



**Minutes of the special meeting of the
BOARD of the GREATER YARMOUTH TOURISM
AND BUSINESS IMPROVEMENT AREA LTD
held on Thursday 2nd March 2017 at Maritime House**

Present

✓	Gareth Brown (GB) (Chairman)	March 2020			Tony Reeve (TR)	March 2017
✓	David Marsh (DM) (Retiring Chairman)	March 2018		A	Steve Cozens (SC)	March 2017
A	Peter Jay (PJ)	March 2018		A	Charles Reynolds (CJR)	March 2017
A	Amy Greenwood (AG)	March 2018		✓	Lyndon Bevan (LB)	March 2017
A	Albert Jones (AJ)	March 2018			Vacant Position	March 2017
✓	Jane Reynolds (JR)	March 2018		✓	Margaret Farrow (MF)	March 2017
✓	Kevin Huggins (KH)	March 2018		✓	Ken Sims (KS)	March 2017
A	James Grey (JG)	March 2018		✓	Gregg Haddon (GH)	March 2017
✓	John Potter (JP)	March 2018		✓	Terri Harris (TH)	March 2017
A	Oliver Hurren (OH)	March 2018			Vacant Position	March 2017

	Councillors			Officials
✓	Cllr Barry Coleman; (BC) GYTABIA Vice Chairman and Chairman of GYBC Econ Dev.		✓	Alan Carr (AC) (GYTABIA CEO)
✓	Cllr Paul Hammond (PH)		A	Karen Youngs (KY) (GYTABIA Project Management)
	Cllr Demetrius Mavroudis (DMv)		✓	Kirsty Burn (KB) (GYBC Marketing)
✓	Cllr Michael Jeal (MJ)		A	Asa Morrison (AM) (Air Show Director)*

*A = Apologies

*for the Air Show item

1. **APOLOGIES FOR ABSENCE**
Apologies were received from Oliver Hurren; James Grey, Charles Reynolds, Albert Jones, Amy Greenwood, Peter Jay, Karen Youngs
2. **DECLARATION OF INTEREST**
Barry Coleman – GYBC, Lyndon Bevan – Small Projects, Margaret Farrow - CCTV
3. **MINUTES & MATTERS ARISING FROM THE PREVIOUS MEETING 31st January 2017**
 - 3.1 Previous minutes were agreed as a true and accurate record.
 - 3.2 Ref 7.1 – It was noted that Kim Balls and Kate Watts from GYBC were unable to attend today's meeting but would be pleased to attend a future meeting
Ref 7.6 The response from the VOA in respect of the query over the former Pontins site was noted.

4. **FINANCIAL AND COMPANY ISSUES**

4.1 **Levy Collection Update**

DM reported that the collection rate in this financial years was 93.1% and around 98.5% for the 3 years. DM recorded his thanks to the GYBC Revenues team for their hard work.

4.2 **Financial Statement**

4.2.1 DM circulated and the Board noted the financial statement. (see Appendix A)

4.2.2 DM circulated the Accounts for Year End 30th September 2016. It was agreed that the accountants should be presented to the AGM for their approval.

4.3 **Board Elections**

4.3.1 AC reported that all BID levy payers who had signed the Membership Charter were invited to stand as a GYTABIA Director.

4.3.2 GYTABIA received nominations from 14 candidates which prompt a ballot in 3 categories.

4.3.3 AC advised the Board that a ballot had been undertaken in three categories:

1. Leisure Attractions
2. Restaurant & Tea Rooms
3. Serviced Accommodation

4.3.4 The Ballot closed on Monday 27th February and the list of newly elected board members were noted as:-

- Gregg Haddon – elected by ballot (Serviced Accommodation)
- Ken Sims – elected by ballot (Leisure Attractions)
- Ben Jay – elected by ballot (Restaurant & Tea Rooms)

4.3.5 The following candidate were elected unopposed

- Tony Reeve – elected unopposed (Retail)
- Steve Cozens – elected unopposed (Suppliers and Services)
- Charles Reynolds – elected unopposed (Suppliers and Services)
- Lyndon Bevan – elected unopposed (Pubs)
- Margaret Farrow – elected unopposed (Suppliers and Services)

4.3.6 AC advised the Board that two positions remain vacant which could be filled from amongst the candidates who came second in each ballot, namely:- Matt Smith (Restaurant & Tea Rooms); Helen Lewis (Serviced Accommodation); & Terri Harris (Leisure Attractions).

