

GYTA MARKETING GROUP MINUTES

Meeting held at Maritime House on Tuesday 18 May, 10.30am

1. Attendance:

Kirsty Burn – GYBC	Present	Sheila King – GYBC	Present
Alan Carr – GYBC/GYTA	Present	David Manners – The Comfort	Apologies
Sally Davies – The Southern	Present	Terri Harris – Sealife Centre	Apologies
Linda Dyble – The Kensington	Present	Ken Sims (Chair) - Thrigby Hall Wildlife Gardens	Present
Roger Finney – Vauxhall		David Smith – Yarmouth Stadium	Present
James Gray – Lost World Golf	Present	James Steward – Museums Service	Apologies
Gregg Haddon – The Winchester	Present	John Thurston Jnr. – Thurston UK Ltd	Apologies
Albert Jones – Pleasure Beach / GYTA Director	Present	Glen Tubby – Racecourse	Apologies
Helen Lewis – Maluth Lodge	Present	Sharon Whitehall – Bourne Leisure	Apologies
David Marsh – GYTA Director		Peter Williamson (Vice Chair) – Merrivale Model Village	Apologies

The meeting was chaired by Ken Sims. Apologies were noted as above.

2. Minutes of the previous meeting held 23 March 2010

Kirsty advised that John Thurston wished for a correction at 9.2 where it should be recorded that he has suggested Ben Jay as a possible option. Other than this, the minutes were agreed to be a true and accurate record of the meeting

3. Matters arising from the minutes of the previous meeting

3.1 Fireworks. Kirsty said that she thought there were so far 4 sponsors, Alan said that this would have to be confirmed with Karen. More sponsors are still required.

3.2 Kirsty gave a quick update on the brochure campaign and tabled a document outlining response rates so far. (Appendix A) Cost per response is now equal to or better than last year.

3.3 Kirsty also gave a quick update on online bookings so far in 2010 – (Appendix B). Linda asked if a comparison could be drawn up based on those who were using the system this time last year and the same people for this year and also showing who is doing real-time booking versus who is doing check and book. Kirsty said she was in the middle of a complicated spreadsheet looking at this.

3.4 The group discussed the suggestions for attendees to the GYTA Marketing group meeting. It was agreed that there should be a more formal method for recruiting a diverse but representative range of tourism providers.

ACTION: Alan to circulate a proposal and ask the Board for a recommendation.

4. TV Advertising

4.1 Kirsty showed the group advert option A and advert option B. Option A had no Hippodrome scene and did not show the website address throughout. Option B included the Hippodrome scene and did show the website address throughout.

4.2 The group agreed that a couple of milliseconds should be added back onto the landaus scene whilst a few milliseconds should be shaved off the Time & Tide and Sea Life scene. The website address should be in bold across the whole of the screen throughout. At the end the Great Yarmouth and the web address should be more prominent. The music should be loud throughout but ensure that the sound effects can still be heard.

4.3 Kirsty advised that the letters requesting money-off vouchers and contributions had been sent out. So far £275 has been pledged. Hopefully more would come in, however if it did not, then other budgets would have to be sacrificed to make up the shortfall.

4.4 Kirsty advised that £12,000 of WNF money had been awarded to film a new TV advert this summer to show next winter to encourage staying visitors. However, the money for other projects such as buying the media for the staying visitor's campaign and for the web cameras has not yet been awarded despite a number of revisions to the documentation which she advised she was still unable to share with the group as it had not yet been signed off by the board. However, preparations for the TV advert should still go ahead as the filming window of opportunity would only be available in July and August.

4.5 Kirsty handed out a draft brief document containing the Brand Essence Wheel and the group discussed how best to brief JMS on the creation of a new TV advert. The group agreed that this advert is trying to entice people back who have not been for a long time and to introduce new people to try Great Yarmouth for the first time for a UK summer holiday. The Broads and a beach day were important because in January you are selling a dream of a warm summer holiday. The scenes should be eye-catching and feature beaches, attractions and a variety of where to stay options – e.g. holiday parks, camping & caravanning and serviced accommodation. Ken Simms wondered about having a shot where there were several attractions shown on screen at once – Kirsty thought that this could be a bit busy. Alan commented that you are selling the sizzle, not the sausage – we are selling an experience that people can look forward to after they go back to work in January.

4.6 It was agreed that based on the above, Kirsty should write up a brief and discuss with the agency, but it should have a beginning, middle and end, a call to action and in addition the agency should perhaps create a longer 3 minute version for the website.

