

# GREATER YARMOUTH TOURISM & BUSINESS



## NEWSLETTER APRIL 2020

### ► It's all systems go...

For a range of projects for 2020 following the decisions taken at the November 2019 meeting of the Board. New chairman Lyndon Bevan and company secretary Matt Smith guided Board members through lengthy discussions and lively debate to set a working budget for 2019-2020.

### ► Tourism on our doorstep

After nearly 20 years of study visits to UK and European resorts GYTABIA organised a 'local' study visit to some incredible venues in the Borough. About 40 industry representatives enjoyed a sunny October excursion.

### ► Season launch

Over 100 people attended the 'Season Launch' at Wellington Bowl in December. Special thanks to Family Amusements for hosting a great event.

### NEW BOARD MEMBERS

The Board of the GYTABIA welcomes 2 new directors following an election amongst charter members.



Nathan Race



Herbert Gray

They are Nathan Race, general manager of Haven Seashore and Herbert Gray who owns several outlets on Great Yarmouth seafront. For a full list of Board members see our website [www.gyta.com](http://www.gyta.com)



# SUPPORTING PROJECTS ACROSS THE BOROUGH



**Lyndon Bevan**  
Chairman GYTABIA

First can I say a huge “thank you” to the members of the Board who continue to give their time both freely and generously. The Board always attempts to provide a membership with a cross section of skills and both a sectoral and a geographical representation.

At the Board’s November meeting it considered a record number of potential projects that contribute to the overall objectives of the BID, which are:-

- ▶ To increase the number of people visiting and 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

Projects didn’t always get the funding they requested as the Board attempts to make the levy collection work to give the greatest return on investment. It’s never too early to start working on 2021 projects. The Board will be considering applications at their November 2020 meeting.

## LARGE EVENTS ( £5,000 + )

- Great Yarmouth Fireworks 2020
- Maritime Festival 2020
- Hemsby Fireworks 2020
- Wheels Festival 2020
- Gorleston Xmas Switch On 2020
- Aerobatic Firework Display 2020
- Pirates Birthday Bash 2020

## SMALL PROJECTS ( < £5,000 )

- Gorleston Clifftop Festival-Fireworks
- Caister Exposed
- Belton Fun Day
- Burgh Castle Fun Day
- Punch & Judy Pop Up

More details on these projects can be found on our website -

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

Funding allocations have ranged from £30k to £200.

## FACILITIES, MAINTENANCE & ACCESS

- Decorative Lighting
- Football Counters – Regent Road/Marine Parade
- Filby in Bloom
- Bee Friendly Caister
- Hemsby Beach Toilet Cleaning
- CCTV – Great Yarmouth
- Hemsby/Newport Beach Cleaning
- Caister Floral Displays

# YEAR ENDED 30 SEPT 2019 ACCOUNTS

	30 Sept 19	30 Sept 18
TURNOVER	£603,928	£756,926
COST OF SALES	£381,076	£1,051,444
GROSS PROFIT & LOSS	£222,852	£294,518
ADMINISTRATIVE EXPENSES	£8,260	£2,044
OPERATING LOSS	£214,592	-£296,562
INTEREST RECEIVABLE & SIMILAR INCOME		
LOSS ON ORDINARY ACTIVITIES BEFORE TAXATION	£214,592	-£296,562
TAX OR LOSS ON ORDINARY ACTIVITIES		
LOSS FOR THE FINANCIAL YEAR	£214,592	-£296,562

	2019	2019	2018	2018
FIXED ASSETS				
TANGIBLE ASSETS			£7,194	
CURRENT ASSETS				
DEBTORS	£50,467		£84,405	
CASH AT BANK	£87,216		£51,469	
	£137,683		£135,874	
CREDITORS: amounts falling due within one year	£199,887		£419,864	
NET CURRENT LIABILITIES		-£62,204		-£276,796
TOTAL ASSETS LESS CURRENT LIABILITIES		-£62,204		-£276,796
CAPITAL & RESERVES				
PROFIT & LOSS ACCOUNT		-£62,204		-£276,796

