



# VISIT GREAT YARMOUTH

# SPRING NEWSLETTER 2022

**Our commitment of more than £420,000 to events, marketing, research, and physical enhancements in 2022 will support economic recovery, create new jobs, and grow our all-year round offer for visitors.**

Re-setting to adapt to a fast-changing world, we are backing activities designed to attract people of all ages and interests, who will want to return.

We are investing into 16 events, including funding for three years for enhanced Great Yarmouth Firework evenings with Out There Arts, Hemsby Summer Fireworks, Great Yarmouth Bowls Festival, Great Yarmouth Wheels, The Out There Festival and Fire on the Water.

We are also supporting Caister Carnival Funday, Great Yarmouth Arts Festival, East Coast Pirates Car Club, Toffs and Hogs Car Show, Comic Con Mini, Family Funday & Classic Car Show, Gorleston Cliff Top Fireworks, Gorleston Christmas Switch On, Jubilee Fireworks, Gorleston Bandstand Pavilion performances and The Big Mini Golf Tournament at mini golf courses across the destination.

We are supporting 14 projects that support the overall visitor experience, improving the overall offer of our destination.

Our investment will support the development of the destination's 12-month offer through our activities.

We will continue to lobby about the issues that impact you and your businesses, as well as continuing to provide business information and a signposting service to help you get the right support.

We will direct more funding to enhance events, support extra projects and research and marketing to ensure busy 2022/2023 and 2023/2024 seasons.



# ANNUAL REPORT



**LYNDON BEVAN** Chairman  
Visit Great Yarmouth/GYTABIA

Anticipating a vibrant 2022 with cautious optimism, I have never been prouder to represent, and be part of this resilient, inventive, and determined sector focused on recovery.

Covid caused the toughest times for businesses that rely on people visiting our destination and spending their money here.

We cannot underestimate the struggle so many have endured to maintain trading as we lost half the tourism economy and the widespread impact was felt by all. We understand that for many, the last two years haven't been about profit, but keeping going.

I never cease to be impressed by the spirit, creativity, and willingness to try new things shown across our sector while making the most of government support.

Businesses have looked ahead how they will come back stronger, with some using the cut in VAT to invest in their businesses to offer visitors more this year.

Our sector attracting day-trippers, holiday makers and people choosing our destination for short breaks is crucial for the wider economy.

We believe our strategy to invest in attracting the widest range of people here will help to bring about the deserved recovery.



**ASA MORRISON** Chief Executive  
Visit Great Yarmouth

After a very difficult and challenging two years for tourism we are looking forward to replicating the economic success we enjoyed in 2019, across 2022.

We are confident in matching all pre-pandemic data, which saw almost eight million day and staying guests and a tourism economy worth £648m, which supported 12,900 tourism-related jobs.

Our huge investment in events, marketing, research and physical enhancements demonstrates our commitment to hitting those figures and more – growing our year-round offer, supported by our passionate and ambitious businesses, who are determined to give our day trippers and holidaymakers the experience they deserve.

The 12-month offer has been further endorsed by the £4m worth of media coverage created in 2021, which will be built upon this year.

Despite the unprecedented times, our 2021 Visitor Survey was very positive with 90pc of participants 'likely' or 'very likely' to recommend Great Yarmouth to friends and relatives as a tourist destination, with our beach, attractions, range of activities and our great atmosphere the stand-out attributes.

Providing the best visitor experience is at the forefront of all action and we believe our investment will support and endorse this vision.



VISIT  
**GREAT  
YARMOUTH**

# ACCOUNTS SUMMARY 2020/21

Covid again presented us with a number of challenges in 2020/21.

We went into lockdown in November 2020, again in January, it was not until summer that things were able to open up fully as a result delivery of projects were often complex.

We did manage to support some events towards the end of the summer and into the autumn.

The result of the difficult trading environment left us with an underspend.

After reviewing options with board, the decision was reached to significantly invest the underspend of 2020/21 into a wider range of projects, which can be found at the end of the newsletter.

With two difficult years now behind us, we look forward to a strong summer.

