

Greater Yarmouth Tourism & Business Newsletter September 2015



The positive impact of the BID continues to be felt across the borough supporting projects from Martham to Hemsby; from Gorleston-on-Sea, to the Broads and in Great Yarmouth.

Marketing has been a big driver for the first year of the BID as we aim to improve perception and increase awareness of the area.

Many projects encourage local people to get out and enjoy what is on our doorstep whilst other projects are designed at increasing tourist footfall by inspiring new staying and day visitors to come to the area.

The more people who spend money in our restaurants, shops and hotels, the more profitable businesses will be, the more local people will be employed, the more they will have to spend in local businesses - and so the cycle goes on. The competition to win people's leisure pound and leisure time increases every year, so it is imperative that we collectively raise our game and find more ways of inspiring visitors and local people to spend money in Greater Yarmouth.

More than 100 locations including cafés, beaches, tourist attractions, accommodation and shops across the borough have been filmed as part of our 70 second themed webisodes and new TV advert project.

For more details about marketing campaigns run this year, see page 6.

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From accountants and architects to zoos, via builders, butchers, camping or caravan site, car parks, food production, and retail, hairdressers, hotels, restaurants and cafes, pubs, transport operators, village events – there's 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 in the visitor economy.

Professor Victor T.C. Middleton OBE, FTS

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01493 844422

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

www.gtyarmouthcaravans.co.uk

From the Chairman



David Marsh

As we come towards the end of our first BID year, ending on 30th September, it is time to reflect.

With all the good intentions of my fellow volunteers, we knew there would be some businesses who would not share our vision. We have however passed those early challenges and despite various delays we are proud to have delivered on our planned projects on time and on budget. There is a full breakdown

on page 11 of what we have been able to achieve. We are ever ambitious and to that end are again inviting project applications from any levy payer for the forthcoming year; see the website for further details. Applications should be submitted no later than October 31st so that they can be considered at our November board meeting.

Many exciting projects are being looked at for 2016 and beyond including a Comedy Festival, Eating Out Week and even an Air Show, as well as our successful Maritime Festival and firework displays, but there are lots of hoops to be jumped through before we can firm plans up.

We welcome new input to our vision, to that end we will be holding elections to our board early in 2016 after which it will be my pleasure to welcome a new chairman.

Over the coming weeks we invite you all to attend your sector group meetings, please come along and get involved.

Sector	NR29	NR30	NR31	Any	Total
Retail	1	1	1		3
Superstores				2	2
Holiday Centres / Self-Catering	1	1	1	1	4
Leisure Attractions	1	2	1		4
Restaurants & Cafes				1	1
Hotels / Guest Houses		1		1	2
Public Houses				1	1
Supplies & Services	1	1	1		3
	4	6	4	6	20

The New Board

The current interim Board of unpaid volunteers have risen to the challenge of helping to shape the new Greater Yarmouth Tourism and Business Improvement Area and have taken some tough decisions.

Elections for the first formal Board of Directors will take place in early 2016 but the process begins now. To be eligible to stand as a Director and vote in the Board elections you must have:

- Registered as a company member (this is a legal requirement), agreed to abide by the company charter and have paid your BID levy before the first reminder.

Founder Directors and Local Authority members are eligible to stand for election. The Board will always have 4 local authority public sector members.

It is important that the Board retains a balanced make-up of company directors covering both key sectors and geographical areas. It is likely therefore that the representatives on the new Board will come from the following sectors and areas:-

