

Greater Yarmouth Tourism & Business



NEWSLETTER DECEMBER 2018



MAKING THINGS HAPPEN



Making Things Happen

“Some people make things happen, some people watch things happen, while others wonder what has happened”

Over the first five years of the Tourism and Business Improvement Area some amazing projects have been staged to enhance the profile of Greater Yarmouth, and ultimately to increase the profitability of businesses in the Borough.

In June 2013 a group of business people (the BID Task Group) joined forces to explore the option of creating a brand new Business Improvement District in order to raise the profile of Greater Yarmouth as a visitor destination which in turn would help increase the spend in businesses across the Borough.

Increasing spend could come from two directions:

Direct – visitors spending their cash in hotels, caravan parks, restaurants, cafes, amusement arcades, shops or visitor attractions

Indirect – from people who are employed within the tourism industry and spend their wages/salaries in local shops, hairdressers, restaurants etc.

Tourism expert Professor Victor Middleton OBE summed it up perfectly:

“From accountants and architects to zoos, via builders, butchers, camping and caravan sites, car parks, food production, and retail, hairdressers, hotels, restaurants and cafés, pubs, transport operators, village events; there is hardly an aspect of economic life in the 21st century that is untouched directly or indirectly by a combination of residents and visitors and the money they spend locally in the visitor economy”.



After extensive consultation, sector group meetings and general meetings the Task Group prepared, published and distributed their business plan in April 2014 to over 1200 potential levy payers. The business plan focused on the following key objectives:

- 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.



What is a Business Improvement District?

A Business Improvement District is a defined area in which a levy is charged on all business ratepayers in addition to the business rates bill. This levy is used to develop projects which will benefit businesses in the local area.

There is no limit on what projects or services can be provided through a Business Improvement District. The only requirement is that it should be something that is in addition to services provided by local authorities. Improvements may include, but are not limited to, extra safety/security, cleansing and environmental measures, marketing and events.

There are currently more than 180 BIDs in the UK.

BID Projects

To achieve the objectives the Task Group commissioned a series of marketing campaigns; staged some key events and worked with business groups across the borough on some of their key projects.

The Task Group then awaited the results of a ballot held during 1st-31st May 2014. On the 3rd June the results were announced confirming that more than 50% had voted YES by both rateable value and by number of businesses.

In July 2019 there will be a second ballot to determine whether the BID should continue for a further five-year period. With the experience of the first five years, a new Task Group is considering the various options and it is likely that the number of levy payers will be reduced to around 600.

Put quite simply a YES vote means that key events and activities will be retained and built upon. A NO vote will mean that all current and planned marketing campaigns and events would stop immediately; and quite literally the lights on Great Yarmouth seafront would be switched off.

Over the five years the BID will have supported over 30 marketing initiatives, 40 events, 35 projects aimed at improving facilities, maintenance and access.

None of this would have been possible without the status of 'Business Improvement District'.



Project Appraisals

The BID Board welcomes ideas for projects from all over the borough that contribute to the objectives detailed in the Business Plan. All large projects are subject to a strategic appraisal to determine how they deliver against the objectives of the BID. The projects were assessed over 15 key questions including:-

Has the project been promoted and/or supported by a sector group?

HOW DOES THE PROJECT:-

- specifically contribute to one or more of the BID objectives? (above)
- increase the number of people visiting Greater Yarmouth?
- increase the number of people staying in Greater Yarmouth?
- improve the visitor experience?
- increase repeat visits?
- encourage people to stay longer?
- encourage people to visit more attractions?
- provide incentives to spend more in local businesses?
- provide opportunities to spend more in local businesses?
- generate any income sources/match funding?
- improve the physical environment?
- improve the awareness of the destination?
- benefit most sectors of the BID?
- benefit the whole BID area (the Borough)?



The BID Board members are asked to score the projects from five (High Priority) to one (Low Priority). The strategic score was then multiplied by the Priority score to achieve the overall priority list.

Marketing

Greater Yarmouth Brand

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

New Markets

Due to schools implementing stricter policies over children taking holidays out of term time, growth in new markets must be targeted outside of the July and August school summer holiday peak. To achieve this, businesses in Greater Yarmouth must work together to develop our overall product and ensure it is attractive to a different audience. We also need to ensure that the holiday experience exceeds our visitors' expectations. Complacency is likely to result in a continual slow decline of the tourism sector. We plan to target alternative, sustainable and more affluent visitors in off-peak and shoulder periods, in particular May, June and early July as well as late September and October. This can be through new events and promotions focusing on food and drink, heritage, Broads and countryside. The long-term aim is for year-round tourism spend, generating higher tourism spend in the accommodation, attractions, retail and dining sectors.

