



**Minutes of the special meeting of the  
BOARD of the GREATER YARMOUTH TOURISM  
AND BUSINESS IMPROVEMENT AREA LTD  
held on Thursday 30<sup>th</sup> November 2017 at Maritime House**

**Present**

Elected Directors			Elected Directors		
A	Gareth Brown (GB) (Chairman)	March 2020	✓	Toni Reeve (TR)	March 2019
✓	Oliver Hurren (OH)	March 2018		Steve Cozens (SC)	March 2019
✓	James Grey (JG)	March 2018	✓	Charles Reynolds (CJR)	March 2019
A	Amy Greenwood (AG)	March 2018	A	Lyndon Bevan (LB)	March 2019
✓	Albert Jones (AJ)	March 2018	✓	Ben Jay (BJ)	March 2019
✓	Jane Reynolds (JR)	March 2018	✓	Margaret Farrow (MF)	March 2019
✓	Kevin Huggins (KH)	March 2018	✓	Gregg Haddon (GH)	March 2019
✓	John Potter (JP)	March 2018			
✓	Matthew Smith (MS)	March 2018			
✓	Terri Harris (TH)	March 2018			
✓	Andrew Norris (AN)	March 2018			
✓	Martin Marsh (MM)	March 2018			

Councillors		Officials	
✓	Cllr Barry Coleman; (BC) GYTABIA Vice Chairman and Chairman of GYBC Econ Dev.	✓	Alan Carr (AC) (GYTABIA CEO)
	Cllr Demetrius Mavroudis (DMv)	A	Karen Youngs (KY) (GYTABIA Project Management)
✓	Cllr Michael Jeal (MJ)	A	Kirsty Burn (KB) (GYBC Marketing)
		A	Asa Morrison (AM) (Air Show Director)
		A	David Helsdon (DJH) (Air Show Site Director)

Honorary Presidents		Observers	
✓	David Marsh		There were no observers.
✓	Aileen Mobbs		
A	Bert Collins		
✓	Malcolm Bird		
✓	Ken Sims		

\*A = Apologies

In the absence of the Chairman due to work commitment, the Vice-Chairman, Councillor Barry Coleman took the Chair.

**1. APOLOGIES FOR ABSENCE**

- 1.1 Apologies were received and recorded above.
- 1.2 Cllr Michael Jeal passed on the thanks of Cllr Trevor Wainwright for being granted permission to attend the previous meeting.

**2. DECLARATION OF INTEREST**

There were no declarations of interest.

3. **MINUTES FROM THE PREVIOUS MEETING 25<sup>th</sup> OCTOBER 2017**

The minutes were agreed as a true and accurate record subject to amending the figure in 7.1; delete £28,791 and insert £13,083.

4. **MINUTES & MATTERS ARISING FROM THE PREVIOUS MEETING 25<sup>th</sup> OCTOBER 2017**

4.1 ***Ref 3.3 October Fireworks***

Albert Jones/Matt Smith reported a very successful event with businesses along the seafront reporting excellent businesses

4.2 ***Ref 7.2 Footfall Counters***

*AC reported that as of Week 4, 2017 recorded total footfall 1.8% down on last year October 2017 figures were up on October 2016 figures.*

4.3 ***Ref 9.1 BID Renewal***

The BID Renewal group met on 13<sup>th</sup> November and agreed the following next steps

- 4.3.1 That we should explore the options and implications of introducing a levy set at 1.75% of rateable value.
- 4.3.2 That further consideration be given to raising the lower cut off point from the current £2,500 level to £5,000
- 4.3.3 To consider raising the upper cap at £10,000 (from £9,000)
- 4.3.4 To consider lowering the minimum levy from £150 to £100.

Next meeting Tuesday 5th December.

4.4 **Ref10.2 Season Launch**

AC reported that the 'Season Launch' will be held on 12<sup>th</sup> December at the Drill House; 12 noon for 12.30pm. Sponsored by Seachange Arts and Camplings

4.5 **Ref 10.3 EnterpriseGY Awards**

KY reported that the Chairman had presented the Customer Service Award to D&P Personnel.

The Board recorded their congratulations to Fusion, Potters Leisure Resort, The Imperial Hotel and Sara's Tearoom who all reached the shortlist across a range of categories.

5. **FINANCIAL AND COMPANY ISSUES**

5.1 **Levy Collection Update**

5.1.1 DM reported that the total collected in all BID years was £1,791,938 which represented a collection rate of 94.01%.

5.1.2 The summary of BID arrears was noted as:-

Arrears for BID (incl. costs) 2014-15	£7,446.12
Arrears for BID (incl. costs) 2015-16	£10,041.21
Arrears for BID (incl. costs) 2016-17	£19,226.93
Arrears for BID (incl. costs) 2017-18	£65,558.51
<b>Total</b>	<b>£102,272.51</b>

5.2 **Financial Statement**

5.2.1 It was noted that after Air Show costs the 2017-18 budget available is £229,280

5.2.2 After Priority Projects (£68,010); Dec Lighting & Footfall counters (£17,333); Overheads (£85,750) and Contingency (£10,000); left a balance of £48,187.

### 5.3 **Annual Tourism & Business Awards 2018**

5.3.1 It was noted that the AGM and Lunch would be held on 20<sup>th</sup> March at the Town Hall.

5.3.2 It was agreed to retain the 10 categories used in last years awards

### 5.4 **Meetings Programme**

The 2018 programme of meetings was circulated and the Board meetings noted as: 30<sup>th</sup> January 2018; 13<sup>th</sup> March 2018; 15<sup>th</sup> May 2018; 28<sup>th</sup> June 2018; 6<sup>th</sup> September 2018; 28<sup>th</sup> November 2018..