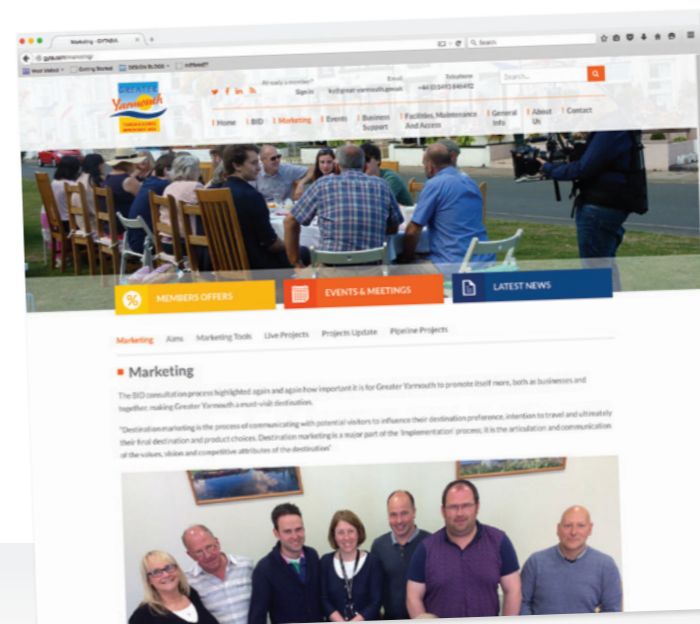
Support Your Bid & Be Supported

All BID levy payers can come along to your most relevant sector group meeting, held at least twice per year. The current schedule of meetings is noted on the right, however sometimes we do need to change the dates. Please check with Karen (karen@gyta.com) for the latest date and time. If you're able to host a meeting, do let her know, it's always good for people to see other member's businesses first hand.

Application forms for projects to be considered for funding whether part or in full by the BID at the November Board meeting are now available to be downloaded from the GYTABIA website www.gyta.com. Ideally, ideas for BID projects should be discussed as the most relevant sector group meeting so that the project comes to the Board with the sector group's full support. The deadline for submitting completed application forms to karen@gyta.com is Friday 31 October.