# SCHEDULE TO THE DETAILED ACCOUNTS: YEAR ENDED 30 SEPT 2019

	30 Sept 19	30 Sept 18
<b>TURNOVER</b>		
SUBSCRIPTIONS & OTHER INCOME	£7,008	£380,145
MARITIME FESTIVAL & OTHER INCOME	£46,656	£48,587
LEVY INCOME	£548,514	£480,000
AIRSHOW INCOME	£1,750	£148,194
<b>COST OF SALES</b>		
ILLUMINATIONS EXPENSE	£5,000	£6,543
COMMUNITY SAFETY	£7,500	£7,500
EVENTS & PROJECTS	£79,437	£111,148
MARITIME FESTIVAL	£114,796	£95,943
AIR SHOW	£38,610	£684,576
MARKETING EXPENSES	£26,850	£28,995
LEVY IMPLEMENTATION COSTS	£26,500	£52,606
FIREWORKS EXPENSES	£38,923	£39,604
PROJECT OFFICERS WAGES	£42,173	£24,168
STAFF PENSION COSTS	£1,287	£361
	<b>£381,076</b>	<b>£1,051,444</b>
<b>ADMINISTRATION EXPENSES</b>		
SUBSCRIPTIONS		
BANK CHARGES	£1,066	£776
DEPRECIATIONS - PLANT & MACHINERY		£1,269

# MARKETING

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The GYTABIA marketing group has been busy over the winter months, considering a number of opportunities from different organisations. After receiving a number of presentations, the marketing group has selected four organisations to support the delivery of Greater Yarmouth's destination marketing plans. These plans are now well under way, as GYTABIA looks to forward to working closely with three marketing organisations and a research company.

The marketing group has appointed TMS Media to look after the design and creative side of marketing. TMS is based in Great Yarmouth, and has worked closely with GYTABIA on a number of projects in the past. The marketing group were very impressed with some of the concepts and visuals put forward for destination marketing campaigns.

Bury St Edmunds based company Media Managers was chosen for the role of media buying and management. Media Managers has a wealth of experience and bring a new and fresh approach to the marketing of the area.

The marketing group has also appointed Blakeborough PR, a specialist travel and tourism PR agency. Blakeborough PR will focus on raising the profile of Greater Yarmouth on a national basis. Blakeborough PR visited Greater Yarmouth in February to understand more about the overall offer of the area.

Finally Destination Research UK was appointed to undertake a comprehensive visitor survey across Greater Yarmouth during the summer months. The research will be used to inform projects and marketing decisions in future years.



## POP-UP PUNCH & JUDY

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The GYTABA event group has developed a project enabling tourism businesses across Greater Yarmouth to apply to host a Punch and Judy show in July and August 2020.

Any business which has land, that is accessible to the general public, where they are able to host the show, can apply by email, advising of what date and times (up to a maximum of 3 shows) they would like to host a show. The cost of an application will be £25 (for a maximum of 3 shows in a day). If you are interested in applying to host a show, please email [info@gyta.com](mailto:info@gyta.com)

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## **ANNUAL REPORT - BOARD MEETINGS**

### **28 NOVEMBER 2018**

Presentation on the preparation of a new (4)\* Tourism, Culture and Heritage strategy. Board members discussed (7) and approved the funding allocation to a range of projects. Good feedback on the recent study visit to Southport.

### **29 JANUARY 2019**

Agreed to stage a study visit to Whitby in October 2019 (7.1). The Board agreed (9.3) to a timetable leading up to the 5-year ballot. The Board also identified the 'Frequently Asked Questions' (9.5).

### **12 MARCH 2019**

(9.1) The CEO of the BID attended GYBC economic development committee to present the case to continue the BID for a second 5-year term.

### **14 MAY 2019**

The Board agreed not to pursue a visit to Whitby following a rather hostile response from Whitby traders. Presentation (3) by Greater Anglia Railways. The Board (9.1) agree to reduce the funding available for the Great Yarmouth seafront fireworks display. The Board agreed to appoint (6.5) Lyndon Bevan and Matt Smith as chairman and company secretary elect.

### **07 AUGUST 2019**

First meeting after successful BID vote (5). Some concerns were raised about discontinuing the resort brochure without any consultation. (9.1)

### **12 SEPTEMBER 2019**

The Board agreed to postpone the October study visit (4) and agreed to use the dates to stage a local 'study visit' in the northern parishes of the Borough. Feedback on Summer Fireworks (6.1) & Maritime Festival (96.2)

\*Numbers in brackets refer to the minute number.

Minutes of all our Board meetings are held on our website [www.gyta.com](http://www.gyta.com)  
Please email [Karen@gyta.com](mailto:Karen@gyta.com) to get the access code.



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