

MINUTES OF THE MEETING OF THE BOARD of the GREATER YARMOUTH TOURISM & BUSINESS IMPROVEMENT AREA LTD held on TUESDAY 29th JANUARY 2019

Present:

Commercial Directors

Present	Firstname	Surname	Term
A	Gareth	Brown	2014-2021
yes	Lyndon	Bevan	2019-2021
	Steve	Cozens	2019-2021
yes	Margaret	Farrow	2019-2021
A	James	Grey	2018-2020
A	Gregg	Hadden	2019-2021
	Terri	Harris	2018-2020
yes	Kevin	Huggins	2018-2020
A	Oliver	Hurren	2018-2020
yes	Ben	Jay	2019-2021

Present	Firstname	Surname	Term
yes	George	Jermany	2018-2020
yes	Albert	Jones	2018-2020
	Helen	Lewis	2018-2020
A	Martin	Marsh	2018-2020
yes	Andrew	Norris	2018-2020
A	John	Potter	2018-2020
A	Toni	Reeve	2019-2021
yes	Jane	Reynolds	2018-2020
yes	Matt	Smith	2018-2020
	Rob	Warner	2019-2021

Local Authority Directors

Other

yes	Cllr Barry Coleman		yes	Alan Carr
yes	Cllr Michael Jeal		yes	Karen Youngs
	Cllr Demetrius Mavroudis		yes	Asa Morrison
	Cllr Malcolm Bird		Yes	Paula Boyce

Honorary Presidents

yes	David Marsh		yes	Ken Sims
	Aileen Mobbs		yes	Alan Carr
	Malcolm Bird			

- 1.** **APOLOGIES FOR ABSENCE**
Apologies were received from Gareth Brown and Toni Reeve, John Potter, Martin Marsh, Oliver Hurren, Gregg Haddon, James Gray,.

- 2.** **DECLARATION of INTEREST**
There were no declarations of Interest

- 3.** **MIINUTES OF THE PREVIOUS MEETING HELD 28th NOVEMBER 2018**
The minutes were agreed as a true and accurate record.

- 4**
 - 4.1 **MATTERS ARISING**
Ref 6.1 Cllr Jeal expressed concerns that the press had detailed the dates of the Maritime Festival although the board had noted that there was no guarantee that it would go ahead this year. DM responded that it was business as usual and final decisions could be taken later in the year.

- 4.2 Ref 7.3 Issues over eligible invoices had been resolved
- 4.3 Ref 7.6 Gorleston in Bloom. It was agreed that Margaret Farrow would work with appropriate people to prepare an application for BID funding in 2019-2020
All other matters were covered by the main agenda

5 **LEVY COLLECTION & FINANCIAL REPORT**

5.1 Levy Collection

5.1.1 The Board noted the following arrears

Arrears for BID (incl costs)2014-15	4,244.51
Arrears for BID (incl costs)2015-16	5,246.69
Arrears for BID (incl costs)2016-17	8,518.65
Arrears for BID (incl costs)2017-18	15,471.74
Arrears for BID (incl costs)2018-19	53,847.60
Total	87,329.19

5.1.2 The overall collection rate currently stood at 96.3%

5.1.3 MJ raised a query over the payment by a large hotel and was advised to take it up with the Borough Council

5.2 Financial Report

5.2.1 DM presented a statement of account. It was agreed to reduce the fireworks budget by £4,000.

Subsequently the allocation of funding to small projects was agreed as:-

Project	
Wheels	£6,000
Filby in Bloom	£3,500
Hemsby Toilet Cleaning	£1,421
Cliff Top Fireworks	£2,000
Caister Village experience	£1,000
Hemsby Hanging Baskets	£3,710
Caister in Bloom	£1,000
Hemsby Beach Cleaning	£4,900
NSRA	£5,000
Chess	£0
One Twelfth	£0
	£28,531

5.2.2 Terri Harris expressed her concern about the lack of funding for marketing projects

6 **AGM and ANNUAL TOURISM LUNCH**

6.1 The CX circulated a paper which set out the aims, objectives and costs of the Annual Tourism Lunch.

6.2 Members noted that the projected net cost of staging this years lunch was just under £5,000 of which £3,100 was on staging and audio.

6.3 Members noted the three options; ie proceed and accept the loss; move venues or postpone this years Annual Lunch. It was noted that budget was £2500.

6.4 It was agreed that GYBC would revisit the costings and submit new quotes by 1st February

6.5 The CX asked all Board members to consider buying a table at the Annual Tourism Lunch.

7 **ANNUAL STUDY VISIT**

- 7.1 KY reported that plans were in hand to stage the 2019 Study Visit to Whitby in North Yorkshire. The Board noted that Whitby is a seaside town, port and civil parish in the Scarborough borough of North Yorkshire, England. Situated on the east coast of Yorkshire at the mouth of the River Esk, Whitby has a maritime, mineral and tourist heritage. Its East Cliff is home to the ruins of Whitby Abbey, where Cædmon, the earliest recognised English poet, lived. The fishing port emerged during the Middle Ages, supporting important herring and whaling fleets, and was where Captain Cook learned seamanship. Tourism started in Whitby during the Georgian period and developed with the arrival of the railway in 1839. Its attraction as a tourist destination is enhanced by the proximity of the high ground of the North York Moors national park and the heritage coastline and by association with the horror novel Dracula. Jet and alum were mined locally, and Whitby Jet, which was mined by the Romans and Victorians, became fashionable during the 19th century.
- 7.2 Agreed dates of 1st-2nd & 3rd October.

