflected in our forward looking and distinct story for the place.

We will constantly aspire to be first and strive to be leading in everything we do and that means inspiring our community to be the best it can be. Lowestoft has so much going for it, but we need to celebrate and communicate our successes. We have fresh energy not only to look at our place differently but to do things differently. This means building a resilient and adaptive community who have the confidence to think big, look outwards whilst never forgetting that what made us special will forge our future. We are creating a new first place."

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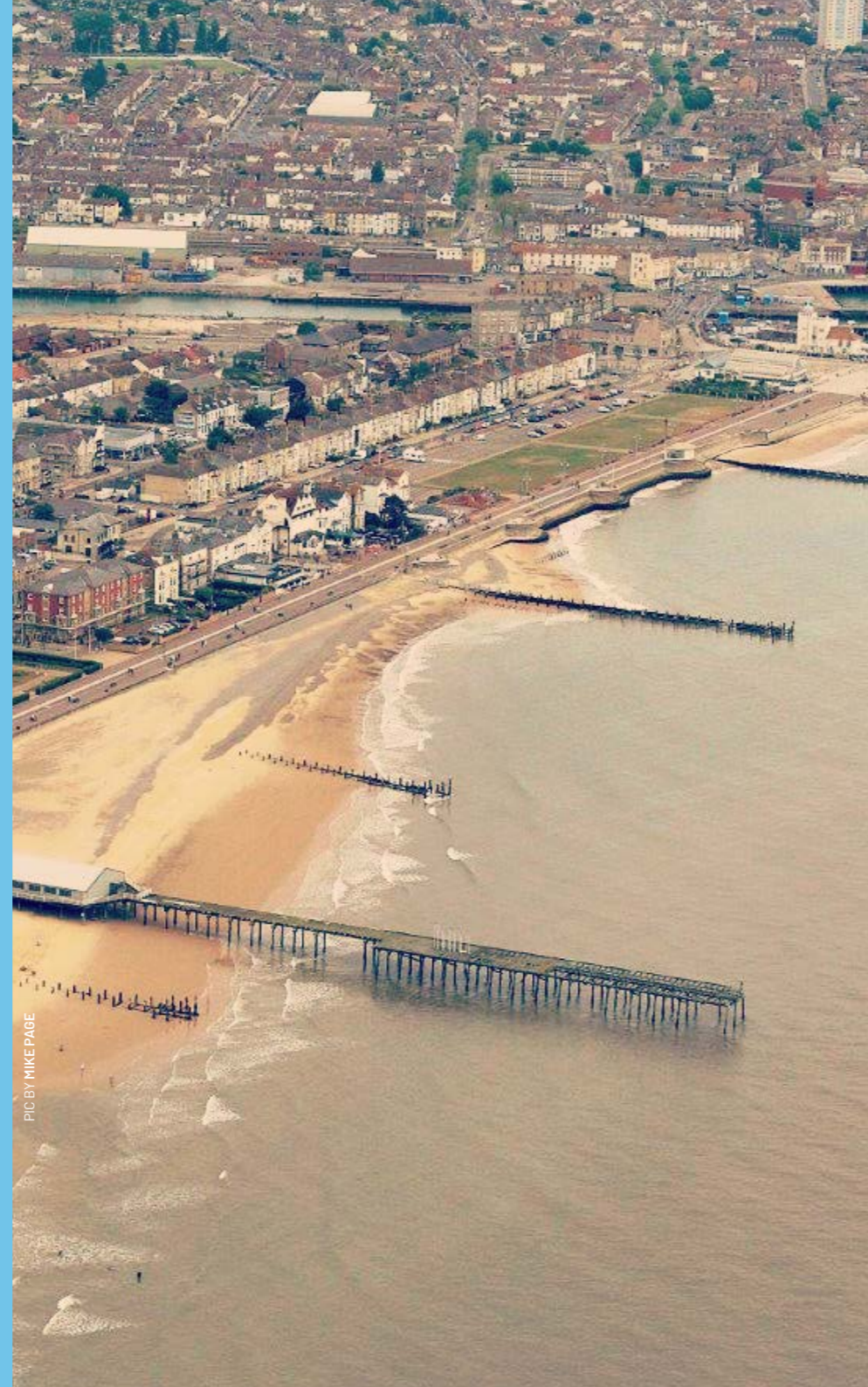
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1.0 FOREWORD



PIC BY MIKE PAGE

FOREWORD

Lowestoft is on the cusp of transformation, with significant recent public sector investment announced for the 'Gull Wing' (previously known as the Third River Crossing) and the Lowestoft Flood Risk Management Programme (LFRMP), the delivery of a new Energy Skills Centre at East Coast College and the redevelopment of Cefas's headquarters. This sits alongside private sector investment from ScottishPower Renewables and CityFibre through the Full Fibre project.

The town's rich and proud maritime heritage and culture has shaped the town and its community. Lowestoft is at the heart of the UK's clean energy sector, sitting at the gateway to the offshore wind farms off the East Anglian Coast, with the Port of Lowestoft housing key operations and maintenance facilities. With a stunning natural environment and an emerging creative sector providing cultural development opportunities, it is an exciting time for the town.

Planning for regeneration of the town, we all knew we had to be bold and innovative, and the Covid-19 pandemic has made that paramount.

We want to see the town's economy prosper, ensuring growth is inclusive, with a revitalised town centre and seafront that benefits the wellbeing of both communities and visitors alike.

There are challenges we have to face; some residents face difficulties with accessing employment and suffer from deep rooted deprivation; many of our young people leave the town to access opportunities elsewhere; our challenge is to create a town where young people can access those opportunities and choose to stay. We need to ensure that businesses can access the right people with the right skills.

The projects within Lowestoft's Town Investment Plan will deliver significant new infrastructure which will improve physical and digital connectivity. The plan also seeks to ensure that the town's communities are resilient to future changes including the impacts of climate change and the 'new normal' after Covid-19.

The projects enable employment sites, quality housing, green spaces and the promotion of active travel alongside a revitalised town centre and seafront with a high quality cultural and leisure offer.

We are seeking to secure a Towns Deal of £24.9m to deliver projects that will create a catalyst for further, future investment. Working together with our partners and stakeholders through the Lowestoft Place Board, the Ambassador Programme and with the wider community. We have created an investment plan that can make a real difference to Lowestoft. We look forward to delivering this work in collaboration over the next ten years.



Steven Gallant
LEADER OF EAST SUFFOLK COUNCIL



Stephen Javes
CHAIR OF THE LOWESTOFT PLACE BOARD



1.1 INTRODUCING LOWESTOFT



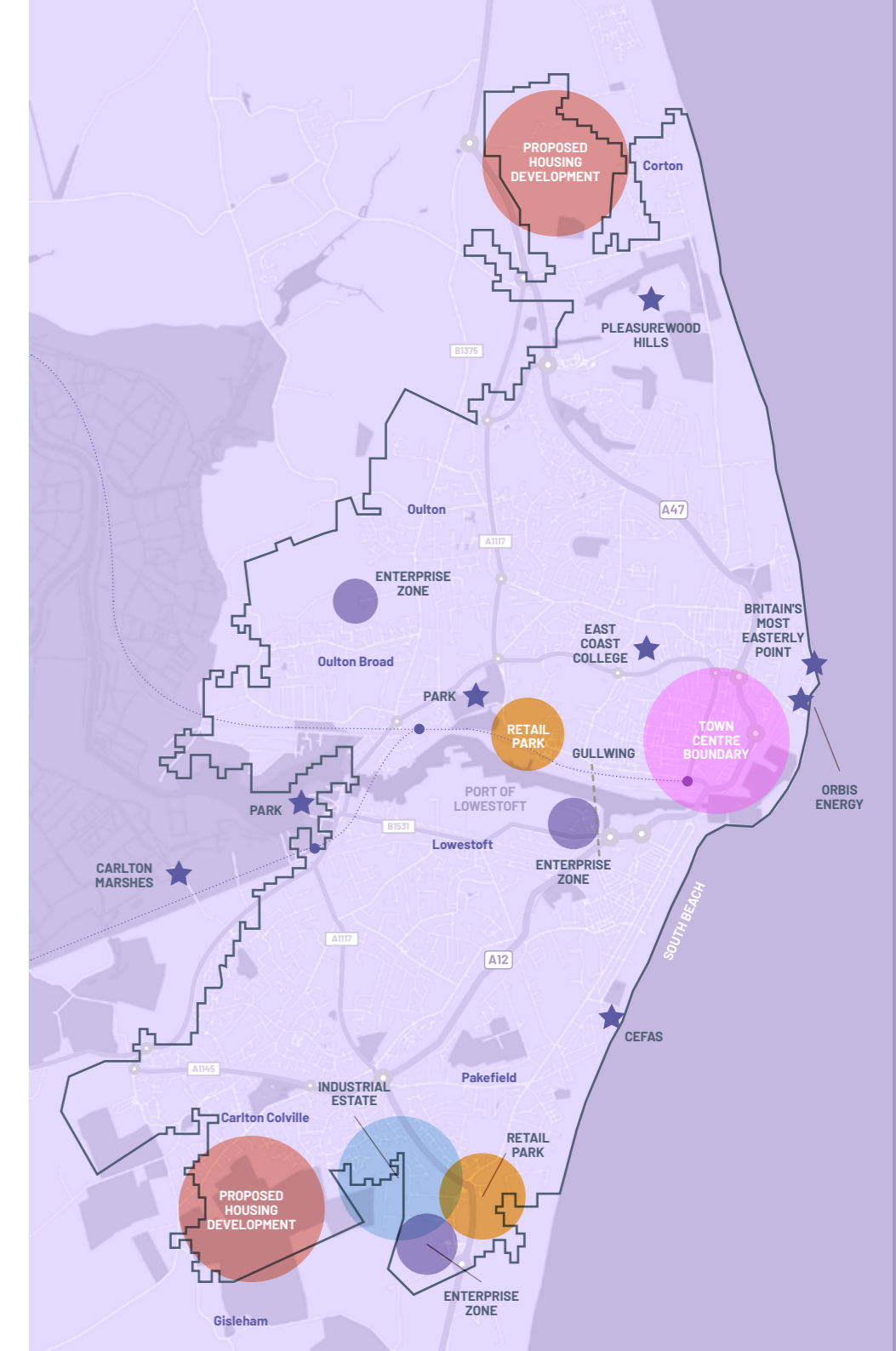
LOWESTOFT'S STORY IS INTIMATELY CONNECTED TO THE NORTH SEA...

Lowestoft is the UK's most easterly town, within the East Suffolk District, with strong links to both Suffolk and Norfolk. The town boasts a number of stunning sandy beaches and is the southern gateway to the Broads National Park, close proximity to the Suffolk Coast and Heaths Area of Outstanding Natural Beauty (AONB) and the nationally significant Carlton Marshes Nature Reserve.

Lowestoft is a popular visitor destination for those who are drawn to the East Suffolk coastline. Lowestoft's past and present are inextricably linked with the tourism industry, which saw Sir Morton Peto transform the town into a leisure resort in the mid 1800s to cater for visitors arriving by train. Looking to the future there is an enormous potential to capitalise on the anticipated growth in the domestic 'staycation' market as we move through the impacts of Covid-19.

Lowestoft's story is intimately connected to the North Sea, which has shaped the town's growth and development over the years. Its rich and proud maritime history, stemming from its fishing industry, has played an important part of the social fabric of the town and its population.

Lowestoft's unique geographical position has enabled it to become a nationally significant clean energy hub, servicing some of the world's largest offshore wind farms located off the East Coast. The town is a key operations and servicing port for the Norfolk and Suffolk Energy Coast, a leading global centre for oil, gas, nuclear, renewable energy, and associated infrastructure. North Sea oil and opportunities around de-commissioning continue to be important industries within the town.



1.2 LOWESTOFT IN CONTEXT



POPULATION
73,800



AREA
28KM²



DWELLINGS
29,600

CHALLENGES

Inhibitory factors include attracting inward investment due to poor transport connectivity; the retention of young people within the town due to limited opportunities in terms of employment and wages compared with other areas of the UK and the high development costs to remediate brownfield land.

LOWESTOFT IS RELATIVELY ISOLATED WITH RESTRICTED ROAD AND RAIL LINKS TO THE REST OF THE UK AND A LIMITED 180° CATCHMENT.

Over the past 35 years, much of Lowestoft's traditional employment base has diminished, leaving a prevalence of under-utilised and vacant brownfield land. The fishing industry, formally the lifeblood of the town has declined dramatically. Industries, particularly manufacturing, have closed, resulting in a town which has pockets of chronic deprivation.



The following section highlights some of the key challenges facing the town:

DEMOGRAPHICS

Lowestoft suffers from an ageing population, with the most over-represented age group being 85+, whilst the most under-represented age group is 30-34. All groups below the age of 50 account for a smaller proportion of the Lowestoft population than they do across Great Britain as a whole. Lowestoft has a higher percentage (24.8%) of people over 65+, compared with Suffolk (23.3%) and the national average (18.2%), along with 3.6% of the total population aged 85+, compared to the national average of 2.4%. **Source: ONS 2017 mid-year population estimates**

The population of East Suffolk is projected to increase by 6.8% by 2036. This growth will be driven by people aged 65 and over (+27.3% growth), as opposed to young and working age groups which are expected to contract, which will adversely affect the town which already has an ageing workforce.

Source: ONS (2019) Population Projections

DEPRIVATION

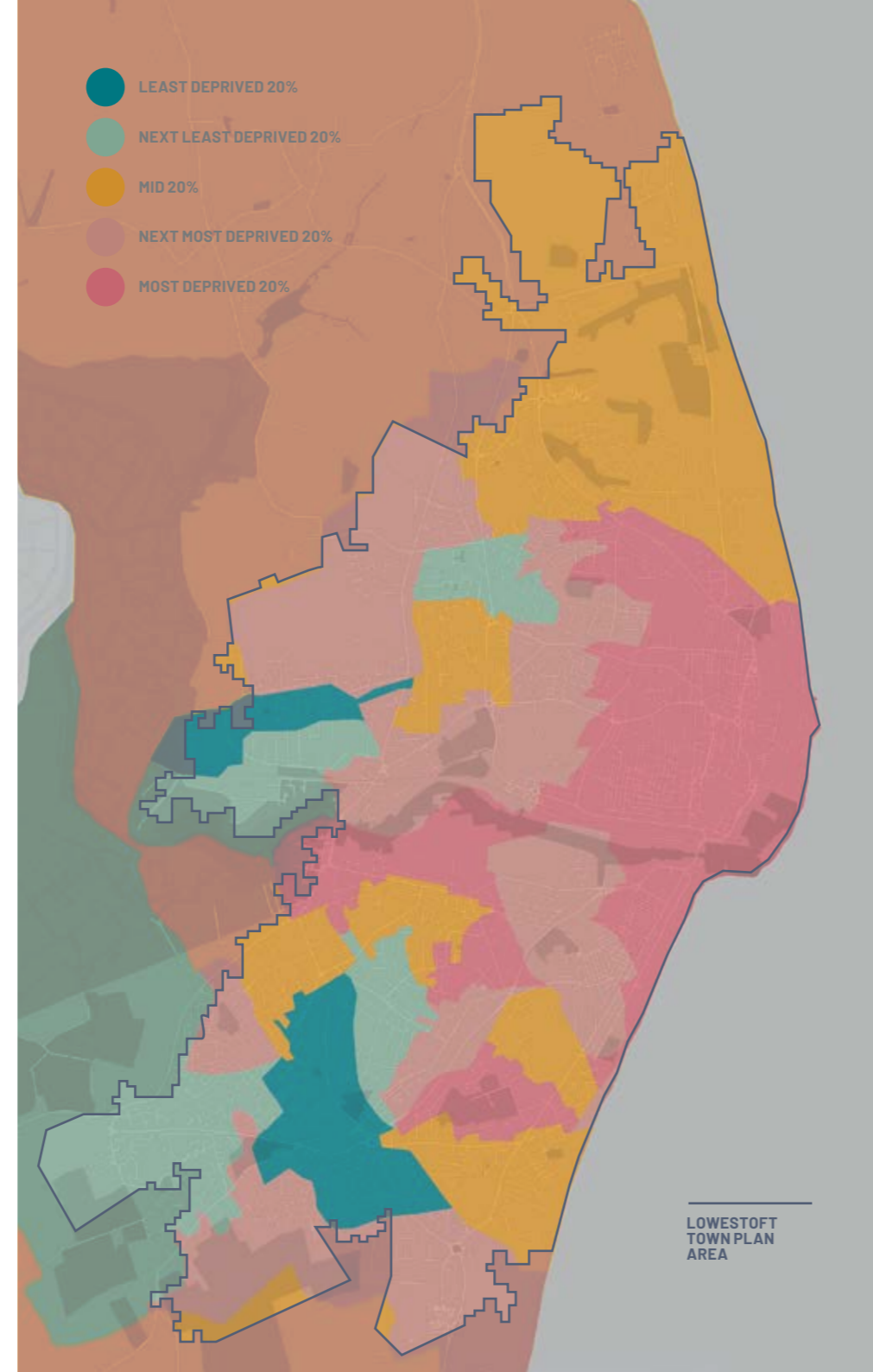
The town continues to suffer from significant deprivation, with two of the town's most densely populated wards located centrally within the town (Harbour and Kirkley Wards). These two wards account for 26,060 people and consisting of five Lower Super Output Areas (LSOAs), with ten neighbourhoods falling within the 10% most deprived nationally. A further eight neighbourhoods fall within the bottom 20% nationally. This concentration of deprivation shows that 12,310 people affected by income deprivation (18.7%) compared with the Suffolk average (10.1%), with more than a quarter (25.5%) of children also affected, compared with Suffolk (13.6%). 16.4% (5,600) of working age people in the town are affected by employment deprivation, whilst the Suffolk average is 8.4%, and as of June 2020, 9,766 (15.7%) of adults are currently in receipt of Universal Credit. 20% of children live in low income families. This also has manifested itself in lower than regional and national averages in terms of health (depression, dementia and life expectancy), with many wards within the town sitting well below the Suffolk averages. Nearly 2% of people are classed as in very bad health, which is higher than both the Suffolk (1%) and National (1.2%) average.

