



**Minutes of the special meeting of the
BOARD of the GREATER YARMOUTH TOURISM
AND BUSINESS IMPROVEMENT AREA LTD
held on Thursday 22nd June 2017 at Maritime House**

Present

✓	Gareth Brown (GB) (Chairman)	March 2020		✓	Tony Reeve (TR)	March 2019
✓	David Marsh (DM) (Retiring Chairman)	March 2018		A	Steve Cozens (SC)	March 2019
✓	Peter Jay (PJ)	March 2018		A	Charles Reynolds (CJR)	March 2019
✓	Amy Greenwood (AG)	March 2018		A	Lyndon Bevan (LB)	March 2019
✓	Albert Jones (AJ)	March 2018		A	Ben Jay (BJ)	March 2019
✓	Jane Reynolds (JR)	March 2018		✓	Margaret Farrow (MF)	March 2019
✓	Kevin Huggins (KH)	March 2018		A	Ken Sims (KS)	March 2019
A	James Grey (JG)	March 2018		✓	Gregg Haddon (GH)	March 2019
✓	John Potter (JP)	March 2018		✓	Terri Harris (TH)	March 2018
✓	Oliver Hurren (OH)	March 2018		✓	Matthew Smith (MS)	March 2018

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

*A = Apologies

*for the Air Show item

1. **APOLOGIES FOR ABSENCE**

Apologies were received and recorded above.

2. **DECLARATION OF INTEREST**

There were no declarations of interest.

3. **MINUTES & MATTERS ARISING FROM THE PREVIOUS MEETING 2nd MARCH 2017**

3.1 Ref 3.2/7.1: It was noted that Kim Balls (GYBC Strategic Planner) and Kate Watts (Transformation Programme Manager) will be invited to attend the September meeting.

3.2 Ref 3.2/7.6: KY advised the Board that the VOA had confirmed the following: "we [the VOA] are not at liberty to state why the property has been deleted from the non-domestic rating list as you [GYTABIA] are not the owner and have never been a tenant

of the property”.

- 3.2.1 It was noted that the Council doesn't want to set a precedent of properties taking the self-inflicted route of dereliction in order to force the planners hand into an acceptable change of use.
- 3.2.1 It was agreed
 - that we must ascertain if there are any legal routes to get clarification on the stats of the site.
 - that GYTABIA ask GYBC to impose an enforcement order to tidy up the site.
- 3.3* Ref 9.1 – No further news of any repairs to the Regent Road ceiling of light. *1
- 3.4 Ref 9.3 – KY reported that numerous letters of objections were submitted in respect of introducing payments for on-street parking during the winter months along Marine Parade.

4. **FINANCIAL AND COMPANY ISSUES**

4.1 **Levy Collection Update**

The Company Secretary circulated collection update which summarised the collection arrears as:-

Arrears for BID (incl costs)2014-15	£12,262.17
Arrears for BID (incl costs)2015-16	£13,094.88
Arrears for BID (incl costs)2016-17	£43,211.99
TOTAL	£68,569.04

Recovery Stage	Number of Cases	balance at recovery stage
Collection Agent	41	£8,363.44
Returned from Collection Agent	66	£14,749.15
Final Notice	32	£1,880.36
Gone Away - no trace	17	£3,642.39
Invoice	147	£13,130.39
IVA	1	£87.03
Liability Order	40	£22,721.78
Reminder	24	£1,369.49
Summons	1	£152.95
Write Off	16	£2,472.06
Total	385	68,569.04

4.2 **Financial Statement**

- 4.2.1 The Company Secretary circulated a financial statement; which was noted.

4.3 **AGM/Business Lunch**

- 4.3.1 Members were happy with the way the AGM/Business Lunch was staged and agreed no changes for next year

4.4 **BID Renewal**

- 4.4.1 The CEO circulated a brief scoping paper (see Appendix 1) detailing the timetable for the BID renewal and the key points for consideration.
- 4.4.2 It was agreed that this would be included on the agenda for the next meeting when a small Task Group would be formed to prepare formal recommendations.

