

# GYTA Hemsby & Newport Traders Group

## Minutes of the meeting held at Lacon Arms on Monday 6<sup>th</sup> February 2012

### Attendance:

Kirsty Burn – GYBC	Apologies	Mike Olley – Treasure Island	
Alan Carr – GYBC/GYTA	Present	Cllr. George Jermany – Cavalier Chalets	Present
Lyndon Bevan - MB's	Present	Brenda Jermany – Cavalier Chalets	Present
Lorna Thompson – MB's	Present	Reuben Wilson – Palace Casino	
James Bensley – Beach Café		Keith Kyriacou – Carousel Amusements	Apologies
James Gray – Lost World Golf	Present	Corina Bowser – Treasure Island	
Richard Hirst – Hemsby Megamaze	Apologies	Toni Reeve (Chair) – Seadell Holiday Chalets & Shops	Present
Gill Cunniffe – Treasure Island		Ann Reeve – Seadell Holiday Chalets & Shops	Present
Cllr. Barry Cunniffe – Treasure Island		Richard Meakin – Fun Park	Present
Scott Roberts – Oasis Amusements		Derek Derby – Two Way Café	
Alec Duckworth – Hemsby Belle Aire Ltd	Present	Stuart Reeve – Seadell Shops	Present
Martin Mehmet Happy Days at Hemsby		Owen Church – Hemsby Post Office	
Oliver Bensly – Beach Café		Karen Youngs – GYTA	Present
Justin Ettridge – Richardsons	Apologies	K. Brooks – Crafts with a Difference	
T. De'Ath – Newport		Mark Roberts – Oasis Amusements	
Sally Burrell – Belle Aire		Lewis Bevan – MB's	Present
Gregg Munford - Richardsons		D. Parnham	
Barry Thornton – Hemsby Festival		Jonathan Thompson – Lacon Arms	
F. Kyriacou – K.J. Leisure	Present	Sonja Hayton – Old Station House	Present
David Channell – Norfolk Preserves	Present	J. Hubbard – Belle Aire Ltd	Present
Councillor Shirley Weymouth	Present	Councillor Charles Reynolds	Apologies

### 1. Welcome and apologies for absence

1.1 The Chairman welcomed everyone and gave apologies for absence

### 2. Minutes of Last Meeting

2.1 The minutes were confirmed as a true and accurate record.

### **3. Correspondence**

3.1 None

### **4. Ex Pontins Holiday Village**

- 4.1 Toni Reeve reported that the planning application from Northern Trust, scheduled to be discuss at GYBC Development Control on 17<sup>th</sup> January 2012, had been withdrawn by the applicant. It is understood that the application received 388 objections and 2 letters of support.
- 4.2 Toni Reeve had been invited to speak on behalf of the GYTA Hemsby & Newport Group. It was subsequently formally confirmed that should the application be re-submitted that the Chairman would continue to act as spokesman.
- 4.3 The question was asked if Northern Trust is still paying business rates. KY would make enquiries on behalf of the group.
- 4.4 The question of the condition of the hedge on Back Lane was raised and it was agreed that the Chairman should write a letter to GYBC. The Chairman would circulate a draft version to members before sending a final version to GYBC.

### **5. Membership of the GYTA/Great Yarmouth BID**

- 5.1 Karen Youngs advised that reminders for 2011/2012 season membership of the GYTA will be sent out within the next week or so and stressed that it was important to gain a strong representation from Hemsby and Newport.
- 5.2 It was asked if a list could be sent to the chairman of all Hemsby traders who were currently members of the GYTA. Although GYTA had to be careful about releasing person information KY would endeavor to supply a list of current members to the Chairman.

