



VISIT  
**GREAT  
YARMOUTH**

## GREATER YARMOUTH TOURISM & BUSINESS IMPROVEMENT AREA (GYTABIA)

# AUTUMN NEWSLETTER 2024

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# INTRODUCTION



**GYTABIA (Greater Yarmouth Tourism & Business Improvement Area Ltd), trading as Visit Great Yarmouth, and as the official Destination Management Organisation for the Great Yarmouth area, won the green light this summer to continue its work to attract visitors and invest in delivering the best destination experience.**

Our key objectives are to raise the profile of Greater Yarmouth, bring in more visitors and ensure those that come, visit, or do business in the destination have the best experience possible so it remains top choice for UK short breaks, holidays and day trips.

The successful ballot result ensured a third five-year term for Visit Great Yarmouth and means we can continue to raise nearly £500,000 a year from our levy payers and additional income sources to inject back into the destination into a range of activities until 2029, including events, marketing the area nationally, regionally and locally and investment to ensure visitors and businesses have the best experience. The Business Improvement District (BID) stretches from north of Hemsby down to Hopton and inland to the Broadland area, capturing Thurne and St Olaves

Tourism is a pivotal part of the Greater Yarmouth economy, valued at nearly £650 million, and provides more than 13,500 jobs. Last year, 7.5 million people visited the destination.

The positive ballot outcome – which came into effect on 1 October 2024 – means we now have certainty to continue with our objectives.

In the last year alone, Visit Great Yarmouth has invested more than £450,000 into supporting a wide range of events, extensive marketing and individual projects, including summer fireworks at Hemsby and Great Yarmouth, The Wheels Festival, the Visit Great Yarmouth tourism website and the What's On and Short Breaks guides.

The BID renewal is massive for Great Yarmouth, not only for the seafront, but all the catchment areas within it. This has enabled us to be at the forefront when it comes to tourism and what it has to offer to make the destination stand out from the rest of the country.

We are grateful to everyone who voted in favour and all the businesses and organisations across the destination who will continue to work with us, and together, for the next five years to deliver the best experience. We have achieved so much together, and I am thrilled that the 'yes' vote means we can continue to build on that work to bring in more people and make our destination even better, and that we continue to be among the 340 BIDs and one of the eight tourism/destination BIDs in the UK.

As a footnote, one of the most important objectives for our levy payers is to keep you fully informed of all our planned activities. We send regular business e-newsletters via email. If you do not currently receive these, please email us and we can add your contact details to ensure you have access to all our regular updates.



**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 is 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. It must spend the funding raised within the BID area and in accordance with the agreed business plan..

### An Investment in Your Business

Securing another five-year term means we will invest more than £2.5m up to 2029 to build upon the firm foundation we have laid. Together we will continue to grow, cement our status and compete favourably with other destinations.

### The BID Company

GYTABIA is managed by a Board of Directors drawn from local large and small businesses within the BID area, all of whom give 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 BID must carry out a re-ballot every 5 years.



# GYTABIA/VISIT GREAT YARMOUTH



## Marketing

In 2024, we delivered the following in marketing. We are looking to develop this further in 2025:

- Generated media coverage on average worth just under £2m pa.
- Developed a website, which has attracted around 650,000 unique visitors per year [www.visitgreatyarmouth.co.uk](http://www.visitgreatyarmouth.co.uk).
- Developed social media channels 15,000+ followers and growing by 300-400 a month.
- Hosted an average of 12 journalists, arranged 80 professional bloggers/influencer visits last year & issued twenty-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 and circulated 100,000 copies.
- Invested in and used destination, photography, videography and drone footage to promote the destination.



## Events

We have a long history of financially supporting events. Future funding has already been committed to:

- Wheels Festival
- BIG Tuesday Hemsby Fireworks
- BIG Wednesday Great Yarmouth Fireworks

We will be announcing further funding for events in the new year.



## Facilities, Maintenance & Access

In 2024, we supported a number of activities that support the development of our destination's offer, we plan to develop these activities further in 2025.

- Decorative lighting for Great Yarmouth
- CCTV operations/radio & camera installation – Gapton Hall Industrial Estate
- Support for In Bloom
- Work to support skills and skill development

## Research, Monitoring and Evaluation

As an organisation, we place great importance on measuring the impact our work is having. In 2024 we carried out the following which we are planning to continue in 2025:

- Annual Volume & Value of Tourism Reporting
- A face to face Summer Visitor Survey
- Footfall Monitoring and Visitor source tracking
- Quarterly Tourism Business Impact Monitoring.