Who are our current staying visitors?

4.5million bed nights per year are generated by staying visitors in Greater Yarmouth. The majority are aged 18-54 and are likely to be in a family group within the C2DE bracket. Empty nesters in the 55+ age range account for 34% of visitors. 30% of visitors travel to the area from within the East of England, 16% from London and 24% from the East Midlands or South East.

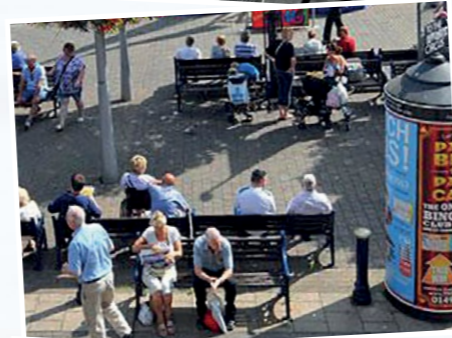
44% of staying visitors stay for four nights or more, which is longer than in most other seaside destinations. 75% of staying visitors visit the beach. Shopping, exploring the surrounding area and visiting a theme park are the other most popular activities.

Day Trippers

6 million day trips per year to the Greater Yarmouth area generate £209 million for the local economy. Figures indicate that from every £1 spent by day visitors 34% is on shopping, 41% on food and drink, 11% on attractions and 14% on travel costs.

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

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



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

The BID Marketing Working Group works hand-in-hand with the Marketing Office of the Borough Council and have helped shape the resort publicity and promotion of the resort area using a mix of traditional and new media. Some of the campaigns organised through the Marketing Working Group included:-

CAMPAIGNS	AREA	RESULTS
Capital East Midlands - Weather	East Midlands	Reach 902,000; OTH (Opportunity to hear) 32.1
Adsmart East Midlands	Derbyshire, Leicestershire And Nottinghamshire	462,974 views; OTS (Opportunity to see) 3.9
ITV1 Central East Area	Derbyshire, Leicestershire And Nottinghamshire	3,548,563; 4.1 OTS
ITV Video on Demand Central East	ITV1, ITV2, ITV3	115,238 views
Channel 5 Video on Demand Central East	Derbyshire, Leicestershire And Nottinghamshire	145,632 views
Heart Radio	Norfolk & North Suffolk	Reach 224,000; OTH 6.8
Adsmart – East Anglia	Postcodes: CB, CO, IP, NR & PE	302,418 views; 2.2 OTS
ITV Video on Demand-East Anglia	Cambridge, Colchester, Ipswich Norwich & Peterborough	63,603 views
Digital Campaign 2-4 Hour Drive Time	North London, Essex, Suffolk, Cambs, Northants, Herts, Beds, East Mids, Lincolnshire	623 views Geocast & Britainisgreat.com. 153,196 views GY social media
Facebook Advertising	National	33 campaigns seen by 281,975
Heart Radio-weather	Essex, Southend	Reach 261,000 – OTH 29.4
Heart Radio-weather	Essex, Chelmsford	Reach 289,000 – OTH 28.5
Heart Radio-weather	Beds, Bucks, Herts weekends	Reach 220,000 – OYH 28.5
Adsmart	North London – shoulder season	254,306 views; OTS 4.39
ITV Video on Demand	Shoulder season	156,399 impressions, 745 clicks
Adsmart – East Anglia – Family Campaign	North London & Essex	127,349 views; = 142,175 views
ITV VOD Family Campaign	London & North Essex	189,400 impressions; OTS 3.73
Heart	Norfolk & North Suffolk radio	
Adsmart – East Anglia Family Campaign	Postcode areas: CB, CO, IP, NR & PE	235,605; OTS 3.73
ITV VOD East Anglia Family Campaign	Cambridge, Colchester, Ipswich, Norwich & Peterborough	116,322 impressions; 610 clicks
TV Production & Social Media Promo Films		Produced 12 new sound edit films, 2 family, 4 couple, 4 young
Digital Campaign 2-4 Hour Drive Time	North London, Essex, Suffolk, Cambs, Northants, Herts, Beds, East Mids, Lincolnshire	768,585 view Geocast & Britain is Great

ANTICIPATED MARKETING SPEND 2014-2019: **£511,588**



Events

The BID 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.

