



**VISIT
GREAT
YARMOUTH**

GREATER YARMOUTH TOURISM & BUSINESS IMPROVEMENT AREA (GYTABIA)

BUSINESS PLAN 2024-29

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INTRODUCTION



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.

If the 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.

In 2024 the GYTABIA will need to undertake another ballot in order to continue its work for another five-year term and continue the progress we have made to date. We need you to look at this Business Plan and make the decision to vote 'YES' to continue our work. Remember that if you choose for the BID not to continue then all the work and achievements so far will cease.

We know that the business environment is still competitive. Since our last vote other destinations, such as the English Riviera, Bournemouth Coastal & Isle of Wight have renewed their BIDs. We know also that people's leisure and shopping habits continue to change so that we have to continue to adapt to survive.

The ballot will take place between 01 July 2024 and 29 July 2024 and we ask that you vote YES to enable GYTABIA to continue our work to make this the destination of choice.

**Vote "YES"
for the BID again!**



LYNDON BEVAN Chairman
Visit Great Yarmouth/GYTABIA

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) they wish to make in their location, 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 exists for a maximum of 5 years before it needs to be renewed again through a ballot and must spend the funding raised within the BID area and in accordance with the agreed business plan. There are currently over 340 BIDs in the UK including 8 Tourism/ Destination BIDs like the GYTABIA.

An Investment in Your Business

This aim is to both review the success of the BID and offers the opportunity to all in the BID area to secure another term. A chance to invest £2.5m plus over the next 5 years again to secure the firm foundation we have laid and to build upon it. Together we can continue to grow and cement our status.

The BID Company

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

The Vote

If you are eligible to pay the levy, you are eligible to vote, so you decide. 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 businesses in the BID area. The proposal may exempt some businesses (e.g. those with low rateable values or certain sectors), however they are not eligible to vote.

What Happens if it is a 'NO' Vote

Then the GYTABIA will simply cease to exist on 30 September 2024. All the services such as the marketing, events and promotional activities that are funded by the BID will also cease at that time.

Key work that will be lost includes...

- **Over £2.5m of professional destination marketing**
- **Nearly £4m of media coverage**
- **Our website attracting over 650,000 visitors in the last 12 months.**
- **Our Social Media channels** (Facebook, Instagram, Twitter) **with 12,000 plus followers**
- **Major events such as the Wheels Festival & the Fireworks**
- **Our Short Break & What's On Guides**
- **Support for the 'In Bloom' Programmes**
- **Numerous PR & Media activities with national, regional, local and industry platforms, including TV, Papers, Radio, Online & Magazines**

There is NO replacement body that will deliver these services. There is NO Plan B. Remember Great Yarmouth Borough Council does not have these funds for destination marketing.

Competitors

Remember our competitors will continue to invest and move forward. Key ones include:

- **Bournemouth Coastal BID investing over £3.5m**
- **Isle of Wight BID investing over £4.5m**
- **English Riviera BID investing over £3m**
- **Yorkshire Coast BID investing over £4m.**

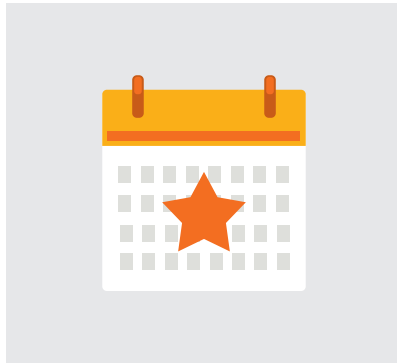


GYTABIA DELIVERS



Marketing

- Generated media coverage worth on average worth just under £4m pa.
- Developed a website, which has attracted over 650,000 unique visitors in the last 12 months - www.visitgreatyarmouth.co.uk.
- Developed Social Media Channels 12,000+ followers & growing by 300-400 a month.
- Hosted an average of 12 Journalists, 5 professional bloggers & issued 20 plus press releases a year.
- Sent our Marketing emails to our database of 45,000.
- Delivered destination marketing activities using print, digital and radio channels.
- Delivered/Supported event marketing activities.
- Delivered/Supported East of England campaigns.
- Produced a Short Break and Holiday Digital Guide.
- Produced a printed What's On Guide for 2024.
- Invested and used Destination Photography, Videography and Drone Footage to promote the destination.
- Produced destination videos.



