

**Minutes of the meeting of the Board of Directors of the Greater Yarmouth
Tourism & Business Improvement Area held on 14th May 2020**

Virtual Meeting Held via Zoom

Commercial Directors

	First name	Surname	Term
Present	Craig	Austin	2020-2021
Present	Lyndon	Bevan	Chair
Apologies	Steve	Cozens	2019-2021
Apologies	Margaret	Farrow	2019-2021
Present	Herbert	Grey	2020-2022
Present	James	Grey	2020-2022
Present	Gregg	Haddon	2019-2021
Present	Terri	Harris	2020-2022
Present	Kevin	Huggins	2020-2022
Apologies	Oliver	Hurren	2020-2022

	First name	Surname	Term
Present	Ben	Jay	2019-2021
Present	George	Jermayn	2020-2022
Present	Albert	Jones	2020-2022
Present	Helen	Lewis	2020-2022
Present	Martin	Marsh	2020-2022
Present	Andrew	Norris	2020-2022
	John	Potter	2020-2022
	Nathan	Race	2020-2022
Present	Toni	Reeve	2019-2021
Present	Matt	Smith	CoSec

Local Authority Directors

Present	Cllr Paul Hammond
Present	Cllr Michael Jeal
Present	Cllr James Bensly
Present	Cllr Graham Plant

Other

Present	Alan Carr GYTABIA
Present	Karen Youngs GYTABIA
Present	Asa Morrison GYTABIA
Present	Clare Dyble GYBC

Honorary Presidents

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

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WELCOME BY THE CHAIRMAN

- 1.1 The Chairman welcomed all Directors and Honorary Presidents and Craig Austin, General Manager at Cherry Tree (A Parkdean Resort).
- 1.2 As the meeting was being held via Zoom all attendees were muted and invited to put their hands up if they wished to comment on any item.

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APOLOGIES FOR ABSENCE

Apologies received as above.

3.

MINUTES OF THE PREVIOUS MEETING held 12th March 2020/[34]

- 3.1 The minutes were agreed as a true & accurate record.
- 3.2 Matters Arising:
34/4.1 Former Pontins site at Hemsby. It is understood that the site has been sold to a company called Pine Developments.
MJ warned about making references to private companies on Zoom

4. MINUTES OF THE SPECIAL COVID-19 MEETING held 8th April 2020 / [35]

- 4.1 The minutes were agreed as a true & accurate record.
4.2 All matters arising were covered in the main agenda

5. COVID-19 – IMPACTS & IMPLICATIONS

5.1 Weekly Survey

5.1.1 Asa summarised the results of the weekly survey and members noted the headline figures

5.1.2 Craig Austin advised the Board that Parkdean Resorts had undertaken research amongst their customers. The findings and an illustrative video had been sent to MPs. Craig would endeavour to let the Board see a copy of the video.

MJ asked if actual numbers could be included alongside percentages in future reports. Asa confirmed that we received on average 90 weekly returns.

5.2 Economic Impact report

Asa summarised the key headlines of the economic impact report

It was agreed that the report should be circulated to our key partners including GYBC, NCC, VisitNorfolk; VisitEastofEngland; New Anglia LEP, British Destinations; VisitEngland; VisitBritain and DCMS and Brandon Lewis, Great Yarmouth MP

5.3 Register of Enquiries

5.4.1 KY reported that over 100 emails/phone calls had been handled by the BID office. Generally from business requesting information. The primary role was to be a 'signposting' facility to national, regional and national resources.

5.4 General discussion about impact & implications

Board members shared their own challenges.

5.4.1 LB explained the endorsement of GYBCs decision to close seafront carparks and toilets; which was unanimously supported by Board members.

5.4.2 JB reported the news that Airlines were working on a 7-year recovery period which would give a tremendous opportunity for domestic tourism. JB also reminded board members that the Marina centre development was still going ahead and could serve as a symbol of our recovery and a beacon of hope.

