

# Greater Yarmouth Tourism & Business NEWSLETTER MARCH 2016



## SHARE THE GREAT TIMES

A series of mini movies are showcasing the people, places, activities and events that make the Greater Yarmouth destination great.

The short films being released on the internet to create an online buzz as people switch to the web for their news, and their ideas for where to go on holiday.

The 70-second short stories, filmed by Norfolk-based production company Ember, include snapshots of family fun at funfairs, a couple relaxing by a roaring fire after a romantic beach walk, mouth-watering meals and afternoon teas.

They tell the tales of tourism characters – from Thrigby Hall Wildlife Garden's Ken Sims talking about buying his first crocodile, to circus ringmaster Jack Jay describing his passion for the historic family-run Hippodrome venue, and Caister lifeboatman Jason Delf's double life as a hotelier and lifesaver.

Each film carries the hashtag #ShareTheGreatTimes

Great Yarmouth Tourism and Business Improvement Area Ltd chief executive Alan Carr said: "We want to inspire a new generation of customers through a medium that is current, relevant and accessible."

See the short films at [www.great-yarmouth.co.uk](http://www.great-yarmouth.co.uk)



**01493 844422**

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

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

## Getting people on board



**Interim chairman  
David Marsh**

It is time to reflect on the challenges and successes of the past two years of living the BID (Business Improvement District) life that I have shared with a dedicated team of volunteer directors, staff and supporters - all passionate to make a real difference to business throughout our great borough.

The basic concept of a BID is simple and dynamic. It is a set of business improvement measures that are proposed by business, carried out by business and paid for by those same businesses who will gain the benefit.

Whilst our local council support business in every way they can, in today's world of austerity they can never have the cash they would like to have to support the kind of measures that our BID is supporting.

BIDs gives business the power to help determine its own future. Projects such as firework displays, Maritime festivals, seafront illuminations, Gorleston Christmas light switch-ons and the potential 2017 Air Show can only be afforded if ALL businesses that can benefit put their hand in their pockets in a fair and equitable way.

BIDs can raise the money needed through a rate levy, which is seen as the fairest system, albeit not perfect. No-one wants yet another overhead cost, but our businesses want to see some action.

We have started something real and relevant to businesses in our borough and so I say to those who are unhappy with the scheme: It is here and here to stay. Surely it must be better to work together to that simple and dynamic concept to ensure it works best to benefit us all.

You can attend our meetings, and becoming a member of the BID company opens up your opportunity to have a voice on our board." Visit our website at [www.gyta.com](http://www.gyta.com) for further details.

Having completed our first full trading year as a BID company we have provided extracts of our annual accounts within this newsletter (see pages 13-15) for transparency and your information. Full copies of the accounts are available again on the website.

## Making a difference



**Vice chairman  
Barry Coleman**

Recent figures published in 2015 by specialist company Destination Research suggest that the value of tourism to the borough of Great Yarmouth was £577,506,398 - and that the visitor economy supported jobs for around 32% of the local workforce.

Clearly tourism is big business and in many ways it is everyone's business as it touches every corner of life in our borough either directly or indirectly.

I have attended numerous conferences with speakers often talking about the role that tourism plays in 'Place Making'. I am not a big fan of buzzwords and had to Google 'Place Making' to understand what it all means.

Apparently 'Place Making' capitalizes on a local community's assets, inspiration, and potential, with the intention of creating public spaces that promote people's health, happiness, and well being.

To me this simply means "if you create a nice place, people will want to live in it and visit it"

So how does the BID fit in to all this?

The BID, through its collective effort, does help to make the borough a nicer place by supporting environmental improvements and staging exciting events. And the BID is already playing an important role in enhancing the profile of the borough and its businesses.

As a member of the BID Board I can see how passionate and committed the Board members are about helping to make a difference.

## New GYTABIA Tourism Board

The new Board of the Greater Yarmouth Tourism & Business Improvement Area Ltd will take over following the Annual General Meeting on 10th March. Board members represent a wide range of business sectors, a good spread of geographical areas and a selection of varied skills.

They include 20 people from the private business sectors of:

- retail
- superstores
- holiday centres & self-catering
- leisure attractions
- restaurants and cafes
- hotels and guest houses
- public houses
- supplies and services

In addition to the 20 private business representatives, five borough councillors also serve on the board. The Vice Chairman is the Cabinet member for Tourism.

Board members are all volunteers who are committed to delivering the Business Plan. Eligible candidates are either founding members, voluntary members or joining-members (ie those who have been a member of the company for at least 12 months.)

