



VISIT
**GREAT
YARMOUTH**

AUTUMN NEWSLETTER 2023



A NOTE FROM THE CHAIR

GYTABIA (Greater Yarmouth Tourism & Business Improvement Area Ltd) **t/a Visit Great Yarmouth 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.**

Visit Great Yarmouth is also the official destination management organisation for the Great Yarmouth area.

Businesses came together in 2014 to set up a Business Improvement District (BID) known as GYTABIA. It chose to renew this arrangement again in 2019. The objectives of GYTABIA were simple and the same each time:

- 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.**

Run by a Board of Directors (drawn from local business representatives who work on a voluntary basis) the BID is required to carry out a re-ballot every five years. It is now that time again. We look to you to review our work to date and by voting "YES" to renew the BID.

If the re-ballot is unsuccessful the GYTABIA BID will come to the end of this five-year term on 30 September, 2024 and will shut down all its current activity.

Currently your BID levy raises nearly £500,000 each year to deliver the projects that you, the businesses voted for. Your commitment has also allowed us to secure external funding of over £20,000 pa on average.

Critically our tourism industry is a pivotal part of our economy, valued at over £400m, providing for thousands of livelihoods and we are all dependent on more than four million plus visitors we attract each year. We must ensure that we are in the strongest possible position to compete.

Only you can decide again and enable us to compete with other destinations effectively.

If you would like any more information, please get in to touch.



LYNDON BEVAN

Chairman Visit Great Yarmouth / GYTABIA

email:

lbevan9320@aol.com

SCAN THE QR CODE TO COMPLETE OUR ONLINE SURVEY

or visit www.surveymonkey.co.uk/r/GYTABIBID2023
or you can complete it at our website www.gyta.com



www.gyta.com - Corporate Site

www.visitgreatyarmouth.co.uk - Visitor Site

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) 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 five years and must spend the funding raised within the BID area and in accordance with the agreed business plan. There are currently over 320 BIDs in the UK, including seven tourism/destination BIDs like GYTABIA.



THE BID COMPANY

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

THE FUNDING - YOUR MONEY, YOUR SAY

The levy 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 services that public agencies are required to provide as part of your business rates are baselined and BID money cannot substitute or replace these. The levy has nothing to do with normal business rates (these pass straight to the government).

THE VOTE

If you are eligible to pay the levy, you are eligible to vote. 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 eligible businesses within the BID area. The proposal and voting may make some businesses exempt (e.g., those with low rateable values or certain sectors).

WHAT HAPPENS IF IT IS A 'NO' VOTE

Then the GYTABIA BID will simply cease to exist on 30 September, 2024. All the services such the marketing, events and promotional activities that are funded by the BID will also cease at that time. With public sector funding being squeezed to the limit, please remember, there is NO PLAN B.

OUR ACHIEVEMENTS

We work under the four key themes, set out below:

- **MARKETING • EVENTS**
- **SUPPORTING FACILITIES, MAINTENANCE & ACCESS**
- **RESEARCH, MONITORING & EVALUATION**

Below, we have summarised our key achievements over the last five years (please bear in mind that two of those years were severely impacted by the COVID pandemic).

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. We have a strong core product, which attracts in the main 'family school holiday market' and 'empty nesters'. Furthermore over 4.5 million total trips bring in over £300m into the local economy. We have:

- **Generated media coverage worth £4m plus on average annually. And £7m for 2023.**

- **Developed a website, which has attracted over 650,000 unique visitors in the last 12 months - www.visitgreatyarmouth.co.uk**
- **Developed Social Media Channels with 11,000 plus followers, growing by 300-400 a month**
- **Hosted an average of 12 Journalists a year and issued 20 plus press releases a year**
- **Delivered digital marketing campaigns**
- **Delivered East of England campaigns.**



EVENTS

GYTABIA continues to stage and support some amazing events, large and small, which helps elevate our profile regionally and nationally.

