



**Minutes of the meeting of the Board of Directors of the  
Greater Yarmouth Tourism & Business Improvement Area  
held on 11<sup>th</sup> March 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 |
| Present | Margaret   | Farrow  | 2019-2021 |
| Present | 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     | Jermaine | 2020-2022 |
| Present   | Albert     | Jones    | 2020-2022 |
| Present   | Helen      | Lewis    | 2020-2022 |
| Present   | Martin     | Marsh    | 2020-2022 |
| Present   | Andrew     | Norris   | 2020-2022 |
| Present   | John       | Potter   | 2020-2022 |
| Apologies | 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 |
| 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 |
|  |  |  |         |              |

|                 |     |   |
|-----------------|-----|---|
| <b><u>1</u></b> |     | <b><u>WELCOME BY THE CHAIRMAN</u></b>                       |
|                 | 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.   |                 | <b><u>PRESENTATION BY PETE WATERS, Executive Director, Visit East of England</u></b>  |                 |  |  |  |  |                                   |                 |                                   |                 |               |          |               |          |                  |          |                  |    |                             |          |                             |          |                             |          |                             |         |                             |    |                             |  |                             |    |                             |  |                             |    |                             |  |                             |         |                             |  |                        |                 |                        |                 |                              |               |                              |               |
| 3  |                 | <b><u>APOLOGIES FOR ABSENCE &amp; DECLARATION OF INTEREST</u></b>   |                 |  |  |  |  |                                   |                 |                                   |                 |               |          |               |          |                  |          |                  |    |                             |          |                             |          |                             |          |                             |         |                             |    |                             |  |                             |    |                             |  |                             |    |                             |  |                             |         |                             |  |                        |                 |                        |                 |                              |               |                              |               |
|  | 3.1             | Apologies were received as above.   |                 |  |  |  |  |                                   |                 |                                   |                 |               |          |               |          |                  |          |                  |    |                             |          |                             |          |                             |          |                             |         |                             |    |                             |  |                             |    |                             |  |                             |    |                             |  |                             |         |                             |  |                        |                 |                        |                 |                              |               |                              |               |
|  | 3.2             | Declaration of Interest<br>Matt Smith on the Board of Seachange Arts<br>Lyndon Bevan and James Grey – for the Hemsby applications   |                 |  |  |  |  |                                   |                 |                                   |                 |               |          |               |          |                  |          |                  |    |                             |          |                             |          |                             |          |                             |         |                             |    |                             |  |                             |    |                             |  |                             |    |                             |  |                             |         |                             |  |                        |                 |                        |                 |                              |               |                              |               |
| 4  |                 | <b><u>MINUTES &amp; MATTERS ARISING FROM 28 JANUARY 2021</u></b>  |                 |  |  |  |  |                                   |                 |                                   |                 |               |          |               |          |                  |          |                  |    |                             |          |                             |          |                             |          |                             |         |                             |    |                             |  |                             |    |                             |  |                             |    |                             |  |                             |         |                             |  |                        |                 |                        |                 |                              |               |                              |               |
|  |                 | The minutes were agreed as a true and accurate record.  |                 |  |  |  |  |                                   |                 |                                   |                 |               |          |               |          |                  |          |                  |    |                             |          |                             |          |                             |          |                             |         |                             |    |                             |  |                             |    |                             |  |                             |    |                             |  |                             |         |                             |  |                        |                 |                        |                 |                              |               |                              |               |
|  | 4.1             | <u>Ref 7.1 Wintervention -up date</u><br><b>Lettering</b> had arrived and an option to have them raised above head-height was being considered; as was a replacement to the ceiling of light on Regent Road.<br>A demonstration of the <b>light projection</b> was held last week and Clare agree to invite Board members to attend future demonstrations.<br><b>Fire&amp; Water:</b> Would be staged over a 3-weeks straddling the October half term.<br>JG reported that a lighting column on Beach Road, Hemsby with lights had been removed: JG asked if the lighting feature could be re-use. CB agreed to make enquiries;   |                 |  |  |  |  |                                   |                 |                                   |                 |               |          |               |          |                  |          |                  |    |                             |          |                             |          |                             |          |                             |         |                             |    |                             |  |                             |    |                             |  |                             |    |                             |  |                             |         |                             |  |                        |                 |                        |                 |                              |               |                              |               |
