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|  | **08 GY Tourism Authority Logo 2014.jpg** | **Item 3** |

**Minutes of the BID BOARD held on 26th November 2014**

**At Maritime House, Great Yarmouth**

**Present :**

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| David Marsh | Alan Carr | Andrew Bowyer |
| Terri Harris | Amy Woodyatt | Ken Sims |
| Kirsty Burn | James Grey | Lyndon Bevan |
| Jane Reynolds | Cllr Brian Walker | Cllr Michael Jeal |
| Jonathan Newman | Tony Smith | Peter Jay |
| Cllr Bert Collins | Cllr Sue Hacon | Karen Youngs |
| Oliver Hurren | Kevin Huggins |  |

Board members observed a one minute silence as a mark of respect for the passing of Brian Potter

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| **1** |  | **Welcome** |
|  | 1.1 | Representatives from political parties included Michael Jeal, Brian Walker and Sue Hacon. Sue Hacon was attending in an observational capacity. |
|  | 1.2 | Jonathan Newman from the Town Centre Partnership was welcomed ex officio |
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| 2 |  | **Appointment of Interim Chairman** |
|  | 2.1 | Tony Smith proposed David Marsh for a term of one year Chair. Malcolm Bird seconded and all Board voted in favour |
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| **3** |  | **Apologies for absence** |
|  | 3.1 | Apologies were received from Albert Jones, Toni Reeve, Gareth Brown, Linda Dyble. |
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| 4. |  | **GYTBIA Board of 10th September notes and matters arising** |
|  |  | It was noted that Amy Woodyatt did attend the last meeting but was omitted from the attendance. Subject to this amendment the minutes were agreed as a true and accurate record. |
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| 5 |  | **GYTA Board Minutes of 3rd October minutes and matters arising** |
|  | 5.1 | It was noted that an incorrect meeting date noted and changed |
|  | 5.2 | 14.46.2 Noted that the GYTBIA is the same company as the GYTA with a different name. The licence held by this company remains the same with all income derived the same. |
|  | 5.3 | It was noted that GYBC were currently discussing the arrangements for the renewal of PIPs licence. It was agreed that GYTBIA should submit a tender. |
|  | 5.4 | It was recognised that the present Board is only interim and suggested that an elected Board be elected as soon as possible |
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| 6. |  | **Levy Collection & Sector Groups** |
|  | 6.1 | It was noted that Business Plan included a total BID fund of £550K. |
|  | 6.2 | It was noted that Invoices for levy have been circulated to eligible levy payers and that some people claimed that this was the first time they had heard about the BID. |
|  | 6.3 | Levy collection has started – cash flow will be incorporated into gurure meetings |
|  | 6.4 | Sector groups have all had meetings before the initial BID Board meetings with the best attended sector group being the Seafront Group |
|  | 6.5 | Michael Jeal reported that First Move Furnish Aid did not receive an invoice. David Marsh confirmed that only charities with shop fronts were included within the BID |
|  | 6.6 | It is understood that the Borough Council will be circulating BID levy reminders in mid January 2015 |
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| **7** |  | **Financial Review** |
|  | 7.1 | It was agreed to retain a contingency of £60k and that, initially, the focus should be on marketing and events. |
|  | 7.2 | It was agreed that projects needing extra funding of more than 5% it has to come back to the Board |
|  | 7.3 | It was noted that the main Brochure and What’s On would still be published by GYBC. |
|  | 7.4 | It was agreed that all applications for funding must be submitted on then official application forms |
|  | 7.5 | The Chairman reminded that Board that the BID was a borough-wide project and that members needed to be mindful of the importance to support a range of projects across many sectors and geographical areas. |
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| 8 |  | **Project Reviews/Appraisals – Events & Marketing** |
|  | 8.1 | The Chairman introduced the methodology to prioritise projects submitted with the Events & Marketing category. All projects had been scored against a set of 15 strategic priorities |
|  | 8.2 | Following a brief introduction to each project Board members were invited to score each project from ‘5’ – top priority to ‘1’ – low priority. |
|  | 8.3 | The final ranking would be determined by multiplying the total strategic score with the Board priority score. |
|  | 8.4 | The final priority ranking is attached at Appendix A |
|  | 8.5 | It was also noted that Gorleston Music Night had been deferred pending the receipt of an application. |
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| 9. |  | **Project Reviews/Appraisals – Facilities, Maintenance & Access (FMA)** |
|  | 9.1 | It was agreed to confirm the Hemsby Signage Project (£700) |
|  | 9.1 | It was agreed that all other project appraisals under the FMA Category be deferred until the next meeting |
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| **10** |  | **New Season Launch** |
|  | 10.1 | It was noted that the new season launch would be held at the Boathouse in Ormesby on 9th December 2014 – sponsored by the owners of the venue. |
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| 11 |  | **Items for next meeting** |
|  | 11.1 | It was agreed that the following items appear on the agenda for the next meeting:  -Planning Applications and Issues  -Representation on outside organisations |
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| **12** |  | **Any Other Business** |
|  | 12.1 | It was noted that work would commence soon on GYTBIA Business-t-Business website. |
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| **13** |  | **Date of Next Meeting** |
|  | 13.1 | It was agreed that the next meeting be held on 21st January at 10.30am |

