**Minutes of the** meeting of the BOARD of the GREATER YARMOUTH TOURISM & BUSINESS IMPROVEMENT AREA held on

**THURSDAY 14th MAY**

at **Maritime House, 25 Marine Parade, Great Yarmouth**

**Present**:

|  |  |  |
| --- | --- | --- |
| David Marsh | Amy Greenwood | Toni Reeve |
| Cllr Brian Walker | James Gray | John Potter |
| Cllr Barry Coleman | Oliver Hurren | Albert Jones |
| Tony Smith | Jane Reynolds | Malcolm Bird |
| Ken Sims | Bert Collins (Hon President) | Karen Youngs |
| Terri Harris | Lyndon Bevan | Alan Carr |

|  |  |  |
| --- | --- | --- |
| 28 |  | **APOLOGIES FOR ABSENCE** |
|  | 28.1 | Apologies were received from Gareth Brown, Kevin Huggins, Peter Jay, Andrew Bowyer and Kirsty Burn |
|  |  |  |
| 29 |  | **MINUTES OF THE PREVIOUS MEETINGS** |
|  | 29.1 | The minutes of the BID Board meeting on 19th March 2015 were approved as a true and accurate record |
|  | 29.2 | The minutes of the special Board meeting on 31st March 2015 were approved as a true and accurate record (subject to adding Terri Harris to the attendance list). |
|  | 29.3 | The minutes of the special Board meeting on 7th April 2015 were approved as a true and accurate record |
|  |  |  |
| 30 |  | **MATTERS ARISING FROM THE MINUTES** |
|  | 30.1 | *Ref 17.2 Rent of Maritime House Ground Floor* |
|  |  | Members noted that GYTABIA were awaiting confirmation of details in respect of the annual rental of the ground floor at Maritime House. |
|  |  |  |
|  | 30.2 | *Ref 20.2.4 Esplanade Banners* |
|  |  | Members were informed of GYBC plans to install lighting features within the aperture of the Esplanade lighting columns |
|  |  |  |
|  | 30.3 | *Ref 20.2.2 Pubs and Clubs meeting with Police* |
|  |  | Members noted the offer from Albert Jones to facilitate a meeting with the police and pubs/club |
|  |  |  |
|  | 30.4 | *Ref 20.7 Restaurants/Cafes* |
|  |  | Members noted the successful first meeting of the Restaurants/Cafes Group and their plans to form a sub-group to work up the ‘Eating Out Week’ project. The next meeting to be held on Thursday 18th June at 10.30am in the Conference Room, Maritime House. |
|  |  |  |
|  | 30.5 | *Ref 23 Membership of British BIDs* |
|  |  | Members noted that a premium associate application had been submitted to join BritishBIDs. |
|  |  |  |
|  | 30.6 | *Ref 24.1 Public Information Pillars* |
|  |  | The Chairman confirmed the decision announced at the special Board meeting (7th April) that GYBC had granted the PIPs licence to Sutton Media. The Board expressed their disappointment that GYTA/GYTABIA as partners of GYBC were not awarded the contract. |
|  |  |  |
| 31 |  | **LEVY COLLECTION UPDATE** |
|  | 31.1 | Members noted that nearly 80% of the levy had now been collected with the majority of the outstanding debtors falling in the <£175 band. 100 randomly selected businesses have been selected for court summons for the 16th June. David Marsh would be attending court. Tony Smith, Lyndon Bevan, Toni Reeve & James Gray also offered to attend court. |
|  |  |  |
| 32 |  | **FINANCIAL UPDATE** |
|  | 32.1 | Members received an updated financial statement which currently show income projection as £570,000 and expenditure projection at £569,981 |
|  |  |  |
| 33 |  | **APPROVED PROJECTS UPDATE** |
|  | 33.1 | Members noted the progress on all projects with the exception of (a) Customer Research project; (b) The roundabouts project had been deferred; (c) Discount Car Parking ticket – deferred, meeting planned for June 2015. (d) Esplanade banners pending news detailed in minute 30.2 above. |
|  | 33.2 | The Board congratulated those involved in the seafront decorative lighting project which was completed on time and on budget. Several members of the Board had heard many positive comments. |
|  | 33.3 | It was noted the the VisitEngland campaign had now been completed and results would be presented at the next meeting. |
|  | 33.4 | Ken Sims and Amy Greenwood presented an update report on the appointment of a PR/Social Media Manager. It was agreed that the salary had probably been pitched too low and that Ken, Amy, Kirsty and Alan would meet to discuss options to help progress the project and bring back to the Board in July. |
|  |  |  |
| 34 |  | **PROJECTS UPDATE** |
|  | 34.1 | Gorleston Summer Markets |
|  |  | a. Board members were reminded that an application for support funding for Gorleston Summer Markets was discussed by the Board at their meeting on 19th March 2015. The initial Bid for £9250 just fell below the ‘approved’ line. (minute 22.1)  b. The application has now been re-submitted with a request for funding purely to promote the markets.  c. The proposal is to stage a summer market three times a week on Gorleston seafront (next to the Pier Hotel) plus a car boot fair once a week on a weekday.  d. The organisers have already arranged to rent the land from the owner (the Pier Hotel) who is awaiting the decision on a planning application to change the use of the land.  e. The Markets will have a traditional market traders section; an Arts an d Crafts section, an Antiques & Collectables section and some children’s activities.  f. The organisers hope the site will attract national clubs (eg classic cars) for displays and events, which would attract people from outside the area.  g. The organisers believe that the events will benefit tourism in Gorleston but also empower local traders, who often struggle to find venues to sell their products.  h. The organisers are requesting £3900 to help promote the event on radio and in the press.  i. The Board, whilst in general agreement to support the venture, agreed that the organisers should seek the support of the GTA. Oliver Hurren agreed to contact the organisers and invite them to the next meeting of the GTA. |
|  |  |  |
|  | 34.2 | **Gorleston Xmas Lights/Switch-On** |
|  |  | 1. Gorleston Traders Association (GTA) is once again planning to stage an event on Gorleston High Street leading up to the switching on of the Christmas Lights and the staging of a fireworks display. 2. The event aims to raise awareness of what is on offer in Gorleston High Street and to encourage return visits.   The Board noted the request was for 2015-16 funding and agreed the following:-   |  |  | | --- | --- | | Fireworks | £1,500 | | Security | £1,000 | | Insurance, Licences, barriers, signs | £2,000 | | Publicity | £2,000 | | Stage, music, PA system | £1,800 | | Marquee | £1,000 | | **TOTAL** | **£9,300** | |
|  |  |  |
| 35 |  | **APPLICATION PROCESS 2015-2016** |
|  | 35.1 | The Board approved the 2015-2016 application process attached at Appendix A |
|  |  |  |
| 36 |  | **COMMUNICATIONS** |
|  | 36.1 | Members noted the circulation of the newsletter and the inclusion of the feedback questionnaire although no effective BID alteration or suggestions had been received. |
|  | 36.2 | It was noted that, as of 14th May, 46 completed forms had been returned |
|  | 36.3 | Press: Coverage noted |
|  | 36.4 | Banners: Board members noted the acquisition of the on-site promotion banners and A-frames |
|  | 36.5 | Website: The CEO reported that the new GYTABIA members’ website would go live for the AGM and Tourism Lunch. |
|  |  |  |
| 37 |  | **AGM & GYTABIA LUNCH: 19TH MAY 2015** |
|  | 37.1 | Members noted that tickets sales were going well. |
|  | 37.2 | The CEO reminded the Board that 5 special awards would be presented at the lunch. The Category Awards (Best Hotel, Best Tea Room) would not be awarded this year. |
|  |  |  |
| 38 |  | **ANY OTHER BUSINESS** |
|  | 38.1 | Esplanade Cycling: Members agreed to write to the relevant department at GYBC requesting additional signage on the Esplanade that clarified the ‘no-cycling’ policy. |
|  |  |  |
|  | 38.2 | Waterways: Members noted the concerns of traders in and around the waterways in respect of the issuing of a licence to stage an event. It was advised that the matter should be addressed to local councillor and direct to the relevant department in GYBC. |
|  |  |  |
| 39 |  | **DATE OF NEXT MEETING** |
|  |  | It was agreed that the next meeting be held on 16 July 2015 |

