

# GREATER YARMOUTH TOURISM & BUSINESS



## NEWSLETTER OCTOBER 2019

### A 'YES' MAJORITY

In order to continue as a Business Improvement District, GYTABIA published a new business plan and held a second ballot seeking approval to continue for a further 5 years.

The ballot was conducted by Great Yarmouth Borough Council and closed on 5th August 2019. The result was declared on 6th August and published on the websites of GYBC and GYTABIA.

The results were as follows:-

- ▶ Number of ballots sent: 671
- ▶ Total number of votes cast: 262
- ▶ Percentage return of ballot papers: 39%
- ▶ Aggregate value of hereditaments of votes cast: £12,441,875
- ▶ Total number of votes cast in favour of the proposal: 140 (53.4% of votes cast)
- ▶ Aggregate value of hereditaments of votes cast in favour of the proposal: £8,886,675 (71.4% of votes cast)

**The proposal was therefore approved** ✓



Tall ship Minerva at the 2019 Maritime Festival



Great Yarmouth & Gorleston RNLI at the Maritime Festival



Maritime Festival 'crew'



**Lyndon Bevan**  
Chairman GYTABIA

Taking up the position of Chairman of the Greater Yarmouth Tourism & Business Improvement Area (GYTABIA) is one that fills me with excitement and in trepidation in equal measures. Excitement because a successful ballot means we can continue to build on the foundations laid in the first 5 years. It means we can compete with similar destinations that have followed the BID route. In trepidation, because our previous Chairman, Gareth Brown has left some big boots to fill. In trepidation because we have a challenge ahead to select and fund projects that make a real difference, which means some projects may not receive the funding they desire.

The key to our success will be working together and recognising that we are like a giant theme park where every business depends upon and contributes to the overall offer.

My invitation to all businesses is 'get involved'.

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**Cllr Graham Plant**  
Vice-Chairman GYTABIA

I am delighted to join the GYTABIA Board as a director in my capacity of Chair of the Borough Council's Economic Development Committee. We have an exciting 5-year BID term ahead. As a not-for-profit company board, we intend to grasp every opportunity to promote all our levy-paying businesses, whether tourism-based or not, to local people, visitors and tourists.

As a tourist destination Great Yarmouth remains one of the best places in the UK for holidaymakers. We are already making exciting plans for next year with the aim of making a real impact in 2020 in terms of marketing Greater Yarmouth to benefit businesses and support the visitor economy.

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**Matt Smith**  
Company Secretary,  
GYTABIA

Firstly, can I pay tribute to our retiring founder chairman and company secretary, David Marsh, who has completed over 35 years of voluntary service with successive tourism organisations including the Publicity Association, Greater Yarmouth Tourist Authority, and latterly GYTABIA. David will be a tough act to follow; it would be impossible to attach a value to the time he has spent on promoting and developing Greater Yarmouth. We thank him for his tremendous service and wish him all the best...ON and OFF the golf course.

As the new Company Secretary of GYTABIA, a not-for-profit-company, I must ensure that we manage our financial assets to their optimum use. I shall therefore ensure that a financial appraisal will be readily available for every Board meeting whilst managing the day-to-day accounting alongside our GYTABIA staff.

# PROJECT IDEAS

The BID is about growing the customer base of businesses across the Borough of Great Yarmouth. Whilst the seafront in Great Yarmouth could be classed as the 'shop-window' of the Borough's tourism industry and provides working sites for a range of events, it is also important to remember that smaller authentic events can generate an enhanced customer base for businesses in the northern and southern parishes.



## SUMMER FIREWORKS

Great Yarmouth's summer fireworks saw some changes for the 2019 season with enhanced fireworks and the withdrawal of the 'roadshow' as a build up to the fireworks at 10pm. There were some concerns from the businesses opposite the Sea Life Centre gardens whilst other businesses felt that the roadshow discouraged customers from spending in local restaurants, attractions and arcades.

Let us know your view email [info@gyta.com](mailto:info@gyta.com)



## THE BOROUGH IN BLOOM

At the recent Anglia in Bloom awards ceremony FILBY once again won the top village award to add to their long list of 'In Bloom' awards spanning over 20 years. GYTABIA has, over the first 5-years of the BID, assisted business communities in Filby, Winterton, Caister and Gorleston in their In Bloom activities.



## SEAFRONT DECORATIVE LIGHTING

The seafront decorative lighting in Great Yarmouth was one of the first projects funded by GYTABIA as part of a 5-year leasing contract. Should we enter into a further 5-year contract?

Tell us your views via [info@gyta.com](mailto:info@gyta.com)

**GOT ANY IDEAS FOR PROJECTS THAT GYTABIA COULD FUND?**

Download an application form from [www.gyta.com](http://www.gyta.com)



# PROJECT APPLICATIONS

The GYTABIA Board invites and encourages all business communities in the Borough to identify projects that help improve their business performance.

These could be:-

- ▶ Events
- ▶ Marketing and advertising campaigns
- ▶ Landscape improvements; ie signage, hanging baskets, 'In Bloom' features
- ▶ Training

All projects are assessed against key objectives as stated in the Business Plan.

## OBJECTIVES

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

Each project is then measured against a series of key questions:

## HOW DOES THE PROJECT.....

- 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)?

**PROJECT  
APPLICATION FORMS  
ARE AVAILABLE ON  
OUR WEBSITE**

**WWW.GYTA.COM**

Closing date  
for applications:

**11th November 2019**

## Commercial Directors



## GYBC Councillors on the Board



## Honorary Presidents



## Staff



Karen Youngs  
Projects Manager  
karen@gyta.com



Alan Carr  
Chief Executive  
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