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**Minutes** of the meeting of the   
BOARD of the GREATER YARMOUTH TOURISM AND BUSINESS IMPROVEMENT AREA LTD   
held on **Thursday 26th May 2016** at Maritime House

**Present**:

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| David Marsh | Asa Morrison – part time | Cllr Michael Jeal |
| Gareth Brown (Chairman) | Ken Sims | Peter Jay |
| Toni Reeve | Albert Jones | James Gray |
| Lyndon Bevan | Jane Reynolds | Alan Carr |
| Amy Greenwood | Cllr Demetris Mavroudis | Karen Youngs |
| Terri Harris | Cllr Paul Hammond | Kirsty Burn |
| Cllr Barry Coleman (Vice Chairman) | Cllr Charles Reynolds | Kevin Huggins |
| Gregg Haddon | Steve Cozens | Margaret Farrow |

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| 1. |  | **APOLOGIES FOR ABSENCE** |
|  | 1.1 | Apologies were received from Darren Cross, Oliver Hurren |
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| 2 | 1.2 | MINUTES SILENCE |
|  |  | A minutes silence was observed for the late Tony Smith. Afterwards the board voted heartfelt & sincere thanks and tribute to all the hard work he had put in as a board member of the company and that he will be sorely missed. |
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| 3 | 1.3 | LETTER OF THANKS FOR EX BOARD MEMBERS |
|  |  | The board agreed that a letter of thanks should be sent to ex board members Cllr Katy Stenhouse and Cllr Andy Grant for their support of the BID company. |
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| 4. |  | DECLARATIONS OF INTEREST |
|  |  | It was agreed that the Company Secretary would seek advice on who should and shouldn’t be declaring a expressions of interest. |
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| 3. |  | **MINUTES OF THE PREVIOUS MEETINGS** |
|  | 3.1 | It was recorded that the minutes of the BID Board meeting on 3rd March were approved as a true and accurate record. |
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| 4. |  | **MATTERS ARISING FROM THE MINUTES** |
|  | 4.1 | There were no matters arising |
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| 5. |  | **FINANCIAL AND COMPANY ISSUES** |
|  | 5.1 | ***Levy Collection Update*** |
|  |  | Concern was raised about the way current information was given to GYTABIA on the updates of the BID levy collection. A meeting has been arranged with Jane Beck to discuss future updates. |
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|  | 5.2 | ***Statement of Accounts*** |
|  |  | Statement of accounts were presented by the Company Secretary as attached |
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|  | 5.3 | ***Access Gateways & Vauxhall Bridge*** |
|  |  | It was proposed and accepted that these two projects be removed from this year’s budget with the proviso that they can go back into the budget in the next financial year. This was due partly to the proposed changes by Norfolk County Council to the traffic management system at Acle New Road and beyond. |
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|  | 5.4 | ***RWE Npower*** |
|  |  | RWE are currently in dispute through GYBC’s solicitor Chris Skinner about their inclusion in the BID. They have paid the levy for the last 2 years but have now decided to contest about the benefits from increased footfall. Chris Skinner has pointed out to them that all due process was carried out and that they are not able to change their valuation category from ‘energy’ to one that is not included in the GYTABIA bid. |
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|  | 5.5 | ***Northern Trust*** |
|  |  | It was asked if a check could be made if Northern Trust is paying the BID levy. |
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|  | 5.6 | ***AGM & Tourism & Business Lunch*** |
|  |  | The tourism lunch was very successful with several award winners from the business sector however it was pointed out that it was impossible to bring guests to the lunch and attend the AGM as well. |
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|  | 5.7 | ***Annual Study Visit – Weston Super Mare 11th/12th/13th October*** |
|  |  | Preparations for Weston are progressing well and should prove to be a most informational visit. It was suggested that the visit be in memory of Tony smith. |
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|  | 5.8 | ***Sponsorship of EnterpriseGY Awards 2016*** |
|  |  | It was agreed that the company should again sponsor the Customer Service category at the 2016 EnterpriseGY awards. |
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|  | 5.9 | ***British BID Membership*** |
|  |  | It was agreed that the company should renew their membership for British BIDs. |
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| 6. |  | **MARKETING CAMPAIGNS** |
|  | 6.1. | **Campaigns**  Kirsty to write a short update |
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|  | 6.2 | ***Webisodes*** |
|  |  | Reported that the webisodes have been promoted to local people on YouTube, Facebook etc. to install local pride. It is also being shown on loops in restaurants and local businesses. The Chairman commented on the exceptional quality of the webisodes. |