Event Categories

It's not all about big events. The perfect combination is a series of varying scale events throughout the Borough which maximises the available funding.

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

The following chart suggest 6 levels of event types.



LEVEL 6	LEVEL 5	LEVEL 4	LEVEL 3	LEVEL 2	LEVEL 1
Little or no-publicity unless there is a direct participation element	Moderate pre-publicity. Moderate organisation May have the potential to grow	Often linked with a media or event organisation that generates pre-publicity that can help to reduce host destination costs. They have the potential for growth	These events are likely to create relatively high financial commitments/risk for host destination	These events demand high site management costs and substantial publicity	Very high management costs across a range of services
Likely entertain those already at the destination rather than acting as a 'hook' to encourage day visitors	May encourage a few niche visitors to travel to the destination	Will attract visitors for the specific purpose to participate or spectate (often sport linked) Should attract overnight visitors	Some of these events are staged with the aim of generating a new audience 15,000-25,000	25,000+ visitors	Likely to exceed 100,000 visitors and attract regional TV coverage
Car Rallies Street Entertainers Product promotions Kite Festival Band Concerts	Pumpkinanza	Fireworks Soccer on the Sands Beach Volleyball Bowls Festival East Coast Run	Wheels Festival	Beach Concerts Gorleston Festival Maritime Festival Out There!	Air Show



Haven Great Yarmouth Air Show

Undoubtedly the biggest event ever staged in Great Yarmouth was the inaugural Great Yarmouth Air Show sponsored by Haven.

The event attracted over 150,000 people and generated some major publicity regionally and nationally. For the delivery team of around 500 people, it was an intensive 12 months leading up to the weekend of the show.

The event went like clockwork, with every aspect planned and prepared in accordance with the guidelines set out by the Great Yarmouth Event Safety Policy.

Whilst numbers were roughly around those expected it was the park and ride sites which operated well below capacity.

The public feedback was phenomenal – full of praise for the Air Show team. However feedback from some businesses on the seafront highlighted the vast quantities of visitors who bought picnic baskets and remained rooted to their spot for the duration of the show.



GYTABIA's flagship events include the Air Show, the Maritime Festival, Fireworks in Great Yarmouth, Hemsby and Gorleston plus Gorleston's Christmas Switch-On Day.



These events, which are heavily reliant on volunteers, add an extra buzz to key destinations in the Borough.

Maritime Festival

In 2019 the Maritime Festival will be celebrating its 20th year. After 19 years at the helm, Committee Chairman Aileen Mobbs has decided to stand down. The 20th Anniversary Maritime Festival will go ahead only if the BID is voted in for a second five-year term and only if we can assemble a group of people passionate about maintaining the maritime tradition.

Fireworks

Fireworks continue to draw big crowds in Hemsby, Great Yarmouth and Gorleston and have become a permanent fixture in the Borough calendar.

Gorleston Christmas Switch-On

Gorleston Xmas Switch-On day is now established as an annual event thanks to GYTABIA funding and the hard working Gorleston Traders Association.

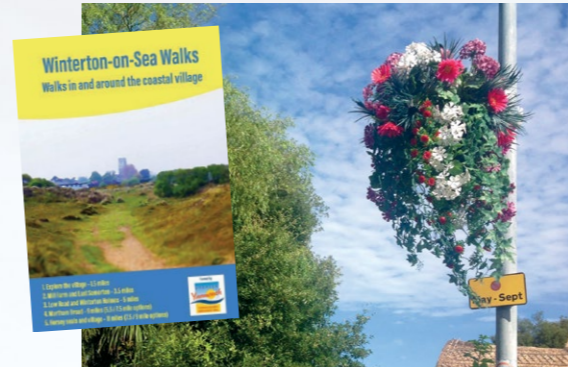
TOTAL ANTICIPATED SPEND 2014-2019: £1,216,705