4.5 **Presidents & Directors**

- 4.5.1 The Company Secretary informed the Board of the retirement of Ken Sims as a GYTABIA Director with affect from 30th June. Ken had been a valued and long standing member of the GYTA Board.
The Company Secretary therefore had no hesitation to nominate Ken Sims as an Honorary President. Unanimously agreed.
- 4.5.2 The Company Secretary informed the Board that he also wished to retire as a Director (effective from 30th June 2017) but would be pleased to maintain his position as Company Secretary and as an Honorary President.
- 4.5.3 Finally the Company Secretary proposed and the Board agreed to co-opt two new Directors, namely Andrew Norris (Barnard House) and Martin Marsh (Sentinel Leisure). Both co-optees would need to seek formal election in March 2018.
- 4.5.4 In the light of Bert Collins recent accident and illness Michael Jeal proposed that a card was sent on behalf of the board to Bert.

5. **AIR SHOW 2018**

- 5.1 The CEO gave a brief overview of progress to date including to creation of a staff team and a contractor team to oversee preparations.
- 5.2 Work on the key documents was noted and progress on the Traffic Management Plans; Park & Ride; Medical cover and a satellite viewing area at Gorleston was also noted.
- 5.3 The CEO spoke about work on the two ‘uncertainties’ i.e. Counter Terrorism and Little Terns. It was noted that working with counter-terrorism experts a plan had now been approved and was reflected in the budget planning. The Borough Council Chief Executive, Sheila Oxtoby, had also offered assistance with resolving the ‘Little Tern’ issues.
- 5.4 The Board noted the support of the Borough Council in the shape of an Officer Support Group and a Members Liaison Group plus the use of key ground assets on the seafront.
- 5.5 The Company Secretary circulated a financial update on the Air Show recommending the Board approve the net expenditure of £251,794 and subject to confirmation of key budget lines.
- 5.6 Some members expressed their concern about the financial commitment to one event over one weekend whilst others felt that an event of this scale is important to raise the profile of the resort and the BID.
- 5.7 The proposal to approve the net budget of £251,794 was put to the vote and votes cast where as follows:

FOR	11
AGAINST	4
ABSTENTIONS	2

Names recorded on file

- 5.8 Peter Jay tendered his resignation with immediate effect.

6. **DESTINATION ISSUES**

6.1 **Zero Hours Contracts**

- 6.1.1 Councillor Jeal asked the Board to consider whether it would be appropriate for the Board to vote on a resolution appertaining to zero hours contracts.
- 6.1.2 Board members recognised the negative implications for some people on zero hours contracts but also circumstances where zero hours contracts worked for some people.
- 6.1.3 It was agreed that it would be inappropriate to pass a resolution which effectively

advocated a course of action of BID levy payers.

- 6.1.4 It was agreed however that consideration be given to include an article in the September newsletter which argues the case for and against.

6.2 **EnterpriseGY – Spirit of Enterprise Awards 2017**

It was agreed to sponsor the 2017 awards at £1500. Once again GYTABIA will be allocated a table – Board members would be invited to buy a seat at the GYTABIA table.

7. **ANY OTHER BUSINESS**

7.1 **Pumpkinanza** – October 2017

Albert Jones at the Pleasure Beach agreed to sponsor the October fireworks for £2,000 and GYTABIA would match-fund at £2,000.

The Marketing Manager was asked to seek sponsorship to cover the balance.

7.2 **New £1 Coins**

It was proposed that a letter is written on behalf of the board to GYBC to ensure that the car park machines are converted for suitability to the new £1 coins with extreme haste as businesses on Marine Parade are being inundated for requests for old coins for use in the machines.

7.3 **Study Visit**

Karen Youngs announced that the 2017 Study Visit would be to Weymouth in Dorset during the 26th-28th September.

8. **DATE OF NEXT MEETING**

- 8.1 Noted as 15th September

- *3.3 *I was advised after the meeting by GYBS Asset Manager, Michael Stephenson that the ceiling of light on Regent Road is to have a complete refurbishment. The works will be undertaken at night from Monday 17 July 2017 and will be completed by the weekend.*

GYTABIA BID RENEWAL - SCOPING PAPER**1. Introduction**

- a. The Business Improvement Districts (England) Regulations 2004 (Statutory Instrument 2004 No 2443) dictates that after a period of 5 years BIDs need to put forward renewal proposals which will be subject to a ballot.
- b. The current BID levy period ends on 30th September 2019; although the ballot would need to take place in May 2019.
- c. Appendix 1 lists the VOA categories included in the current BID. Those tagged in GREEN derive a direct benefit from tourism; those tagged YELLOW largely gain an indirect benefit from tourism.