Source: DCLG Index of Multiple Deprivation and ONS 2017 mid-year population estimates

CRIME

Higher levels of crime and anti-social behaviour are also prevalent within these and neighbouring wards. The total amount of crimes for Lowestoft between July 2019 and June 2020 was 6,017, equating to 80 crimes per 1,000 people, with higher than average reports of violence and sexual offences, criminal damage and arson, public order offences and bicycle theft.

Source: Suffolk Observatory 2020



FLOODING

Flood risk has been a long-term issue for the town, with large parts of central Lowestoft at high risk of flooding, which was evidenced in 2013, where parts of central Lowestoft were impacted by severe flooding. This has hindered the viability of bringing development forward in Lowestoft, with mitigation measures costly and low post development land values providing a significant barrier to inward investment. The recent announcements from Government confirming funding for the Lowestoft Flood Risk Management Project will significantly alleviate this risk, improving the overall resilience of the town.

FLOOD RISK HAS BEEN A SIGNIFICANT, LONG-TERM ISSUE FOR THE TOWN...

CONNECTIVITY

The recent announcement from Central Government approving the Gull Wing will significantly alleviate congestion issues in central Lowestoft, whilst opening up enhanced connectivity opportunities for green, active travel.

Due to its geographical location, Lowestoft is relatively isolated from much of the UK, with restricted road and rail infrastructure impacting on connectivity and journey times.

PIC BY LINGS MOTOR GROUP



EMPLOYMENT

68% of the working age population are classed as economically active, with 39% in full-time employment, 20% in part-time employment and 9% self-employed. 6% are classed as unemployed, with 2% classed as long-term unemployed / never worked, higher than both the Suffolk and national averages. **Source: ONS Census 2011**

In terms of socio-economic classification, the majority of employment is lower managerial, administrative and professional occupations (17%), semi-routine occupations (21%), routine occupations (15%) and intermediate occupations (12%). Only 6% of employment is classed as higher managerial and professional occupations, with 9% classed as lower supervisory and technical. **Source: ONS Census 2011**

The average gross annual income of workers was £20,866 in 2018, which is significantly less than the England average of £24,283.

Source: ONS (2018) Earning and Hours Worked

There is a reliance on low-skilled and temporary (seasonal) employment within the town. The decline in longer stay holidays over the past 10 - 15 years and a limited tourist season has created pressure on the town's tourism industry to keep costs and wages low, which has impacted the sector's ability to attract long-term investment.

A lack of available and suitable employment land for clean energy and engineering sectors, is a key problem in terms of unlocking private sector investment and growth. High land development costs (remediation costs of brownfield land), coupled with low, post development land values and insufficient quayside and deep-water berthing facilities are all inhibitory factors.

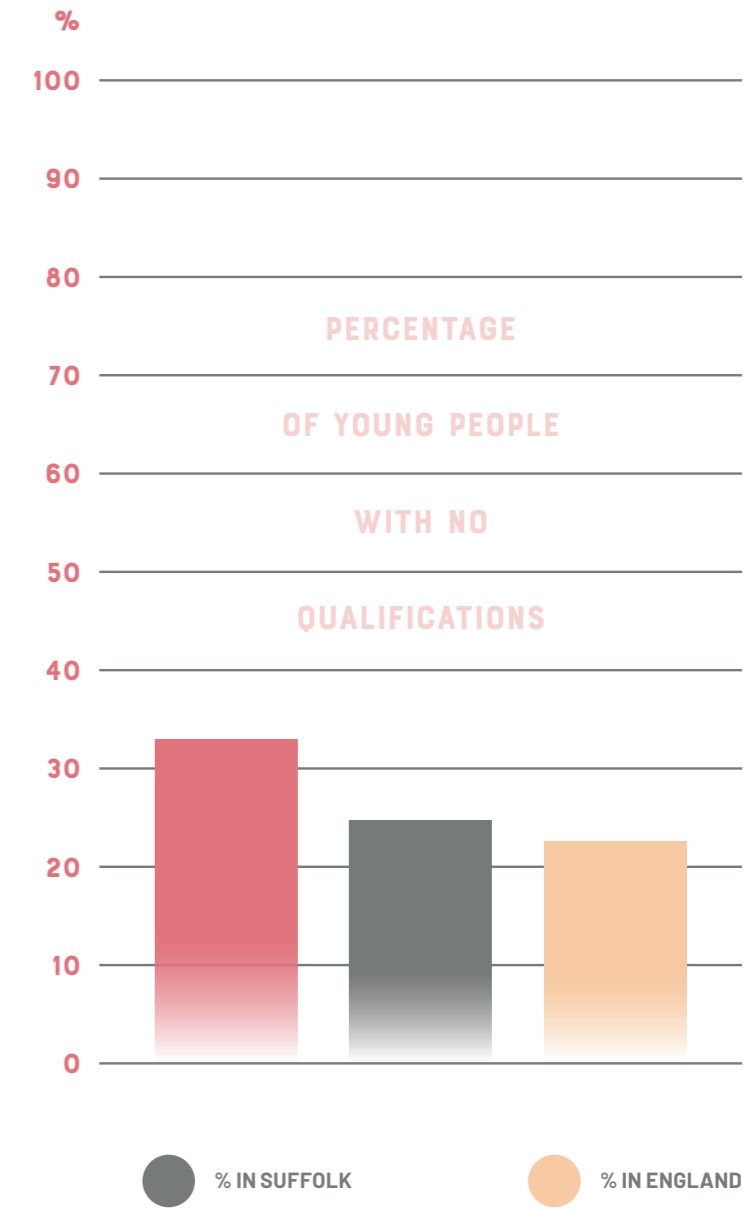


LOWESTOFT HAS CHALLENGES IN RESPECT OF YOUNG PEOPLE ACHIEVING THEIR FULL POTENTIAL, WITH DATA CITING LOW ASPIRATIONS AND ACADEMIC UNDERACHIEVEMENT.

EDUCATION

Lowestoft has a significantly higher number of people with no qualifications (32.8%) compared to that of Suffolk (24.3%) and England (22.5%). With KS1, 2, 4 and Special Educational Needs, pupils in Lowestoft on average have lower attainment compared to county and national statistics - particularly reading and writing (KS1 & 2) and mathematics (KS2 & 4). Across the board, Suffolk has lower levels of attainment in all subjects compared to England, but KS5 attainment is significantly lower (11.1%) than that of England (16.5%). There has also been an increase in young people classified as Not in Education, Employment or Training (NEET) (6% Lowestoft, 4% Suffolk), and combined with high levels of deprivation, low employment rates, and high levels of benefit claimants this is further impacted by the volume of students who leave the area to pursue Higher Education and never return.

Source: Department of Education and East Coast College





TOWN CENTRE

The town centre has been suffering from decline over the last decade with far higher vacancy levels than the national average, with a number of significant, high profile closures. Covid-19 has accelerated the decline, with significant impacts on footfall and associated spend. Latest vacancy data recorded in September 2020 showed that there were 87 properties standing vacant across the town centre and historic high street areas, equating to a vacancy rate of 20.57% and 17,599m² in floorspace (20% of the overall floorspace). The town centre mix of use is currently heavily skewed towards retail (48%), with food and drinking establishments (9%), and leisure only accounting for 4% of the total mix.

Pre-Covid-19 survey data undertaken by People and Places in 2019 showed that on average 27% of people used the town centre less than once per week, with 36% less than once per month. The data also shows that spend very rarely goes above £50 per visit and overall, the town provides a poor visitor experience (People and Places Survey 2019).

The town centre suffers from long-term severance at key pinch points including the Bascule Bridge river crossing and the railway crossing in Oulton Broad, west of the town centre, impacting on important vehicular,



walking and cycling connections into and out of the town centre. The impact of this disconnect is severe, with the town centre not considered as a competitive destination for businesses, lacking a cohesive offer to provide a reason for longer-stay visits. Lowestoft's linear configuration with a central town centre means that short trips on foot from the surrounding east and west residential areas are accessible but the poor quality routes create an unpleasant experience and there is little consideration regarding accessibility. This is particularly evident at the northern end of the town centre where large premises stand vacant, adversely affecting footfall and investment.

Lack of quality in the streetscape at key arrival spaces such as Station Square and the Triangle Market is a key issue, with historic assets poorly maintained and limited activity in the few informal and green spaces, contributing towards providing a poor visitor experience and perception of the town.

Source: East Suffolk Council Planning Policy Vacancy Data September 2020 and People and Places Survey Lowestoft, 2019

CULTURAL PARTICIPATION

The socio-economic profile of Lowestoft is likely to point towards less cultural participation than the national average (supported by audience segmentation analysis), with lower educational attainment, higher levels of unemployment and lower wages impacting on people's ability to access culture. Whilst strides have been made, there continues to be issues concerning cultural engagement. A Cultural Needs Assessment and implementation plan has been undertaken, which has shown a strong amateur creative community and the potential for growth of a professional, creative sector, but there is a need for physical and virtual space, along with business support to develop and nurture the sector.

COVID-19 HAS ALSO HAD SIGNIFICANT IMPACT ON BUSINESSES, 1,342 MANDATORY AND DISCRETIONARY GRANTS TO SUPPORT BUSINESSES WERE PAID OUT, TOTALLING £14,907,500.



COVID-19

Whilst the impacts of Covid-19 have yet to be fully felt, the impact on the ground for communities in Lowestoft has been severe compared to other towns within East Suffolk. Deprivation levels and vulnerability of people within the community has resulted in higher levels of support in terms of food parcels and isolation (befriending support). Lowestoft experienced the highest level of referrals (1,032 people, 70% of East Suffolk total) through the 'Home But Not Alone Community Hub', a partnership between Suffolk County Council and the five District and Borough Councils in Suffolk to support vulnerable people from the impact of Covid-19 due to self-isolation.

Covid-19 has also had significant impact on businesses, 1,342 Mandatory and discretionary grants to support businesses were paid out, totalling £14,907,500.

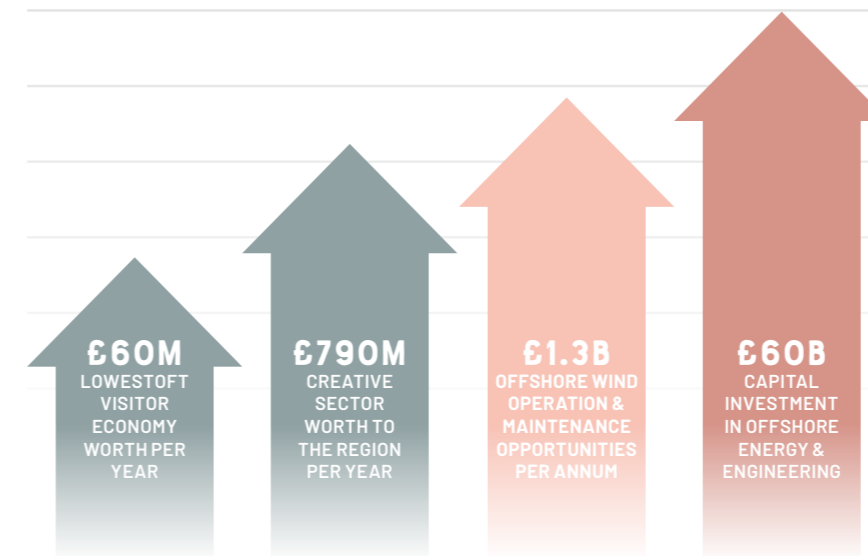


1.3 STRENGTHS

STRENGTHS

Lowestoft has a number of key strategic assets and associated strengths, presenting opportunities for transformative regeneration and growth. This investment plan looks to capitalise on these assets and associated strengths as drivers for growth.

Being Britain's most easterly point is the town's unique selling point, but much more can be made of this. The recent £1.1m investment into Ness Park has transformed an area of open space into a visitor destination for all ages. Further opportunities exist to enhance and celebrate this cardinal point through artwork and enhanced public realm, creating a destination which engenders community pride.



CLEAN ENERGY

Lowestoft sits at the gateway to many of the current and future offshore wind farms just off the coast of East Anglia, placing it at the heart of the UK's clean energy sector. The town is strategically well-placed to continue to capitalise on anticipated future growth in the sector. It builds upon solid foundations provided through the port of Lowestoft housing the operations and maintenance base for the Greater Gabbard Offshore Wind Farm. ScottishPower Renewables recently completed a £25m investment into the port, securing their commitment to the town for the next 30 years.

The port has further capacity to grow and support the clean energy sector and already houses a substantial fleet of offshore support and stand-by vessels. The port handles around 30,000 tons of cargo per year and is a Defra designated fishing port.

Lowestoft is in close proximity to the proposed new development of Sizewell C the new nuclear power station with substantial future opportunities including significant job creation and supply chain benefits.



ENTERPRISE ZONES

Lowestoft has three Enterprise Zones, which have seen significant growth, leveraging over £17m of private sector investment and £26m of public sector investment, creating 900 new jobs to date. Further opportunities exist to accelerate growth through reinvestment of income generated particularly focused on support for the clean energy supply chain, as well as the potential to re-allocate development land which has stalled.

FISHING

Fishing has been synonymous with the town for decades but has seen a significant decline with the number of vessels reducing dramatically. Work undertaken through 'Renaissance of East Anglian Fisheries' (REAF) Strategy 2019 presents a compelling case to Government for the reinvigoration of the Lowestoft and the East Anglian fishing industry post-Brexit. The report demonstrates the opportunities that Brexit presents to revitalise the industry through potential increases in the UK quota catch.

TOURISM

Lowestoft's tourism industry has been the bedrock of the town since the 1800s but has stagnated in recent times. The south seafront, Lowestoft's key attraction, has a number of significant assets including the beach, two piers, seafront gardens and beach huts, which are in need of revitalisation. A Seafront Vision, developed by Hemingway Design, highlights significant regeneration opportunities to transform the offer, providing a tourist destination for all ages, 365 days of the year. Work is already under way on

key assets, starting with the multi-million pound redevelopment of the East Point Pavilion, part-funded through the Towns Fund accelerated projects funding, and the Jubilee Chalets.

NATURAL ASSETS

Away from the south seafront, Lowestoft has an abundance of natural assets surrounding the town, including the gateway to the Broads National Park, close proximity to the Suffolk Coast and Heaths AONB, and the nationally significant Carlton Marshes Nature Reserve. Carlton Marshes has recently been expanded through a £5m investment to over 1,000 acres, with provision for a new visitor centre and café. It is expected that the development will attract an additional 120,000 visitors per year.

CULTURE

Lowestoft has been through a significant period of cultural development over the last few years as a result of investment and advocacy. Cultural spaces and programming have a key role to play in addressing some of Lowestoft's most significant issues whilst also promoting the place as a visitor destination.

The creative sector is estimated to be worth £30m (Focus Consultants: Cultural Needs Assessment, 2020), accounting for around 3% of the total GVA for the New Anglia Local Enterprise Partnership area. The success of the inaugural First Light Festival has played a key role, hosting a cultural event for all ages, attracting over 30,000 visitors, with 75% of



audiences living in Lowestoft, 58% being in a family group. Over 13,000 people engaged in cultural activity through the Making Waves Together project, with 6,300 children engaged through the Local Cultural Education Partnership (LCEP).

Pre-Covid-19, the Marina Theatre had been experiencing year on year growth in terms of audience numbers, with further growth potential through redevelopment, along with two community-based theatres the Players Theatre and the Seagull Theatre, which were also performing well.

The Creative Hub needs assessment highlighted that there are over 130 creative enterprises with potential for growth. A strong LCEP exists within the town, with scope for further development and employment opportunities through provision of a cultural hub. Cultural regeneration remains an important opportunity for the town, with the Lowestoft Cultural Strategy in place to deliver a range of interventions to achieve economic, community health and wellbeing outcomes.

HERITAGE

The town has a rich heritage, especially in terms of its maritime history, evident in the town centre's Historic High Street. Work has begun to harness the town's heritage to drive regeneration within the town centre. Two Heritage Action Zones (HAZ), book-ending the town centre, have attracted over £1m of public funding to date through Historic England, which will restore 65 historic buildings, create 50 new homes, provide a programme of cultural events and guide future development within key areas of the centre of Lowestoft.

DIGITAL

The recent £14m Lowestoft Full Fibre project is currently transforming Lowestoft into one of the world's best digitally connected towns, with Gigabit connection speeds to reach almost every home and business in the town. Further opportunities to build upon this work, include investments into smart sensor technology and infrastructure to provide services to the community in different ways.

ANCHOR INSTITUTIONS

Lowestoft has a number of key anchor institutions within the town, including the headquarters of Defra Centre for Environment, Fisheries and Aquaculture Science (Cefas), a leading national agency in marine science, which is currently undertaking a multi-million pound investment in its Lowestoft headquarters, securing its long-term future in the town. The redevelopment is just the start, with opportunities for the community and businesses centred around innovation, skills development, and Small and Medium-Sized Enterprises (SME) incubation. A strong Further Education offer is based in the town through East Coast College, which has recently completed investment into a new £11.7m Energy Skills Centre. This centre will support the clean energy sector through up-skilling local people, with opportunities to develop a locally-skilled workforce, enhancing inward investment opportunities across the energy sector.

HOUSING

The Waveney Local Plan 2014 - 2036 allocates significant housing growth for the town, with over new 5,000 dwellings earmarked for development in Lowestoft, representing over half of the new housing allocation in East Suffolk.

TOWN CENTRE

The recently produced Town Centre Masterplan presents a transformative package of interventions to repurpose the town centre, aligning it to the changing demand by dividing it into, distinct quarters of activity covering heritage, culture and leisure, education, housing, innovation, and improved connectivity. East Suffolk Council, through a regeneration acquisition strategy, has been purchasing key vacant sites including the Grade II Listed Lowestoft Post Office to bring forward development and regeneration.



