

# Greater Yarmouth Tourism & Business NEWSLETTER SEPTEMBER 2016



## NEW GYTABIA CHAIRMAN TAKES THE HELM

Gareth Brown, General Manager of Haven Caister became the new chairman of GYTABIA taking over from the outgoing chairman Mr David Marsh at the Annual General Meeting earlier this year. Gareth paid tribute to the amazing work of the past chairman. Read Gareth's welcome on page 2.



## £70k GRANT AID FROM ARTS COUNCIL ENGLAND

Working with Seachange Arts, the Greater Yarmouth Tourism & Business Improvement Area managed to secure £70k worth of funding which helped bring some of the world's best circus and street arts performers, shows and acts to the heart of the Golden Mile as part of the OUT THERE FESTIVAL. The funding was from Arts Council England's Grants for the Arts programme.

Big crowds enjoyed after-dark pyrotechnics, projections, a music stage and promenade theatre at sites around Trafalgar Square and Trafalgar Road, and at the Sea Life Centre Gardens over the weekend of 17th/18th September.



## GYTABIA GIVES THE AIR SHOW THE GREEN LIGHT

Already two years in the making the Great Yarmouth Air Show featured in a special launch event earlier this year at Potters Resort. The 4 day Air Show will take place during 15th-18th June 2017 and includes 2 evenings (Thursday/Friday) and 2 afternoons (Saturday & Sunday).

Event Director Asa Morrison said "The Great Yarmouth Airshow looks set to be a fantastic four days for all our residents, visitors and businesses. Seafront Airshows have provided major economic boosts at resorts such as Bournemouth, Eastbourne and Southport, this economic boost would be of great value to Greater Yarmouth as well" More information on [www.greatyarmouthairshow.co.uk](http://www.greatyarmouthairshow.co.uk)

[f @GreatYarmouthAirShow](https://www.facebook.com/GreatYarmouthAirShow) [t @GYAirShow](https://twitter.com/GYAirShow)



**01493 844422**

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

[www.gtyarmouthcaravans.co.uk](http://www.gtyarmouthcaravans.co.uk)

## Welcome from the new Chairman



**Chairman Gareth Brown**

When I was elected as Chairman of the GYTABIA, it was something I looked forward to with both excitement and nervousness in equal measure. I had worked in senior management positions for many years, and had plenty of experience across the sector, but running the board of a 'not for profit company' who are made up of various local successful business people was a completely new challenge. This is a group of people who are all great at what they do and are willing to give up their time to pull together for the good of the area where we live, to make a difference. They're a strong minded group of individuals and when working together, are capable of achieving some incredible things.

Essentially this is what a BID is about, we're fortunate that our borough council are a big promoter of tourism and business in Greater Yarmouth, but with cuts in budgets and ever growing competition both at home and abroad, we have to do everything in our power to ensure that the Greater Yarmouth area is both promoted and invested in as much as possible. The BID is the mechanism that allows us to do just that, together we are stronger and with the financial muscle that the BID gives us, we've been able to market the area and consider projects and events that we would never have been able to before.

Of course by day, I'm lucky enough to run the Haven owned Caister-on-Sea Holiday Park, the BID has been a significant investment for Haven, having four parks within the borough, but the directors quickly realised that working together to advertise and improve the offering within the area was not only common sense but the right thing to do for our long term growth with the Greater Yarmouth community.

Now, two years on, it really feels like we're gaining momentum, with some fabulous events already across the calendar and with what will become Norfolk's biggest event, the 'Great Yarmouth Air Show' rapidly taking shape for 2017, we can be proud of what's been achieved so far and look forward to a bright future for the Greater Yarmouth BID and most importantly it's levy payers. Like every great success, things have to be built on solid foundations, so it is with much respect and admiration we give sincere thanks to our outgoing chairman Mr David Marsh for all his hard work since the inception of the Greater Yarmouth Tourist Authority in 1995, founded by David along with Alan Carr our CEO and without which the BID would not have been possible. Fortunately for us David is continuing in his role as Company Secretary to ensure we still benefit from all his experience.

