

**Minutes of the meeting of the Board of Directors of the
Greater Yarmouth Tourism & Business Improvement Area
held on 28th January 2021
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
Apologies	Helen	Lewis	2020-2022
Apologies	Martin	Marsh	2020-2022
Present	Andrew	Norris	2020-2022
Present	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
	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
Present	Cllr Malcolm Bird		Apologies	Gareth Brown

Observers

			Present	Claire Dyble
			Apologies	Paula Boyce


<u>1</u>		<u>WELCOME BY THE CHAIRMAN</u>
	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.
<u>2</u>		<u>APOLOGIES FOR ABSENCE & DECLARATION OF INTEREST</u>
	2.1	Apologies were received as above.
	2.2	Declaration of Interest Matt Smith on the Board of Seachange Arts Lyndon Bevan and James Grey – for the Hemsby applications

3	MINUTES & MATTERS ARISING FROM 26 November 2021																																																
	The minutes were agreed as a true and accurate record. There were no matters arising.																																																
4	COVID-19																																																
4.1.	Key Data – 17th Dec 2020 (Tier 2 (58 respondents)) <ul style="list-style-type: none">• 41% Do not think they will survive 6 months• Businesses are operating at around 37% of usual capacity, with 40% of the usual levels of Staff• Businesses reported trade was 22% of what it was, for the same period last year.• 24% do not think they will survive 3 months• Currently 48% have staff on Furlough																																																
4.2	Key Issues highlighted <ul style="list-style-type: none">• Access to grant not loans – 67%• Support over Winter – 66%• Long Term Relief on Business Rates, VAT and PAYE – 53%																																																
4.3	The Board commended Karen Youngs for her handling of over 500 calls and emails in respect of Covid/grants and of levy enquiries																																																
4.4	<div><div><div><div><div></div><div>VisitBritain</div></div><div><div></div><div>BVA BDRC</div></div></div><div><h3>Perceptions of when things will return to 'close to normal'</h3><p>• Virtually nobody expects 'normality' returning to their lives by end March and even by end June, just 21% anticipate life returning close to normal representing a significant 12 percentage point drop compared to last wave.</p><p>Figure 3. Cumulative perceptions of when things will return 'close to normal'. Cumulative percentage Wave 23, UK</p><table><thead><tr><th>By</th><th>Percentage</th></tr></thead><tbody><tr><td>By January</td><td>1%</td></tr><tr><td>By February</td><td>1%</td></tr><tr><td>By March</td><td>3%</td></tr><tr><td>By April</td><td>7%</td></tr><tr><td>By May</td><td>13%</td></tr><tr><td>By June</td><td>21%</td></tr><tr><td>By July-Sept</td><td>45%</td></tr><tr><td>By Oct-Dec</td><td>59%</td></tr><tr><td>By 2022 onwards</td><td>95%</td></tr><tr><td>Never</td><td>5%</td></tr></tbody></table><p>Figure 4. Proportion expecting normality by June, Percentage wave-on-wave, UK</p><table><thead><tr><th>Wave</th><th>Percentage</th></tr></thead><tbody><tr><td>Wave 15</td><td>45%</td></tr><tr><td>Wave 16</td><td>43%</td></tr><tr><td>Wave 17</td><td>39%</td></tr><tr><td>Wave 18</td><td>39%</td></tr><tr><td>Wave 19</td><td>51%</td></tr><tr><td>Wave 20</td><td>49%</td></tr><tr><td>Wave 21</td><td>47%</td></tr><tr><td>Wave 22*</td><td>33%</td></tr><tr><td>Wave 23</td><td>21%</td></tr></tbody></table></div></div></div>	By	Percentage	By January	1%	By February	1%	By March	3%	By April	7%	By May	13%	By June	21%	By July-Sept	45%	By Oct-Dec	59%	By 2022 onwards	95%	Never	5%	Wave	Percentage	Wave 15	45%	Wave 16	43%	Wave 17	39%	Wave 18	39%	Wave 19	51%	Wave 20	49%	Wave 21	47%	Wave 22*	33%	Wave 23	21%						
By	Percentage																																																
By January	1%																																																
By February	1%																																																
By March	3%																																																
By April	7%																																																
By May	13%																																																
By June	21%																																																
By July-Sept	45%																																																
By Oct-Dec	59%																																																
By 2022 onwards	95%																																																
Never	5%																																																
Wave	Percentage																																																
Wave 15	45%																																																
Wave 16	43%																																																
Wave 17	39%																																																
Wave 18	39%																																																
Wave 19	51%																																																
Wave 20	49%																																																
Wave 21	47%																																																
Wave 22*	33%																																																
Wave 23	21%																																																
5	FINANCIAL & MEMBERS ISSUES																																																
5.1	Bid Levy Collection <table><thead><tr><th colspan="2">BID TERM 2 -Year 1 (2019-20)</th><th colspan="2">BID TERM 2 -Year 2 (2020-21)</th></tr></thead><tbody><tr><td>Total Potential Collection</td><td>£473,990</td><td>Total Potential Collection</td><td>£468,985</td></tr><tr><td>Budget at 97%</td><td>£459,770</td><td>Budget at 97%</td><td>£454,915</td></tr><tr><td>Advanced Payment</td><td>£100,000</td><td>Advanced Payment</td><td>£0</td></tr><tr><td>Levy Payment 1 - 30/11/2019</td><td>£202,354</td><td>Levy Payment 1 - 30/11/2020</td><td>£275,000</td></tr><tr><td>Levy Payment 2 - 31/01/2020</td><td>£118,244</td><td>Levy Payment 2 - 31/01/2021</td><td></td></tr><tr><td>Levy Payment 3 - 31/03/2020</td><td>£0</td><td>Levy Payment 3 - 31/03/2021</td><td></td></tr><tr><td>Levy Payment 4 - 31/05/2020</td><td>£0</td><td>Levy Payment 4 - 31/05/2021</td><td></td></tr><tr><td>Levy Payment 5 - 31/07/2020</td><td>£0</td><td>Levy Payment 5 - 31/07/2021</td><td></td></tr><tr><td>Levy Payment 6 - 30/09/2020</td><td>£35,311</td><td>Levy Payment 6 - 30/09/2021</td><td></td></tr><tr><td>Total Collected</td><td>£455,910</td><td>Total Collected</td><td>£275,000</td></tr><tr><td>Collection Percentage</td><td>96.19%</td><td>Collection Percentage</td><td>58.64%</td></tr></tbody></table>	BID TERM 2 -Year 1 (2019-20)		BID TERM 2 -Year 2 (2020-21)		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	£275,000	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		Total Collected	£455,910	Total Collected	£275,000	Collection Percentage	96.19%	Collection Percentage	58.64%
BID TERM 2 -Year 1 (2019-20)		BID TERM 2 -Year 2 (2020-21)																																															
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	£275,000																																														
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																																															
Total Collected	£455,910	Total Collected	£275,000																																														
Collection Percentage	96.19%	Collection Percentage	58.64%																																														

