

Greater Yarmouth Tourism & Business NEWSLETTER APRIL 2018



Great War planes to star in Haven Great Yarmouth Air Show

Dog fights from the First World War will be recreated over Great Yarmouth seafront as one of the star attractions at the resort's new air show.

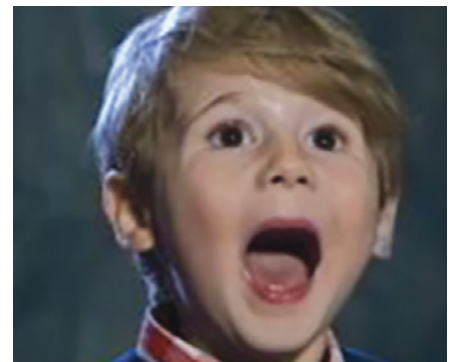
A nine/10 aircraft display team of iconic British and German fighter, ground attack and spotter planes will twist and turn over the shoreline, just as they did above the Great War trenches 100 years ago.

This is part of over 3 hours of flying displays which include RAF display teams who have yet to announce their 2018 displays. [Air Show: 16th-17th June 2018](#)



Plans taking shape for BID Phase 2 - 2019-2024

Phase 1 of the BID ends in September 2019 and, in order to continue, a new ballot will be held in June 2019. Only a YES vote will mean we can build on the projects funded during Phase 1. The GYTABIA Board have formed a small working group to consider how BID Phase 2 will deliver its key objectives. The working group will present their proposals later this year and undertake a consultation exercise among the businesses included in the Phase 2 structure.



Wheels Festival & Great Yarmouth Takeover

GYTABIA is continuing to collaborate with Great Yarmouth Borough Council and seafront businesses to stage the 3rd annual Wheels Festival - an event that is going from strength to strength. Once again, as part of the weekend, up to 10,000 bikers are expected to descend onto Great Yarmouth's Golden Mile in what is thought to be one of the biggest rallies in the UK.

[Wheels Festival: 7th & 8th July 2018](#)



01493 844422

Caravan Showpark, Eurocentre, North River Road,
Great Yarmouth, Norfolk NR30 1TE

www.gtyarmouthcaravans.co.uk

Keeping the BID going is vital for tourism



■ Gareth Brown
GYTABIA Chairman

Is it really 5 years since we were working up the guiding principles behind the new Tourism & Business Improvement Area?

During 2013 we conducted a comprehensive consultation exercise to determine exactly what the levy payers wanted from a Business Improvement District. The results helped to shape our business plan and establish our core objectives:-

- increasing the number of people visiting and staying in Greater Yarmouth
- enhancing the visitor experience
- encouraging people to stay longer and visit more attractions
- providing incentives and opportunities for locals and visitors to spend more in local businesses across the Borough

All the projects we've generated or supported aim to deliver in line with these core objectives. In June 2019 those who are part of BID Phase 2 will decide, through a ballot, whether we continue the excellent work in Phase 1 with a BID Phase 2.

We recognise that not everybody supports even the principle of the BID let alone the projects. But make no mistake – there's no PLAN B. Failure to get a YES vote will quite simply mean the end of the promotion of Great Yarmouth as a top visitor destination. The end of key events like Summer Fireworks, Maritime Festival, the Air Show; the end of seafront decorative lighting and the end of key support for business communities around the borough.

We have already tasked a sub-group of the Board to prepare a plan for BID Phase 2; which we will be launching in the Spring with a new consultation exercise planned for the Autumn.

Of course I am delighted that many businesses do recognise the tremendous value of the BID and are keen to work together on projects that help all businesses in the Borough. Here's to BID Phase 2 – Together Everyone Achieves More.

Gareth Brown, GYTABIA Chairman

Tourism helps the whole economy

On numerous occasions over the last three years we have repeated Professor Victor Middleton's poignant quote about the impact of tourism on a wide range of businesses. I make no apologies for repeating it again; "From accountants and architects to zoos, via builders, butchers, camping and caravan sites, car parks, food production and retail, hairdressers, hotels, restaurants and cafes, pubs, transport operators, village events – there is hardly an aspect of economic life in the 21st century that is untouched directly or indirectly by a combination of residents and visitors and the money they spend locally in the visitor economy."

These words by Professor Middleton really form the rationale of why we trade under the name of the Greater Yarmouth Tourism & Business Improvement Area (GYTABIA) – not a very snappy title, but it does do exactly 'as it says on the tin.'

The £600 million annual contribution from the tourism industry is a vital injection into the local economy which, according to a report published in December 2017, supports jobs for 34% of the local workforce.

A copy of the report is on our website www.gyta.com.



■ Cllr Barry Coleman
GYTABIA Vice-Chairman

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YEAR 3

Annual Report

1st October 2016 - 30th September 2017

The financial year of the Greater Yarmouth Tourism & Business Improvement Area (GYTABIA) begins on 1st October and ends on the 30th September the following year. So what's been happening?

October 2016

26th October:

GYTABIA part funded the Pumpkinanza event including fireworks on Central Beach Great Yarmouth.