|  | 4.2             | <u>Ref 7.2 CCTV/Radio Network</u><br>KY reported that a meeting with GM of the units on Gapton Hall and Pasteur Road Retail Park is scheduled for 24 <sup>th</sup> March  |                 |  |  |  |  |                                   |                 |                                   |                 |               |          |               |          |                  |          |                  |    |                             |          |                             |          |                             |          |                             |         |                             |    |                             |  |                             |    |                             |  |                             |    |                             |  |                             |         |                             |  |                        |                 |                        |                 |                              |               |                              |               |
|  | 4.3             | <u>Ref 7.7 Destination Management Plan</u><br>Re-scheduled to come back to GYTABIA Board on 13 <sup>th</sup> May.   |                 |  |  |  |  |                                   |                 |                                   |                 |               |          |               |          |                  |          |                  |    |                             |          |                             |          |                             |          |                             |         |                             |    |                             |  |                             |    |                             |  |                             |    |                             |  |                             |         |                             |  |                        |                 |                        |                 |                              |               |                              |               |
| 5  |                 | <b><u>FINANCIAL &amp; MEMBERS ISSUES</u></b>  |                 |  |  |  |  |                                   |                 |                                   |                 |               |          |               |          |                  |          |                  |    |                             |          |                             |          |                             |          |                             |         |                             |    |                             |  |                             |    |                             |  |                             |    |                             |  |                             |         |                             |  |                        |                 |                        |                 |                              |               |                              |               |
|  | 5.1             | <b><u>Bid Levy Collection</u></b>   |                 |  |  |  |  |                                   |                 |                                   |                 |               |          |               |          |                  |          |                  |    |                             |          |                             |          |                             |          |                             |         |                             |    |                             |  |                             |    |                             |  |                             |    |                             |  |                             |         |                             |  |                        |                 |                        |                 |                              |               |                              |               |
|  |                 | <table><tr><th colspan="2"><b><u>BID TERM 2 -Year 1 (2019-20)</u></b></th><th colspan="2"><b><u>BID TERM 2 -Year 2 (2020-21)</u></b></th></tr><tr><td><b>Total Potential Collection</b></td><td><b>£473,990</b></td><td><b>Total Potential Collection</b></td><td><b>£468,985</b></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>£57,000</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><b>Total Collected</b></td><td><b>£455,910</b></td><td><b>Total Collected</b></td><td><b>£332,000</b></td></tr><tr><td><b>Collection Percentage</b></td><td><b>96.19%</b></td><td><b>Collection Percentage</b></td><td><b>70.79%</b></td></tr></table> |                 | <b><u>BID TERM 2 -Year 1 (2019-20)</u></b> |  | <b><u>BID TERM 2 -Year 2 (2020-21)</u></b> |  | <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 | £275,000 | Levy Payment 2 - 31/01/2020 | £118,244 | Levy Payment 2 - 31/01/2021 | £57,000 | 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>£332,000</b> | <b>Collection Percentage</b> | <b>96.19%</b> | <b>Collection Percentage</b> | <b>70.79%</b> |
| <b><u>BID TERM 2 -Year 1 (2019-20)</u></b> |                 | <b><u>BID TERM 2 -Year 2 (2020-21)</u></b>  |                 |  |  |  |  |                                   |                 |                                   |                 |               |          |               |          |                  |          |                  |    |                             |          |                             |          |                             |          |                             |         |                             |    |                             |  |                             |    |                             |  |                             |    |                             |  |                             |         |                             |  |                        |                 |                        |                 |                              |               |                              |               |
| <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   | £275,000        |  |  |  |  |                                   |                 |                                   |                 |               |          |               |          |                  |          |                  |    |                             |          |                             |          |                             |          |                             |         |                             |    |                             |  |                             |    |                             |  |                             |    |                             |  |                             |         |                             |  |                        |                 |                        |                 |                              |               |                              |               |
| Levy Payment 2 - 31/01/2020                | £118,244        | Levy Payment 2 - 31/01/2021   | £57,000         |  |  |  |  |                                   |                 |                                   |                 |               |          |               |          |                  |          |                  |    |                             |          |                             |          |                             |          |                             |         |                             |    |                             |  |                             |    |                             |  |                             |    |                             |  |                             |         |                             |  |                        |                 |                        |                 |                              |               |                              |               |