	5.2	Approach for outstanding levy collection:																
		5.2.1 It was noted that the original levy invoice went out in October – requesting payment within 28 days.																
		5.2.2 The second letter went out on January 10 th advising that payment by instalments is an option that GYBC would be willing to discuss.																
		5.2.3. The Board AGREED with the approach of not proceeding to court action at this time (during national lockdown), but opting for an additional reminder letter being sent first																
		5.2.4.The Board also requested that GYBC send an additional reminder letter with a softer tone on the collection (maybe actively saying that we've put back court action to give extra time to pay?) and actively offers the various alternative payment options																
	5.3	<u>Financial Statement</u>																
		MS issued the January statement which had remain as at the November statement Items already committed:-																
		<table><tr><td>Hemsby Fireworks*</td><td>£14,000</td></tr><tr><td>Marketing: PR national; branding project; visitor survey; TV cookery episode</td><td>£36,685</td></tr><tr><td>Volume & Value research; Volume & Value sub-report; Monthly Business Impact reporting</td><td>£3,900</td></tr><tr><td>Wintervention Programme</td><td>£135,000</td></tr><tr><td>FMA Projects; Decorative Lighting; Footfall counters</td><td>£13,500</td></tr><tr><td>Overheads</td><td>£109,500</td></tr><tr><td>Contingency</td><td>£15,000</td></tr><tr><td></td><td>£327,585</td></tr></table>	Hemsby Fireworks*	£14,000	Marketing: PR national; branding project; visitor survey; TV cookery episode	£36,685	Volume & Value research; Volume & Value sub-report; Monthly Business Impact reporting	£3,900	Wintervention Programme	£135,000	FMA Projects; Decorative Lighting; Footfall counters	£13,500	Overheads	£109,500	Contingency	£15,000		£327,585
Hemsby Fireworks*	£14,000																	
Marketing: PR national; branding project; visitor survey; TV cookery episode	£36,685																	
Volume & Value research; Volume & Value sub-report; Monthly Business Impact reporting	£3,900																	
Wintervention Programme	£135,000																	
FMA Projects; Decorative Lighting; Footfall counters	£13,500																	
Overheads	£109,500																	
Contingency	£15,000																	
	£327,585																	
		*Hemsby Summer Fireworks provisional contract subject to social distancing instructions. The statement would be re-issued to take into account todays board decisions																
<u>6</u>		<u>APPLICATIONS FOR FUNDING</u>																
	6.1	AC reminded the Board that a full document of BID funding applications had been circulated to all Board members and should be referred to for clarification of projects details.																
	6.2	Groups and individuals were invited to submit applications for funding towards projects that contributed towards GYTABIA achieving its objectives To increase the number of people visiting and staying in Great Yarmouth. To improve the visitor experience and increase repeat visits To encourage people to stay longer and visit more attractions To provide incentive and opportunities to spend more in local businesses																
	6.3	Applications were scored against 15 key areas to assess the extent to which objectives were being met																
		applications were then assessed by our working groups including facilities and maintenance and access events marketing and paid management team																
<u>7</u>		<u>The following projects were recommended by the FMA Group and subsequently approved by the Board.</u>																
	<u>7.1</u>	<table><tr><th></th><th>PROJECT</th><th>FUNDING REQUIREMENT</th><th>Approved by the Board</th></tr><tr><td>01</td><td>Decorative Lighting</td><td>£10,000</td><td>Already approved</td></tr><tr><td>02</td><td>Wintervention Lighting schemes</td><td>£60,000</td><td>Already approved</td></tr><tr><td>03</td><td>Footfall camera</td><td>£3,500</td><td>Already approved</td></tr></table>		PROJECT	FUNDING REQUIREMENT	Approved by the Board	01	Decorative Lighting	£10,000	Already approved	02	Wintervention Lighting schemes	£60,000	Already approved	03	Footfall camera	£3,500	Already approved
	PROJECT	FUNDING REQUIREMENT	Approved by the Board															
01	Decorative Lighting	£10,000	Already approved															
02	Wintervention Lighting schemes	£60,000	Already approved															
03	Footfall camera	£3,500	Already approved															