November 2016

10th November:

At the GYTABIA Board meeting in November a full agenda included such items as – the future of the Pontins site at Hemsby; the regular financial statements; reports on funded projects 2015-16; report on the Air Show and the appraisals of funding applications

25th November:

GYTABIA funded the Gorleston Christmas Switch-On.

December 2016

8th December:

GYTABIA held the annual season launch at the Masonic Lodge. The event was kindly sponsored by Cozens Lighting and Camplings and was attended by around 200 people. As well as being a seasonal get-together, it is always an opportunity to update levy payers with current and planned activities.

13th December:

There was a special briefing to Board members dedicated solely to the Air Show. The meeting covered health and safety issues; marine management; traffic/crowd management; medical provision. Members of the Air Show Management Group also took part in a Q&A session.



January 2017

13th January:

The GYTABIA Board held a special meeting at which they agreed to postpone the 2017 Air Show until June 2018 - one of the toughest decisions the Board members have had to make. It was agreed that we should work on all aspects of the show to overcome the current obstacles.

February 2017

27th February:

The ballot to elect 50% of the Board concluded and the following people became board members; Gregg Haddon, Ken Sims, Ben Jay, Toni Reeve, Steve Cozens, Charles Reynolds; Lyndon Bevan, Margaret Farrow. Following a ballot among Board members, Matt Smith and Terri Harris were co-opted and would need to seek formal election in February 2017.

March 2017

2nd March:

At the GYTABIA Board meeting Honorary Company Secretary David Marsh presented the annual accounts to year end September 2016. The Board accepted the accounts and referred them to the Annual General Meeting for approval. The GYTABIA chairman welcomed new Board members. The agenda also included a full marketing report and update reports on all projects.

14th March:

GYTABIA held the Annual General Meeting and Annual Tourism & Business Awards Lunch in the Town Hall. Attended by around 200 people, this is now an established event in the calendar. Peter Williamson, formerly the owner of Merrivale Model Village, was awarded the coveted Lifetime Achievement Award and joined an elite group of people recognised for their dedication to their business and the resort.

Previous 'Lifetime' Winners

2000	Bill Green	Former Secretary of the Publicity Association
2001	Jimmy Jones/John Ashton	The Pleasure Beach
2002	Happy Hudson	The Village Experience, Fleggburgh
2003	Brian & Judy Potter	Potters Resort
2004	Joe Delf	The Burlington Hotel
2005	Morny Docwra	Docwra's Rock Factory
2006	Roger Mobbs	Imperial Hotel
2007	Stephen Franklin	Yarmouth Stadium
2008	Baba Bird	Winchester Hotel
2009	Rodney Scott	Pub on the Prom/Pier
2010	Bertie Collins	Former Mayor and GYTA Chairman
2011	Toni Reeve	Seadell Shops & Chalets
2012	Jimmy Biss	Vauxhall Holiday Park
2013	Jean Lindsay	Clippesby Holidays
2014	Aileen Mobbs/David Marsh	Imperial Hotel/Founder GYTA Chairman
2015	Ken Sims	Thrigby Hall Wildlife Gardens
2016	Don Peers	Peers Premier Apartments
2017	Peter Williamson	Former owner of Merrivale Model Village

Annual Report

1st October 2016 -
30th September 2017

April 2017

April: GYTABIA seafront decorative lighting went through a major overhaul as part of the five-year supply and maintenance contract.



April: Hemsby installed the infamous seasonal and GYTABIA-funded, hanging baskets along Beach Road.

May 2017

28th May: GYTABIA funded a Bank Holiday Firework display in Hemsby.



June 2017

22nd June: The GYTABIA Board met and the main discussions were over the future of the Air Show. By a majority of 11 to 4 (with 2 abstentions) it was agreed to press ahead towards the revised dates of 16th & 17th June 2018. The GYTABIA Board also discussed the on-going situations at the former Pontins, Hemsby site; zero hours contracts, and the ability of the seafront car park machines to take the new pound coins. The Board also approved a timetable plan leading up to the re-ballot in June 2019. Members also confirmed David Marsh and Ken Sims as Honorary Presidents of GYTABIA.

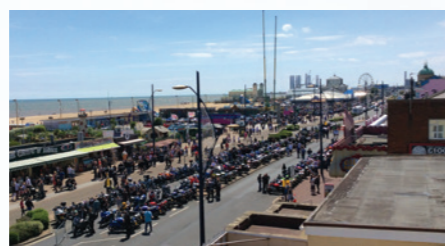
25th June: GYTABIA part-funded the revitalised Caister Carnival.

July & August 2017

During the summer months the Board took a recess.

8th/9th July:

GYTABIA part-funded the Wheels Festival which included the visit by around 5000 motorbikes as part of a 'Yarmouth Takeover'.



19th July:

GYTABIA funded the music and fireworks on Wednesdays on Great Yarmouth seafront from 19-31st August,

25th July:

GYTABIA funded the music and fireworks on summer Tuesdays on Hemsby beach until the end of August.

29th-30th July:

GYTABIA part funded the Gorleston Clifftop Festival.



September 2017

9th-10th September:

GYTABIA staged the 18th annual Maritime Festival on South Quay. The event once again attracted large crowds for day and staying visits. Special thanks to Honorary GYTABIA President Aileen Mobbs who chairs the Maritime Festival Committee.