**Chairman Gareth Brown**

## A few words from the Vice-Chairman

We are drawing to the end of the GYTABIA financial year with what has been a very mixed bag of events not only for businesses in the borough but for the whole of the United Kingdom – starting with Brexit and sadly ending in losing one of our iconic tourist attractions on Regent Road – the Regent Road Bowling Alley. The good news is that locally business is on the up and good relations are being forged with local traders who are now starting to realise that the BID has been one of the reasons for this upturn. A third of the borough is employed directly within tourism without which many of the support

industries could not survive. The extended marketing campaign has strengthened the vision that Greater Yarmouth is not only about the beaches & attractions but is about heritage, the natural environment, the accommodation, entertainment, retail, services, food & drink throughout the whole borough. So let's continue to work together and keep Greater Yarmouth GREAT and at the forefront of tourism & business within the United Kingdom.

**Vice-Chairman Barry Coleman**



**Cllr Barry Coleman**

## Some of our Flagship Events

### MARITIME FESTIVAL

Once again around 30,000 people enjoyed a weekend celebrating Great Yarmouth's proud and rich maritime heritage. Lead by Festival Chairman, Aileen Mobbs and with a committee of dedicated volunteers the Festival is now in its 17th year having started life as a low key Maritime Fayre back in 2000. The Maritime Festival is a GYTABIA event made possible by the support of Peel Ports and the Borough Council plus an array of amazing sponsors.



### FIREWORKS - GREAT YARMOUTH, HEMSBY & GORLESTON

Love them or loathe them fireworks displays bring out the crowds – both locals and visitors. They are a tried and tested way of providing a much appreciated FREE show that will prompt significant secondary spend. Each fireworks display in Great Yarmouth involves a team of over 25 people who help stage an enjoyable and safe event. These include the firework operatives; the performers,

the stage technicians, first aid, security and the voluntary stewards (includes members of the local Lions Club, Hoteliers and local retailers). The displays are not just about getting the tills of the seafront traders ringing a bit louder they are primarily about giving something back to the locals and visitors who take home happy memories about their shared experience with family and friends.



### GREAT YARMOUTH WHEELS FESTIVAL

Celebrating arguably the world's most influential invention: 'the Wheel' - this year's seafront Festival (2nd year) ran alongside a 'Wheels Plus' event in the Great Yarmouth Market Place. The seafront featured famous racing cars from Classic Team Lotus' stable of historic Formula 1 machines; plus enthusiasts from the East Anglia Lotus Club with their collection of sports cars from 1960s.

celebrated a brilliant summer of cycling with a one hour cycle ride around Great Yarmouth using cycle paths and roads that you might not even have known were there!

Whilst the 2 sites are linked by Regent Road, visitors to both events could travel for free on board a classic 1959 Spratts coach whilst enjoying a heritage guided tour of the town.

Wheels and Wheels Plus were supported by GYTABIA, the Borough Council and Joyland.

GYTABIA is keen to expand the event in 2017 and would welcome any ideas, help and assistance.

The Town Centre 'Wheels Plus' event was funded by the Town Centre Initiative and included Extreme Wheels Roadshow with the Pro Action Sports team and BMX Mega ramp. The event also



## Supporting Projects Across The Borough

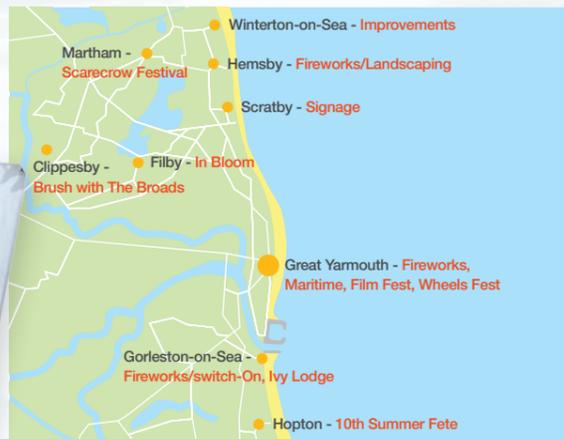
The BID's impact is being enjoyed across an area which is much broader than Great Yarmouth town and its tourist "Golden Mile."

The initiative has so far helped fund projects right across the Greater Yarmouth area which is 15 miles long and 9 miles wide.

A range of events, which together attracted an estimated quarter of a million people, have been staged or supported by the BID in its first & SECOND year.

The fun ranged from Martham Scarecrow Festival and Brush with the Broads open air art programme to Beach Volleyball in Gorleston, Fireworks at Great Yarmouth and Hemsby and the Maritime Festival in Great Yarmouth and each event increased the footfall of potential customers for businesses in the tourism sector and beyond including shops, bars and eateries as well as attractions, amusements and the service industry.