The first meeting of the new board will elect its chairman for the coming year.



**Gareth Brown  
Haven Caister**

### Chair of Facilities, Maintenance and Access Output Group

"Looking after the destination and thinking about how our visitors feel when they arrive is of prime importance. It's essential that they feel welcomed, safe and secure and about to embark on an exciting holiday, day trip or short break."



**Lyndon Bevon  
MB's Hemsby**

### Chair of Events Output Group

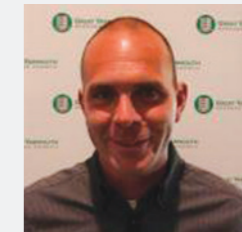
"The BID's focus on events is certainly shifting up a gear with fireworks in Hemsby and Great Yarmouth, volleyball in Gorleston and the consideration of an Air Show for 2017."



**Ken Sims  
Thrigby Hall  
Wildlife Gardens**

### Chair of Marketing Output Group

"The overall marketing strategy for the destination has always been incredibly important and with the additional funds from the BID we are able to achieve so much more and market the area using all sorts of methods previously unavailable to us."



**Cllr Andy Grant  
(Conservative)**

"The BID is an amazing opportunity for people to work together on projects that have a wider benefit for many businesses. Whilst the big projects are important it's the smaller projects that really encourage a sense of community; and most depend on local volunteers coming together and making things happen."



**Cllr Katy  
Stenhouse  
(UKIP)**

"No business is an island and nearly all businesses depend on each other to complement and enhance the customer offer. The BID is encouraging businesses to work together for everyone's benefit. Working on the BID Board I have been really impressed by the range of groups bidding and receiving financial support; it's great to see so much passion and commitment."



**Cllr Michael Jeal  
(Labour)**

"I live on the seafront in Great Yarmouth and recognise its importance as the shop window for the borough's tourism industry, however the Tourism and Business Improvement Area is about the whole borough working together to help sustain a dynamic local economy with its diverse mix of businesses supporting and supplying the tourism industry."

## Review of 2015 EVENTS



### SPECIAL EVENTS DRAW IN BIG CROWDS

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 year.

The fun ranged from Martham Scarecrow Festival and Brush with the Broads open air art programme to Beach Volleyball in Gorleston, Fireworks in 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 and amusements.

To help the BID learn more about the benefits and impact of such events, in-depth research was carried out by market research company Insight Track at the Fireworks and Maritime Festival.

It helps get a clearer picture of who visited, what else they did, and to gauge their opinions to help planning of future events.

### Fireworks 2015 Research

At the Fireworks displays in Great Yarmouth and Hemsby around 300 people were interviewed.

Among the findings were:

- **90%** rated the event positively as excellent or good
- **86%** were visitors to Great Yarmouth and Hemsby (52% from the East of England)
- **88%** were aware of the fireworks prior to the day
- Visitors spent around £32 during the evening compared to £14 by local resident
- **49%** said the event changed for opinion of Great Yarmouth or Hemsby for the better

### Maritime Festival 2015 Research

At the Maritime Festival there were around 200 interviews, which revealed that the split between locals and visitors was roughly 50/50.

Other findings included:

- **75%** had travelled to Great Yarmouth specifically for the event
- **90%** had heard about the event before they arrived in Great Yarmouth
- **94%** gave a positive rating of excellent or good
- **70%** of visitors were day trippers, 98% of whom were from the East of England
- Just over half (55%) were aged over 55
- Most visitors spent about 2 hours at the Festival then went on to other activities – such as shopping, eating out or visiting the seafront.

## 2015-2016 PROJECTS

Board members had the tough task of whittling down more than 150 pages of new project ideas into a priority list.

The ideas came from BID levy payers, who were asked to think about projects such as new events, marketing initiatives, or something more physical like landscaping or environmental improvements.

The board picked the shortlist by assessing each suggestion against a set of key measures which scored their ability to deliver against the key objectives in the BID Business Plan.

### LARGE EVENTS PROJECTS

Airshow 2017  
Eating Out Week 2016

### SMALL EVENT PROJECTS

(Under £10,000)  
UK Beach Volleyball  
National Schools Sailing Regatta  
Gorleston 2016  
GY Wheels Festival  
Gorleston Cliff Top Fireworks  
GY Arts Festival  
Brush With the Broads  
GY Film Festival  
Martham Scarecrow  
Hopton (10th) Summer Fete & Carnival

### MARKETING PROJECTS

Marketing  
Hemsby Promotional Leaflet

### FMA PROJECTS (Under £10,000)

Park & Save Scheme  
Station Welcome Hosts  
Filby in Bloom  
Winterton Improvements maps etc  
Access Gateways  
Gorleston Ivy Lodge Project  
Hemsby Hanging Baskets  
CCTV  
Vauxhall Bridge  
Scratby Brown Signs

### CORE PROJECTS

Seafront Decorative Lighting  
Footfall Monitoring  
Visit Norfolk  
Gorleston Switch-On  
Great Yarmouth Summer Fireworks  
Hemsby Fireworks  
Maritime Festival



## Reaching Far & Wide

The BID's impact is being felt 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.