In September/October: Filby in Bloom, supported by GYTABIA funding, achieved a Gold Medal and was voted Best Village in both Yarmouth and Anglia in Bloom, and similarly won a Gold Award in Britain in Bloom.



26th-28th September:

Around 50 people joined the annual study visit to Weymouth and Portland. Delegates participated in various seminars and visits to Weymouth attractions. The key topic covered Weymouth's plans for a BID renewal ballot.

GYTABIA Board of Directors

The Board of Directors include 20 representatives from around the borough with a good mix of business sectors and geographical spread.

In January members of the company were invited to stand for election within 12 of the 20 positions. Nominations closed on 5th February 2018 and the AGM will be asked to ratify the following candidates as GYTABIA Directors.

SECTOR	NAME	BUSINESS	AREA
Retail	Oliver Hurren	Your Move	Gorleston
Holiday Centre / Self Catering	John Potter George Jermany	Potters Resort Cavalier Holidays	Hopton Hemsby
Leisure Attractions	James Gray Albert Jones Terri Harris	Lost World Pleasure Beach Sea Life Centre	Hemsby Great Yarmouth Great Yarmouth
Restaurant & Cafes	Matt Smith	Sara's Tea Room	Great Yarmouth
Hotels & Guest Houses	Jane Reynolds Andrew Norris Helen Lewis	The Merivon Barnard House Maluth Lodge	Great Yarmouth Great Yarmouth Great Yarmouth
Supplies & Services	Martin Marsh Kevin Huggins	Marina Centre Fusion	Great Yarmouth Gorleston

Two directors new to the Board introduce themselves:

George Jermany



"I have been in the holiday industry for over 50 years and I feel I can contribute a positive input to the industry. I am chairman of a chalet park association in Hemsby. As a former Borough Councillor and former member of the Broads Authority I feel my experience would be of value to the tourism industry in the Borough.

Individual chalet owners who let their chalet are a hidden majority of holiday lettings and as such they contribute a great deal to the holiday industry and the prosperity of Great Yarmouth."

Helen Lewis



"We moved to Great Yarmouth from Hertfordshire 12 years ago, and have never looked back. We love it. I am a naturally nosey person and I like to know what's going on in and around Great Yarmouth. I can stand back and hopefully see what's good and what's not; I can stand up and say when I don't believe things are correct; I can share information and listen, not bad attributes

when you are in a position on the Board. I have been a keen member of GYTABIA, attending meetings, listening and having a view. I also fully understand the variety and opinions of all members. I am extremely happy to join the Board and help to see the Great in Great Yarmouth get bigger and bigger."

GYTABIA Board of Directors



The GYTABIA working/project groups are the lifeblood of the BID; whether it's the Hotel & Guest House Group; the Caister or Winterton Group; the Hemsby Traders or the Gorleston Traders; the Maritime Festival Committee or the Air Show Management Group. These groups help set the agenda and deliver the projects in accordance with the GYTABIA Business Plan.

So if you want to help shape the BID – get involved.

Events

MARITIME FESTIVAL

Great Yarmouth Maritime Festival reaches its 19th year in September taking place on 8th & 9th September. Originally organised by the Greater Yarmouth Tourist Authority, it continues to be a top priority project for GYTABIA.

The Maritime Festival is an established favourite for many locals and visitors.

Here are a few quotes from the Maritime Festival Facebook page:

“It was, as it always is, excellent; there are so many well thought out activities for children, enchanting, evocative music that makes you feel the lure of the sea in your blood, a setting that is in itself a spectacle, and well-kept Lacon’s ale by the barrel. Add to this an unrivalled dining experience at the Quayside Plaza, and how could you go home feeling anything other than very happy, proud and lucky (not to mention a little superior) to live in Greater Yarmouth.” JS

“Great festival...loved the variety of music; Wrentham brass band, Spanish folk band, traditional shanty men and folk with a modern acapella twist. Traditional smoked or fried mackerel baps, pirates, sailors, ships of all types...and this is all for a £1 donation. A huge well done to the organisers, helpers and cheerful characters who made this brilliant event happen”. CC

“Great free afternoon out. So good we went both days! Lots of photographic opportunities and friendly people. I will say it gets busy, but what do you expect? Food was super, and the craft and sale stalls offered different items. People who complain, why not volunteer next year and make a difference?!” MJW



HOT RODS

The National Street Rod Association’s first major hot rod show of the year comes to Great Yarmouth Racecourse from 1st to 3rd June 2018. Weekend activities and entertainment, trade stalls, Saturday cruise, huge show ‘n’ shine car show for pre-1972 Hot Rods, Street Rods, and Customs. Open to the public on Sunday.

NSRA car’s have their roots in a particular American style of modifying and customising. A style that goes back to the original hot rods, built and raced on the street, the drag strip, and the salt flats, since before World War II. GYTABIA are pleased to support their event.