7.2	CCTV & Radio Network – Funding Agreed by the Board																																																					
	04	Year 1	Year 2	Year 3	Year 4	Year 5																																																
		2019-2020	2020-2021	2021-2022	2020-2023	2023-2024																																																
	Core Funding	£7,500	£20,000	£20,000	£20,000																																																	
	Radios (20)		£3,000	0	0																																																	
	Additional Cameras (4)		£28,000	0	0																																																	
		£7,500	£51,000	£20,000	£20,000	£20,000																																																
7.3	<table><tr><td></td><td>PROJECT</td><td>AGREED by the BOARD</td></tr><tr><td>05</td><td>Hemsby beach toilets</td><td>£1,813</td></tr><tr><td>06</td><td>Hemsby in Newport Beach clean</td><td>£4,900</td></tr><tr><td>07</td><td>Filby in bloom</td><td>£3,500</td></tr><tr><td>08</td><td>Hemsby In Bloom</td><td>£1,500</td></tr><tr><td>09</td><td>Caister Bee Friendly</td><td>£300</td></tr><tr><td>10</td><td>Gorleston CCTV</td><td>£5,000</td></tr><tr><td>11</td><td>Winterton Trail & In Bloom</td><td>£3,850</td></tr><tr><td>12</td><td>Gorleston in Bloom</td><td>£3,500</td></tr><tr><td>13</td><td>PopArt</td><td>£2,500</td></tr><tr><td>14</td><td>Hemsby Island</td><td>£2,000</td></tr><tr><td>15</td><td>Hemsby Village toilets</td><td>£5,000</td></tr><tr><td>16</td><td>Caister In Bloom</td><td>£2,800</td></tr><tr><td>17</td><td>Caister Centre Point (App:</td><td>£0</td></tr><tr><td>18</td><td>Winterton Lifeboat Restoration App-£5k) Ben Jay agreed to help with fundraising</td><td>£0</td></tr><tr><td></td><td>TOTAL</td><td>£36,663</td></tr></table>							PROJECT	AGREED by the BOARD	05	Hemsby beach toilets	£1,813	06	Hemsby in Newport Beach clean	£4,900	07	Filby in bloom	£3,500	08	Hemsby In Bloom	£1,500	09	Caister Bee Friendly	£300	10	Gorleston CCTV	£5,000	11	Winterton Trail & In Bloom	£3,850	12	Gorleston in Bloom	£3,500	13	PopArt	£2,500	14	Hemsby Island	£2,000	15	Hemsby Village toilets	£5,000	16	Caister In Bloom	£2,800	17	Caister Centre Point (App:	£0	18	Winterton Lifeboat Restoration App-£5k) Ben Jay agreed to help with fundraising	£0		TOTAL	£36,663
	PROJECT	AGREED by the BOARD																																																				
05	Hemsby beach toilets	£1,813																																																				
06	Hemsby in Newport Beach clean	£4,900																																																				
07	Filby in bloom	£3,500																																																				
08	Hemsby In Bloom	£1,500																																																				
09	Caister Bee Friendly	£300																																																				
10	Gorleston CCTV	£5,000																																																				
11	Winterton Trail & In Bloom	£3,850																																																				
12	Gorleston in Bloom	£3,500																																																				
13	PopArt	£2,500																																																				
14	Hemsby Island	£2,000																																																				
15	Hemsby Village toilets	£5,000																																																				
16	Caister In Bloom	£2,800																																																				
17	Caister Centre Point (App:	£0																																																				
18	Winterton Lifeboat Restoration App-£5k) Ben Jay agreed to help with fundraising	£0																																																				
	TOTAL	£36,663																																																				
7.4	Applications for funding towards Events The Board was reminded that the following project has already been approved for contractual reasons but will still be required to work under strict social distancing regulations																																																					
7.4.1	<table><tr><td></td><td>Project</td><td>FUNDING REQUEST</td><td>Already approved by the Board</td></tr><tr><td>19</td><td>Hemsby Fireworks</td><td>£14,000</td><td>£14,000</td></tr></table>							Project	FUNDING REQUEST	Already approved by the Board	19	Hemsby Fireworks	£14,000	£14,000																																								
	Project	FUNDING REQUEST	Already approved by the Board																																																			
19	Hemsby Fireworks	£14,000	£14,000																																																			
7.4.2	The Board considered the recommendations from the FMA, Events, and Marketing Group and it was AGREED that no funding is agreed for events until May 2021 and then only if social distancing is no longer required. This date will be earlier if Government makes a significant announcement on the removal of social distancing																																																					
7.4.3	The board noted the application for funding towards events in 2021 and AGREED to ring fence a sum of £30,000 for events in the event of any national covid regulations																																																					
7.4.4	<table><tr><td></td><td>PROJECT</td><td>FUNDING REQUEST</td><td>AGREED by the BOARD</td></tr><tr><td>20</td><td>Band concerts, Gorleston</td><td>£2,000</td><td>£0</td></tr><tr><td>21</td><td>Bowls Festival</td><td>£4,000</td><td>£0</td></tr><tr><td>22</td><td>East Coast Pirates Car Show</td><td>£15,000</td><td>£0</td></tr><tr><td>23</td><td>Finding Emerson</td><td>£2,500</td><td>£0</td></tr><tr><td>24</td><td>Gorleston Switch-On</td><td>£12,000</td><td>£0</td></tr><tr><td>25</td><td>GY Summer Fireworks</td><td>£37,000</td><td>£0</td></tr></table>							PROJECT	FUNDING REQUEST	AGREED by the BOARD	20	Band concerts, Gorleston	£2,000	£0	21	Bowls Festival	£4,000	£0	22	East Coast Pirates Car Show	£15,000	£0	23	Finding Emerson	£2,500	£0	24	Gorleston Switch-On	£12,000	£0	25	GY Summer Fireworks	£37,000	£0																				
	PROJECT	FUNDING REQUEST	AGREED by the BOARD																																																			
20	Band concerts, Gorleston	£2,000	£0																																																			
21	Bowls Festival	£4,000	£0																																																			
22	East Coast Pirates Car Show	£15,000	£0																																																			
23	Finding Emerson	£2,500	£0																																																			
24	Gorleston Switch-On	£12,000	£0																																																			
25	GY Summer Fireworks	£37,000	£0																																																			

