



**Minutes of the special meeting of the
BOARD of the GREATER YARMOUTH TOURISM
AND BUSINESS IMPROVEMENT AREA LTD
held on Tuesday 30th January 2018 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
A	James Grey (JG)	March 2018	✓	Charles Reynolds (CJR)	March 2019
✓	Albert Jones (AJ)	March 2018	A	Lyndon Bevan (LB)	March 2019
A	Jane Reynolds (JR)	March 2018	✓	Ben Jay (BJ)	March 2019
✓	Kevin Huggins (KH)	March 2018	✓	Margaret Farrow (MF)	March 2019
A	John Potter (JP)	March 2018	✓	Gregg Haddon (GH)	March 2019
✓	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)
A	Cllr Demetrius Mavroudis (DMv)	✓	Karen Youngs (KY) (GYTABIA Project Management)
A	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.
A	Aileen Mobbs		
A	Malcolm Bird		
✓	Ken Sims		

*A = Apologies

The Board observed a minute silence in memory
of the former GYTA Chairman and Honorary President Bertie Collins.

1. **APOLOGIES FOR ABSENCE**
 - 1.1 Apologies were received from Gareth Brown, Cllr Michael Jeal, Cllr Malcolm Bird, Cllr Demetris Mavroudis, James Grey, Jane Reynolds, John Potter, Lyndon Bevan,

2. **DECLARATION OF INTEREST**

There were no declarations of interest.

3. **MINUTES FROM THE PREVIOUS MEETING 30th NOVEMBER 2017**

The minutes were agreed to be a true and accurate record.

4. **MINUTES & MATTERS ARISING FROM THE PREVIOUS MEETING 30th NOVEMBER 2017**

4.1 ***Ref 4.3 BID Renewal***

AC presented summary paper setting out some early options in respect of the BID renewal parameters. Paper attached at Appendix A illustrated the options for mandatory and discretionary membership and the impact at set levels of rateable value. For example setting the mandatory membership at £10,000 rateable value would equate to 511 redeeming £480,881; plus a potential 842 discretionary members realising £93,049. Members were advised that firm proposal would be presented to Board later in the year.

4.2 ***Ref 4.4 Season Launch***

It was agreed the *Season Launch* was well worth staging and thanks should be recorded to Camplings and Seachange Arts for sponsoring the event.

4.3 All other items covered in main agenda

5. **FINANCIAL AND COMPANY ISSUES**

5.1 **Levy Collection Update**

5.1.1 DM reported that over the first 4 years the GYBC had collected £1.81m which represented a 94.5% collection.

5.1.2 DM paid tribute to the GYBC staff in Revenues who had done a good job in collecting the levy.

5.1.3 It was noted that the arrears for the BID (including costs) were:

2014-15	£8482.17
2015-16	£10,123.20
2016-17	£21,131.55
2017-18	£46,787.36
TOTAL	£86,524.28

5.2 **Financial Statement**

5.2.1 DM presented a written financial statement and asked the Board to note the adjustment to the contingency line and the surplus of £21,731 now available for other projects.

5.2.2 Given the available funding the Board were asked to approve a further two projects ie CCTV £7500 (2017-18) & £7500 (2018-19); plus a £5,000 contribution towards the National Street Road Association event in June 2018.

5.2.3 The Board agreed to support both projects to the amounts detailed above in 5.2.2.

5.3 **Contributions towards GYBC staff costs**

5.3.1 AC presented a paper setting out the GYTA payments to GYBC which were based on a signed Service Level Agreement. The Board noted the payment.

5.4 **Board Elections**

AC reminded the board that nominations close of 5th February based on the revised timetable. Board members seeking re-election must complete a nomination form.

5.5 **Annual Tourism & Business Awards 2018**

- 5.5.1 AC reminded Board members that nominations would close on 31st January.
- 5.5.2 AC advised that the date of the AGM/Lunch was Wednesday **21st March** (not 20th as previously advised).
- 5.5.3 Members were asked to consider booking a table for their own business or for their business associates.

6. **KEY PRIORITY PROJECTS 2018**

6.1 **Great Yarmouth Fireworks 2018**

- 6.1.1 Members were advised that we would be using a new company, *Titanium*, for the Great Yarmouth displays.
- 6.1.2 Members also noted that the Pleasure Beach, working with six other businesses in the area, would be seeking permission from GYBC to stage a further three displays:-
Wednesday 4th April 2018
Wednesday 30th May 2018
Wednesday 31st October 2018
It was agreed that these extra dates should form part of a 'fireworks' application for 2019.

6.2 **Hemsby Fireworks 2018**

- 6.2.1 Work in progress

6.3 **Maritime Festival 2018**

- 6.3.1 Members noted that Aileen Mobbs had indicated that 2018 will be her last year as Maritime Festival Chairman.
- 6.3.2 DM paid tribute to Aileen's passion and energy over the last 20 years. Aileen was keen to leave a legacy she saw the continuation of the Festival during a transition phase.
- 6.3.3 Barry Coleman proposed, Kevin Huggins seconded and it was subsequently agreed that David Marsh would work with Aileen as the shadow chairman with a view to becoming organising chairman for the 2019 Festival.
- 6.3.4 The Board agreed that the event should be maintained as an annual event given its strategic economic importance to the Borough,

6.4 **Gorleston Switch-On & Fireworks 2017**

- 6.4.1 KH confirmed that this year's event would be held on Sunday 25th November.
KH asked if consideration be given to moving the GY Xmas fayre to avoid the clash with the Gorleston Switch-on.