FIREWORKS

The borough is becoming famous for its fireworks displays and - love them or loathe them - they always attract a crowd. The 2018 confirmed dates for displays are as follows:

HEMSBY Hemsby Beach	GREAT YARMOUTH Central Beach	GORLESTON Beach/High St.
27 May		29 July*
24 July	25 July	
31 July	01 August	
07 August	08 August	
14 August	15 August	
21 August	22 August	
28 August	29 August	
		25 November*

GORLESTON SWITCH ON:

Funded by GYTABIA and organised by the Gorleston Traders Association the event is a fun day and includes late night shopping, the switching on of the Christmas lights and an amazing fireworks display. This year it is on 25th November 2018.

WHEELS

The Great Yarmouth Wheels Festival has already established itself as a major event in the Borough calendar which incorporates the expanding ‘Yarmouth Takeover’ event. The event is led by the Borough Council’s events team and is supported by local traders and by GYTABIA. This year’s ‘Takeover’ will be held on 7th & 8th July and is expected to attract around 10,000 bikes. Over the weekend, various wheel-based attractions will be on display along Great Yarmouth’s Marine Parade.

Facilities, Maintenance & Access

Many of the project ideas submitted to GYTABIA seek funding to improve the local environment. These are some of the projects that GYTABIA has funded.

THE HANGING BASKETS OF HEMSBY

Described by some as the eighth wonder of the world, the Hanging Baskets of Hemsby have attracted significant publicity since they were first installed in 2015. The scheme, backed by the Hemsby and Newport Traders’ Group and loved by the visitors, features 50 baskets using fabric flowers which require no maintenance or watering during their 28-week season. The GYTABIA Board is pleased to support this community-led initiative.

WINTERTON IN BLOOM

Winterton-on-Sea is a popular destination with a strong overnight and day tripper economy. It attracts visitors who are keen to explore its quiet and laid-back nature, along with its fabulous beaches and unspoilt natural environment. The Winterton Group is an innovative group of local businesses who recognise the opportunities to expand their visitor economy. GYTABIA is delighted to support their endeavours to reprint the popular ‘Winterton Walks’ leaflet, invest in their ‘In Bloom’ activities and promote Winterton on Instagram.

FILBY IN BLOOM

Through its phenomenal success in Yarmouth in Bloom, Anglia in Bloom and Britain in Bloom, the village of Filby, in one of the borough’s northern parishes, has gained a reputation for its stunning floral displays. Since 1995 Filby has enjoyed success after success at all levels thanks to a team of people who are passionate about flowers turning Filby into an attraction in its own right. GYTABIA are pleased to support Filby in Bloom in their tremendous endeavours.

SEAFRONT DECORATIVE LIGHTING

The decorative lighting along Great Yarmouth seafront was one of the first high profile projects undertaken by GYTABIA. The lighting within the columns along Marine Parade and into South Beach Parade were officially switched on in May 2015 as part of a 5-year contract to help light up the seafront.



CCTV

The Greater Yarmouth Tourist Authority was one of the founder supporters of Great Yarmouth’s CCTV system back in 2001. Other priorities meant that financial support ceased in 2010. Now, after seven years, the GYTABIA Board has approved a £7500 contribution for this year recognising the part CCTV plays in the safety and security of some of our key tourist hot spots.

FOOTFALL COUNTERS

Footfall cameras were first installed in November 2015 to monitor pedestrian movements in a key Great Yarmouth location. In 2016 and 2017 the cameras registered over 3 million pedestrian movements over 12 months. 42% of all pedestrian movements were recorded in July and August. The cameras demonstrate the positive impact of events in boosting footfall. The 2017 Wheels Festival, incorporating the Great Yarmouth Takeover, recorded some spectacular results over the second weekend in July.

YEAR	SATURDAY	SUNDAY	TOTAL
2016	16,498	13,706	30,204
2017	29,996	17,016	47,012

CAISTER-ON-SEA VILLAGE SIGN

The Caister village sign, which was installed in 1971 by the Women’s Institute, has been refurbished thanks to funding from GYTABIA and the work of artist Fiona Davies restoring its weathered paintwork. It shows the village’s lifeboat and Roman heritage.

HEMSBY TOILETS

Hemsby Traders have again worked together to maintain vital toilet facilities next to the beach in Hemsby. Providing 50% of the funding, the group asked the GYTABIA Board for match-funding to ensure that the toilets are cleaned on a regular basis from Easter until the end of October.

Air Show 2018



It's now only a few months until the first Haven Great Yarmouth Air Show takes off on 16th and 17th June 2018. We anticipate visitor numbers in the region of 175,000 over the weekend. Flying times are expected to be for a four-hour period between 12noon and 6pm. This will be confirmed in March 2018.

The seafront at Great Yarmouth is the perfect stage and viewing areas for what promises to be a great event for the borough generating an estimated income of around £10 million.

KEY INFORMATION:

the viewing zone: will be managed with in-line gates or similar entrance equipment placed in Regent Road so security teams can vet all those wishing to enter the site.

CONCESSIONS / FOOD VILLAGE:

will be created within the viewing area next to the sports centre (medical building) and along the seafront between the piers. We are, of course, sensitive to existing traders.

THE RAILWAY STATION:

will be monitored as there may be a rail replacement services in use in order to accommodate the potential increase in travellers wishing to travel from Norwich.

