

# Greater Yarmouth Tourism & Business



## NEWSLETTER SEPTEMBER 2017

## What Has The Business Improvement District (BID) Ever Done For You?

The BID company is about supporting growth and creating a stronger local economy throughout the whole borough. The borough of Great Yarmouth stretches from Winterton-on-Sea in the north to Hopton-on-Sea in the south with the most easterly point being Thurne.

Whether you are a butcher, baker or candlestick maker and regardless of your location the BID's aim is to increase footfall through events, specific projects or marketing. The premise of the BID is that if one event, project or marketing project can increase the revenue or footfall in

any one area on any one day, then the BID is working. The following pages contain case studies and comments of businesses from different areas of the borough who all believe that the BID is definitely working for them.

### Festival Fever

#### Maritime Festival

The annual Maritime Festival, now in its 18th year, continues to be one of the flagship events of the BID attracting both staying, day visitors and locals alike. See page 06.

#### GYTABIA Secures Arts Funding

Support from the BID has significantly helped SeaChange Arts to develop the Out There Festival of Circus and Street arts. See page 08.



**01493 844422**

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Great Yarmouth, Norfolk NR30 1TE

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

## Welcome from the GYTABIA Chairman



■ Gareth Brown  
GYTABIA Chairman

As the General Manager of Haven Caister Holiday Park, in the last few years we have seen a general upturn in the number of visitors to our park in the quieter months just prior to and just after the main 6 week school summer holiday period.

The days of visitors spending their holidays solely on the beach are long gone; our visitors are now more discerning, have higher expectations from their stay and now want to experience all that the borough has to offer.

We are seeing our guests spending their time visiting the villages, looking for fun days out, exploring the Broads and looking for quality eating experiences.

The park realises this and fully embraces their needs by supplying information about what is on offer in the surrounding area.

As Chairman of the Greater Yarmouth Tourism & Business Improvement Area, I fully support the BID's ideals of improving the visitor experience throughout the whole borough and in creating a stronger economy so that all businesses benefit alongside those of our visitors.

For this reason it is very important for all our BID levy payers to realise the enormous benefits that the BID levy can make, after all Greater Yarmouth Tourism & Business Improvement Area is not just about Great Yarmouth it is about the whole borough.

So please support the BID and all it represents.

*Gareth Brown, GYTABIA Chairman*

## A few words from the Vice-Chairman

September 2018 will begin the final year of the 5 year BID term bringing us towards the re-ballot in May 2019 and I think it is time to reflect on the achievements of BID funding in the last 3 and half years.

It reminds me of the Monty Python film "The Life of Brian" where they sit and ask "What have the Romans ever done for us?" The ironic comedy lies in the fact they eventually realise that the Romans had given them many benefits including roads, sanitation and clean water.

In the following pages of this newsletter we will be looking at the BID in a similar vein and ask "what has the BID ever done for us?" and look

at how different groups, areas and individual businesses perceive the benefits realised from the BID.

The BID works on the premise of a small amount of levy from every business contributes to a large pot to make a significant difference for us all. It is important to remember that, in these days of national Government savings, many of the UK's resorts are now turning to a BID to boost footfall and create a stronger economy, in turn distributing the wealth in their local businesses. It is vitally important for us all to support what is essentially your BID and the future of your borough.



■ Cllr Barry Coleman  
GYTABIA Vice-Chairman

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## What has the bid ever done for us?

**Some businesses who are indirectly related to tourism find it hard to realise and quantify the benefit they receive from the BID.**

In the last year or so we have been receiving thanks from many businesses that have seen an increased spend - directly resulting from a stronger local economy throughout the borough. The BID funds over £100,000 on marketing (detailed on page 10) as well as projects and events throughout the borough, plus maintenance schemes which are essential to preserve the assets that the BID has invested in. Over the following few pages are a few of the comments received from businesses, some of whom are directly related and some indirectly related to the tourism economy. All understand the essential part that the BID has played over the last 3 years.



■ GY BID Area

### Owner of a local building company and a voluntary BID levy payer

"As the owner of a local building company I recognise that all industries and businesses are vitally important for the economic strength of our borough - and an improved economy means more money to spend in local businesses. I have been a voluntary levy payer for many years, both to the BID and prior to that to the Greater Yarmouth Tourist Authority, so I also recognise that we must not forget our tourism industry as we may have done in the past. The BID is coming up for renewal and re-ballot in 2019, and for that reason in the next two years it is of the utmost importance for all businesses to understand the significance of our tourism and business economy to ensure a 'Yes' vote for the BID to maintain the progress that has been made in the last 3 years."

