



**Minutes of the special meeting of the  
BOARD of the GREATER YARMOUTH TOURISM  
AND BUSINESS IMPROVEMENT AREA LTD  
held on **Wednesday 25<sup>th</sup> October 2017** at Maritime House**

**Present**

	<b>Elected Directors</b>				<b>Elected Directors</b>	
✓	<i>Gareth Brown (GB) (Chairman)</i>	<i>March 2020</i>		✓	<i>Toni Reeve (TR)</i>	<i>March 2019</i>
✓	<i>Oliver Hurren (OH)</i>	<i>March 2018</i>		✓	<i>Steve Cozens (SC)</i>	<i>March 2019</i>
✓	<i>James Grey (JG)</i>	<i>March 2018</i>		✓	<i>Charles Reynolds (CJR)</i>	<i>March 2019</i>
A	<i>Amy Greenwood (AG)</i>	<i>March 2018</i>		A	<i>Lyndon Bevan (LB)</i>	<i>March 2019</i>
✓	<i>Albert Jones (AJ)</i>	<i>March 2018</i>		✓	<i>Ben Jay (BJ)</i>	<i>March 2019</i>
A	<i>Jane Reynolds (JR)</i>	<i>March 2018</i>		✓	<i>Margaret Farrow (MF)</i>	<i>March 2019</i>
✓	<i>Kevin Huggins (KH)</i>	<i>March 2018</i>		✓	<i>Gregg Haddon (GH)</i>	<i>March 2019</i>
✓	<i>John Potter (JP)</i>	<i>March 2018</i>				
✓	<i>Matthew Smith (MS)</i>	<i>March 2018</i>				
✓	<i>Terri Harris (TH)</i>	<i>March 2018</i>				
✓	<i>Andrew Norris (AN)</i>	<i>March 2018</i>				
✓	<i>Martin Marsh (MM)</i>	<i>March 2018</i>				

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

	<b>Honorary Presidents</b>				<b>Observers</b>	
✓	<i>David Marsh</i>			✓	<i>Cllr Trevor Wainwright</i>	
A	<i>Aileen Mobbs</i>					
A	<i>Bert Collins</i>					
✓	<i>Malcolm Bird</i>					
✓	<i>Ken Sims</i>					

\*A = Apologies

1. **APOLOGIES FOR ABSENCE**  
Apologies were received and recorded above. The Chairman welcomed new Board members Martin Marsh, Ben Jay and Andrew Norris and observer Cllr Trevor Wainwright.
2. **DECLARATION OF INTEREST**  
There were no declarations of interest.

### 3. MINUTES & MATTERS ARISING FROM THE PREVIOUS MEETING 22<sup>nd</sup> JUNE 2017

#### 3.1 *Ref 3.2 Pontins update*

No further progress – unable to gain any more information. Could we ask our MP to explore.

#### 3.2 *Ref 4.5 Presidents & Directors.* KY has received an enquiry from a GYTABIA Member ask for an explanation of the election/co-opting of Board members.

The process was explained as follows:-

- 3.2.1
  - GYTABIA Members invited to stand for vacant positions
  - Voting papers circulated to GYTABIA Members (closed 27<sup>th</sup> February 2017)
  - Results announced at the Board meeting on 2<sup>nd</sup> March 2017
  - **March 2017 Board**: AC advised the Board that an additional 2 vacant board position were available. It was agreed that those coming second in each category should be placed in a secret ballot. (2/3/2017 –min 4.3.6)
  - Matt Smith and Terri Harris were duly co-opted. (2/3/2017 –min 4.3.6)
  - **June 2017 Board**: Ken Sims and David Marsh retired as Board Directors.
  - Board accepted nominations for co-opted board members (22/6/217 – min 4.5.3)
  - Andrew Norris & Martin Marsh duly nominated & subsequently elected as co-opted board members (22/6/217 – min 4.5.4)
- 3.2.2 Members considered other methods of elections and co-option and agreed that the process was appropriate as per constitution

#### 3.3 *Ref 7.1 Pumpkinanza*

It was noted that Pumpkinanza was cancelled due to insufficient funding. Members were advised that the Pleasure Beach and Saras Tea Room are staging an event tonight. (25<sup>th</sup> October)

#### 3.4 *Ref 7.3 Study Visit to Weymouth*

- 3.4.1 Board members noted that 43 people had participated in the visit to Bournemouth and Weymouth gain a useful insight into how destinations are approaching a second ballot.
- 3.4.2 Since the visit the Bournemouth BID Manager had offered support for our BID renewal process.
- 3.4.3 Members were reminded that a conversation with Weymouth BID members in 2014 had helped to shape the way we manage our BID; £300 per head - £300m.
- 3.4.4 It was also noted that Bournemouth were claiming the Air Show was worth a £300m with spend per head at £300.

