

# Minutes of the meeting of the Board of Directors of the Greater Yarmouth Tourism & Business Improvement Area held on 12<sup>th</sup> September 2019

## Commercial Directors

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

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

## Local Authority Directors

Present	Cllr Paul Hammond		Present	Alan Carr
Present	Cllr Michael Jeal		Present	Karen Youngs
Apologies	Cllr James Bensly		Present	Asa Morrison
Present	Cllr Graham Plant			

## Other

## Honorary Presidents

	David Marsh		Apologies	Ken Sims
	Aileen Mobbs		Apologies	Barry Coleman
Present	Cllr Malcolm Bird			

## Guests:

Present	Paula Boyce	GYBC
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- 1** **WELCOME BY THE NEW CHAIRMAN**  
Sympathies were expressed by the board on the news of the passing of Ernie Childs.
- 2** **APOLOGIES FOR ABSENCE**  
Apologies Cllr James Bensly, Ken Sims, Barry Coleman and Margaret Farrow
- 3.** **MINUTES OF THE PREVIOUS MEETING HELD 7<sup>th</sup> AUGUST 2019**  
Minutes were accepted as a true and accurate record.
- 4** **MATTERS ARISING FROM THE PREVIOUS MEETING**
  - 4.1 Queries were raised about visible presence of businesses on the GYBC tourism website – Paula Boyce said that she would take this issue away and look into it

- 4.2 Ben Jay said that the marketing group needed to have a meeting about the viability of the future of the hard copy brochure and needed costings info on brochure from GYBC. GYBC to provide a member of staff to attend all future marketing meetings
- 4.3 Issue about the grading system was raised – it was decided that both GYBC and the BID need to get together to clarify who is doing what in terms of visitor economy. Graham Plant said that the gradings need to be retained on the website but it is up to the individual businesses to inform GYBC of their gradings
- 4.4 Discussion about the accommodation group and the relationship with booking.com. Paula said that was an insight report via Visit Norfolk of which GYBC is a member of and Visit Norfolk is developing a 10% fee booking system.
- 4.5 A discussion about Northern Trust and their ability to ride rough shod over local councils throughout the UK by sitting on valuable land until such time as they are able to achieve their planning aims. A proposal was made that enquiries should be made about the boundaries and core strategies of prime holiday areas in the borough and the regulations therein. Graham Plant to follow up.

## **5. FINANCIAL & COMPANY ISSUES**

- 5.1 **Budget Statement**  
Budget Statement was issued and noted.
- 5.2 **Local Study Visit**
  - 5.2.1 It was noted that plans for a 2019 Study Visit were postponed for 12 months
  - 5.2.2 It was proposed and subsequently agreed to organise a 'local' study visit using one of the days reserved for the Southend/Skegness study visit.
  - 5.2.3 It was agreed to focus on the northern parishes.
- 5.3 **Name of Organisation**  
It was proposed to amend the name of the organisation by dropping 'tourism'.  
The motion was defeated.

## **6. PROJECT FEEDBACK**

- 6.1 **Fireworks**  
-it was noted that the initial reaction to the removal of the 'roadshow' had been hostile – particularly traders opposite the Sea Life gardens. However over the course of the six weeks they noted that without the roadshow there was a tendency for more customers using the catering outlets along the seafront
- 6.2 **Maritime Festival**
  - 6.2.1 The Chairman reported that we had made his first visit to the festival and he thought it was 'brilliant'.
  - 6.2.2 It was noted that organising the Festival had been condensed into 4 weeks following the YES note.
  - 6.2.2 Cllrs Bird and Hammond were thanked for their sterling work on staffing the hospitality marquee.
  - 6.2.3 It was noted that the Borough Council had agreed to underwrite the 2019 Festival in the events of a NO vote.
  - 6.2.4 It was noted that former chairman of the Maritime Festival, Aileen Mobbs will be given the 'Freedom of the Borough' at a ceremony in December.

## **7. PROJECT APPRAISALS**

- 7.1 It was agreed to extend the closing date for applications until 11<sup>th</sup> November.
- 7.2 It was agreed to remove the 'Priority' status from all projects and assess them all on an equal footing.
- 7.3 It was agreed to make every effort to spread the allocation across the whole Borough.
- 7.4 AAC reported that newsletters would be sent out with all invoices which encouraged levy payers to submit an application for project funding.
- 7.5 It was also noted that the BID had featured in a wrap-around in the 5<sup>th</sup> September edition of the Advertiser.

**8 ANY OTHER BUSINESS**

- 8.1 Paula Boyce reported that GYBC officer Michelle Burdett was attending a meeting with the Local Enterprise Partnership (LEP) who were supporting a bid for East of England.

**9 DATE OF NEXT MEETING**

Thursday 28 November 10.30am venue to be announced.

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