

# Minutes of the BID Board held on 19<sup>th</sup> March 2015 at 10.30am

## at the Lacon Arms in Hemsby.

### Present

David	Marsh	Chairman
Lyndon	Bevan	Bevans of Hemsby
Gareth	Brown	Haven Caister
Barry	Coleman	Councillor
Bert	Collins	Hon President
James	Gray	Lost World, Hemsby
Sue	Hacon	Councillor
Terri	Harris	Sea Life Centre
Kevin	Huggins	Fusion, Gorleston
Oliver	Hurren	Your Move, Gorleston
Peter	Jay	Jays UK
Albert	Jones	Pleasure Beach
Toni	Reeve	Seadell Shops & Chalets
Jane	Reynolds	The Merivon Guest House
Ken	Sims	Thrigby Hall Wild Life Gardens
Tony	Smith	Sara's Tearoom
Alan	Carr	GYBC
Kirsty	Burn	GYBC

The Chairman of the Hemsby and Newport Traders Group, Toni Reeve, welcomed fellow Board-members to Hemsby and congratulated them on selecting a great venue for their meeting.

### **15 APOLOGIES FOR ABSENCE**

Apologies were received from Amy Woodyatt (Vauxhall Holiday Park); Councillor Michael Jeal (Vice Chairman); Councillor Brian Walker; Andrew Bowyer (Cherry Tree Holiday Park); and Karen Youngs (GYTABIA project Manager)

### **16 MINUTES OF THE PREVIOUS MEETING HELD 29<sup>TH</sup> JANUARY 2015**

It was agreed to confirm the minutes as a true and accurate record

### **17 MATTERS ARISING FROM THE MINUTES**

#### **17.1 Ref 11.1 Annual Tourism Lunch**

17.1.1 Members agreed to go ahead with the Annual Lunch on 21<sup>st</sup> May but agreed that we should make efforts to widen the scope of the lunch to demonstrate a more inclusive approach to all levy payers.

17.1.2 It was agreed that whilst it would be too late to make major format changes to this year's lunch that consideration be given to introducing a revised format for 2016.

#### **17.2 Ref 14.5 Occupation of Maritime House**

Board members agreed that the Chairman should continue discussions with appropriate officer at GYBC with a view securing future shared arrangement of GYTABIA and GYBC Tourism staff within Maritime House.

### **18. FINANCIAL REPORT**

18.1 The Chairman reported that GYBC had collected £317,174.14 in levy payments.

- 18.2 The Board noted the financial statement (attached at appendix A)
- 19.1 **CONSTITUTIONAL ISSUES**  
There were no urgent constitutional issues.
20. **REPORTS FROM INPUT GROUPS**
- 20.1 **Broads Group: held 26<sup>th</sup> February**  
Noted around 30 people attended, good range of questions and interest; agreed to hold further discussions on how GYTABIA and Broads Tourism could work together.
- 20.2 **GY Seafront Group held 3<sup>rd</sup> March**
- 20.2.1 Noted the progress on the Decorative Lighting project and applauded efforts to secure completion by the beginning of May.
- 20.2.2 Noted recommendations on additional seafront fireworks display. Decision recorded below (paragraph)
- 20.2.3 It was noted that the Discount Car Parking Ticket would not be implemented this year due to current contractual arrangements but agreed that an early discussion (June) would be held with a view to introducing a scheme in 2016
- 20.2.4 Esplanade Banners – noted that GYTABIA would work with an agency to secure banners within the Esplanade lighting columns. Banner sites to be sold in clusters of 3.
- 20.3 **Pubs, Clubs and Theatres – held 5<sup>th</sup> March**
- 20.3.1 Noted that the meeting was attended by a handful of publicans who were angry with the ‘state of Great Yarmouth’ and the introduction of this mandatory levy.
- 20.3.2 AC thanked Albert Jones and Tony Smith for the attendance at this difficult meeting
- 20.3.3 AJ agreed to arrange a future meeting with the Police so that they could air their concerns about crime and disorder.
- 20.4 **Hotel and Guest house Group – held 10<sup>th</sup> March.**
- 20.4.1 Very positive meeting with key discussions on the BD; Growth Acceleration and star gradings
- 20.5 **Hemsby & Newport Traders Group – held 12<sup>th</sup> March**
- 20.5.1 Members already starting to discuss ideas for projects to be submitted to GYTABIA for consideration in 2016.
- 20.5.2 The Board noted the on-going concern amongst Hemsby Traders about the former Pontins site.
- 20.6 **Out of Town Retail Group – 18<sup>th</sup> March**
20. Attended by only three people but facilitated an open discussion about the current projects underway and the opportunities for out of town retailers to put forward a scheme to help improve business levels
- 20.7 **Forthcoming meetings confirmed as:-**  
31<sup>st</sup> March – Gorleston Traders  
16<sup>th</sup> April – Tourism Retail  
21<sup>st</sup> April – Services and Suppliers  
23<sup>rd</sup> April – Restaurants and Cafes
21. **PROJECTS UPDATE (OUTPUT GROUPS)**
- 21.1 **Marketing**  
KB reported on progress with key marketing projects (see Appendix B)