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|  |  | ***Alan Carr and Asa Morrison arrived at this point.*** |
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| 7. |  | **AIR SHOW 2017** |
|  | 7.1 | ***Air Show*** |
|  |  | The chairman proposed two new members for the Airshow working group – Lyndon Bevan & Paul Hammond. This was accepted. It was also agreed that Jane Reynolds could be called upon if needed. |
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|  | 7.2 | ***Air Show Launch*** |
|  |  | The airshow launch to be held at Potters resort on Tuesday 21st June for all board members and sponsors. The board were encouraged to be on the alert for potential sponsors as there was likely to be a 150k underwrite needed in Year 1. |
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|  | 7.3 | ***Airshow Management*** |
|  |  | It was reported that park & ride, traffic management, sea safety & counter terrorism, cycling & rail issues are all evolving well |
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|  | 7.4 | ***Social Media*** |
|  |  | Social media was all set up and ready for the launch on the 21st June 2016 |
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|  | 7.5 | ***Additional Trade Stands on Marine Parade*** |
|  |  | BID members will be given first refusal on trade stands in the car parks on Marine Parade |
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|  | 7.6 | ***Hospitality*** |
|  |  | The Sealife gardens will be used for sponsor’s hospitality. |
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|  | 7.7 | ***Projected Budget*** |
|  |  | Year 1 has a projected 530k budget cost and 402k income which leaves a 126k projected lost which could be as much as 150k. Year 1 value projected value to the economy in year 1 is 15 million, year 2 at 18 million and year 3 at 22 million. It was stressed that the BID and GYBC should work together to support the airshow. Also need political support. |
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|  | 7.8 | ***Points Raised*** |
|  |  | * Bournemouth airshow brings in 1.2 million visitors Great Yarmouth needs to keep up with other resorts |
|  |  | * Suggested that schools in the area need to be contacted to enable them to make arrangements for children to get to school on the Thursday/Friday |
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| 8. |  | **Park & Save Scheme** |
|  | 8.1 | Reported that the scheme was getting off to a slow start and that there was some confusion with the town centre scheme and the park and save scheme. Suggested that more publicity and clarity was required. |
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| 9. |  | **Feastival** |
|  | 9.1 | It was reported that the Feastival scheme had been dropped for this financial year due to a lack of support by the catering sector. |
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| 10. |  | **Hemsby Artificial Flowers** |
|  | 10.1 | Reported that like them or loathe them they have generated a large amount of publicity both locally & nationally which is good for Hemsby. |
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| 11. |  | **SEACHANGE ARTS** |
|  | 11.1 | ***Upfront Application*** |
|  |  | Reported that we are still awaiting a final decision from the funders although it was anticipated that we should hear within the next week or so. |
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| 12. |  | **OUTSTANDING BID APPLICATIONS** |
|  | 12.1 | No outstanding BID applications |
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| 13. |  | **DETERMINATION OF YEAR1/YEAR2 DIRECTORSHIPS** |
|  | 13.1 | It was agreed that the current chairman would be in post until March 2018and retiring chairman would retain his seat for 2 years. A further 8 names were drawn out of a hat to determine who would serve for 2 years and 1 year.   |  |  |  |  |  | | --- | --- | --- | --- | --- | | *Gareth Brown (Chairman)* | *March 2020* |  | *Tony Reeve* | *March 2017* | | *David Marsh (Retiring Chairman)* | *March 2018* |  | *Steve Cozens* | *March 2017* | | *Peter Jay* | *March 2018* |  | *Charles Reynolds* | *March 2017* | | *Amy Woodyatt* | *March 2018* |  | *Lyndon Bevan* | *March 2017* | | *Albetr Jones* | *March 2018* |  | *Andrew Bowyer* | *March 2017* | | *Jane Reynolds* | *March 2018* |  | *Margaret Farrow* | *March 2017* | | *Kevin Huggins* | *March 2018* |  | *Ken Sims* | *March 2017* | | *James Grey* | *March 2018* |  | *Gregg Haddon* | *March 2017* | | *John Potter* | *March 2018* |  | *Terri Harris* | *March 2017* | | *Oliver Hurren* | *March 2018* |  | *Vacant Position* | *March 2017* | |
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| 14. |  | **Any Other Business** |
|  | 14.1 | ***Footfall Monitors*** |
|  |  | The footfall monitor was installed in October 2015 and we receive weekly footfall data although we would have to wait for year 2 to enable any comparisons. |
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| 15. |  | **DATE OF NEXT MEETING** |
|  | 15.1 | Agreed that another meeting should be held in July – all agreed |

**Appendix A (see over)**