### 4. FINANCIAL AND COMPANY ISSUES

#### 4.1 Levy Collection Update

- 4.1.1 The Company Secretary reported that to 31 Aug 2017 the borough council had collected £1,360,000 – 95.8% over the 3 years. Average collection for BIDs 96% £1,320,000 already paid to GYTABIA with £40k still due.
- 4.1.2 Board members were reminded that GYBC charge the BID around £19,000 to collection the BID levy.
- 4.1.3 Karen Youngs reported that calls querying invoice were now down to a minimum.

## 4.2 **Financial Statement**

- 4.2.1 The Company Secretary circulated a financial statement 1 Oct 2017 – 30 Sept 2018; which was noted. (see Appendix 1)
- 4.2.2 DM explained the items noted the priority events and contractual; which would be discussed later in the meeting. Full budget for the year will be set at the November meeting

## 5. **2017 PROJECT UPDATE**

### 5.1 **Great Yarmouth Fireworks 2017**

- 5.1.1 It was noted that only 2 display days made it into the 'top busiest days' list; compared to the usual 4 or 5 displays days in previous years. (based on seafront car park income)
- 5.1.2 It was noted that one display was cancelled due to weather conditions. A cancellation fee was payable

### 5.2 **Maritime Festival 2017**

- 5.2.1 Posts on social media were generally positive with a lot of people posting about the 3 very different feature ships; Kaskelot, George Stephenson and the Triton.
- 5.2.2 The overspend of £12,832 was noted with reference to;-
  - Voluntary donations being below projection.
  - Admissions to vessels above projections
  - Site Management costs up largely due to last minutes counter-terrorism measures.
  - Paid Staff costs up on last year; partly due to the requirement for additional security as a result of a potential traveller's incursion.

### 5.3 **Hemsby Fireworks 2017**

- 5.3.1 The 2017 displays had gone really well with Hemsby enjoying slightly more favourable prevailing winds than Great Yarmouth.

### 5.4 **Other Projects 2017**

- 5.4.1 **Caister** had a good first year of their new event and we have now met with a small Caister Group to talk about future projects
- 5.4.2 **Great Yarmouth Wheels Festival** received a might boost from the 'Great Yarmouth Takeover' event which create a huge increase in footfall – measured by the Regent Road footfall camera.
- 5.4.3 **Fritton Sign** – erected and unveiled by our Chairman
- 5.4.4 **Hemsby Projects** – Toilets, Beach Cleaning & Hanging Baskets – fabric flowers.
- 5.4.5 **Pumpkinanza** – the funding issues were noted – particularly in the light of the overspend on the Maritime Festival. Members were advised that the Pleasure Beach and Saras Tea Room are staging an event tonight.

## 6. **KEY PRIORITY PROJECTS 2017-2018**

### 6.1 **Great Yarmouth Fireworks 2018**

- 6.1.1 Board members approved the budget of £25,020
- 6.1.2 Board members approved 6 displays on 25<sup>th</sup> July, 1<sup>st</sup>, 8<sup>th</sup>, 15<sup>th</sup>, 22<sup>nd</sup>, 29<sup>th</sup> August.

### 6.2 **Hemsby Fireworks 2018**

- 6.2.1 Board members approved a budget of £14,840

6.2.2 Board members noted the dates as:-

27<sup>th</sup> May

24<sup>th</sup>, 31<sup>st</sup> July

7<sup>th</sup>, 14<sup>th</sup>, 21<sup>st</sup>, 28<sup>th</sup> August

### 6.3 **Maritime Festival 2018**

6.3.1 Board members approved a budget of £18,650

6.3.2 Board members noted the dates as 8<sup>th</sup> and 9<sup>th</sup> September 2018

### 6.4 **Gorleston Switch-On & Fireworks 2017**

6.4.1 Already approved: Date noted as: Sunday 26th November from 12 noon.

### 6.5 **Air Show 2018**

6.5.1 DM circulated the revised accounts

6.5.2 AC reported on the completion of key documents including the 'Event Management Plan'; Safety Plan, Transport Plan, Communications Plan.

6.5.3 DM reported that Year 2 165k; year 3 £36,735; year 4 breakeven;

6.5.4 Charges for car at the Park & Ride would be £12 incl VAT.

6.5.5 AC reported that applications for military aircraft had been submitted.

6.5.6 DM highlighted that the £50k contingency is a safeguard against income being lower than expected.

6.5.7 BJ suggested the ASMG explore the option of inviting companies to undertake a double sponsorship ie Air Show and Maritime Festival.

