



Newsletter number 6

Rodney Scott gave an excellent presentation about his life in hotels on 17 July and a short account of it is given at the end of this newsletter.

Membership. The number of members is just short of 150

Greening up the Town

Six planters are now in place on St. George's Plaza and we need to look at ways in which we can increase the number of plants around the town in association with Great Yarmouth in Bloom. In addition we should be looking at ways we can increase the number of trees in the town, especially on South Quay. I have been in touch with the Woodland Trust which is willing to offer advice but first we need to obtain the soil analysis on South Quay.

Hanseatic League.

This was a sea trading empire based on Baltic sea-trading posts and with links to England at Kings Lynn, Great Yarmouth, Ipswich, London, Leith etc. It started in the 12th century and continued until the 1600s. On our visit to Kings Lynn we saw its magnificent Hanseatic Warehouse and heard of the advantages the town has benefitted from being a member of the Hanseatic League. Great Yarmouth had a trading post for the League and Henry Cator suggested that we should consider joining the League. This was turned down by the Council but several members of the Civic Society would like that decision reversed. The committee will discuss this at its next meeting.

Visit to Filby

This is arranged for **Tuesday 14 August** when we will meet in the Village Hall, Main Road, Filby, NR29 3HN at 2pm. It will start with a short talk by Derek Nicker who was responsible for raising the money for the new Village Hall and is heavily involved with Filby in Bloom. After that we will have a conducted tour around the village looking at the incredible flower displays. Some people signed up for this outing at the last meeting but if anyone else would like to go please let me know as soon as possible. I would like to collect £3 from each person on the day to make a contribution to Filby in Bloom and to give Derek a bottle.

Trip on the Broads.

This will be on **Tuesday 28 August**, probably in the afternoon but I am awaiting full details from the organiser when she returns from holiday on 8 August. The Broads Authority is providing two minibuses each taking 16 people. The Broads Authority is not making a charge for the trip but I think it would be nice to make a small contribution so would be grateful if you would come armed with a few £1 coins. Some people have already signed up for the trip but if you have not and would like to come please let me know. Places will go to those who reply first!

Future meetings

Tuesday 11 September. AGM and talk by Vanessa Trevelyan, Museum Consultant and Adviser who is also chair of the Norwich Society. She will speak about the Norwich City wall and the Norwich Society.

Tuesday 2 October. Aileen Mobbs will talk about the Maritime Festival.

Tuesday 6 November. Joe Mackintosh, SeaChange Artistic Director and CEO, will talk about Art and Culture in Great Yarmouth

Saturday 22 September from 11am to 2.30pm we are hosting a regional meeting of Civic Societies. The aim is to exchange views and to learn from each other. There will be a snack lunch and admission will be free followed by a short tour of some of our ancient buildings. Please let me know if you would like to attend if you have not informed me already.

Awards.

We have discussed many awards which we would like to set up but thought it best if we started with just three and we are looking at the following:

- Best shop/business window. Assessment will include contents of window, cleanliness of shop/business front and the area in front of it.
- New Generation Civic Pride Award. Given to a young individual, school or group in recognition of what they have done to promote pride in the town.
- Outstanding contribution to the Town Award. To be awarded to an individual or business that has gone that extra mile.

Summary of Rodney Scott's talk taken from a press release.

Investment the key to business success

Never stop investing in your business. That was hotelier Rodney Scott's message when he spoke to members of Great Yarmouth Civic Society about his six decades in the hospitality business.

He told an audience of more than 90 people at Christchurch on Thursday, July 17 that the preservation of the town's hotels and other buildings was vital to a thriving tourism business.

"If there's a message in what I've said this evening it's this. Never stop investing - in your business, your people and your buildings. Just as important is getting your prices right. Because unless you make a decent profit you simply won't be able to invest in the things that keep customers coming back."

Mr Scott, co-owner with his son Ian of the Prom Hotel, Yarmouth, and Pier Hotel, Gorleston, talked about arriving in Great Yarmouth in 1947 with his sister and their parents, who had bought a guest house in Wellesley Road. Five years later they bought the Kimberley Hotel on Marine Parade, now part of the Carlton Hotel.

Mr Scott said: "It was a real family business. I waited on the tables and worked in the kitchen. In the summer it was a seven-day-a-week business." His parents sold the Kimberley and bought the Cliff Hotel, Gorleston, where Mr Scott developed his skills and realised that this was the life for him.

"When the Cliff closed for the winter, from the age of 17 I'd head to London to work in bars and restaurants", he said. "On my days off I would visit fantastic hotels like the Park Lane and the Dorchester, studying the décor, the lighting, the signage, the way the staff were dressed. I soaked it all up, learning through observation."

Mr Scott went on to own the Cliff Hotel and redevelop the Old Rectory Hotel, Caister, renaming it the Castle. He sold the Castle to invest in upgrading the Cliff and subsequently went on to buy and refurbish the Short Blue pub, Gorleston, the Crown Hotel, Lowestoft, and the Star Hotel, Yarmouth. After selling these he went on to redevelop the Tower complex on Marine Parade before he and Ian bought and redeveloped the Pier Hotel and the Prom Hotel, a merger of four adjoining hotels on the Golden Mile.

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