4.3.7 Following a secret ballot Matthew Smith and Terri Harris where co-opted onto the board but must seek formal election in March 2018.

4.4 **AGM and Annual Tourism & Business Lunch**

4.4.1 AC reminded board members that the AGM would be held at the Town Hall on Tuesday 14th March at 11am

4.4.2 AC advised the board that an independent panel had now adjudicated the award nominations and a list of finalist would be announced at the annual lunch.

5. **MARKETING OVERVIEW**

5.1 KB gave an overview of campaigns in 2016 and the plan for 2017.

5.2 In 2016 the Marketing Group focussed their marketing efforts on the East Midlands with radio campaigns on Capital East Midlands from Easter to the end of August plus a TV campaign on ITV1, Sky and Video on Demand. The ads were seen by 4.6 million people within a 2-3 hour drive.

- 5.3 We also ran a digital campaign in conjunction with britainisgreat.com, Daily Mail, The Mirror, msn.com, the premierleague.com, Facebook and the Huffington post.
- 5.4 Our social media promotion generated over 750,000 views of our films on line.
- 5.5 For 2017 we are focussing on Essex, & the shires - Beds, Bucks, Herts using radio, TV, social media and digital campaigns.
- 5.6 KH asked if other districts promoted Greater Yarmouth in on a similar level that we promoted the rest of Norfolk and Suffolk. KB responded that as visitors don't recognise local authority boundaries it is in everyone's interested to promote a variety of holiday experiences.
- 5.7 MF comments that she felt Cromer received a lot more publicity locally ie in the EDP than Great Yarmouth. KB responded that we tend to concentrate our marketing further afield.
- 5.8 Finally KB highlighted the new Coastal Paths campaign funded by VisitEngland and specifically promoting the East of Endland to the Dutch.

6. KEY PROJECTS 2016-2017 - UPDATE

6.1 Great Yarmouth Fireworks

The Board confirmed the display dates as 19th, 26th July; and 2nd, 9th, 16th, 23rd, & 30th August plus funding for Pumpkinanza in October 2017.

6.2 Hemsby Fireworks

Confirmed dates were 28th May, 25th July and 1st, 8th, 15th, 22nd, and 29th August

6.3 Maritime Festival

6.3.1 Members noted the event to be held over the 9th & 10th September 2017

6.3.2 AC advised that the budget had allowed for £10,000 to be allocated to bringing a tall ship to the Festival and negotiations were on-going.

6.4 Air Displays 2017

Board members discussed the option of one or a series of singular air displays
It was agreed not to pursue any air displays during 2017

6.5 Air Show 2018 - update

6.5.1 AC advised board members that all sponsors had indicated their willingness to continue their support.

6.5.2 Likewise all delivery partners were keen to see the project through.

6.5.3 Plans were now in hand to stage a special table-top exercise with the delivery group in order to examine and work through a set number of relevant scenarios:

- This will improve cross party communication
- Develop group understanding, roles, responsibilities
- Assist in role identification going into the live event
- Assist in development of a Risk register
- Assist in development of a communications plan.

6.5.4 It was agreed to note the key actions taken and prepare a full report for a special June Board meeting.

7. SMALL PROJECTS 2016-2017

7.1 AC advised that the leaders of the following events had been advised of the funding allocation.

£6,000 Wheels Festival

£2,000 Gorleston Cliff Top Fireworks

£2,000 Caister project

£650 Martham Scarecrow

7.2 AC advised that the leaders of the following 'Facilities, Maintenance, Access' projects had been advised of the funding allocation.

£4,900 Hemsby Beach Cleaning

£3,400 Filby in Bloom

£1,175 Hemsby Toilets

£3,430 Hanging Baskets

£4,000 Fritton Village Sign

8. **CONTRACTUAL PROJECTS**

8.1 **Seafront Decorative Lighting**

It was noted that the seafront lighting was currently partway through a refurbishment programme. All lights should be back up for Easter.