### GORLESTON-ON-SEA

Ivy Lodge Project.  
A project to transform the currently derelict Ivy Lodge in Priory Gardens into a heritage tearoom offering work experience placements to young adults with learning disabilities has been supported by BID.

Gorleston Clifftop Festival.  
Fireworks, funded by the BID will close the annual free family orientated festival with live music, stalls and activities on Gorleston Clifftop.

Gorleston High Street Christmas Switch-on.  
Support for the festive family fun and fireworks marking the switching on of the town's Christmas lights.

### HEMSBY

Funding for fireworks and hanging baskets in Hemsby and Newport which have more visitor beds than Brighton and represents one of the highest concentration of self-catering visitor accommodation in Europe.

### SCRATBY

Funding to provide signage providing passing traffic with information about the shops, holiday parks and accommodation available in Scratby.

### HOPTON-ON-SEA

10th Summer Fete. Funding support for a popular tourist village event of musical theatre, stalls, arena events, and a carnival procession.

### MARTHAM

Scarecrow Festival.  
Funding support for a community village activity providing the chance for residents and visitors to join in with the various activities centred around the scarecrow theme.

### FILBY

Funding support provided for the national award-winning Filby in Bloom - one of the wonders of the Borough and a magnet for thousands of visitors a year, becoming an attraction in its own right.

### WINTERTON-ON-SEA

Funding for between five and seven Winterton-based walks using branded maps of varying lengths to improve the tourism offer in Winterton.

### CLIPPESBY/ORMESBY

Funding support for Brush with the Broads, which is a 4 day outdoor painting festival (22-26 Sept 2016) and attracts professional and amateur painters alike and is now attracting a year-on-year increase in media coverage for the borough.

## Facilities, Maintenance, Access



Magic Roundabouts

### Magic roundabouts at gateways to the Borough

One of the key projects the BID board is keen to develop is its 'Gateway' project. Creating a good first impression is vital.

As visitors arrive the Borough we want make a statement that announces that they have arrived at an exciting place.

We can begin to generate a good first impression by adding some vitality to our roundabouts.

Over the course of the BID's first 5-year term we aim to create some exciting installations on our roundabouts.

Working with local business, the Paul Robinson Partnership and some local creative minds work has already begun on securing phase 1.

## A Warm Welcome To Tourists



Vauxhall Bridge

### Backing the Vauxhall Bridge campaign

First impressions are also important for visitors to the borough arriving by train.

While the numbers of visitors arriving by rail has significantly decreased over the last 30 years it is still an important gateway and the area around the station a vital welcome mat.

Vauxhall Bridge is one of the first sights for many and there has been tireless work to improve this historic landmark gateway.

Local group 'Vauxhall Links' need to raise funding in order to unlock significant Lottery cash that will secure the second phase of restoration of the Bridge which dates back to the mid 19th century railway heydays.

The GYTABIA Board have pledged £5,000 to help kick-start the campaign.

### Hosts help train travellers

Working with the Great Yarmouth Community Trust, the BID Board have agreed to help enhance the presence of the Welcome Hosts who greet and help visitors arriving at Great Yarmouth rail station during the main visitor season.

The service which runs for over 700 hours a season is operated by volunteers who receive travel and subsistence only.



## KEY EVENTS DATES For Your Diary



### SHIPS, SHANTIES, FIREWORKS AND FESTIVE LIGHTS

Greater Yarmouth Tourism and Business Improvement Area Ltd:  
Dates of fully funded events:

#### GREAT YARMOUTH FIREWORKS

Wednesdays from 27th July to 31st August.  
Great Yarmouth seafront 8pm-10pm.  
Live entertainment on the Sealife Centre Gardens from 8pm, with seafront attractions open late, as crowds turn out to enjoy an impressive fireworks display at 10pm. Pumpkinanza fireworks will take place on Wednesday 26th October at 7.30pm. In association with Great Yarmouth Borough Council.



#### MARITIME FESTIVAL

10-11 September, South Quay, Great Yarmouth from 10am.