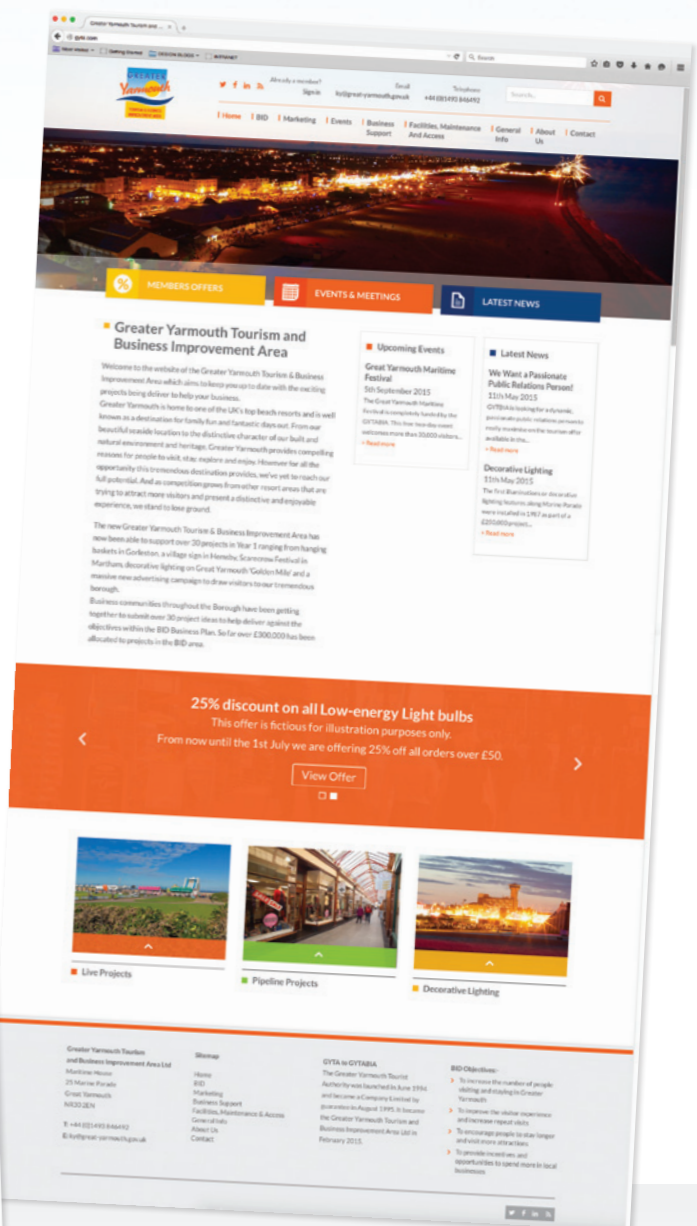
Website: www.gyta.com

The new website is live with all sorts of useful information about the business improvement district.



Meeting Dates

29 September	Hotels / Guest Houses
02 October	Retail
06 October	Hemsby
08 October	Gorleston-on-sea
13 October	Tourism Retail
15 October	Restaurants / Cafes
20 October	Marketing
03 November	Holiday Parks / Self Catering
10 November	Supplies & Services
12 November	BID Board
08 December	New Season Launch



Marketing

Money spent by visitors to the Greater Yarmouth area filters through the economy to benefit all businesses in the borough both directly and indirectly; directly by visitors buying goods and services like holiday accommodation, tickets to attractions and products from local shops and indirectly through businesses supplying the tourism industry and by money spent locally by those who have jobs in the Greater Yarmouth tourism industry.

Marketing is key to making sure that Greater Yarmouth remains top of mind for our valuable repeat visitors, and that new visitors make the decision to come here.

The GYTABIA is committed to raising awareness of the whole borough as a fantastic holiday and day trip destination, to attracting visitors and injecting new cash into the local economy by running marketing campaigns outside the area. Where appropriate, we will continue to encourage local people to use local services.

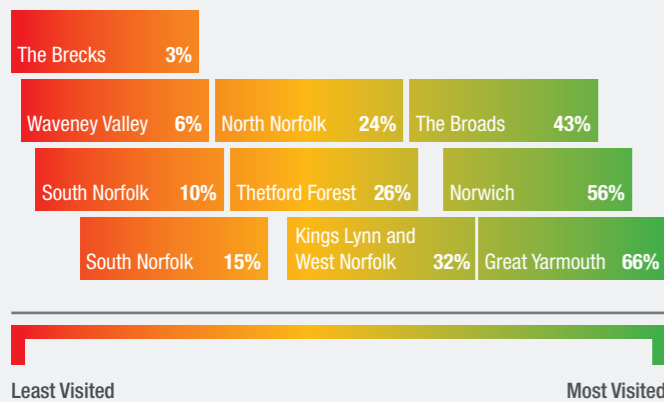
For example a campaign to promote Gorleston-on-Sea to locals and those within a 45 minute drive was broadcast on The Beach and Radio Norwich in August this year as part of the GYTABIA marketing strategy.

Great Yarmouth has a strong core product, strong brand and the strongest external image within Norfolk as evidenced by recent research carried out by VisitNorfolk.

Visiting areas of Norfolk

Great Yarmouth is Norfolk's most visited area, with two thirds of the sample having visited.

Great Yarmouth specifically attracts C2DE (76%) and those with a limited income of less than £250 a month (70%).



Who are our current staying visitors?