ACTION: Kirsty to write brief for agency

5. Events Budget 2010

5.1 Kirsty handed round a document (Appendix C) indicating the current commitments on the 2010 events budget further to a request made at the previous meeting. Alan commented that Master of the Sands and BandFactor had both had to

be postponed due to lack of budget. Kirsty advised that the Gorleston bandstand was in receipt of a significant amount of sponsorship money this year, which has been very helpful.

6. Tourist on your Doorstep

6.1 The group agreed that the double page spread in The Mercury had been very eye-catching – however as it was only 2 days after the second weekend, Kirsty had few figures to report. Ken advised that he had had 4 vouchers and 14 people each weekend. Dave had sent his numbers through to Kirsty on email. James reported being somewhat disappointed, but the weather had not helped on the first weekend.

7. Website Improvements

7.1 Kirsty tried to show the group the proposed new changes to the website to go live this week, but she was unable to get a connection to the Internet. She instead advised that the website would be slightly wider, have refreshed pictures, and more opportunities for businesses to advertise on the site. the group noted that the plan is to sell advertising opportunities for one week, two weeks or longer on specific pages, with main pages costing more than 3rd level pages. Advertising options were being worked on currently.

8. AOB

8.1 The group recorded congratulations to Edward & Beverley Shearing from Baron's Court for their win and such positive promotion of Great Yarmouth on Channel's Four's 'Three in a Bed' programme. Kirsty advised that TV companies were favouring Great Yarmouth currently as Channel Four had recently filmed Gok's Fashion Fix in the town, the BBC's Bang Goes the Theory Roadshow is coming to the Maritime Festival and that Channel Four's Embarrassing Bodies is coming at the end of August.

8.2 The group agreed that they were a little disappointed to see the new Tourist Attraction Passport promoted in The Mercury the same week as Tourist on your Doorstep, as this may have detracted from the campaign. It was noted that it would have been useful to advise the Marketing Department of the passport plans as they may have been able to offer assistance.

8.3 Gregg asked whether the format of the Tourism Assembly might be changed to avoid reading through the minutes line by line and instead discuss relevant issues.

Schedule of meetings for 2010

Meetings for 2010 are scheduled as follows:

Tuesday 6 July
Tuesday 28 September
Tuesday 14 December

APPENDIX A

Campaign results 2010

2010 Holiday Brochure campaign results

CAMPAIGN 2009 BROCHURE RESPONSE GENERATORS					
	Cost Budget Projection	Response Projection	Actual Response	Cost per response	% of total achieved
EET East Coast Campaign	£13,000	11,000	11,496	£1.13	105%
The UK Holiday Collection One	£1,700.00	1530	955	£1.78	62%
The UK Holiday Collection Two	£800.00	820	59	£13.56	7%
Autumn & Winter Breaks Collection	£800.00	820	0	£0.00	0%
Where to go in Britain 2010	£1,500.00	1300	1532	£0.98	118%
Take a Break	£1,999.00	2650	2153	£0.93	81%
Holiday Guide Finder	£740.00	900	400	£1.85	44%
Enjoy a UK Break Card Deck	£1,000.00	500	387	£2.58	77%
BRADA Direct Mail	£1,700.00	1850	1367	£1.24	74%
Mirror Group BRADA Campaign	£1,000.00	1300	1222	£0.82	94%
Travelbrochures	£1,000.00	1500	1495	£0.67	100%
Information Link Online	£1,000.00	1000	1037	£0.96	104%
Online Consumer Survey	£2,811.00	4100	4050	£0.69	99%
BRADA Online Campaign	£1,500.00	1000	1048	£1.43	105%
Consumer-info Online	£2,000.00	2000	3252	£0.62	163%
TOTAL	£37,000.00	26,520	23,223	£1.59	

- CPR £1.03 for Paul Raybould Marketing Group (equal to last year)
- CPR £1.08 for EET campaign (34p better than last year)

