

## Supporting Projects Across The Borough

Whilst the Air Show was the biggest event ever staged in the Borough and GYTABIA's most ambitious project to date, the Board were minded to continue their support for the smaller projects dotted about the Borough.

Some of the projects that GYTABIA supported in 2017-18 include: beach cleaning and toilets in Hemsby; The village experience event at Caister and the Fun Day at Burgh Castle.



FMA projects seek to improve Facilities, Maintenance and Access within the Borough. GYTABIA responded positively to applications from business communities in Filby (In Bloom); Winterton (In Bloom); Caister (Village sign); and hanging baskets in Hemsby.

## GYTABIA welcomes applications for project funding for 2019

Contact Karen on **846492** for an application form.

Deadline for applications 1st November.

### ► Fireworks

GYTABIA sponsored fireworks in Great Yarmouth, Hemsby and Gorleston which went off with a bang and proved to be as popular as ever with visitors and locals alike. What do you think?



### Maritime Festival

The 19th Annual GYTABIA Maritime Festival, held over the weekend of 8th & 9th September attracted around 25,000 visitors and saw the collection of voluntary contributions rise by 30% over last year.

The closing ceremony included a tribute to Festival Chairman, Aileen Mobbs who has decided to stand down after 19 years of loyal service.



## Contact

The Company likes to keep all BID levy payers informed of all offers, events and information which may be relevant to businesses in the Borough.

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# Greater Yarmouth Tourism & Business



## NEWSLETTER SEPTEMBER 2018

- After months of preparation the Great Yarmouth Air Show finally took off attracting an estimated 170,000 people over the two days in June.
- The Air Show organised by GYTABIA was awesome, topped by the fabulous Red Arrows.
- However the spectators seemed riveted to their seats, spending less than anticipated.



## Measuring Progress...

GYTABIA use a series of measures to track the fortunes of Greater Yarmouth as a visitor destination. These range from feedback at our various meetings to monitoring the flow of pedestrians on Regent Road, estimating numbers attending our events to tracking the overall value of the tourism industry to the local economy.

The table below shows the findings of annual survey into the value of tourism 2014-2017; tracking the period of the BID.

	2014	2015	2016	2017
<b>DAY TRIPS</b> - number	5,662,000	5,621,000	5,746,000	6,055,000
<b>DAY TRIPS</b> - value	£189m	£199m	£204m	£209m
<b>OVERNIGHT STAYS</b> - number	4,531,000	4,115,000	4,153,000	4,521,800
<b>OVERNIGHT STAYS</b> - value	£246m	£248m	£248m	£263m
<b>TOTAL TRIPS</b>	6,690,000	6,674,100	6,782,700	7,143,800
<b>TOTAL VALUE</b>	£578m	£591m	£600m	£626m
<b>JOBS SUPPORTED</b>	11,475	11,475	11,902	12,427

In 2017 it is estimated that the local tourism industry supported jobs for 12,427 people - that's 35.5% of the local workforce.



## Following the Air Show GYTABIA conducted a quick and simple survey amongst levy payers prompting a 11% response rate.

83.91% considered the Air Show was successful in attracting large crowds

29.89% either disagree or strongly disagree that a day-long programme of flying with breaks would better help visitors to spend more

56.47% thought that June was the best month for an Air Show

68.6% thought we should manage without mobile food/drink retailers, which will mean a loss of £50,000 income that the BID levy would have to make up

80.24% either agreed or strongly agreed that the Air Show is good for the Borough and its reputation

To the question **“Do you think parking from £10 to £25 for the day is reasonable for a car and all its occupants?”**

- 41.86% Agreed/Strongly Agreed;
- 33.72% disagreed/strongly disagreed;
- the remainder neither agreed/disagreed.

69.77% agreed with the closure of the seafront

To the question: **“Do you think there was enough marketing and media coverage?”**

- 32.56% Agreed/Strongly Agreed;
- 36.05% disagreed/strongly disagreed;
- the remainder neither agreed/disagreed.

61.63% thought we should hold an Air Show in 2019

The questionnaires also prompted over 200 comments/observations which helped the Board come to a decision over future displays.



## Projected Income & Expenditure 2017-2018



Bid Levy	£470,000	
Maritime Festival	£86,000	
Airshow 2018	£364,750	
<b>INCOME:</b>		<b>£920,750</b>
Maritime Costs	£86,000	
Airshow 2018 Costs	£598,105	£684,105
<b>AVAILABLE 2018 BUDGET</b>		<b>£236,645</b>
<b>Priority Small Projects</b>		
Hemsby Beach cleaning	£4,900	
Enterprise GY Sponsorship	£1,500	
GY Wheels Festival	£6,000	
Gorleston Clifftop Fireworks	£2,000	
Hemsby Toilets	£1,292	
Caister village experience	£2,758	
NRSA	£5,000	
Burgh Village Fun Day	£1,200	
Winterton Marketing	£2,700	<b>£27,350</b>
<b>Priority Marketing</b>		
Marketing	£18,000	<b>£18,000</b>
<b>Priority Events</b>		
2018 Fireworks	£25,020	
Gorleston Switch On	£9,500	
Maritime attractions	£18,650	
Hemsby Fireworks	£14,840	£68,010
<b>MARKETING &amp; EVENTS TOTAL</b>		<b>£113,360</b>
<b>FMA</b>		
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	
<b>FMA TOTAL</b>		<b>£33,939</b>
<b>OVERHEADS</b>		<b>£85,750</b>
<b>CONTINGENCY</b>		<b>£5,000</b>
<b>TOTAL EXPENDITURE:</b>		<b>£238,049</b>
<b>SURPLUS/DEFICIT</b>		<b>-£1,404</b>