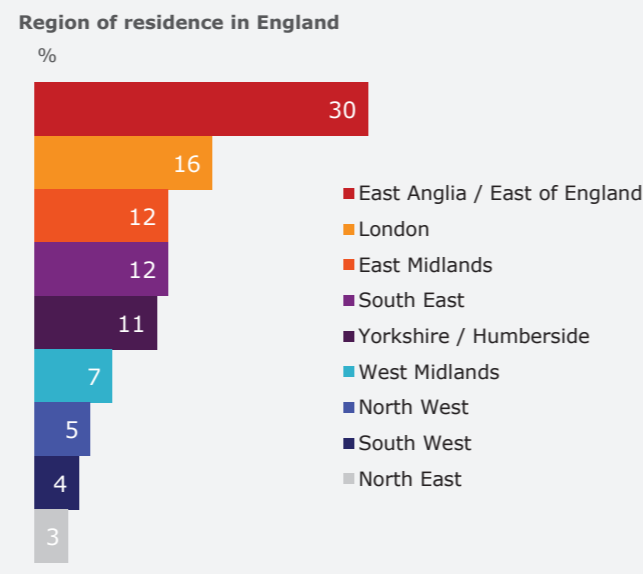
4.2million bed nights per year are generated by staying visitors in Greater Yarmouth. The majority of staying visitors are aged between 18-54 and are likely to be in a family group within the C2DE bracket. Empty nesters in the 55+ age range account for 34% of visitors.

44% of staying visitors will stay in a caravan or on a holiday park, 48% in serviced accommodation.

44% of staying visitors stay for 4 nights or more, which is longer than in most other seaside destinations. 75% of staying visitors visit the beach; shopping, exploring the surrounding area and visiting a theme park are the other most popular activities.

5.2 million day trips per year to the Greater Yarmouth area generates £182million for the local economy. Figures indicate that from every £1 spent, day visitors spend 34% on shopping, 41% on food and drink, 11% on attractions and 14% on travel costs.

Where do our visitors come from?



Who do we currently market to?

We promote Greater Yarmouth as being the premier beach resort on the Norfolk coast, a traditional but modern, upbeat beach holiday resort surrounded by Broads and countryside. Our marketing campaigns will always aim at attracting our traditional C2DE empty nesters and the C2DE family school holiday market, the cornerstone of the borough's customer base and tourism spend but we are also looking for opportunities to increase visitor numbers, type and spend by focussing on new target markets, capitalising on the fun, easy going, relaxed nature of the borough, creating a vibrant destination where people of all ages enjoy taking holidays and short breaks.

Due to schools getting stricter and stricter about allowing children out in term time, growth in new markets must be targeted outside of the July and August school summer holiday peak. To achieve this, businesses in Greater Yarmouth must work together to develop our overall product and ensure it is attractive to a different audience so we can target alternative, sustainable and more affluent visitors in

off peak and shoulder periods, in particular May, June and early July as well as late September and October using new events and promotions focusing on food and drink, heritage, broads and countryside. The long-term aim is for year-round tourism spend, generating higher tourism spend in the accommodation, attractions, retail and dining sectors.

It is essential that all visitors are given strong reasons to visit and to return time and time again over and above visits to specific attractions or the beach. Whilst we have to acknowledge that the weather will play a part in decision making, marketing the diverse range of attractions suitable for all weathers and producing a strong and compelling events programme is essential to give visitors another good reason to come to Greater Yarmouth.

The GYTABIA Marketing strategy can be read on the website www.gyta.com



2015 Marketing campaign summary



Filming Great Yarmouth TV Advert



Filming the Food and Drink Themed Video

Research & Feedback

An annual programme of research, monitoring and benchmarking will assess the economic impact of tourism to Greater Yarmouth, and will also identify areas for development, improvement and key opportunities which should be maximised. The results will be available on www.gyta.com

A special market research SWAT team has been working over the summer to assess the impact of the fireworks in Hemsby and in Great Yarmouth, with researchers out and about on fireworks evenings to talk to visitors. The report is due in time for the 10 September board meeting.

Your business can get involved too – we are planning on implementing TSTATS, a completely confidentially online monitoring system which allows you to benchmark your business against others in your sector, but also allows you to see what the tourism website hits are like, what the car parking figures look like, whether we're up or down on previous years. You've got to be putting data in to get data out however, so get in touch to see how you can participate.

The GYTABIA has worked in partnership with GYBC's Tourism Department to run some great new marketing campaigns in 2015. –

In Spring we worked with VisitEngland to promote Great Yarmouth as a seaside resort, with an online campaign and a national Heart radio campaign.