| 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>£332,000</b> |  |  |  |  |                                   |                 |                                   |                 |               |          |               |          |                  |          |                  |    |                             |          |                             |          |                             |          |                             |         |                             |    |                             |  |                             |    |                             |  |                             |    |                             |  |                             |         |                             |  |                        |                 |                        |                 |                              |               |                              |               |
| <b>Collection Percentage</b>               | <b>96.19%</b>   | <b>Collection Percentage</b>  | <b>70.79%</b>   |  |  |  |  |                                   |                 |                                   |                 |               |          |               |          |                  |          |                  |    |                             |          |                             |          |                             |          |                             |         |                             |    |                             |  |                             |    |                             |  |                             |    |                             |  |                             |         |                             |  |                        |                 |                        |                 |                              |               |                              |               |
|  | 5.2             | Board members noted that the currently levy collection stands at just under 70%. It is anticipated that reminder letters ill go out in May  |                 |  |  |  |  |                                   |                 |                                   |                 |               |          |               |          |                  |          |                  |    |                             |          |                             |          |                             |          |                             |         |                             |    |                             |  |                             |    |                             |  |                             |    |                             |  |                             |         |                             |  |                        |                 |                        |                 |                              |               |                              |               |

|                 |                     |  |
|-----------------|---------------------|--|
|                 | <b>5.3</b>          | <b><u>Financial Statement</u></b>  |
|                 |                     | MS gave a review of the financial statement which is attached at Appendix 1  |
| <b><u>6</u></b> |                     | <b><u>COVID</u></b>  |
|                 | 6.1                 | Rate of infection week ending 4 <sup>th</sup> March: 27/100,000  |
|                 | 6.2                 | KY reported that a Business seminar, organised in conjunction with GYBC, had been attended by several board members. The seminar was a Q&A format regarding government support. Future seminar were planned.   |
| <b><u>7</u></b> |                     | <b><u>RECOVERY PLAN</u></b>  |
|                 | <b><u>7.1</u></b>   | Asa introduced the draft Recovery Plan which had been previously been circulated to Board members.   |
|                 | <b><u>7.2</u></b>   | Questions/Observations   |
|                 | <b><u>7.2.1</u></b> | The Board noted that the recovery plan is very closely linked to the Destination Management Plan which has been rescheduled for Board in May in order to prioritise recovery.  |
|                 | <b><u>7.2.2</u></b> | Recovering from the impact of Covid is a challenge for everyone, there are several key activities GYTABIA/Visit Great Yarmouth can undertake to support that recovery.   |
|                 | <b><u>7.2.3</u></b> | Cllr Graham Plant proposed and Cllr Michael Jeal seconded and it was subsequently agreed to endorse the content of The Recovery Plan subject to an amendment to the title which should read: Tourism & Business Recovery Plan and a brief paragraph explain the indirect benefits from a vibrant tourism industry.   |
| <b><u>8</u></b> |                     | <b><u>EVENTS</u></b>   |
|                 | <b><u>8.1</u></b>   | Board members were reminded of the decision taken at the January Board meeting. In a recent statement by the PM had indicated that research commencing in April would determine the how and when events could be staged.   |
|                 | <b><u>8.2</u></b>   | <b><u>It was</u></b> agreed at the last Board meeting that decisions on events would be made at the May Board.   |
|                 | <b><u>8.3</u></b>   | The Board were advised that the Events Group would be meeting in April to prepare recommendations for the Board.   |
|                 | <b><u>8.4</u></b>   | The assessments will be made using the standard 15-questions plus the following covid safety questions   |
|                 | <b><u>8.5</u></b>   | <ul style="list-style-type: none"> <li>✓ <b>Do you intend to write an Event Management Plan which includes measures to mitigate against the coronavirus</b></li> <li>✓ <b>Can you confirm that you will submit your EMP to the local Event Safety Advisory Group (ESAG)</b></li> <li>✓ <b>Do you give us permission to share your contact details of your Event Organiser with ESAG.</b></li> <li>✓ <b>Have you, or do you plan to take out insurance cover ie Public Liability and if necessary 'Employers Liability'</b></li> <li>✓ <b>Will your event still go ahead without BID funding</b></li> </ul> |
|                 | <b><u>8.6</u></b>   | <p>The Board agreed:-</p> <ul style="list-style-type: none"> <li>• <b>To monitor the government's new policy on events.</b></li> <li>• <b>To invite applications from event organisers.</b></li> <li>• <b>That the event group will review 3<sup>rd</sup> party events and prioritise event applications in April</b></li> <li>• <b>The event applications will be considered by board in May 2021..</b></li> </ul>  |
|                 | <b><u>8.7</u></b>   | IT was agreed that the BID Management Team should arrangement to meet with Kevin Huggins and Oliver Hurren to discuss the future status of the Gorleston Switch-On event.  |
| <b><u>9</u></b> |                     | <b><u>MARKETING, &amp; MEDIA GUIDELINES</u></b>  |
|                 | <b><u>9.1</u></b>   | AM summarised the recent PR coverage and media campaigns   |

|                  |                    |   |
|------------------|--------------------|---|
|                  | <u>9.2</u>         | Media Guidelines  |
|                  | <u>9.2.1</u>       | Board members received a briefing on handling the media ; copy at Appendix  |
|                  | <u>9.2.2</u>       | The Board agreed to adopt the guidelines and review their fitness for purpose in 3 months   |
| <b><u>10</u></b> |                    | <b><u>ANY OTHER BUSINESS</u></b>  |
|                  | <b><u>10.1</u></b> | <b>Marina Centre</b><br>GH asked if the marina was on schedule. CD confirmed that it was on schedule  |
|                  | <b><u>10.2</u></b> | <b>Marram grass</b><br>HL asked what the policy was in respect of control the spread of marram grass on the beach. GP agreed to check and report back |
|                  | <b><u>10.3</u></b> | <b>AGM</b><br>The Chairman confirmed that the AGM would take place on 29 <sup>th</sup> April 2021   |
| <b><u>11</u></b> |                    | <b><u>DATE OF NEXT MEETING</u></b>  |
|                  |                    | <b>Thursday 13<sup>th</sup> May at 10.30am</b>  |