# GYTABIA /VISIT GREAT YARMOUTH – THE NEXT 5 YEARS

Our pledge 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 work focuses on the following themes:

## Marketing

We will continue to promote the destination through our website, our social media channels, national, regional and local public relations, hosting national media, our influencer/blogger Programme, our printed What's On Guide, visitor e-newsletters, the digital Holiday and Short Break Guide, as well as a wide range of tactical marketing activities to develop and grow our visitor offer and numbers. All marketing activities are agreed and guided by our Marketing Group.

## Events

We will continue to invest in a varied events programme. We will continue to deliver weekly fireworks at Hemsby and Great Yarmouth and the Great Yarmouth Wheels Festival.

- Big Wednesdays this summer recorded the highest seafront footfall in the last 10 years.
- Wheels Festival 2024 attracted 60,000 people to Great Yarmouth seafront in June – the busiest Saturday in six years – and is planned to take place on 21st and 22nd June 2025 – aiming to top the more than 900 cars and almost 650 bikes, from classic and sporty to quirky creations, that lined up along the Golden Mile this year.

We will look to support both major and community events that would also attract visitors. In addition, we endeavour to develop a future events programme to grow and develop in the years to come and we aim to promote all our events through our marketing channels. All events expenditure will be overseen by our Event Working Group.

## Destination Management and Development (FMA)

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 plan to invest in 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 overseen by a dedicated working group.

## Supporting Our Members Levy Payers and Voluntary Members

We will continue to support our levy payers and voluntary members by researching and understanding 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.

**1** To increase the number of people visiting and staying in Greater Yarmouth.

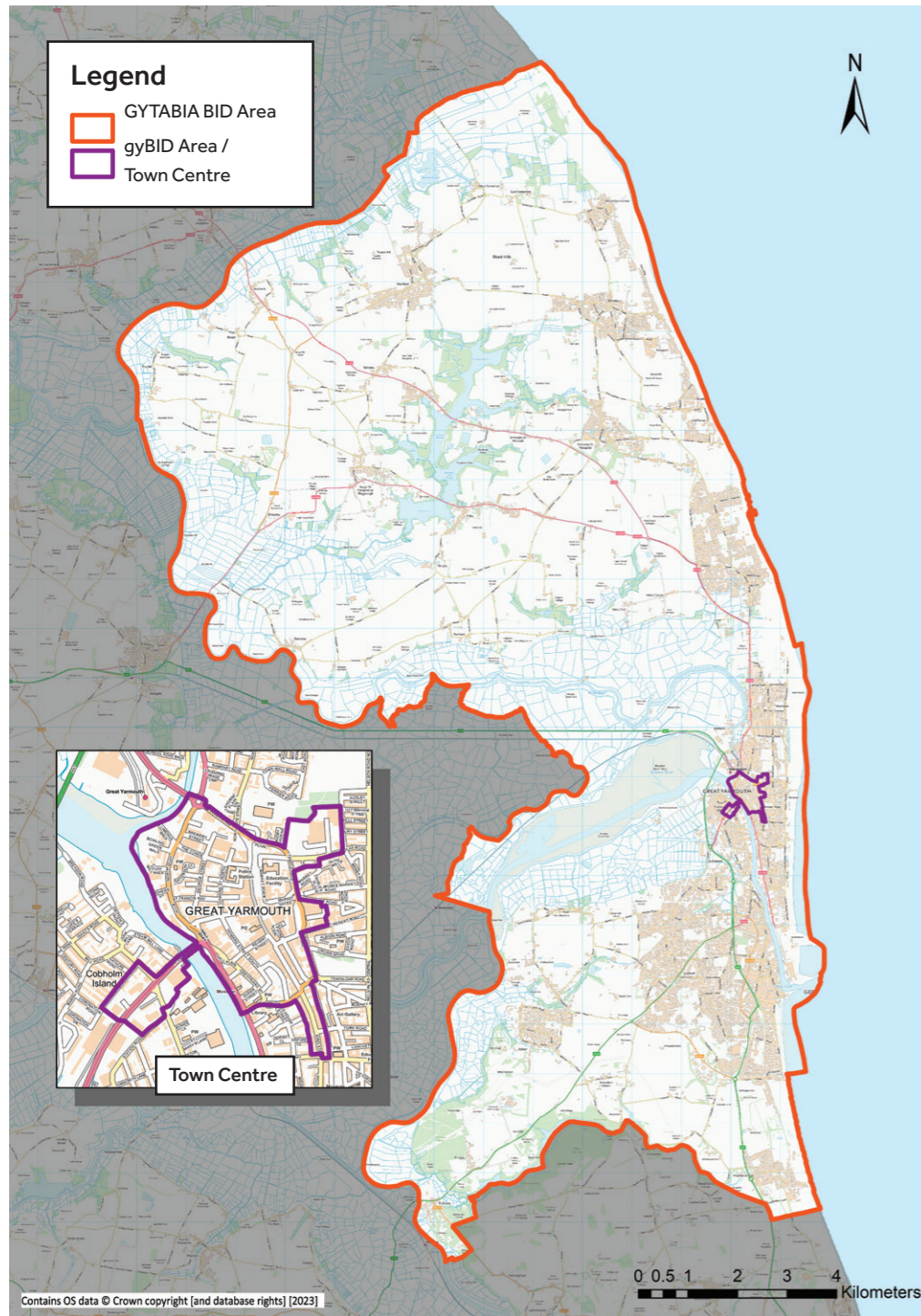
**2** To improve the visitor experience and increase repeat visits.