EVENT	COMMENTARY
Burgh Fun Day	GYTABIA support funding enabled the organisers to provide a full and varied programme enjoyed by visitors and residents alike.
Caister Village Experience	Organiser Ruth Bond-Holland told us: "The value of the BID should not be underestimated. It gives a refreshing opportunity for community-minded people to put forward projects to improve where they live."
Brush With the Broads	BID funding enabled the event to be promoted at Arts Events nationally including Art Material Live, NEC Birmingham; Excel London and Patching Arts in Nottinghamshire.
Gorleston Clifftop Festival Fireworks 2014-2018	GYTABIA (and formerly GYTA) have supported the Gorleston Clifftop Festival for around 10 years, recognising and supporting the hard-working committee in their endeavours. The Clifftop Festival is a much-loved event, enjoyed by locals and visitors alike.
Gorleston Beach Volleyball	Part of a UK tour of top seaside resorts featuring some of the UK's top beach volleyball players
National Youth Sailing Regatta Gorleston	GYTABIA supported this one-off event which featured young sailors from throughout the UK.
Great Yarmouth Arts Festival	GYTABIA was keen to support the event in its early years. The Annual Arts Festival is now going from strength.
Great Yarmouth Film Festival	Likewise GYTABIA supported the first two years of this new event.
Great Yarmouth Wheels	Organised by GYBC and supported by GYTABIA. The weekend includes over 10,000 motorbikes and more than 150 cars.
Hopton Anniversary Fete	GYTABIA supported this events 10th Anniversary year.
Martham Scarecrow	This great community event received an extra boost from GYTABIA.
National Street Road Association	Great Yarmouth hosted NSRAs first hot rod show of the year.
Pumpkinanza	Part funded in 2017 in conjunction with GYBC staff.

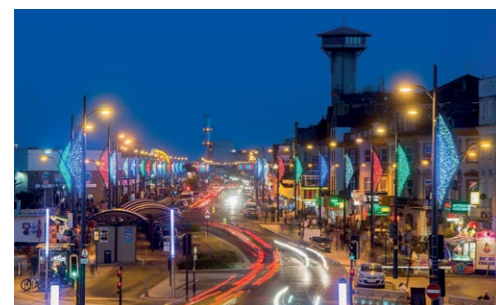
ANTICIPATED SPEND 2014-2019: £105,475

FMA Facilities, Maintenance, Access



PROJECT	NOTES
Fritton Village Sign	Project Champion, Keith Nunn told us "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. Your office has been a credit to GYTABIA and our village is most grateful."
Hemsby Beach Cleaning Hemsby Hanging Baskets Hemsby Sign Hemsby Toilets	BID projects for Hemsby have included fireworks, beach cleaning, keeping the beach toilets open and the hanging floral baskets. These projects would not have happened were it not for finance received from BID. As in the previous years of the BID, this has increased enjoyment and comfort for 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 subsequently visit Great Yarmouth and local attractions thus increasing the income to all businesses throughout the Borough. In this context the continuation of the BID is essential as all local businesses whatever their nature or geographical location will benefit.
Winterton Improvements Winterton in Bloom Winterton Map	The Winterton Group is an innovative group of local businesses who recognise the opportunities to expand their visitor economy. GYTABIA is delighted to support their endeavours to reprint the popular 'Winterton Walks' leaflet, invest in their 'In Bloom' activities and promote Winterton on Instagram.

TOTAL ANTICIPATED SPEND 2014-2019: £54,814



PROJECT	NOTES
Caister Village Sign	The Caister Village sign, which was installed in 1971 by the Women's Institute, was refurbished thanks to funding from GYTABIA.
Filby in Bloom	Since 1995 Filby has enjoyed success after success at all levels including national thanks to a team of people who are passionate about flowers turning Filby into an attraction in its own right.
Gorleston in Bloom	GYTABIA supported Gorleston in their endeavours to compete with other destinations of a similar size.
Gorleston Ivy Lodge	BID funds have supported the Friends of Priory Gardens in the development of a Community Heritage Tearoom within Priory Gardens, Gorleston..
Great Yarmouth CCTV	GYTABIA supports CCTV coverage in Great Yarmouth.
Great Yarmouth Decorative Lighting	One of the first projects undertaken by GYTABIA was to install decorative lighting along Marine Parade. Based on a five year contract the lighting features more than 4 kilometres (2.7 miles) of LED rope lighting featuring 440 sets of lights and 35,200 LEDs.
Great Yarmouth Footfall monitoring	A camera at the junction of Regent Road and Marine Parade counts the number of people for 24 hours a day. This is particularly useful in measuring the increased visitor impact of big events such as the Air Show and Wheels Festival.

TOTAL ANTICIPATED SPEND 2014-2019: £182,504

PRESENT THE VOUCHER at any business displaying the above logo to offset your parking fee

Visit www.great-yarmouth.co.uk/offset for terms & conditions and a list of participating businesses

TICKETS VALID FOR 48 HOURS FROM ISSUE UNLESS OTHERWISE STATED

Not all projects last forever!