		26	NSRA Fun Run (cars)	£15,500	£0		
		27	Out there	£25,000	£0		
		28	Fire on the Water		£0		
		29	Wheels Festival	£36,000	£0		
		30	Yarmonics	£4,000	£0		
		31	AGREED RING-FENCED		£30,000		
			TOTAL	£153,000			
	7.5	The following projects were recommended by the MARKETING GROUP and subsequently AGREED by the Board.					
		32	Marketing Project	Funding request	AGREED by the BOARD		
			Local & regional PR	£7,200	£7,200		
			Organising Blogger Day trips scheme – 50 trips	£2,500	£2,500		
			On Line articles on Blogger website -50 articles	£5,000	£5,000		
			Ring-fenced Marketing budget		£45,300		
			TOTAL		£60,000		
	7.6	The following projects were recommended by the BID MANAGEMENT GROUP and subsequently AGREED by the Board.					
			Project	Funding request	AGREED by the BOARD		
		33	British Destinations*	£1,950	£1,950		
		34	Visit Norfolk*	£3,750	£3,750		
		*to run for the duration of the BID term					
	7.7	Members noted a provisional Recovery Fund of £169,490					
8	<u>DESTINATION MANAGEMENT PLAN</u>						
		<ul style="list-style-type: none">• An early version of the DMP was sent out to Board members on 26th November 2020• An updated consultation draft was also circulated to Board members and other partners on 17th Dec 2021• Several comments have been received, and these are being intergrated into the DMP• A further draft of the DMP will be circulated to board in early February• The DMP Final version is scheduled for Board on 11th March 2021					
9	<u>MARKETING & BRANDING</u>						
	9.1	AM reminded the Board that a soft PR campaign continued, working with Blakeborough - it is estimated the value of the media coverage for 2020 was in the region of £1.2 million.					
	9.2	We also hosted a series of press visits including:-					
		Daily Mail 16th – 19th July 2020 Metro Newspaper - 22nd –24th July 2020 Choice Magazine - 3rd – 5th August 2020 The Sun 4th – 6th August 2020 I Newspaper 4th – 7th September 2020 Express/Mirror 26th-30th Oct 2020					
	9.3	The Board approved the following marketing plan					