After successfully supporting events and projects in the borough throughout 2015 and 2016 we asked the project organisers for their take on how the BID is supporting the outlying areas of the borough and these are some of their comments...



### GORLESTON - IVY LODGE PROJECT

"The Friends of Priory Gardens extend their grateful thanks to local levy payers and the Great Yarmouth Business Improvement Development team for awarding funds to support continued action towards the development of a Community Heritage Tearoom within Priory Gardens, Gorleston."

### GORLESTON - CLIFFTOP FESTIVAL FIREWORKS

"The £2000 we received went towards the fireworks which meant the funds we raise ourselves could be put to good use elsewhere on the festival. The festival brings everyone in the community together, attracts people from further afield and raises the profile of Gorleston year on year."

### GORLESTON - CHRISTMAS SWITCH-ON

"Once again Gorleston Traders Association are thankful for the GYTABIA for their help in funding the 2015 grand Christmas switch on of the lights and firework display."

**Chairman of the GTA.**

### HEMSBY & NEWPORT - FIREWORKS & HANGING BASKETS

Hemsby have received an increase in footfall and **Ann Reeve of Seadell shops** has said that "I reckon the whole area if not the country( reported by The Sun newspaper) must know that Hemsby had artificial hanging baskets. It speaks for itself. They were a great success but not quite in the way we expected. We certainly had people visiting just to see what the fuss was about. I intend to put in another application with the intention of doing them again next year."

### HOPTON 10th ANNIVERSARY SUMMER FETE

"Funding from the Greater Yarmouth Tourism and Business Improvement Area Ltd enabled us to organise a spectacular 10th Anniversary Summer Fete and Carnival at Hopton on Sea. For the first year, we have been able to provide something different for visitors to the area, with funding spent on a flower marquee which gained interest from local residents and visitors from far away. We are really pleased to have received funding for this project, thank you for your generous support."

**Julie McNair, Co-Chair of the Fete.**

### MARTHAM - SCARECROW FESTIVAL

"Support for a Martham Scarecrow Festival and Garage/Garden Sales has received BID funding for the past 2 years. The funding has enabled us to advertise the event both within the village, in the Borough of Great Yarmouth and throughout many areas within Norfolk. It has also provided us with the opportunity to provide good prizes to encourage village residents to take part in competitions."

**Julie.**



### FILBY IN BLOOM

"Funding from the BID has enabled Filby to maintain its Gold Standard both in Anglia and Britain in Bloom. As a levy payer and also Chairman of Filby in Bloom, funding has made us, for the first time feel part of the tourism of the Borough.

Many local residents and tourists appreciate the floral displays throughout the year, supported by cards and emails from people who visit.

Filby has earned a good national reputation and we hope we have played our part in making the Borough a better place."

**Adrian Thompson, Chairman of Filby in Bloom.**

### CLIPPESBY/ORMESBY - BRUSH WITH THE BROADS

"BID funding has enabled A Brush with the Broads to be promoted at Art Events nationally; Art Materials Live NEC Birmingham, and Excel London and Patchings Arts Festival in Nottinghamshire; the Borough being promoted as a consequence.

Promoting the festival with flyers and national advertising, attracting quality demonstrating artists making A Brush with the Broads a sustainable, attractive event to artists of all abilities. (ABWTB is often the artists first visit to Norfolk in 2015 we had a 76% return rate). The Sunday workshop and Quick Draw event on Marine Parade brings the Broads and the sea closer showing a real diversity of inspirations. The aim now is to grow the exhibition side of A Brush with the Broads attracting buyers from within and outside the area."

### WINTERTON - WALKS & IN BLOOM

"With the investment from GYTABIA we have supported Winterton in Bloom, purchased new bins and developed a lovely walking guide to Winterton. It's enabled us to fund key priorities for the village. I feel that the BID has enabled the businesses in Winterton to feel more involved & included in the tourism & business process within the Borough"

**Emma Punchard, Owner Mill Farm Eco Barn.**

### GREAT YARMOUTH - OUT THERE FESTIVAL

"The support of the GYTABIA for this year's Out There Festival has been essential. In the current economic climate it is increasingly hard to fund the festival and greater local joint-working will be essential for its success going forward. Working in partnership, and as a result of the investment from GYTABIA, we have been able to secure £70,000 from Arts Council England that has not only provided a substantial seafront performance programme but ensured the festival is of sufficient scale and scope to continue to drive visitors from across the country to Great Yarmouth."

