

**Minutes of the meeting of the Board of Directors of the Greater Yarmouth  
Tourism & Business Improvement Area held on 16<sup>th</sup> July 2020**

**Virtual Meeting Held via Zoom**

**Commercial Directors**

	First name	Surname	Term
Apologies	Craig	Austin	2020-2021
Present	Lyndon	Bevan	Chair
Present	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
Present	Oliver	Hurren	2020-2022

	First name	Surname	Term
Present	Ben	Jay	2019-2021
Present	George	Jermamy	2020-2022
Present	Albert	Jones	2020-2022
	Helen	Lewis	2020-2022
Present	Martin	Marsh	2020-2022
Present	Andrew	Norris	2020-2022
	John	Potter	2020-2022
Present	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
	Aileen Mobbs	Present	Barry Coleman
Present	Cllr Malcolm Bird		Gareth Brown

**1**

**WELCOME BY THE CHAIRMAN**

- 1.1 The Chairman welcomed all Directors and Honorary Presidents
- 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.

**2**

**APOLOGIES FOR ABSENCE**

Apologies received as above.

**3.**

**MINUTES OF THE PREVIOUS MEETING held 14<sup>th</sup> May 2020/[37]**

- 3.1 The minutes were agreed as a true & accurate record.
- 3.2 **Matters Arising:**  
Former Pontins site at Hemsby. It is understood that the site has been sold to a company called Pine Developments and the number of planned housing units has risen from the initial 190 to 243 houses.  
It was commented that the site has been cleared and looks better now

- 3.3 Board agreed that summer fireworks should not go ahead in 2020 due to labour intensive constraints due to Covid guidelines

#### **4. FINANCIAL**

- 4.1 Matt Smith presented current budgetary status (see attached addendum)  
 4.2 Noted that we had received Covid resilience funds as we are now recognised as the DMO  
 4.3 Received a further invoice reminder for the cancellation of Hemsby fireworks we are in discussion with them over these disputed cancellation charges  
 4.4 The board were told that due to BID regulations that 2019/2020 levy reminders have to be sent out even if we did not agree that this would be the most appropriate time to send them. This also applies to 2020/2021 levy invoices due to be sent out in September. It was pointed that if we wanted to legally change the terms of the BID we would have to go to rebalot

#### **5. COVID-19 – IMPACTS & IMPLICATIONS – (Asas Slides)**

- 5.1 **Weekly Survey**  
 5.1.1 Asa summarised the results of the weekly survey and members noted the headline figures  
 5.2 Asa pointed out that all traders complete the surveys every week and tend to dip in and out

#### **6. ADAPTING TO THE NEW NORMAL**

- 6.1 Toni Reeve pointed out that there was confusion over wearing masks in shops and how to police this. Shop owners to police themselves and can report to police if necessary  
 6.2 Kevin Huggins said that the offer of £1k per employee kept on until January would cost more than they would get back and thought the scheme was not well thought out.  
 6.3 Lyndon Bevan commented that the eat out scheme would have worked better economically for businesses if it had been targeted for the quieter months

#### **7. PR & MARKETING (Asa's Slides)**

MJ Requested a copy of Asas slides - Asa to send

#### **8 CULTURE, HERITAGE AND TOURISM STRATEGY & ACTION PLAN**

- 8.1 GYBC Strategic Director, Paula Boyce explained the background and the content of the Culture, Heritage and Tourism Strategy & Action Plan.  
 8.2 Paula explained that it was a 10-year strategy with specific aims and objectives and the BID (GYTABIA) would be a crucial partner in helping to deliver crucial projects.

#### **9 WINTER PROGRAMMING**

- 9.1 Paula's second presentation was for Winter Programming between October 2020 and January 2021.  
 9.2 The funding pot was only available for a short period ie 31<sup>st</sup> March 2021  
 9.3 The presentation featured a series of images of some of the things we could achieve. These were not events that people may assemble for but features that will draw visitors in small groups.  
 9.4 Board members fully supported the plans and it was agreed to set up a working group to explore the options and make a recommendation to Full Board on the level of funding.  
 9.5 It was agreed that the Working group would consist of:-  
     -Chair and Vice Chair of the Output groups (Marketing, Events and FMA)  
     -GYTABIA Chair and Company Secretary  
     -Plus 2 others Herbert Grey and Ben Jay

- 9.6 It was subsequently agreed to amalgamate with key partners and delivery agents on THURSDAY 23<sup>rd</sup> JULY at 12 noon. GYTABIA Directors may want to meet privately after the meeting to discuss a possible financial contribution.

**10.** **ANY OTHER BUSINESS**

- 10.1 Cllr Paul Hammond suggested getting the town Centre Partnership involved and also consider usage of a roller skating rink adjacent to the Wellington Pier.
- 10.2 Herbert Grey expressed his concern that there was still no hoarding around the Marina Centre demolition site. Cllr Plant understood that it should be in place by the end of July.

**11.** **DATE OF NEXT MEETING**

- Agreed to hold a special BOARD meeting, during week commencing Mon 27 July to approve/amend the recommendation of the working group.
- Timetabled Board meeting 17<sup>th</sup> Sept.