Classic and modern vessels line the harbour quayside, which bustles with folk music and stalls celebrating the area's seafaring heritage and modern day importance as a busy port. In association with Great Yarmouth Borough Council and Peelports Group.



#### HEMSBY FIREWORKS

Sunday 29th May and six more displays on Tuesdays from 26th July to 30th August 10pm.  
Weekly summer fireworks sessions after families enjoy the attractions of Beach Road including adventure golf, amusements, the fun park. In association with Hemsby and Newport Traders.



### SAILING AND SCARECROWS AMONG SUMMER FUN

Dates of events supported by GYTABIA:

#### GORLESTON CHRISTMAS LIGHTS SWITCH-ON

Sunday 27th November.  
A range of events in the town will mark the festive switch-on including an outdoor skating rink, donkey rides and a brass band. Switch on is at 5pm followed by a firework display at 6pm. In association with Gorleston Traders Association.



#### UK BEACH VOLLEYBALL, GORLESTON

25th-26th June.  
The nation's top beach volleyball players will showcase their skills on Gorleston beach as it hosts Volleyball England's Beach Tournament for the second time in its 12-year history in Greater Yarmouth.



## NEW EVENTS In The Pipeline

#### FEASTIVAL 2016

'Feastival' is a new event being promoted by the BID aimed at celebrating food and drink in Greater Yarmouth.

The area is well known for its fish, especially its signature herring, but is also home to a range of top eateries and chefs cooking up a range of delights from fine dining to tearoom treats.

The programme running from 7th -17th July will include special themed days focusing on a particular food type, eg. Seaside, Roast, BBQ, Asian, Cosmopolitan, Baking, Puddings, and demonstrations in restaurants and cafes as well as a pub and tea room trail and a Victoria Sponge baking competition.

#### GREAT YARMOUTH AIR SHOW

Plans are gathering pace for our first Air Show to be staged in 2017. This new event is a huge project, which could bring an influx of 300,000 people to see displays by aircraft over the shoreline.

It is a big commitment by the Board, and with around 16 months to lift-off the clock is already ticking.

A request will be sent to the Red Arrows in a bid to secure their flying skills for the programme of aerial action. A range of key agencies are currently preparing a Traffic, Travel and Visitor Movement Plan which is a vital part of winning permission to run the major new event. It would show how the authorities aim to manage the huge numbers of extra visitors coming to the borough to watch the flying.



#### NATIONAL SCHOOLS SAILING REGATTA

Gorleston Beach 24th-29th July.  
Up to 400 youngsters who are the cream of the country's young sailors will compete over four courses in the sea for the National Schools Sailing Association youth regatta.



#### BRUSH WITH THE BROADS

22th-26th September open air artists, from local amateurs to international professionals visit various locations including a 25th September Quick Draw session to create a masterpiece inside two hours on Marine Parade Great Yarmouth Organised by: A Brush with the Broads.



#### GREAT YARMOUTH WHEELS FESTIVAL

3rd-4th September.  
A 'wheels' based festival showcasing a wide variety of motorised and pedal driven vehicles located along the length of Great Yarmouth seafront. In association with Great Yarmouth Borough Council.



#### GREAT YARMOUTH ARTS FESTIVAL

4th - 11th June, music and theatre from folk and classical to ballet and comedy at venues including the Minister and St George's Theatre. Organised by Great Yarmouth Arts Festival.



#### GORLESTON CLIFF TOP FESTIVAL

30th-31st July Family and charity oriented festival with live music culminating in fireworks. Fireworks funded by GYTABIA.

#### GREAT YARMOUTH FILM FESTIVAL

September - dates to be confirmed - a week of a dozen screenings and movie-themed events based on the 1970s at the Hollywood Cinema. Organised by Hollywood Cinemas.



#### MARTHAM SCARECROW FESTIVAL

1st-2nd May  
An annual celebration of quirky scarecrow creations and colourful "yarn bombing". This year villagers are being urged to decorate trees with woolly pom poms. Organised by Martham Parish Council

#### HOPTON (10TH) SUMMER FETE & CARNIVAL

Sunday 21st August.  
A family day out with a musical theatre theme, entertainment, competitions, and arena acts. Organised by Great Yarmouth Lions and Hopton on Sea Parish Council.

## Car Park Charges Offset Scheme

### PARK AND SAVE; DRIVING UP FOOTFALL FOR YOUR BUSINESS

The beginning of the 2016 season will see the planned launch of a special voucher scheme the borough's car park\* users, from Caister through to Gorleston, a range of discounts and offers from across a wide range of businesses.