PIC BY CEFAS

1.4 ENGAGEMENT



ENGAGEMENT

A robust process of engagement has been undertaken to inform the development of this investment plan, which is detailed in the following section.

“

80% OF PEOPLE SAID THAT LOWESTOFT WASN'T CONFIDENT, AND PEOPLE FELT LOWESTOFT WAS DIRTY, RUN DOWN AND SUFFERED FROM A LACK OF PRIDE.

PLACE-MAKING

East Suffolk Council began a process at the end of 2018 through the 'Making Waves Together' project to fully understand the public perception of Lowestoft and the priorities of businesses, stakeholders, and the community.

The process began with an online survey of local residents and a series of workshops to gain feedback from the community about the town's strengths and weaknesses. Whilst many highlighted the beach, the Broads, theatres, open space, and future opportunities around CEFAS and clean energy as key strengths, the survey revealed a long list of challenges.

Key issues included the town being run down, traffic congestion (especially with links to the need for the Gull Wing), poor infrastructure, and housing stock. However, what stood out were behavioural weaknesses which included: lack of pride, a culture of disappointment, reputation, fear of change and a lack of a joined-up approach.

Following this, East Suffolk Council and its partners started development of a Place Board and the Lowestoft story. It is from this that the investment plan began to take shape, with the establishment of a leadership group containing key stakeholders to create a town vision, development of a brand for the town and an Ambassadors Programme.

TOWN CENTRE

Initial responses to these surveys provided a catalyst to seek change. In February 2019, East Suffolk Council in partnership with Lowestoft Vision (Business Improvement District (BID)) and Kirkley Business Association commissioned a Lowestoft Town Centre Baseline Report. This included a town centre users survey which captured 120 town centre users' opinions with a further 345 online surveys completed.

The survey results highlighted that physical appearance (52%), traffic congestion (57%) and the retail offer (54%) were negative aspects of the town centre. At the end of 2019, this information was used as a baseline for the development of a Town Centre Masterplan.

LDA Design were commissioned to produce the masterplan, which, included a further programme of engagement consisting of a number of

"A happy, busy and comforting town which is accessible to all ages and more attractive and welcoming to all. There will need to be family accessible activities so families can enjoy themselves. There needs to be more jobs for everyone of all ages to access. Use vacant buildings such as Beales, turning it into a centre to educate young generations to show career options".

LOWESTOFT YOUTH COUNCIL

"THERE WAS A DESIRE TO INTRODUCE AN EVENING ECONOMY AND IMPROVED LEISURE OFFER IN THE TOWN CENTRE. THE AREA AROUND THE EXISTING MARINA THEATRE WAS SUGGESTED AS A 'LEISURE HUB' FOCUSING ON EVENING/NIGHT-TIME ECONOMY."

LDA, TOWN CENTRE MASTERPLAN STAKEHOLDER EVENT

workshops with stakeholders from private, public, and voluntary sectors. Engagement was centred around future ambitions for the town centre. The data and recommendations from the masterplan work have been used to inform this investment plan.

Alongside this, East Suffolk Council delivered several public engagement events, tailored for young people. These sessions looked at the wider aspects of the town as well as the town centre. These sessions took place at Lowestoft Sixth Form College and The Kirkley Centre, involving members of the Lowestoft Youth Council.

KEY STAKEHOLDERS

In February 2020, the Lowestoft Place Board (Town Deal Board) was created, and tasked with developing the investment plan, which requested East Suffolk Council to lead on a series of private and public sector engagement interviews to understand the key concerns and opportunities

"We need a suite of projects which improves infrastructure, enhances the public realm and ensures we are digitally connected with our overall aim to retain local talent".

DAVID CARLIN, DIRECTOR OF SCIENCE, CEFAS

Officers from East Suffolk Council joined Waveney MP Peter Aldous at a Lowestoft and Waveney Chamber of Commerce event in March 2020, with over 80 businesses in attendance. This included a presentation on the investment plan proposals, with attendees asked to complete a questionnaire to gather views on proposed projects and interventions that would positively transform the town.

for the town from a business perspective.

Over 50 1-2-1 sessions were conducted with stakeholders, including a number of Place Board members. Participants were asked a standardised set of questions to gain a full understanding of the town's strengths, weaknesses, threats, and opportunities, along with key projects for future development and consideration for the investment plan.

Lowestoft & Waveney Chamber are a key partner on the Place Board and feed into the Suffolk Chamber of Commerce network. Updates on the development and delivery of the investment plan will be programmed into future Chamber of Commerce events, ensuring that Chamber Board members are updated on a regular basis to enable them to challenge and provide constructive feedback.

East Suffolk Council has also been working closely with 'Lowestoft Vision', the BID, ensuring the investment plan aligns with Lowestoft Vision's objectives. Lowestoft Vision are on the Lowestoft Place Board and a presentation was delivered to members of the BID in March 2020 to gain feedback on emerging plans.

“

VACANT PREMISES AND RUN-DOWN AREAS OF THE TOWN WILL CONTINUE TO ATTRACT ANTI-SOCIAL BEHAVIOUR

SGT STEVE WRIGHT, SUFFOLK POLICE

COMMUNITY

With the announcement of the Towns Fund, East Suffolk Council has recorded all the feedback provided by the local community via the MyTowns Facebook page. From this, analysis shows that 31% of comments highlighted the need for town centre improvements, with a further 34% highlighting the need for improved infrastructure.

Following this, views have been sought from the community encouraging them to add their comments to the Lowestoft section of the MyTowns website page hosted by Government. A vast range of projects and suggestions have been submitted by the local community, many of which have been captured within this investment plan.

An analysis of the comments was undertaken and common themes were identified, e.g. leisure facilities such as athletics tracks to new cinema

"Give the town some excitement perhaps. It's very dull. Perhaps build a new cinema, theme park or even build a mall? Something new, exciting that will attract attention and get more tourists in. Brighten up Lowestoft".

COMMUNITY FEEDBACK VIA MYTOWNS

complexes. Sustainable travel such as improved walking and cycling routes to support a network of trams.

Many of the suggestions centred around improvements to the town centre, incorporating a wide range of

THE THIRD CROSSING IS LONG OVERDUE. SPEND THE MONEY ON A LASTING PIECE OF INFRASTRUCTURE THAT WILL MAKE A DIFFERENCE TO THE WHOLE TOWN.

COMMUNITY FEEDBACK VIA MYTOWNS

”

suggestions. These included better uses of vacant premises, new services, improved evening economy, repurposing of the high street to attract new businesses, improved public realm and construction of a third river crossing.

Other comments consisted of improvements to existing infrastructure such as the condition of road surfacing and public toilets.



- TOWN CENTRE 20%
- GULL WING 19%
- LEISURE FACILITIES 7%
- PORT / ENERGY 6%
- TIDAL BARRIER 6%
- DIGITAL 6%
- PUBLIC REALM 5%
- YOUTH CENTRE 5%
- NESS POINT 4%
- FISHING 4%
- BUSINESS INNOVATION 3%
- SUSTAINABLE TRAVEL 3%
- SEAFRONT 3%
- LAKE LOTHING DEVELOPMENT 3%
- ROAD INFRASTRUCTURE 2%
- CREATIVE ARTS PROVISION 1%
- THE SCORES 1%
- FISHING MUSEUM 1%
- MARINA 1%

Figure 1 - Provides an overview of community engagement via the MyTown's page. It identifies the town centre and Gull Wing as priority projects, this is reflected within the investment plan.

BUSINESS IN THE COMMUNITY (BiTC)

Business in the Community is a business led membership organisation dedicated to responsible business. Lowestoft was chosen by BiTC to be their next 'Place' as part of their national placemaking programme, which has involved partnership working with BiTC members to create relationships that improve the future prospects of the chosen place.

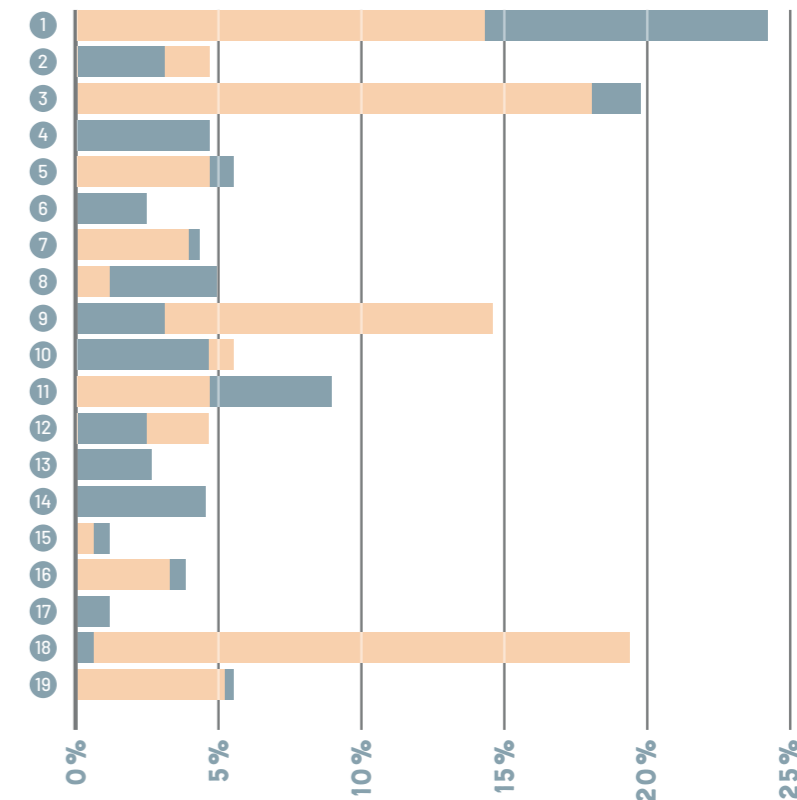
BiTC East of England is Chaired by the Chief Executive of Anglian Water. East Suffolk Council was approached to work with both Anglian Water and BiTC on Lowestoft. Anglian Water introduced BiTC member, Kier, to the placemaking programme who seconded a member of staff for 2 years to work as a Business Connector in Lowestoft to support partnership and stakeholder engagement to aid development in the town.

BiTC have also supported the development of this document through a peer review.

PEER REVIEW

Throughout the process of developing this investment plan, the Lowestoft Place Board have been working closely with Thinkingplace Ltd who were commissioned to act as a critical friend. Thinkingplace Ltd have a proven approach in place-branding, place-making, and place-marketing, which has demonstrable credibility, robustness and has been successfully applied to over 60 places across the UK and Ireland.

Thinkingplace Ltd have been invaluable in terms of interrogating each stage of the investment plan, which included a full review of the project prioritisation methodology and its results. Feedback has been absorbed into each section of the investment plan to ensure its deliverability.



● COMMUNITY ● BUSINESS

Figure 2 - demonstrates the split between community and business engagement. The town centre and Gull Wing were both highlighted by business groups and the community. Local businesses highlighted the need for development of the port and tidal barrier, whilst the community highlighted the fishing industry and enhanced leisure opportunities as key priorities.

1. TOWN CENTRE; 2. BUSINESS INNOVATION; 3. GULL WING; 4. SEAFRONT; 5. PUBLIC REALM; 6. FISHING MUSEUM; 7. NESS POINT; 8. FISHING; 9. PORT / ENERGY; 10. YOUTH CENTRE; 11. LEISURE FACILITIES; 12. LAKE LOTHING DEVELOPMENT; 13. CREATIVE ARTS PROVISION; 14. SUSTAINABLE TRAVEL; 15. MARINA CENTRE; 16. ROAD INFRASTRUCTURE; 17. THE SCORES; 18. TIDAL BARRIER; 19. DIGITAL

1.5 STRATEGY



STRATEGY

The construction of this investment plan has also involved a process of strategic alignment, which was necessary to ensure that the vision for the town, alongside a set of transformative project interventions, is linked to national, regional and local strategies and policies, including those of the Town's Fund.

LOCAL PLANS

WAVENEY LOCAL PLAN 2014 - 2036

Forming the backbone of this investment plan and providing a core evidence base, strategy and justification for intervention, has been the Local Plan, formally adopted in March 2019. Lowestoft is a key focus of the Local Plan and is expected to accommodate the majority of the district's growth over the next 20 years. Regeneration in central and coastal Lowestoft has been earmarked to deliver a significant amount of new housing (over 1,500 new homes) as well as stimulating the largest share of new job creation and economic development (38 hectares of new employment land).

The key objectives from the Local Plan for central and coastal Lowestoft include: improving connections and permeability around the town centre; creating a better relationship to the waterfront; supporting the port (capitalising on the growth of the clean energy sector); enhancing the vitality of the town centre; bringing back underutilised and derelict land; enhancing the tourism offer; delivery of new housing and improving the natural, historic and built environment.

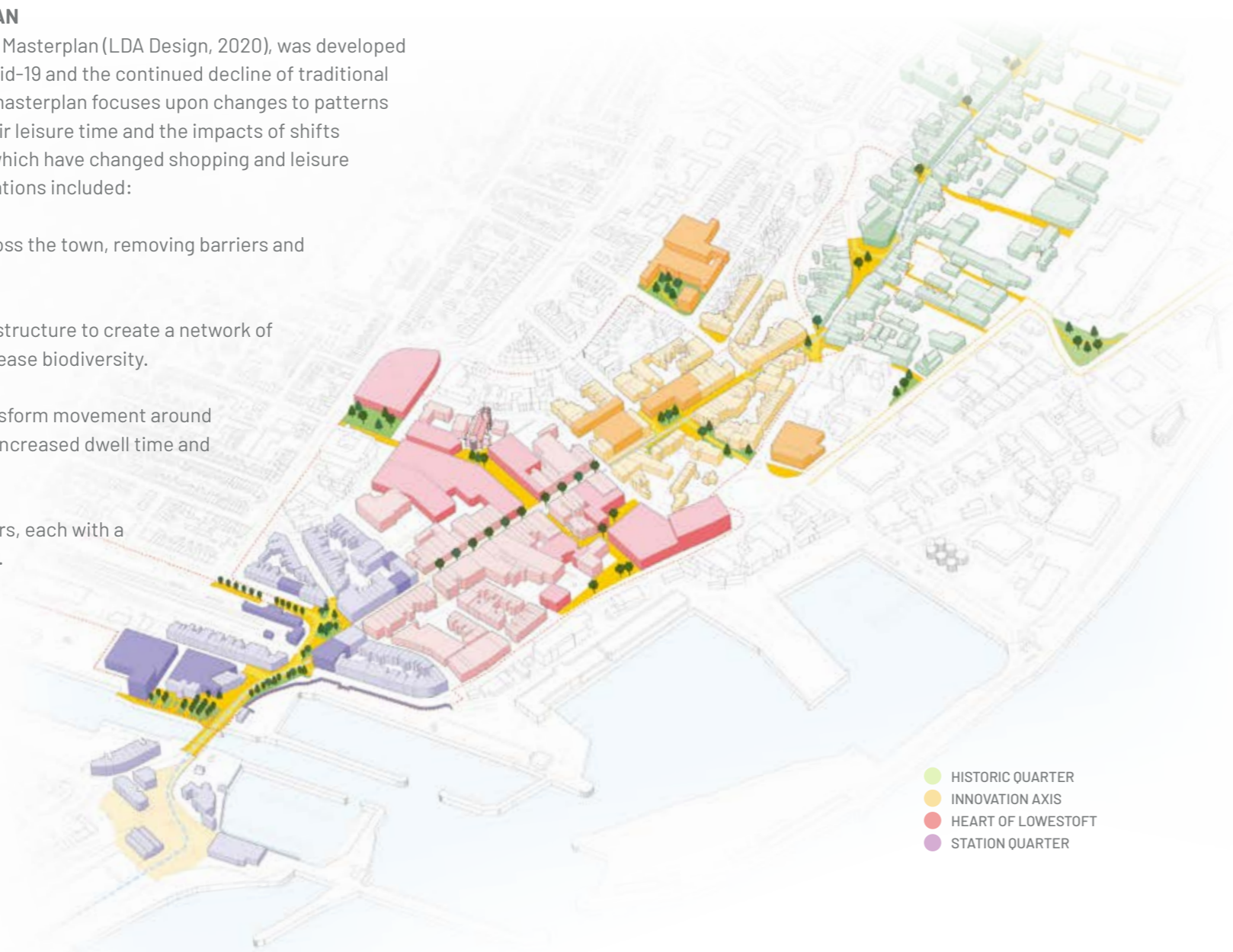


TOWN CENTRE MASTERPLAN

The Lowestoft Town Centre Masterplan (LDA Design, 2020), was developed against the backdrop of Covid-19 and the continued decline of traditional retail in town centres. The masterplan focuses upon changes to patterns in the way people spend their leisure time and the impacts of shifts in technology and lifestyle which have changed shopping and leisure expectations. Recommendations included:

- To improve movement across the town, removing barriers and strengthening connections.
- To incorporate green infrastructure to create a network of green open spaces and increase biodiversity.
- To use public realm to transform movement around the town and to encourage increased dwell time and associated spend.
- Create four distinct quarters, each with a different focus and purpose.

MAP CREATED BY LDA DESIGN



- HISTORIC QUARTER
- INNOVATION AXIS
- HEART OF LOWESTOFT
- STATION QUARTER

HOUSING

The East Suffolk Council Housing Enabling Strategy 2020 – 2025 sets out the following principles for housing development in Lowestoft:

- Increasing the supply of new housing to meet a range of needs, with a more proactive role for the Council supporting the development of affordable homes.
- Working in partnership – supporting successful communities, regeneration, and economic development.
- Delivering on ambitions to ensure development across the district is increasingly sustainable, including through minimising carbon emissions, and ensuring that development is undertaken in a way which protects and enhances the environment.