## BALANCE SHEET

30 SEPTEMBER	2021	2020
	£	£
<b>CURRENT ASSETS</b>		
DEBTORS	13,436	35,311
CASH AT BANK AND IN HAND	543,786	292,892
	<b>557,222</b>	<b>328,203</b>
<b>CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR</b>	<b>344,563</b>	<b>73,911</b>
<b>NET CURRENT ASSETS</b>	<b>212,659</b>	<b>254,292</b>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>	<b>212,659</b>	<b>254,292</b>
<b>NET ASSETS</b>	<b>212,659</b>	<b>254,292</b>
<b>CAPITAL AND RESERVES PROFIT AND LOSS ACCOUNT</b>	<b>212,659</b>	<b>254,292</b>
<b>MEMBERS FUNDS</b>	<b>212,659</b>	<b>254,292</b>

## STATEMENT OF INCOME & RETAINED EARNINGS (INCLUDING PROFIT AND LOSS ACCOUNT)

YEAR ENDED 30 SEPTEMBER 2021	2021	2020
	£	£
<b>TURNOVER</b>	<b>419,169</b>	<b>465,500</b>
COST OF SALES	353,960	49,249
<b>GROSS PROFIT</b>	<b>65,209</b>	<b>416,251</b>
ADMINISTRATIVE EXPENSES	106,842	140,295
OTHER OPERATING INCOME	-	40,540
<b>OPERATING (LOSS)/PROFIT</b>	<b>(41,633)</b>	<b>316,496</b>
<b>(LOSS)/PROFIT BEFORE TAXATION</b>	<b>(41,633)</b>	<b>316,496</b>
TAX ON (LOSS)/PROFIT	-	-
<b>(LOSS)/PROFIT FOR THE FINANCIAL YEAR AND TOTAL COMPREHENSIVE INCOME</b>	<b>(41,633)</b>	<b>316,496</b>

# DETAILED INCOME STATEMENT

YEAR ENDED 30 SEPTEMBER 2021	2021	2020
	£	£
<b>TURNOVER</b>		
SUBSCRIPTIONS AND OTHER OPERATING INCOME	4,169	8,568
MARITIME FESTIVAL AND OTHER EVENTS	-	1,021
LEVY INCOME	415,000	455,911
	<b>419,169</b>	<b>465,500</b>
<b>COST OF SALES</b>		
ILLUMINATIONS EXPENSES	10,000	10,000
COMMUNITY SAFETY	56,336	7,500
MARITIME FESTIVAL EXPENSES	-	702
AIRSHOW EXPENSES	-	1,950
MARKETING EXPENSES	60,710	28,409
FIREWORKS EXPENSES	-	688
EVENT EXPENSES	58,245	-
FMA EXPENSES	154,339	-
SMALL PROJECT EXPENSES	14,330	-
	<b>353,960</b>	<b>49,249</b>
<b>GROSS PROFIT</b>	<b>65,209</b>	<b>416,251</b>
<b>OVERHEADS ADMINISTRATIVE EXPENSES</b>	<b>106,842</b>	<b>140,295</b>
<b>OTHER OPERATING INCOME</b>	<b>-</b>	<b>40,540</b>
<b>OPERATING (LOSS)/PROFIT</b>	<b>(41,633)</b>	<b>316,496</b>
<b>(LOSS)/PROFIT BEFORE TAXATION</b>	<b>(41,633)</b>	<b>316,496</b>



# 2021-22 FINANCIAL PROJECTION

ESTIMATED INCOME 2021/22		
BALANCE BROUGHT FORWARD	£212,659	
LEVY	£454,915	
MEMBERSHIP	£3,000	
<b>TOTAL INCOME</b>		<b>£670,574</b>
ESTIMATED EXPENDITURE 2021/22		
EVENTS	£344,350	
MARKETING	£114,000	
SMALL PROJECTS	£23,915	
FMA	£63,698	
OVERHEADS	£109,500	
CONTINGENCY	£15,000	
<b>TOTAL EXPENDITURE</b>		<b>£670,463</b>
<b>SURPLUS DEFICIT</b>		<b>£111</b>



The Board has invested significantly in events for 2022. This is considered to be the most effective way to provide the fastest recovery from covid. We have also enhanced our investment in PR, which provided an exceptional return on investment last year. All our activities should support what we all hope is a highly successful year.