### 5.5 **Board Elections**

5.5.1 The Board noted the list of Directors required to seek re-election.

Amy Greenwood; James Grey; Terri Harris; Kevin Huggins; Oliver Hurren; Albert Jones; Martin Marsh; Andrew Norris; John Potter; Jane Reynolds; Matthew Smith.

5.5.2 The Board agreed the election timetable as

<b>2018</b>	
5 <sup>th</sup> January	Post letter inviting registered paid up members to stand as a Board member.
18 <sup>th</sup> January	nominations close
25 <sup>th</sup> January	ballot papers posted to all registered members
9 <sup>th</sup> February	(5pm) - Voting closes
16 <sup>th</sup> February	Announcement of result to directors and press
13 <sup>th</sup> March	First meeting of new Board
20 <sup>th</sup> March	AGM and lunch

## 6. **2017 PROJECT UPDATE**

6.1 Nothing to add other than no claims have been made for Hemsby Toilet Cleaning or Martham Scarecrow

## 7. **KEY PRIORITY PROJECTS 2017-2018**

### 7.1 **Great Yarmouth Fireworks 2018**

7.1.1 Early preparations in progress

### 7.2 **Hemsby Fireworks 2018**

7.2.1 Early preparations in progress

### 7.3 **Maritime Festival 2018**

7.3.1 Early preparations in progress

### 7.4 **Gorleston Switch-On & Fireworks 2017**

7.4.1 Successful event held last Sunday

### 7.5 **Air Show 2018**

7.5.1 It was noted that the Chairman of the Great Yarmouth Event Safety Advisory Group (ESAG) had submitted a report to GYBC Policy & Resources confirming that ESAG were happy with

the preparations for the Air Show.

8

## **PROJECT APPRAISALS**

### **8.1 Introduction**

The Company Secretary outline the process of assessing the BID applications confirming that the BID had an obligation to support the 'small projects (ie those under £10k) All projects had been appraised against the BID objectives to give a strategic score. Board members were invited to consider each projects and score

### **8.2 Small Projects**

Board members considered each project application in turn and made the following observations

- 8.2.1 ***Burgh Village Fun Day***. Funding request £1200. The application suggested that the event lost £483 in 2017; a board queried whether they were using the GYTABIA funding to cover the loss in 2017.
- 8.2.2 ***Caister Village experience***: Funding request £2758. Members comments: The application suggested an income of £440 in 2017 but no income is shown for 2018. Could the applicant be encouraged to spend more on promoting the event.
- 8.2.3 ***Caister Village sign*** – noted that the funding request had been amended to £810.
- 8.2.4 ***Filby in Bloom*** – Board noted the high profile of *Filby in Bloom* at a national level.
- 8.2.5 ***Gorleston Cliff Top Fireworks*** – noted that the organisers reported a £3400 profits for the 2017 event.
- 8.2.6 ***Great Yarmouth Wheels*** – noted the joint funding arrangement with GYBC and private sector sponsorship
- 8.2.7 ***Hemsby beach cleaning*** – Hemsby reps confirmed that Hemsby Beach in **not** a private beach – in fact it is very public.
- 8.2.8 ***Hemsby Hanging Baskets*** – Not to everyone's taste but acknowledges that they do make an impact.
- 8.2.9 ***Hemsby toilets*** – noted that the cleaning is undertaken partly by the private sector.
- 8.2.10 ***Winterton Improvements*** – no comments
- 8.2.11 ***Winterton in Bloom*** – members noted the emerging work in Winterton to upgrade their *In Bloom* standards.
- 8.2.12 ***Winterton Marketing*** – no comments

### **8.3 Larger Projects (more than £10k)**

Board members considered four projects:

- 8.3.1 CCTV : Board members agreed by a show of hands (11 in favour and 3 against) to vote on a grant of £15,000 rather than reduce the grant to £10k or £5k
- 8.3.2 Marketing Priorities. (Priority order determined by Marketing Working Group.
- 8.3.3 National Street Rod Association: Agreed had a huge potential.
- 8.3.4 Venetian Waterways: The Acting Chairman advised not to vote on this issue.

9.

## **ANY OTHER BUSINESS**

There was no further business

10

## **DATE OF NEXT MEETING**

- 10.1 Agreed as Tuesday 30 January 2018.

**APPENDIX 1**

<b>SMALL PROJECTS (less than £10k)</b>							
<b>Strat</b>	<b>Position</b>	<b>Board</b>	<b>Position</b>	<b>TOTAL</b>	<b>Position</b>	<b>Project</b>	<b>Amount</b>
46	2	76	1	3496	1	Filby in Bloom	£3,500
48	1	65	3	3120	2	GY Wheels	£6,000
46	3	64	4	2944	3	Winterton in Bloom	£866
40	6	71	2	2840	4	Gorleston Cliff Fireworks	£2,000
42	4	61	5	2562	5	Hemsby Toilets	£1,292
42	5	57	6	2394	6	Winterton Improvements	£360
36	7	57	7	2052	7	Hemsby Beach Cleaning	£4,900
35	8	51	8	1785	8	Burgh Village Fun Day	£1,200
35	9	50	9	1750	9	Caister Village Experience	£2,758
32	10	49	10	1568	10	Winterton Marketing	£2,700
31	11	43	11	1333	11	Hemsby Hanging Baskets	£3,570
22	12	43	12	946	12	Caister Village Sign	£810
							<b>£29,956</b>
						BUDGET	£48,187
						Remaining Budget Available	£18,231