

**Minutes of the meeting of the Board of Directors of the  
Greater Yarmouth Tourism & Business Improvement Area  
held on 26<sup>th</sup> November 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
Present	James	Grey	2020-2022
Present	Gregg	Haddon	2019-2021
Present	Terri	Harris	2020-2022
Present	Kevin	Huggins	2020-2022
	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
Apologies	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**

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

**Honorary Presidents**

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

### **3 Q&A WITH THE LEADER OF GYBC**

- 3.1 Awaiting tier confirmation looking like it will be regional  
3.2 2 grants up and running : LRG & Additional Discretionary Grant  
3.3 Tiered system will be reviewed every 14 days  
3.4 The chairman offered congratulations to GYBC for excellent work on work bringing covid figures down in the borough  
3.5 Carl said that 10 covid marshals have been employed and have made a difference  
3.6 Carl said presently GY is 105 per 100k, England is 281 & East of England 134 – average figures  
3.7 Carl thanked all businesses for their support during lockdown 2  
3.8 Andrew Norris asked why part of the beach at North Denes was roped off – Carl to find out and get back to the board  
3.9 David Marsh said that the news about the infrastructure money being available for the 3<sup>rd</sup> river crossing. Carl said that lobbying for dualling of the A47 will continue  
3.10 Carl Smith left the meeting

### **4 MINUTES & MATTERS ARISING FROM 22 OCT.2020**

The minutes were agreed as a true and accurate record subject to ADDING Ken Sims was also present at the meeting.

### **5 COVID-19**

#### **5.1. Key Data 2nd Nov- 16th Nov - (75 respondents)**

Report Summary

49% Do not think they will survive 6 months

Businesses are operating at around 42% of usual capacity, with 62% of the usual levels of Staff

Businesses reported trade was 48% of what it was, for the same period last year.

28% do not think they will survive 3 months

Currently 44% have staff on Furlough

#### **5.2 Key Issues highlighted**

- Support over Winter – 77%
- Access to grant not loans – 82%
- Long Term Relief on Business Rates, VAT and PAYE – 56%

### **6. FOOTFALL REPORT**

- 6.1 AC gave an update of footfall figures recorded by the camera on the junction of marine Parade/Regent road.  
6.2 AC emphasised the importance of collecting such data.  
The real use of the footfall camera is as a tool for local businesses to compare their own business performance with a resort 'barometer'. (Sea Life Centre)  
It has also been used to measure the impact of events on footfall figures (Wheels Festival/Air Show)  
6.3

When applying for external funding this kind of evidence is vital.

6.4

The data from the footfall cameras can also be compared to the seafront car park figures – It is anticipated that the graph showing the car park income will follow a similar path to the footfall figures.

6.5

6.6

It was noted that a written report is also available to Board members on request and that footfall figures are also available to BID levy payers upon request.

6.7

Alan Carr said that as yet no car park figures had been received from GYBC a FOI request will be submitted to GYBC for release of the data. Michael Jeal will speak to Carl Smith to speed release of the figures. Alan said that it is important to have this data for any future funding applications that we submit

## 7

### **FINANCIAL & MEMBERS ISSUES**

#### **7.1**

##### **BID LEVY COLLECTION**

7.1.1

##### **BID TERM 2 -Year 1 (2019-20)**

##### **BID TERM 2 -Year 2 (2020-21)**

<b>Total Potential Collection</b>	<b>£473,990</b>	<b>Total Potential Collection</b>	<b>£468,985</b>
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	£35,311	Levy Payment 6 - 30/09/2021	
<b>Total Collected</b>	<b>£455,910</b>	<b>Total Collected</b>	<b>£0</b>
<b>Collection Percentage</b>	<b>96.19%</b>	<b>Collection Percentage</b>	<b>0.00%</b>

#### **7.2**

### **FINANCIAL STATEMENT**

7.2.1

MS issued the November statement which had remain as at the October statement.

## 8

### **MARKETING REPORT**

#### **8.1**

##### **PR COVERAGE**

8.1.1

Asa gave an update of press/PR activity predicting that at calendar year end the value of the press coverage should surpass £1m.

#### **8.2**

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

8.2.1

The board noted that Phase 3 of the campaign has also been pushed back

##### **Important to keep partnership financially with visitEngland**

David Marsh requested a zoom meeting with Pete Waters in 2021 – agreed to be arranged

#### **8.3**

##### **CAMPAIGN CONCEPTS**

8.3.1

The Marketing Group met on Tuesday and approved the developments of proposals for 2021.

- 8.3.2 These proposals will be developed over the coming weeks and a budget request for destination marketing will be made to Board.
- 8.3.3 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

- 8.4 **GREAT YARMOUTH DESTINATION VISITOR WEBSITE:**  
To be launched in the new year.