We've been working all year with VisitEngland on their #RealTimeTravelGuide, a website which gathers our tweets @GYTouristInfo and broadcasts them to people looking for certain types of holiday.

From Easter to the end of August we sponsored the weather on Heart radio in Essex, Hertfordshire, Bedfordshire and Buckinghamshire, with Greater Yarmouth mentioned every hour on the hour and on the website, changing our tag lines every few weeks to ring the changes and communicate as much as we can about the area.

In two week bursts, from May to the middle of June, we promoted Greater Yarmouth on Sky TV in Essex and North London to hit the 2-3 hour drive time market for staying visitors, but also in Suffolk, Cambridgeshire, Norfolk and Peterborough to hit the slightly nearer 1.5-2 hour drive time markets, targets for staying and day trips. SkySmart technology meant we could closely target our adverts to the

decision makers who will lead the way in booking holidays and day trips.

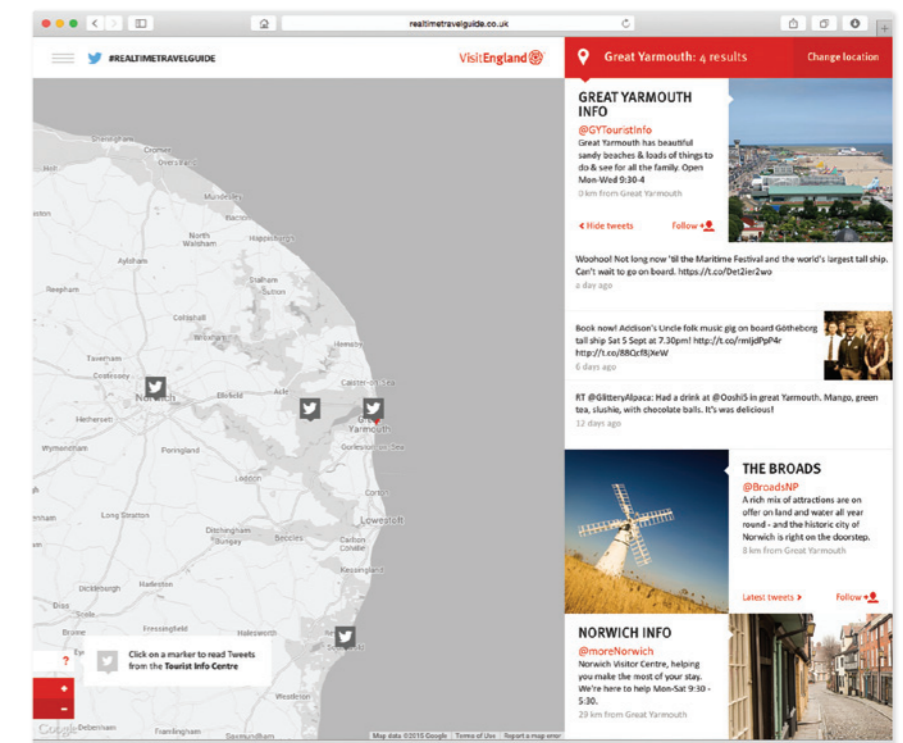
The new activity which we have been unable to afford previously, has made an impact already, with Hoseasons Simon Altham, managing director of Hoseasons saying

'I was looking at data to pick out this year's trends and it was great to see Great Yarmouth on top and this is not just a summer holiday story Great Yarmouth is proving to be popular all months of the year'. Mr Altham also paid tribute to the work of the borough's new tourism focused business improvement district (BID) and the efforts of Visit Norfolk in repositioning the Greater Yarmouth area from being just a 'one dimensional seaside resort'

August has seen our TV company out and about filming some new footage to produce a new TV advert and also several 'webisode' 70 second videos which we'll use online, on our website and via social media to promote the area. All sorts of businesses all over the area have been asked to participate to make sure we showcase a huge range of tourism related companies.

