



The Success  
Story **So Far...**



**Vote  
YES!**



## The Success Story So far

The GYTABIA (Greater Yarmouth Tourism & Business Improvement Area) is an organisation whose aim is to raise the profile of Greater Yarmouth and ensure those that come, visit or do business here have the best experience possible.

In order to do so businesses came together in June 2014 to set up a Business Improvement District (BID) known as the GYTABIA. Its objectives were simple:

1. To increase the number of people visiting & staying in Greater Yarmouth.
2. To improve the visitor experience and increase repeat visits.
3. To encourage people to stay longer and visit more attractions.
4. To provide incentives and opportunities to spend more in local businesses.



The business community through a series of consultation and engagement events created a Business Plan. A series of agreed projects and services were to be delivered under four main headings, Events, Marketing, Facilities, Access & Maintenance & Monitoring & Evaluation.

Working alongside a range of other partners GYTABIA's Board of Directors (drawn from local business representatives who work on a voluntary basis) have striven over the last 5 years to deliver the business plan projects. This newsletter will set out what they have made happen and what we now need to do going forward.

Your BID levy raises over £500,000 each year to deliver the projects that you, the businesses voted for. Your commitment has also allowed the GYTABIA management to secure over £100,000 external funding.

In 2019 the GYTABIA BID will be coming to the end of its first five year term and so will the hard won progress we have made to date. We now look to you to review our work to date and to build upon this by helping us to formulate a business plan for the next 5 years and by voting "YES" to renew the BID.

Remember that if you choose for the BID not to continue then all the work and achievements so far will cease.

We know that the business environment is still competitive, Since our last vote other places, the English Riviera (Torquay), Lincolnshire Coast (Skegness) and the Yorkshire Coast (Scarborough) have set up BIDs. We know too that people's leisure and shopping habits continue to change so that Greater Yarmouth will also have to continue to adapt to survive.

Only you can decide again, to enable us to compete with other destinations effectively and to be aspirational for our place and our businesses.

**Vote "YES" for the GYTABIA BID again!**



## Chair's Comments

The GYTABIA has worked tirelessly over the last five years to implement a diverse range of projects, to attract the visitors that we want to Greater Yarmouth. This achievement and the attendant successes we have seen could only have happened in direct response to you, the voters and sponsors of the GYTABIA BID. It has been your ideas on how to enhance trading, increase footfall and grow profitability that has driven our work and motivated us to be ambitious for our destination.

At the core of our work, driven by a private sector management approach, has been the belief that local business should influence and control decisions about their place and their local trading environment. Our aim is that visitor numbers will increase the frequency and length of their visits will increase as will spend, giving your business more opportunity to prosper.

The GYTABIA continues to work diligently on your behalf, to fulfill your wants and needs both individually and for our destination as a whole. We welcome your feedback, support and guidance and we both need and value your responses to our surveys and newsletters. We are keen to continue to underpin our current success and plan for the future and build innovatively to deliver. We can only do this with your ongoing support and commitment.

The BID serves as a proactive, tried and tested mechanism that can bring together all the businesses active within Greater Yarmouth, facilitate a consensus of ideas, create a well-informed business plan and implement that plan with a wide range of partners including the local council. We simply cannot afford to lose our BID.

As you read this document and review our successes over the last 5 years, we would ask you to have an eye to the future. We need your help in shaping this future and it is therefore crucial that you vote "YES" to the next BID term when the ballot takes place later this year.





## What is a Business Improvement District (BID)?

A Business Improvement District or BID is an arrangement whereby businesses collaborate to decide what services and improvements (in addition to those already provided by your business rates) they wish to make in their location, how they are going to manage and deliver those improvements and what they are prepared to pay to make them happen. This information forms a business plan that will be voted upon by all prospective levy payers. If the majority vote YES by both number and rateable value a BID is created. The BID Company exists for a maximum of 5 years and must spend the funding raised within the BID area and in accordance with the agreed business plan.

There are currently over 300 BIDs in the UK including 7 Tourism/ Destination BIDs like GYTABIA.