*Edward Moore*  
Elm Contracts



### New Beach Hotel

"My business benefits indirectly from a strong local economy which the BID supports. The reason behind this is that 95% of our business comes from the coach tourism market and only 5% are private/leisure visitors. However, thanks to several BID projects, the reputation of the town has been increased dramatically in the past few years. More and more people are choosing Great Yarmouth as their primary holiday destination. Since 2013 we have increased our bed nights from 21,100 a year up to 31,000 in 2016 and we will achieve around 37,000 in this year."

*Bernie Korycki*  
New Beach Hotel



■ Sonia Viera and Bernie Korycki

### Beauty Lounge Northgate Street

"In the last 3 years I have noticed the number of my customers has increased, some of these customers are from tourism and others the surrounding area. A majority of these customers have also made use of the shops close by, such as the bakery, fish shop and restaurants

which sell a high standard of produce. Being busy has helped the business expand its treatments which benefits all my customers."

*Sarah Hewitt, Beauty Lounge*

## What has the bid ever done for Caister, Fritton & Gorleston?

### Caister-on-Sea Fun

The value of the BID should not be underestimated. It gives a refreshing opportunity for community-minded people to put forward projects that improve where they live. By making the villages, as well as the towns, attractive places to live, work and visit, the whole borough benefits.

Sound judgement tells us that encouraging use of local goods and services creates jobs and a stronger economy. It's a chain reaction. For example, many visitors to the amazingly successful Caister Carnival 'Village Experience' that was BID funded, stayed over locally, which is an opportunity for a host of associated businesses - from carpet suppliers and laundrettes to food suppliers - to indirectly benefit, not just the accommodation provider.

Equipment and supplies for the Carnival itself were sourced locally, including sugar for the candy floss, burgers for the BBQ, animal feed, prizes, and the marquee hire.



■ Caister Village Experience  
■ Best Bunny Caister Village Experience

It also gave the opportunity for local businesses to showcase their services to the community. The new Caister vets was one good example. I would strongly recommend that any BID levy-paying businesses liaise closely with the Projects Manager of GYTABIA and community leaders, not only to take up the opportunity of attending the meetings to have your say and network, but to sign up for emails and letters with the latest information and news on the council, training, BID, projects and marketing.

*Ruth Bond-Holland*  
Caister Village Experience Organiser

### Fritton

It was October last when we first approached GYTABIA for a grant. We received an immediate qualified answer; help with the application and later an offer in very quick time. Compared with your office, the professional sign companies were surprisingly inefficient.



■ Fritton Village Sign  
■ GYTABIA Chairman Gareth Brown with Fiona Davies

However a splendid local artist from Cromer, Fiona Davies, took the time to travel and consider our requirements.

She turned out to be outstanding. She was reliable and kept to a promised timetable, her costs were very competitive and she provided extended guarantees. A local builder assisted with work on the plinth. The end result was applauded by all and was most satisfactory. The operation was made easier by the efficiency and professionally adept handling by Karen Youngs. Your office has been a credit to GYTABIA and our village is most grateful.

*Keith Nunn*  
Fritton Village sign



■ Caister-on-Sea, Never Turn Back

### Gorleston-on-Sea

"I own a thriving florist business in Gorleston and I believe that the BID is the best way we can all work together to ensure the long-term benefits of a strong economy for all businesses throughout the borough. In some cases, my business does not directly benefit from some of the BID events or marketing, however many of my customers most certainly do benefit directly and this enables them to spend their disposable income on leisure and services that they might not otherwise afford."

*Gaynor Beckett*  
Floral Designs, Church Lane



■ What is Hip

"I would say that approximately 30% of my passing trade, especially in the summer or holiday season, are holidaymakers. I believe that without a thriving holiday industry, and the spread of wealth it creates, we would all suffer. At the last BID funded event in Gorleston, the Christmas Switch On, our takings more than paid for our BID levy. Thanks to the BID and we appreciate all you do."

*Richard Routledge*  
What is Hip, Gorleston High Street

## What has the bid ever done for Filby & Hemsby?

### Filby

The benefits of 'the Bloom initiative' have been recognised by national government. Indicators which focus on outcomes through stronger partnership working show: general satisfaction with the local area, safer communities, young people participating in the activity, improving street and environmental cleanliness.