\*With the exception of the town centre and Marina Centre car parks who operate their own scheme.

The vouchers, under a BID initiative, will drive customers to participating business, offset car parking charges and in some cases make parking free.

The ticket machines in participating Pay & Display car parks will issue the discount vouchers.

All business levy payers are eligible to be part of the scheme.

The vouchers will be valid for 48 hours after purchase, enabling people to redeem them across the borough. It could be the case that a voucher obtained in Gorleston-on-Sea High Street car park could be used later that evening or the following day in Martham or Winterton for example.

Businesses can offer whatever deal they want; such as 10% off; 2 for the price of 1; kids free with every adult, or a free cup of tea with every meal purchased.

Participating venues will need to display a special logo at the entrance to their business which explains the offer and the terms and conditions.

All the details will also be featured on special website [www.great-yarmouth.co.uk/offset](http://www.great-yarmouth.co.uk/offset)



## MARKETING 2016

### BROADENING THE SHOULDER SEASON

The BID strategy is looking to target 25 to 34-year-olds and those aged 55+ who are able to holiday outside the peak summer holiday period, as these shoulder seasons are critical to businesses in the BID area having a successful year.

The BID Marketing Group has proposed a range of projects covering Social Media promotion and advertising, as well as production of more videos and more radio and TV advertising.

We aim to repeat last year's successful sponsorship of the weather on Heart Radio, but in another area, and we want to ensure this campaign is integrated with more SkySmart TV advertising.

There are also have plans to develop a special offer module both for the website and for the app, so that all businesses can participate and upload special offers for visitors to access online and on their mobile.

Project	Cost
01 Special Offer App/website module	£10,000
02 PR & Social Media	£13,000
03 Social Media advertising	£7,000
04 Social media promotional campaign	£7,000
05 2-4 hour drive time TV campaign 2016-2017	£60,000
06 2-4 hour drive time Radio campaign 2016-2017	£40,000
07 East Anglia Television Advert 2016-2017	£20,000
08 On Line advertising	£5,000
09 TV Production	£25,000
10 Hemsby & Newport Daytrip leaflet	£2,630

## Research & Monitoring

### DATA TAKES PULSE OF THE BID AREA

To benchmark how the area is faring over the lifetime of the BID, we're hoping to introduce a completely confidential online monitoring system called TSTATS which can record a range of vital data.

It will gauge occupancy, visitor numbers to attractions, the weather, fuel prices, web stats, marketing campaign data, car parking figures, and covers served in restaurants.

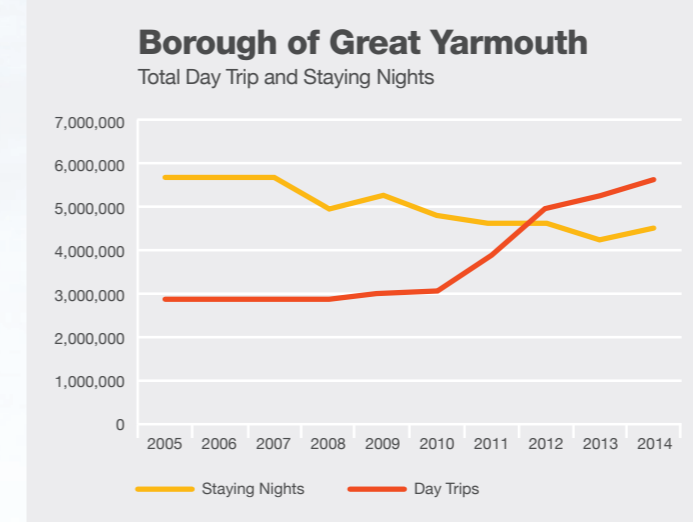
As long as you're putting data in, you'll be able to log on to and see how Greater Yarmouth is doing.

We're recruiting the first batch of participants now, starting with attraction owners who have agreed to log in and input their visitor numbers.

Soon we'll be asking accommodation to participate too.

## TOURISM TRENDS

### DAY TRIPPERS AND OVERNIGHTERS ON THE RISE



A rise in overnighting tourists and day trippers is flagged up in the latest visitor figures.

Day trips continue to rise steadily, heading towards the 6million mark, doubling the tally from a decade ago. But there is also an upturn in staying nights too at around 4.5million show in the figures from 2014.

In 2014, British residents took 92.6 million overnight trips in England, totalling 273 million nights away from home, with expenditure of £18.1 billion.

The number of domestic trips was 9% lower than in 2013, and the amount spent fell by 3%.