### **6. Business Improvement Districts**

- 6.1 Alan Carr explained that the GYTA are currently putting together a Business Improvement District (BID). The group noted that:-
- BIDs allow businesses in a defined area and business sector(s) to vote on which additional services they want to invest in, to improve their trading environment
  - The vote is open to tenants - if a majority, both by number and by rateable value, approve the proposal, all ratepayers will contribute through their business rates
  - BIDs give local businesses the power to effect changes that will benefit them in their local community. Improvements may include extra safety/security, cleansing and environmental measures, improved promotion of the area, improved events, and greater advocacy on key issues, but the legislation does not put a limit on what products or services are provided
  - Businesses have the opportunity to agree on the projects for which they are contributing and to vote in a ballot on the amount of money they are prepared to raise, enabling them to become involved in the administration of the schemes themselves
  - BIDs are operated by not-for-profit partnership organisations
  - The interests of large and small businesses are protected through a system which requires a successful vote to have a simple majority in both votes cast and rateable value of votes cast
  - Businesses must be able to sustain the additional cost - if they are not viable the BID levy raise enough income to make it a worthwhile venture
  - Once voted for, the levy becomes mandatory on all defined ratepayers and is treated as a statutory debt
  - The plan voted for has a lifespan of 5 years and further proposals will have to be reaffirmed through a vote

- Local Authorities play an important facilitating role and in particular are charged with legal responsibilities, including the provision of the ratings data to calculate the BID levy, the collection and enforcement of the BID levy via a ring-fenced BID Revenue Account that is then passed straight to the BID company, the organisation of the formal BID ballot, and the preparation and commitment to the baseline service agreements.

## **7. 2012 Viking/Hemsby Festival**

- 7.1 The Chairman reported that nobody had come forward to take up the reins for the 2012 Viking Festival.
- 7.2 James Gray said that he had a couple of meetings with Barry Thornton about joining up with the Hemsby Festival. Barry told James that he had been disappointed with the level of response from the east end of Hemsby. The dates have been fixed for the Hemsby festival for the 16<sup>th</sup>/17<sup>th</sup> July. An observation was made that this weekend everyone is too busy getting ready for the main school summer holidays.
- 7.3 Thanks were given to Alec Duckworth for the use of his land for the 2011 Viking Festival. Richard then thanked Stuart Reeve, James Gray and Lyndon Bevan for all their work to make it a success.
- 7.4 Alec Duckworth suggested that perhaps a Viking themed fun day might work. Lyndon agreed. The Chairman thanked Alec and asked him to keep the group informed.

## **8. What's on 2012 - Update**

- 8.1 Alan Carr said that the 'What's On' had now gone out to print and would be ready in approximately two weeks time. The brochure was in the same format as last year with the 'Hemsby' insert and vouchers. 12 advertisers were needed to keep the insert as per last year this was achieved. However it was noted that in order to make the 12 adverts the Bevan family had taken out 4 adverts and the Reeve family 3 adverts to make the numbers up which was a poor reflection on the other businesses in Hemsby. 400,000 copies of the What's On are distributed in total.

## **9. Any Other Business**

- 9.1 The Chairman agreed to contact the train company to see if they would be willing to run the train down Back Market Lane if the hedge was cut.
- 9.2 Councillor Mrs Weymouth said that the Parish Council had received a letter about the condition of the seats down Beach Road and that she had responded with a letter to GYBC to asked who was responsible for them stating that the Parish Council were willing to take them on if GYBC were not. Councillor Jermay said that the original Hemsby 2000 agreement was that the owners of the land that they are sat on were to take responsibility however if the Parish Council wanted to take them on he could see no objections.
- 9.3 James Gray asked if there was any possibility of purchasing anymore of the brown tourist signs as the current ones were partially covered by vegetation. Councillor Weymouth said that the current grasses were going to be moved around in the Spring but if anymore signs were required application should be made to Norfolk County Council.
- 9.4 Lorna Bevan said that if any of the Hemsby businesses wanted a link to the LA lounge website to let her know.

## **10 Date of Next Meeting**

It was agreed that the next meeting be held on 14<sup>th</sup> May 10.30am at the Lacon Arms

The Lacon Arms were thanked for hosting the meeting.