

Subject: Greater Yarmouth Tourism and Business Improvement Area (GYTABIA) – Proposed Second Term

Report to: Economic Development Committee - 18 February 2019

Report by: Head of IT, Communications & Marketing

SUBJECT MATTER/RECOMMENDATIONS

Members are asked to:

- (a) Note the work undertaken since the inception of the Greater Yarmouth Tourism and Business Improvement Area in 2014.
- (b) Acknowledge receipt of a letter from the Greater Yarmouth Tourism and Business Improvement Area notifying the Council of its intention to commence a renewal process in 2019 for the Business Improvement District (BID).
- (c) Acknowledge the request from Greater Yarmouth Tourism and Business Improvement Area to supply the necessary information it requires to develop the BID in accordance with the Regulations.
- (d) Authorise officers to work with the Greater Yarmouth Tourism and Business Improvement Area company to support the development of GYTABIA's Business Plan and as the relevant billing authority, and to agree an Operating Agreement.
- (e) Request prior to the BID ballot, that the Greater Yarmouth Tourism and Business Improvement Area provides the Council, as the relevant billing authority, with the information listed under Regulation 4 Schedule 1 of The Business Improvement Districts (England) Regulations 2004.

1. INTRODUCTION

- 1.1 The Greater Yarmouth Tourism and Business Improvement Area (GYTABIA) is a public limited (not for profit) company set-up to manage and deliver activities under a five year term as a Business Improvement District (BID) on behalf of its 1,250 levy payers. Since its establishment in 2014, GYTABIA has undertaken tourism-related activities including advertising, marketing, the operation of decorative lighting, summer fireworks, and a range of local events and festivals aimed at attracting visitors and increasing visitor spend to the area of Greater Yarmouth.
- 1.2 Under the BID Regulations, the BID proposer (GYTABIA) is obliged to notify the Borough Council & Secretary of State at the commencement of a BID renewal process. The Council received such a letter dated 7 February 2019 (Appendix 1).
- 1.3 As the company is coming to the end of its 5-year term, this report requests authority for the Council to commence the process of a BID renewal for a further five years. The proposed ballot period for the second BID term will be from 08 July 2019 to 05 August 2019.

- 1.4 The strategic partnership the Council has with GYTABIA supports two of the six to corporate priorities:

Economic Growth – ensuring the Borough of Great Yarmouth is well positioned to gain from the next generation of offshore energy developments and continue to build on creating the conditions for private and public investment, capturing growth and the benefits to local communities.

Tourism, Culture and Heritage - achieving national recognition for the borough's extensive heritage will act as a big stimulus to attracting new visitors, and providing more upmarket attractions. The seasonal nature of the sector will be extended with the tourism offer being developed to all year round attractions. We will seek to create a more coordinated approach to major events and attractions across business, museums, arts and performance venues and spaces working closely with the Greater Yarmouth Tourism and Business Improvement Area company. This should create a stronger sense of place and support targeted promotion.

- 1.5 Members have also recently agreed to develop a new Culture and Tourism Strategy for the Borough in association with the Greater Yarmouth Tourism and Business Improvement Area.

2 FIRST BID TERM

- 2.1 GYTABIA was established following a successful ballot in June 2014. This followed on from a series of consultation and engagement events with the local business community. The culmination of this engagement activity saw the creation of GYTABIA's Business Plan. During the last five years an agreed set of projects and services have been delivered as part of the Business Plan under four main headings: Events, Marketing, Facilities, Access & Maintenance, and Monitoring & Evaluation. As a reminder, the company's objectives within its Business Plan are:

- To increase the number of people visiting & staying in Greater Yarmouth.
- To improve the visitor experience and increase repeat visits.
- To encourage people to stay longer and visit more attractions.
- To provide incentives and opportunities to spend more in local businesses.

- 2.2 Working alongside a range of other partners including the Borough Council, GYTABIA's Board of Directors, drawn from local business representatives who work on a voluntary basis, have striven over the last five years to deliver Business Plan projects. The BID levy raises in the region of £480,000 per annum to deliver the projects businesses voted for.

- 2.3 In autumn 2019 the GYTABIA will be coming to the end of its first five year term and will be seeking to renew the BID for a second five year term. If the renewal ballot is unsuccessful then the activities which the company undertakes on behalf of BID levy members will cease.

3 PROPOSAL FOR A SECOND TERM

- 3.1 Since the formation of the BID company, the business and the tourism environment have become ever-more competitive. For example since the last vote, other places such as the English Riviera, Lincolnshire Coast and the Yorkshire Coast have all set up tourism-related BIDs. GYTABIA therefore recognises that people's leisure and shopping habits continue to change so that Greater Yarmouth as an area will have to

continue to adapt to compete when it comes to people choosing where to holiday in the UK.