2. Proposed timetable

Dates*	Action
Wed 1 st August 2018	Circulation of Newsletter1
Friday 31 st August 2018	Circulation of Questionnaire
Friday 21 st Sept 2018	Closing date for completed questionnaires
Thursday 1 st Nov 2018	Notice of Sector Group briefings
w/c Mon 26 th Nov 2018	SECTOR GROUP briefings
Monday 7 th Jan 2019	Circulation of Newsletter2
Monday 28 th Jan 2019	Circulation of draft Business Plan
Thursday 18 th April 2019	Circulation of Notification of the Ballot
Thursday 25 th April 2019	Circulation of final Business Plan
Friday 3 rd May 2019	Circulation of Ballot papers
Monday 3 rd June 2019	The BALLOT CLOSES
Tuesday 4 th June 2019	Declaration of the result
Thursday 4 th July 2019	Deadline for objections against the outcome
Tuesday 1st October 2019	5-year BID period begins

*These dates are a first draft.

3. Key points for discussion:-

- a. Should we maintain 'Tourism & Business' BID?
- b. What can we deliver for non-tourism businesses?
- c. What should the lower threshold be in terms of rateable value?
- d. Should we retain the banding for levy payments or move to a straight percentage?
- e. Determine to VOA categories for inclusion in the BID
- f. Should we re-draw the geographical boundary?

4. Next Steps

- a. Note the timetable for action.
- b. Form a Task Group to help formulate ideas which can be presented to a future GYTABIA Board meetings

Alan Carr
GYTABIA Chief Executive

Code	Description	Levy Total	No. Businesses
CC	Camping Site and Premises	£1,075	4
CC1	Caravan Sites and Premises	£46,325	26
CC2	Holiday Centre and Premise	£10,875	2
CC5	Chalet Park and Premises	£4,375	6
CC6	Caravan & Chalet Park and Premises	£15,825	4
CH	Hotel and Premises	£15,900	31
CH1	Self-Catering Holiday Unit & Premises	£9,200	57
CH2	Guest house & Premises	£15,875	91
CH3	Motel & Premises	£1,200	1
CP	Car Parks (13/14 unpaid are GYBC)	£5,725	20
EM1	Museums and Premises	£2,325	2
LS3	Marine and Premises	£850	3
LT	Cinema & Premises	£450	1
LT1	Amusement Arcade and Premises	£15,900	38
LT2	Bingo Hall & Premises	£625	2
LT3	Theatre & Premises	£450	2
LT4	Amusement Park & Premises	£330	3
LX	Other Leisure	£20,175	36
NT1	Mooring & Premises	£300	5
CA	Advertising Rights & Premises	£1,450	9
CA1	Advertising Station & Premises	£150	1
CG	Petrol Filling Station & Premises	£4,975	10
CG2	Garage & Premises	£3,275	8
CG3	Car Showroom	£5,125	8
CL	Public House & Premises	£29,275	97
CR	Restaurant & Premises	£18,725	70
CR1	Café & Premises	£7,125	38
CS	Shops & Premises	£100,700	461
CS1	Bank & Premises	£1,800	5
CS10	Retail Warehouse & Premises	£54,150	20
CS2	Betting Shop & Premises	£1,875	9
CS3	Hairdressers and Premises	£4,375	26
CS4	Kiosk & Premises	£2,575	18
CS5	Launderette & Premises	£550	3
CS6	Post Offices & Premises	£750	1
CS9	Superstore & Premises	£22,500	3
CX	Other Commercial	£11,975	54
FE	Electrical Heraditament & Premises	£10,875	2
IX	Other Industrial	£2,600	5
LC2	Leisure Centre & Premises	£6,125	4
LS6	Swimming Pool & Premises	£900	4
MT1	Communications Station	£10,025	51
MX	Other Miscellaneous	£1,975	6
		£471,630	1247

*based on 2014 information