CULTURE

The 'Making Waves Together' project involved a partnership with our neighbours, Great Yarmouth, to increase the capacity of the cultural offer in both towns. An output of the project, in coordination with the Lowestoft Cultural Leadership Group, was the creation of the Lowestoft Cultural Strategy 2020-2025. The strategy brings forward cultural regeneration and enhanced creative opportunities for the town. The impact of the strategy will include making a positive contribution to people's lives and enabling the town's rich and varied cultural assets to grow stronger and enhancing resilience. Recent evaluation highlighted that pre-Covid-19, audiences' engagement with culture was on the rise, with residents feeling increased pride in place. The priorities of the cultural strategy are built into the overall investment plan.



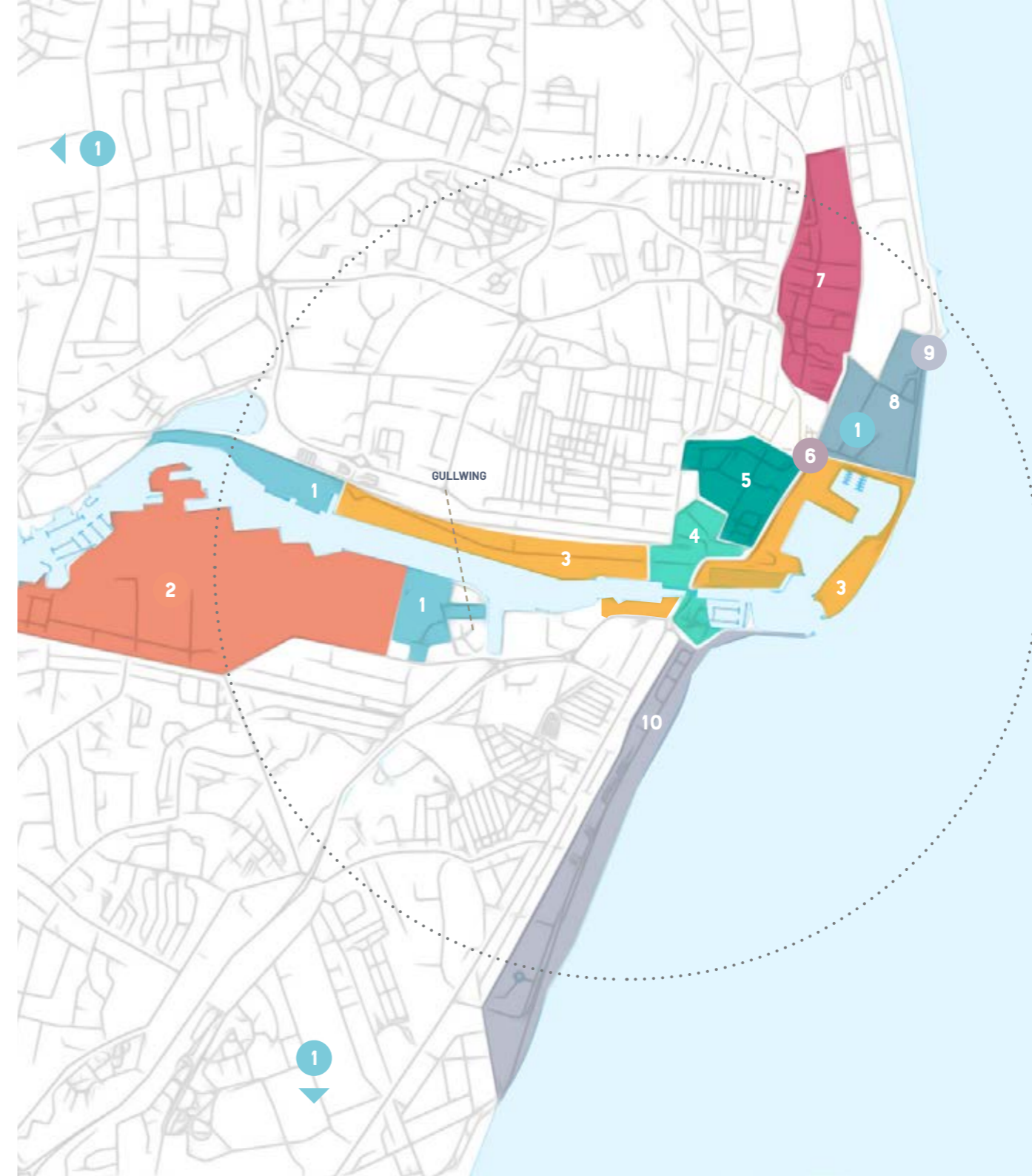
SPATIAL STRATEGY

The interventions detailed within this investment plan sit in the agreed Towns Fund boundary for Lowestoft, which builds on the spatial distribution as set out in the Waveney Local Plan. The predominant focus for existing and planned interventions is centred in and around central and coastal areas of Lowestoft, in particular areas around the town centre including key gateway points into the centre, encompassing the existing Heritage Action Zones boundaries both north and south of the town centre. Another focal point of the strategy is key employment land opportunities situated in and around the port, encompassing both the inner and outer harbour and the regeneration opportunities on the south seafront which is a prime visitor attraction. These are all areas within the town which have been earmarked for substantial growth opportunities but also areas which demonstrate specific acute challenges in terms of barriers to growth, high-levels of deprivation and a failing town centre with higher than the national



average vacancy rates. Benefits deriving from these developments will be felt throughout the agreed town boundary and more widely, as interventions will look to improve connectivity within the town, creating new employment opportunities and providing increased cultural and leisure facilities for residents. It is these areas of the town which also provide the greatest potential for positive transformation.

Central and coastal Lowestoft benefit from a high concentration of key assets including the town centre, port, the seafront and proximity to the Broads, extensive areas of waterfront, a rich historic environment and good public transport links. It's this critical mass of assets which offer the potential for transformative positive change in the town, with key strategic pieces of infrastructure to be delivered over the next five years in the Gull Wing and strategic flood protection measures, providing enhanced resilience, unlocking key sites for future economic growth.



SPATIAL STRATEGY MAP KEY:

- 1 ENTERPRISE ZONES
- 2 KIRKLEY WATERFRONT & SUSTAINABLE URBAN NEIGHBOURHOOD
- 3 PORT DEVELOPMENT
- 4 STATION QUARTER
- 5 HEART OF LOWESTOFT
- 6 CULTURAL QUARTER
- 7 HISTORIC HIGH STREET
- 8 POWERPARK
- 9 NESS POINT LANDMARK
- 10 SOUTH BEACH

ANALYSIS AND RATIONALE

The investment plan looks to align with Government's five foundations for a transformed economy through the UK's Industrial Strategy – Building a Britain fit for the future. In particular it looks to align with ambitions around green energy, improved infrastructure, higher paid jobs and enhanced digital connectivity.

Given the geographic location of the region and that of the town, Lowestoft can play a significant part in the Government's plan to produce 40GW of offshore wind power by 2030 as part of its overall strategy to reduce greenhouse gas emissions to zero by 2050. This is further reinforced regionally within New Anglia Local Enterprise Partnership's (NALEP's) Economic Strategy for Norfolk and Suffolk, which highlights Lowestoft as a key, priority place to drive growth. Other key sectors within the economic strategy include tourism and the opportunities linked to culture as a driver for growth.

Recently, Lowestoft has been at the forefront in using heritage and culture as a driver for regeneration, which strategically aligns with Historic England through the delivery of Heritage Action Zone's, NALEP's Culture Drives Growth Strategy and Arts Council England's Let's Create Strategy, by utilising heritage assets and building the capacity of our cultural assets to drive growth, supporting creative people and enhancing the cultural offer for our community.

East Suffolk Council has been working in partnership with NALEP to develop a Local Industrial Strategy for Norfolk and Suffolk. Transport, digital connectivity, and flooding are focal points of the investment plan and form a key part of NALEP's ambitions to grow the economy.

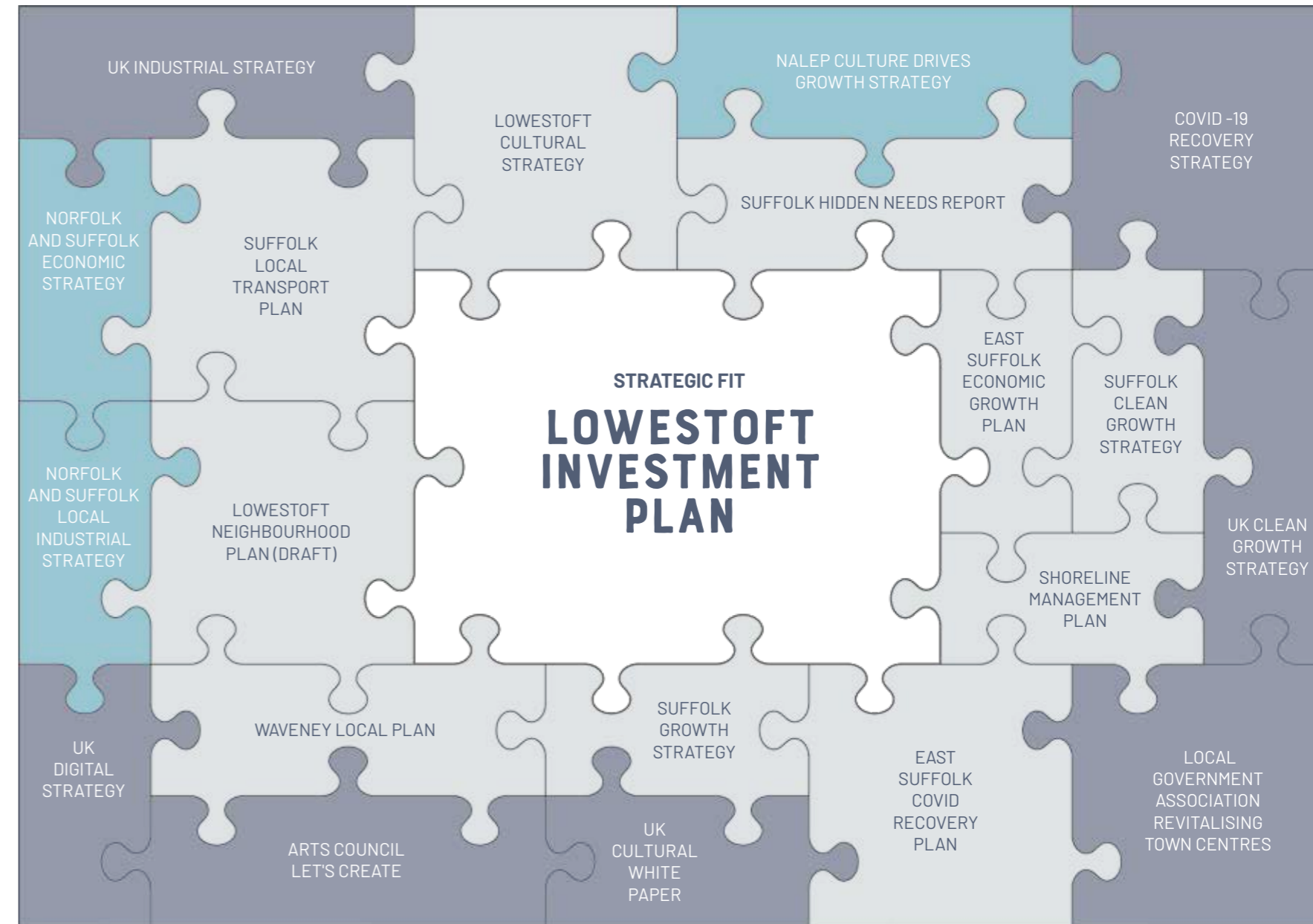
The plan also aligns strongly with Suffolk County Council's Inclusive Growth Framework, providing a shared understanding across Suffolk of what inclusive growth means and more importantly, how adopting an

LOWESTOFT HAS BEEN AT THE FOREFRONT IN USING HERITAGE AND CULTURE AS A DRIVER FOR REGENERATION



inclusive or people-focused approach to all aspects of public sector work can benefit residents, especially the most vulnerable. The framework has been used in business planning and policy development, so that an inclusive growth approach is embedded in strategy, plans and action. Suffolk County Council and East Suffolk Council are using this framework to review how all of the work in Lowestoft meets the outcomes of this inclusive growth approach.

The review of key strategies was undertaken to ensure the ambitions and interventions proposed within the investment plan aligned with current policy, which along with the feedback obtained through the engagement process, allowed for a detailed SWOT Analysis to be undertaken.



● LOCAL ● REGIONAL ● NATIONAL

Five key thematic areas of intervention were established, which would be reflected in the vision for the town. These are:

- 01 Employment, enterprise and skills;
- 02 Transforming our town centre; retail and leisure;
- 03 Celebrating our culture and heritage;
- 04 Living your life in Lowestoft; and
- 05 Collaboration and connecting.

The results of the SWOT analysis were presented to the Lowestoft Place Board in March 2020, along with a list of 18 objectives, which was felt would capitalise on the strengths and opportunities, as well as addressing some of the key challenges facing the town. The Place Board ranked and prioritised each of the objectives, with a final, approved list of objectives being fed into a project prioritisation scoring matrix to evaluate projects for the investment plan.

THE INVESTMENT PLAN HAS FIVE KEY THEMES:



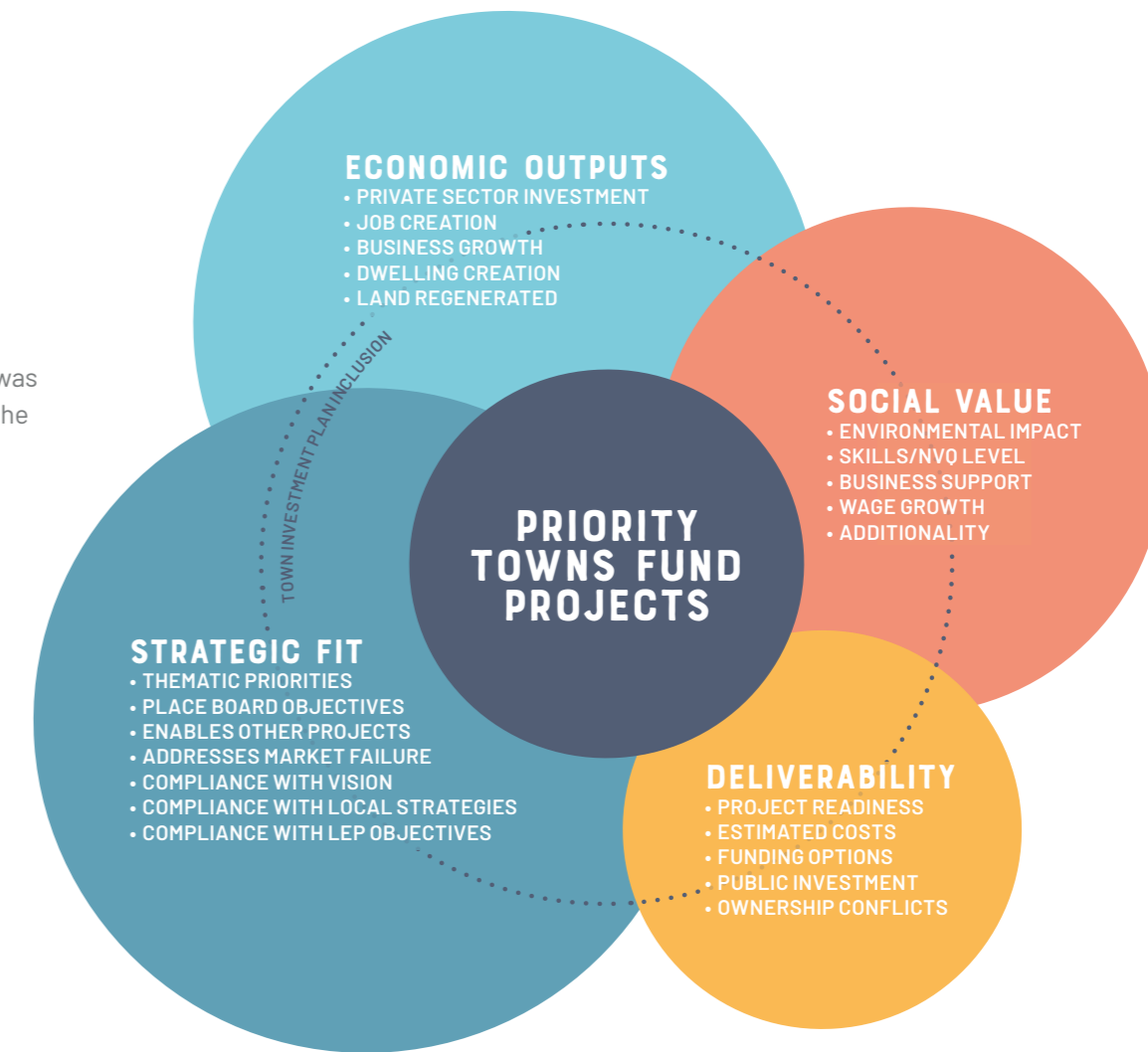
OUR OBJECTIVES

- To improve the quality, sustainability and range of housing stock, futureproofing housing demand.
- To provide a town which retains and attracts young people to work and live.
- To provide facilities, employment land and premises to capitalise on the continued investment in the clean energy, engineering, maritime and science sectors.
- To enhance the natural environment and increase the resilience of the town to mitigate and adapt to the current and future impact of climate change.
- To invest in infrastructure to meet requirements, that attract private sector investment whilst retaining and growing businesses.
- To increase long term employment opportunities, including higher skilled jobs that raise aspiration.
- To transform the core of the town centre and seafront to increase footfall to grow the daytime and evening economy and provide social space for the community and visitors.
- To encourage active and sustainable methods of transport that improve connectivity, reduce journey times, increase footfall, and attract investment.
- Secure long-term sustainable delivery of a cultural programme that capitalises on the town's heritage and cultural assets and acts as a catalyst for investment, driving economic growth and enables community cohesion.
- To improve digital infrastructure for current and future generations.
- To enhance facilities and the public realm to provide a safer, more attractive environment that improves the physical and mental wellbeing for the community and visitors.

