

## **Minutes of the meeting of the Board of Directors of the Greater Yarmouth Tourism & Business Improvement Area held on Tuesday 14<sup>th</sup> May 2019**

### **Commercial Directors**

	Firstname	Surname	Term
Apologies	Gareth	Brown	2014-2021
Present	Lyndon	Bevan	2019-2021
	Steve	Cozens	2019-2021
	Margaret	Farrow	2019-2021
	James	Grey	2018-2020
Present	Gregg	Haddon	2019-2021
Present	Terri	Harris	2018-2020
	Kevin	Huggins	2018-2020
Apologies	Oliver	Hurren	2018-2020
Present	Ben	Jay	2019-2021

	Firstname	Surname	Term
Present	George	Jermany	2018-2020
	Albert	Jones	2018-2020
Present	Helen	Lewis	2018-2020
Present	Martin	Marsh	2018-2020
Present	Andrew	Norris	2018-2020
Present	John	Potter	2018-2020
Present	Toni	Reeve	2019-2021
Present	Jane	Reynolds	2018-2020
Present	Matt	Smith	2018-2020
Apologies	Rob	Warner	2019-2021

### **Local Authority Directors**

Present	Cllr Barry Coleman
	Cllr Michael Jeal
	Cllr Demetrius Mavroudis
	Cllr Malcolm Bird

### **Other**

Present	Alan Carr
Present	Karen Youngs
Present	Asa Morrison
	Paula Boyce

### **Honorary Presidents**

Present	David Marsh		Ken Sims
	Aileen Mobbs		Alan Carr
	Malcolm Bird		Barry Coleman

### **Guests:**

	Jason Brandon, Brand Manager	Greater Anglia
	Andrew Goodrum, Operations Readiness Director	Greater Anglia
	Paula Boyce	GYBC

### **1 WELCOME BY VICE CHAIRMAN**

The Chairman welcome directors to the meeting and our guests from Greater Anglia, Andrew Goodrum and Jason Brandon

### **2 APOLOGIES FOR ABSENCE**

Apologies were received from Oliver Hurren, Rob Warner and Gareth Brown

### **3. PRESENTATION BY GREATER ANGLIA**

1.4 billion investment in East Anglia in the next 2 years starting in Great Yarmouth  
Every single train will be replaced  
40% of the stock are swiss made 60% made in Derby

Journey time from Norwich to London will be cut to 90 minutes  
Sliding doors  
Ramps to ease access for wheelchairs and pushchairs  
A launch event has been planned which the board will be invited to  
There will be goody bags given out and Greater Anglia are happy to add in merchandise from other businesses  
The Hare is the branding  
Recognise that Vauxhall Station needs more TLC than other stations

**4. MINUTES OF THE PREVIOUS MEETING HELD 12<sup>TH</sup> MARCH 2019**

The minutes were agreed as a true and accurate record subject to amending minute 10.1.5 to read “.....reducing the fireworks budget **by** £4,000..”  
Jane Reynolds asked for minutes to record that she was in attendance at the last board meeting

**5. MATTERS ARISING FROM THE MINUTES**

- 5.1 *Ref 10.4* decorative lighting noted that a 50% reduction in service charge had been accepted from Festive Lighting

**6. FINANCIAL AND MEMBERSHIP ISSUES**

**6.1 Levy collection Update**

**6.1.1 Statement**

- DM circulated the latest collection statement and the follow points were noted
- Collection policy is the same as those for non domestic rates collection
- GYTABIA are happy with the collection service from GYBC

**6.1.2 Outstanding GYBC Invoices**

- Paula Boyce raised the issue of outstanding invoices for marketing and staffing DM asked if these queries could be put to the board with a formal board report
- PB asked if the Company Secretary if he had made an accrual for the disputed invoice. The Company Secretary confirmed that he hadn't.

**6.2 Budget Report**

- 6.1.1 DM circulated the latest budget statement

**6.3 AGM and Tourism Lunch**

AAC asked for feedback on the AGM/Lunch and the following points were raised:-

6.3.1. Noted that we are still awaiting an invoice from GYBC

6.3.2 Thanks were given to GYBC, Paula and her team for an excellent event

**6.4 Study Visit 2019**

KY reported on the latest issues relating to the proposed study visit to Whitby & noted:-

6.4.1 The hostile reception from the Whitby Tourist Association

6.4.2 The sudden change by the selected hotel from agreeing a group rate to refusing to give a group rate

6.4.3 The closure of Richards Coaches and the increased prices for an alternative double decker coach.

6.4.4 The Study Visit occurs with BID Phase 2 and the uncertainty of status of GYTABIA in October.

6.4.5 it was agreed to keep this years dates clear and make a decision on 'if' and 'where' after the BID vote had been cast.

## 6.5 Appointment of Shadow Chairman and Shadow Company Secretary

6.5.1 DM announced his retirement as Board Director and Company Secretary and proposed that the board appointed a Shadow chairman and a Shadow Company Secretary

6.5.2 The Board agreed to make the two shadow appointments

6.5.3 DM subsequently nominated Lyndon Bevan as Shadow Chairman and Matt Smith as Shadow Company Secretary

6.5.4 There were no further nominations.

6.5.5 It was agreed to appoint Lyndon Bevan as Shadow Chairman and Matt Smith as Shadow Company Secretary

6.5.6 Several tributes were made to Mr Marsh for his invaluable contribution over the last 30 years. Thanks were given from the board.