6.5.8 Board members noted that a dinner for prospective sponsors was being held at the Town Hall on 2<sup>nd</sup> November.

## 7

### **CONTRACTUAL PROJECTS**

#### 7.1 **Decorative Lighting**

It was noted that the budget for 2017-18 was £28,791

It was agreed that Board members should report any faulty lights to Karen Youngs.

#### 7.2 **Footfall Counters**

7.2.1 AC circulated the latest footfall report noting a very good April, May and June but not so good July, August and September.

7.2.2 It was noted that footfall was 7.35% up in week 27; down by (week 40) around 2.67% on 2016

7.2.3 It was noted that footfall was significantly up in 2017 compared to 2016 over the weekend of the Wheels Festival and the weekend of the proposed Air Show.

7.2.4 TH reported that the Great Yarmouth Sea Life Centre had out performed SLCs in other resorts.

## 8.

### **Application Process 2017-2018**

It was noted that the closing date for project applications was 1<sup>st</sup> November.

## 9

### **BID RENEWAL**

9.1 It was agreed that anyone wishing to be part of a small task group should email the CEO before noon on Monday 30<sup>th</sup> October.

10. **ANY OTHER BUSINESS**

10.1 **On-Street Winter Charging**

Cllr Mike Jeal advised introducing on-street winter charging from Sept 2018

Agree to send a strong letter objecting to charges.

It was noted that GYBC were considering what they can do in their own car parks to counteract this move ie open North Drive Long Stay car park for 50p.

GYBC employees are policing it – contractual agreement.

10.2 **Date: season launch 5<sup>th</sup> or 12<sup>th</sup> December: venue tbc**

Members were advise that the 'Season Launch' date had yet to be confirmed but is likely to be 5<sup>th</sup> or 12<sup>th</sup> December.

10.3 **EnterpriseGY 17<sup>th</sup> November**

Please let Karen Youngs know if you would like to attend.

11. **DATE OF NEXT MEETING**

11.1 30<sup>th</sup> November 2017

# Appendix 1

1	Anticipated Bid Levy	£ 460,000	
2	Maritime Festival 2018	£ 90,000	
3	Airshow 2018	£ 315,000	
4	<b>Income:</b>		<b>£ 865,000</b>
5			
6	Maritime Costs	£ 90,000	
7	Airshow 2018 Costs	£ 545,720	£ 635,720
8	<b>Available 2017 Budget</b>		<b>£ 229,280</b>
9			
10	<b>Priority Small Projects</b>		
11	Visit Norfolk	£ -	
12	Hemsby Beach cleaning	£ -	
13	Enterprise GY Sponsorship	£ -	
14	GY Wheels Festival	£ -	
15	Gorleston Cliff Fireworks	£ -	
16	Hemsby Toilets	£ -	
17	Caister project	£ -	
18	Martham Scarecrow	£ -	
19	Fritton Village Sign	£ -	
20	Hangin Basket	£ -	
21	Pumkinanza	£ -	
22			<b>£ -</b>
23	<b>Priority Marketing</b>		
24	Marketing	£ -	
25	Hemsby Prom Leaflet	£ -	
26			<b>£ -</b>
27	<b>Priority Events</b>		
28	2018 Fireworks	£ 25,020	
29	Gorleston Switch On	£ 9,500	
30	Maritime attractions	£ 18,650	
31	Hemsby Fireworks	£ 14,840	
33	Eating Out Week	£ -	
34	Seachange project	£ -	
35			<b>£ 68,010</b>
36			
37	<b>Marketing &amp; Events Total</b>		<b>£ 68,010</b>
38	`		
39	<b>Facilities, maintenance &amp; Access</b>		
40	Seafront Illuminations	£ 28,791	
41	Footfall Monitoring	£ 4,250	
42	Parking Discount Scheme	£ -	
43	Station Welcome Hosts	£ -	
44	Filby in Bloom	£ -	
45	Winterton maps etc	£ -	
46	Access Gateways	£ -	
47	Gorleston Ivy Lodge	£ -	
48	Hemsby Hanging Baskets	£ -	
49	CCTV	£ -	
50	Scratby Brown Signs	£ -	
51	Vauxhall Bridge	£ -	
52	<b>Facilities, maintenance &amp; Access Total</b>		<b>£ 33,041</b>
53			
54	<b>Overheads</b>		<b>£ 85,750</b>

55	<b>Contingency</b>		<b>£ 10,000</b>
56	<b>Total Expenditure:</b>		<b>£ 196,801</b>
57			
58	<b>Surplus/Deficit</b>		<b>£ 32,479</b>