

Minutes of the meeting of the Board of Directors of the Greater Yarmouth Tourism & Business Improvement Area held on 28th November 2019

Commercial Directors

	First name	Surname	Term
Apologies	Gareth	Brown	2014-2021
Present	Lyndon	Bevan	2019-2021
Apologies	Steve	Cozens	2019-2021
Apologies	Margaret	Farrow	2019-2021
Present	James	Grey	2018-2020
Present	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	Jermany	2018-2020
Present	Albert	Jones	2018-2020
Apologies	Helen	Lewis	2018-2020
Present	Martin	Marsh	2018-2020
Present	Andrew	Norris	2018-2020
Apologies	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 Paul Hammond
Apologies	Cllr Michael Jeal
Apologies	Cllr James Bensly
Present	Cllr Graham Plant

Other

Present	Alan Carr
Present	Karen Youngs
Present	Asa Morrison
Apologies	Claire Dyble

Honorary Presidents

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

1

WELCOME BY THE CHAIRMAN

The Chairman welcomed all Directors and Honorary Presidents.

2

APOLOGIES FOR ABSENCE

Apologies received as above.

3.

MINUTES OF THE PREVIOUS MEETING HELD 12th SEPTEMBER 2019

The minutes were accepted as a true and accurate record.

4

MATTERS ARISING FROM THE PREVIOUS MEETING

4.1 Ref: 28/11/2019-4.2

It was agreed that the opportunity to develop a resort brochure would be discussed at the next meeting of the Marketing Working Group.

4.2 Ref 28/11/2019 - 4.5 the former Pontins site at Hemsby

Some members expressed their concern about the turning of hotels in Prime Holiday Area. And in the light of granting of planning permission.

4.3 Ref 28/11/2019 – 7.4

AAC confirmed that a newsletter had been circulated with the invoice

5. FINANCIAL & COMPANY ISSUES

5.1 Budget Statement

The Company Secretary circulated Budget Statement which was noted.

5.2 Local Study Visit

5.2.1 It was agreed that the local study visit had been a huge success and would be repeated in the southern parishes in March/April next years.

5.2.2 The Board recorded their vote of thanks to all the venues visited during the tour.

5.3 AGM and Tourism Lunch

5.3.1. It was noted that negotiations were still on-going in respect of the host venue.

5.3.2 It was agreed to delegate powers to the company management to determine the final details.

6. PROJECT APPRAISALS

6.1 The Appraisal process

6.1.1 AAC summarised the appraisal process which was based around

(i) the Business Plan budget profile,

(ii) the core objectives;

(iii) a good geographical spread and

(iv) being mindful of the available funding.

6.1.2 All applications were required to answer a series of 15 questions which helped to tease out the extent to which each project contributed to GYTABIA's core objectives.

6.1.3 the Working Groups assessed all applications using the scoring matrix.

6.1.4 AAC confirmed that all applications had met the minimum requirement to be eligible for bid funding.

6.2 Marketing

6.2.1 Hon. President Ken Sims thanked the Marketing Group for their invaluable input and recommended approval of the terms of reference which was subsequently agreed.

6.2.2 The Board ratified the Working Group recommendation to appoint Terri Harriss and Ken Sims as the new Chairman and Vice-Chairman.

6.2.3 Asa summarised the work of the Working Group thus far. (see Appendix 1)

6.2.4 the Board agreed with the Marketing Group recommendation

Marketing 2020	£80,000
Destination Research	£6,500
Fireworks 2020	£5,000
Maritime Festival 2020	£10,000
Aerobatic Firework Display	£2,000
Punch & Judy Pop Up	£1,000
TOTAL	£104,500

This includes a budgeted items for promoting major events

6.2. Events Working Group

The Board agreed to confirm the Terms of reference recommended by the events working Group and to endorse the appointment of Lyndon Bevan as Chairman and gave delegated powers to the Group to appoint a Vice-Chairman

6.2 Large Events (£5000 or above)

6.2.1 the Events Working Group made the following recommendation in respect of LARGE EVENTS which was subsequently approved.

GY Fireworks 2020	£32,000
Maritime Festival 2020	£20,000
Hemsby Fireworks 2020	£16,310
Wheels Festival 2020	£9,000
Aerobatic Firework Display	£8,500
Pirates Birthday Bash	£5,000
TOTAL	£90,810

6.2.2 the Events Working Group made the following recommendation in respect of small events which was subsequently approved.

Gorleston Clifftop Festival	£2,200
Caister Exposed	£2,100
Belton Fun Day	£1,000
Burgh Castle Fun Day	£600
Hopton Picnic in the Park	Review Later
Punch & Judy Pop Up	£3,000
Seaside Sparkle – Fireworks	Review Later
TOTAL	£8,900

6.2.3. the company management made the following recommendation in respect of Facilities, Maintenance, Access (FMA) which was subsequently approved.

Decorative Lighting	£10,000
Footfall Counters	£3,500
Filby in Bloom	£3,500
Bee Friendly Caister	£200
Hemsby Toilet Cleaning	£1,563
Hemsby/Newport Beach Cleaning	£4,900
Caister Floral Displays	£1,500
CCTV	£7,500
TOTAL	£32,663

The Chairman thanked all Board members for their help and enthusiasm in preparing the budgets for 2020. He also thanked the Company Secretary for his hard work. The company secretary would prepare a revised budget based on the Board recommendations.

7

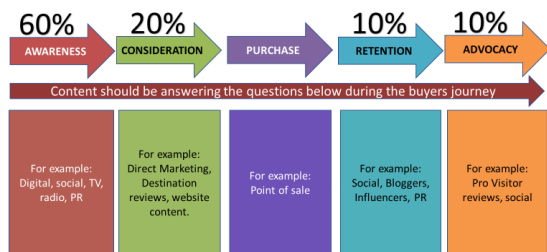
ANY OTHER BUSINESS

7.1 Impact of Southtown Road roadworks on local businesses was noted.

7.2 President Barry Coleman is now a regular presenter on Harbour Radio and invited board members to appear on his show.

DATE OF NEXT MEETINGSeason Launch at Wellington Bowl on Wednesday 18th December

32 BID BOARD 28 11 2019

APPENDIX 1**Secondary Target Markets
For Staying Visitors****Primary Target Market****For Staying Visitors****Target Markets
For Day Trips &
Short Breaks****Key dates**

- Campaign development – Dec-Feb 2020
- Launch (Day Trip & Staying) – Mid March
- Day Trip & Staying – Mid May
- Day Trip & Staying – Mid June
- Day Trip – mid September
- Dissemination of Research: October 2020