PARK AND RIDE SERVICES:

North and South Park and Ride sites will be in operation in anticipation of larger-than-usual numbers arriving at Great Yarmouth at a similar time. We will also be promoting walking and cycling. Drop-off points near the Pleasure Beach (south) and cinema (north) will be managed by a team of stewards.

TRAFFIC MANAGEMENT PLANS:

full event traffic management plans will be in place to help traffic flow to and from Great Yarmouth. These will include roadside Variable Message Signs technology set up several miles away from Great Yarmouth providing drivers with advance event information and other critical traffic management information.

LOCAL ROAD CLOSURES:

will be in place immediately behind the formal seafront viewing area. Advance notification will ensure locals are well aware of the impending road closure order coming into effect. Vehicles will be towed to ensure all road closures are free from illegally parked vehicles in advance of the event start time.

EVENT WATER MANAGEMENT:

the fly zone will be managed and supported by RNLI RIB and water-borne medical support teams. Various boats will operate in a rescue and security capacity.

GORLESTON:

We recognise the potential for visitors and locals alike to use Gorleston Cliffs and beach as a viewing area. Plans are moving forward for the Cliffs to be a managed parking area with a limited view of the air display.

VIP AREA:

will be located at the Sea Life Gardens with the media centre positioned on the northern side of the gardens.

FLIGHT MANAGEMENT:

will be positioned on the jetty adjacent to the beach front and will house the flight display committee.



Under normal operating circumstances the Air Show will be run by the various departments who in turn report into the Event Director via the Safety Advisor, Security Director and Event Control. Members of that team, under the Air Show Management Committee, with specific duties are as follows:



EVENT DIRECTOR

Asa Morrison - Will make overall decisions concerning the general management and operation of the event.



AIR SHOW FLIGHT DISPLAY DIRECTOR

Ian Sheeley - Will lead on the management and operation of the air display, its contents and participants. He will feed direction, change and further instruction directly to the Event Director as necessary.



SAFETY MANAGER

Ken Rankin - To ensure that the event health and safety policy is implemented and that an ongoing assessment of all identified and new hazards take place on a regular basis. He will also update the Emergency Liaison Team of any changes to the event plan.



DIRECTOR OF SECURITY

Richard York - The head of security is responsible for the overall management of the security operation and for security deployment.



SITE DIRECTOR

David Helsdon - To ensure that all aspects of the site infrastructure are built to the correct specifications on time and to pre-presented plans and that during the event all site infrastructure remains in place.



MEDICAL DIRECTOR

Dr Brian Robertson - Medical cover will be provided by The Event Medical Company Ltd, who will liaise with East of England Ambulance Service, where necessary.



DIRECTOR OF TRAFFIC MANAGEMENT

Den Varney - Responsible for the delivery of the traffic management plan.



DIRECTOR OF PARK AND RIDE TRANSPORT

Iain Rankin - Responsible for the park and ride coach service.

DESIGNATED PREMISES SUPERVISOR

Will oversee the management of bar operations at the event, ensuring service is as required under licence-operating conditions and that the sale of alcohol is in line with a Challenge 25 policy at all times.

MARITIME GROUP (RNLI, Coast Guard)

Liz Hustler - The lead on, and assisting in, decision making in reference to management of the fly zone and craft approaching this area of open water. The RNLI will provide supportive boat services as a rescue facility.

MEDIA MANAGER

Provision of crisis communications plan, other key media messaging in advance of the event and subsequent management in line with instruction given via the Event Director.

TRADE MANAGER

To ensure that all health, safety and hygiene regulations are adhered to by all concessions, including sign-off for operation before the event. Manage logistics and production requirements for concessions.

GORLESTON EVENT / SITE MANAGER

To oversee all site set up and plans are as agreed as part of the Event Management Plan, acting as a point of contact to the event management team at all times during all phases of this planned event.

WASTE AND CLEANSING DIRECTOR

Nicola Holden - Responsible for the seafront cleansing and waste management service.

POLICE

The police will assume their statutory role outside the site perimeters. The senior officer in command of the police operation will establish contact with the organisers and agree communication protocols.

Marketing

Our 2016-2017 marketing campaign included a mix of radio and TV advertising targeting specific geographical areas.

They included: sponsoring the weather forecast in Southend and Chelmsford; targeting Bedfordshire, Buckinghamshire and Hertfordshire at weekends; using Adsmart to target the family market in North London and Essex plus ITV Video on Demand in East Anglia targeting postcodes in Cambridge, Colchester, Ipswich, Norwich and Peterborough.

The chart below sets out the detail.

The top priority for GYTABIA has been to increase the publicity for the borough of Great Yarmouth as a tourist destination. This means reaching out through a variety of channels to encourage more people to consider Greater Yarmouth for their next short break, day visit or longer stay. Twenty years ago that meant securing a top advertising spot within the Christmas edition of the Radio Times and TV Times and mounting a weekly campaign in the Saturday and Sunday editions of the popular tabloids. How things have changed!



Radio and TV are still important ways of reaching new and existing customers, and digital campaigns can also now be used to build relationships with customers using Facebook, Twitter, Pinterest and YouTube.

Our catalogue of short videos featuring real local people and classic themes - produced in 2016 and 2017 - have already been seen by over a million people. The aim, of course, is to increase awareness, inspire and build relationships with potential customers.