**APPENDIX A**

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|  | **Criteria** | **Category** | **Strat** | **Board** | **Total** | **Cost** | **Accum** |
| 1 | Production of website and TV media | Marketing | 64 | 63 | 4032 | £26,000 | £26,000 |
| 2 | Resort Campaign | Marketing | 64 | 52 | 3328 | £15,000 | £41,000 |
| 3 | VisitEngland Family Summer | Small Proj | 55 | 59 | 3245 | £5,000 | £46,000 |
| 4 | 2-3 hours drive time Sky TV ad | Marketing | 59 | 52 | 3068 | £77,000 | £123,000 |
| 5 | 1.5-2 hours drive time radio campaign | Marketing | 58 | 51 | 2958 | £10,000 | £133,000 |
| 6 | Maritime Festival quayside attractions | Events | 45 | 62 | 2790 | £25,000 | £158,000 |
| 7 | Additional Seafront fireworks (4) | Events | 46 | 55 | 2530 | £15,680 | £173,680 |
| 8 | Hire of PR / Social Media Executive | Marketing | 45 | 56 | 2520 | £25,000 | £198,680 |
| 9 | 1.5-2 hours drive time Sky TV ad | Marketing | 52 | 48 | 2496 | £14,000 | £212,680 |
| 10 | Coaches / groups marketing campaign | Small Proj | 52 | 47 | 2444 | £5,500 | £218,180 |
| 11 | Contribution to Norfolk Tourism | Small Proj | 46 | 53 | 2438 | £8,000 | £226,180 |
| 12 | Brush with the Broads | Small Proj | 46 | 53 | 2438 | £4,390 | £230,570 |
| 13 | 2-3 hours drive time 10 second radio campaign | Marketing | 54 | 45 | 2430 | £21,000 | £251,570 |
| 14 | Hemsby Fireworks | Events | 43 | 55 | 2365 | £11,000 | £262,570 |
| 15 | Soccer on the Sands | Small Proj | 38 | 58 | 2204 | £3,500 | £266,070 |
| 16 | May/June Heritage Week | Small Proj | 42 | 52 | 2184 | £5,000 | £271,070 |
| 17 | Beach Volleyball | Small Proj | 34 | 64 | 2176 | £4,000 | £275,070 |
| 18 | Customer Research | Small Proj | 35 | 61 | 2135 | £7,500 | £282,570 |
| 19 | Planet Norfolk TV Show | Small Proj | 36 | 59 | 2124 | £2,000 | £284,570 |
| 20 | GY Film & TV Festival | Small Proj | 41 | 50 | 2050 | £4,460 | £289,030 |
| 21 | Eating Out Week | Events | 52 | 39 | 2028 | £21,300 | £310,330 |
| 22 | Great Yarmouth Art Festival | Small Proj | 34 | 46 | 1564 | £6,950 | £317,280 |
| 23 | Resort area treasure trove | Marketing | 40 | 39 | 1560 | £42,500 | £359,780 |
| 24 | Band on a Bus | Events | 36 | 35 | 1260 | £9,150 | £368,930 |
| 25 | Bloodhound | Events | 37 | 34 | 1258 | £27,800 | £396,730 |
| 26 | Out There (Large show) | Events | 42 | 28 | 1176 | £40,223 | £436,953 |
| 27 | Regent Road Buskers (15 weeks) | Events | 42 | 25 | 1050 | £33,957 | £470,910 |
| 28 | Seafront Summer Ents (6 weeks) | Events | 42 | 23 | 966 | £27,271 | £498,181 |
| 29 | Classic Cycle Race | Events | 37 | 25 | 925 | £26,440 | **£524,621** |
|  |  |  |  |  |  | **£524,621** |  |