

**Minutes of the meeting of the Board of Directors of the
Greater Yarmouth Tourism & Business Improvement Area
held on 17th September 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
Present	Margaret	Farrow	2019-2021
Present	Herbert	Grey	2020-2022
Apologies	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	Jermayn	2020-2022
Present	Albert	Jones	2020-2022
Apologies	Helen	Lewis	2020-2022
Apologies	Martin	Marsh	2020-2022
	Andrew	Norris	2020-2022
apologies	John	Potter	2020-2022
Present	Nathan	Race	2020-2022
Present	Toni	Reeve	2019-2021
Present	Matt	Smith	CoSec

Local Authority Directors**Other**

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

Honorary Presidents

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

Observers

Present*	Cllr Carl Smith		Present	Claire Dyble
Present*	Sheila Oxtoby			

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 & DECLARATION OF INTEREST**

- 2.1 Apologies were received from John Potter, Barry Coleman, Craig Austin, Martin Marsh; Karen Youngs, Helen Lewis
- 2.2 Declaration of Interest
Matt Smith on the Board of Seachange Arts

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PRESENTATION AND Q&A with GYBC Leader & CEO

- 3.1 Cllr Smith gave a brief overview of the Council's work with businesses affected by Covid-19. He explained that the situation was changing daily and often even hourly. Whilst Norfolk is on Amber Watch due to the GY connections with Banham Poultry; the overall risk to Norfolk was pretty low. Cllr Smith recognised it was a worrying time for businesses and he hoped the Winter programme would give a boost to trade.
- 3.2 Sheila Oxtoby summarised the applications for grant aid and advised that they were still awaiting the sign off from the minister for the £750k winter project.
- 3.3 Kevin Huggins asked if there was any likelihood that businesses indirectly connected with the hospitality industry would be eligible for grant aid, ie Hairdressers; gymnasiums etc.
Cllr Smith said he would raise the question at a meeting he was attending in the afternoon.
- 3.4 AAC asked if the council had any dealing with company currently buying up hotels in Great Yarmouth. The council was restricted by GBPR and was unable to comment.
- 3.5 AAC asked if Sheila could expand on plans to undertake stock-take of visitor accommodation.
Sheila would welcome a joint project with GYTABIA to properly understand the usage of serviced accommodation in borough in order that the result may help steer future policy
- 3.6 The chairman thanked Carl and Sheila for giving time to attend this meeting. Carl and Sheila left the meeting.

4

MINUTES & MATTERS ARISING FROM 16 July and 13

August

- 4.1 **16th July** – Minutes agreed as a true & accurate record.
 - 4.1.1 **Former Pontins site at Hemsby**
 - a The Board was asked to note that on 17th September the EDP reported “that Images of the proposed redevelopment of the former Pontins holiday camp, in Hemsby, have been released as part of a full planning application submitted to Great Yarmouth Borough Council - the first since the site suddenly shut in December 2008.
 - b The EDP reported that the latest plan features:
 - 188 low cost houses (down from 234) formed by refurbishment and adaptation to existing chalet stock
 - 91 holiday lets (up from 47) in nine refurbished chalet blocks (53 units) and 33 new lodges

- A convenience store
- Three retail units with flats above
- Community leisure centre and cafe around existing refurbished pool with added gym, spa, and changing village
- Welcome point for holiday makers in existing building
- New access off Kings Way.

4.2 **13 August** Minutes agreed as a true & accurate record.

4.2.1 Winter Programme

- Clare Dyble reiterated the frustration in not yet gaining approval of the £750k grant.
- Clare explained that all activities were subject to the 'rule of six'. Activities, where possible, will be timed and ticketed
- Clare confirmed that GYBC were continuing with the procurement arrangements. Ben Jay asked that local sound and lighting businesses ought to be given the opportunity to tender. Ben agreed to supply names to Clare.

5

FINANCIAL & MEMBERS ISSUES

5.1 **Financial report**

The Company Secretary (Matt Smith) had prepared an up to date statement which was circulated prior to the meeting. Matt Highlighted the following points:-

- Actual grants received: £17,414 Visit England Resilience Fund; £23,521 Gov covid-19 BID Grant
- it was agreed to confirm Frontier Fireworks for the 6 summer in Hemsby 2021 shows effective reducing the cancellation fee (2020) from £2975 to £355
- expenditure on marketing for 2020; PR for 2020 were ratified
- the Board noted the balance bought forward of £62,204
- The Board noted the funds of £190,212 available to go into the Recovery Project

5.2 **BID Levy collections**

See Appendix 1- actual collection to date £420,599 (ie 88.74%)

5.3 **Provisional Budget Plan 2020-2021**

- 5.3.1 The Board approved the following projected spend for 2020-2021

%	Category	Projected spend
65%	Marketing & Events	£295,750
10%	Facilities, Maintenance & Access	£45,500
5%	Contingency	£22,750

20%	Overheads	£91,000
		£455,000

The aim was to consider in-house bids on 22 October and all remaining BIDs by 26 November

6

COVID-19

6.1 Survey Latest

6.1.1 Members were reminded that the survey started mid-March running weekly until end of July and then Fortnightly in August & September