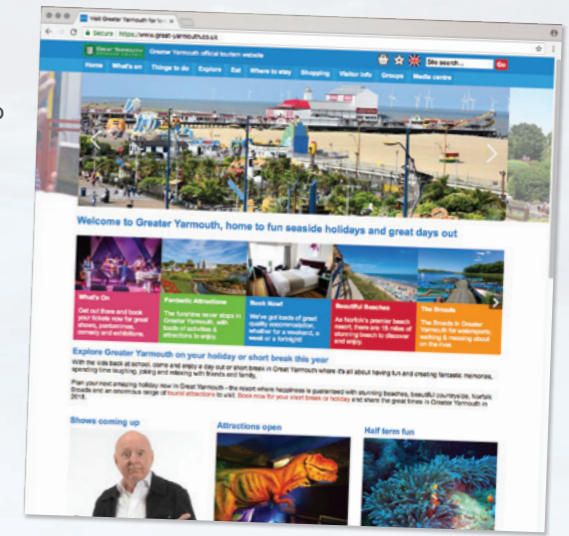
Going for Groups

The 'Group' market is a tough crowd to crack, but the rewards can be very lucrative.

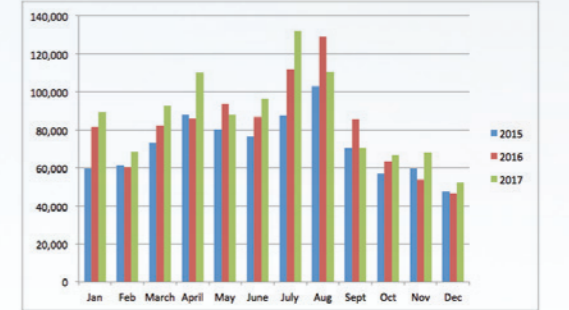


The Borough Council's tourism team recognises that group travel can prove to be a lucrative new market and therefore continues to promote Greater Yarmouth through key media channels working on six basic principles:

- Be clear about your message: Great Yarmouth is Norfolk's biggest coastal resort which offers a great location to explore Norfolk & Suffolk
- Know who your customers are
- Target the channels where your customers live
- Together Everyone Achieves More: work with local businesses to create the perfect package
- Keep in touch with customers: some studies suggest that 80% of all sales only get made on the fifth contact
- Be Positive: #STGT with enthusiasm



Website: In 2017 we achieved 1045728 unique users, 1.6m total users viewing 4.8million pages.



FY 01 Oct 2016 - 30 Sept 2017 MARKETING CAMPAIGN PLAN

PROJECT	Overall Budget
Official tourism website	£19,000
Pumpkinanza marketing (radio / leaflet distribution)	£3,000
Heart - Essex Southend Weather 24.04 -8.09	£48,000
Heart - Essex Chelmsford Weather 10.04 -08.09	
Heart - Beds, Bucks, Herts Weekends 10.04 - 08.09	
AdSmart North London & Essex - Shoulder season TV campaign	£23,000
ITV VOD - Shoulder season TV campaign	
AdSmart North London & Essex - Family holiday campaign	£27,000
ITV VOD -London & North Essex Family campaign	
Heart - Norfolk & North Suffolk Radio	£6,000
AdSmart - East Anglia - Family Campaign CB, CO, IP, NR & PE	£18,000
ITV VOD - East Anglia Family campaign including - Cambridge, Colchester, Ipswich, Norwich and Peterborough	
TV production & Social Media promo films	£5,000
Digital campaign 2-4 hour drive time to reach North London, Essex, Suffolk, Cambridgeshire, Northamptonshire, Hertfordshire, Bedfordshire, East Midlands, Lincolnshire	£8,000
Facebook advertising	£2,000
Adwords, Remarketing, YouTube promo	£900
PR Agency (min 3 releases per month)	£15,000
Groups advertising campaign	£12,000
VisitNorfolk Marketing campaign	£7,200
Total	£194,100

2016												2017																																							
October				November				December				January				February				March				April				May				June				July				August				September							
03	10	17	24	01	07	14	21	28	05	12	19	26	02	09	16	23	30	06	13	20	27	06	13	20	27	03	10	17	24	01	08	15	22	29	05	12	19	26	03	10	17	24	31	07	14	21	28	04	11	18	25
Reach 261,000 - OTH 29.4																																																			
Reach: 289,000 - OTH 36.3																																																			
Reach 220,000 OTH 28.5																																																			
254,306 views OTS 4.39																																																			
156,399 impressions, 351 clicks																																																			
127,349																																																			
142,175																																																			
189,400 impressions, 745 clicks																																																			
235,605 OTS 3.73																																																			
116,322 impressions, 610 clicks																																																			
Produced 12 new sound edit films, 2 family, 4 couples, 4 young																																																			
768,585 views Geocast & Britain is Great																																																			
Advertising campaign in a number of group and coach travel magazines and websites																																																			

Key Regeneration Projects



Great Yarmouth Borough Council continues to support the tourism industry and is currently working on tourism projects which will breathe new life into the Venetian Waterways and the Winter Gardens – both integral parts of Great Yarmouth seafront.

