



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

Present:

Cllr Barry Coleman (Chairman)	Helen Lewis	Andrew Norris
David Marsh	Kevin Huggins	Matt Smith
Alan Carr	Ben Jay	Albert Jones
Toni Reeve	Margaret Farrow	Cllr Michael Jeal
Gregg Hadden	George Jermany	Karen Youngs
Terri Harris	Cllr Malcolm Bird	Paula Boyce

1. **APOLOGIES FOR ABSENCE**

- 1.1 Gareth Brown, Rob Warner, Martin Marsh, Steve Cozens, Ken Sims

2. **DECLARATION OF INTEREST**

- 2.1 None declared.

3. **MINUTES & MATTERS ARISING FROM THE PREVIOUS MEETINGS**

- 3.1 The minutes of the BID Board meeting on 27th September 2018 were agreed as a true and accurate record

4. **PRESENTATION 'DELIVERING FOR THE TOURISM SECTOR – GREAT YARMOUTH'S PROPOSED TOURISM, CULTURE & HERITAGE STRATEGY**

Paula Boyce, GYBC Head of IT, Communications and Marketing presentation (see attached addendum)

- Paula welcomed any comments from tourism businesses represented on the GYTABIA board.
- Working on a strategy at the moment.
- Announced on the 27th November 2018 that central government are keen to negotiate and talk to tourism with the UK to help derive major economic growth
- Great Yarmouth Tourism strategy terminates in 2018 and the culture strategy has 2 years left to run.

- 4.1 Volume & Value figures show that spend is higher in other parts of Norfolk and this something that needs addressing. Although the figures also show 35% of employment in GY, both direct and indirect, are attributed to tourism
 - 4.2 Noted that Visit Britain is primarily a brand used for international tourism and Visit England used for domestic tourism. Pointed out that Great Yarmouth is not included within the Visit Britain website and this should be addressed.
 - 4.3 Noted that it is important that GYBC understands that the Greater Yarmouth brand is used to ensure inclusivity for the smaller villages within the borough
 - 4.4 Paula pointed out that it would be very helpful if any of the direct tourism related businesses would be able to share trading figures and to contact her if possible.
 - 4.5 The Broads Authority were co-authoring the strategy.
 - 4.6 Pointed out that within this strategy work it is important to consider the differing needs of day visits to staying visitor's.
 - 4.7 One of the core aims of the strategy is to investigate the funding channels which require a smaller amount of match funding to unlock larger pots of funding. GYBC are also involved in talks with the LEP who also have money for skills & training. The LEP are currently talking to Visit Norfolk & Suffolk and GYBC are championing Great Yarmouth to the LEP and that it is important to mirror LEP language. GYBC have subscribed to Visit Norfolk to ensure that GYBC are involved in all talks.
 - 4.8 After varying discussions on night economy and the visitor perception of safety the board were told that any further comments need to be put forward as soon as possible as the final strategy needs to be signed off by April 1st, 2019 and there is only one further stakeholder workshop to be held which all are welcome to attend. The first draft will be issued in February 2019.
 - 4.9 Important that the high percentage of employment figures within the tourism industry needs to be made more public.
 - 4.10 Important to install sense of pride back into the community (early feedback slide)
 - 4.11 Pointed out to Paula that after many study visits to most of the major resorts in the UK Greater Yarmouth was one of the best in the country and this needs to be realised by both locals, internationally and nationally as well.
- 5.0 **BID RENEWAL LEVY COLLECTION UPDATE**
- 5.1 Reported that the invoices only went out in October so there was no update on collection at the moment however the general collection rate is 97%
 - 5.2 Kevin Huggins asked for a note to be made that some reminders for levy collection were sent out unnecessarily.
- 6 **PRIORITY PROJECTS**
- 6.1 **Maritime Festival** is not guaranteed to go ahead at the moment – suggested that a consideration be made to hold it bi annually.
It was noted that David Marsh would be forming a new working group to oversee plans for the 2019 Festival.
 - 6.2 **Fireworks:** Suggested that to reduce costs that fireworks roadshow be dropped. Ben Jay offered to carry out the publicity free of charge. Agreed to come back with a revised fireworks roadshow proposal in the new year.