A new social media blogging campaign is planned for September and October in the run up to half term, as well as a new event, Pumpkinanza - further details on the back page.

We are already planning our marketing activity for 2016, including when new TV advert will be shown



Real Time Travel Guide

Events

Whilst the lure of the seaside was once enough to get holidaymakers here in their droves, already in the 1920s and 1930s extra activities off the beach were being developed to entertain visitors. In the 1960s and 1970s Great Yarmouth moved up a gear developing an eclectic mix of arcades, attractions and family entertainment centres. As the new millennium dawned, the resort's rich heritage played a part in extending the resort's appeal to more visitors.

Over the last decade Greater Yarmouth, like many tourist destinations, has recognised the strategic importance of staging a sustainable events programme to give visitors reasons to choose our destination over others they could visit.



The Götheborg

Events funded or supported by the GYTABIA in 2015

It is estimated that this year's **Maritime Festival** generated £xxx,xxx for the local economy and provided some important editorial coverage aimed at changing perceptions of visitors to the Borough. The centrepiece of the festival was of course The Swedish Ship Götheborg – the world's largest wooden ship measuring 58.5m long by 11 metres wide and standing 5 decks high. It was the first time the Swedish tall ship has been seen at a UK maritime festival.

Fireworks in Great Yarmouth, Hemsby, Gorleston-on-Sea. 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



Great Yarmouth Fireworks

(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 they shared experience with family and friends.

The UK Beach Volleyball Tour took place Gorleston-on-Sea this year rather than in Great Yarmouth. The new setting made for a great event and helped raise the profile of Gorleston in the local and regional press.

Mitchell Swann of Marine Amusements said: "it was fantastic to host the volleyball in Gorleston and the organisers seemed really pleased with the quality of the sand. The whole event gave Gorleston a huge buzz with loads of people spending more time than they'd planned on the esplanade."

Other Events

The GYTABIA has also funded the fireworks at Gorleston Cliff Top Festival, and has given money to Martham Scarecrow Festival, Brush with the Broads, Great Yarmouth Arts Festival and has run a campaign to promote Gorleston, highlighting the new summer markets.

Developing More Events

The mix of attractions in Greater Yarmouth is still one of the biggest and best in the country, with a wide range of activities indoors and out. In establishing an events programme, businesses must recognise that a fine balance of well timed, well-staged and well publicised events will

complement and enhance the current offer rather than compete. The GYTABIA welcomes ideas for events from all BID levy payers.

Events perform at different levels, depending on what sort of event it is, from

a local 'cosmetic event' that gives added amusement to visitors already in the resort to the high cost, time-demanding events that projects a destination onto a national or international stage and gains the benefits of high profile media coverage.

The following chart suggests 5 levels of event-type. These are very broad categories and on occasions an event could easily span two categories.

Level 1	Level 2	Level 3	Level 4	Level 5
Little or no pre-publicity unless there is a direct participation element Little or no organisation	Moderate pre-publicity Moderate organisation May have potential to grow	Often linked with a media or event organisation that generates pre-publicity that can help to reduce host destination costs. They have the potential for growth	These events are likely to create relative high financial commitment/risk for the host destination	These events demand high site management costs, major publicity; and significant numbers of visitors during a short period
Likely entertain those already at the destination rather than act as a 'hook' to encourage day visitors to travel into the destination	May encourage a few niche visitors to travel to the destination	Will attract visitors for the specific purpose to participate or spectate (often sport linked), Should attract over-night visitors	Some of these events are staged with the aim of generating a new audience. 15,000-25,000 visitors	25,000+ visitors plus visitors spin-offs as a result of a TV broadcast
Car Rallies Street Entertainers (not part of a bigger event) Product promotions Kite Festival Band concerts	Pumpkinanza GY Wheels Festival	Fireworks Soccer on Sands Beach Volleyball Bowls Festival East Coast Run	Gorleston Festival	Beach concerts Maritime Festival Out There Festival Would also include Air Shows

Applications to stage new events should be submitted to the Events sector group, chaired by Lyndon Bevan.