One of many emails received by the Filby in Bloom organiser said:

"This afternoon I was returning from Great Yarmouth to Norwich and thought I'd take the scenic route back. How glad I am that I did. Your display is outstanding. I thoroughly enjoyed my slow drive through the village marvelling at the standard you have achieved. I stopped at the local shop to get a drink and photographed that and the wheel barrow opposite which have now gone onto my facebook page. I am a professional horticulturalist and basically I was blown away!! Keep up the fabulous work."



### Hemsby

"BID projects for Hemsby in 2017 have been fireworks, beach cleaning, keeping open the beach toilets and the hanging floral baskets.

These projects would not have happened were it not for finance received from the BID. As in the previous years of the BID, this has increased enjoyment and comfort of the village community and visitors alike and therefore improved the number of staying visitors and day visitors to Hemsby throughout the summer season. Most visitors to Hemsby visit Great Yarmouth and local attractions thus increasing the income to all businesses in the borough. In this context the continuation of the BID is essential as all local businesses, whatever their nature will benefit."

*Ann Reeve, Seadell Shops, Beach Road, Hemsby*



■ Hemsby Fireworks



■ The Bloom Initiative

## EVENTS - Maritime Festival



■ The Kaskelot



■ Last Years Maritime Festival

The two main attractions this year are the Danish tall ship Kaskelot, one of the world's largest remaining wooden ships and the Georges Stephenson, a unique brand new steam ship made entirely from salvaged and reclaimed historic wood and other parts.

Other vessels include the Lydia Eva a steam drifter which worked out of Great Yarmouth until 1938 and the 1937 MTB102 motor torpedo boat. There is an array of musical activity, food demonstrations, knot demonstrations and classes and a painting masterclass with local artist Ernie Childs.

GYTABIA with grateful thanks secures sponsorship and support for the annual Maritime Festival from:

Seajacks, Peel Ports, Great Yarmouth Borough Council, E.ON, Statoil, Bateman Groundworks Ltd, Gardline, Norse (GYB, GYN), ELM Contracts, Persimmon, Stephenson Smart and MDF Transport.

GYTABIA and Aileen Mobbs and her team aim to ensure that the festival is a self funding event.



### THE VALUE OF THE FESTIVAL

During the Maritime Festival a survey was also carried out in order to quantify the value of the event

Among the findings were:

- Over three quarters of visitors travel to Great Yarmouth regularly – at least once a year.
- Most visitors (70%), were only in Great Yarmouth for the day and the vast majority (98%) had travelled from the East of England.
- Those staying overnight were most likely to stay in holiday parks and hotels. Their average spend per night was £45. Average spending money per day was £53.
- Overall the mean spend at the Maritime Festival was £21.
- Almost half (46%) said they spent more (around another £20) than they would have done had the event not been on.
- Only a small number (5%) said they would be spending less (amounting to around £15).
- Average time spent at the festival was nearly three hours, but most spent one to two hours at the event.
- Those who stayed longer than 2 hours were more likely to spend £21 or more.
- Two thirds only visited Great Yarmouth that day for the Maritime Festival and made no other plans.
- Those who did do other things mostly went shopping.

## Fireworks - Hemsby & Great Yarmouth

The annual summer fireworks continue to be an enormous draw both in Great Yarmouth and Hemsby.

Hemsby's fireworks were held every Tuesday night throughout the season and Great Yarmouth's displays every Wednesday night until August 30th.

The fireworks draw many visitors including locals to both areas and encourage our visitors to extend their stay in resort and use the local pubs, restaurants, cafes, retailers, and attractions before the fireworks begin.

During the fireworks a survey was carried out to quantify the value of the event to the BID.



■ Great Yarmouth Fireworks

- Most visitors travel to Great Yarmouth either regularly (44%) or frequently (18%)
- 78% of visitors were staying for one night or more and 73% of those stayed in a holiday park
- 22% were day trippers from the East of England visiting specifically for the fireworks
- Average daily spends were £56 on accommodation and £72 on "extras"
- Mean spend at the fireworks was £32 for visitors and £14 for residents
- 42% said they spent (typically £27) more that evening than they would have done if there no fireworks
- A quarter – mostly residents - came only to watch the fireworks
- Other planned activities were most likely to be visiting amusement arcades or eating out
- 46% of those who came specifically for the fireworks also visited other attractions
- 90% said the displays were excellent or good as a free, family-friendly event which they also felt was good for local businesses
- 49% said their visit changed their perception of Great Yarmouth or Hemsby for the better

## Wheels Festival & Motorcycle Display Event

The Wheels Festival event this summer was a major success in what is one of the off peak weeks of the season. The third annual event was family-friendly with some of the local businesses implementing the event by holding live music stands on the Esplanade. It also coincided with the second 'Great Yarmouth Takeover' featuring over 7,000 motorbikes arriving on Marine Parade.

