

Believe In Yarmouth

CATCH THE TIDE

A MANIFESTO FOR GREAT YARMOUTH 2021 AND BEYOND
BY GILLIAN HARWOOD, FRSA





“We are at the beginning of a revolution that is fundamentally changing the way we live, work and relate to one another.”

(Klaus Schwab, Founder World Economic Forum) [↗](#)

“The pace of technological change and new innovations has seen a major leap forward in recent years, with many indications that this is likely to speed-up rapidly over the coming decade. As with the coming of the steam engine, the microchip, the World Wide Web and mobile phones, these new technologies are going to fundamentally change the way everyone lives their lives. This coming period has been coined the Fourth Industrial Revolution or 4IR.”

(John McKiernan, FRSA, [FourthPortal.com](#)) [↗](#)

The 4IR provides every town a chance to change its fortunes and become a vibrant, environmentally sustainable location that is good for people, wildlife and the planet.



Believe In Yarmouth CATCH THE TIDE

Great Yarmouth is a medium size town on the Norfolk coast hemmed in by a stunning beach, two rivers and important wetland that leads to the Norfolk Broads National Park. The architecture and heritage go back centuries reflecting the great wealth of previous periods. For a few years the town has been sliding with the ills that have befallen too many British seaside resorts, however the local council are on a mission to change the fortunes of this once bustling locality.

Believe in Yarmouth: Catch the Tide is my vision for Great Yarmouth that builds upon the ambitions of the local authority and civic organisations. I have already purchased a number of architecturally interesting properties, which have been restored or are in the process of being restored to their former glory.

I do not believe the council can invigorate the town on its own, so I am on a mission to find likeminded investors like me who want to really create an example of what post-Covid towns can look like away from the big cities; and in a future where algorithms and robots will be doing much of the menial work.

Gillian.

This prospectus is a snapshot to encourage you to join me on a radical journey of change, and use your money to really invest in the future of Great Yarmouth, its amazing people and the fabulous potential to show what Britain can do when people come together.

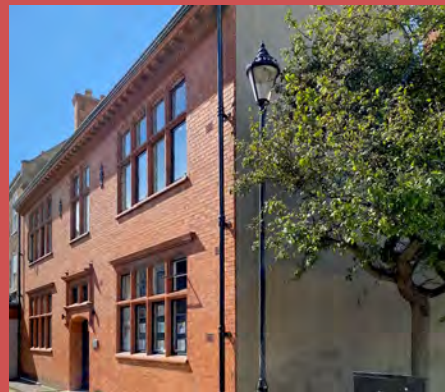
INVESTMENTS SO FAR

I have made a sizable investment in a portfolio of small and architecturally interesting properties right in the Historic Heart of Great Yarmouth.

My regeneration philosophy is to start small and lead by example.



Queen Street has been restored and fully let to a legal practice, with my house in Howard St now fitted out as a holiday let following restoration. Two merchant houses on South Quay are awaiting planning permission to turn into stunning apartments.



St John's Head has been cleaned and reopened as the Fourth Portal, a bar, café, events space inviting people to visualise a future of robots and algorithms. The upper floor will become two fine holiday lets.



Whitefriars Court is an ancient cut-through yard leading off Broad Row. Broad Row and Market Row used to be the London Bond Street of Great Yarmouth and has declined markedly since its heyday. Above the shops remain Georgian houses that are generally in poor repair with too many having unpleasant and uncaring freeholders and landlords. I have purchased a small commercial building on Whitefriars Court, which fronts onto Stonecutters Way, a busy street mainly used by cars rather than pedestrians. My plan is to convert the upper part into two loft-style apartments and use the ground floor as a hub for creative professionals.

HISTORY

With a rich history there remains a heritage of fascinating architecture, despite heavy bombardment during the Second World War due to its strategic importance, and poor planning during the 1950s and 60s. A good number of 'Rows' (very narrow walkways) remain intact, providing a sense of the Brighton Lanes before they rejuvenated.

History, assets and neglect

KEY INDICATORS

Great Yarmouth, or Yarmouth as the super friendly locals call it, has three large economic strings,

- Busy non-domestic commercial port
- Rapidly growing offshore energy facilities, particularly renewables
- Seaside tourism with around 6million visitors in a normal year.



The role of Great Yarmouth Borough Council

The local authority is bidding for various large central government grants in addition to committed spending

- £27 million to replace the leisure centre on the seafront - confirmed
- £3 million on a replacement cover building for the market - bid
- £19.9 million Future High Streets Fund to develop housing in a main thoroughfare from the town centre and other historic buildings elsewhere; move the library to a redundant department store and develop a major car park location with new facilities - bid
- Restore the Winter Gardens using £11m of Heritage lottery money - bid
- £60 billion pounds over ten years shared with other East Coast towns for wind energy.

WINTER GARDENS - SOME BIG THINKING

A local estate agency owner has come up with a stunning idea to create an iconic entrance to Great Yarmouth by restoring and moving the decaying Winter Gardens to a new open riverside parkland setting.

Great Yarmouth needs big ideas!

Kew Gardens of Great Yarmouth

North Quay sits at the gateway to the town, with the single lane A47 from Norwich and the train station to the north of the development area, at the confluence of Rivers Yare and Bure. It is a prominent site jutting out into Breydon Water.

A big idea is to move the Winter Gardens (built 1881) from the seafront to the North Quay to create an architectural beacon for the town. Its purpose will be to provide housing for the rare plants and fauna that are under threat in the Broads National Park, and possibly become home to the Broads Authority. The building could be a stunning start to the almost uninterrupted walking path that crosses the Broads, as well as being the location where narrow boating ends and sea sailing begins. The site would also offer a green open space so sorely needed in the town.

