



**Minutes of the special meeting of the
BOARD of the GREATER YARMOUTH TOURISM
AND BUSINESS IMPROVEMENT AREA LTD
held on 28th June 2018 at Maritime House**

Present

ELECTED DIRECTORS			ELECTED DIRECTORS		
✓	Lyndon Bevan (LB)	Mar-19	✓	George Jermany	Mar-20
A	Gareth Brown (GB) (Chairman)	Mar-20	✓	Albert Jones (AJ)	Mar-20
✓	Steve Cozens (SC)	Mar-19	✓	Helen Lewis	Mar-20
✓	Margaret Farrow (MF)	Mar-19	✓	Martin Marsh (MM)	Mar-20
A	James Grey (JG)	Mar-20	✓	Andrew Norris (AN)	Mar-20
✓	Terri Harris (TH)	Mar-20	✓	John Potter (JP)	Mar-20
✓	Gregg Haddon (GH)	Mar-19	✓	Jane Reynolds (JR)	Mar-20
✓	Kevin Huggins (KH)	Mar-20	✓	Toni Reeve (TR)	Mar-19
✓	Oliver Hurren (OH)	Mar-20	✓	Charles Reynolds (CJR)	Mar-19
A	Ben Jay (BJ)	Mar-19	✓	Matthew Smith (MS)	Mar-20
			A	Rob Warner (RW)	Mar-19

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

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

*A = Apologies

1. **Apologies For Absence**
Apologies were received from Gareth Brown, James Grey, Ben Jay, Rob Warner (Parkdean Resorts)
2. **Declaration Of Interest**
None declared
3. **Minutes & Matters Arising From The Previous Meeting held 21 May 2018**
 - 3.1 The minutes were agreed as a true and accurate record and there were no matters arising.

4. Financial And Company Issues

4.1 **Levy Collection Update**

The Honorary Company Secretary reported that the total BID collection since its commencement was £1.86 million which representation a collection rate of 97.4%
The arrears for the BID amounted to £53,855.55

4.2 **Financial Report** – There was no financial statement as little expenditure had occurred other than on the Air Show for which a separate statement was being prepared.

4.3 **Study Visit – Southport** – KY reported that preparation were now underway for a visit during the 2nd-4th October.

5 Great Yarmouth Air Show

5.1 **Debrief Guidance Notes**

Apology from Michael Jeal to AAC about an email sent reference buses not running when in fact they were

5.1.1 AC circulated the notes of the Air Show Management Board covering basic principles and show delivery.

5.1.2 It was recognised that the Air Show had met its key aims and objectives in terms of staging an off-peak event attracting significant regional coverage and thus enhancing the reputation of a visitor destination.

5.2.3 The rationale behind assessing visitor numbers was discussed together with visitor figures recorded on Regent Road

5.2.4 It was noted that for the £20,000 marketing spend it was estimated that the value of the coverage including TV, radio and press amounted to around £200,000.

5.2.5 Members agreed that First Bus had delivered an excellent service.

5.2.6 Albert Jones proposed and it was agreed to record of vote of thanks to the Air Show Management Team/the waste management team

Michael Jeal declared that the Labour party had nothing to do with a derogatory cartoon which had been distributed about low tourism pay

5.2 **Report of results of the Questionnaire**

5.2.1 AC circulated the results of a survey emailed to around 900 levy payers. The results were based on 87 responses from a range of business sectors. The results prompted a wide ranging discussion on each of the questions.

5.2.2 The results were as follows:-

Q1 83.91% considered the Air Show was successful in attracting large crowds

Q2 29.89% either disagree or strongly disagree that a day long programme of flying with breaks would better help visitors to spend more?

Q3 56.47% thought that June was the best month for an Air Show

Q4 68.6% thought we should manage without mobile food/drink retailers, which will mean a loss of £50,000 income that the BID levy would have to make up?

Q5 80.24% either agreed or strongly agreed that the Air Show is good for the Borough & its reputation

Q6 To the question “Do you think parking from £10 to £25 for the day is reasonable for a car and all its occupants?” – 41.86% Agreed/Strongly Agreed; and 33.72% disagreed/strongly disagreed; the remainder neither agreed/disagreed.

Q7 69.77% agreed with the closure of the seafront.

Q8 To the question: “Do you think there was enough marketing and media coverage?” 32.56% Agreed/Strongly Agreed; and 36.05% disagreed/strongly disagreed; the remainder neither agreed/disagreed.

Q9 61.63% thought we should hold an Air Show in 20 19.

5.2.3 It was noted that over 200 comments had been added in response to the questionnaire.

A decision about the future of the airshow will be decided by the board in September. Michael Jeal requested that the financial statement be distributed at least a week before the board meeting

5.3 **FlightlineUK** – AC circulate the report by online company *FlightlineUK*.

5.4 **Habitat Risk Assessment**

5.4.1 Members were reminded that Natural England and the RSPB had issued stark warnings about the impact of the Air Show on the Little Tern colonies on North Denes and Scroby Sands.

5.4.2 GYTABIA had worked with the Flight Director, the pilots and the CAA to make adjustments to flight paths thus avoiding over-flying the colonies.

5.4.3 GYTABIA had been forced to undertake numerous surveys to assess and monitor the likely and actual effect on the colonies.

The RSPB had requested that GYTABIA sign a pledge not to hold the airshow in the breeding season in the future. GYTABIA refused to sign until the results of the final ecological report had been completed.

5.4.4 The final study was undertaken by *Wild Frontiers* during the actual Air Show. Their 24-page report concluded: “*The breeding success of the little tern colony at North Dens and the common tern colony on Scroby Sands have not been adversely impacted by the 2018 Haven Great Yarmouth Air Show. There has been no adverse effect on the designated features and therefore the integrity of the European sites in question; namely the North Denes SPA, Outer Thames Estuary SPA, Breydon Water SPA and the Greater Wash pSPA*”.

5.5 **Finance report**

5.5.1 DM reported that costs were more or less on target. However the greatest point of failure was the use of the Park & Ride service which suffered a £140k loss against budget. As yet DM was unable to provide a full set of accounts

5.5.2 It was agreed that pending the outcome of the accounts that options should be explored as to whether we can identify savings on a Year 2 Air Show and whether there were options to increase income ie Sponsorship/Hospitality/Trade stands.

5.5.3 It was agreed to defer a final decision until the September board meeting.

6. **Key Projects Progress Reports 2018**

6.1 **Great Yarmouth & Hemsby Fireworks** – progressing well

6.2 **Maritime Festival:** Good progress although lacking in visiting ships.

Seafront traders have requested a meeting – contact for ideas and projects to be made via Lyndon Bevan the Events Director – KY to inform traders of this.

7. **Update on Other 2018 Projects**

7.1 No further updates

~~89.~~ **Footfall Counters - update**

Report noted

~~910.~~ **Any Other Business**

~~910.1~~ **Former Pontins site at Hemsby**

~~910.1.1~~ It was agreed that GYTABIA should send a written objection to the planning application by

Northern Trust Company Ltd to demolish existing buildings and redevelop the site with up to 190 dwellings, retail development, holiday accommodation, open space & landscaping. Michael Jeal could not vote as he is on the planning committee

9.2 Regent Road bowl planning for retail on the road and flats on the first floor have gone through planning

9.3 Priory Gardens project is going through and is successful Kevin Huggins thanked the board for the support

10.

Date Of Next Meeting

Agreed as 6th September 2018