## 21.2 Events

### 21.2.1 Maritime Festival

- AC reported on progress and confirmed that we should shortly be confirming contracts on the GOTHEBORG a 5-deck Swedish vessels.
- Board members noted and approved the income and expenditure projection noting the various site management costs.

### 21.2.2 Great Yarmouth fireworks

- Board members noted the recommendation of the Seafront Working Groups and voted to re-confirm 4 additional displays with a priority as follows:-

Date	Votes
<b>Saturday 2<sup>nd</sup> May (Dec Lighting Switch-ON</b>	<b>81</b>
<b>Wednesday 28<sup>th</sup> October (Halloween special)</b>	<b>62</b>
<b>Wednesday 8<sup>th</sup> April (Easter Week)</b>	<b>55</b>
<b>Friday 8<sup>th</sup> May (Beacon Victory in Europe)</b>	<b>52</b>
Wednesday 27 <sup>th</sup> May (Spring Bank Holiday)	49
Saturday 31 <sup>st</sup> October (Halloween Night)	47
Wednesday 15 <sup>th</sup> July (early season)	37
Wednesday 22 <sup>nd</sup> July (early season)	32

## 21.3 Facilities , Maintenance and Access (FMA)

### 21.3.1 Decorative Lighting project

- as previously reported

### 21.3.2 Roundabouts Project

- The Chairman reported on his favourable meeting with the GYBC Chief Executive who had agreed to speak about the project to key officers at the County Council

### 21.3.3 Esplanade Banners

- previously discussed

## 22. SMALL PROJECTS

- 22.1 Members noted that some projects had been either cut or modified due to external factors which had released funding for other projects. Member discussed a range of project submissions/re-submissions which were subsequently prioritised as follows:-

Project	£	Score	Approved
<b>Gorleston in Bloom</b>	<b>£2000</b>	<b>57</b>	<b>YES</b>
<b>Gorleston Cliff Top Festival</b>	<b>£2000</b>	<b>53</b>	<b>YES</b>
<b>Gorleston Ivy Lodge Project</b>	<b>£5720</b>	<b>50</b>	<b>YES</b>
<b>Great Yarmouth Arts Festival</b>	<b>£6950</b>	<b>44</b>	<b>YES</b>
<b>Google Display Adverts</b>	<b>£8500</b>	<b>42</b>	<b>YES</b>
<b>Installation of South Quay webcam</b>	<b>£5500</b>	<b>39</b>	<b>YES</b>
<b>Wheels Festival</b>	<b>£5000</b>	<b>34</b>	<b>YES</b>
Gorleston Summer Markets	£9250	23	
Band on a Bus	£9150	14	

- 21.2 Based on the scoring the Board approved funding for those above.

## 23. MEMBERSHIP OF BRITISH BIDS

- 23.1 The Board approved membership of British BIDS at Premium Associate level ie £1500 a year.
- 23.2 It was agreed to review our members after a year.

## 24. OTHER ISSUES

### 24.1 Public Information Pillars

- 24.1.1 The Chairman advised the Board that a tender for the operation of the PIPs had been submitted and an outcome was expected towards the end of March.

24.1.2 It was noted that the existing contract would run until 31<sup>st</sup> October 2015.

24.1.3 The Chairman was congratulated for his work on the PIPs.

## 24.2 Closure of Toilets

24.2.1 Members discussed the principle of businesses making their toilets available to members of the public very much along the lines of principle adopted in the USA.

24.2.2 It was agreed that, when appropriate a small sub-group may need to be formed with the specific task of exploring ways in which GYTABIA could help communities affected by the closure of public toilets.

## 24.3 Planning Applications

24.3.1 The Board agreed that a letter of objection should be submitted in respect of Planning Application 06/15/0030/F. Given that the current usage was not within in tourism our objection would focus on the changing ambience of this area particularly its juxtaposition of 2 star-rated properties.