#### 8.5 **MARKETING PROJECT PROPOSALS**

- 8.5.1 To begin commissioning key elements that will help us build a destination marketing plan which will undertake a variety of marketing activities in order to promote Greater Yarmouth. Part 1 is around national PR, Branding as Visit Great Yarmouth and developing creative assets
- 8.5.2 The Campaign will focus on covid recovery, attracting new and repeat visitors, to the benefit of all businesses across the Borough
- 8.5.3 A proposal put forward by Toni Reeve to defer any agreements on marketing budget until all had time to read it was rejected
- 8.5.4 **Budget subsequently approved** £26,375

#### 8.6 **RESEARCH PROJECT PROPOSALS**

A Visitor Survey undertaken in summer 2021, across various locations and dates, with a sample size of around 450. *Note this project would only commence if summer trading had returned to something close to normal.*

A Monthly Business Monitor (covering confidence, occupancy levels etc) Economic Impact Report and geographical sub reports, this will also include a reassessment of existing accommodation stock and focus on privately owned caravans: Budget approved £10,000

- 8.7 It was agreed that in future the marketing reports should be given to the board at least a week before the board to allow time to read and digest the proposals

## **9**

### **DESTINATION MANAGEMENT PLAN (DMP)**

- 9.1 Greater Yarmouth Tourism and Business Improvement Area (GYTABIA) is the Destination Management Organisation (DMO) for Greater Yarmouth.
- 9.2 A critical part of being a DMO is to deliver a DMP for the area. GYTABIA will begin to operate Visit Great Yarmouth as a consumer facing brand.
- 9.3 Visit Great Yarmouth covers the wider Greater Yarmouth Area
- 9.4 The Destination Management plan is about linking a number of key strategies and documents together that impact Tourism, into a Destination Management plan, which is able to lead and influence the management of all the aspects of a destination that contribute to a visitor's experience.

#### 9.5 **DMP Schedule**

<b><u>Key Dates</u></b>	<b><u>Action</u></b>
26 <sup>th</sup> Nov 2020	DMP working Draft on GYTABIA Board Agenda

26 <sup>th</sup> Nov 2020 to 2 <sup>nd</sup> Dec 2020	Working Draft emailed to GYTABIA Board for feedback
14 <sup>th</sup> Dec 2020 to 15 <sup>th</sup> Jan 2021	Working Draft DMP Circulated for Feedback to partners
28 <sup>th</sup> Jan 2021	DMP Draft on GYTABIA Board Agenda
11 <sup>th</sup> Feb 2021 to 23 <sup>rd</sup> Feb 2021	Draft circulated to Partners for feedback
4 <sup>th</sup> Mar 2021	Sign Off GYTABIA Board

## **10**

### **WINTERVENTIONS**

- 10.1 Clare reported that most of the decorative lighting had gone up although they were not going to market until it was safe and prudent to do so
- 10.2 Paint the Town – hopefully will go ahead in February but is also dependant on restrictions in place at the time
- 10.3 Fire and Water spectacular is currently out for tender
- 10.4 Malcolm Bird asked Clare why the columns at the north end were being removed. Clare to find out and get back to the board
- 10.5 Albert Jones reported that Cozens had been working on the decorative lighting on the Golden Mile and replacing some of the units
- 10.6 Announced during the meeting that the borough is within tier 2
- 10.7 Toni Reeve said that the lights were up in Hemsby along Beach Road but in future we should consider Newport and the village

## **11**

### **ANY OTHER BUSINESS**

#### **11.1 VISITOR ECONOMY NETWORK INITIATIVE**

- 11.1.1 Members are reminded of the on-going search for match funding opportunities.
- 11.1.2 GYTABIA have been invited by a consortium of public bodies and private sector organisations to become a ‘strategic partner’ in a £2.5m application for European (ESF) funding.
- 11.1.3 Earlier this week BID Management team met with the co-ordinator of the application, Andrew Keeler
- 11.1.4 The application, under the working title of *Visitor Economy Network Initiative*, is about improving the connection between colleges and the private sector. The application has 4 key strands
  - a. The Youth Pledge
  - b. Workforce Skills
  - c. The Business Network
  - d. Events
- 11.1.5 For GYTABIA it would mean connecting East Coast College to businesses through a range of skills initiatives; our primary involvement would be in strands b, c & d
- 11.1.6 So what’s it going to cost GYTABIA?  
Our contribution would be in kind meaning that any contact we have with businesses can be classed as a ‘in kind’ contribution – which is 90% of our staff time

Whatever 'in kind' contribution is pledged; GYTABIA would receive the bulk of it back in cash.

- 11.1.7 Giving a range of opportunities for students to be involved in the preparation and delivery of a major event.
- 11.1.8 The Application co-ordinator confirmed that full involvement in an event had the potential to 'tick all the boxes' enabling GYTABIA to receive grant aid to pay for all aspects of the event.
- 11.1.9 Timescale
  - The application has to be ready for submission by 1<sup>st</sup> December 2020
  - The project is due to commence in September 2021
- 11.1.10 **It was agreed** that GYTABIA becomes a Strategic Partner and the GYTABIA Board agree to contribute £20,000 per annum 'in kind' for the 2 years of the project

## 11.2 **Meetings Programme**

The 2021 Board meetings programme was confirmed as:-

THURSDAY 28 <sup>th</sup> JANUARY	THURSDAY 16 <sup>th</sup> SEPTEMBER
THURSDAY 11 <sup>th</sup> MARCH	THURSDAY 21 <sup>st</sup> OCTOBER
THURSDAY 13 <sup>th</sup> MAY	THURSDAY 25 <sup>th</sup> NOVEMBERE
THURSDAY 15 <sup>th</sup> JULY	

## **12**

### **DATE OF NEXT MEETING**

Noted as 28 JANUARY 2021