		<u>2021 Current Marketing Plan</u>		
		Service/Activity	Cost per annum	*AGREED operational times
		National PR (Approved)	£24,000	All Year
		Local and Regional PR (Jan Board)	£7,200	Mar 21 to Aug 21
		Local and Regional Press Day (Jan Board)	£1995	Apr/May/Jun 21
		Organising Blogger Day Trips Scheme - 50 Trips (Jan Board)	£2500	Apr 21 –Sep 21
		Online Articles on Blogger Websites - 50 Articles (Jan Board)	£5000	Mar 21-Sep 21
		Creation of Design Assets (Approved)	£665	Nov 20- Feb 21
		Brand Guidelines (Approved)	£380	Nov 20- Feb 21
		Development of Creative assets (Approved)	£1330	Nov 20- Feb 21
		Reserve Marketing Budget (Jan Board)	£42,300	TBC
		*MWG – Operational Times are to be as flexible as possible to Covid situation, and dates and activities will be reviewed.		
	<u>9.4</u>	Visit Great Yarmouth Branding		
		<ul style="list-style-type: none"> At October Board, Directors approved the creation of Visit Great Yarmouth as our customer facing brand In November funding was approved by Board and TMS Media were appointed to develop a logo in conjunction with the GYTABIA Marketing Group Dec/Jan - The Marketing Group, reviewed several alternative options, and asked for changes and developments. Last Week – They made a final recommendation, for GYTABIA Board to consider. The Next slide shows the recommendation to board, as well as an alternative option. The logo has been designed so that the colour of the font can be changed, to reflect the seasons and different marketing projects, for the purpose of a decision the same colour is shown for both logos. Each logo is shown 3 times, in a linear format (for banners) in a block format (which would be it's most common style) and finally presented on an example image of a beach. 		
	<u>9.5</u>	Branding		
		Board members AGREED with the recommendation of the Marketing Group		
				
<u>10</u>		<u>ANY OTHER BUSINESS</u>		
	<u>10.1</u>	Hippodrome and Potters Resort		
		Members recorded their congratulations to the Hippodrome for their New Years Eve screening and Potters Resort for the staging of the World Bowls Tour through streaming and through the BBC.		

<u>11</u>	<u>DATE OF NEXT MEETING</u>
	Thursday 11 th March at 10.30aam

Board/minutes/42 BID BOARD 28Jan2021

DRAFT