We financially supported the following events in 2023:

- **Wheels Festival**
- **Hemsby Fireworks**
- **Great Yarmouth Fireworks**
- **Great Yarmouth Bowls Festival**
- **Out There Festival**
- **Gorleston Cliff Top Fireworks**
- **Gorleston Bandstand Concerts**
- **Great Yarmouth Arts Festival**
- **Comic Con Mini**
- **Caister Carnival Funday**
- **East Coast Pirates Car Club**
- **Gorleston Switch On**
- **Hopton Party in the Park**



SUPPORTING FACILITIES, MAINTENANCE & ACCESS

Realising the importance of ensuring that our visitors have the ability to move around easily, feel welcome and that our attractions look good, we delivered and/or supported the following:

- Seafront Decorative Lighting for Great Yarmouth
- CCTV Operations & Camera installation – Gapton Hall Industrial Estate
- The Different Light Project
- The Broads Discovery Hub
- Filby in Bloom
- Caister in Bloom
- Winterton In Bloom
- Gorleston in Bloom



RESEARCH, MONITORING & EVALUATION

As an organization, we place great importance on measuring the impact our work is having. We carry out:

- Quarterly Tourism Business Impact Monitoring
- Annual Volume & Value of Tourism Reporting
- A Summer Visitor Survey
- Footfall Monitoring
- Visitor Data Analysis

ECONOMIC IMPACT OF TOURISM 2022:



COVID 19 BRINGING ADDED VALUE

Alongside the achievements identified, we faced the unprecedented challenges brought by the Coronavirus pandemic. GYTABIA made a quick decision to adjust its normal programme of work. Examples of our work during this time included:

ECONOMIC IMPACT REPORT

Commissioned a specific Economic Impact study to highlight the impact of COVID on the tourism economy in Greater Yarmouth. The report was used to influence the thinking of Government and other key national bodies.

COVID IMPACT TRACKER SURVEY

Conducted Weekly Covid Tracker survey. Used to highlight the situation faced by tourism in Greater Yarmouth.

EAT OUT TO HELP OUT

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

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 were accredited.

STAKEHOLDER MEETINGS & SUPPORT

GYTABIA undertook a significant amount of support, sending around 50 e-news emails, 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

GYTABIA lobbied key organisations to support you. We held regular meetings with GYBC and held monthly meetings with Brandon Lewis MP.

The key issues you raised via the Covid-19 survey were presented leading to the development of support schemes and actions for businesses.

This included attracting funding from the Visit Britain Recovery Fund and being part of the Visitor Economy Network Initiative.

TOURISM & BUSINESS RECOVERY PLAN 2021

We produced a comprehensive plan in order to support businesses as we came out of the pandemic.

Our board is made up of 22 voluntary directors. If you would like to learn more about what they do, please contact Nathan Barnett or Gregg Haddon.



NATHAN BARNETT Visit Great Yarmouth/
GYTABIA Director and General Manager of SEA Life
nathan.barnett@merlinentertainments.biz



GREGG HADDON Visit Great Yarmouth/GYTABIA Director
and Owner/Proprietor of the Winchester Guesthouse
gregg_haddon@hotmail.com

THE NEXT 5 YEARS

In June 2024, the GYTABIA BID will need to undergo a new ballot to seek and secure a further five years. With the above in mind, we would be grateful if you could complete our online survey by 31 December, 2023.

The link to the survey is www.surveymonkey.co.uk/r/GYTABIABID2023 or you can complete it at our website www.gyta.com

VISIT
GREAT
YARMOUTH

SCAN THE QR CODE
TO COMPLETE OUR
ONLINE SURVEY



For further information or if you have any queries, please contact:



ASA MORRISON
Chief Executive

asa@gyta.com



KAREN YOUNGS
Business and
Administration
Manager

karen@gyta.com

Call: 01493 857961

www.gyta.com
- Corporate Site

www.visitgreatyarmouth.co.uk
- Visitor Site