**MATT SMITH**  
Company Secretary

## DESTINATION MANAGEMENT PLAN

As the Destination Management Organisation for the borough of Great Yarmouth, we have developed the Visit Great Yarmouth Destination Management Plan. It sets out our plans for 2021-2024.

[Click here to view full plan](#)

## VENI PROJECT

We are a delivery partner within the Visitor Economy Network Initiative (VENI) Project providing in-kind funding support. VENI will bring educators and SMEs closer together and create opportunities for young people to develop work-ready skills.

[Click here for more information](#)

## MARKETING

In 2021, we achieved media coverage worth almost £4million.

Our national PR agency works across the UK and issues national news releases, hosts journalists for press visits and works with media organisations to run competitions.

Our regional and local PR focuses specifically on Norfolk and Suffolk. It tells a more localised story about the destination to raise awareness to daytrippers. The agency works with regional and local journalists on content and stories as well as sending out press releases.

In 2022, we will be working with eight blogger ambassadors, who have been selected to promote Great Yarmouth. We will also be using a wider range of bloggers to post content and stories about the destination.

We have scheduled a digital marketing campaign in early summer to promote all our destination has to offer.

We have also part-funded a Channel 4 TV show about the destination expected to be broadcast on May 22 2022.

We also continue to work closely with Visit East of England on regional campaigns.



## EVENTS

This year sees the return of a number of events, and we are investing in the following events for 2022 to support our visitor economy.

**Horleston Bandstand Concerts**  
May - Sep Seafront Bandstand

**Comic Con Mini**  
31 May Great Yarmouth Seafront

**Great Yarmouth Jubilee Fireworks**  
02 June Great Yarmouth Seafront

**Caister Carnival Funday**  
26 June Caister Playing Fields

**Wheels Festival**  
02 - 03 July Great Yarmouth Seafront

**Great Yarmouth Arts Festival**  
08 - 09 July Various Locations

**Cliff Top Fireworks**  
31 July Horleston Cliff Top

**Hemsby Fireworks**  
05 June, 26 July, 02, 09, 16, 23, 30 Aug

**Great Yarmouth Fireworks**  
03, 10, 17, 24, 31 Aug

**Family Funday & Classic Car Show**  
06 Aug Burgh Castle

**Great Yarmouth Bowls Festival**  
28 Aug - 23 Sept

**East Coast Pirates Car Club**  
04 Sept Great Yarmouth Seafront

**The Out There Festival**  
16 - 18 Sept Great Yarmouth

**Toffs and Hogs**  
24 Sept Great Yarmouth Seafront

**Fire on the Water**  
Oct/Nov Great Yarmouth Waterways

**Horleston Switch On**  
22 Nov Horleston High Street

## FACILITIES, MAINTENANCE & ACCESS PROJECTS

We are continuing to support the decorative lighting on the seafront, as well as Great Yarmouth CCTV. We have also invested into the GYBC Different Light programme.

In 2022, we have committed funding to support In bloom projects in Filby, Caister, Winterton and Gorleston as well as some enhancements to Kingsway island in Hemsby.

We are also providing small amounts of funding to localised projects, which benefit our visitors.



## SUMMER MINI GOLF COMPETITION

We are funding a summer golf competition to run across a number of our mini golf courses. The competition will run from May to September and the lucky winner will share in a number of great prizes.

[Click here for more information](#)

## RESEARCH

In 2019 the tourism economy was worth almost £650 million to the Great Yarmouth area.

It supported almost 13,000 jobs, which accounted for over 37% of local employment. Covid has had a catastrophic impact and, as we continue to recover, research into what visitors want and how we respond will play a key part.

*In 2022, we will be investing in the following research:*

- **Bimonthly Tourism Business Impact monitoring**
- **Annual Volume & Value of Tourism reporting**
- **A summer visitor survey**
- **Monitored footfall through a street counter**
- **Visitor Data Analysis through anonymous mobile phone tracking**

This is to ensure that we have up to date information which guide our decisions and activities in order to support our overall visitor economy.

## LOBBYING

We are in regular contact with a number of key organisations and we will continue to lobby on your behalf at a local, regional and national level on issue that will help us to grow and develop tourism in the future.



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