**Darren Cross, Communications Director.**

### GREAT YARMOUTH - ARTS FESTIVAL

"The Great Yarmouth Arts Festival is extremely grateful to the GYTABIA for its advice and financial support which enabled us to produce a bigger and better festival compared with previous years. The carnival procession started on the seafront and progressed through the town centre and with musical entertainment in the Market Place throughout the afternoon there was an increased footfall in the town centre throughout the day. The grant also made it possible to advertise the festival widely."

**Hugh Sturzaker.**



"UPFRONT" Part of the Out There Festival



# Marketing Update

## FILMS FOR SOCIAL MEDIA

In 2016 GYTABIA commissioned a film company to produce a new television advert plus a number of themed films and short stories to use on Social Media. In early 2017 an online campaign using the short films via BritainisGreat.com got underway, with the aim of improving perception of Greater Yarmouth and encouraging people who may never have visited here before to consider Greater Yarmouth as a holiday destination.

Films were distributed online to a carefully chosen target market using 15 second teaser films hosted on websites such as the Daily Mail, the Mirror, Huffington Post, msn.com and premierleague.com to entice a new audience to watch the films and learn more about the area. People saw the 15 second teaser films and clicked to visit the Great Yarmouth channel on www.britainisgreat.com where they could watch the film in full and see others.

The campaign was mirrored on the Visit Greater Yarmouth Facebook and Twitter social media feeds, and the videos were also embedded on the website.



## VIEWING FIGURES WERE AS FOLLOWS:

	BRITAINISGREAT.COM	GREAT YARMOUTH	TOTAL VIEWS
Behind the Scenes films	367,699	90,049	457,748
Themed films	255,397	63,204	318,601
<b>TOTAL</b>	<b>623,096</b>	<b>153,253</b>	<b>776,349</b>



A new television advert targeting visitors able to come on holiday in school term time was filmed in June 2016 ready for use in the 2017 campaign. A number of additional Behind the Scenes films have also been shot. Quotes are being sought for the additional distribution of these films, plus further distribution of the current films to widen our impact via different methods.

## TV ADVERTISING 2016

The new television advert filmed in summer 2015 was placed in the East Midlands area and also in East Anglia using Sky, ITV1, and Channel 5 on demand. A chart showing when the advert aired and where is below:

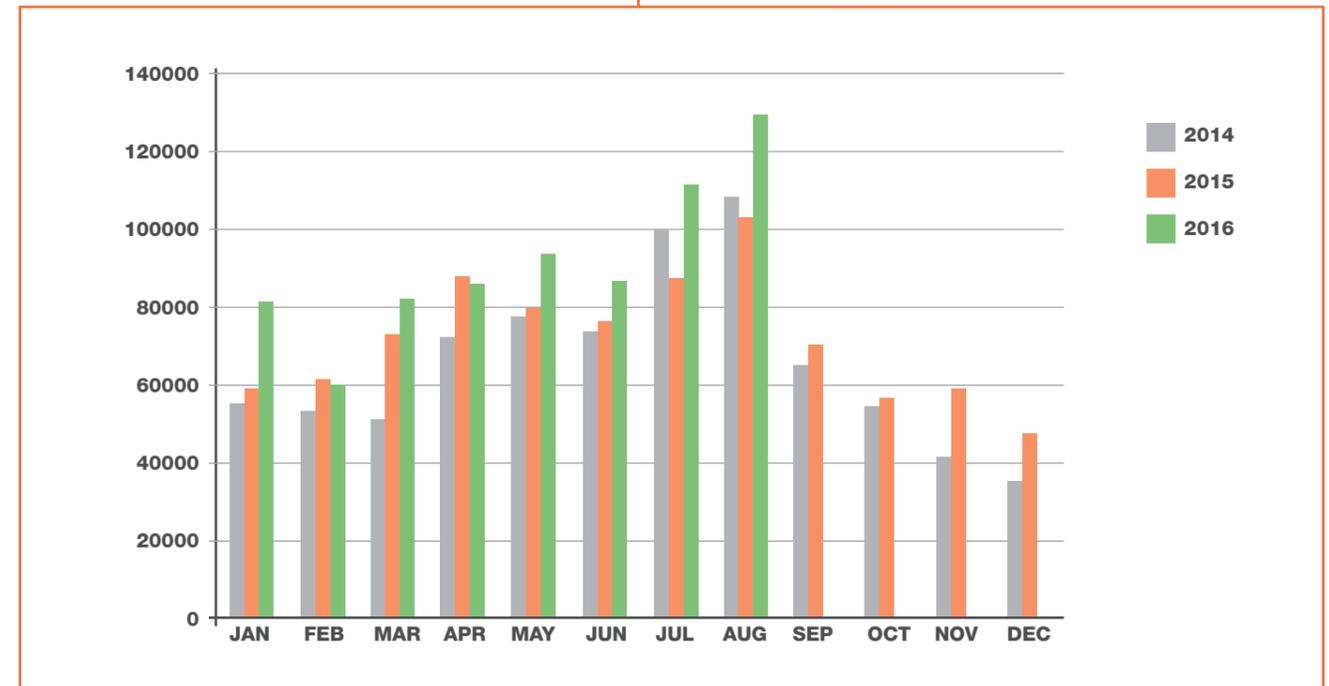
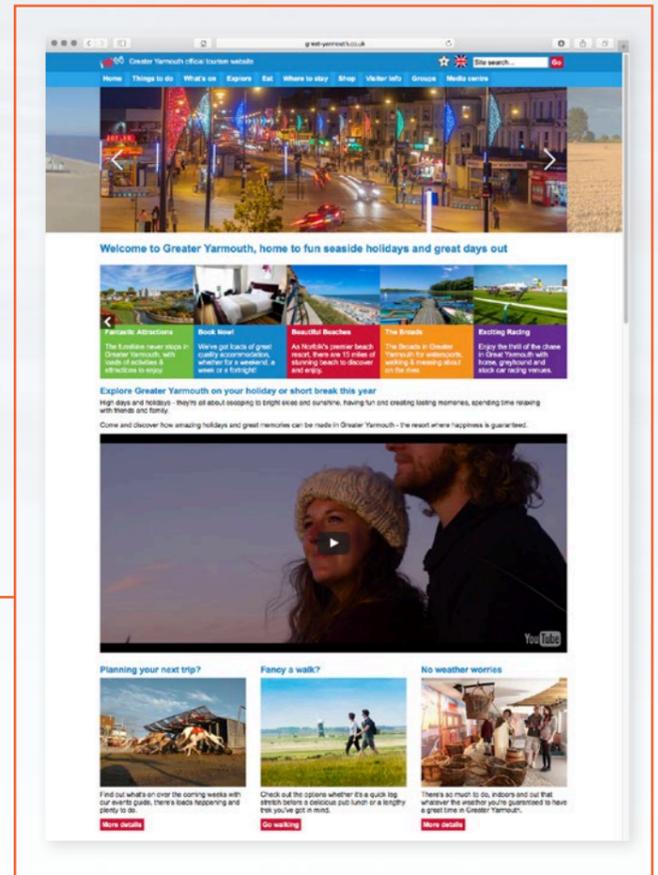
MEDIUM	AREA	MAY			JUNE				JULY		
		16/05	23/05	30/05	06/06	13/06	20/06	27/06	04/07	11/07	18/07
SKY	East Midlands - DE, LE and NG Postcodes										
ITV1	Central East area including DE, LE and NG Postcode areas										
ITV NETWORK	Central East Area on ITV1, ITV2, ITV3										
CHANNEL 5 VOD	Central East Area on ITV1, ITV2, ITV3										
SKY	East Anglian Postcodes - CB, CO, IP, NR and PE										
ITV VOD - Selected channels	Main Conurbations including - Cambridge, Colchester, Ipswich, Norwich and Peterborough										

## RADIO SPONSORSHIP

At the same time, GYTABIA also sponsored the weather on the radio via Global's East Midlands station for 6 months from April until the end of August so that our target audience within the Derbyshire, Nottinghamshire and Leicestershire postcode areas both saw and heard advertising for Greater Yarmouth. We also ran a summer holiday campaign promoting day trips to Greater Yarmouth on HEART radio, which covers Norfolk and North Suffolk.

## NEW WEBSITE

In late April 2016 we switched to a new responsive website which works on mobile, tablet and desktop, as opposed to having one site for desktop users and one site for smartphone users. Significant increases in visitor numbers to the official tourism website [www.great-yarmouth.co.uk](http://www.great-yarmouth.co.uk) have been seen:



The GYTABIA Marketing Group will meet in September to decide on destination marketing plans for Greater Yarmouth for 2017 and to apply to the board for funding.