## An Investment In Your Business

This document aims to both review the success of the GYTABIA BID and also offers the opportunity to all in the BID area to secure a second term. A chance to invest over £2.5m over the next 5 years again to secure the firm foundation we have laid and to build upon it. Together we can continue to improve and compete.

## The Funding - Your Money, Your Say

Many places have decided to adopt this private sector management model called BIDs, to better implement the wishes and wants of their business community. GYTABIA is an example of this and is funded by businesses in the area that pay a levy. That money is ring fenced and can only be spent within the BID area on the ideas agreed and voted upon in the business plan. The levy has nothing to do with normal business rates (these pass straight to the government). Those services that public agencies are required to provide as part of your business rates are base-lined and BID money cannot substitute or replace these.

## The BID Company

GYTABIA is managed by a Board of Directors drawn from local large and small businesses from within the BID area. It is a private, not for profit, independent company. Any levy payer is eligible to become a member of the BID Company and can then be put forward to serve as a Director of the BID.

## The Vote

If you are eligible to pay the levy, you are eligible to vote, so you decide. Of those that vote, if a majority of businesses vote in favour of the BID by number and by total rateable value, the levy will be mandatory on all businesses in the BID area. The proposal may exempt some businesses (e.g. those with low rateable values or certain sectors) but they will then not have a vote.

## What Happens if it is a 'NO' Vote

If you do not vote "YES" then GYTABIA will simply cease to exist in its current form on 1st October 2019. All of the services such as the marketing, events and promotional activities that are funded by the BID will also cease at that time.



## Our Achievements

**Vote YES for GYTABIA BID to see these services and projects continue.**

Much of our work is operational and addresses the services you, our BID levy payers wanted to see delivered in addition to those the local authority provide.

Over the five years the BID will have supported over 30 marketing initiatives, 40 events, 35 projects aimed at improving facilities, maintenance and access. Simply put, none of this would have been possible without the GYTABIA BID.

Here is a summary of some key of projects and services we have delivered over the last 5 years:

### Marketing

Marketing has been a key element of the BID's activities and remains crucial if we are to maintain and enhance Greater Yarmouth as a visitor destination.

Greater Yarmouth has a strong core product which attracts in the main 'family school holiday market' and 'empty nesters'. Furthermore over 6 million day trippers bring in over £200m into the local economy. We want to make sure we give people reasons to visit, return and stay longer. In order to do so, we have delivered:

- **TV campaigns across the East Midlands (Derbyshire, Nottinghamshire and Leicestershire) with a reach of over 3 million people**
- **Radio campaigns in East Anglia, East Midlands, Essex and North London reaching over 1.8 million people**
- **Over 30 national facebook campaigns seen by over 280,000 people**
- **Digital campaigns with a reach of just under 1 million people**
- **ITV Video on Demand attracting 1.3 million views**
- **Family Adsmart campaigns across East Midlands, East Anglia and North London generating over three-quarter of a million views and impressions**
- **12 promotional films aimed at families, young people and couples**

### Monitoring & Evaluation

We deliver many great projects and services but it is important both as an organisation and a place that we ensure that we know the impact this is having. We are constantly evaluating what we do to ensure that what we delivered is at the best quality possible and meets our key objectives whilst ensuring value for money for our levy payers.

The following gives a summary of the impact of our work:

- **Day Trippers have risen from 5.6m in 2014 to 6m in 2017**
- **The value of day trips have risen from £189m in 2014 to £209m in 2017**
- **Overnight stay number have remained static at about 4.5m but the value has gone up from £249m in 2014 to £263m in 2017**
- **The total number of trips has risen from 6.7m in 2014 to 7.1m in 2017 with the value rising from £578m to £626m**
- **The number of jobs the above supports has risen from £11.5K in 2014 to £12.5K in 2017**
- **The official resort website receives over 350,000 unique visits quarterly**
- **Providing business intelligence and data for levy payers**

## Events

GYTABIA has helped to stage and support some amazing events. Of course the big headline was the Air Show which helped elevate the profile of Great Yarmouth both regionally and nationally. A YES Vote in next year's ballot will give the BID an opportunity to consider staging a second Air Show building on the experience of staging this year's event.