GYTA MARKE



APPENDIX B

Web Stats

Month	Total visits	Unique visits	Ave no page views	Av time on site mins	Value of online bookings	Cost of Adwords	No clicks	CPC
Jan-09	11,891	9,876	8.79	04:50:00	£0.00			
Feb-09	11,540	9,632	8.15	04:41:00	£1,085.00			
Mar-09	17,323	13,850	8.63	05:15:00	£2,786.00			
Apr-09	21,447	17,548	8.28	04:58:00	£7,528.52			
May-09	25,426	20,332	8.66	05:28:00	£9,610.64			
Jun-09	27,236	21,535	8.96	05:38:00	£11,246.04			
Jul-09	42,798	33,595	9.00	05:43:00	£26,351.19			
Aug-09	41,966	33,458	8.71	05:24:00	£26,270.89			
Sep-09	20,529	16,890	6.98	04:26:00	£6,592.08			
Oct-09	13,449	11,037	6.65	04:28:00	£3,127.50			
Nov-09	9,766	8,050	5.93	04:28:00	£3,171.50			
Dec-09	5,556	4,606	4.06	03:49:00	£1,429.00			
Jan-10	13,669	11,344	4.44	04:06:00	£8,665.88	£379.00	952	£0.40
Feb-10	14,189	11,809	4.38	04:06:00	£9,592.00	£391.00	1157	£0.34
Mar-10	20,851	16,712	4.52	04:15:00	£16,977.19	£483.00	1459	£0.33
Apr-10	24,051	19,810	4.20	04:08:00	£19,344.35	£369.00	1142	£0.32



APPENDIX C

Event / Item	Date of Event	Budget	Estimated spend	Month
CHESS	12 - 13 April 2010	£150.00	£150.00	
Sponsorship			£150.00	May-10
CONFERENCE BUREAU		£1,500.00	£1,500.00	
Contribution to Conference Bureau			£1,500.00	
SOCCER ON THE SANDS	5 - 6 June 2010	£3,300.00	£3,280.00	
Sponsorship			£1,500.00	
Heras Fencing & Crowd Barriers			£1,080.00	
Scaffolding steps			£500.00	
Beach Clean & Bins			£200.00	
FIREWORKS	28 July - 1 Sep	£10,000.00	£9,887.00	
Promotional roadshow /talk ups etc			£9,046.00	July
Advertising sign			£180.00	May
A1 Posters (4) design and print			£100.00	July
Security			£561.00	July
GORLESTON CLIFF TOP FESTIVAL	31 July - 1 Aug	£1,500.00	£1,500.00	
Sponsorship			£1,500.00	July
BEACH VOLLEYBALL	26th & 27th June	£3,000.00	£3,667.00	
Large Gator Hire	23rd - 28th June		£275.00	June
Overnight Security			£612.00	June
Heras Fencing & Labour			£480.00	June
Beach Clean & Bins			£200.00	June
Individual trophies and engraving			£100.00	June
Grandstand			£2,000.00	
GORLESTON BANDSTAND		£2,500.00	£2,385.00	
Sponsorship from Rotary to us			-£1,500.00	
Sponsorship from Blue Sky Limit			-£250.00	
Out Of The Ashes	2nd May		£200.00	
Pavilion Big Band	9th May		£200.00	
Maxwell & Murphy	16th May		£145.00	
Loddon Brass Band	23rd May		£175.00	
Out Of The Ashes	30th May		£200.00	
Wrentham Brass Band	6th June		£250.00	
Second Hand Blues	13th June		£100.00	
NJP Trio	20th June		£150.00	
Great Yarmouth Brass Band	27th June		£250.00	
Pavilion Big Band	4th July		£200.00	
Skiffle IT	11th July		£200.00	
Loddon Brass Band	18th July		£175.00	
Norfolk Reeds	25th July		£200.00	
Skiffle IT	1st August		£200.00	

Maxwell & Murphy	8th August		£145.00	
NJP Trio	15th August		£150.00	
Great Yarmouth Brass Band	22nd August		£250.00	
Jigsaw	29th August		£150.00	
Skiffle IT	5th September		£200.00	
Maxwell & Murphy	12th September		£145.00	
Pavilion Big Band	19th September		£200.00	
Wrentham Brass Band	26th September		£250.00	
4 Notice Boards	April		£687.00	April
Sponsorship from Rotary for boards			-£687.00	
MOTOR FEST	19th September	£150.00	£210.00	
Maxwell & Murphy Band	19th September		£170.00	
Bandstand rig and derig			£40.00	
BALLROOM FESTIVAL	3rd - 4th July	£0.00	£0.70	
Ross Mitchell Band			£3,000.00	
Philip Wylie			£1,000.00	
12 x A3 poster, 4 x A1 poster design & print			£100.00	
Ticket sales to 16 May			-£4,099.30	
Equipment		£500.00		
Contingency		£500.00		
	Total	£23,100.00	£22,579.70	Committed