The weekend was very much a collaboration between the Borough Council, the BID, Classic car organisations, Joyland and its Diner and the 'Takeover' crew.

Footfall counters at the top of Regent Road recorded an additional 20,000 pedestrian

movements compared to the normal July weekend.

The value of the event was shown in an email we received from one of the café owners in Great Yarmouth

"As a small business owner on the Esplanade in Great Yarmouth it is always nice to see the myriad of events that are put on and organised through the BID process.

The Festival of Wheels had to be a resounding success for the whole of Great Yarmouth and especially the small businesses associated with the BID process.

I would just simply like to say 'thank you' to everyone that was involved in putting this

event together. It is refreshing to see that we are able to host such an event and I believe this is the start of a bigger picture in order to put our seaside town on the UK map once more.

I did not get to speak to every stallholder, rider, pedestrian or such like but those who I did get the time to chat to were basically in awe of the location, including the cleanliness, the beach front, the Golden Mile and also the amount of space made available to hold this event (words from a customer), so once again please pass on my many thanks to everyone involved. The 2 days were brilliant."

*Dixies Café, The Esplanade*



## Out There Festival



■ The Out There Festival

**Arts Council England are very excited about the growth of the cultural offer in Greater Yarmouth and are investing in various organisations to develop the cultural offer.**

SeaChange Arts is one of these organisations and regarded as one of the most significant arts organisations in Norfolk and East Anglia.

The Out There Festival, organised by SeaChange, is a major international event in the circus and outdoor art calendar with increasing levels of community involvement and participation, more use of spaces across the town. It is very in tune with local heritage and the idea of 'fun in the sun' and a key part of Great Yarmouth shoulder season offer. The festival keeps evolving and changing, making it dynamic and fun for all.

Now in its 10th year, Out There, is proving it's worth. In 2016, independent evaluation saw £1.2m worth of economic impact from the event. It was attended by 45,000 people

including around 20,000 day-trippers and 7000 visitors from outside region.

It generated around 1300 overnight stays, which we think makes it the borough's biggest single event.

Support from the BID has significantly helped SeaChange to develop the festival. Their investment over last 2 years has helped SeaChange Arts leverage £160k from Arts Council England to help deliver the festival and bring new artists into the town.

It has also extended the reach of the festival and attracted more visitors into Greater Yarmouth in late September.

The BID's investment has been absolutely crucial to the festival over the last 2 years and ensured it continues at a scale required to achieve the above figures.

SeaChange works with the Arts Council, private foundations and other international arts supporters to expand on the value of investment in the arts by developing public and private partnerships.

We are keen to work with companies and organisations such as the BID that can help us to leverage more money into Great Yarmouth and continue developing the cultural offer.

We hope to see as many people as possible join us in and around St George's Park for the Out There Festival on 16 and 17 September 2017. For more on the festival visit

<http://seachangearts.org.uk/out-there-festival/the-out-there-festival-2017>



## Gorleston Christmas Switch On

Since the inception of the BID, funding has been provided for the annual Christmas Switch-On in Gorleston High Street.

Comments have been received from businesses in general that the event drives up the footfall, not only on the street but also in the surrounding retailers.

As can be seen by one of the comments from one of the Gorleston traders on page 4, by opening on the day and night of the switch on he made more than enough profit to cover the cost of his annual BID levy.

The benefits of the Switch-On are also felt by the local community who come together to enjoy the ambience; meeting with friends and family in a safe and happy environment.



■ Gorleston Christmas Switch On

## Gorleston Cliff Top Festival 20th Year

This summer saw the 20th year of the Gorleston Clifftop Festival. The two-day event is organised by Gorleston in Gear.

The festival has grown year on year and is now amongst the most popular events in the borough. Local businesses within the area, stall holders and the trade suppliers benefit from the increased footfall.

This year as every year the GYTABIA provided £2000 to fund the fireworks on the Sunday evening providing a fitting finale to the end of a successful 2017 festival.



■ Gorleston Cliff Top Festival 20th Year

## Funding Application Forms for 2017/2018

The BID is inviting funding application forms from groups, businesses or individuals from across the borough. These applications are presented to the board who assess them against criteria laid down on the application form.