6.5 **Air Show 2018**

- 6.5.1 AC circulated an Executive summary of the Air Show Event Management Plan which highlight key elements of the event planning process, covering: the event overview, event description; venue and site design; key/outline information; roles and responsibilities
- 6.5.2 Members noted the situation with Natural England and the requirement to identify a 'competent authority' and undertake a 'Habitat Regulations Assessment'.
- 6.5.3 KH asked if a further Gorleston meeting could be held to update on plans.
- 6.5.4 MF offered the use of her house frontage to help with the smooth running of the Gorleston event.

7 **UPDATE on 2018 PROJECTS**

7.1 **Introduction**

KY advised that all successful applicants had been advised of the financial support offered and the terms of the offer.

7.2 **Small Projects**

It was agreed that we should seek maximum publicity for GYTABIA for supporting these projects.

8 **MARKETING UPDATE**

Item deferred

9. **FOOTFALL COUNTERS**

9.1 AC circulated an annual summary of footfall stats noting that the cameras had recorded over 3 million people movements using Regent Road over the twelve months Jan-Dec.

9.2 TH reported that Great Yarmouth Sea Life Centre was reporting higher attendance figures than other resorts.

10 **ANY OTHER BUSINESS**

10.1 **Overflowing bins**

10.1.1 A Board member highlighted a problem with overflowing litter bins on very busy days on Great Yarmouth seafront. It was agreed that a letter should be sent to Cllr Carl Smith

10.2 **Winter seafront parking**

10.2.1 Various members had attended a meeting with a County Councillor to discuss the negative impact of winter on-street parking.

10.2.2 One member felt that NCC had failed to undertake due process; so suspected that it wouldn't stand up to a legal challenge.

10.2.3 It was agreed that a letter should be sent to NCC asking them to confirm that they had followed due process.

10.3 **Planning Applications**

10.3.1 GH raised the issue of planning permission granted to a property on Trafalgar Road to convert from a Guest House into a private dwelling.

10.3.2 It was agreed that whilst this decision couldn't be changed GYTABIA could request that GYBC Planning department forward any planning application appertaining to Trafalgar Road to all property owners on Trafalgar Road as well as to GYTABIA.

10.4 **Annual Study Visit**

Members were advised that the 2018 Study Visit would be to Southport during 2nd-4th October.

'Saturday Night at St Georges'

10.5 The Vice-Chairman invited board members to purchase tickets for the show 'Saturday Night at St Georges' which will feature variety acts from the Borough on 24th March 2018.

11 **DATE OF NEXT MEETING**

11.1 Agreed as 13TH March 2018.

TABLE 1 @ 1.75%		LEVY COLLECTION			
DIRECT	No of Businesses	£10,000 +	Add in £7,500-£9,999	Add in £5,000-£7,499	Add in £2,500-£4,999
£10,000 +	251	£226,178	£226,178	£226,178	£226,178
£7,500-£9,999	56		£8,446	£8,446	£8,446
£5,000-£7,499	93			£10,286	£10,286
£2,500-£4,999	210				£21,000
	610	£226,178	£234,624	£244,910	£265,910
		251	307	400	610

TABLE 2 @ 1.75%		LEVY COLLECTION			
INDIRECT	No of Businesses	£10,000 +	Add in £7,500-£9,999	Add in £5,000-£7,499	Add in £2,500-£4,999
£10,000 +	260	£254,703	£254,703	£254,703	£254,703
£7,500-£9,999	72		£10,894	£10,894	£10,894
£5,000-£7,499	155			£16,823	£16,823
£2,500-£4,999	256				£25,600
	743	£254,703	£265,597	£282,420	£308,020
		260	332	487	743

TABLE 1 +TABLE 2		LEVY COLLECTION			
Direct & Indirect	No of Businesses	£10,000 +	Add in £7,500-£9,999	Add in £5,000-£7,499	Add in £2,500-£4,999
£10,000 +	511	£480,881	£480,881	£480,881	£480,881
£7,500-£9,999	128		£19,340	£19,340	£19,340
£5,000-£7,499	248			£27,109	£27,109
£2,500-£4,999	466				£46,600
	1353	£480,881	£500,221	£527,330	£573,930
	at 1.75%	511	639	887	1,353

TABLE 4 @ 1.5%		LEVY COLLECTION			
Direct & Indirect	No of Businesses	£10,000 +	Add in £7,500-£9,999	Add in £5,000-£7,499	Add in £2,500-£4,999
£10,000 +	511	£424,359	£424,359	£424,359	£424,359
£7,500-£9,999	128		£16,578	£16,578	£16,578
£5,000-£7,499	248			£25,286	£25,286
£2,500-£4,999	466				£46,700
	1353	£424,359	£440,937	£466,223	£512,923
		511	639	887	1,353

ASSUMPTIONS

Upper Cap

£10,000

Lower Cap £100

Straight 1.75% across the board