## enterpriseGY & GYTABIA Working together to deliver training courses for BID levy payers



In association with enterpriseGY the Great Yarmouth Tourism and Business Improvement Area, has supported levy payers with free customer service training and social media for business training. The training courses and workshops were designed specifically to meet the needs of GYTABIA businesses.

For the future we invite businesses that have specific training requirements to let us know, chances are, other businesses in the borough may have similar needs and enterpriseGY can help by arranging FREE or low cost training based on demand.

In September free on-line training will be launched at EnterpriseGY. There are hundreds of courses to choose from that have been designed specifically for business. Training takes place in their

comfortable online training room at the Catalyst Centre on the Conge which is available Monday to Friday 8:30am to 4:30pm, and late night Thursday until 6:30pm, meaning you can book a time to suit you.

Attached are examples of some of the courses which are available for you and your staff and also courses which have been supplied to BID levy payers in the past. We will of course keep you updated on all courses as and when they become available. We do let levy payers know of these courses by means of email which is the quickest and easiest form of correspondence so if you don't receive emails correspondence from us please inform **Karen** our Projects Manager of your preferred email address. (**Karen@gyta.com**)

TYPE	STYLE	TITLE	DATE	NO.s
TRAINING	Intro Refresher Course	Social media	19th May 2016	14
TRAINING	Intro Refresher Course	Social media	26th May 2016	15
TRAINING	Intro Refresher Course	Social media	7th June 2016	5
WORKSHOP	Digital skills workshop	World Pay	10th June 2016	16
TRAINING	Intro Refresher Course	Customer service training	20th June 2016	16
NETWORKING	Enterprise Club	The Magic of Sales & Super Selling Confidence	19th August 2016	16
WORKSHOP	Digital skills workshop	Website building using a template	4th October 2016	
WORKSHOP	Digital skills workshop	Social media: the next step	10th November 2016	
WORKSHOP	Essential skills	Sales Training	15th November 2016	

## Annual Tourism & Business Awards



GYTABIA's Annual Tourism & Business Awards take place every March as part of a lunch time celebrations. 2016 winners include:-  
**Retail** - New Norfolk Oven, Salisbury Road  
**Retail Warehouse/Superstore** - Screwfix, Harfrey's Ind. Estate  
**Self-Catering** - Vauxhall Holiday Park  
**Public House** - Pub on the Prom, Great Yarmouth  
**Attractions/Leisure** - Merrivale Model Village, Great Yarmouth



Don Peers

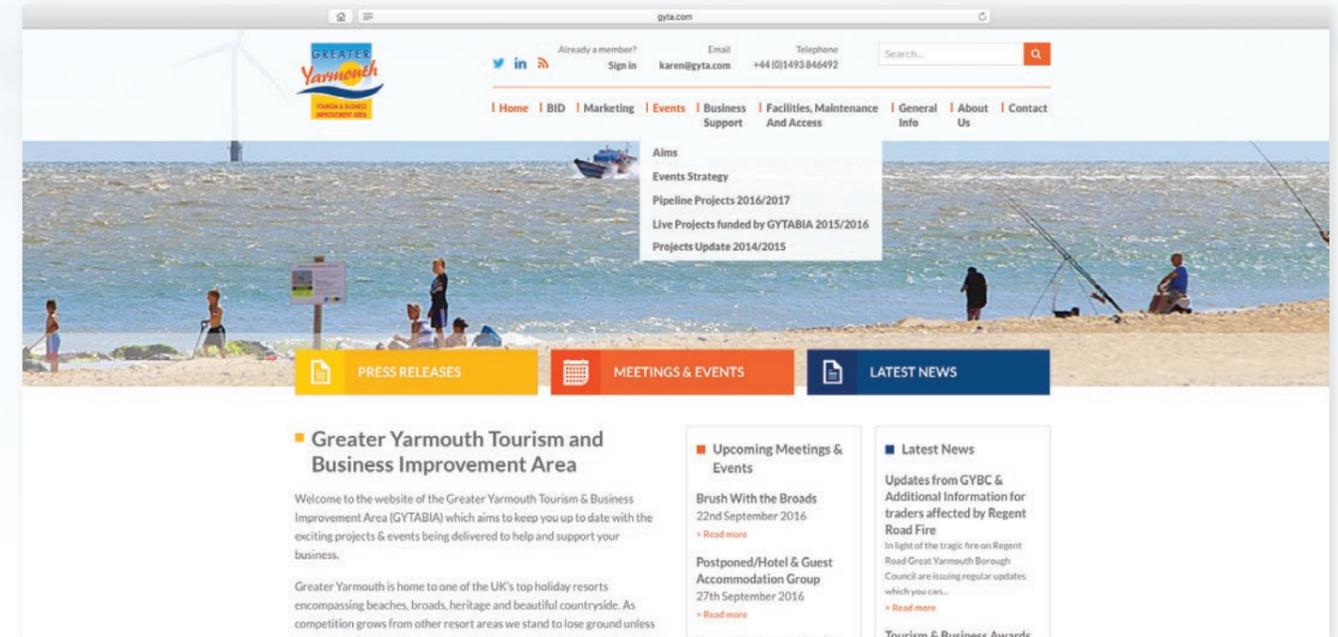
**Restaurants/Cafes** - The Terrace at the Imperial Hotel  
**Serviced Accommodation** - The Imperial Hotel  
**Supplies & Services** - Camplings, Portland Lane, Great Yarmouth  
**Lifetime Achievement Award** - Don Peers Grasmere Caravan Park/Peers Premier Apartments