**3** To encourage people to stay longer and visit more attractions.

**4** To provide incentives and opportunities to spend more in local businesses.

# 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, Public House Licensed Wedding Venue And Premises, Public House Restaurant And Premises, Public House Wedding Venue And 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

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
<b>INCOME</b>						
BID LEVY	£580,000	£580,000	£580,000	£580,000	£580,000	£2,900,000
<b>TOTAL INCOME</b>	<b>£580,000</b>	<b>£580,000</b>	<b>£580,000</b>	<b>£580,000</b>	<b>£580,000</b>	<b>£2,900,000</b>
<b>EXPENDITURE</b>						
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
<b>SUB TOTAL</b>	<b>£463,000</b>	<b>£463,000</b>	<b>£463,000</b>	<b>£463,000</b>	<b>£463,000</b>	<b>£2,315,000</b>
<b>OVERHEADS</b>						
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
<b>SUB TOTAL</b>	<b>£117,000</b>	<b>£117,000</b>	<b>£117,000</b>	<b>£117,000</b>	<b>£117,000</b>	<b>£585,000</b>
<b>GRAND TOTAL</b>	<b>£580,000</b>	<b>£580,000</b>	<b>£580,000</b>	<b>£580,000</b>	<b>£580,000</b>	<b>£2,900,000</b>

**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.

## FINANCIAL STATEMENT YEAR END 30<sup>TH</sup> SEPT 2023

TURNOVER	2023	2022
TURNOVER	£535,837	£468,151
COST OF SALES	(£472,910)	(£471,667)
GROSS PROFIT	£62,927	(£3,516)
ADMINISTRATIVE EXPENSES	£105,080	£103,496
<b>(LOSS) PROFIT</b>	<b>(£42,153)</b>	<b>(107,012)</b>
INCOME	2023	2022
SUBSCRIPTIONS AND OTHER INCOME	£24,699	£18,283
LEVY INCOME	£511,138	£449,868
<b>TOTAL INCOME</b>	<b>£535,837</b>	<b>£468,151</b>
COST OF SALES	2023	2022
MARKETING	£134,397	£91,699
EVENTS	£203,351	£316,176
FMA	£72,159	£42,739
SMALL PROJECTS	£63,003	£21,053
<b>TOTAL</b>	<b>£472,910</b>	<b>£471,667</b>
<b>GROSS PROFIT</b>	<b>£62,927</b>	<b>(£3,516)</b>
BALANCE SHEET	2023	2022
ASSETS	£671,605	£563,316
CREDITORS	£608,111	£457,669
MEMBERS FUNDS	£63,494	£105,647

# BID GOVERNANCE AND 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 has 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 continue to 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.

## 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

## 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.



# 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**

## GET IN TOUCH

For further information, please contact us using the following details:

Call: 01493 857961 Email: [info@gyta.com](mailto:info@gyta.com)

[www.gyta.com](http://www.gyta.com) - Corporate Site

[www.visitgreatyarmouth.co.uk](http://www.visitgreatyarmouth.co.uk) - Visitor Site



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