Events

GYTABIA has financially supported the following events:

- 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

GYTABIA has delivered and/or supported the following:

- Seafront Decorative Lighting for Great Yarmouth
- CCTV Operations/Radio & 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
- Work to support skills through VENI Project.





Research, Monitoring & Evaluation

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

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



COVID 19

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

- Economic Impact Report
- Covid Impact Tracker Survey
- Supported Eat Out To Help Out Scheme
- Supported We're Good To Go Initiative
- Stakeholder Meetings & Support
- Lobbying
- Created a Tourism & Business Recovery Plan 2021
- Created a Destination Development Plan.



LISTENING TO YOU

It is important when developing this new business plan that we listen to what our businesses and stakeholders have to say.

That is even more acute when we have been through times of great challenge and upheaval, but also one which provides opportunity. We have spent time engaging with businesses over the last few months and listened to your thoughts for the new term. In addition to our usual newsletters and daily contact with businesses we have undertaken specific consultation and engagement regarding renewing the BID that has included:

- An Impact Study carried out with the current Board of Directors in September 2023
- Open Business Forum - 19th October 2023
- Annual Newsletter & Survey - November/December 23
- Open BID Renewal Consultation Sessions x2 - 7th February 2024
- Open Business Forum - 14th March 2024
- GYTABIA Team Members carrying out engagement calls with Levy Payers commencing 10 April 2024 (to allow for Easter opening)

75%



rated the performance of the GYTABIA as good or above

Over 60%

said they would vote

YES

for a new term



"It is essential that the BID gets renewed again.

"As a small business owner the BID has proved invaluable in providing funding, marketing and advice for small and large events and projects throughout the Borough including Hemsby.

"From flower beds to fireworks I can see the difference the BID has made. Tourism is the lifeblood of Great Yarmouth and the surrounding area, and we must keep building on the great work that has already been done."

James Gray -
Lost World Adventure Golf, Hemsby

GYTABIA – THE NEXT 5 YEARS

The response from our consultation has been overwhelmingly that you want us to carry on much of the work we are doing. Consequently, our ambition is to continue developing and investing in those initiatives that have been able to demonstrate value to our BID members and supports our objectives.

Our objectives will remain the same.

1

To increase the number of people visiting and 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.

We will work towards our objectives under the following themes:

Marketing

To continue to promote the destination through our website, our social media channels, National and Local PR, Our Blogger Ambassador Programme, The Printed What's on Guide, Visitor E Newsletters, The Digital Short Break and Holiday Guide, as well a wide range of tactical marketing activities to develop and grow our visitor offer and numbers. All marketing activities will be agreed and guided by our Marketing Group made up of our members.

Events

To continue to invest in an events programme. We will deliver Seafront Fireworks Nights at Hemsby and Great Yarmouth and the Great Yarmouth Wheels Festival. We will look to support events such as The Great Yarmouth Bowls Festival, Out There Festival, Gorleston Cliff Top Festival. We will look to support other events, including community events that would also attract visitors. In addition, we endeavour to develop an events programme to grow it, and we aim to promote these events through our marketing channels. All events expenditure will be agreed and overseen by our Member Event Group.

