

**Minutes of the Special meeting of the Board of Directors of the Greater Yarmouth Tourism & Business Improvement Area held on 8<sup>th</sup> April 2020**

**Virtual Meeting Held via Zoom**

**Commercial Directors**

	First name	Surname	Term		First name	Surname	Term
	Gareth	Brown	2014-2021	Present	George	Jermany	2018-2020
Present	Lyndon	Bevan	2019-2021	Present	Albert	Jones	2018-2020
Present	Steve	Cozens	2019-2021		Helen	Lewis	2018-2020
Present	Margaret	Farrow	2019-2021	Present	Martin	Marsh	2018-2020
Present	James	Grey	2018-2020	Present	Andrew	Norris	2018-2020
	Gregg	Haddon	2019-2021		John	Potter	2018-2020
Apologies	Terri	Harris	2018-2020	Present	Toni	Reeve	2019-2021
Present	Kevin	Huggins	2018-2020	Present	Matt	Smith	2018-2020
Present	Oliver	Hurren	2018-2020		Rob	Warner	2019-2021
Present	Ben	Jay	2019-2021	Present	Herbert	Gray	2019-2021

**Local Authority Directors**

**Other**

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

**Honorary Presidents**

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

**1**

**WELCOME BY THE CHAIRMAN**

The Chairman welcomed all Directors and Honorary Presidents. As the meeting was being held via Zoom all were muted and invited to put their hands up if they wished to comment on any items

**2**

**APOLOGIES FOR ABSENCE**

Apologies received as above.

**3.**

**CORONAVIRUS**

The Chairman introduced the purpose of the meeting during these unprecedented times; He recognised that for many businesses the coronavirus will be catastrophic.

He thanked all those who are filling in the questionnaire; the results are being sent to a range of local, regional and national agencies highlighting the impact on Greater Yarmouth.

The Chairman acknowledged that things are changing on a daily basis but it was important that the BID Management Team understand how this is impacting local businesses.

#### **4. ACTIONS TAKEN**

The CEO informed the board of the actions that were being taken during this pandemic and they are listed below :

- 4.1 Set up regular meetings with Brandon Lewis, and the BID Management team – Questions were put to Brandon for which we are awaiting a response. We also posed the possibility of an extra bank holiday in October.
- 4.2 Helped guide businesses towards appropriate help
- 4.3 Worked closely with GYBC stressing the importance of quick financial support in order to avoid catastrophic business losses
- 4.4 Worked closely with British Destinations – a powerful organisation that lobbies on behalf of coastal and inland destinations
- 4.5 In contact with the Local Enterprise Partnership, East of England Tourism and Visit Norfolk to get the message out – when appropriate- that the borough of Great Yarmouth will be open for business as soon as possible
- 4.6 Developed a weekly Covid-19 impact survey to better understand the situation taking place. More details under next item  
Councillor Graham Plant asked if we could link the survey with the survey currently being carried out by Norfolk County Council
- 4.7 Started work on a recovery plan that will include a high-profile marketing campaign

#### **5 Business Survey**

- 5.1 The Board noted that *Destination Research* had been commissioned to carry out a weekly monitor amongst local businesses.
- 5.2 Asa reported that the survey started on 19th March, and week 3 is live at the moment, the report findings covers week 1 and 2.
- 5.3 The Document has been sent to GYBC officers and they have advised, that this was sent to New Anglia LEP. It has also been sent out to key National Organisations and our local MP.
- 5.4 In summary the key finding were:-
  - 5.4.1 If the situation does not change in three months, a third of Tourism Businesses in Greater Yarmouth will probably be closed permanently,
  - 5.4.2 If the Situation does not change in 6 months two thirds of Tourism Business will probably be closed permanently.
  - 5.4.3 The impact on tourism business and jobs in the local area could be devastating.

- 5.4.4 The timing of this crisis could not have been worse for Great Yarmouth's tourism industry; Local research has highlighted that over 80% of the Tourism spend occurs between April and October.
- 5.5 Businesses have had some support, but will continue to need support to survive. It was agreed that it is a very challenging time for all, but it has hit the tourism sector particularly hard.
- 5.6 It was expected that the LEP will advise that they are able to provide support to business, which is welcome, the key need is providing a continued cash flow, until the restrictions are lifted.

## **6. EVENTS**

- 6.1 Reported That no decision has as yet has been taken about the viability of holding the Maritime Festival however it was noted that there was already a large negative economic impact without the support of sponsors. It was agreed that the Maritime Festival would be subject to discussion and a final vote of its viability at the next board meeting on May 14th
- 6.2 It was agreed that easy to organise events such as fireworks will play a large part in the events calendar dependant on the situation.
- 6.3 Margaret Farrow reported that the Anglia in Bloom festival would probably be judged by portfolios and photographs
- 6.4 The BID office had received notice from several event organisers who had postponed/cancelled their event; these include:-  
 Gorleston Cliff Top Festival - cancelled  
 Burgh Castle Fun Day - cancelled  
 Caister Village event - cancelled  
 Wheels Festival – still being considered  
 Out There Festival – currently planning to go ahead.  
 East Coast pirates Birthday Bash - still being considered  
 Wheels Festival – still being considered  
 Belton Fun Day - still being considered

## **7. AOB**

- 7.1 Councillor James Bensley sent a message to say that he was not receiving emails about board meetings – check with James to find the best contact email
- 7.2 **Decorative Lighting**  
 Steve Cozens reported that they had turned off the red and green lighting on the decorative lighting leaving only the blue and white to show our respect for the NHS
- 7.3 Asa asked for good news quirk good news stories which we could use for PR to remind people that Great Yarmouth will be there and ready and waiting with open arms when the lockdown has been relaxed.
- 7.4 Members where happy with the arrangements for a virtual Board meetings accessed through Zoom Meetings.

## **8. DATE OF NEXT MEETING**

It was proposed that the next board meeting also be carried out using Zoom as the security had been updated on 14<sup>th</sup> May 2020.