5.4.3 Aileen Mobbs (Honorary President) share the current position at the Imperial hotel. The Hotel was not eligible for any grants and were practically writing off the summer. They were desperate to retain their workforce of highly skilled, hugely loyal, and in many cases, long-serving staff. Aileen explained that the situation was pretty bleak.

5.4.4 HG explained his huge dilemma over opening one of his seafront outlets. He explained all the safety measures put in place to protect his staff and customers: social distancing; Perspex shields, PPE equipment; contactless payments. HG would welcome visits by board members as he was trying to reach the highest standards in terms of safety measures.

6 FINANCIAL & MEMBER ISSUES

6.1 Financial report

The Company Secretary (MS) summarised GYTABIA current status.

	Mar-20	May-20	NOTES
<u>INCOME</u>			

Levy Collection	£459,770	£420,599	91% collection to date
Voluntary Membership	£3,600	£3,600	
TOTAL INCOME	£463,370	£424,199	

EXPENDITURE			
Marketing	£6,000	£6,000	Already spent
Marketing budget	£104,500	£16,500	£10k committed and £6500 destination research
Events	£100,310	£9,500	All events cancelled. Gorleston Switch-On Nov 2019
Small Projects	£21,715	£7,200	Most small events lost to COVID-19

TOTAL Marketing/Events	£232,525	£39,200	
TOTAL FMA	£32,663	£32,663	Facilities, Maintenance and Access
TOTAL Overheads	£109,500	£109,500	Staff/Office costs
Contingency	£15,000	£15,000	
balance brought forward	£62,204	£62,204	
TOTAL EXPENDITURE	£451,892	£258,567	

BUDGET available £11,478 £165,632

Discussion about levy invoices being raised in October – seek advice about levy collection - agreed

6.2 Annual General Meeting

It was agreed that a Virtual AGM should be held in June.

6.3 Tourism Awards Lunch

It was agreed to make no current plans to re-arrange the Awards Lunch.

7. REPORT from FACILITIES, MAINTENANCE & ACCESS GROUP

7.1 Decorative Lighting

Lights have been subject to ongoing maintenance only blue and white lights are on showing our support for the NHS

7.2 Hemsby Toilets and beach cleaning will be much reduced this year so will not cost as much

8 REPORT FROM MARKETING GROUP

8.1 Marketing Group monitoring the situation and will act accordingly.

8.2 It was noted that the marketing Group had plans to stage fortnightly meetings in readiness to launch an appropriate re-launch campaign.

8.3 MJ didn't get an invite to the last marketing meeting – LB confirmed that an invite will be sent to the next one

8.4 Still looking at drone footage to be taken this year for next year's marketing

9 REPORT FROM EVENTS GROUP

9.1 What's On/Off

Members noted the cancellation of nearly all events whole or part funded by GYTABIA

9.2 Hemsby to confirm that fireworks would be cancelled in Hemsby and agreed that it would not look good if Great Yarmouth fireworks were cancelled and Hemsby were not even if they were held on private land

9.3 Guidance required for businesses from GYBC for safely opening businesses in the coming days/weeks

9.4 **Events on Council - owned land**

It is understood that GYBC will not permit the staging of large events on Council land in 2020; this will affect:

Great Yarmouth summer fireworks

Maritime Festival

Wheel Festival

Out there Festival

9.5 **Maritime Festival/Summer Fireworks**

It was agreed to cancel the Maritime Festival in September 2020 and issue a joint press release announcing its cancellation, together with summer fireworks, alongside the Wheels Festival (GYBC) and Out There (Seachange)

Press release to include Hemsby fireworks with permission of Hemsby chairman confirmation from Hemsby first

It was agreed to prepare a business plan for the Maritime Festival/Summer Fireworks and submit applications for funding to GYTABIA Oct/November Board meeting.

10 Other PROJECTS incl NEW APPICATIONS

10.1 Kevin Huggins agreed to discuss with the Gorleston Traders Group their plans for their annual SwitchOn/Fireworks nights

11 ANY OTHER BUSINESS

There was no further business

12. DATE OF NEXT MEETING

Agreed as 16th July 2020 at 10:30am