Destination Management and Development

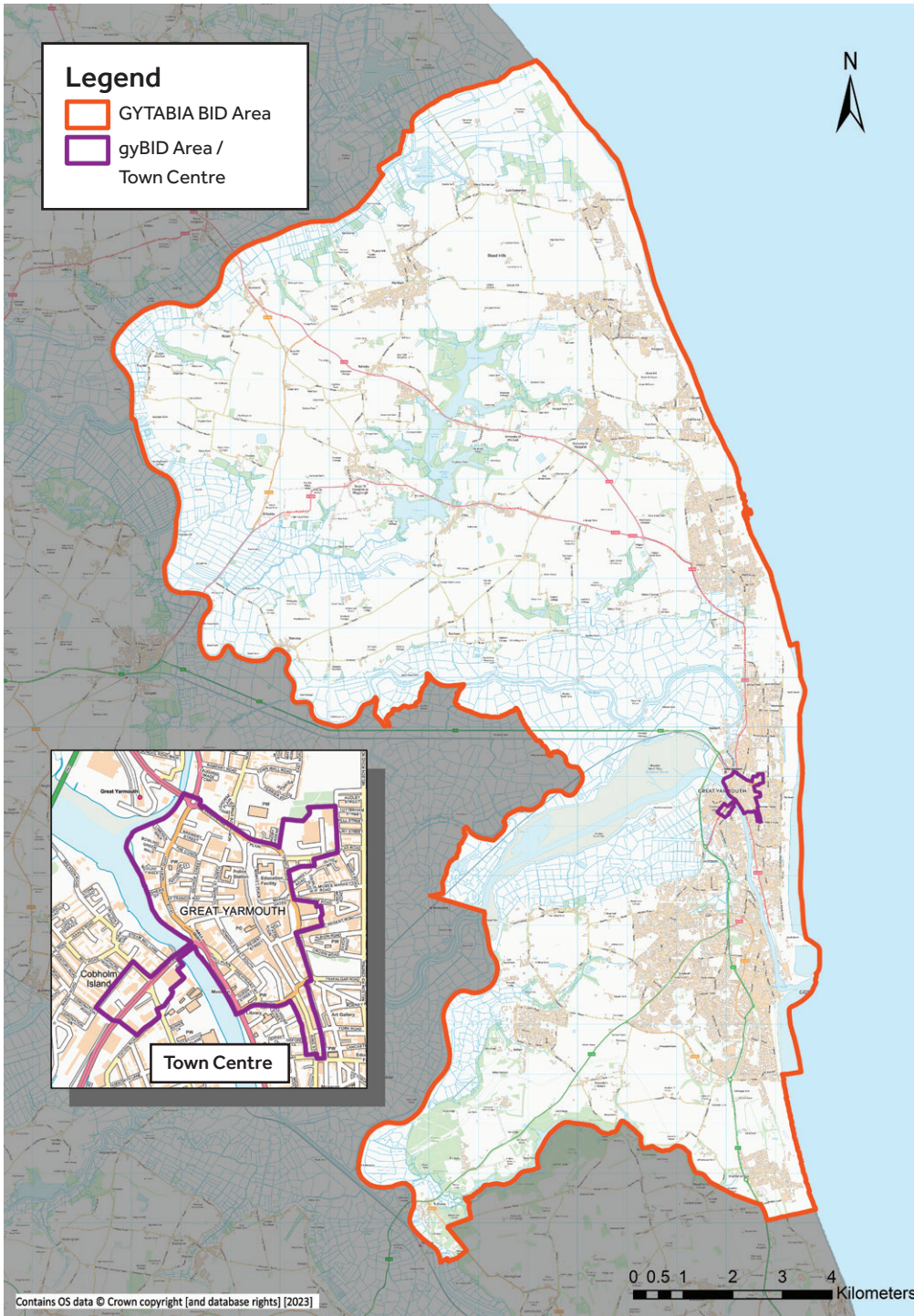
We will continue to fund seafront lighting to ensure we have an attractive evening offer. We will invest into destination development projects that improve the overall look and feel of the destination. We will invest into safety projects such as CCTV and work with partners on improving transport issues. We will deal with visitor enquires and undertake research to support our work. Our work in this area will be over seen by a dedicated group of members.

Supporting Our Members

We will continue to support our members by researching and understand the problems they face; we will lobby for policy changes to support our businesses. We will be signposting businesses to our partners for specific training, grants, and additional support, so what we offer is always additional value. We will send out e-Newsletters, updating our members on opportunities and activities. We will continue to host Open Forums and Members Day visits to our attractions.

THE BID AREA

The BID area covers that shown on the map below.
A full list of streets is available on our website.



The BID Levy will only apply to the following categories (as defined by the Valuation Office)

Adult Gaming Centre & Premises, Amusement Arcade & Premises, Amusement Park & Premises, Aquarium & Premises, Bank & Premises, Beauty Salon & Premises, Betting Shop & Premises, Boating Lake Cafe & Premises, Bus, Garage & Premises, Cafe & Premises, Camping Site & Premises, Car Park & Premises, Caravan & Chalet Park & Premises, Caravan Park & Premises, Casino & Premises, Chalet Park & Premises, Cinema & Premises, Circus & Premises, Club & Premises, Communication Station & Premises, Electricity Hereditament & Premises, Gas Fired Power Station Pipeline & Premises, Greyhound & Motor, Racetrack & Premises, Guest House & Premises, Gymnasium & Premises, Hairdressing Salon & Premises, Holiday Centre & Premises, Horse Racecourse & Premises, Hotel & Premises, Indoor Paintball Centre & Premises, Leisure Centre & Premises, Licensed Club & Premises, Livery Stables & Premises, Model Village & Premises, Museum & Premises, Motels & Premises, Petrol Filling Station & Premises, Pharmacy & Premises, Photovoltaic Installation & Premises, Pleasure Pier & Premises, Post Office & Premises, Public House & Premises, Putting Course & Premises, Restaurant & Premises, Retail Warehouse & Premises, Riding School & Premises, Roller Skating Rink & Premises, Self-Catering Holiday Unit & Premises, Shop & Premises, Skate Park & Premises, Superstore & Premises, Theatre & Premises, Tourist Attraction, Wind Turbine & Premises

THE BID LEVY

If there is a YES vote all eligible businesses will contribute to the themes and projects outlined above.

