

GREATER YARMOUTH TOURISM & BUSINESS



NEWSLETTER OCTOBER 2020

► **GYTABIA helps secure a £2 million return on investment**

GYTABIA has secured a huge return on investment from two major projects against a backdrop of COVID-19. Projects with a value of just under £2million will give a much needed boost for businesses in the borough.

GYTABIA has secured visits by top travel journalists and generated much media coverage in a range of top titles reaching an audience of over 18 million people.

GYTABIA is helping to secure funding for a council-backed winter programme of activities aimed at extending the season. See page 4 for more details.

On 5th April, the newsletter was ready for circulation containing all the plans for 2020. The COVID-19 virus sent the Board back for a rethink. With the situation changing on an hourly basis, it was clear that our best approach was to plan for a recovery.

Copies of the April News letter can be found on the gyta website:
Download from www.gyta.com



DESERTED SEAFRONT – EASTER 2020

TOGETHER EVERYONE ACHIEVES MORE



Lyndon Bevan
Chairman GYTABIA

Lockdown; facemasks; furloughing; words that are now in our everyday language.

- ▶ We've all had to make difficult decisions both in our working life or our personal life.
- ▶ We've all had to make adjustments to our own familiar routines.
- ▶ We've all had to change our thinking about how we deliver our service to our customers.

We are a 'peoples' industry

- ▶ Where we build relationships with our customers;
- ▶ Where our customers create special memories;
- ▶ Where customers 'recharge their batteries' with a mix of fun and relaxation.

Times are indeed tough but like the proverbial phoenix rising from the ashes I believe

- ▶ We will all come out stronger;
- ▶ We are a top destination and
- ▶ We must work together to deliver the things we've worked so hard to establish.

LET'S BELIEVE, LET'S ACHIEVE

Whilst many of the planned projects for 2020 were forced to cancel; our BID staff have been part of the BID Management team set up to identify how best we can support local businesses.

From the outset we needed to know what was happening in tourism and hospitality. So we started a research programme gathering hard evidence on the catastrophic impact is having on businesses in the borough. More info on page 6.

We will never know the extent to which our lobbying encouraged Govt and other agencies but financial support for struggling business came thick & fast. I do hope that many of you were able to access the support funding and that we all survive together into 2021.



Cllr Carl Smith, the council leader, said: "As a council, we handed out more than £30m in Government grants to local businesses, under both the local and national

schemes, in addition to launching a dedicated grant scheme to help small foodservice and hospitality businesses in our critical local tourism sector with their costs of adapting to Covid-safe operations. We know this grant money has been a lifeline for many businesses, including in the tourism sector, during a very challenging time."

Cllr Carl Smith GYBC Leader

INCOME & EXPENDITURE 2019-2020

INCOME	
BID LEVY 19/20	£420,599
MEMBERSHIP	£3,600
VISIT ENGLAND RESILIENCE FUND	£17,414
GOV COVID-19 BID GRANT	£23,521
	£465,134
EXPENDITURE	
EVENTS - HEMSBY FIREWORKS	£355
EVENTS - GORLESTON SWITCH ON	£9,500
MARKETING - AUG 2019	£6,000
MARKETING - 2020	£10,000
MARKETING - PR	£6,500
MARKETING - DESTINATION RESEARCH	£16,000
SMALL PROJECTS	£7,200
FACILITIES, MAINTENANCE, ACCESS	£32,663
OVERHEADS	£109,500
BALANCE BROUGHT FORWARD	£62,204
CONTINGENCY	£15,000
COVID-19 RECOVERY PROJECT INCLUDING JOINT PROMOTION WITH GYBC	£190,212
	£465,134



Matt Smith
Company Secretary



The figures above are an estimate of this years income and expenditure. The final figures will be presented to the Annual General meeting in March 2021. Events took the brunt of COVID-19 impacts with the cancellation of the Maritime Festival & Summer Fireworks; but it also affected numerous smaller events throughout the borough that GYTABIA supported and helped get established. However what has been established is an all-important recovery project ready to launch when the time is right.