Look at for nominations forms for the 2017 Awards.

## "Keeping you in the loop"

The business facing website of the Greater Yarmouth Tourism & Business Improvement Area at **www.gyta.com** is there to keep BID levy payers up to date on all that the company has achieved and is working towards from meetings through to projects & events supported or funded by the company.

It also contains information about the company itself, other business information and information about free or low cost courses available for BID levy payers.



The GYTABIA holds group meetings throughout the year with groups who represent the borough's geographical areas and groups that also represent the varying business types. Listed below are the groups that we meet with and the meeting dates for the remainder of 2016.

- Hemsby & Newport Traders - 4th October 2016
- Retail (including out of town) - 6th October 2016
- Tourism Retail - 18th October 2016
- Restaurants/Cafes - 20th October 2016
- Gorleston Traders - 28th October 2016
- Caister Traders - 1st November 2016
- Services & Suppliers - 8th November 2016
- Martham Traders - 15th November 2016
- Scratby Traders - 17th November 2016

**6th DECEMBER 2016 - 2017 SEASON LAUNCH: VENUE TO BE ANNOUNCED NEARER THE TIME**

**THURSDAY 16th MARCH - 2017 AGM & TOURISM LUNCH - GREAT YARMOUTH TOWN HALL ASSEMBLY ROOM**

If you feel that your area or business type is not represented within any of these groups GYTABIA are happy to meet with you to discuss how the BID can support you either through funding or business support.

### DETAILS OF FUNDING APPLICATION PROCESS

New ideas are the lifeblood of GYTABIA and we keen to hear any ideas for projects covering marketing, events, facilities, maintenance, access or landscaping. The funding application form is available for you to download from **www.gyta.com** under the 'About Us' drop down list. Deadline for applications is 21 October 2016.

N.B. Whilst every care is taken to ensure the accuracy of the information contained in this newsletter; the publishers reserve the right to alter or change any date of meetings or events without prior notice.

## GYTABIA BOARD of DIRECTORS 2016-2017

All members of the board serve in a voluntary capacity, representing a range of geographical and business sectors. Half the Board will be required to seek re-election to serve beyond March 2017.



### BOARD MEMBERS FROM GREAT YARMOUTH BOROUGH COUNCIL



## Financial Statement - Year 2

1st October 2015 to 30th September 2016

Greater Yarmouth Tourism & Business Improvement Area Ltd	
<b>INCOME</b>	
Bid Levy	£465,000
Maritime Festival	£68,000
<b>INCOME:</b>	<b>£533,000</b>
<b>EXPENDITURE</b>	
<b>PRIORITY SMALL PROJECTS</b>	
Visit Norfolk	£8,000
UK Beach Volleyball	£4,500
Regatta Gorleston 2016	£7,920
GY Wheels Festival	£5,950
Gorleston Cliff Fireworks	£2,000
GY Arts Festival	£8,375
Brush With the Broads	£4,250
GY Film Festival	£8,000
Martham Scarecrow	£500
Hopton (10th Anniversary) Fete	£2,032
PSNGY	£500
	<b>£52,027</b>
<b>PRIORITY MARKETING</b>	
Marketing	£166,000
Hemsby Prom Leaflet	£3,000
	<b>£169,000</b>
<b>PRIORITY EVENTS</b>	
2016 Fireworks	£25,755
Gorleston Switch On	£9,300
Maritime Attractions	£15,000
Hemsby Fireworks	£12,000
Tempest Norfolk & Norwich Festival	£10,000
Air Show 2017	£22,000
Seachange Project	£10,000
	<b>£104,455</b>
<b>MARKETING &amp; EVENTS TOTAL</b>	<b>£325,482</b>

