

**Minutes of the meeting of the Board of Directors of the
Greater Yarmouth Tourism & Business Improvement Area
held on 22nd October 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
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
Apologies	George	Jermayn	2020-2022
Present	Albert	Jones	2020-2022
Present	Helen	Lewis	2020-2022
Present	Martin	Marsh	2020-2022
Present	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**Staff**

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

Honorary Presidents

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

Observers

			Present	Claire Dyble
			Apologies	Paula Boyce

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 as above.
- 2.2 Declaration of Interest
Matt Smith on the Board of Seachange Arts

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MINUTES & MATTERS ARISING FROM 27 Sept.2020

The minutes were agreed as a true and accurate record subject to Andrew Norris who did send his apologies for the last meeting

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COVID-19

4.1 LATEST RESULTS OF SURVEY

4.1.1 Summary

- Started in Mid-March 2020
- Weekly for March to July
- Every Two Weeks since Aug
- Impact Survey is currently running every two weeks at least until Dec 20

4.1.2 Key Data 5th Oct-9th Oct (59 respondents)

- ↑ 32% Do not think they will survive 6 months
- ↑ Businesses are operating at around 64% of usual capacity, with 73% of the usual levels of Staff
- ↓ Business reported trade was 51% of what it was, for the same period last year.
- ↑ 12% do not think they will survive 3 months
- Currently just over a third have staff on Furlough

4.1.3 Key Issues highlighted

- Support over Winter – 94%
- Access to grant not loans – 71%
- Long Term Relief on Business Rates, VAT and PAYE – 53%

4.2 FEEDBACK FROM BOARD MEMBERS

- KH Gorleston High Street – business down – more shop closures; over 50s concerned about catching the virus; social distancing signage on the pavement has faded; concerns about 30-40 students lingering outside Greggs; Traders annoyed about BID levy invoices being sent out at this time
- CD GYBC has Covid marshals patrolling. Happy to report back concerns; GYBC staff have no authority to issue fines; College have no control of students once they are off-campus
- SC Sympathies with Gorleston; SC deals with over 100 local councils and they are all facing similar problems.
- CD Wondered if the College could do staggered lunch times
- AN As a retired college lecturer it would be very difficult to re-shape the time table mid term.

- CP Shops are responsible for controlling their own queues
- AJ Asked if we would get a few days warning before we went into Tier 2
- GP Going into tier 2 whilst taking a backward step would trigger additional funding support
- MS Understood that the deadline for funding for adaptations to become winter-proof today. MS wondered when successful applicants would be informed.
- CD Would speak to Miranda Lee at GYBC
- KH Asked if there was likely to be any funding for PPE for customers
- GP Agreed to make enquiries

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FINANCIAL & MEMBERS ISSUES

5.1 **BID LEVY COLLECTION**

5.1.1

<u>BID TERM 2 -Year 1 (2019-20)</u>		<u>BID TERM 2 -Year 2 (2020-21)</u>	
Total Potential Collection	£473,990	Total Potential Collection	£468,985
Budget at 97%	£459,770	Budget at 97%	£454,915
Advanced Payment	£100,000	Advanced Payment	£0
Levy Payment 1 - 30/11/2019	£202,354	Levy Payment 1 - 30/11/2020	
Levy Payment 2 - 31/01/2020	£118,244	Levy Payment 2 - 31/01/2021	
Levy Payment 3 - 31/03/2020	£0	Levy Payment 3 - 31/03/2021	
Levy Payment 4 - 31/05/2020	£0	Levy Payment 4 - 31/05/2021	
Levy Payment 5 - 31/07/2020	£0	Levy Payment 5 - 31/07/2021	
Levy Payment 6 - 30/09/2020	?	Levy Payment 6 - 30/09/2021	
Total Collected	£420,599	Total Collected	£0
Collection Percentage	88.74%	Collection Percentage	0.00%

- 5.1.2 The Company Secretary advised that some levys had already been paid and a further update will be given at the next meeting

- 5.1.3 Board members noted that the invoice included a scheme to pay by staggered payments

5.2 **FINANCIAL STATEMENT**

- 5.2.1 The Company Secretary has circulated statement prior to the meeting

- 5.2.2 The Board note the implications of a reduced collection.
Matt Smith spoke with Stuart Brabben to try and avoid any court action for levy collection - to be reviewed with GYBC in Mid November

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BUDGET ALLOCATION TIMETABLE

- 6.1 MS proposed and Gregg Haddon, seconded and it was subsequently **agreed** that applications for funding should be submitted by mid-December. Application will then be discussed at the January 2021 Board meeting.