PROJECT PRIORITISATION

To prioritise projects and assess impacts against the investment plan objectives, a scoring matrix was developed, which included the metrics shown in the following diagram:

OVER 50 PROJECTS WENT THROUGH THE PRIORITISATION PROCESS, WITH PROJECTS SUBMITTED FROM A VARIETY OF STAKEHOLDERS WITHIN THE PUBLIC, PRIVATE AND VOLUNTARY SECTOR.



To be considered for inclusion in the investment plan, projects had to score a minimum of 50% of the total marks available. Projects which scored the highest have been highlighted as priority for development and where applicable, were considered for Towns Fund investment.

2.0 VISION AND PRIORITY PROJECTS

PIC BY PLACE SERVICES

VISION

The vision for Lowestoft is the culmination of 18 months' work, which has consisted of community and stakeholder engagement workshops, evidence gathering and strategic analysis to set out a vision which highlights the unique characteristics and assets of Lowestoft to transform the economic and social prosperity of the town.

"Post Covid-19, Lowestoft will be a place, both to live and to work locally as the need and desire to travel becomes reduced. Therefore there will be a need for quality mixed tenure of housing close to the centre. There will be aspiration and ambition so everyone aims higher and believes they can be successful in their place; skilled and self-reliant: focussing on up-skilling local people, attracting new talent where necessary and growing a sustainable local economic base; retaining and inspiring young people to grow and keeping our own talent.

We will collaborate and connect across the region and to London; whilst digitally opening up job opportunities. We will work across sectors and be place led. We will become resilient and sustainable, being robust and adaptive in responding to climate change. We will come together as a community using our town centre as it becomes a vibrant hub. A centre where the needs of functionality and fun are met, some shopping provided but where culture, leisure and escapism have a leading role and given recent experiences the importance of our place being where we're happy and a place we call home."



2.1 EMPLOYMENT, ENTERPRISE AND SKILLS

"Lowestoft's economy has always been inextricably linked with the sea and what began with fishing became the home of Birds Eye and frozen food, which gave way to oil and gas exploration and we have a unique opportunity to be the centre for Clean Energy.

The world's largest offshore wind market is off the East Anglian coast and Lowestoft already has considerable strengths and resources in this sector which, with key interventions, will provide significant growth potential and a once in a generation opportunity to develop as a centre of excellence in this field.

This will provide a range of job opportunities and specifically give our young people the chance to develop skills, earn more, establish businesses, and build their lives in Lowestoft. The enormous commercial potential aligns perfectly with the town being the home to the Centre for Environment, Fisheries and Aquaculture Science (CEFAS) which has just re-developed a multi-million pound headquarters. This will allow us to grow an exemplar marine science cluster of expertise, local supply chain and develop a local skills hub.

Our successful Enterprise Zones will be the catalyst for the further interventions needed to realise this opportunity and with partners maximise private sector investment. Our focus is to bring forward employment land especially with quayside access and building on the success of ventures such as PowerPark. This will allow us to provide 'move on' space and provide a home for leading businesses in the clean energy sector."



PIC BY CEFAS

PROJECT NAME

EMPLOYMENT READINESS PROGRAMME

PROJECT DESCRIPTION

This project delivered by East Coast College will provide a framework to move people who are currently not in employment, education or training (NEET) into sustained employment and apprenticeships. The uniqueness of the project is that not only will it provide skills and employment training, but also supported work placement elements which will match students to future vacancy openings, in turn providing the student with a gradual entry to work (with mentoring) as well as providing the employer the opportunity to see the person in the workplace and nurture them for the future.

STRATEGIC ALIGNMENT

- To provide a town which retains and attracts young people to work and live
- To increase long term employment opportunities, including higher skilled jobs that raise aspiration



PICS BY EAST COAST COLLEGE

PROJECT RATIONALE

Lowestoft has areas of severe deprivation, with NEETs and unemployment all embedded within low self-esteem, low paid jobs, low aspiration, poor progression into permanent employment and higher-paid roles.

OUTPUTS & OUTCOMES

- OUTPUTS**
- To support 100 people back into full-time employment
- OUTCOMES**
- Higher skilled workforce
 - Longer term jobs
 - Higher levels of skills and qualifications

PROJECT NAME

GATEWAY IMPROVEMENTS TO LOWESTOFT PORT

PROJECT DESCRIPTION

The project will create, new, high value jobs and unlock future inward investment, securing the town's future as a hub for the clean energy sector.

The development will include two key elements at vital entry points to the port. The first will involve reinforcing the quay wall which will bring back an underutilised site to full working order. This will then enable provision for the development of a secure and sustainable, 317 space parking solution for port workers and those using the port. The development will include a range of sustainable power solutions, including electrical car charging facilities. This will in turn reduce congestion into the town centre, seafront and port, improving a key entry point to the town, whilst creating space to enable future development opportunities and maximise employment opportunities within the outer harbour. The project will be supported by improvements to the public realm, providing enhanced waterfront connectivity with improvements to walking and cycling routes as well as improving the overall perception of this key strategic site to visitors, the community, and future investors.

The second element of the project looks at improvements to the entry point to the port, the outer harbour and PowerPark (an area specifically designated for a cluster of businesses to support clean energy). The development will include improved connectivity, which is vital to ensure that access is suitable to the outer harbour to meet the increasing needs of the clean energy sector. Improved public realm will provide much needed connectivity, linking the town centre to the port and PowerPark, with the ambition to make the town more desirable to work and live and to complement the recent £20m investment from ScottishPower Renewables, which has secured their future in the town for the next 30 years.

The development will also include regenerating vacant space next to the outer harbour to develop open storage units to increase and expand business capacity and improve efficiency.

Overall, the project will create a high-quality gateway to the port, which will help improve perceptions and stimulate future inward investment, safeguard and create new high skilled jobs, and supporting growth opportunities.

PROJECT RATIONALE

A land needs assessment has been undertaken to support offshore engineering in Waveney, which highlighted a lack of quality quayside facilities in Lowestoft, which this project looks to address. The development of this area will also help attract future inward investment and improve connectivity between the town centre, seafront and the port.

STRATEGIC ALIGNMENT

- To provide a town which retains and attracts young people to work and live
- To provide facilities, employment land and premises to capitalise on the continued investment in the clean energy, engineering, maritime and science sectors
- To invest in infrastructure to meet requirements, that attract private sector investment whilst retaining and growing businesses
- To increase long term employment opportunities, including higher skilled jobs that raise aspiration
- To encourage active and sustainable methods of transport that improve connectivity, reduce journey times, increase footfall, and attract investment
- To enhance facilities and the public realm to provide a safer, more attractive environment that improves the physical and mental wellbeing for the community and visitors

OUTPUTS & OUTCOMES

OUTPUTS

- 8,100m2 of commercial space
- 28,100m2 of public realm
- 140 direct/indirect jobs
- 5 apprenticeships

OUTCOMES

- 40 enterprises utilising commercial space
- Improved perception by residents and businesses
- Increased land values
- Private sector investment
- Economic growth



PIC BY PLACE SERVICES

PROJECT NAME

EASTERN ENERGY HUB AND POWERPARK

PROJECT DESCRIPTION	PROJECT RATIONALE		
<p>The project focuses upon supporting the clean energy sector within Lowestoft, and sees the Eastern Energy Hub and PowerPark transformed to become an exemplar port and energy destination. It will provide key infrastructure to support larger commercial vessels into the port, the creation of new business facilities and provision for low and zero carbon fueling.</p> <p>The ambition is to reallocate seven hectares of current Enterprise Zone land to the port area, to position Lowestoft as a key hub in the drive towards a zero-carbon economy. It will also bring along the fishing industry and oil and gas sectors. The project includes extensive development throughout the inner and outer harbour.</p>	<p>Lowestoft is well positioned geographically to capture the anticipated growth within the clean energy sector and continue to support Operations and Maintenance (O&M) bases, which service the wind farms off the East Anglian Coast. ScottishPower Renewables and SSE both currently operate out of Lowestoft.</p> <p>O&M operations are shifting towards larger vessels, which require deeper port access, this project will address this with reconstruction of port infrastructure.</p> <p>There will be demand for additional office, storage, and workshop space within close proximity of the port to support the estimated £60billion investment within the sector by 2040.</p>		
STRATEGIC ALIGNMENT	OUTPUTS & OUTCOMES		
<ul style="list-style-type: none"> • To provide a town which retains and attracts young people to work and live • To provide facilities, employment land and premises to capitalise on the continued investment in the clean energy, engineering, maritime and science sectors • To invest in infrastructure to meet requirements, that attract private sector investment whilst retaining and growing businesses • To increase long term employment opportunities, including higher skilled jobs that raise aspiration • To encourage active and sustainable methods of transport that improve connectivity, reduce journey times, increase footfall, and attract investment • To enhance facilities and the public realm to provide a safer, more attractive environment that improves the physical and mental wellbeing for the community and visitors 	<table border="0"> <tr> <td> <p>OUTPUTS</p> <ul style="list-style-type: none"> • Regeneration of 18,800m2 dilapidated sites for commercial development • 28,100m2 of improved public realm • 850 direct / indirect jobs created • 40 businesses created • 25 apprenticeships created </td> <td> <p>OUTCOMES</p> <ul style="list-style-type: none"> • Economic growth • Private sector investment • Sustainable skilled employment • Increased land values • Improved business perceptions </td> </tr> </table>	<p>OUTPUTS</p> <ul style="list-style-type: none"> • Regeneration of 18,800m2 dilapidated sites for commercial development • 28,100m2 of improved public realm • 850 direct / indirect jobs created • 40 businesses created • 25 apprenticeships created 	<p>OUTCOMES</p> <ul style="list-style-type: none"> • Economic growth • Private sector investment • Sustainable skilled employment • Increased land values • Improved business perceptions
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PROJECT NAME

MARINE SCIENCE CAMPUS

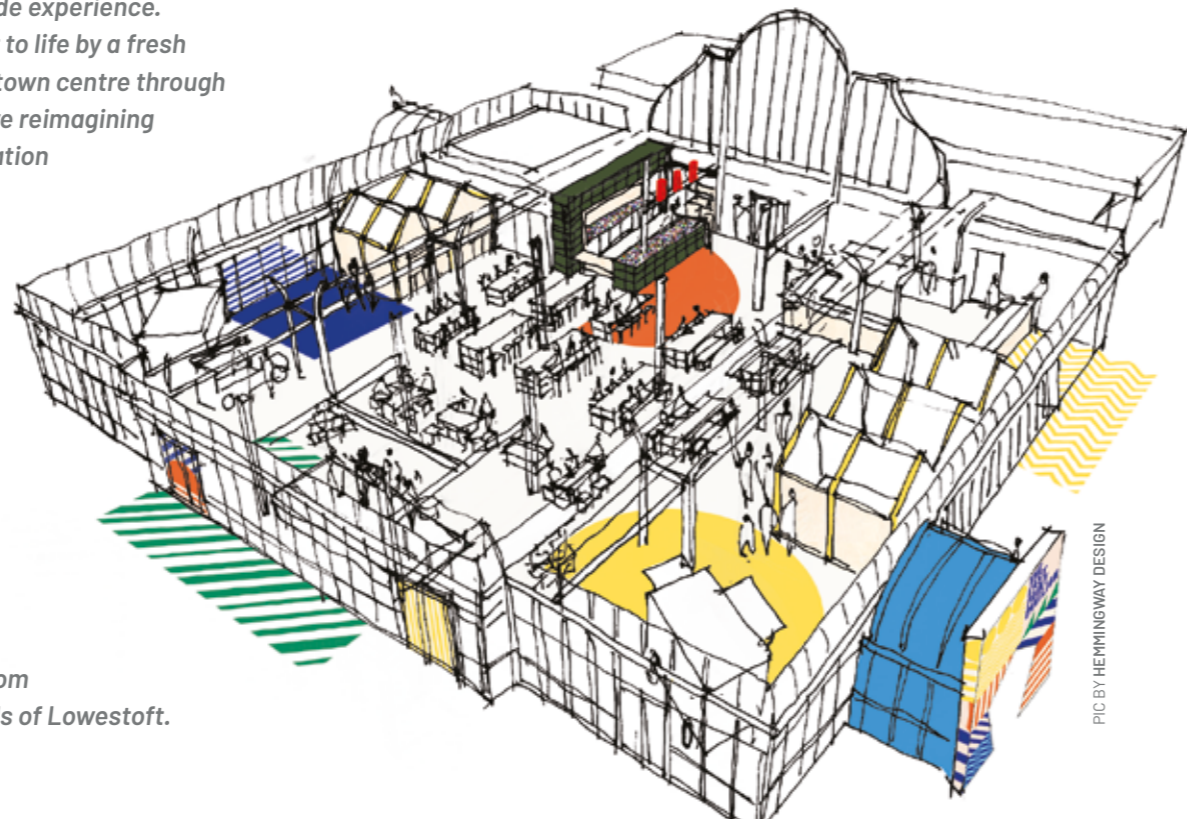
PROJECT DESCRIPTION	PROJECT RATIONALE		
<p>The project involves the development of a Marine Science Campus which will deliver a dedicated, academic institute to Lowestoft. The project will complement and build upon existing assets within the town including Defra's headquarters for Cefas and the Maritime Skills Centre at East Coast College. It will support the growing demand for higher education provision within the marine science sector, which is expected to boom with the growth forecasts within the clean energy sector.</p>	<p>There is very limited marine science capability in the East of England and no consolidated marine science capability in the UK. Cefas are well established in Lowestoft and hold centre of excellence status as the UK Government Marine Science Agency, employing 300+ practising marine scientists at their recently regenerated headquarters.</p> <p>Demand for marine science skills and expertise is expected to increase within the region with the continued development of wind farms just off the East Anglian Coast and the proposed Sizewell C nuclear power station.</p> <p>The opportunity links closely to the recommendations as set out in the town centre masterplan, with the ambition to provide a marine science campus facility within the town centre.</p>		
STRATEGIC ALIGNMENT	OUTPUTS & OUTCOMES		
<ul style="list-style-type: none"> • To provide a town which retains and attracts young people to work and live • To provide facilities, employment land and premises to capitalise on the continued investment in the clean energy, engineering, maritime and science sectors • To increase long term employment opportunities, including higher skilled jobs that raise aspiration • To transform the core of the town centre and seafront to increase footfall to grow the daytime and evening economy and provide social space for the community and visitors 	<table border="0"> <tr> <td> <p>OUTPUTS</p> <ul style="list-style-type: none"> • Between 100 – 200 graduated marine science specialists • New higher skilled jobs created • New academic facility to support marine science • New student accommodation </td> <td> <p>OUTCOMES</p> <ul style="list-style-type: none"> • Lowestoft to become regionally and nationally recognised as the consolidated centre of excellence for the UK • Increase footfall to the town centre • Economic growth • Higher-skilled workforce • Inclusive growth provided through opportunities to local students for education and entry into sustainable higher paid employment </td> </tr> </table>	<p>OUTPUTS</p> <ul style="list-style-type: none"> • Between 100 – 200 graduated marine science specialists • New higher skilled jobs created • New academic facility to support marine science • New student accommodation 	<p>OUTCOMES</p> <ul style="list-style-type: none"> • Lowestoft to become regionally and nationally recognised as the consolidated centre of excellence for the UK • Increase footfall to the town centre • Economic growth • Higher-skilled workforce • Inclusive growth provided through opportunities to local students for education and entry into sustainable higher paid employment
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2.2 TRANSFORMING OUR TOWN CENTRE; RETAIL AND LEISURE

"Lowestoft intends to capitalise on the trends that are influencing the evolution of town centres such as local focus, leisure, creating a community hub, celebrating distinctiveness and has a special set of assets and an ambitious masterplan to enable it to do that. Where else would you find a High Street with two jewels at either end? A medieval streetscape with amazing features such as historic alleyways leading to the seafront and stunning sandy beaches providing an unspoilt seaside experience.

These jewels are going to be polished and brought to life by a fresh approach which will enhance the experience of the town centre through four distinct but connected quarters. This will involve reimagining the heritage assets of Lowestoft through the renovation and repurposing of buildings to host creative businesses, storytelling through new public realm and street animation bringing the triangle market to life all creating a vibrant, artisan village feel to old Lowestoft.

Central to this transformation will be refreshing the fantastic assets already in place such as the Marina Theatre and developing the surrounding space with more leisure opportunities and eating and drinking experiences; a quality environment to linger longer. Hence, our welcome and sense of arrival is vitally important and the linkages and wayfinding from Station Square will highlight and celebrate the jewels of Lowestoft.



PIC BY HEMINGWAY DESIGN

Lowestoft has a beautiful seafront with big skies, beautiful light and an unspoilt sense of place not often found by the sea. The vision has been to make more people aware of this asset and to open it up for different experiences and different age groups. The First Light Festival being an exemplar of this approach and we want to ensure this success is built upon."



PIC BY LDA DESIGN

PROJECT NAME

STATION
QUARTER

PROJECT DESCRIPTION

Station Quarter is the key access point for the town centre, providing connections via road, rail and sea. The project consists of the following:

- Redevelopment of the derelict part of the railway station building, which fronts the town centre – a visible entry point to the town which has been vacant for 50 years and has fallen into disrepair. The project will bring the building back into full use to provide a restaurant, café, and flexible workspace.
- Redevelopment of the 0.11ha Grade 2 Listed former Post Office and Sorting Office – the building occupies a prominent town centre location and has been vacant since 2016 and was purchased by East Suffolk Council in 2017. The redevelopment will create a new cultural/leisure offer at the front of the building, which fronts the town centre, whilst new, town centre housing will be developed at the rear.
- New and enhanced public realm work will enable improved connectivity to other parts of the town centre, whilst creating a destination and meeting place to improve dwell time and maximise green space, with improved access for walking and cycling.