FACILITIES, MAINTENANCE & ACCESS	
Seafront Illuminations	£13,000
Footfall Monitoring	£4,250
Parking Discount Scheme	£15,000
Station Welcome Hosts	£4,500
Filby in Bloom	£3,000
Winterton maps etc	£3,100
Gorleston Ivy Lodge	£5,000
Hemsby Hanging Baskets	£3,290
CCTV	£5,000
Scratby Brown Signs	£3,000
	<b>£59,140</b>
<b>MARITIME COSTS</b>	<b>£68,500</b>
<b>OVERHEADS</b>	<b>£80,250</b>
<b>CONTINGENCY</b>	<b>£ -</b>
<b>TOTAL EXPENDITURE</b>	<b>£533,372</b>
<b>SURPLUS / DEFICIT</b>	<b>-£372</b>



N.B. Figures above are latest known costs and are subject to minor variations when our end of year accounts are finalised in preparation for our Annual General Meeting planned for March 2017.

## “Working together we will achieve greater things”

The aims and objectives of our Business Improvement District come down to some simple targets: To increase visitor numbers; improve the visitor experience; increase the spend in local businesses. It's not rocket science but time has proved that by working together we will achieve greater things.

Activities approved by the BID Board are all designed to have a positive impact on our key objectives and all those tasked with leading a project using BID funds are asked to consider how they will measure the success of their individual projects. Much of the feedback we receive is anecdotal and we appreciate that measuring the impact of any project or event can be costly and is not an exact science.

Last year the BID board agreed to carry out some research into the impact of the Hemsby & Great Yarmouth fireworks and the Great Yarmouth Maritime Festival. A summary of the finding was included in the March 2016 edition of the newsletter and clearly illustrated how these big events can help introduce new visitors to our Borough and thus increase visitors spend.

Research based on anecdotal evidence will always be important alongside the use of traditional methods of visitor counting and carrying out on-street interviews.

At the end of last year the BID Board agreed to install a new 'people counter' at the Britannia Pier end of Regent Road. Using clever technology, cameras count visitor numbers.

This year we are able to establish a baseline set of figures upon which to compare future years. Since January 2016 until the end of August the camera has detected over 2.3 million people on Regent Road – July/August making up nearly half that figure. Not surprisingly the busiest week was week commencing 22nd August 2016 with over 180,000 people.

Of course lots of things influence visitor numbers, not least the impact of good weather and the staging of extra events. The real value will be the ability to compare year-on-year performance.

## GYTABIA PROJECT MANAGEMENT



**ALAN CARR**  
GYTABIA Chief Executive



**KAREN YOUNGS**  
Project Manager



**KIRSTY BURN**  
Marketing Manager

## GREAT YARMOUTH AIR SHOW



**ASA MORRISON**  
Event Director



**IAN HACON**  
Sponsorship Director



**DAVID HELSDON**  
Site Director

## CONTACTING US

The Greater Yarmouth Tourist Authority was launched in June 1994 and became a company limited by guarantee in August 1995. It became the Greater Yarmouth Tourism & Business Improvement Area Ltd in December 2014.

Email [Karen@gyta.com](mailto:Karen@gyta.com)

Phone **01493 846492**

Website [www.gyta.com](http://www.gyta.com)

In twitter [@GYTourism](https://twitter.com/GYTourism)

Company Number 3090229

## CONTACTING YOU

The company like to keep all BID levy payers informed of all offers, events and information which may be of relevance to businesses in the borough, to that aim it is difficult and very expensive to send letters through the post several times a year. We have therefore elected to send short emails which contain information that the company feel would be beneficial to your business. We have helped many levy payers in the past and have many letters of thanks for the support we are able to give with our direct links to our local MP, borough councillors and council officers. If you don't currently receive emails from us and would like to be included on our mailing list – we promise only relevant emails are sent –

then please email [Karen@gyta.com](mailto:Karen@gyta.com) with your details.