Other Projects

Further to applications forms submitted, the GYTABIA is pleased to have supported a number of projects around the borough this financial year. A contribution was made to Filby in Bloom to enable them to make an even bigger and better display this year. As we go to press, we wait for news as regards their final award. GYTABIA has also contributed towards the Station Ambassadors scheme, welcoming visitors who travel to the area by train.

In addition to the Hemsby fireworks funded by the GYTABIA this season, the Hemsby & Newport Sector group also successfully applied for a new sign to welcome people to the village resort.

Gorleston Traders Association applied for funding for an 'in bloom' project, and the glorious hanging baskets all along the high street this summer were funded by the GYTABIA.

Gorleston also applied for funds to assist them with their plans to develop Ivy Lodge into a heritage centre. Architects plans have been drawn up and an outcome on their planning application is awaited.



Gorleston in Bloom



Filby in Bloom



Station Ambassadors

Decorative Lights



As one of the GYTABIA's first projects to come to fruition, Marine Parade, Great Yarmouth's Golden Mile is now aglow once again in the evening with 42 decorative sails in position in lamp posts all along the seafront.

David Marsh, interim Chair of the Business Improvement District said; 'The introduction of the BID means that our resort has finally got the funds it needs to display and maintain nearly 1½ miles of seafront decorative lighting, a long-held, eagerly anticipated tradition in seaside

resorts across the country. This modern lighting scheme ensures the Golden Mile remains a bright focal point for Greater Yarmouth's many millions of seaside holidaymakers.'

The five year lighting contract worth £112,287 was won by Festive Lighting and the lights installed by their local distributor, Cozens (UK) Ltd. More than 4 kilometres (2.7 miles) of LED rope lighting featuring 440 sets of lights and totalling 35,200 LEDs has been used to fabricate the 84 sails each measuring 3.7m tall x 0.7m wide in four different colours to fit in the existing

lamppost apertures, installed as part of the inteGREAT seafront refurbishment programme in 2008.

The five-year contract which spans the duration of the business improvement district agreement includes all maintenance and a complete refurbishment in year three as sea salt and sea spray are recognised to be some of the harshest conditions for metal and electrical objects to withstand. Should your area of the resort have decorative lighting? Get along to your sector group, discuss your ideas and put in an application for the Board to consider.



Financial Statement - Year 1

1st October 2014 to
30th September 2015

Greater Yarmouth Tourism & Business Improvement Area Ltd

Bid Levy	£480,000
Maritime Festival	£82,130
Public Inf Pillars (net)	£750
INCOME:	£562,880

SMALL PROJECTS

Visit England Summer holiday campaign on Global radio and online	£5,000
Visit Norfolk partnership contribution	£8,000
Brush with Broads art festival - 24-27 September	£4,390
Beach Volleyball in Gorleston - June	£4,000
Market Research - Fireworks and Maritime Festival	£7,500
Planet Norfolk Hemsby film	£2,000
GY Film & TV Festival - 26 - 27 September	£4,460
Gorleston Cliff Top Festival fireworks - July	£2,000
GY Arts Festival - 4 week event in June	£6,950
GY Wheels Festival featuring Bloodhound Land Speed car 12-13 September	£5,000
	£49,300

MARKETING

10 Webisodes and new TV advert production	£26,000
Sky TV advertising - North London and Essex	£53,540
Global radio weather sponsorship Herts / Beds / Bucks	£12,276
Sky TV advertising - IP, PE, CO, CB & NR	£32,630
Global radio weather sponsorship - Essex	£36,442
FaceBook, Google Adwords, Remarketing and YouTube advertising	£5,500
Social Media Blogging campaign targeting young families	£5,000
Production of 10 additional in-depth films for use online	£10,000
Pumpkinanza October Half term event	£5,000
	£186,388