The East of England experienced a 1% increase in overnight trips during 2014.

Bednights were up 10% on 2013 and expenditure was up by 14%. This resulted in an increase in the average length of trips (the number of nights per trip) from 3.1 in 2013 to 3.3 in 2014.

The average spend per night was up from £51.90 per night in 2013 to £53.40 in 2014.

The region received a few more visitors in 2014 than in the previous year. More importantly, however, those who did visit stayed for longer and spent more per night than in 2013.

From these national figures it is possible to estimate day and staying visitor numbers at a local level. It is not an exact science but indicative of potential trends.



### FOOTCOUNT ON BUSY STREET

Regent Road is a magnet for thousands of visitors and locals and is a good barometer for how busy the resort is. It is one indication that provides data helping to monitor any changes.

The first footfall monitor was installed in October 2015 and the table records the number of people on Regent Road from Week 1 (9th November) to week 11 (w/c 18 January).

Weekly stats will be posted on the GYTABIA website so all levy payers can check out the changes, and year-on-year results will provide vital data.



## Review of 2015 MARKETING

### SUNNY OUTLOOK AFTER RADIO WEATHER CAMPAIGN

2015 saw our first out of area integrated TV and radio campaign targeting families in Essex and North London with adverts on Sky TV using Adsmart technology and sponsoring the weather on Heart radio in Essex, Hertfordshire, Bedfordshire and Buckinghamshire. In total we spent £113,000 on advertising in this area.

Colleagues at Hoseasons were quick to notice the impact of the campaign, commenting in the EDP that their Greater Yarmouth based properties were getting booked up far faster than any other area in the country.

We ran a second TV and radio campaign slightly closer to home, targeting areas within the 1.5-2 hour drive time from Greater Yarmouth to encourage people to us to come for short breaks, long weekends and day trips.

We spent around £50,000 on television and radio advertising, the radio campaign in particular highlighted the fireworks events in Greater Yarmouth and Hemsby. The television advert was viewed more than 1.1million times.

We also ran some trial campaigns focussed on Social Media. A blogging campaign working with Mums who talked about their trips to Greater Yarmouth and encouraged people to enter a competition to win a holiday offered by Haven increased the number of FaceBook likes on our page to more than 20,000.

On Twitter, we participated in the VisitEngland real Time Travel Guide campaign, using specific keywords in our tweets so people can search for places to go and things to do via a new website driven by specific twitter feeds from tourist offices all over the country.

Much of the summer was spent filming some exciting new footage which has been turned into a series of short films, to be released on the internet in the coming months. We've used some of the striking imagery from this filming to set up a new Instagram page.



## COMMUNICATION PREFERENCES & MEMBERSHIP OF THE COMPANY

Name: .....

Business Name: .....

Preferred Postal Address: .....

.....  
.....

Email Address: .....

Preferred Communication Method:    Email     Post

I would like to become a member of the Greater Yarmouth Tourism & Business Improvement Area Ltd (not for profit) and understand that in the event of the company wound up, my liability would not exceed £1.

Signed .....

The GYTABIA is very aware of the need to keep all BID levy payers up to date on how and where the BID levy is being spent whilst also involving you in a number of key decisions. To that end and to help keep administrative costs down, we would prefer to communicate via email. We do understand however that some levy payers would prefer to receive communications via the post.

Please fill in the form on the left stating your preferred communication method providing a preferred email/postal address as required.

Please also consider becoming a member of the company and signing the membership section - this is not compulsory. Membership of the company limits you to a liability of £1 in the event of the company being wound up, however membership gives you the right to apply to become a Board member and vote on some key decisions as required.

## Financial Forecast - Year 2

### Greater Yarmouth Tourism & Business Improvement Area Ltd

	28/01/16
Bid Levy	£490,000
Maritime Festival	£90,000
<b>INCOME:</b>	<b>£580,000</b>

### PRIORITY SMALL PROJECTS (15% = £60,000)

Visit Norfolk	£8,000
UK Beach Volleyball 25-26 June	£4,500
Regatta Gorleston 25-29 July	£7,920
GY Wheels Festival 3-4 Sept	£5,950
Gorleston Cliff Fireworks July	£2,000
GY Arts Festival 3-12 June	£8,375
Brush With the Broads 22-26 Sept	£4,250
GY Film Festival Sept tbc	£8,000
Martham Scarecrow 1-2 May	£500
Hopton (10th) Fete 21 Aug	£2,032
	<b>£51,527</b>