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MARKETING & PR REPORT

7.1 **PR COVERAGE**

- 7.1.1 PR; Asa reported on further press coverage and estimated that the total value should reach £1m by the end of the year.

7.2 **VISIT EAST OF ENGLAND -UNEXPLORED ENGLAND (PHASE 2)**

- 7.2.1 Asa reported that we have worked closely with Visit East of England on the continuation of Unexplored England. Phase 2 was due to start last week with a budget of around 40k
The digital campaign has been supported by all DMOs in Norfolk and Suffolk, but due to increasing covid outbreaks has been put on pause. The Campaign was scheduled to run from Mid October till Mid November, this will be reviewed weekly.

7.3 **TOM KERRIDGE'S BEST OF BRITISH DISHES**

This project has been to the Marketing Group who recommend that the Board support the project.

- The Board noted that Programme scheduled for Broadcast on Food Network Channel from June 2021, reaching some 5 million viewers over 24 repeats (over three years). Filming scheduled for March 2021.
- The chairman asked if we could try and steer them away from Great Yarmouth crabs as these were not linked to GY rather Cromer

The Board **agreed** to support the project and agreed £3750

7.4 **CAMPAIGN CONCEPTS**

- 7.4.1 The Marketing Group met on Tuesday and approved the developments of proposals for 2021.
- 7.4.2 These proposals will be developed over the coming weeks and a budget request for destination marketing will be made to Board.
- 7.4.3 Marketing that is time sensitive will be presented for budget in November, and Marketing that is less time sensitive will be presented in January 2021
- 7.4.4 Proposals Include:-
- National and Local PR and Activity
 - National and Local Press/Media Visits
 - Developing Branding
 - Building Creative Assets
 - Developing a Media Buying Plan
- 7.4.5 The Marketing Group have discussed the concept of using a consumer facing brand and have a proposal that they would like to make to the Board .
The Marketing Group Chairman proposed and Toni Reeve seconded and it was subsequently **agreed**:
To Continue use GYTABIA as the company name and for B2B use.
To use **Visit Great Yarmouth** as a customer facing brand

7.5 **GREAT YARMOUTH DESTINATION VISITOR WEBSITE:**

It was noted that GYBC visitor website is being re-developed and GYTABIA are working with the council to explore how we would work with them on this. The New Website is due to be launched in the new year.

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WINTERVENTIONS

- CD Reported that all the lighting projects would be going ahead
The 'fire & Water event has been postponed
Christmas market would be proportionately smaller this year
KH asked if Gorleston lighting was going ahead CD confirmed that it was
MS asked if this also included Hemsby CD confirmed it did

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ANY OTHER BUSINESS

9.1 HALLOWEEN EVENTS

MS asked that any venue planning a Halloween event share event with the Board and give KY a chance to circulate the information with levy payers

9.2 VOLUNTARY MEMBERSHIP INVOICES

KY advised board members that invoices for voluntary membership would be going out this week, however it will be made clear that the invoice refers to a voluntary membership

9.3. DECORATIVE LIGHTING

SC confirmed that 90% of the seafront decorative lights were now working.

9.4 SPIRIT OF ENTERPRISE AWARDS

The chairman congratulated Nathan Race of Haven for their awards and it was **agreed** that GYTABIA should send a letter of congratulations to all category winners.

9.5 WINTER ADAPTATION GRANTS

MS asked when the grants for the winter adaptation to be sent out. CD to enquire and get back to Matt
KH asked about grants for PPE for hairdressers GP to look into it

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DATE OF NEXT MEETING

Noted as 26 November 2020