In a nutshell the project has to benefit BID levy payers by increasing footfall in the area that the funding has been applied for.

If you have an idea for a project - whether it be marketing, events or a facility that will enhance footfall in your area of the borough - please go to our website [www.gyta.com](http://www.gyta.com) and **download an application form.**

Return it to Karen Youngs either via email [karen@gyta.com](mailto:karen@gyta.com) or post to GYTABIA, Maritime House, 25 Marine Parade, Great Yarmouth NR30 2EN.

# Marketing



■ TV advertising campaign

The GYTABIA Marketing Group focussed marketing efforts in Essex and North London for the 2017 season running a radio campaign on Heart from Easter to the middle of September highlighting various features of the area, and also the Maritime Festival and Out There Festival as great reasons to visit in September.

A TV advertising campaign featuring the new shoulder season TV advert ran from March through to May showcasing the area as somewhere that older and younger couples can come for a great short break or holiday out of season when the children are in school, with lots of ideas about things to see and do which our traditional family market might not think to visit. A family focused TV advert ran from May to July featuring a family on a self-catering holiday enjoying themselves on the seafront and in other locations.

The three TV campaigns combined delivered in excess of 1,200,000 target impressions within their specific geographical areas. Each campaign has been seen by at least three quarters of the potential target audience and has been delivered in popular programming with the majority of commercial impressions delivered in the peak segment.

Nearer to home, the same family focused TV campaign was also run more locally from May to July.



■ Claire using the special beach wheelchair

New footage has been filmed this year to create 12 new social media videos, all to have significant sound edits, and focusing on our core target markets – families and couples able to visit outside the school holidays. We filmed footage in particular featuring a lady in a wheelchair to show that the resort is very accessible. Claire had a great day on the seafront; we filmed in Merrivale Model Village, on the Big Wheel where there is a special carriage suitable for a wheelchair and also on the beach using the special beach wheelchairs.

Facebook posts have been boosted and a social media strategy implemented to increase our likes and followers on Facebook, Twitter and Instagram.

Visits to the website have increased by more than 12% this year, with the most popular pages proving to be what's on and things to do as well as our two seafront webcams.

# Footfall Focus



■ A counter has been monitoring the number of people on busy Regent Road

In November 2015 the BID installed a footfall counter at the top of Regent Road opposite the Britannia Pier.

The counter detects physical movements of pedestrians moving east and west along Regent Road.

It is just one mechanism for measuring the potential impacts of the work of the Business Improvement District.

The results for 2017 recorded 1,722,283 pedestrian movements in Regent Road in the first 7 months of the year compared to 1,697,415 in 2016.

This equates to an additional 24,868 people. June saw the biggest rise in visitors (up 18.6%) with 392,307 pedestrian movements in 2016 and 465,442 movements in 2017 – an increase of 73,135.

The busiest day of the year so far has been Saturday 8th July when over 7,000 bikers arrived in Great Yarmouth.

The footfall cameras registered 29,996 pedestrian movements.

This was slightly more than Spring Bank Holiday Sunday with 29,473.

The system, supplied by Springboard, also compares the weather to the previous year.

It is interesting to note the numbers of sunny, cloudy and rainy days of this June and July compared to the same months in 2016.

## Weather

### June

2017	18	3	14
2016	22	11	2

## Weather

### July

2017	9	4	15
2016	24	2	2

## Decorative Lighting Marine Parade

Early this year the decorative lighting units were all taken down for a complete refurbishment. They were returned having been completely restrung and put back up in time for the Easter holidays. They contribute to the look and feel of the resort giving a vibrant but extremely effective ambience. The motifs on both sides of the road contain strings with a total length of 800 metres - approximately half a mile. In total there are some 6400 mini LEDs included in the display.

Each side of the road consumes only 1800 watts of electricity - about the same as a domestic electric radiator. If the lights were not powered by the lampposts, you could feed each side of the road from a household 13 amp plug! If the display consisted of old fashioned filament bulbs (as it probably would have been ten years ago) the total power consumption would have been more than 32,000 watts - enough to feed more than six large range-type cookers!



Great Yarmouth Seafront

## Great Yarmouth Borough Council Tourist Information Centre (TIC) – Services & Visitor Perceptions

### Tourism advice - and so much more

For the last 3 years visitor enquiries have been increasing year on year and since last August the Tourist Information Centre has received a record 59,000 visitor enquiries.

The most important role of the Information Centre is to advise the visitor about what is available in the whole borough - ranging from walks in the wilderness to small town shopping experiences through to restaurants and cafes.

