

**Minutes of the special meeting of the Board of Directors of the Greater
Yarmouth Tourism & Business Improvement Area held on 13th August 2020**

Virtual Meeting Held via Zoom

Commercial Directors

	First name	Surname	Term
Present	Craig	Austin	2020-2021
Present	Lyndon	Bevan	Chair
Present	Steve	Cozens	2019-2021
	Margaret	Farrow	2019-2021
	Herbert	Grey	2020-2022
Apologies	James	Grey	2020-2022
Apologies	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
Apologies	Albert	Jones	2020-2022
Apologies	Helen	Lewis	2020-2022
Apologies	Martin	Marsh	2020-2022
	Andrew	Norris	2020-2022
	John	Potter	2020-2022
Present	Nathan	Race	2020-2022
Apologies	Toni	Reeve	2019-2021
Present	Matt	Smith	CoSec

Local Authority Directors

Present	Cllr Paul Hammond	
Present	Cllr Michael Jeal	
	Cllr James Bensly	
Present	Cllr Graham Plant	
Present	Paula Boyce GYBC	

Other

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

Honorary Presidents

Apologies	David Marsh		Present	Ken Sims
	Aileen Mobbs		Apologies	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.
As the meeting was a special board - only 1 item on the agenda 'The Winter Programme'

2

APOLOGIES FOR ABSENCE

Apologies received as above.

3.

WINTER PROGRAMME

- 3.1 A presentation was given by Paul Boyce about the proposals for the Winter Programme 2020/2021 which she asked for a vote of approval of match funding from the GYTABIA board. It was stressed that to access the funding the requirement was that investment had to be spent on both facilities and maintenance for future use.

At the moment these proposals were for Great Yarmouth, Gorleston however Hemsby will be included if spare NSF funding is available

When	Intervention
October	Pumpkinanza – walking trails
November	Fire & Feast @ The Waterways
December	Fireworks – Outer Harbour Lights & Projections incl. light tunnel(s) Winter Market (lighting incl. above) <ul style="list-style-type: none"> • Street & Park trade stalls/marques • Staging & open air entertainment • Iconic PLACE signs x 3 • Lantern Parade • Roller Rink/Zip Wire (tbc) • Winter covered rides/sleigh bells (Landau carriages and Little Train)
January & February	Painting the Town Artists' Trail Clean Growth Experiential Trail Circus Ensemble

Outline Programme

4.

Q&A

- 4.1 **Kevin Huggins** questioned the money being spent on these proposals and suggested that money would be better placed providing PPE and funding to help businesses recover from the pandemic.
- 4.2 Paula responded that there was a separate funding pot to help businesses recover on top of funding for the proposals put forward
- 4.3 **Kevin Huggins** also requested that funding should in part go towards Gorleston high Street Christmas lighting replacement as the lighting that is currently in place is old and needs updating. Paula said that the decorative lighting projects were for Great Yarmouth and Gorleston and that if sufficient funding was left over then Hemsby would be included as well. Hemsby was included within the 2021 green growth proposals.
- 4.4 Paula said that it was important that council needs to hear from local businesses within the BID of ideas that would work for them
- 4.5 The board were told that due to BID regulations that 2019/2020 levy reminders must 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
- 4.6 **Graham Plant** said that the funding had specific caveats and that there was a whole raft of other funding streams that will be used to enable economic recovery for businesses
- 4.7 **Matt Smith** had concerns that the weighting of the spend was directed at the town centre and that the timings of the proposals should start in October for the season to be continual. Paula said that the lighting selfies would hopefully be in place by October and that projects will be in place as early as possible
- 4.8 Ideas were suggested for the outdoor roller-skating rink at the Wellington Pier. Paula said that the rink was owned by the Family Amusements group and was not within the remit of the borough council
- 4.9 **Paul Hammond** had concerns about use of the waterways as there were not many businesses at the north end who would benefit. Paula said that a joined-up approach with the waterways was being considered with the possibility of beacons to draw people onto the central beach area. The waterways fits in with the heritage lottery funding ideals.

- 4.10 **George Jermany** expressed concern that a lot of the Hemsby chalet accommodation was closed throughout the winter months. Paula said that they were in conversation with some of the larger accommodation operators about the project and opening throughout the winter months. Lyndon said that Hemsby Beach and Belle Aire were also interested in the possibility of opening.

5. GYTABIA INVOLVEMENT – see report at Appendix 1

- 5.1 Concern about the large budget for fireworks. Alan said that this included security and marketing
Malcolm Bird put forward a proposal for the east coast truckers to become involved with the possibility that their trucks are all lit up. Agreed that it was an excellent idea.
- 5.2 Michael Jeal asked if the members had agreed to these proposals. Paula said that Policy and resources committee and was also endorsed by members and both political leaders. Michael Jeal said that the leader of the labour group had not told members.
- 5.3 Matt Smith asked if GYTABIA had any influence on decisions made. Paula said that cultural and tourism board of which Lyndon is a member will have influence.