The opportunity for the Winter Gardens to be a reinvigorated attraction, conference, education and tourist centre, tempting new visitors while creating much needed all year-round employment is the kind of vision that Great Yarmouth is crying out for.



Watch a virtual representation of the Winter Gardens resite transformation.

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Having set the scene I am now sharing this prospectus with investors like you, as I am seeking people who are different and care about the world and others and not just interested in buying low-priced housing, doing a cheap DIY refurb and then selling on or taking advantage of tenants.

I am creating a group of enlightened private investors to work loosely towards an overall vision that compliments the best of the council's plans, and you are invited to join.

My vision is to set high standards in the shortest possible timeframe to make the biggest difference fairly quickly. Success breeds success! At the moment property values in Yarmouth are relatively low – obviously reflecting the current poor image of the place. A large proportion of freeholds are in bad condition and need reasonable amounts of investment to achieve modern standards and be made attractive.

Without attempting to remove the “grittiness” and authenticity of Yarmouth or displacing those who live in the area, my vision centres on the Historic Centre and the architecturally rich parts of the town.

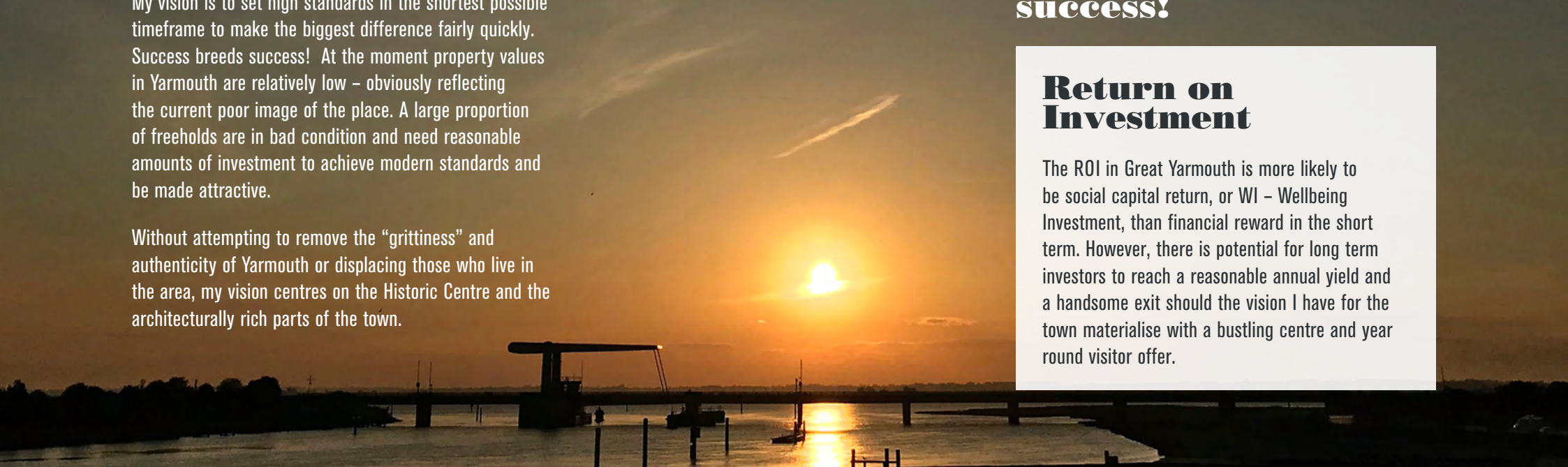
Existing Assets

- Interesting heritage to build upon
- Stock of architecturally fine buildings
- Good Internet Broadband
- Ongoing infrastructure Improvements
- Supportive Local Authority
- Fascinating location and history
- Reasonable property prices

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Return on Investment

The ROI in Great Yarmouth is more likely to be social capital return, or WI – Wellbeing Investment, than financial reward in the short term. However, there is potential for long term investors to reach a reasonable annual yield and a handsome exit should the vision I have for the town materialise with a bustling centre and year round visitor offer.



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BELIEVE IN YARMOUTH: CATCH THE TIDE IS A PERSONAL MANIFESTO BY GILLIAN HARWOOD.

The aim?

To encourage a new generation of socially conscious investors to put aside Return on Investment (ROI) and focus on a Wellbeing Investment (WI) by aiding the post-Covid-19 rejuvenation of the Norfolk coastal town of Great Yarmouth.

Bold, ambitious and determined, the manifesto is to encourage investors to consider the medium-term and legacy impact their money can make to people, places and environment of today. It embraces all the benefits that the Fourth Industrial Revolution can provide in creating new employment and wellbeing for locals, visitors and the greater environment, a vision not only for this town but the whole of Britain.

**Give me a call or
email me to discuss
further or come and
visit, you will love
Great Yarmouth,
I promise!**

Best wishes, Gillian

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About the Author

Gillian Harwood, FRSA, has been creating large successful businesses that transform localities, from Busworks, King's Cross London ↗, Mortlake Riverside ↗, to Lewes, East Sussex ↗ since 1976.

Having created one of the earliest business incubator models, Gillian has seen thousands of businesses grow and move on to great success. After visiting the amazing Hippodrome Circus in Great Yarmouth in 2017, surrounded by the stunning architecture in various states of decay, Gillian decided to make it her mission to reinvigorate this once bustling proud town and bring back the confidence, the buzz, the entrepreneurs and employment.