7.0 **APPRAISAL OF FUNDING APPLICATIONS – SMALLER PROJECTS**

- 7.1 David Marsh asked that when marking the funding strategic score sheet to note that we were not saying yes or no to any projects but prioritising.
- 7.2 It was proposed and subsequently agreed that Gorleston Clifftop fireworks be reduced to £2000 and that the NSRA offer be reduced to £5000
- 7.3 Michael Jeal raised the point that toilets are not a statutory spend by GYBC and that funding Hemsby toilet cleaning might be a sticking point for some BID levy payers and their resultant BID vote. Agreed to bring Hemsby beach cleaning and toilets back to the January board meeting.
- 7.4 The 1/12th project was agreed and voted to remove the project before the scoring process as it was considered to financial benefit implications to one individual business. Upheld with 7 vetoed and 4 in favour of scoring.
- 7.5 Caister carnival 2018 : It was noted that the accounts for the Caister events reported a surplus of £2038 in 2018. It was agreed to support the marketing of this event with a £1000 contribution
- 7.6 Margaret Farrow reported that GY in Bloom had received a gold award. Gorleston was being prepared for entry into the In-Bloom awards in 2020. Agreed to bring to next board meeting in January 2019.
- 7.7 In summary, the Board agreed to the following adjustments:

<u>EVENTS</u>	<u>Application</u>	<u>After agreed adjustment</u>
Chess Congress	£1,500	£1,500
Cliff Top Fireworks	£2,300	£2,000
Street Rod Assoc	£10,000	£5,000
Wheels	£6,000	£6,000
One Twelfth	£2,500	£0
Caister Village Event	£2,500	£1,000
TOTAL	£24,800	£15,500

<u>FACILITIES, MAINTENANCE & ACCESS (FMA)</u>	<u>Application</u>	<u>After agreed adjustment</u>
Caister in Bloom	£1,500	£1,500
Filby in Bloom	£3,500	£3,500
Hemsby Hanging Baskets	£3,710	£3,710
Hemsby Toilet Cleaning	£1,421	£1,421
Hemsby Beach Cleaning	£4,900	£4,900
TOTAL	£15,031	£15,031
Events + FMA	£39,831	£30,531

- 7.7 Board members were asked to prioritise the above applications which resulted in the following priority list

Application	Amounts	Board Score	
Wheels	£6,000	54	
Filby in Bloom	£3,500	54	
Hemsby Toilet Cleaning	£1,421	53	
Cliff Top Fireworks	£2,000	51	

Caister Village Event	£1,000	48	
Hemsby Hanging Baskets	£3,710	47	
Caister in Bloom	£1,500	45	
Hemsby Beach Cleaning	£4,900	44	£24,031
<i>NSRA</i>	<i>£5,000</i>	<i>37</i>	
<i>Chess</i>	<i>£1,500</i>	<i>22</i>	
<i>One Twelfth</i>	-	-	

7.8 Current funds are available (£26,184) to fund all the projects above except NSRA and Chess.

7.9 Its was agreed that further adjustments should be considered to allow funding to be offered to all eligible applicants. AAC to prepare an options report for the next meeting.

8. **FINANCIAL REPORTS**

8.1 Reported that because of the leak of the previous meetings financial report to the press copies were not sent via email prior to the meeting today (see attached addendum)

9 **MARKETING**

9.1 Paula pointed out that although there had been no marketing sub group meetings for 6 months there had only been a 2 month period without staffing resources and that currently 63k had been spent on marketing. Terri Harris said that all pre-marketing work had been completed by Kirsty prior to her leaving however another meeting was essential

9.2 It was noted that the TMS PR contract ended on 30th September 2018 but we will be holding talks with them about the way forward.

10. **DECORATIVE LIGHTING**

10.1 It was raised that the decorative lighting had been disappointing and was agreed to pay a reduced fee to the contractor

11. **STUDY VISIT SOUTHPORT**

11.1 Karen Youngs reported that after initial reservations the Southport visit had turned out to be one of the most informative visits and that information imported by one Southport council officer with no holds barred. Reported that Southport used food dye to deter algae in their waterways. Terri Harris of the Sea Life Centre offered to help with the algae problem which may present itself in the waterways.

12 **ANY OTHER BUSINESS**

12.1 **Guest Accommodation Christmas Party**

Gregg Haddon reported that the guest accommodation group were holding their Christmas party at the Kensington on December 5th and that all board members were welcomed to attend.

12.2 **Service Level Agreement**

Michael Jeal and Barry Coleman both declared an interest. Michael Jeal was not aware that the SLA had been suspended and that the board should have been informed prior to the decision being made. David Marsh said that time had been of the essence with the departure of Kirsty Burn, David Helsdon & Alan Carr. The

question was raised that the GYBC invoice for services for these staff needed to be reduced as the support had not been received as per the terms of the SLA. The decision was also essential with the 2nd BID term coming up for the vote it was sensible to carry on with those who have the most BID experience. DM fully accepted the comment made by Michael Jeal that the board should have been informed. It was understood that the GYBC Chief Executive was generally happy with the delineation of the two organisations.

13. **DATE OF NEXT MEETING**

13.1 29th January 2019