6 THE PROPOSAL

- 6.1 The GYTABIA Management Team put forward the proposal of funding the programme to the board.
On a vote of 11 for and 2 against
- 6.2 **The GYTABIA Board agree to:-**
- a. Support the principle of a Winter Programme.
 - b. Recognise the opportunity to achieve a significant return on investment.
 - c. Approve the funding profile set out in Chart 4. And thus...
 - i. Agree to maintain its **£10,000** budget for the Marine Parade decorative lighting.
 - ii. Commit a further allocation of **£45,000** pa (for 3 – 5 years) towards maintaining the new & restored lighting schemes
 - iii. Creating a maintenance fund with the Borough Council.
 - iv. Commit **£15,000** to sponsor an annual spectacular fireworks display to launch the winter programme. (initially a 1-year commitment)
 - d. That the maintenance budget is approved on the understanding that at least 3 of the of the 5 GYTABIA priorities come to fruition.
 - i. Walk-through lighting experience in the Waterways/Boating Lake
 - ii. Filling the Voids. Installation of lighting features in dark areas of the GY seafront.
 - iii. Lighting up 20-25 historic buildings as part of an illuminated trail
 - iv. 'HOLLYWOOD'-style large illuminated letters announcing destination names
 - v. Restoration of the Beach Lights; Esplanade lights and Regent Road 'ceiling of light'

The Motion was carried 11 in favour 2 against

There was no further business

7 DATE OF NEXT MEETING

Noted as 17 September 2020

APPENDIX 1**Special Board Meeting****13th August 2020****WINTER INTERVENTIONS****2. INTRODUCTION**

- a. Clearly it has been a difficult year for tourism and hospitality; indeed research undertaken by GYTABIA suggests that 35% of businesses may not exist beyond Christmas 2020.
- b. GYTABIA, through its 'Marketing Group', is preparing a major campaign to promote Greater Yarmouth in 2021; we hope by then face masks and social-distancing will be a thing of the past.

3. THE OFFER

- a. Recognising the challenges facing the tourism industry the Borough Council has earmarked £750,000 from the Town Deal Fund to create a winter programme which includes a series of lighting features that will be of significant magnitude to attract days visitors and even staying visitors to Greater Yarmouth during this traditionally quiet period: October to January
- b. The expenditure is restricted to capital projects and must be spent by 31st March 2021.
- c. The lighting project forms part of a wider intervention aimed at improving Great Yarmouth's profile as a winter destination.
- d. The total project cost in £995,000.
- e. The Borough Council is seeking match-funding support, specifically to cover the costs of on-going maintenance

4. THE AIM**Chart 1**

AIM	Buy & Install lighting schemes/interventions that comply with the COVID-19 guidelines
	That will trigger significant match-funding
	that will attract high volume in small groups of local residents, day visitors or staying visitors
	to help stimulate secondary spend in retail, restaurants, cafes and attractions in the October 2020 to January 2021 period but could also be used throughout the year.
	and develops into an Annual Event
	that becomes synonymous with the name of Great Yarmouth

5. WORKING GROUPS & GYTABIA PRIORITIES

- a. Several Board members have attended working groups with the Borough Council to discuss potential lighting projects.
- b. It is anticipated that interventions that are based on innovative lighting schemes create the best opportunity to attract visitors during this winter period.
- c. These projects will work best if they can be in situ by the October half term and run through until January
- d. Of the projects suggested, the GYTABIA priority order is recommended as thus;

Chart 2

	Project	Example	Example
1	An explosion of lights on the newly refurbished Waterways & Boating Lake.		
2	Filling the Void – identify and fill with either lighting features or giant illuminated letters spelling GREAT YARMOUTH – ‘Hollywood’ style		
3	Historic Building Trail – between 15-25 buildings to be illuminated some will uplighters /spotlights others with animation.		
4	Illuminated Words expanding on (2) above		
5	Restoring the beach lights; Esplanade lights, Regent Road ‘ceiling of light’		

6. The WIDER PROJECT

- As mentioned earlier the overall project costs are just short of a million pounds. The table below shows explains the budget projections for all projects.
- The New Deal Fund will only pay for capital expenditure; applicants have to explain how they will fund the on-going revenue/maintenance costs which amount to £245k and hence to request for contributions from ‘partners’

7. PROJECT SUMMARIES

- Fire & Water Trail:** 36 Water-Based pyrotechnics in the Water Ways
- Christmas Wonder Way Part 1:** Based in Great Yarmouth, Hemsby and Gorleston - Experiential activities Christmas markets and roller rink and lighting displays projections and including a fireworks display
- Christmas Wonder Way Part 2:** at Great Yarmouth Hemsby and Gorleston. Decorative and interactive lighting and feature buildings; based around the project mentions in paragraph 5.
- Painting the Town Artist Trail**
- Clean growth experiential Trail**