- 3.2 In accordance with the Business Improvement Districts (England) Regulations 2004, the GYTABIA Board has resolved to put forward a proposal for a renewal of the BID for a further five year term. Consequently the company has notified the Council of its intention and has requested the Council, as the relevant billing authority, provides the company with the information it requires to develop a new Business Plan and an Operating Agreement.
- 3.3 In preparation for the development of a new Business Plan, the BID renewal process, and the ballot is being guided by a GYTABIA BID Renewal Team, consisting of businesses from the GYTABIA's Board of Directors, BID advisors Mosaic Partnerships and the Council. The timeline for the renewal process is shown below:

Action	By
Notice to Secretary of State & LA	At least 84 days before Notice of Ballot
Notice to Ballot Holder to Conduct Ballot	At least 70 days before Day of Ballot
Ballot List & Wording for Documents to Ballot Holder	At least 56 days before Day of Ballot
Notice of Ballot Sent	At least 42 days before Day of Ballot
Despatch of Ballot Papers	At least 28 days before Day of Ballot
Apointment of Proxy	At least 10 days before Day of Ballot
Cancellation of Proxy	At least 5 days before Day of Ballot
Issue of Replacement Ballot Papers	4 days before Day of Ballot
Close of Ballot	This is the 'Day of Ballot'
Declaration of Result	At least 1 day after Close of Ballot

- 3.4 The following business consultation and engagement activities are planned within this timetable:
- BID Renewal Newsletter & Survey to be distributed to all potential levy payers
 - Personal visits and contacts to be made by the BID Renewal Team
 - Five business workshops to be held in February 0219
 - Consultation with National Head Offices is ongoing covering approximately 100+ organisations
 - Press Releases with all local media organisations
- 3.5 Engagement with businesses on the content of the BID's future Business Plan is currently ongoing. However on the basis of the responses and feedback received so far, the following services are likely to be provided as part of the second BID term:

Project Area	Summary
Marketing, Promotion & Events	<p>Marketing is a key element of the BID's activities and remains crucial if it is to maintain and enhance Greater Yarmouth as a visitor destination.</p> <p>Greater Yarmouth has a strong core product which attracts in the main 'family school holiday market' and 'empty nesters'. Furthermore over 6 million day trippers bring in over £200m into the local economy. The BID needs to make sure people are given reasons to visit, return and stay longer.</p>
Events	<p>GYTABIA helps stage and support some amazing events. The big headline being the Air Show in 2018 which helped elevate the profile of Great Yarmouth both regionally and nationally. A 'yes' vote in the ballot would give the BID company an opportunity to consider a second Air Show building on its experience.</p> <p>Whilst supporting other major events such as the Maritime Festival and the Fireworks, GYTABIA also supports a range of smaller more localised events and festivals across the Borough's geographic area.</p>
Supporting Facilities, Maintenance and Access	<p>Attracting visitors to Greater Yarmouth is good but making sure they return is also key. For that the BID looks to support and enhance local facilities, making sure access is convenient for all e.g. with respect to toilets and information points.</p>
Monitoring & Evaluation	<p>GYTABIA delivers many great projects and services so it is important both to the organisation and as a place that the impact can be measured. GYTABIA is constantly evaluating what it does to ensure that what is delivered is the best quality possible and meets the key objectives whilst ensuring value for money for BID levy payers.</p>

- 3.6 Between now and the ballot, officers propose to work with GYTABIA to support the development of both an Operating Agreement and Business Plan for the BID company which compliments the Council's corporate priorities and supports the Greater Yarmouth tourism sector. Members can be assured that the detail of the Business Plan and Operating Agreement will be presented to the council prior to the commencement of the ballot in accordance with Regulation 4 Schedule 1 of The Business Improvement Districts (England) Regulations 2004.

4 FINANCIAL IMPLICATIONS

4.1 Following the operating model from the first BID term GYTABIA has proposed to enter into a second Operating Agreement with the Council to cover the arrangements for the collection of the BID Levy and the operation of the BID Levy account. Under this Agreement the following costs will need to be met by the BID company:

- Setting up of the baseline data
- Setting up and administering of the ballot
- Annual cost of BID levy collection

5 LEGAL IMPLICATIONS

5.1 The BID renewal is governed by The Business Improvement Districts (England) Regulations 2004 for which the Council is deemed as the relevant billing authority. GYTABIA is therefore required under Regulation 4 Schedule 1 of the Act to supply the Council with:

- (a) A copy of the BID proposals, alteration proposals or renewal proposals, as the case may be, together with a summary of —
- The consultation it has undertaken with those persons who are to be liable for the proposed BID levy.
 - The proposed Business Plan (including the estimated cash flow, an estimate of the predicted revenue to be generated and the predicted expenditure to be spent under the BID arrangements, the predicted budget over the duration of the BID arrangements and the contingency margin included in the budget).
 - The financial management arrangements for the BID body, and the arrangements for periodically providing the relevant billing authority with information on the finances of the BID body.
 - A notice in writing requesting the relevant billing authority to instruct the ballot holder to hold a BID ballot in relation to the BID proposals, an alteration ballot in relation to the alteration proposals or a renewal ballot in relation to the renewal proposals, as the case may be.
- (b) Provide the relevant billing authority with such information as it shall reasonably require to satisfy itself that the BID proposer or, as the case may be, the BID body, has sufficient funds to meet the costs of the BID ballot, the renewal ballot, or the re-ballot in relation to the BID ballot, or the renewal ballot, as the case may be, should it be required to do so under Regulation 10 for the Act.

6 RISK IMPLICATIONS

6.1 There is a risk that the ballot does not support the creation of a second BID term. However this will be managed through careful preparation and communication as part of the campaign period leading up to the ballot by the GYTABIA BID renewal Team.

6.2 Should GYTABIA fail to secure sufficient support from businesses, then the work of the GYTABIA would cease, bringing with it a reduced spend public events and visitor-related activities. Whilst the Council will continue to facilitate key public events in collaboration with partner organisations and market the area as a leading UK

tourism destination, clearly the relationship with the local tourism sector and need to support this key employment sector is of paramount importance to the Council.

7 CONCLUSION

- 7.1 GYTABIA is an organisation whose aim is to raise the profile of Greater Yarmouth and all it has to offer as one of the UK's leading holiday destinations. Rich in heritage and culture, full of life, the area that constitutes Great Yarmouth needs an experienced yet ambitious organisation to retain and grow its visitor numbers.
- 7.2 As one of the Council's key strategic partners, it is in the interest of the wider community and the tourism business sector to see GYTABIA continue to support tourism as part of a thriving local economy.

8 RECOMMENDATIONS

Members are asked to:

- (a) Note the work undertaken since the inception of the Greater Yarmouth Tourism and Business Improvement Area in 2014.
- (b) Acknowledge receipt of a letter from the Greater Yarmouth Tourism and Business Improvement Area notifying the Council of its intention to commence a renewal process in 2019 for the Business Improvement District (BID).
- (c) Acknowledge the request from Greater Yarmouth Tourism and Business Improvement Area to supply the necessary information it requires to develop the BID in accordance with the Regulations.
- (d) Authorise officers to work with the Greater Yarmouth Tourism and Business Improvement Area company to support the development of GYTABIA's Business Plan and as the relevant billing authority and to agree an Operating Agreement.
- (e) Request prior to the BID ballot in July 2019, that the Greater Yarmouth Tourism and Business Improvement Area provides the Council, as the relevant billing authority, with the information listed under Regulation 4 Schedule 1 of The Business Improvement Districts (England) Regulations 2004.

9 BACKGROUND PAPERS

Area for consideration	Comment
Monitoring Officer Consultation:	Yes
Section 151 Officer Consultation:	Yes
Existing Council Policies:	Corporate Plan.
Financial Implications:	None.

Legal Implications (including human rights):	As set out under The Business Improvement Districts (England) Regulations 2004.
Risk Implications:	As set out in section 6.
Equality Issues/EQIA assessment:	N/a
Crime & Disorder:	N/a
Every Child Matters:	N/a

Greater Yarmouth Tourism and Business Improvement Area (GYTABIA)



Ms Sheila Oxtoby
Chief Executive
Great Yarmouth Borough Council
Town Hall,
Hall Plain,
Great Yarmouth,
Norfolk NR30 2QF

Date: 07 February 2019

Dear Ms Oxtoby,

FORMAL NOTIFICATION FOR THE RENEWAL OF THE BUSINESS IMPROVEMENT DISTRICT FOR GREATER YARMOUTH

As the Greater Yarmouth Tourism and Business Improvement Area (GYTABIA), I am writing to formally inform you of our intention to commence a process leading to the renewal of the Tourism Business Improvement District in line with the BID Regulations of 2004 for England and Wales.

A proposed ballot is likely to be 05 August 2019. We look forward to working with you in relation to the development of GYTABIA's Business Plan for a new 5-Year term and an Operating Agreement.

Please do not hesitate to contact me if you have any queries.

Yours sincerely,

Alan A Carr
GYTABIA Chief Executive

Company Number 3060229	Greater Yarmouth Tourism & Business Improvement Area c/o The Marina Centre, Marine Parade, Great Yarmouth NR30 2ER Tel: 01493 331532 www.gyta.com	VAT Number 632 623 066
------------------------------	---	---------------------------