**Appendix A**

**APPLICATION PROCESS 2015-2016**

1. With Year 2 of the BID fast approaching the Board is asked to consider and approve the process for assessing project applications.
2. The three Output Groups: Marketing; Events; Facilities, Maintenance & Access will, in June/July,

|  |  |  |
| --- | --- | --- |
| 23 | June | Facilities, Maintenance & Access |
| 2 | July | Events |
| 9 | July | Marketing |

And will be asked to consider potential initial project ideas, including (in no particular order):-

* 1. The Waterways Project
  2. Footfall Counters
  3. Vauxhall Bridge
  4. CCTV (Town Centre Partnership)
  5. Xmas Fayre (Town Centre Partnership)
  6. Wi-Fi/App (Town Centre Partnership)
  7. Show Window Campaign (Town Centre Partnership)
  8. Comedy Festival
  9. Discount Car Parking
  10. Gateway Roundabouts
  11. Heritage Week
  12. Eating Out Week

1. At the Board meeting on 10th September, members will be asked to note those projects established in Year 1, that have a contractual commitment to Year 2, or have a history of support-funding by the former GYTA.
2. During September-October all sectors groups will be meeting to discuss project ideas.

|  |  |  |
| --- | --- | --- |
| 2 | September | Attractions |
| 8 | September | Winterton |
| 10 | September | BID BOARD |
| 15 | September | Holiday Parks |
| 22 | September | GY Seafront |
| 24 | September | Entertainment |
| 29 | September | Hotel & Guest House Group |
| 2 | October | Retail |
| 6 | October | Hemsby |
| 8 | October | Gorleston Traders |
| 13 | October | Tourism Retail |
| 15 | October | Restaurants & Cafes |

1. Where appropriate all projects will be fed back through the Output Group in late October/early November.

|  |  |  |
| --- | --- | --- |
| 20 | October | Events Group |
| 3 | November | Facilities, Maintenance & Access |
| 5 | November | Marketing |

1. The main Board meeting, to discuss project applications, will take place on **12 November** **2015**