Every eligible business in the BID area will pay the BID levy, which is calculated as 2.5% of its premises rateable value. The rate will not change throughout the duration of the BID term.

The table below gives an example of what the BID levy could be for your business.

For Visitor Accommodation:

RATEABLE VALUE	ANNUAL LEVY AMOUNT	DAILY EQUIVALENT
BELOW £2,500	Exempt	Exempt
£2,500	£63	17p
£5,000	£125	34p
£12,000	£300	82p
£15,000	£375	£1.02
£20,000	£500	£1.40
£50,000	£1,250	£3.42
£100,000	£2,500	£6.84
£250,000	£6,250	£17.12

For Others:

RATEABLE VALUE	ANNUAL LEVY AMOUNT	DAILY EQUIVALENT
BELOW £12,000	Exempt	Exempt
£12,000	£300	82p
£15,000	£375	£1.02
£20,000	£500	£1.40
£50,000	£1,250	£3.42
£100,000	£2,500	£6.84
£250,000	£6,250	£17.12

***PLEASE NOTE THE EXEMPTION LEVEL FOR PUBLIC HOUSE & PREMISES ONLY WILL BE THOSE BELOW £30,000 IN RATEABLE VALUE**

VOLUNTARY CONTRIBUTORS

Business who will be formally exempt from paying the BID levy can join voluntarily. A voluntary contribution will entitle a business to benefit from projects and services outlined in this business plan as well as company membership.

BID BUDGET FORECAST 2024 - 2029

The proposed budget for the new term is set out below:

	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5	TOTALS
INCOME						
BID LEVY	£580,000	£580,000	£580,000	£580,000	£580,000	£2,900,000
TOTAL INCOME	£580,000	£580,000	£580,000	£580,000	£580,000	£2,900,000
EXPENDITURE						
MARKETING & EVENTS	£400,000	£400,000	£400,000	£400,000	£400,000	£2,000,000
DESTINATION MANAGEMENT & DEVELOPMENT	£45,000	£45,000	£45,000	£45,000	£45,000	£225,000
SUPPORTING OUR MEMBERS	£18,000	£18,000	£18,000	£18,000	£18,000	£90,000
SUB TOTAL	£463,000	£463,000	£463,000	£463,000	£463,000	£2,315,000
OVERHEADS						
STAFF COSTS	£80,000	£80,000	£80,000	£80,000	£80,000	£400,000
ADMINISTRATION COSTS (Office, Insurance, Professional, Collection)	£37,000	£37,000	£37,000	£37,000	£37,000	£185,000
SUB TOTAL	£117,000	£117,000	£117,000	£117,000	£117,000	£585,000
GRAND TOTAL	£580,000	£580,000	£580,000	£580,000	£580,000	£2,900,000

Additional Income

BIDs across the UK generate additional income through their lifetime. As before GYTABIA will secure additional income to add greater value to your investment.

"I fully support the BID renewal and will be voting yes for its Return for another term.

'Its clear to both myself and my business that we protect the tourism industry in the Borough of Great Yarmouth. In a time with financial constraints on local authorities the private sector funded BID is the only option left to support the Resort by encouraging extra

visitation, through their marketing campaigns and events throughout the year. This benefits a huge proportion of businesses from Accommodation, Attractions, Retail, Cafes and restaurants which as a collective work brilliantly in providing compelling reasons to choose Great Yarmouth as your number one choice for a staycation or day trip."

Nathan Barnett -
General Manager, SEA LIFE Great Yarmouth

BID GOVERNANCE & MANAGEMENT

The BID Board

GYTABIA Ltd is a private sector led, not-for-profit company and has been governed by a board comprising of BID levy payers or equivalent voluntary financial contributors, together with other key stakeholders.