The team give out a broad range of information about retailers, attractions, restaurants, pubs, and clubs as well as services such as garages available throughout the whole borough.

Visitors have a huge range of queries ranging from 'where can I go on a rainy day' to 'which attractions are wheelchair friendly' and 'how can I get a bus to Winterton?'

Gillian Bell, the TIC Manager said: "In the last three years, the number of positive comments about how much the resort and the holiday experience has improved have increased year on year.

"We are also finding that visitors are requesting more information about places to visit within a wider range. Visitors are no longer satisfied with staying in one place and are keen to explore all the borough has to offer from smaller villages to walks and eating out.

"We concentrate on helping our visitors have

the best holiday by providing them with information they need."

### Lost and Found

The TIC is more than just a signposting service for holidaymakers. These quirky incidents show the range of things staff have to deal with: One customer came in with an urn full of ashes and asked what they should do with them. We found out that the urn had been discovered washed up on Winterton beach and the customer was keen to return the ashes so they could be scattered or buried where the loved ones had intended.

We made enquiries on their behalf and they were returned to Gorleston crematorium where the urn was reunited with family members.

A lost little girl was brought to the Tourist

Information Centre. She had lost her parents so was given some paper and colouring pens to keep her amused until her parents could be found. The child was eventually reunited with her family and all was well until 2 hours later when the little girl reappeared and said that she had deliberately lost her parents again because she wanted to carry on colouring and drawing as she had enjoyed herself so much! There is never a dull day in the TIC and the staff make it their mission to keep their information up to date of all the restaurants, retailers, attractions, leisure centres, pubs & clubs in the borough. If you have any updates or information that you would like the staff to know please do not hesitate to contact us using the details on the last page of this newsletter.



Great Yarmouth Tourist Information Centre

## GYTABIA Honorary Presidents

Tourist-based organisations have long been part of the landscape in Great Yarmouth. The former Publicity Association and the Holiday Association worked tirelessly to help promote everything that is good about Great Yarmouth as a tourist destination.

In 1994 the two groups agreed to combine to form the Greater Yarmouth Tourist Authority (GYTA), whose natural successor has been the Greater Yarmouth Tourism and Business Improvement Area, which continued the good work in the shape of the new BID company. However organisations need dedicated people to make them work; people who give their time freely to work on projects that really make a difference to a destination. Several people have been bestowed the honour of becoming an Honorary President. They are:-



### David Marsh

David Marsh was a prior chairman of the Publicity Association and founder chairman of the GYTA and GYTABIA. He is involved in several local businesses but acts as a volunteer for GYTABIA as Company Secretary.

David was brought up in Gorleston and worked on the family-owned Cherry Tree Holiday Park in Burgh Castle. David is passionate about the effectiveness of partnerships. His best advice is: "Together Everyone Achieves More".



### Ken Sims

Ken was born in Burton on Trent and his first job was as a Laboratory Technician with the Medical Research Council. He came to Great Yarmouth in 1976 to start Thrigby Hall Wildlife Gardens. Best advice: "Manners Maketh Man".

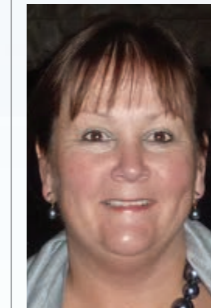


### Bert Collins

Bert was born in Great Yarmouth and spent many years working in tourism in holiday parks and in conference and meeting venues. Over the last 20 years he has worked in tourism organisations in the Borough and In

recent years his tourism involvement was extended to both county and national levels.

Bert is passionate about tourism in the Borough of Great Yarmouth- and is also one of the founding directors of the GYTA.



### Aileen Mobbs

Aileen is the owner of the Imperial Hotel in Great Yarmouth and was a former GYTA Chairman. She has been the Chairman of the Maritime Festival, one of the flagship events, since its launch on 2000 and continues to work hard to ensure its continuing popularity.



### Malcolm Bird

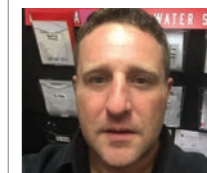
Malcolm is a past tourist Chairman, Mayor, and Hotel proprietor for Great Yarmouth. He is now a Bed and Breakfast proprietor and has worked in the hospitality Industry for the last 50 years.