PROJECT	NOTES
Great Yarmouth Parking Discount Scheme	Great Yarmouth seafront traders were keen to operate a discounted parking scheme. Whilst the scheme enjoyed a level of success it operated below expectation and therefore not pursued for a further year.
Great Yarmouth Station Welcome Host	Working with the Community Trust welcome hosts were positioned at the railway station to add an extra welcome and to advise visitors about how to continue their onward journey and to promote local attractions. This was a big time commitment for the volunteers involved and sadly the scheme didn't make Year 3.

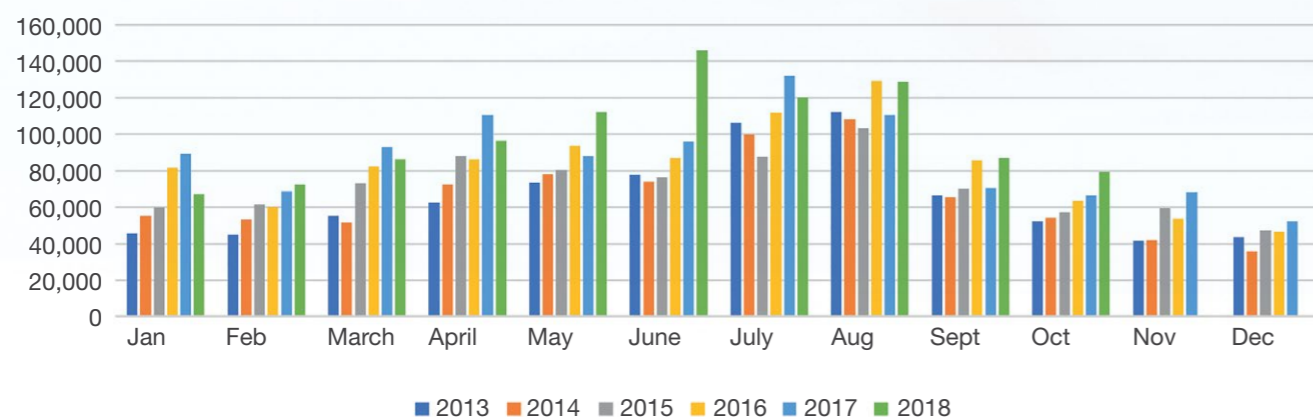
TOTAL SPEND: £16,500

Volume & Value

The table below shows findings of our annual survey into the value of tourism 2014-2017; tracking the period of the BID. In 2017 it is estimated that the local tourism industry supported jobs for 12,427 people - that's 35.5% of the local workforce.

	2014	2015	2016	2017
Day Trips - Number	5,662,000	5,621,000	5,746,000	6,055,000
Day Trips - Value	£189m	£199m	£204m	£209m
Overnight Stays - Number	4,531,000	4,115,00	4,153,000	4,521,800
Overnight Stays - Value	£246m	£248m	£248m	£263m
Total Trips	6,690,000	6,674,100	6,782,700	7,143,800
TOTAL VALUE	£578m	£591m	£600m	£626m
JOBS SUPPORTED	11,475	11,475	11,902	12,427

www.great-yarmouth.co.uk Unique Visitors - Monthly



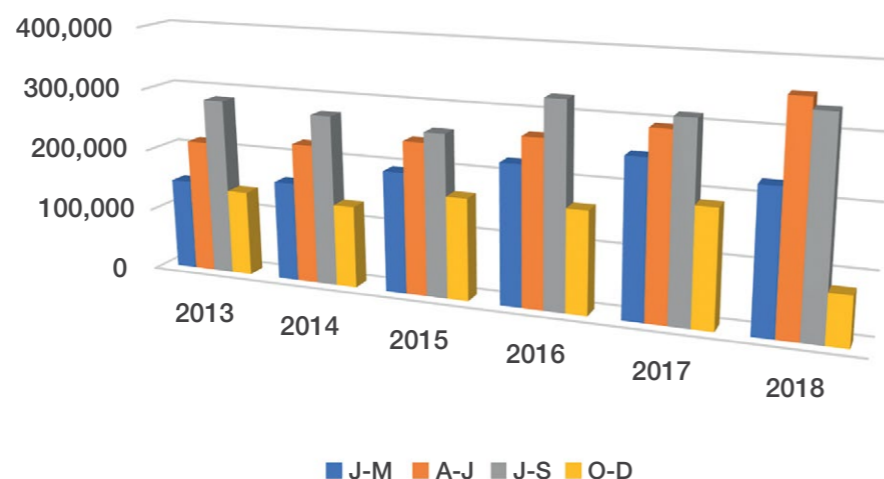
GREAT YARMOUTH
BOROUGH COUNCIL

Staff in the GYBC Marketing office look after the official tourism website

www.great-yarmouth.gov.uk

Many of the BID marketing campaigns aims to drive traffic to this important website. Over the last five years the number of visitors to the website has seen steady growth.