The short to medium term regeneration opportunities are concentrated on a significant public realm revamp which will unlock and strengthen this area to become a catalyst for inward investment and the key arrival space into the town centre. The private sector investment will be game changing for this area to repurpose the long term vacant listed properties which continue to suffer from decline. Better connectivity will unlock the main barrier to inward investment and bridge the gap north and south of the Bascule Bridge and encourage greater movement of footfall and the new diverse character of the area centred around a hotel, waterfront restaurant, alfresco dining culture and an enhance sense of place.

PROJECT RATIONALE

Station Quarter (Station Square) is Lowestoft's most important arrival space by rail, road and sea therefore should provide a welcoming experience that sets the tone for the rest of the town centre. The construction of the Gull Wing Third Crossing and reduced traffic on the Bascule Bridge provide an opportunity to regenerate Station Square and create a new environment.

The continued decline of the town centre has been accelerated due to Covid-19. This project will build upon the recommendations set out within the town centre masterplan, to repurpose the town centre and introduce uses away from traditional retail. The project will complement the Seafront Vision and Cultural Quarter as it provides key connectivity to both areas.

Improved public realm will provide a destination landing point and will encourage increased dwell time, increasing footfall and spend. The ambition is to grow and sustain an evening economy through enhanced leisure use and make the place more attractive to live and work.

STRATEGIC ALIGNMENT

- To provide a town which retains and attracts young people to work and live
- To increase long term employment opportunities, including higher skilled jobs that raise aspiration
- To transform the core of the town centre and seafront to increase footfall to grow the daytime and evening economy and provide social space for the community and visitors
- To enhance facilities and the public realm to provide a safer, more attractive environment that improves the physical and mental wellbeing for the community and visitors

OUTPUTS & OUTCOMES

OUTPUTS

- Delivery of quality residential space
- 2 upgraded heritage buildings
- 1,500m² delivery of public realm
- 2,100m² of commercial floor space
- 190 direct/indirect jobs
- 5 businesses created
- 5 apprenticeships created

OUTCOMES

- Perceptions of the place by residents and businesses
- Increased footfall
- Increased private sector investment
- Economic growth
- Improve perceptions by residents and visitors
- Higher quality of cultural activity



PROJECT NAME

CULTURAL QUARTER

PROJECT DESCRIPTION

This project will provide a largescale mixed-use development that will bring vitality to the town centre through new and enhanced leisure and cultural uses, set within high-quality public realm, providing a landmark building for the town centre with connectivity to the PowerPark. The public realm will act as an 'external foyer', where outreach and public art initiatives will take place to allow for more dwell time and in turn more economic spend.

The project will include:

- Battery Green Car Park and Retail Space – Demolition and clearance of the current site which has been vacant since 2015, to build a new, vibrant building to support performing arts as well as a commercial offer providing a range of cultural and leisure uses. The flexible design will allow for permanent and temporary uses supporting the Covid-19 recovery.
- Marina Theatre development – The project will upgrade the existing theatre to include an extension to the stage area to allow it to attract a wider theatre programme, including touring shows such as musicals, broadening the towns opportunity to capture new audiences and increasing footfall into to the town centre. It will also include moving East Suffolk Council's current customer contact centre out of the proposed Cultural Quarter and replacing it with a food and drink venue.
- Public Realm – Improvements to connectivity between the Marina Theatre, the main town centre, the public space outside of the theatre and creation of a new walkway to the PowerPark, which will include a generous outdoors dining area.
- The new cultural and leisure venue design will incorporate sustainable building standards and will ensure improved pedestrian and cycle provision and connectivity.

PROJECT RATIONALE

The continued decline of the town centre has been accelerated due to Covid-19, with a prevalence of vacant buildings and business closures. This project will build upon the recommendations as set out in the town centre masterplan, complementing planned development at the Station Quarter and Historic Quarter to repurpose the town centre for the future.

A recent viability study assessed the demand / capacity for an enhanced leisure and culture development in the heart of the town. The study recommended a largescale pop-up, flexible space(s), which could accommodate a wide variety of activities along with potential occupiers including leisure management companies. These operators provide space for a host of leisure and cultural uses including music performances, music production space, children activities and temporary play installations, VR gaming, pop up golf, large scale art installation, theatre stage production, set building and immersive art exhibitions.

The study recommended that a food and drink offer should be located centrally inside the current Council Customer Services building which sits at the heart of the planned development, to provide a day and night-time offer.

This project also supports redevelopment of the current theatre to extend the offer and support the theatre's recovery post Covid-19.

STRATEGIC ALIGNMENT

- To provide a town which retains and attracts young people to work and live
- To increase long term employment opportunities, including higher skilled jobs that raise aspiration
- To transform the core of the town centre and seafront to increase footfall to grow the daytime and evening economy and provide social space for the community and visitors
- Secure long-term sustainable delivery of a cultural programme that capitalises on the town's heritage and cultural assets and acts as a catalyst for investment, driving economic growth and enabling community cohesion
- To enhance facilities and the public realm to provide a safer, more attractive environment that improves the physical and mental wellbeing for the community and visitors

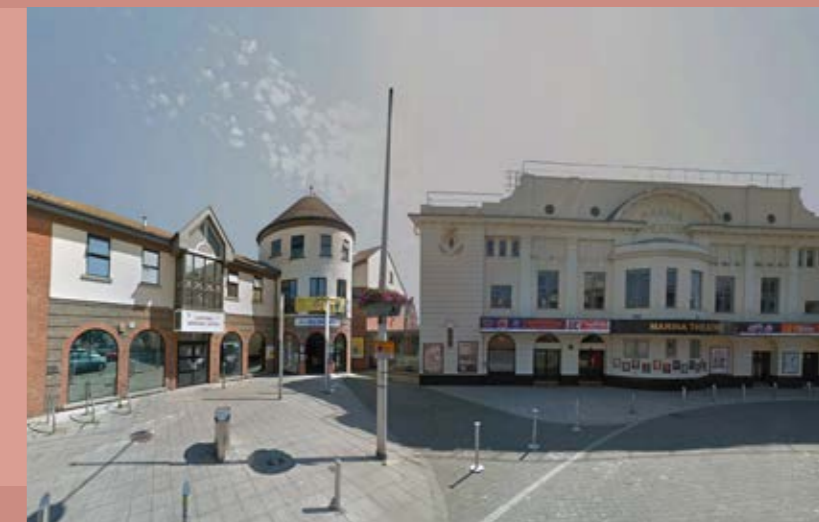
OUTPUTS & OUTCOMES

OUTPUTS

- 1 upgraded theatre venue
- 1 new arts venue
- 9,100m² of commercial floor space
- 9,700m² of public realm
- 2,500m² of refurbished commercial floor space
- 370 direct/indirect jobs created
- 10 businesses created
- 10 apprenticeships created

OUTCOMES

- 1million visitors to arts and cultural venues
- Economic growth
- Increase in footfall
- Higher levels of cultural participation and engagement
- Improvements to wellbeing
- Private sector investment



PIC BY LDA DESIGN

PROJECT NAME

SEAFRONT VISION

PROJECT DESCRIPTION

The Seafront Vision, which is a programme of seafront improvement projects, has been in development since 2018 and to date has included a new destination seafront play area, refurbished public conveniences, a refurbished viewing platform and delivery of the inaugural First Light Festival in 2019, which attracted over 30,000 visitors.

The next stages of this programme of projects will build upon these investments and set the foundations for future growth. The changes include:

- Improved and co-ordinated public realm along 1.5 miles of promenade which will support the town's £60m tourism economy and encourage future inward investment and business growth. The public realm will include designated areas for physical activity which will not only improve health and wellbeing but encourage movement throughout the seafront area. Enhancement to the South Pier and regeneration of Wellington Seafront Gardens.
- The Royal Plain Fountains are a major summer attraction, located next to the East Point Pavilion. The current fountains need urgent replacement due to changes in legislation, it is important to create a new offer as this provides an opportunity to create a landmark water installation experience on the seafront.
- In addition to the public realm improvements major landmarks along the seafront will be rejuvenated to provide new experiences to the seafront which build upon the traditional seafront offer.
- Redevelopment of the East Point Pavilion, a focal point at the entrance to the seafront tourist area. The building has been in decline for a number of years and is currently under utilised. The redevelopment will provide a modern and flexible eating offer and a cultural events space, whilst also providing a base for the First Light Festival, to enable a 12-month delivery programme of cultural events and activities for communities and visitors.
- Redevelopment of Jubilee Beach Chalets will provide 72 new high-quality beach huts built on the cliff top providing stunning views and providing a new regional tourism destination.

PROJECT RATIONALE

Whilst the seafront is rightly considered the jewel in the town's crown, it is in an area of deprivation including low household income, obesity, and poor health determinants. It is important to uplift this area to enhance the lives of our community and radically improve footfall and spend in order to grow the tourism economy.

Covid-19 highlighted the need to develop services which provide a year-round experience and spread income for businesses across a 12-month period.

The development of the Flood Risk Management Programme will bring back investor confidence to this section of the town.

The seafront falls within the boundary of the recently announced London Road, Lowestoft High Street Heritage Action Zone (HSHAZ), this will provide a unique opportunity to enable the redevelopment of historic buildings and the creation of a cultural programme within this area.

STRATEGIC ALIGNMENT

- To provide a town which retains and attracts young people to work and live
- To transform the core of the town centre and seafront to increase footfall to grow the daytime and evening economy and provide social space for the community and visitors
- To enhance facilities and the public realm to provide a safer, more attractive environment that improves the physical and mental wellbeing for the community and visitors

OUTPUTS & OUTCOMES

OUTPUTS

- 1 upgraded prominent landmark
- 72 upgraded seafront facilities
- 300,000m2 improved public realm
- 900m2 commercial floor space
- 30 jobs created
- 10 businesses created

OUTCOMES

- 1.2million visitors to arts, culture and heritage events and venues
- Economic growth
- Increased footfall
- Private sector investment
- Improved perception of the area by residents and community



2.3 CELEBRATING OUR CULTURE AND HERITAGE

"Lowestoft is experiencing a cultural renaissance and is enjoying re-inventing 'being on the edge'. This is a place that is creatively edgy as well as being the most easterly point of the UK; the aim is to make the most of these for residents and visitors alike. The highly innovative and high profile First Light Festival highlighted the potential the place has to be a cultural hotbed that is a significant part of the economy but also benefits the well-being of residents and strengthens their pride in their place. Culture will be the 'glue' that holds community together and connects them with their place.

The Lowestoft Cultural Strategy is the bedrock of this new approach and sets out the opportunities a sustainable events and cultural programme will offer especially as it has significant assets to leverage from historic Lowestoft to the seafront experience. This calls for storytelling, public realm and a focus on a new product that highlights what makes Lowestoft special such as a new visitor facility at Ness Point which portrays what it's like being the most easterly point in the UK.

Lowestoft is also looking to attract a new creative community who want a different place experience with all the special sense of place, texture, and landscape the place provides from the Broads to industry and heritage to coastline. The opportunity to live and work in a historic setting such as old Lowestoft is massively appealing and affordable. Investment into appreciating culture in its broadest sense will also allow focus on the place's significant natural assets, the importance of a special environment and the criticality of climate change for Lowestoft's future."



PIC BY LDA DESIGN

"THE LOWESTOFT CULTURAL STRATEGY IS THE BEDROCK OF THIS NEW APPROACH AND SETS OUT THE OPPORTUNITIES A SUSTAINABLE EVENTS AND CULTURAL PROGRAMME WILL OFFER..."

PROJECT NAME

FIRST LIGHT FESTIVAL CULTURAL PROGRAMME

PROJECT DESCRIPTION

This project will support an annual First Light Festival that will embed cultural growth by supporting year-round activities that promote and utilise local cultural assets including the seafront, Historic Quarter, Cultural Quarter, and the Ness Park.

Linked to First Light's themes of time and tide, the year-round programme will include a winter fair, Easter celebration and late summer bank holiday event, all with music and cultural activity, food and drink traders and a range of local producers. There will also be regular ticketed events targeted at a Lowestoft audience, that by the end of the project would take place monthly. Linked to and promoted by the First Light Festival brand, the pitch fees, drinks commission and ticket income from the year-round events will increase so that by 2027 they will be self-sustaining.

STRATEGIC ALIGNMENT

- Secure long-term sustainable delivery of a cultural programme that capitalises on the town's heritage and cultural assets and acts as a catalyst for investment, driving economic growth and enabling community cohesion
- To provide a town which retains and attracts young people to work and live

PROJECT RATIONALE

The project will drive investment in the cultural sector, attracting creative industries and people to develop Lowestoft into a cultural hub. It will increase interaction with local communities and artists, demonstrating an ongoing commitment to cultural regeneration activity, increasing opportunities for social interaction and growing social cohesion.



OUTPUTS & OUTCOMES

OUTPUTS

- 10% increase to attendance each year to the annual festival of 56,000+ by the end of the project (2027).
- Programme of Cultural events
- 5 direct/indirect jobs created

OUTCOMES

- Improved perceptions by residents and visitors
- Increased cultural participation
- Increased footfall

PROJECT NAME

**HISTORIC
QUARTER**

PROJECT DESCRIPTION

The project will take a conservation-led approach to bring forward benefits beyond the scope of the Heritage Action Zone (HAZ), through improving the built environment to create a sense of place, improving community confidence, and adding to the visitor destination offer to increase economic growth. As a result of the town's relationship with the herring industry, Lowestoft grew in size and fortune, leading to a population of c.2500 (mid-1800s) living below the cliffs and shopkeepers living and trading on the principle High Street west of the cliffs. Today, there remains the remnants of fish sheds and merchant houses and 11 surviving medieval passageways (known as Scores), these assets help to tell the story of the town's rich maritime heritage.

The Grade II Listed former Town Hall has been vacant since 2015 and a feasibility study has identified the building as having a future use as a mixed community offer i.e. events, wedding venue, plus facilities for artisans and creatives and temporary gallery space. Plans will conserve and repair the architectural form and details of the building but include interior changes i.e. internal access and improvements to utilities. The development to the Town Hall will also include a landscaped car park to compliment the community offer.

The Scores, medieval passageways down to the former fishing village, connect the Historic High Street down to Whapload Road with key employment sites and green spaces. The Scores will be repaired and enhanced to celebrate their significance through public realm improvements, enhancements will also take place along the High Street and Triangle Market to create a sense of place and encourage longer dwell times.

PROJECT RATIONALE

This area is under threat from insensitive development and poorly maintained buildings and is on Historic England's Heritage at Risk Register. This area not only includes some of the oldest parts of Lowestoft, but also the north section of the long linear town centre, which serves some of the most disadvantaged communities (IMD) in England. In 2018, this area was awarded Heritage Action Zone (HAZ) Status and in 2020 was master planned as a historic character area (Historic Quarter) in the Town Centre Masterplan.

A feasibility study of the Grade II Listed Town Hall, which has been vacant since 2015, determined that the preferred option is to adapt the building as a mixed community use.

Lowestoft town centre and the historic high street area has suffered from national changes in retail, a high vacancy rate, significantly reduced footfall, and a lack of purpose.

STRATEGIC ALIGNMENT

- To provide a town which retains and attracts young people to work and live
- To increase long term employment opportunities, including higher skilled jobs that raise aspiration
- To transform the core of the town centre and seafront to increase footfall to grow the daytime and evening economy and provide social space for the community and visitors
- Secure long-term sustainable delivery of a cultural programme that capitalises on the town's heritage and cultural assets and acts as a catalyst for investment, driving economic growth and enables community cohesion
- To enhance facilities and the public realm to provide a safer, more attractive environment that improves the physical and mental wellbeing for the community and visitors

OUTPUTS & OUTCOMES

OUTPUTS

- 11 upgraded prominent landmarks
- 1 upgraded protected and historic building
- 16,200m² improved public realm
- 2,800m² refurbished commercial floorspace
- 120 direct/indirect jobs
- 10 businesses created
- 5 apprenticeships created

OUTCOMES

- Improved perception of the place by residents and visitors
- 240,000 visitors to arts, cultural and heritage events and venues
- Increased cultural participation
- Economic growth



PIC BY LDA DESIGN

2.4 LIVING YOUR LIFE IN LOWESTOFT

"As Lowestoft grows and becomes more economically vibrant it needs places to live that reflect this and that requires a range of provision from affordable to more aspirational. The employment linked to clean energy businesses will come from the indigenous population but also by attracting talent. It is important that the place is attractive to incomers so as to boost skills where needed and ensure the town continues to grow in every sense.

There is a wide-ranging approach to future proofing demand which includes town centre living above properties, in reused properties such as the old Post Office and the Lake Lothing development which has the potential for thousands of new homes. The latter has the opportunity to be transformational for Lowestoft and will be directly related to new employment opportunities from the clean energy sector.

This ambitious programme will enable considerable private sector investment and different ways of bringing forward opportunities as well as presenting the economic potential of Lowestoft in a more regional context. The new story of Lowestoft and the collaborative approach this has spawned will be pivotal in realising this potential."

"THE EMPLOYMENT LINKED TO OFFSHORE RENEWABLE BUSINESSES WILL COME FROM THE INDIGENOUS POPULATION BUT ALSO BY ATTRACTING TALENT..."



PIC BY ASSAEL

PROJECT NAME

KIRKLEY SUSTAINABLE URBAN NEIGHBOURHOOD

PROJECT DESCRIPTION

This project will transform the site into a vibrant, inclusive community that is integrated with adjacent areas and provides access to homes and employment, in a high quality environment which maximises the opportunities presented by the waterfront location. The new sustainable neighbourhood will create new homes, a primary school, employment opportunities and improved access to water based leisure pursuits; all within walking distance of the wider town centre, seafront, and the Broads National Park.