## New Directors at GYTABIA introduce themselves:



### Matt Smith

I was born in the Northgate Hospital and have lived in the Great Yarmouth area for most of my life. My first job was sweeping up and clearing tables at the Pleasure Beach. Later in my teens I had the pleasure of being the 'Brake Man' of the Wooden Roller Coaster for the summer season. After completing a degree in Marketing at Derby University, I spent 10 years in the Motor Retail industry working as a Marketing Manager for a number of prestige brands. In 2011, Great Yarmouth was calling again and I took the decision to join my parents in running the busy family business, Sara's Tearooms. Best advice: "Never regret what you did, only regret what you didn't do".



### Ben Jay

I am the General Manager for Jays UK Ltd in Great Yarmouth. Running both the Hippodrome Circus and Hollywood golf, and also own Marina Bay Café on Gorleston Seafront. I have spent my life promoting and delivering very successful events, venues and attractions throughout the area, whilst understanding the difficult demographic and financial hurdles the area presents.



### Andrew Norris

I moved to Great Yarmouth with my family when I was 3 years old. I went to Norwich City College Hotel School and then worked in Cambridge and later at the Dorchester Hotel in London. I then returned home to join the family hotel business. For the last 20 years I have worked as a lecturer at Lowestoft College in the Hospitality Department and during this time I have also owned and run Barnard House B&B in Great Yarmouth.



### Martin Marsh

I was brought up in the borough within the tourism industry, and have lived in our great town my entire life. Working hard from the ground up developing my, so far, 16 year career in the leisure industry on the seafront I have a deep-rooted passion for the success and progression of the town and industries within it that brings life, enjoyment and an enormous economy year after year to residents, businesses and visitors alike. Therefore I think this puts me in a prime position to aid the future growth of Greater Yarmouth.

# Annual Tourism & Business Awards

GYTABIA has run tourism and business awards since 1997. They have changed and evolved over time, but the principle of undertaking an awards process to recognise individual and company achievements has always been well received.

We ask businesses to either nominate themselves or another business for the awards and the judging is carried out by an independent panel. The 2017 Awards were held on Tuesday 14th March at the Great Yarmouth Town Hall.

The categories & winners were:

- Investment Award Large - Camplings
- Investment Award Small - Merivon Guest House
- Business Website Award - Joyland
- New Business Award - Olive Garden
- Customer Service Award - Aman Khan - The Waverley
- Marketing Campaign Award - Castle Carvery
- Community Contribution Award - Martham Scarecrow Festival
- Family owned business award - Hirsty's Farm
- Rising Star Award - Tom Haddon - The Kensington
- Working Team Award - Jays UK - Hippodrome
- Business Superstar Award - Peter Williamson - Merrivale Model Village



Award Winners



Marketing Campaign Award - Castle Carvery



Investment Award Large - Camplings



Business Website Award - Joyland



Investment Award Small - Merivon Guest House



Business Superstar Award - Peter Williamson - Merrivale Model Village



Customer Service Award - Aman Khan - The Waverley



Community Contribution Award - Martham Scarecrow Festival

## Free support helps business growth

Did you know that whether you're starting or growing a business, you can get free and impartial support from the New Anglia Growth Hub's dedicated Business Growth Advisers?

The free service provides independent advice and access to grant funding from £1,000 to £500,000.

Yarmouth company Morgan Cooper, which provides welding and fabrication services mainly for the oil and gas sector, employs 10 people at the Eurocentre and has benefited from a £15,000 grant towards new plant and machinery to help tackle larger projects and introduce new products and services.

Managing Director Steve King said: "I am really pleased to secure the grant funding which will take the business to new heights."

To check if your business is eligible for a grant, or for advice on growing your venture

call 0300 333 6536 or email [growthhub@newanglia.co.uk](mailto:growthhub@newanglia.co.uk)

**NEWANGLIA  
GROWTHHUB**  
for Norfolk and Suffolk

# Financial Statement - Year 3

1st October 2016 to  
30th September 2017

Greater Yarmouth Tourism & Business Improvement Area Ltd	
<b>INCOME</b>	
Bid Levy	£450,000
Maritime Festival	£70,000
Air Show 2017	-
<b>INCOME:</b>	<b>£520,000</b>
Maritime Costs	£70,000
Air Show 2017 Costs	£52,250
<b>AVAILABLE 2017 BUDGET</b>	<b>£397,750</b>
<b>EXPENDITURE</b>	
<b>PRIORITY SMALL PROJECTS</b>	
Enterprise GY Sponsorship	£1,500
GY Wheels Festival	£6,000
Gorleston Cliff Fireworks	£2,000
Caister Project	£2,000
Martham Scarecrow	£650
Pumpkinanza	£1,500
	<b>£13,650</b>
<b>PRIORITY MARKETING</b>	
Marketing	£111,500
Visit Norfolk	£3,600
	<b>£115,100</b>
<b>PRIORITY EVENTS</b>	
2017 Fireworks	£32,000
Gorleston Switch On	£9,300
Maritime Attractions	£15,000
Hemsby Fireworks	£13,000
Air Show 2018	£60,000
	<b>£129,300</b>
<b>MARKETING &amp; EVENTS TOTAL</b>	<b>£258,050</b>