It is also not always about the big events. The perfect combination is a series of varying scale events throughout the Borough, which maximises the available funding.

We delivered these events attended by an estimated 700,000 people in total:

- **The Haven Great Yarmouth Air Show attracting over 175,000 people**
- **We will celebrate the 20th Maritime Festival this year which attracts 30,000 people**
- **Fireworks in Gorleston, Hemsby and Great Yarmouth attracting over 40,000 people in total.**
- **The Gorleston Christmas Light Switch On provided entertainment for over 10,000 people**

We supported:

- **Burgh Castle Fun Day – attracting 3000 people**
- **Caister Village Experience – attracting 3000 people**
- **Brush With the Broads**
- **Gorleston Beach Volleyball – attracting 1000 people**
- **National Youth Sailing Regatta Gorleston – attracting 5000 people**
- **Great Yarmouth Arts Festival – attracting 10,000 people**
- **Great Yarmouth Film Festival – attracting 2000 people**
- **Great Yarmouth Wheels Festival – attracting 25,000 people**
- **Hopton Anniversary Fete – attracting 3000 people**
- **Martham Scarecrow Festival – attracting 3000 people**
- **National Street Road Association -- attracting 10,000 people**
- **Pumpkinanza – attracting 1000 people**
- **Upfront (part of Seachange's Out There project) – attracting 10,000 people**
- **Tempest Norfolk and Norwich Festival – attracting 5,000 people**



## Supporting Facilities, Maintenance & Access

It is great getting people to Greater Yarmouth but they are only going to come back if we make sure that they get here and move around easily, it looks good and the supporting facilities are there such as toilets and information. GYTABIA knows the importance of this and have ensured that this is a key part of our business plan.

We have delivered and/or supported the following:

- **Filby in Bloom**
- **Gorleston in Bloom**
- **Hemsby Hanging Baskets**
- **Winterton in Bloom**
- **Greater Yarmouth Decorative Lighting – 2.7 miles of LED Rope Lighting along Marine Parade**
- **Hemsby Beach Cleaning**
- **Caister Village sign refurbishment**
- **Fritton Village sign**
- **Hemsby sign**
- **Winterton map**
- **Gorleston Ivy Lodge – Development of Tearoom**
- **Improving Hemsby Toilets**
- **Provision of Training, Support & business advice**

## The Next 5 Years

In July this year the BID board will be staging a ballot seeking to secure a further five years of the Business Improvement District. Learning from the first five years the parameters will be adjusted to make it a leaner, more manageable BID. The basic principles however will remain the same. It is all about strengthening the visitor economy, which not only has a positive impact on tourism businesses but also on businesses across the Borough.

With public sector funding being squeezed to the limit – there is NO PLAN B. Quite simply...

1. A 'NO VOTE' means crucial marketing and events will cease. The profile and success of Greater Yarmouth as a visitor destination will take a serious hit.
2. A 'YES VOTE' means that we can continue to build upon the first 5 years; and secure Great Yarmouth's position as a top UK visitor destination.

With that in mind we would be grateful if you could complete our survey and return it by 22 February 2019. The link is:

<https://www.surveymonkey.co.uk/r/GYTABIA2>

or you can complete it at our website [www.gyta.com](http://www.gyta.com)

We are also holding workshops so that you can find out more detail and have the chance to ask the team any questions. These are as follows. Please let us know if you wish to attend:

For more information and to keep in touch contact Alan Carr or Karen Youngs on:

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Workshop	Date	Time	Venue
Hemsby Businesses	27 February 2019	10am	Lacon Arms, Hemsby
Accommodation Providers and Holiday Parks	27 February 2019	1pm	Maritime House
Attractions & Other Tourism Businesses	27 February 2019	4pm	Maritime House
Gorleston, Winterton, Caister and Marthan Businesses	28 February 2019	10am	Maritime House
Service Suppliers and Others	28 February 2019	12pm	Maritime House