PROJECT RATIONALE

The area is dominated by large-scale vacant sites, which have served little purpose for the last 10 years since the decline in timber manufacturing at the Jeld Wen site and the closure of the television factory site at the Sanyo site. The area has some existing businesses operating mainly at Brooke Peninsula, but the units are of varying age and quality with the majority in a dilapidated state and outdated.

The development will tie into several other strategic infrastructure improvements identified in the 'Waveney Local Plan 2014-2036'. The 'Gull Wing' third river crossing and the Lowestoft Flood Risk Management Project developments will positively impact on this area and provide the confidence for development opportunities by removing significant infrastructure barriers. The project is vital to support the housing growth projected in the town.

STRATEGIC ALIGNMENT

- To improve the quality, sustainability and range of housing stock, futureproofing housing demand
- To provide a town which retains and attracts young people to work and live
- To provide facilities, employment land and premises to capitalise on the continued investment in the clean energy, engineering, maritime and science sectors
- To increase long term employment opportunities, including higher skilled jobs that raise aspiration

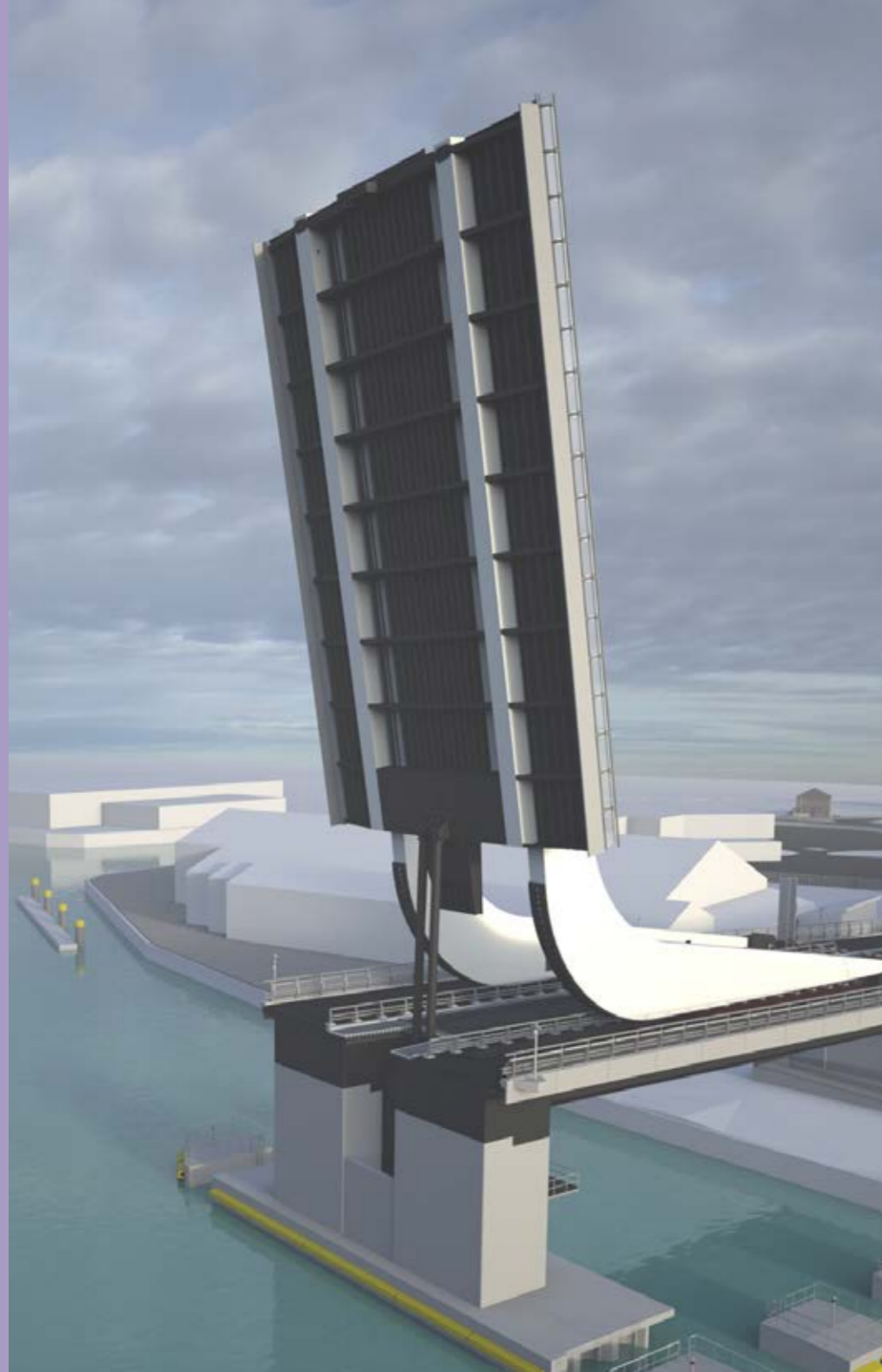
OUTPUTS & OUTCOMES

OUTPUTS

- 17,700m2 commercial floorspace
- 83,800m2 improved public realm
- 775 direct/indirect jobs created
- 15 businesses created
- 25 apprenticeships created
- 1,400 dwellings created

OUTCOMES

- Improved resident and business perception
- Economic growth
- Increased private sector investment
- Increased land values



2.5 COLLABORATION AND CONNECTING

"Lowestoft is very aware of its location and that most of its industry is actually to the east and out at sea! The town runs the risk of feeling and being perceived as peripheral and literally on the edge. However, the new Lowestoft story is changing this narrative and reflecting stakeholders views as to what is an amazing opportunity of being the centre of the clean energy industry and from a tourism perspective the most easterly point of the UK; both of these are under-exploited offers.

Lowestoft is thinking bigger, wider, and reaching out which means collaborating and building relationships with places that will help drive its prosperity such as the Broads, Great Yarmouth, Norwich, and London. Whether in growing the clean energy part of the local economy, attracting tourists, developing a broad cultural offer, or attracting relocators. A regional perspective is fundamental, and Lowestoft is determined to be at the heart of the action.

In considering how the place grows it will be vital to ensure that a response to climate change and protection of the very environment that makes Lowestoft so special is interwoven through everything the place does. From sustainable and smart communities to flood defences, sensitive development and appropriate commercial activity, Lowestoft will embed an adaptive, resilient, innovative and exemplar approach.

Lowestoft is already pursuing a raft of transformational connections that are vital to its future with the Gull Wing set to open up residential and industrial growth potential whilst reducing congestion and associated pollution. Improvements are being sought in rail connectivity to London and nearby cities and cycling initiatives aim to promote healthy living and more sustainable local transport. Critically, as the town looks to realise the potential live/work opportunities for creative and similar enterprises, it is focussed upon improved digital connectivity."

PROJECT NAME

THE 'GULL WING' RIVER CROSSING

PROJECT DESCRIPTION

The Gull Wing river crossing is a major infrastructure project of national importance which will bring a step change for the town of Lowestoft and the wider region. The construction of the bridge is essential to get the local economy moving as Lowestoft emerges from the Covid-19 crisis.

Modelling carried out for the development consent application predicts a reduction of openings of 30-50% compared to the existing bridge. Traffic modelling carried out for the development consent application predicts that the provision of the new crossing will reduce traffic on the existing crossing by a predicted 50%.

The predicted reduction in traffic levels on the existing Bascule Bridge, will enable further regeneration and improvements to Station Quarter, the seafront and the port.

STRATEGIC ALIGNMENT

- To invest in infrastructure to meet requirements, that attract private sector investment whilst retaining and growing businesses
- To encourage active and sustainable methods of transport that improve connectivity, reduce journey times, increase footfall, and attract investment



PROJECT RATIONALE

The provision of the crossing will remove a barrier to much needed growth in Lowestoft by reducing congestion around the town and improving the reliability of journey times, particularly across Lake Lothing.

Public demand for a third river crossing spans back over 125 years according to local newspaper records. Through consultation undertaken, there is near-unanimous support in the town for a third crossing.

As part of an extensive engagement exercise, a survey of 151 local businesses revealed that 83% rated traffic problems as a "significant" or "very significant" problem to their business.

OUTPUTS & OUTCOMES

OUTPUTS

- New river crossing
- 50 apprenticeships created

OUTCOMES

- Improved vehicle flow
- Reduced congestion up to 50%
- Private sector investment
- Higher skilled workforce
- Improved access
- Increased land values

PROJECT NAME

LOWESTOFT FLOOD RISK MANAGEMENT PROGRAMME

PROJECT DESCRIPTION	STRATEGIC ALIGNMENT		
<p>This project is required to enable Lowestoft to remain resilient and adapt to climate change and the resulting increase of severe weather events, enabling regeneration plans to be delivered and businesses to grow into the coming decades.</p> <p>The project is comprised of three solutions:</p> <ul style="list-style-type: none"> • River and rainfall flooding scheme: a series of interventions that includes flood walls, works to river channels and property level flooding resilience measures • Tidal Flood Walls: a series of flood walls and flood gates • Tidal Flooding Barrier: a tidal gate to be built at the mouth of the inner harbour. 	<ul style="list-style-type: none"> • To improve the quality, sustainability and range of housing stock, future proofing housing demand • To enhance the natural environment and increase the resilience of the town to mitigate and adapt to the current and future impact of climate change • To increase long term employment opportunities, including higher skilled jobs that raise aspirations 		
PROJECT RATIONALE	OUTPUTS & OUTCOMES		
<p>482 homes and 373 commercial properties are currently situated in the tidal flood zone in Lowestoft. With sea level rise, this increases to 1,465 homes and 936 commercial premises at risk of flooding. In addition, over 250 homes are at risk of river and rain flooding in the town.</p> <p>Lowestoft's unique location and legacy infrastructure places it at risk of flooding from the sea, rivers and heavy rainfall. In recent years, several severe weather and storm events have resulted in extensive flooding, impacting lives and livelihoods.</p> <p>Key brownfield sites are ideally placed for redevelopment however, land remains derelict partly due to the scale of investment required at site-level to address the flood risk. Therefore, the ongoing risk of flooding is acting as an 'economic brake', constraining growth.</p>	<table border="0"> <tr> <td> <p>OUTPUTS</p> <ul style="list-style-type: none"> • Construction of tidal walls • Construction of tidal barrier • 1,465 homes and 936 commercial properties safeguarded </td> <td> <p>OUTCOMES</p> <ul style="list-style-type: none"> • Economic growth • New businesses created • Increased private sector investment • Increased land values </td> </tr> </table>	<p>OUTPUTS</p> <ul style="list-style-type: none"> • Construction of tidal walls • Construction of tidal barrier • 1,465 homes and 936 commercial properties safeguarded 	<p>OUTCOMES</p> <ul style="list-style-type: none"> • Economic growth • New businesses created • Increased private sector investment • Increased land values
<p>OUTPUTS</p> <ul style="list-style-type: none"> • Construction of tidal walls • Construction of tidal barrier • 1,465 homes and 936 commercial properties safeguarded 	<p>OUTCOMES</p> <ul style="list-style-type: none"> • Economic growth • New businesses created • Increased private sector investment • Increased land values 		

PROJECT NAME

LOWESTOFT FULL FIBRE PROJECT

PROJECT DESCRIPTION	STRATEGIC ALIGNMENT		
<p>This project will expand upon the Suffolk Cloud Project, providing ultrafast broadband to 41,609 households and 2,227 businesses in Lowestoft. In the future it will provide download speeds up to 330mbps up from the current speed of 80mbps and upload speeds up to 30mbps from the current 20mbps.</p> <p>Residential premises will have their connection from the main fibre run into their home provided free of charge as a result of an exclusive partnership agreed between CityFibre and Vodafone. Once the connection is in place customers will then pay a monthly fee as they currently do for their existing broadband package.</p> <p>Further publicly funded financial assistance is also available for businesses to connect the new fibre network through the Government's Gigabit Voucher Scheme.</p>	<ul style="list-style-type: none"> • To improve digital infrastructure for current and future generations • To provide a town which retains and attracts young people to work and live 		
PROJECT RATIONALE	OUTPUTS & OUTCOMES		
<p>This investment will create a state-of-the-art fibre communications network, which will address and potentially overcome some of the key constraints to economic growth and regeneration in the town, namely its geographical remoteness and poor transport connectivity. The project will benefit existing businesses and can be utilised as a tool to attract inward investment. The town will also become an attractive location for those businesses who operate at the cutting edge of digital technology and require very secure, resilient, and fast connections.</p>	<table border="0"> <tr> <td> <p>OUTPUTS</p> <ul style="list-style-type: none"> • Infrastructure to support 5G and full fibre connectivity • Superfast broadband connectivity to 41,609 households and 2,227 business properties </td> <td> <p>OUTCOMES</p> <ul style="list-style-type: none"> • 5G coverage • Improved broadband speeds • Private sector investment </td> </tr> </table>	<p>OUTPUTS</p> <ul style="list-style-type: none"> • Infrastructure to support 5G and full fibre connectivity • Superfast broadband connectivity to 41,609 households and 2,227 business properties 	<p>OUTCOMES</p> <ul style="list-style-type: none"> • 5G coverage • Improved broadband speeds • Private sector investment
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PROJECT NAME

LOWESTOFT SMART TOWN

PROJECT DESCRIPTION

This project will provide a free guest Wi-Fi solution for use by the public at strategic locations throughout Lowestoft, including the town centre. Utilising the wireless technology, a targeted marketing platform will be created to actively promote the town and associated businesses within it.

The project also includes reporting tools and metrics, which will build a visual image of what happens on a day to day basis in Lowestoft including: footfall data; heat mapping on high footfall areas; real time Wi-Fi usage; how many visited over a set period; a breakdown of gender and age as well as how far they travelled to get there.

The information collected will provide an evidence base to enable the town to provide targeted campaigns and events.

PROJECT RATIONALE

The project supports the wider aspirations of the investment plan and the town centre masterplan by complementing the other key projects. The Cultural Quarter, Station Quarter, Historic Quarter, and the seafront will all be able to benefit from customers being able to access free, public Wi-Fi that creates and promotes a sense of place.

Footfall data is vital in analysing visitor movement around the town to measure the success of projects and schemes within the investment plan. It also provides data for effective planning for future events and interventions.

The system will also provide additional support to new and existing businesses within the town who will be able to share offers, promotions, and events through the platform.

STRATEGIC ALIGNMENT

- To provide a town which retains and attracts young people to work and live
- To improve digital infrastructure for current and future generations



PIC BY LDA DESIGN

OUTPUTS & OUTCOMES

OUTPUTS

- Provision of free public Wi-Fi across the town centre geography
- Installation of footfall sensors within the town centre
- Business support and grants to improve digital awareness and skills

OUTCOMES

- High-speed digital connectivity for residents and businesses
- Increased footfall and associated economic impacts

FINANCIAL

PROJECT OUTPUT TABLE

The Lowestoft Flood Risk Management Programme, Gull Wing River Crossing, Full Fibre and Smarter Town projects underpin and protect all of the outputs below.

PROJECT	COMMERCIAL FLOORSPACE M2	REFURBISHED FLOORSPACE M2	PUBLIC REALM IMPROVEMENT M2	JOBS CREATED	BUSINESSES CREATED	APPRENTICESHIPS CREATED	DWELLINGS CREATED	PRIVATE SECTOR INVESTMENT UNLOCKED
Cultural Quarter	9,100	2,500	9,700	370	10	10	0	£17M
Historic Quarter	0	2,800	16,200	120	10	5	0	TBC
Station Square	2,100	0	15,000	190	5	5	9	£19M
Gateway Improvements to Lowestoft Port	8,100	0	28,100	140	0	5	0	TBC
Seafront Vision	900	0	300,000	30	10	0	0	TBC
Kirkley Sustainable Neighbourhood	17,700	0	83,800	775	15	25	1,400	£250M
Marine Science Campus	TBC	TBC	TBC	TBC	TBC	TBC	0	TBC
Eastern Energy Hub and Power Park	18,800	0	28,100	850	40	25	0	£68M
Employment Readiness Programme	0	0	0	100	0	0	0	£0
First Light Festival Cultural Programme	0	0	0	5	0	0	0	£100,000
TOTAL	56,700	5,300	480,900	2,580	90	75	1,409	£354.1M

THEMATIC INTERVENTIONS

The five thematic areas have been captured in a Theory of Change for the overall investment plan, which can be found on the next page.

CONTEXT

LOCAL CONDITIONS

- NATURAL ASSETS
- OFFSHORE CLEAN ENERGY
- STRONG MARITIME HERITAGE
- STRONG EMERGING CULTURAL OFFER
- TWO HERITAGE ACTION ZONES
- ENERGY SKILLS CENTRE
- SEAFRONT VISION DEVELOPED
- MULTI-MILLION £ CEFAS INVESTMENT
- TRANSPORT CONNECTIVITY ISSUES
- HIGH RISK OF FLOODING
- LOW LAND VALUES
- DIFFICULTY RETAINING YOUNG PEOPLE
- HIGH DEPRIVATION LEVELS
- LOW QUALIFICATION LEVELS
- LOW INCOMES
- HIGH SHOP VACANCY RATES
- LOW-SKILLED EMPLOYMENT
- THE IMPACTS OF COVID-19

STRATEGIC CONTEXT

LOCAL, REGIONAL AND NATIONAL STRATEGIES SPANNING POLICY, ECONOMIC GROWTH AND GOVERNMENT WHITE PAPERS.