Complementing the efforts to secure and unlock the potential of our rich cultural Heritage - GYBC Heritage Tour Guides celebrate their 20th guiding year this year.

WINTER GARDENS FUNDING BID



A project to bring the Winter Gardens back into use as a major tourist attraction is taking a crucial step forward as Great Yarmouth Borough Council submits a key funding bid to the Heritage Lottery Fund (HLF).

This Grade II*-listed landmark has dominated the famous Golden Mile since 1904 and is of national significance as the UK's last surviving Victorian seaside cast iron and glass Winter Gardens. Since 2016, the Council has invested £45,000 to develop a robust and compelling funding bid. With the support of experts, the Council has completed a full structural survey to better understand repair costs, explored potential end uses, and developed a comprehensive and sustainable business plan. Following this crucial pre-application work, the exciting vision is to redevelop the Winter Gardens as a temperate plant house, opening up the space for multi-purpose uses. The estimated £12.4m project would see the Winter Gardens repaired and restored as a major regional tourist attraction, including exhibition space, a café and space for learning, exploration, participation and events.

The council has applied to the HLF for £530,000, which together with a further investment from the council, would enable the project to be developed for a stage 2 bid, following which the HLF could decide whether to release a further £8.7m grant for the on-site works. Alongside this bid to the HLF, the council will continue to explore other funding opportunities.

WATERWAYS RESTORATION

Great Yarmouth Borough Council is working closely with Great Yarmouth Preservation Trust and the community on a flagship £2.7m project to restore the Grade II-listed Venetian Waterways on the seafront, including the Boating Lake. The project aims to involve the community in enhancing and interpreting a unique community facility, tourist attraction and heritage asset, supporting the local economy, boosting civic pride and providing people with meaningful opportunities to improve skills and access further training or employment. Thanks to £1.7m grant from the Heritage Lottery Fund/Big Lottery Fund Parks for People Programme, plus further support from New Anglia LEP and the Department for Communities and Local Government, the important preparatory work is well under way. Contractors are expected to start on-site with landscaping and engineering works this spring. Project co ordinator Alison Hall is seeking people to volunteer in a range of roles between this summer and summer 2019, including research and interpretation, gardening, carpentry and thatching.



Visit www.great-yarmouth.gov.uk/waterwaysproject-volunteer

MARINA CENTRE

Great Yarmouth Borough Council is continuing work on exciting plans to redevelop the Marina Leisure Centre as a true destination facility along the Golden Mile, modernising and enhancing the health and fitness activities and opportunities available for people across the borough, as well as supporting year-round tourism. Following an initial feasibility study and options appraisal, full council has agreed to progress one of the new-build options through undertaking a detailed feasibility study. Council officers recommended that replacing the Marina Centre with a new and improved centre, with a designed life of up to 40 years, represents better value for money than refurbishing the existing. The detailed feasibility study will further develop and progress the identified option, including the design and facilities mix, a detailed costs review, external funding opportunities, car parking options, and further engagement with key stakeholders.

This comes after Great Yarmouth Borough Council recently completed a successful redevelopment of the Phoenix Pool, in Bradwell, transforming it into a popular, state-of-the-art community leisure centre with a new health and fitness suite and modernised pool hall.

HERITAGE GUIDES

Great Yarmouth Borough Council, through its Tourism Department, held its first training course for local Heritage Guides back in 1998. 20 years on, some of the original guides are still part of this year's team who will be leading 60 specially designed heritage walks between April and October. As well as the popular 'Medieval Town Wall' walk and the 'Rows, Fishwives and Red Herrings' the guides will be leading 10 different walks including some around Gorleston and Caister. There is also a special walk that celebrates the 250th birthday of the Circus. For more details call **01493 846346** or visit www.great-yarmouth.co.uk/heritage-walks



Financial Statement - Year 4

1st October 2017 to
30th September 2018

Greater Yarmouth Tourism & Business Improvement Area Ltd	
INCOME	
Bid Levy	£470,000
Maritime Festival	£86,000
Air Show	£364,750
INCOME:	£920,750
Maritime Costs	£86,000
Air Show 2018 Costs	£596,605
AVAILABLE 2018 BUDGET	£238,145
EXPENDITURE	
PRIORITY SMALL PROJECTS	
Hemsby Beach Cleaning	£4,900
Enterprise GY Sponsorship	£1,500
GY Wheels Festival	£6,000
National Street Rod Association	£5,000
Gorleston Cliff Fireworks	£2,000
Hemsby Toilets	£1,292
Caister Village Experience	£2,758
Burgh Village Fun Day	£1,200
Winterton Marketing	£2,700
	£27,350
PRIORITY EVENTS	
2017 Fireworks	£25,020
Gorleston Switch On	£9,500
Maritime Attractions	£18,650
Hemsby Fireworks	£14,840
	£68,010
Marketing Campaigns	£18,000
MARKETING & EVENTS TOTAL	£113,360

FACILITIES, MAINTENANCE & ACCESS	
Seafront Illuminations	£13,083
Footfall Monitoring	£4,250
Filby in Bloom	£3,500
Winterton in Bloom	£866
Caister Village Sign	£810
Hemsby Hanging Baskets	£3,570
CCTV	£7,500
Winterton Improvements	£360
	£33,939
OVERHEADS	£85,750
CONTINGENCY	£5,000
TOTAL EXPENDITURE	£238,049
SURPLUS / DEFICIT	£96



N.B. Figures above are the latest known costs and are subject to minor variations when our year end accounts are finalised in preparation for our Annual General Meeting planned for March 2019.