BUDGET PROJECTION 2020-21

Expenditure in 2020-21 plans to focus on marketing with a campaign fund on a scale never before being available to promote our great destination. Never has there been a more important time to work together.

Together Everyone Achieves More

65%	MARKETING & EVENTS	£295,750
10%	FACILITIES, MAINTENANCE ACCESS	£45,500
5%	CONTINGENCY	£22,750
20%	OVERHEADS	£91,000
		£455,000

WORKING IN PARTNERSHIP

Cllr Carl Smith, the Council leader told us: “To support the sector as it re-opened, the council also ran our bespoke ‘Space To’ marketing campaign to actively promote the borough and responsible visitor behaviours, while officers have been out and about in key tourism hotspots to offer businesses free advice and support packs with guidance on safe operations, safety posters and floor stickers. Looking ahead, we’re working with the Tourism BID to develop a series of exciting yet Covid-safe activities to help attract visitors into the winter period.”



GYTABIA is joining forces with the Borough Council, the Great Yarmouth Town Board, Out There Arts, Great Yarmouth Preservation Trust, the Town Centre Partnership, the Civic Society and Norfolk County Council to create a project that has the potential to give a much needed winter boost for businesses in the Borough.

This year will create a platform upon which we can build on in future years.

A fund has been created that will enable a series of exciting and creative experiences for residents and visitors to enjoy, giving Great Yarmouth, Hemsby and Gorleston that extra sparkle.

GYTABIA has pledged support over 4 years which has helped lever in an additional funding from the Borough Council and our funding partners.

These are the first steps towards becoming an all-year destination.



MARKETING

It's been an unusual year for marketing. Initial plans changed and we focused on a strong PR campaign based around national press releases and hosting press visits.

GYTABIA appointed Blakeborough PR in February with a brief to generate coverage about Greater Yarmouth for the national press and media.

During the full lockdown, media features were about quirky stories and nostalgia. As the lockdown lifted the stories became more about enticing visitors to return.

Over the summer, we hosted journalists from The Sun, The Daily Mail, Choice Magazine, The Metro and The I Newspaper.

We estimate that the overall press coverage represented a value of around £800,000 and was seen by 18.5 million people.

In addition, we have also worked with BBC, ITV and DN1 (Denmark) on news and current affairs stories. We have also been working closely with local company TMS Media to develop some branding for use in our marketing campaign for 2021.

We have also worked closely with Visit East of England on a Government-funded £350,000 Enjoy summer safely campaign – Undiscovered England.

TV COMMERCIAL

During the summer we commissioned Media Managers and JMS Group for the production of a full-length advert and 6 short adverts. These will be used to promote the destination for 2021.

Check out the new TV commercial and see a full list of PR features on our Business to Business website www.gyta.com



ECONOMIC IMPACT OF COVID-19



Economic Impact

In May, we commissioned an Economic Impact study to highlight the impact of Covid on the tourism economy in Greater Yarmouth. The report has been used to influence the thinking of Government and other key national bodies.

Covid Impact Tracker Survey

In mid-March, we began our Weekly Covid Tracker survey. This has been invaluable at highlighting the situation faced by tourism in Greater Yarmouth.

Eat Out To Help Out

During August, over 80 businesses took part in the Government's Eat out to Help out scheme, providing a welcome increase in trading.

We're Good To Go

In July, Visit Britain launched a quality standard for businesses to show what they had been doing to be Covid Safe. Over 175 businesses in Great Yarmouth have now been accredited under the scheme.

Stakeholder Meetings And Support

GYTABIA has undertaken a significant amount of support, sending around 50 e-news mails, made over 300 support phone calls and held two open meetings during lockdown, to listen to the concerns and issues of local businesses first-hand.

Lobbying

Much of our work over the last six months has been lobbying key organisations to support you. We have held regular meetings with GYBC, and held monthly meetings with Brandon Lewis MP. The key issues you have raised via the Covid-19 survey have been raised with a wide range of key organisations. From where we were in March, it has been great to see a number of really important support schemes and actions have taken place to support business in Great Yarmouth.



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