www.great-yarmouth.co.uk Unique Visitors - Quarterly

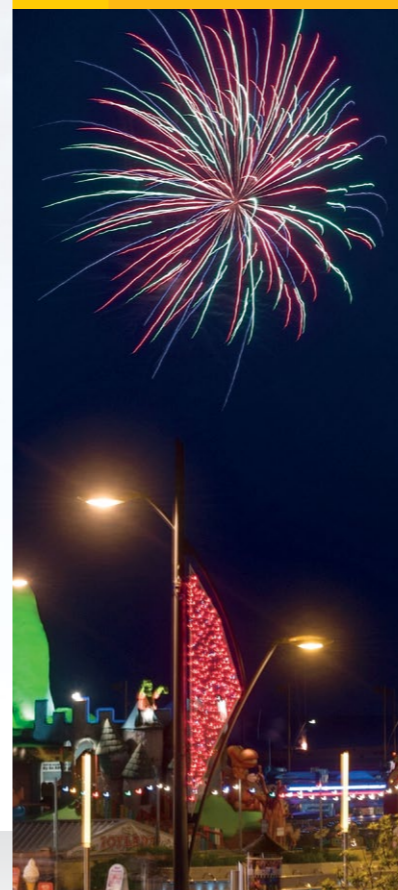


	BRITAINISGREAT.COM	GREAT YARMOUTH	TOTAL VIEWS
Behind the Scenes films	367,699	90,049	457,748
Themed films	255,397	63,204	318,601
TOTAL	623,096	153,253	776,349

What the visitors say

Surveys at two major events give an insight in what visitors do, spend and think - providing vital feedback for the BID.

Summer Fireworks



- > Overall 288 questionnaires were completed. They revealed:
- > Most visitors travel to Great Yarmouth either regularly (44%) or frequently (18%).
- > 78% of visitors stayed for one night or more, and 73% of those stayed in a Holiday park.
- > 22% were day trippers, who were likely to be travelling from the East of England especially for the Fireworks event.
- > Visitors spent an average £56 per night on accommodation and £72 on spending money extras.
- > Visitors' spent an average of £32 on the Fireworks, while residents spent £14.
- > 42% said they spent more that evening than they would have done if the Fireworks were not on.
- > The average extra spend was £27.
- > A quarter came only to watch the Fireworks, and were most likely to be residents.
- > 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.
- > 35% also went to amusement arcades, casinos and bingo.
- > 19% ate out, 18% visited local attractions, others went shopping or visited pubs.
- > 90% said the displays were excellent or good, as a free, family-friendly event, which was good for local businesses.
- > 49% said their visit changed their perception of Great Yarmouth and Hemsby for the better.

Maritime Festival



- > Over three quarters of visitors travel to Great Yarmouth regularly (at least once a year or more frequently).
- > Most visitors were only in Great Yarmouth for the day (70%), and the vast majority of travelled from the East of England (98%).
- > Those stopping for one night or more were most likely to stay in holiday parks and hotels.
- > Their average spend per night was £45, with average spending money of £53 a day.
- > Overall mean spend at the Festival was £21, with visitors spending slightly more (£23) and residents slightly less (£18).
- > 46% said they spent more than they would have done had the event not been on, with an average extra spend of £20.
- > A small proportion (5%) said they would spend less (average - £15).
- > The average time spent at the festival was nearly three hours, but most people spent one to two hours there.
- > Those who spent over two hours at the festival 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 other things mostly went shopping.

The Next 5 Years



In July next 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...

- 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.
- 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.



Notice of GYTABIA ANNUAL GENERAL MEETING

Wednesday 27th March 2019, 11am, Town Hall

ANNUAL TOURISM LUNCH

Wednesday 27th March 2019, 12.30pm, Town Hall

Keep In Touch

The Company likes to keep all BID levy payers informed of all offers, events and information which may be relevant to businesses in the Borough.



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