6.1.2 Results from the most recent survey (24th Aug- 7th Sept) - 65 respondents)

- Trade is around 65% compared to 2019
- 46% still have staff Furloughed
- 15% do not expect to survive 3 months*
- 26% Do not expect to survive 6 Months*

** This is a significant improvement on previous surveys.*

6.1.3 In this latest survey business prioritised the following support interventions

- Support over Winter
- Long Term Relief on Business Rates, VAT and PAYE

Access to grant not loans

6.2 Activities Report

- Over 14,000 emails to local business – to keep businesses updated
- Acting on the information provided by the weekly survey
- 600 individual comments & observations received & addressed
- 250+ phone calls via GYTABIA Officers to support local businesses
- Advice on what help is available and from where
- Key business liaison meetings

6.3 Enjoy Summer Safely

We have worked closely with Visit East of England on a Government funded £350,000 Enjoy summer safely campaign – Undiscovered England. This campaign has been supported by all DMOs in Norfolk and Suffolk and has had significant coverage across a number of marketing mediums. The Campaign ran from Late August till mid-September

6.4 Good to Go

In July Visit Britain launched a quality standard for businesses to show what they had been doing to be covid Safe. Over 175 Business in Great Yarmouth have now been accredited under the scheme



6.5 Eat Out Help Out

During August over 80 businesses around Great Yarmouth took part in the Government's Eat out to Help scheme, providing a welcome increase in trading.

7 PR & MARKETING REPORT

The Board noted the high level of press coverage and noted the following results

- £800,000 of media coverage achieved
- 68 pitches made to media
- 18 press releases issued
- Five national press trips arranged with two more in the pipeline (1 and Best) . Coverage already achieved in The Sun, The Daily Mail, Choice Magazine and the Metro
- 31 Media meetings and webinars undertaken online

8 GENERAL REPORTS

8.1 Decorative Lighting

The Board noted the recent work on the decorative lighting
See Appendix 2

8.2 Footfall Counters

Noted see Appendix 3

9 ANY OTHER BUSINESS

9.1 Beach Lights

Cllr Paul Hammond asked when the beach lights would be repaired. It was understood that the repairs would form part of the Winter programming.

9.2 Marina Centre opening

A board member asked if there was a completion date for the new Marina Centre. Clare agreed to check and feedback

9.3 Chalet Park – Winter Opening

A board member suggested that there was some confusion over which holiday/chalet parks were staying open during the winter period. It was agreed that we would seek clarification.

9.4 New project

Ben was keen to develop a new project. It was agreed that any board member could submit costed project proposal.

10 DATE OF NEXT MEETING

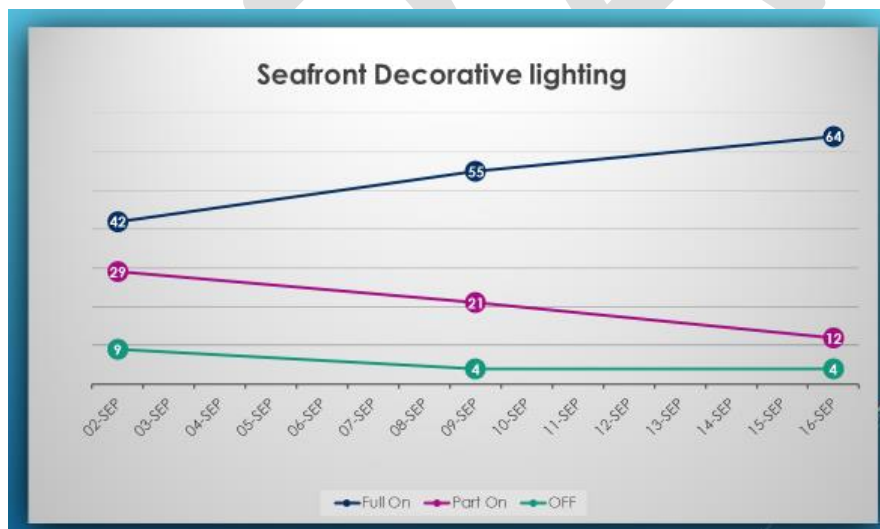
Noted as 22 October 2020

APPENDIX 1

BID TERM 2 -Year 1 (2019-20)

Total Potential Collection	£473,990
Budget at 97%	£459,770
Advanced Payment	£100,000
Levy Payment 1 - 30/11/2019	£202,354
Levy Payment 2 - 31/01/2020	£118,244
Levy Payment 3 - 31/03/2020	£0
Levy Payment 4 - 31/05/2020	£0
Levy Payment 5 - 31/07/2020	£0
Levy Payment 6 - 30/09/2020	
Total Collected	£420,599
Collection Percentage	88.74%

APPENDIX 2



APPENDIX 3

	2016	2017	2018	2019	2020
Jan	59,512	51,871	46,609	48,437	49,721
Feb	80,634	68,508	70,050	78,732	62,077
Mar	172,696	116,459	79,792	98,380	68,625
Apr	222,276	301,513	227,312	237,127	38,452
May	315,192	321,313	316,407	237,613	52,214
Jun	321,138	375,704	377,581	293,109	87,778
Jul	529,707	489,871	478,300	455,954	266,538
Aug	728,442	668,494	589,417	592,367	475,428

Regent Road Camera 2016-2020
(Monthly)