8 **BOARD ELECTIONS**

- 8.1 Board members noted that letters had been circulated to all GYTABIA 'Members' inviting them to stand as a Director of the Company.
- 8.2 Seven nominations were received for the seven vacant places.
- 8.3 The AGM will be asked to ratify the following candidates as members of the Board 2019-2021.

Lyndon	Bevan
Steve	Cozens
Margaret	Farrow
Gregg	Hadden
Ben	Jay
Toni	Reeve
Rob	Warner

9 **BID RENEWAL UPDATE**

- 9.1 Members are reminded that the proposals formulated and agreed by the Board had now formed the basis for a report to GYBC and for the Secretary of State. The key proposals are:

Item	Proposal
BID Body	Greater Yarmouth Business & Tourism Improvement Area Ltd
Type of Body	Private Company Limited by Guarantee
BID Area	The Borough of Great Yarmouth
BID Period & Commencement	5 Years with a commencement date of 01 September 2019
BID Levy	1.75% of Rateable Value to be paid by all eligible hereditaments in the BID Area.
Exemptions & Caps	Exemption are as follows: <ul style="list-style-type: none"> • Businesses with a rateable value of below £12,000 • Businesses already in Great Yarmouth Town Centre BID • Businesses whose primary function does not benefit from tourism. These ^{[[]]}SEP are defined using the VOA category description and include the following: Advertising, Ambulance Station,

	<p>Cemeteries, Community Centres, Education, Factories, Fire Station, Health & Medical, Office/Commercial, Schools, Storage, Workshop, Warehouse</p> <ul style="list-style-type: none"> • Non-retail charities with no trading income, arm or facilities, not-for-profit subscription and volunteer-based organisations <p>Caps:</p> <ul style="list-style-type: none"> • There will be an upper cap for the BID Levy for any single hereditament of £12,500
Alterations	The BID area and the levy rate cannot be altered without a further ballot. The BID projects, costs and timescales can be altered with the agreement of the BID Board
Projected BID Levy income	£450,000 per annum

9.3 It was noted that a further newsletter and questionnaire had been circulated to the 500 potential levy payers

9.4 It was noted that BID Workshops were planned for 27th & 28th February.

9.5 The Board noted that the likely questions raised by the press were:-

Why the increase from 1.50% to 1.75%?	The increase is well below the rate of inflation. For business with an RV of £20,000 or below this equates to an increase of less than £1 a week.
Why exclude businesses with a rateable value below £12k.?	Businesses with a rateable value of less than £12,000 have not been excluded but will be invited to be voluntary contributing members.
Who determined those businesses whose primary function benefits from tourism?	Many of the categories are clearly tourism beneficiaries ie visitor accommodation; leisure attractions. For each category we asked the question: "will a visitor use the service offered by this business. We concluded that with the exception of premises like community centres, education premises etc all other businesses benefit from addition business generated by tourists
Why is the upper cap applied to the very large businesses?	This applies to just 7 businesses. Whilst it is proposed to cap the levy payable at £12,500 it is hoped that these businesses will assist with sponsorship of some of GYTABIA events and activities.

10

KEY PROJECTS

10.1 Great Yarmouth Fireworks

10.1.1 It was agreed to retain Titanium as the firework company for a second year.

10.1.2 Meetings with Heart, Beach & Harbour were planned

10.1.3 Asa had prepared a Delivery Schedule

10.1.4 DM reported that by May we will have a budget or a cancellation plan.

10.1.5 It was agreed that ASM & AAC would work toward cutting the fireworks budget by £4,000 whilst retaining the 'roadshow' element of the evening.

10.2 **Hemsby Fireworks**

James Grey reported that they would be using Frontier Fireworks

10.3 **Maritime Festival**

10.3.1 DM reported that he had invited the former MF Committee to a de-brief meeting. Two members attended.

10.3.2 DM confirmed that KY would handle all the bookings for stalls etc; ASA would take the role of Event Director and Site Manager.

10.3.3 John Griffiths would continue to talk to potential Shanty performers

10.3.4 DM would be working with existing sponsors

10.3.5 ASA would be working with potential sponsors

10.3.6 ASA had written the first draft of the Delivery Plan

10.3.7 AC would manage the overall admin and finance.

10.3.8 DM reported that by May we will have a budget or a cancellation plan.

10.4 **Gorleston Switch ON**

Given that the next Switch-On was in Year 1 of the new BID no commitment can be made.

10.5 **Seafront Decorative Lighting**

10.5.1 Board members recorded their dissatisfaction with the standards of maintenance on the new decorative lighting.

10.5.2 It was agreed that Karen and Albert Jones should meet with the suppliers to discuss a reduction in charges.

10.6 **Footfall Counters**

10.6.1 The Board noted the comparable footfall figures 2016-2018. Whilst July & August had experienced a decline; May and June had enjoyed marginal increase in footfall

10.6.2 Some members expressed their concern about the accuracy of the counters. Whilst there had been no reports about faulty machines KY agreed to talk to the suppliers to see if they have any concerns.

11 ANY OTHER BUSINESS

11.1 **Prestige Bars.** Members received a written statement requesting that the Board refund the overpaid commission in respect of the Air Show. The Board agreed to the refund.

11.2 Priory Gardens, Gorleston. KH reported that they were on the cusp of signing a 10 year lease.

11.3 Ben Jay reported that Jack Jay would be pleased to assist in developing the Maritime Festival

11.4 The Vice-Chairman encouraged board members to support the Mayors Night at Stadium (28 Feb); Mayors Ball (30th March); Charity Show (11th May)

12 DATE OF NEXT MEETING

Agreed as 12th March 2019