8.2 **Footfall Monitoring**

8.2.1 It was noted that year 2 figures were now being collected to enable a comparison with year 1. The first seven weeks of 2017 have seen a 7.3% fall compared to 2016.

8.2.2 The more meaningful comparisons will however be beneficial when comparing Easter-October

9. **DESTINATION ISSUES**

9.1 **Regent Road Lights**

It was agreed that GYTABIA should write to GYBC expressing their concerns about the condition of the Regent Road ceiling of light.

9.2 **Seafront 'A' Board**

The Board noted the concerns of some seafront traders about the introduction of new conditions regulating the proliferation of 'A' Board on Great Yarmouth seafront

9.3 **Pay & Display Amendments/North Drive/Marine Parade**

Members expressed their concern about the proposals to introduce winter charges for on-street parking on North Drive and Marine Parade.

It was agreed that a letter be sent to NCC objecting to the proposals and all seafront traders be encouraged to write their own letters of objection.

10. **ANY OTHER BUSINESS**

10.1 **Changes to Business Rates**

10.1.1 Jane Reynolds raised a question about the impact of the changes to business rates

10.1.2 DM responded that GYTABIA could expect the full invoicing list from GYBC in July/August.

11. **DATE OF NEXT MEETING**

Special Air Show Board meeting to be held in June.

1st Oct 2016 to 30th Sept 2017	Pre determined expenditure			
	10th November 2016		31st January 2017	
Bid Levy	£ 450,000		£ 450,000	
Maritime Festival	£ 70,000		£ 70,000	
Airshow 2017	£ 357,500		£ -	
Income:		£877,500		£520,000
Maritime Costs	£ 70,000		£ 70,000	
Airshow 2017 Costs	£ 536,250	£ 606,250	£ 50,000	£ 120,000
Available 2017 Budget		£271,250		£400,000
Priority Small Projects				
Visit Norfolk	£ -		£ 3,600	
Hemsby Beach cleaning	£ -		£ 4,900	
Enterprise GY Sponsorship	£ 1,500		£ 1,500	
GY Wheels Festival	£ -		£ 6,000	
Gorleston Cliff Fireworks	£ -		£ 2,000	
Hemsby Toilets	£ -		£ 1,175	
Caister project	£ -		£ 2,000	
Martham Scarecrow	£ -		£ 650	
Fritton Village Sign	£ -		£ 4,000	
Hanging Basket			£ 3,430	
Pumpkinanza	£ 1,500		£ 1,500	
		£ 3,000		£ 30,755
Priority Marketing (min £53,750 max £107,500)				
Marketing	£ -		£ 111,500	
Hemsby Prom Leaflet	£ -		£ -	
		£ -		£ 111,500
Priority Events (min £53,750 max £107,500)				
2016 Fireworks	£ 26,500		£ 32,000	
Gorleston Switch On	£ 9,300		£ 9,300	
Maritime attractions	£ 15,000		£ 15,000	
Hemsby Fireworks	£ 13,000		£ 13,000	
Airshow 2018	£ -		£ 60,000	
Eating Out Week	£ -		£ -	
Seachange project	£ -		£ -	
		£ 63,800		£ 129,300
Marketing & Events Total		£ 66,800		£ 271,555
Facilities, maintenance & Access				
Seafront Illuminations	£ 28,791		£ 28,791	
Footfall Monitoring	£ 4,250		£ 4,250	
Parking Discount Scheme	£ -		£ -	
Station Welcome Hosts	£ -		£ -	
Filby in Bloom	£ -		£ 3,400	
Winterton maps etc	£ -		£ -	
Access Gateways	£ -		£ -	
Gorleston Ivy Lodge	£ -		£ -	
Hemsby Hanging Baskets	£ -		£ -	

CCTV	£ -		£ -	
Scratby Brown Signs	£ -		£ -	
Vauxhall Bridge	£ -		£ -	
Facilities, maintenance & Access Total		£ 33,041		£ 36,441
Overheads		£ 80,250		£ 85,750
Contingency		£ 10,000		£ 6,000
Total Expenditure:		£190,091		£399,746
Surplus/Deficit		£ 81,159		£ 254