## 25. ANY OTHER BUSINESS

There was no further business


## 26. DATE OF NEXT MEETING

26.1 The next meeting would be held on 14<sup>th</sup> May 2015.

## 27 CONFIDENTIAL ITEM

27.1 Confidential Minute on this item

## APPENDIX A

						
		<b>GYTABIA</b>				
		<b>1st October 2014 to 30th September 2015</b>				
			<b>Budget</b>			
		<b>29th Jan 2015</b>		<b>13th Mar 2015</b>		<b>Note</b>
	Bid Levy	£ 480,000		£ 480,000		
	Other	£ 90,000		£ 90,000		
	<b>Income:</b>		<b>£570,000</b>		<b>£570,000</b>	
	<b>Priority Small Projects (15%)</b>					
	Visit England	£ 5,000		£ 5,000		
	Coaches/Groups	£ 5,500		£ -		
	Visit Norfolk	£ 8,000		£ 8,000		
	Brush with Broads	£ 4,390		£ 4,390		
	Soccer on Sands	£ -		£ -		
	May/June Heritage	£ 5,000		£ -		
	Beach Volleyball	£ 4,000		£ 4,000		
	Customer Research	£ 7,500		£ 7,500		
	Planet Norfolk	£ 2,000		£ 2,000		
	GY Film & TV Fest	£ 4,460		£ 4,460		
			<b>£ 45,850</b>		<b>£ 35,350</b>	

<b>Priority Marketing (max 2/3rds)</b>					
Website & TV Prod	£ 26,000		£ 26,000		
Resort Campaign	£ 15,000		£ -		
2-3 Hour Sky TV	£ 77,000		£ 53,540		
Drive time Radio	£ 10,000		£ 19,746		
PR/Social Media	£ 25,000		£ 17,500		Part year
Drive time Sky TV	£ 14,000		£ 32,630		
Drive time 2/3 Hr	£ 21,000		£ 29,242		
		<b>£ 188,000</b>		<b>£ 178,658</b>	
<b>Priority Events (max 2/3rds)</b>					
b/f 2014 Fireworks	£ 10,000		£ 10,000		
b/f 2014 Maritime	£ 10,000		£ 10,000		
Maritime attractions	£ 25,000		£ 25,000		
Additional fireworks	£ 15,680		£ 15,680		
Hemsby Fireworks	£ 11,000		£ 11,000		
		<b>£ 71,680</b>		<b>£ 71,680</b>	
<b>Marketing &amp; Events</b>					
		<b>£ 305,530</b>		<b>£ 285,688</b>	
<b>Facilities, maintenance &amp; Access</b>					
Hemsby Sign	£ 700		£ 700		
Seafront Illuminations	£ 31,000		£ 36,393		
Access Gateways	£ 30,000		£ 30,000		
Discount Car Park	£ 2,100		£ -		
Filby n Bloom	£ 2,000		£ 2,000		
Esplanade Banners	£ 5,000		£ 5,000		
Station Welcome Host	£ 1,500		£ 1,500		
		<b>£ 72,300</b>		<b>£ 75,593</b>	
<b>Contingency</b>		<b>£ 90,000</b>		<b>£ 90,000</b>	
<b>Overheads</b>		<b>£ 83,300</b>		<b>£ 83,300</b>	
<b>Expenditure:</b>		<b>£551,130</b>		<b>£534,581</b>	
<b>Surplus/Deficit</b>		<b>£ 18,870</b>		<b>£ 35,419</b>	

## APPENDIX B

### Marketing report for BID Board

Marketing projects underway

#### **VisitEngland Big Summer Holiday**

Campaign launched on 23 February - more than 1019 visits to our website so far. Report due at the end of the month.

#### **SkySmart TV advertising**

2-3 hours drive time

Campaigns booked – starts 11 May for 2 weeks, then 1 June then 29 June

Total spend: £63,540

1.5-2 hours drive time

Campaign booked – starts 11 May for 2 weeks, then 22 June for 4 weeks

Total spend: £42,630

### **Radio advertising**

2-3 hours drive time

Weather campaign booked

Heart Essex (Chelmsford) – Monday 30th March for 22 weeks

Heart Essex (Southend) - Monday 6th April – 21 weeks

Beds/Bucks/Herts – Monday 30th March for 22 weeks

Total spend: £49,260

### **Communications & eMarketing Executive**

Advert live on Reed Recruitment

Advert in EDP etc as of Thursday 19 March

Also being advertised via British Destinations

Application deadline: 20 April

### **TV / Website films**

Tender written, companies being identified.

Anticipate pitching towards end of April.

### **BID Website**

Designs confirmed, development underway – should be complete by mid May

### **BID Communications**

Software module to manage BID categories, conversations and sector groups identified.

Additional module enables easy email communications with members.

Total spend: £2,500

Training to take place in April