Board positions are unpaid and voluntary and include a mix of all sectors of business that operate within the BID area as well as the necessary skills and experience required to deliver the Business Plan.

The Board of Directors is responsible for supervising the strategic direction of the BID, ensuring that projects outlined in the Business Plan are completed within time and budget.

The Board will have the ability to vary project headings and expenditure according to the needs of the levy payers, subject to consultation, as long as the overall objectives of the Business Plan are being met.

All Board positions are voted on through an election process

Invitations will go out to all BID businesses and voluntary financial contributors to become members of GYTABIA (a legal requirement). This entitles businesses to be able to stand for Board positions and vote on company business.

One of the Directors will be voted in as Chair

The BID will work in partnership with Great Yarmouth Borough Council, Norfolk County Council, Business and tourism groups, to harness the best from each organisation involved in the BID and make the most of their existing resources.

If successful at ballot the new term will commence on 1st October 2024. It will run for five years and then be required to seek renewal through a new ballot.

Baseline Statements

A baseline statement is a snapshot of the level of service provided by relevant public agencies. Regular monitoring and evaluation of the standards within the BID area will ensure that the services provided by public agencies, primarily Great Yarmouth Borough Council are up to the standards and requirements. The BID Regulations require 'Baseline Statements (If Any) to be made available. The following services are provided in the BID area:

Policing, Beach & Street Cleansing, CCTV, Footway & Decorative Lighting, Grounds Maintenance including Outdoor Sports & Leisure, Marketing Engagement & Events, Parking Services, Property & Asset Management, Public Conveniences



BID LEVY RULES & BALLOT

Levy Rules

- The BID Regulations of 2004 (as amended), approved by the Government, sets out the legal framework within which BIDs must operate, including the way in which the levy is charged and collected, and how the ballot is conducted.
- The term of the BID will be for a period of five years commencing on 01 October 2024
- The levy rate is fixed at 2.5% of the premises rateable value for all eligible parties.
- The Board of Directors reserve the right to apply inflation at the beginning of each financial year (based on the Consumer Price Index (CPI)).
- VAT will not be charged on the BID levy.
- The following exemptions will apply to the BID Levy.
 - Organisations with a rateable value of less than £12,000 except where you fall into the following categories when the exemption levels will differ:
 - Camping Site & Premises (CC), Caravan Park & Premises (CC1), Chalet Park & Premises (CC5), Caravan & Chalet Park (CC6), Hotel & Premises (CH), Self-Catering Holiday Units & Premises (CH1), Guest House & Premises (CH2), Motel & Premises (CH3) where the exemption level will be those below £2,500 in Rateable Value.
 - Public House, Public House & Premises where the exemption level will be those below £30,000 in Rateable Value.
 - Non-retail charities, with no paid staff, trading income, arm or facilities.
 - Entirely, not-for-profit, subscription and volunteer-based organisations.
 - Organisations paying the Great Yarmouth Town Centre BID Levy
 - The maximum levy payable will be £15,000 per hereditament.
 - The levy amount will be assessed using the most current Non-Domestic Ratings list at 01 April each year ('Chargeable Date').
- The BID levy will be paid by any new ratepayer occupying any existing hereditaments (a business rated property) within the BID area.
- New hereditaments will be charged from the point of occupation based on the rateable value at the time it enters the rating list, even though they did not vote on the initial proposal.
- If a business ratepayer occupies premises for less than one year, the amount of BID levy payable will be calculated on a daily basis.
- Empty properties, those undergoing refurbishment or being demolished will be liable for the BID levy via the registered business ratepayer with no void period.
- The BID levy will not be affected by the small business rate relief scheme, service charges paid to landlords, exemptions, relief or discounts prescribed in the Non-Domestic Rating (Collection and Enforcement) (Local Lists) Regulations 1989 made under the Local Government Finance Act 1988.