FACILITIES, MAINTENANCE & ACCESS	
Seafront Illuminations	£28,791
Footfall Monitoring	£4,250
Filby in Bloom	£3,400
Hemsby Beach Cleaning	£4,900
Hemsby Toilets	£1,175
Fritton Village Sign	£4,000
Hanging Basket	£3,430
	<b>£49,946</b>
<b>OVERHEADS</b>	<b>£85,750</b>
<b>CONTINGENCY</b>	<b>£4,000</b>
<b>TOTAL EXPENDITURE</b>	<b>£397,746</b>
<b>SURPLUS / DEFICIT</b>	<b>£4</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 2018.



# Membership News

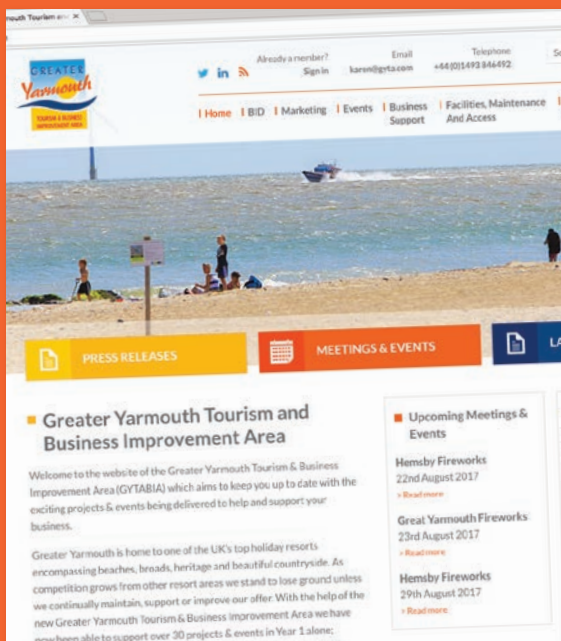
GYTABIA has its own website

[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



GYTA.COM Website

## Annual Study Visits

Since 2000 a delegation of private sector operators from Great Yarmouth have joined public sector representatives on annual visit to resorts across the UK and Europe. The mission; to learn more about how resorts manage and promote themselves and to forge closer bonds between councillors, council officers and businesses in the borough.

Over the last 15 years discussions with other resorts have sparked new ideas and new projects that have been implemented including a major regeneration project and our Business Improvement District. Last year's trip to Weston-super-Mare focused on their air show experience, while it was a short break in Bournemouth that gave rise to invaluable information on the Tourism & Business Improvement District.

This year the study visit is to Weymouth, which is in the process of renewing its BID. Greater Yarmouth will be renewing its BID in 2019 so we will be concentrating on hearing about how they will be approaching the BID renewal process. All delegates pay for their trip themselves.



Study visit delegation

## Membership Charter

Every BID levy payer or voluntary financial contributor is eligible to become a member of the company providing they have paid their levy on time. Members are then able to stand for the position of Director after they have been a member for more than 12 months. For a full list of company regulations and the membership charter form please download from the company website [www.gyta.com](http://www.gyta.com). Hard copies are available on request.

## Communications With Bid Levy Payers

Communication with BID levy payers is one of our main priorities, keeping everyone up to date with information about meetings, awards, training events and other BID relevant issues. To keep administrative costs to a minimum we email a lot of this information, so please send us your email address to help us keep you fully informed. For those who do not have an email address, we can post hard copy information.

## Contact

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.

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

Phone: 01493 846492

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

Twitter @GYTourism

Company No. 3090229 VAT No. 632 6230 66

## How Well Do You Know The Borough?

Do you know the names of all the villages and towns within the borough of Great Yarmouth? The borough is surprisingly large with over 1250 levy paying businesses within it. See how many places you know by looking at the logo which contains the names of all the towns and villages that the BID supports within the borough of Great Yarmouth.