Chart 3

	Fire & Water Trail	Xmas Wonder-way (Part 1)	Xmas Wonder-way (Part 2)	Artist trail	Clean Growth Experiential Trail	TOTAL
	(a)	(b)	(c)	(d)	(e)	
Capital costs	£125,000	£45,000	£530,000		£50,000	£750,000
Revenue costs	£95,000	£60,000	£50,000	£5,000	£35,000	£245,000
TOTAL COST	£220,000	£105,000	£580,000	£5,000	£85,000	£995,000
Partners						
Seachange Arts	£60,000					£60,000
Go Trade		£10,000				£10,000
GYTABIA		£25,000*	£45,000*			£70,000*
Town Centre Partnership		£5,000				£5,000
Civic Society				£0		£0
GY Preservation Trust					£10,000	£10,000
GYBC/FACET					£25,000	£25,000
Norfolk Strategic Fund	£35,000	£25,000		£5,000		£65,000
TOTAL INCOME	£95,000	£60,000	£50,000	£5,000	£35,000	£245,000

8. GYTABIA INVESTMENT PROFILE*

Chart 4

PROJECT YEAR →		Project Year 1 (Nov/Dec 2020)	Project Year 2 (Nov/Dec 2021)	Project Year 3 (Nov/Dec 2022)	Project Year 4 (Nov/Dec 2023)	Project Year 5 (Nov/Dec 2024)
↓ BID YEAR						
1	Oct 2019-Sep 2020	MPL £10,000				
2	Oct 2020-Sep 2021		FW £15,000 MPL £10,000			
3	Oct 2021-Sep 2022			FW £15,000 MPL £10,000 ALM £45,000		
4	Oct 2022-Sep 2023				FW £15,000 MPL £10,000 ALM £45,000	
5	Oct 2023-Sep 2024 *BID renewal July 2014					FW £15,000 MPL £10,000 ALM £45,000
		£10,000	£25,000	£70,000	£70,000	£70,000

MPL=Marine Parade Lighting; FW=Fireworks; ALM=Additional Lighting

9. MAINTENANCE

- a. The GYTABIA Board has already agreed to allocate £10,000 a year to maintain the decorative lighting on Marine Parade.
- b. GYBC manage and maintain the decorative lighting on North Drive and the ceiling of light on Regent Road and the Christmas lighting on Gorleston High Street.
- c. The GYBC has an annual maintenance budget for decorative lighting and GYBC have confirmed that this budget will be maintained.
- d. GYTABIA could only approve a 4-year agreement (pending a re-ballot in 2024)
- e. Any contribution towards maintenance would be capped at an agreed level.

10. TIMELINE

- a. The timeline is very tight – ideally the installations should be in and operating in time for the October half-term week.

11. THE PROPOSITION

GYBC is asking for due consideration by the GYTABIA Board:-

- a. To support the principle of an off-peak intervention (Oct-Jan)
- b. To note that the Borough Council intend to purchase the new lighting kit which can be used at other times of the year.
- c. To note that all projects involving the purchase of lighting equipment would need to go through the Borough Council's procurement procedure.
- d. To note that the Borough Council is looking for a partner to take on the maintenance of the project equipment; estimated at about 10% of the cost of equipment (£45k pa)
- e. To note, and determine the level of financial commitment to the Winter Wonder-Way detailed in Chart 3 above and the GYTABIA Priority projects detailed in Chart 2 above.

12. RECOMMENDATIONS

the GYTABIA BID management Group recommend that the GYTABIA Board

- a. Support the principle of a Winter Programme.
- b. Recognise the opportunity to achieve a significant return on investment.
- c. Approve the funding profile set out in Chart 4. And thus...
 - i. Agree to maintain its **£10,000** budget for the Marine Parade decorative lighting.
 - ii. Commit a further allocation of **£45,000** pa (for 3 – 5 years) towards maintaining the new & restored lighting schemes
 - iii. Creating a maintenance fund with the Borough Council.
 - iv. Commit **£15,000** to sponsor an annual spectacular fireworks display to launch the winter programme. (initially a 1-year commitment)
- d. That the maintenance budget is approved on the understanding that at least 3 of the of the 5 GYTABIA priorities come to fruition.
 - i. Walk-through lighting experience in the Waterways/Boating Lake

- ii. Filling the Voids. Installation of lighting features in dark areas of the GY seafront.
- iii. Lighting up 20-25 historic buildings as part of an illuminated trail
- iv. 'HOLLYWOOD'-style large illuminated letters announcing destination names
- v. Restoration of the Beach Lights; Esplanade lights and Regent Road 'ceiling of light'

13. CONCLUSIONS

- a. That the commitment by GYTABIA represents a good return on investment.
- b. That the project will help lay the foundations upon which to build winter occupancy.
- c. Interventions will enhance the profile of great Yarmouth as a winter destination.
- d. The project brings together partners from the public and private sector: "together Everyone Achieve More".

GYBC/WinterInterventions/boardreport6