- The BID Levy will be calculated on the Rateable Value as at the 'chargeable date'. There will be no amendment to the BID Levy for previous years in the event of any backdated Rateable Value changes (even where they relate to a successful appeal which demonstrates the original Rateable Value was incorrect or relate to delayed action or correction by the Valuation Office Agency). There will be no backdated refunds in relation to the BID Levy paid for previous years.
- Under the BID Regulations 2004 (as amended), Billing Authority is the only organisation that can collect the levy on behalf of the BID Company.
- The levy income will be kept in a separate ring-fenced account and transferred to the BID on an agreed basis.
- Collection and enforcement arrangements will be similar to those for the collection and enforcement of non-domestic business rates with the BID Company responsible for any debt write off. The BID area and the levy rate cannot be altered without a further ballot.
- The BID projects, costs and timescales can be altered subject to board approval providing the changes fall within the income and overall objectives of the BID.
- The levy rate or boundary area cannot be increased without a full alteration ballot. However, if the BID company wishes to decrease the levy rate during the period, it will do so through a consultation, which will, as a minimum, require it to write to all existing BID levy payers. If more than 25% object in writing, then this course of action will not proceed.
- The BID Board will meet at least four times a year. Every levy paying business will be eligible to be a member of the BID Company (subject to criteria)
- The Board will produce a set of annual accounts available to all members.

BID Ballot

- All eligible businesses will have the opportunity to vote.
- The ballot will be conducted through an independent, confidential postal vote conducted by the nominated Returning Officer(s) which is the responsible body as determined by the BID legislation.
- Each eligible business ratepayer will have one vote in respect of each hereditament within the BID area, provided they are listed on the National Non-Domestic Rates List for the defined area as provided by Great Yarmouth Borough Council. Organisations occupying more than one hereditament will have more than one vote.
- A proxy vote is available, and details will be sent out by Returning Officer or agent.
- Ballot papers will be sent out to the hereditament from 01 July 2024, to be returned no later than 5pm on 29 July 2024.
- For the BID to go ahead, two conditions must be met:
 - More than 50% of businesses that vote must vote in favour.
 - Of the businesses that vote, the 'yes' votes must represent more than 50% of the total rateable value of all votes cast.



MEASURING PERFORMANCE

You as a business will be kept up to date on all the projects that the BID will implement in its new term to demonstrate to you that it is delivering against its objectives.

The Board will set the key performance indicators (KPIs) and criteria upon which to measure the BID's performance. Examples of the indicators the BID will use include:

- Footfall Figures
- Visitor Numbers
- Attraction Occupancy Numbers
- Hotel Occupancy Numbers
- Business Mix
- Car Parking Usage
- Public Transport Usage
- New Business Activity
- Annual Surveys
- Business Feedback
- Consumer Feedback
- Monitor Spend Figures
- Media coverage
- Website/Social Media Interactions

These will be communicated to businesses via:

- Meetings
- Newsletters
- Website
- Social Media
- Emails
- Direct Communications



£631m
TOURISM VALUE



7,520,600
TOTAL TRIPS



£467m
VISITOR SPEND



28.7%
**OF ALL
EMPLOYMENT
IN TOURISM**

"The vast majority of businesses in the Great Yarmouth area directly and indirectly benefit from tourism."

"The BID is the only solution to maintaining a prosperous tourism sector. A no vote would be catastrophic."

Greg Haddon - The Winchester, Great Yarmouth



***“Here at the Gorleston Pavilion Theatre & Bandstand we’re extremely proud to be long time supporters of GYTABIA and the Visit Great Yarmouth brand, because we can see just what a huge impact the organisation has had on the town as a whole over the years.*”**

“We can also see, however, just how devastating it would be should the organisation cease to exist, which is exactly what would happen should we not collectively vote for the BID Renewal this year.”

“From curating and securing marketing opportunities worth millions to our economy, such as the fantastic ITV live broadcasts and countless pieces of national newspaper coverage, to producing and supporting vibrant and economically crucial events throughout the borough (and much more beyond this too), we really would be completely stuck without the now-essential services that they are providing.”

“The enormously positive and vital work that they do in promoting, improving and championing our borough goes beyond just supporting tourism and without a successful BID vote would stop almost overnight. Given the squeeze on local authority funding and unprecedented levels of cutbacks looming, there really would be no-one there to step in and pick up the pieces, something we simply cannot afford to let happen.”

“The economic situation is tough on everyone at the moment, but without GYTABIA / Visit Great Yarmouth, things will be set to get exceptionally tougher and that’s why we’ll be voting YES to the BID renewal.”

Alex Youngs -
Chief Executive of the
Gorleston Pavilion Trust



NEXT STEPS

Look out for the following:

- **BUSINESS PLAN DISTRIBUTION**
June 2024

- **BALLOT PAPERS POSTED OUT**
01 July 2024

- **CLOSE OF BALLOT**
29 July 2024

- **DECLARATION OF RESULT**
30 July 2024

GET IN TOUCH

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www.visitgreatyarmouth.co.uk - Visitor Site