## 7

### **BID RENEWAL UPDATE**

The following actions were noted

7.1 Work on the BID2 Business Plan was nearing completion.

7.2 The budget forecasting was noted

7.3 The final protocols were noted as:-

7.3.1 All businesses with rateable value of £12,000 and above

7.3.2 Levy to be set as 1.75% of rateable value

7.3.3 Visitor Accommodation sector to include all businesses with a rateable value of £2,500 and above

7.3.4 No Minimum levy payable.

7.3.5 Maximum levy payable £12,500

7.4 VOA Categories.

7.4.1. The list of eligible categories were noted as:-

			RV £2,500 or more	
	Code	Description	Number	Levy Income
Visitor Accommodation	CC	Caravan Sites	6	£1,728
	CC1	Caravan Park	27	£61,272
	CC2	Holiday Centres	2	£14,600
	CC5	Chalet Park	6	£6,096
	CC6	Chalet Park	4	£21,524
	CH	Hotel	28	£22,846
	CH1	Holiday home	149	£16,999
	CH2	Guest House	92	£11,530
	CH3	Lodges	1	£1,488
			315	£158,083
			RV £12,000 or more	
	Code	Description	Number	Levy Income
Non- visitor	CA	Advertising Rights	0	£0
	CG	Petrol Station	10	£5,911
	CG1	Vehicle Repair	11	£4,156
	CG2	Garage	5	£2,958

CG3	Showroom(cars)	7	£7,827
CL	Pubs	47	£35,954
CL2	Clubs	15	£6,611
CP	Car Parks	15	£11,117
CR	Restaurant	32	£14,617
CR1	Cafes	11	£3,041
CS	Shops	97	£51,853
CS1	Banks	8	£4,589
CS10	Retail Warehouses	20	£72,954
CS2	Betting \Office	3	£766
CS3	Hair Salon	1	£280
CS6	Post Office	1	£1,111
CS9	Superstores	3	£34,100
EM1	Museums	3	£2,545
FE	Power Generators	5	£15,549
LC2	Sports Centres	3	£6,983
LT	Cinema	2	£753
LT1	Amusement Arcade	25	£14,184
LT3	Theatre	2	£700
LT4	Amusement Park	3	£3,159
LX	Leisure	24	£19,884
MT1	Comms Stations	20	£4,992
		<b>373</b>	<b>£326,594</b>

TOTAL hereditaments and levy yield; 668 Hereditaments and £483,677 levy yield.  
Subject to minor changes when analysing the latest NNDR list.

## **8**

### **NO VOTE CONTINGENCY**

8.1 The CEO advised the board to prepare a 'No Vote' contingency considering the following issues:

8.1.1 Redundancy costs

8.1.2 Consolidation and storage of office and events assets

8.1.3 Appetite to hold a re-ballot in 2020

8.1.4 Cancellation of Maritime Festival.

8.1.5 Plan a special meeting of the Board on Wednesday 7<sup>th</sup> August

## **9.**

### **KEY PROJECTS 2019**

9.1 **Fireworks**

9.1.1 Asa reported that attempts to secure a full roadshow package on a reduced budget had proved difficult

9.1.2 Asa put forward the following proposals:-

- That a formal roadshow would be dropped this year
- That all displays would be at a cost of £2,000; upon achieving a successful YES VOTE the remaining 4 displays would be enhanced to £3k per display
- Likely limited savings on security and first aid
- Publicity limited to PR stories and social media.

9.1.3 Asa proposals were noted and agreed

**9.2 Maritime Festival**

9.2.1 Asa reported that the contract for ship MINERVA was currently awaiting signature

9.2.2 Sponsorship had been confirmed from Seajacks; still awaiting responses from Haven and Park Resorts

9.2.3 A further £6k was required to secure the ship as a stand alone event. Board members were asked to consider £1500 (15 cruise tickets) or £1000 sponsorship.(10 cruise tickets)

9.2.4 Agreed to discuss further at the board meeting on the 7<sup>th</sup> August

**10 SMALL PROJECTS UPDATE**

No updates

**11. ANY OTHER BUSINESS**

**11.1 Creating a shared Story**

11.1.1 AAC reminded board members of a special presentation to the BID Board on Wednesday 22d May (11am-12noon) at the Drill Hall – to be confirmed (note change of venue).

11.1.2 Members will hear about the research undertaken and the emerging themes and big idea to tell the story of Great Yarmouth – or in other words – “what we want to be known for”!

11.1.3 Board members who have confirmed their attendance include: Helen Lewis, Jane Reynolds; Kevin Huggins; George Jermany; Matt Smith, Gregg Haddon, Ben Jay.

**11.2 Marina Centre**

Paula Boyce advised that a full report will be discussed at the next GYBC full council; GYBC will be undertaking a consultation exercise. It was noted that plans included the retention of public toilets within the new build.

**12 DATE OF NEXT MEETING**

Wednesday 7<sup>th</sup> August at 10.30am