EVENTS

2015 Fireworks (6 displays)	£10,000
2015 Maritime Festival	£10,000
Maritime attractions - tall ships	£25,000
Additional firework displays	£15,680
Hemsby Fireworks	£11,000
Maritime Costs	£81,230
	£152,910

MARKETING & EVENTS

	£388,598
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FACILITIES, MAINTENANCE & ACCESS

Hemsby Sign	£700
Seafront decorative lighting scheme	£36,393
Access Gateways - project to improve entrances to borough	£40,000
Filby in Bloom	£2,000
Station Welcome Host	£1,500
Gorleston in Bloom	£2,000
Gorleston Ivy Lodge project	£5,720
South Quay Webcam	£2,000
	£90,313

OVERHEADS

Project staff costs	£45,000
Levy Collection Costs	£18,100
Training, Bank Charges, Insurance & other overheads	£20,200
	£83,300

TOTAL EXPENDITURE

	£562,211
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SURPLUS/DEFICIT

	£669
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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 2016.

Meet The Team



Alan A Carr

Alan is the GYTABIA Chief Executive and has spent over 30 years in private sector and public sector tourism organisations developing partnerships to enhance tourist destinations - for the last 20 years in Great Yarmouth.



Kirsty Burn

Kirsty is an experienced tourist destination marketer. Kirsty's enthusiasm is infectious and indeed contagious; she always has a range of marketing projects on the go.



Karen Youngs*

Karen has been the Project Manager for GYTA and GYTABIA for nearly 10 years organising projects ranging from the installation of lighting to Annual Tourism Lunches. Karen is a 'networking' guru and is keen to get to speak to every BID levy payer.



Asa Morrison*

Asa is an independent Tourism Consultant, who brings 25 years of experience in the Leisure and Tourism Sector to the team, Asa has a specialism in long term project delivery in destinations and works primarily on pipeline projects.

Alan and Kirsty are helped and supported by Sheila King and Lyn Bird who work on all marketing projects and by Tourism Events Manager David Helsdon who works with Civic Events Manager Laura Goodman on events across the borough.

*Karen and Asa are employed by GYTABIA, all other staff by Great Yarmouth Borough Council with whom we work in close partnership.

Great Yarmouth Wheels Festival

The new Great Yarmouth Wheels Festival which took place along the Great Yarmouth seafront on 12 - 13 September featured Bloodhound, the land world speed record show car and all sorts of other vehicles including the opportunity to build a rocket car. This festival is set to get bigger and better next year with more vehicles designed for speed to be on display.

Your Ideas

New ideas are lifeblood of GYTABIA and we keen to hear any ideas for projects covering marketing, events, facilities, maintenance, access or landscaping, so do get in touch.

Contacts

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 and Business Improvement Area Ltd in December 2014.

Email karen@gyta.com

Phone **01493 846492**

www.gyta.com

in Follow us @GYTourism

Company Number 3090229

DISCLAIMER

Whilst every care has been taken to ensure the accuracy of the information contained in the newsletter the publishers reserve the right to alter or change any date of meetings or events without prior notice.

PUMPKINANZA

Join the fun extravaganza of all things pumpkin over October half term in Greater Yarmouth

SATURDAY 24 OCTOBER TO SUNDAY 1 NOVEMBER

EXPLORE THE PUMPKINANZA PUMPKIN TRAIL

Can you find all the pumpkins?

WEDNESDAY 28 OCTOBER

FIREWORKS AND PUMPKINANZA COMPETITION

Calling all pumpkin carving artists! Get creative with your best pumpkin carving skills and enter our competition on Sea Life Centre Gardens

CELEBRATE PUMPKINANZA WITH AN AMAZING **FIREWORKS DISPLAY** AT 7.30PM