### PRIORITY EVENTS (MIN £86,667 - MAX £133,333)

2016 Fireworks July & Aug	£25,755
Gorleston Switch-On 27 Nov	£9,300
Maritime attractions	£25,000
Hemsby Fireworks July & Aug	£12,200
Airshow 2017	£22,200
Greater Yarmouth FEASTival 7-17 July	£18,400
	<b>£112,855</b>
<b>MARKETING &amp; EVENTS TOTAL</b>	<b>£333,382</b>

1st October 2015 to  
30th September 2016

	28/01/16
<b>FACILITIES, MAINTENANCE &amp; ACCESS (MAX £80,000)</b>	
Seafront Illuminations	£13,000
Footfall Monitoring	£4,250
Parking Discount Scheme	£20,000
Station Welcome Hosts	£4,500
Filby in Bloom	£3,000
Winterton info maps	£2,860
Access Gateways	£12,000
Gorleston Ivy Lodge	£5,000
Hemsby Hanging Baskets	£3,290
CCTV	£5,000
Scratby Brown Signs	£3,000
	<b>£75,900</b>
<b>MARITIME COSTS</b>	<b>£90,000</b>
<b>OVERHEADS</b>	<b>£80,000</b>
<b>CONTINGENCY</b>	
<b>EXPENDITURE</b>	<b>£268,305</b>
<b>SURPLUS / DEFICIT</b>	<b>£301,695</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 2016.



## PROFIT AND LOSS ACCOUNT

For the year ended 30 September 2015

	30 September 2015	9 Months ended 30 September 2014
	£	£
<b>TURNOVER</b>	<b>597,637</b>	172,915
Cost of sales	(599,035)	(173,401)
<b>GROSS LOSS</b>	<b>(1,398)</b>	(486)
Administrative expenses	(3,590)	(1,436)
<b>OPERATING LOSS</b>	<b>(4,988)</b>	(1,922)
Interest receivable and similar income	-	7
<b>LOSS ON ORDINARY ACTIVITIES BEFORE TAXATION</b>	<b>(4,988)</b>	(1,915)
Tax on loss on ordinary activities	-	(1)
<b>LOSS FOR THE FINANCIAL YEAR</b>	<b>(4,988)</b>	(1,916)

## BALANCE SHEET

As at 30 September 2015

	2015		2014	
	£	£	£	£
<b>FIXED ASSETS</b>				
Tangible assets		11,714		13,781
<b>CURRENT ASSETS</b>				
Debtors	182,786		31,002	
Cash at bank	90,683		4,815	
	273,469		35,817	
<b>CREDITORS: amounts falling due within one year</b>	<b>(290,424)</b>		(49,851)	
<b>NET CURRENT LIABILITIES</b>		<b>(16,955)</b>		(14,034)
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>		<b>(5,241)</b>		(253)
<b>CAPITAL AND RESERVES</b>				
Profit and loss account		(5,241)		(253)
		(5,241)		(253)

## SCHEDULE TO THE DETAILED ACCOUNTS

For the year ended 30 September 2015

	30 September 2015	9 Months ended 30 September 2014
	£	£
<b>TURNOVER</b>		
Subscriptions	1,392	12,019
Maritime Festival and other events	84,061	83,267
Fellowship income	2,788	8,210
Advertising Columns	29,796	69,420
Levy income	479,600	-
	<b>597,637</b>	<b>172,916</b>
<b>COST OF SALES</b>		
Illuminations Expenses	36,393	-
Community Safety	407	713
Events and projects	105,891	-
Maritime Festival	90,105	84,899
Fellowship Expenses	-	9,881
Marketing expenses	231,263	-
Levy implementation costs	58,700	-
Project Officer Wages	23,382	13,032
Advertising Columns	27,904	54,076
Fireworks Expenses	24,990	10,801
	<b>599,035</b>	<b>173,402</b>
<b>ADMINISTRATION EXPENSES</b>		
Subscriptions	795	-
Bank charges	728	217
Depreciation - plant and machinery	2,067	1,219
	<b>3,590</b>	<b>1,436</b>
<b>INTEREST RECEIVABLE</b>		
Bank interest receivable	-	7