OBJECTIVES

- IMPROVE QUALITY OF HOUSING STOCK AND FUTUREPROOF DEMAND
- RETAIN AND ATTRACT YOUNG PEOPLE
- PROVIDE EMPLOYMENT LAND TO CAPITALISE ON THE INVESTMENT IN ENERGY, MARITIME AND SCIENCE
- ENHANCE NATURAL ENVIRONMENT AND INCREASE RESILIENCE TO CLIMATE CHANGE
- INVEST IN INFRASTRUCTURE TO ATTRACT PRIVATE SECTOR INVESTMENT
- INCREASE LONG TERM EMPLOYMENT, INCLUDING HIGHER SKILLED JOBS
- TRANSFORM THE TOWN CENTRE AND SEAFRONT TO INCREASE FOOTFALL
- ENCOURAGE ACTIVE AND SUSTAINABLE METHODS OF TRANSPORT
- DELIVERY OF A CULTURAL PROGRAMME THAT CAPITALISES ON THE TOWN'S HERITAGE AND CULTURAL ASSETS
- TO IMPROVE DIGITAL INFRASTRUCTURE FOR CURRENT AND FUTURE GENERATIONS
- ENHANCE FACILITIES AND THE PUBLIC REALM TO PROVIDE A SAFER, MORE ATTRACTIVE ENVIRONMENT

INPUTS

- TOWNS INVESTMENT PLAN
- TOWNS FUND
- PLACE BOARD (TOWN DEAL BOARD)
- STAKEHOLDER ENGAGEMENT & PARTNERSHIP COLLABORATION
- LOCAL COMMUNITIES

OUTPUTS

- 54HA OF LAND REGENERATED
- 1,480 DWELLINGS
- 90 NEW OR EXPANDED BUSINESSES
- 2,580 NEW JOBS
- 75 NEW APPRENTICESHIPS
- £350MILLION PRIVATE SECTOR INVESTMENT
- REDEVELOPMENT OF THE PORT OF LOWESTOFT
- RESILIENCE TO OVER 1,100 HOMES, 800 BUSINESSES, 10,900 JOBS AND £499M ANNUAL GVA INCLUDING SUPPORT TO THE WIDER ECONOMIC ACTIVITY THROUGH THE DELIVERY OF THE LOWESTOFT FLOOD BARRIER & GULLWING PROJECT

OUTCOMES

- ECONOMIC GROWTH
- NEW BUSINESSES
- HIGHER SKILLED WORKFORCE
- INCREASED FOOTFALL IN CORE TOWN CENTRE AND SEAFRONT AREAS
- INCREASED PRIVATE SECTOR INVESTMENT
- SECURED LONG-TERM, HIGHER SKILLED JOBS
- ACCESS TO £60BILLION OFFSHORE CLEAN ENERGY OPPORTUNITY
- REDUCED TRAFFIC CONGESTION AND IMPROVED ACCESS
- HIGH SPEED DIGITAL CONNECTIVITY
- HIGHER LEVEL SKILLS QUALIFICATIONS
- HIGHER QUALITY OF CULTURAL ACTIVITY
- INCREASE IN LAND VALUES

IMPACTS

- RESILIENT TO CURRENT AND FUTURE CLIMATE CHANGE
- RESTORED HERITAGE ASSETS AND ENHANCED NATURAL ENVIRONMENT
- STRONG CULTURAL OFFER THAT ENGAGES AND CREATES PRIDE
- BETTER CONNECTIVITY WITH INFRASTRUCTURE THAT IS SUSTAINABLE
- A TOWN THAT HAS QUALITY DIGITAL CONNECTIVITY
- A POPULATION THAT INCLUDES A YOUNG DEMOGRAPHIC
- A COMMUNITY WITH HIGH LEVELS OF PRIDE
- A SIGNIFICANT IMPROVEMENT IN THE PERCEPTION OF PLACE BY VISITORS, BUSINESSES AND COMMUNITIES

PROJECT ACTIVITY

- CULTURAL QUARTER
- HISTORIC QUARTER
- STATION QUARTER
- GATEWAY IMPROVEMENTS TO LOWESTOFT PORT
- SEAFRONT VISION
- KIRKLEY SUSTAINABLE URBAN NEIGHBOURHOOD
- MARINE SCIENCE CAMPUS
- EASTERN ENERGY HUB AND POWERPARK
- EMPLOYMENT READINESS PROGRAMME
- FIRST LIGHT FESTIVAL CULTURAL PROGRAMME
- LOWESTOFT FLOOD RISK MANAGEMENT PROGRAMME
- THE 'GULL WING' RIVER CROSSING
- LOWESTOFT SMARTER TOWNS
- LOWESTOFT FULL FIBRE PROJECT

FINANCIAL

LOWESTOFT TOWN INVESTMENT PLAN FINANCIAL SUMMARY

The investment plan sets out our ambition to deliver £500M of interventions for Lowestoft:

- £206m has been secured to deliver major infrastructure projects
- Our £24.9 M ask through town deal will unlock projects for future private sector investment

	TOWN INVESTMENT PLAN PROJECTS	DELIVERY	TOWN PROJECT COST	TOWNS FUND ASK	NON-FINANCIAL ASK	POTENTIAL FUNDING PARTNERS	POTENTIAL FUNDING SCHEMES
SECURED	Flood Risk Management Project	2025/26	£67M	-	-	New Anglia LEP / DEFRA / Suffolk County Council / East Suffolk Council / Local Flood Levy	Funding Secured
	Gull Wing	2023/24	£125M	-	-	Suffolk County Council / Department for Transport / East Suffolk Council	Funding Secured
	Full Fibre Project	2022/23	£14M	-	N/A	Suffolk County Council / East Suffolk Council	Funding Secured
	Lowestoft - Smarter Towns	2022/23	£0.2M	-	N/A	New Anglia LEP / East Suffolk Council	Funding Secured
TOWNS FUND	Cultural Quarter	2025/26	£35.8M	£14.7M	-	Private Sector / New Anglia LEP / East Suffolk Council / Arts Council	Future High Streets Fund / Coastal Communities Fund / Arts Council Project Grants / Cultural Development Fund / New Anglia LEP Local Growth Fund
	Station Quarter	2024/25	£28.2M	£2.9M	-	Private Sector / Network Rail / Historic England / East Suffolk Council / Suffolk County Council / Highways England	Sustainable Travel Access Fund
	Historic Quarter	2024/25	£7.4M	£3.3M	-	East Suffolk Council / New Anglia LEP / Lowestoft Town Council	National Lottery Heritage Fund / Architectural Heritage Fund / Future High Streets Fund / Coastal Communities Fund, Heritage Action Zone / New Anglia Local Growth Fund
	Improvements to the Port Gateway	2022/23	£4.6M	£2.7M	N/A	Associated British Ports	N/A
	Seafront Vision	2025/26	£7.9M	£1.3M	-	Private Sector / East Suffolk Council	Coastal Communities Fund, National Lottery Heritage Fund
IN DEVELOPMENT	Eastern Energy Hub & Power Park	2022-30	TBC	-	Reallocation 7ha of existing Enterprise Zone space	Private Sector / Associated British Ports / Suffolk County Council / East Suffolk Council / New Anglia LEP	Enterprise Zone Pot B/ Ports Infrastructure Fund/ New Anglia LEP Local Growth Fund
	Employment Readiness Programme	2022/23	£0.1M	-	-	East Suffolk Council / East Coast College / Private Sector	-
	Marine Science Campus	TBC	TBC	-	-	New Anglia LEP / Education Establishments / East Suffolk Council	New Anglia Future Local Growth Fund
	First Light Festival	2021-27	£0.8M	-	-	Private Sector / East Suffolk Council / Arts Council / Suffolk County Council / Lowestoft Town Council	Arts Council Project Grants / Cultural Development Fund
	Kirkley Waterfront & Sustainable Urban Neighbourhood	2030	£250M	-	Facilitate creation of delivery partnership with Homes England	Private Sector / Homes England / East Suffolk Council / Government	Government Brownfield Housing Fund / Homes England Grant Programmes / Single Housing Infrastructure Fund
TOTAL			£541+M	£24.9M			

FINANCIAL

TOWN DEAL SPEND PROFILE TABLE

TOWNS FUND SPEND PROFILE	2020/21	2021/22	2022/23	2023/24	2024/25	2025/26	TOTAL
Cultural Quarter	-	£1.2M	£1.5M	£1.9M	£10.1M	-	£14.7M
Station Quarter	-	£1.3M	£1.6M	-	-	-	£2.9M
Historic Quarter	-	£0.7M	£2.6M	-	-	-	£3.3M
Improvements to the Port Gateway	-	£0.3M	£2.4M	-	-	-	£2.7M
Seafront Vision	-	£0.2M	£1.1M	-	-	-	£1.3M
Towns Fund Financial Request	-	£3.7M	£9.2M	£1.9M	£10.1M	-	£24.9M



2.6 DELIVERY

DELIVERY

The Lowestoft Place Board consists of a broad spectrum of public, private and third sector partners who have each played a critical role in the development of the Town Investment Plan and will continue that process through to the delivery stage. The Place Board will continue to be the vehicle through which the vision and long-term strategy for the town is defined.

The role of the Place Board is to:

- Develop and agree an evidenced based Town Investment Plan
- Develop a clear programme of interventions
- Coordinate resources and influence stakeholders
- To serve as an advisory body to all forms of local government within Lowestoft
- Oversee the delivery of the Town Investment Plan
- Coordinating the wider Lowestoft placemaking initiative and Ambassadors Programme

THE LEGAL, FUNDING AND PROJECT MANAGEMENT REQUIREMENTS ARE TO BE MANAGED BY EAST SUFFOLK COUNCIL AS THE ACCOUNTABLE BODY FOR THE TOWNS DEAL.



INCLUSIVE GROWTH

The Place Board is keen to ensure that inclusive growth is fully embedded into the Town Investment Plan. The Inclusive Growth Framework developed by Suffolk County Council has been used by East Suffolk Council, to review how all of the work taking place in Lowestoft, including the Town Investment Plan, is meeting the outcomes set out by the framework. This includes economic opportunities that benefit everyone, so no-one is left behind; a healthy resilient workforce; education and skills development opportunities at all ages; safe, appropriate homes; resilient, connected, and sustainable communities. The public sector particularly, are able to influence directly and indirectly, to enable and encourage sustainable, positive outcomes for local people and therefore, have an important role in enabling an inclusive approach to growth. This includes aspects such as social value in procurement, recruitment to ensure equality of opportunity, training and apprenticeships and designing public spaces that enable the wellbeing of communities. The Town Investment Plan projects have been assessed on how they address inclusive growth and in delivery will seek to achieve some of the inclusive growth outcomes of the framework, including aspects such as how contractors and the supply chain will invest in local skills and development opportunities such as apprenticeships and upskilling.

BUSINESS CASE DEVELOPMENT AND GOVERNANCE

East Suffolk Council will coordinate the development of the individual business cases for the prioritised Towns Fund projects along with project partners, including Associated British Ports, the Marina Theatre Trust and Lowestoft Town Council. As a part of the prioritisation process, projects have already gone through an outline business case project template, which will be developed into full business cases in-line with HM Treasury Green Book Business Case Guidance.

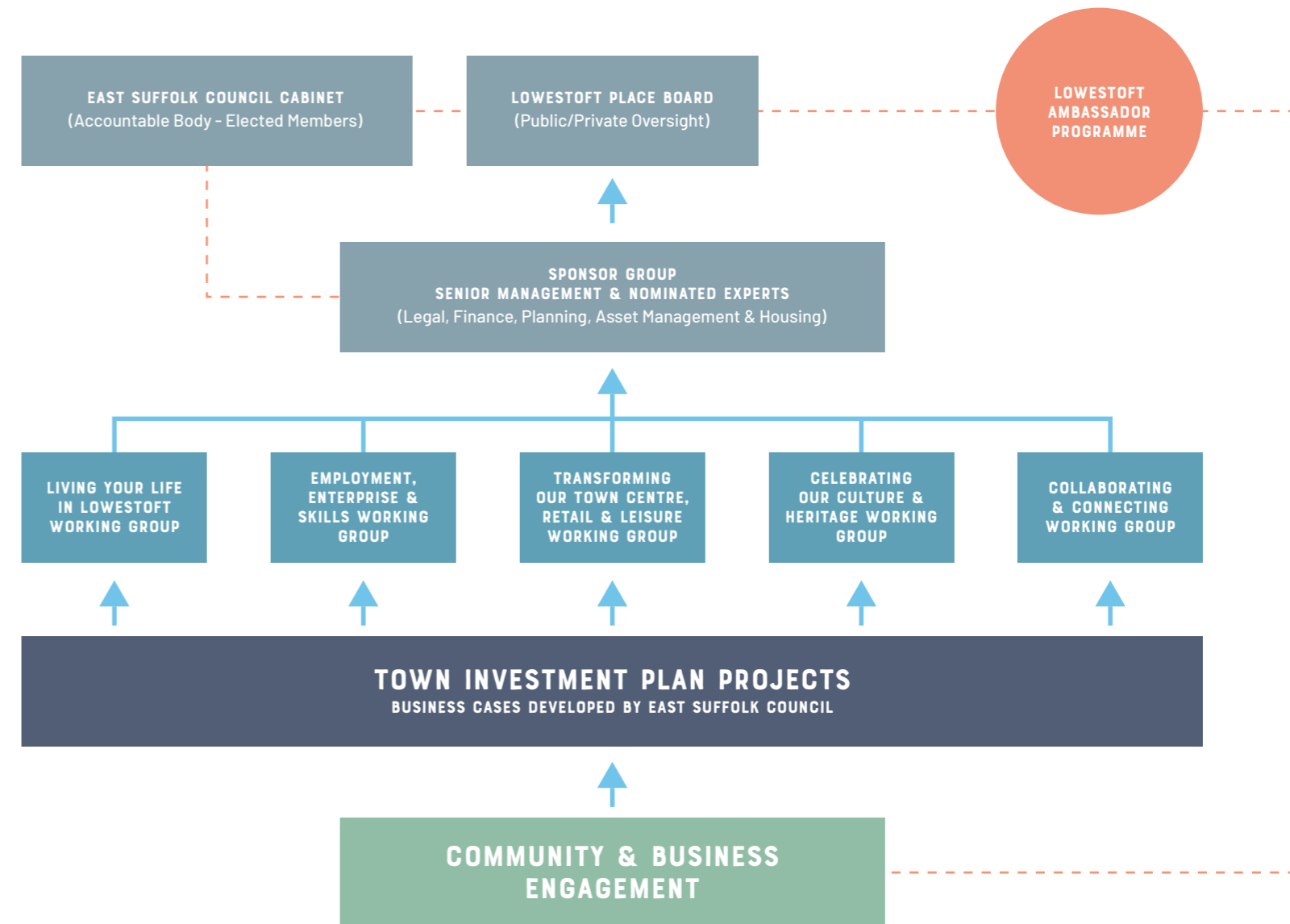
East Suffolk Council's Economic Regeneration Team adhere to Prince 2 Project Management methodologies and processes to ensure that projects are deliverable. A Town Investment Plan 'Sponsor Group', will provide recommendations and scrutiny at business case development stage and an independent appraisal of business cases will also be undertaken, for quality assurance purposes, prior to approval by the Lowestoft Place Board. Additional to this, resources provided through the Towns Fund Hub during business case development, particularly in the appraisal, will be utilised. Business cases will be submitted alongside a Towns Deal Summary Document containing full details around development, delivery, monitoring and evaluation.

DELIVERY PLAN IMPLEMENTATION AND GOVERNANCE

East Suffolk Council's internal delivery teams will manage the day to day delivery of the programme, in partnership with the relevant project delivery partners. The governance arrangements for delivery will mirror those set out in the diagram, using similar governance structures used in business case development. East Suffolk Council's internal delivery teams have a strong track record in the management and delivery of external funding and large scale regeneration projects.

QUALITY ASSURANCE

The Town Investment Plan will have quality assurance processes built into each individual project. Deliverability of projects has been assessed thoroughly at the point of prioritisation, which will be further scrutinised through business case development, and then at delivery phase. Risk assessment and management has been undertaken at a high-level for the project prioritisation stage and will continue during business case development, with a risk register and issues log sitting within the project plan. The Town Investment Plan Programme will have set key performance indicators, due diligence internal audits and monitoring to capture outcomes. Interim and final project evaluation will also be part of the assurance requirements process.



STAKEHOLDER ENGAGEMENT

Stakeholder engagement will continue to be a key component throughout the business case development and project delivery phase. A stakeholder engagement plan will be developed to accompany the programme of projects, and at a project level there will be targeted engagement plans as part of the project management processes.

Lowestoft Ambassadors Programme:

The Lowestoft Ambassadors Programme is made up of stakeholders in the town who are passionate about what Lowestoft has to offer as a place to live and do business. The programme covers the public, private and third sectors, with members charged with “selling” Lowestoft as a place to invest and live. They will cascade the ‘Lowestoft Story’ through their networks (to employees, customers, clients, supply chains). Members will challenge outdated perceptions and misinformation about the town and articulate a more vibrant and optimistic narrative.

The programme will be used as an engagement tool throughout the delivery phase and will hold open events to promote work within Lowestoft, raising awareness of what is happening and identifying opportunities for involvement and collaboration.

Alongside the investment plan, a place making toolkit is being developed, which will create marketing and PR tools for ambassadors and other stakeholders to use to help convey the Lowestoft story.

Business Engagement:

Business engagement has been facilitated through the Lowestoft and Waveney (Suffolk) Chamber of Commerce and Lowestoft Vision BID, which both have representation on the Lowestoft Place Board. Through a stakeholder engagement plan, this engagement will continue through the established networks, on a regular basis to enable them to challenge and provide constructive feedback. Work will also continue with BiTC, including encouraging more businesses to support the transformative work within Lowestoft.

THE AMBASSADOR PROGRAMME WILL BE USED AS AN ENGAGEMENT TOOL THROUGHOUT THE DELIVERY PHASE AND WILL HOLD OPEN EVENTS TO PROMOTE WORK WITHIN LOWESTOFT.

ACKNOWLEDGEMENTS

The Lowestoft Place Board in Partnership with East Suffolk Council would like to thank all contributors to the development of the Lowestoft Town Investment Plan – the public, private, third sector stakeholders, and our community.

#THELEADINGLIGHT

PRODUCED BY EAST SUFFOLK COUNCIL



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DOCUMENT DESIGNED BY
GRAPHITAS