PROFIT AND LOSS ACCOUNT

For the year ended 30 September 2017

	30 September 2017	30 September 2016
	£	£
TURNOVER	581,016	600,915
Cost of sales	-552,906	-598,762
GROSS PROFIT & LOSS	28,110	2153
Administrative expenses	-2,368	-2889
OPERATING LOSS	25,744	-736
Interest receivable and similar income	-	-
LOSS ON ORDINARY ACTIVITIES BEFORE TAXATION	25,744	-736
Tax on loss on ordinary activities	-	-
LOSS FOR THE FINANCIAL YEAR	25,744	-736

BALANCE SHEET

As at 30 September 2017

	2017		2016	
	£	£	£	£
FIXED ASSETS				
Tangible assets	8,463			9,957
CURRENT ASSETS				
Debtors	53,374		230,588	
Cash at bank	163,716		91,465	
	217,090		322,053	
CREDITORS: amounts falling due within one year	-205,787		-337,988	
NET CURRENT LIABILITIES		11,303		-15,935
TOTAL ASSETS LESS CURRENT LIABILITIES		19,766		-5,978
CAPITAL AND RESERVES				
Profit and loss account		19,766		-5,978
		19,766		-5,978

SCHEDULE TO THE DETAILED ACCOUNTS

For the year ended 30 September 2017

	30 September 2017	30 September 2016
	£	£
TURNOVER		
Subscriptions and other income	70,921	76,991
Maritime Festival and other events	63,845	72,032
Advertising Columns	0	4,392
Levy income	440,000	447,500
Airshow Income	6,250	
	581,016	600,915
COST OF SALES		
Illuminations Expenses	28,791	13,083
Community Safety	1,350	675
Events and Projects	95,560	151,243
Maritime Festival	90,494	81,852
Air Show	53,763	24,861
Marketing Expenses	158,734	211,711
Levy implementation costs	66,763	51,399
Advertising Columns	0	5,114
Fireworks Expenses	36,924	38,258
Project Officer Wages	20,344	20,566
Staff Pension Costs	183	
	552,906	598,762
ADMINISTRATION EXPENSES		
Subscriptions	400	795
Bank charges	472	337
Depreciation - plant and machinery	1,494	1,757
	2,366	2,889
INTEREST RECEIVABLE		
Bank interest receivable	-	-

Membership News

GYTABIA has its own website

www.gyta.com

It is full of useful information about the BID Company

The site includes

- An explanation of what a BID is
- Details of Board members
- All events/projects funded by the BID, past, present & future
- Details of group meetings
- Training
- Planning applications in the borough
- Legislation
- Regulations

It also has a members-only section which contains minutes of meetings from all groups.

This section can only be accessed by signed up members of the BID company.

So to keep up to date with any meetings that you may like to attend don't forget to visit the website



GYTA.COM Website

Comparing Notes

Since 2000 a delegation of private sector operators from Great Yarmouth have joined public sector representatives on an annual visit to resorts across the UK and Europe. The mission; to learn more about how resorts manage and promote themselves and to forge closer bonds between businesses in the borough. Over the last 15 years discussions have sparked new ideas and new projects that have been implemented including an InteGREAT major regeneration project 2003-2006 and our course promotion of the Business Improvement District. This year's study visit is likely to take us across country to Southport in October – details will be available shortly.

- 2001 - Scheveningen, Netherlands
- 2002 - Ostend, Belgium
- 2003 - Blackenberge, Belgium
- 2004 - Le Touquet, France & Folkestone/Ramgate, UK
- 2005 - Biarritz, France
- 2006 - Scarborough, Bridlington, Skegness, UK
- 2007 - Torquay & Brixham, UK
- 2008 - Jersey, UK
- 2009 - Hastings, Eastbourne & Brighton, UK
- 2010 - Blackpool, UK
- 2011 - Bournemouth, UK
- 2012 - Llandudno, UK
- 2013 - No trip
- 2014 - Isle of Wight, UK
- 2015 - No trip
- 2016 - Weston Super Mare, UK
- 2017 - Weymouth, Dorset
- 2018 - Southport, 2-4 Oct 2018



Membership Charter

In order to be eligible to stand as a Board member and vote in Board elections you will need to be a signed-up member of the company – this means signing the Membership Charter. You can download the Membership Charter and the declaration of acceptance from www.gyta.com.

Communications Preference

The GYTABIA is very aware of the need to keep all BID levy payers up to date on how and where the BID levy is being spent whilst also involving you in a number of key decisions. To that end and to help keep administrative costs down we would prefer to communicate via email.

The company likes to keep all BID levy payers informed of all offers, events and information which may be of relevance to businesses in the borough. Please email karen@gyta.com to sign up for regular news and information bulletins.

Contact Points

Email karen@gyta.com

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Website www.gyta.com

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