# TOURISM WEBSITE

## UPGRADE FOR VITAL WEBSITE

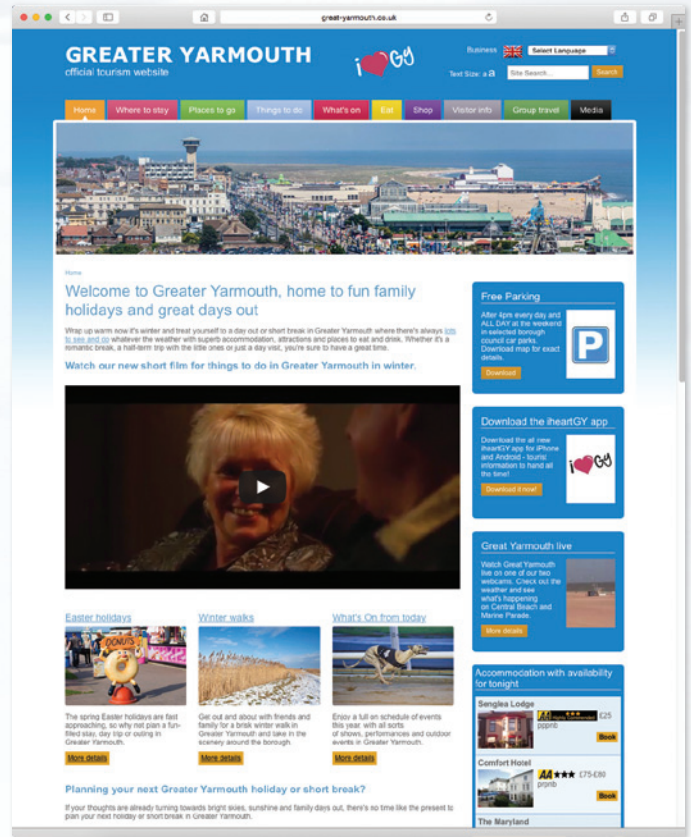
In January 2015 a small refresh and update was carried out on all the main landing pages on the official tourism website [www.great-yarmouth.co.uk](http://www.great-yarmouth.co.uk).

We saw a 9% increase in unique visits to the site in 2015, with a total of 1.4million users browsing more than 8.7million pages. A further upgrade is currently under way which will turn the main tourism website into a responsive version. It means we will shortly do away with the separate mobile site and business travel site.

We are also upgrading the webcams so that they will work on this new responsive website. The website is the first port of call for both visitors and residents who want to find out more about what's on in the area, and performs extremely well in search engines search as Google.

The majority of tourism-related BID levy payers are entitled to a free listing on the website. In the accommodation sector only properties graded by a national-recognised scheme are entitled to a free listing. Free listings significantly increase your presence on-line. With the exception of accommodation properties, your listing can have up to 3 photos and a link to your own website, driving more traffic to your business, at a cost of £149 + VAT.

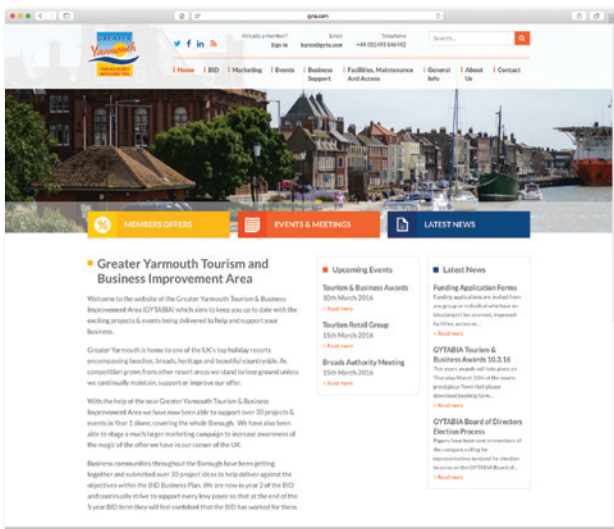
Marketing partners who choose to advertise in the What's On will have greater prominence on the website than those who take out enhanced listings. Accommodation providers can only upgrade their listing if they become a marketing partner as part of the annual Greater Yarmouth Holiday and Short Break marketing campaign which gives each property access to the commission-free online booking service.



### WEBSITE FIGURES

	Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	Total
<b>2015</b>	194,490	244,714	260,942	163,969	<b>864,115</b>
<b>2014</b>	156,000	224,620	273,784	131,837	<b>792,111</b>
<b>2013</b>	145,995	214,194	284,679	137,431	<b>782,299</b>

# Your BID WEBSITE



The BID company has its own website [www.gyta.com](http://www.gyta.com). It is full of useful information about the BID company.

The site includes:

- an explanation of what a BID is
- details of Board members
- all events/projects funded by the BID, past, present & future
- details of group meetings
- training
- planning applications in the Borough
- legislation
- regulations

It also has a members-only section which contains minutes of meetings from all groups. This section can only be accessed by signed up members of the BID company.

So to keep up to date with any meetings that you may like to attend don't forget to visit the website.