



# VISIT GREAT YARMOUTH

## ANNUAL NEWSLETTER 2021 BEING THERE FOR BUSINESSES

Work is already well underway for 2022 with project applications coming forward and we are investing in the future events programme, with an announcement on this in late November.

With our Destination Management Plan and Tourism Business Recovery Plan now in place, we will work with our businesses and other tourism stakeholders to continue to support the recovery of the destination.

Destination marketing is being planned for next year and we want to build on the £2.5m plus of media coverage achieved through our PR work this year, along with a range of marketing options which will be agreed by the Board in early November.

We will continue to support facilities, maintenance and access projects, invest in key research to develop our activities, and continue to work with partners to develop and promote our overall tourism offer.



# ANNUAL REPORT



## **LYNDON BEVAN**

Chairman

Visit Great Yarmouth/GYTABIA

We have proved our resilience as a sector over the last year.

Every one of us have faced incredible challenges but we have shown that we can work together and deal with the challenges we face. Making sure our businesses and operations are as Covid-secure as they can be whilst making sure visitors get the information, they need to reassure them that the Greater Yarmouth area is a great place to visit has been so important. Set against this has been the need to keep our high standards of customer service and working together to celebrate the range of attractions and experiences that allow all our visitors to make great memories for 2021 and beyond.



## **Cllr GRAHAM PLANT**

Vice Chairman

Visit Great Yarmouth/GYTABIA

These are exciting times for the borough of Great Yarmouth.

We are going through a period of considerable change and regeneration - and putting in place strategies to aid our recovery from the effects of the pandemic will be at the forefront of everything we do in the immediate future. However, there is much to be positive about and the council is working hard to encourage continuing inward investment into the borough, enabling us to progress wonderful projects such as the restoration of the Winter Gardens, the building of the new Marina Centre and new Market Place (both now under construction), and the refurbishment of some of our historic high street shopfronts. Together with East Suffolk Council, we are bidding for the UK City of Culture 2025 and, with the backing of our communities, are determined to do all we can to bring this incredible opportunity to our coastline.



# INCOME/EXPENDITURE FORECAST 2020-21

<b>INCOME 2020/21</b>		
BALANCE BROUGHT FORWARD	£254,292	
LEVY	£410,000	
MEMBERSHIP	£3,000	
<b>TOTAL INCOME</b>		<b>£667,292</b>

<b>EXPENDITURE 2020/21</b>		
<b>EVENTS</b>		
OUT THERE	£25,000	
FIRE ON WATER	£10,000	
YARMONICS	£4,000	
BELTON FUN DAY	£1,500	
PIRATES FUN DAY	£3,000	
<b>TOTAL EVENTS</b>		<b>£43,500</b>
<b>MARKETING</b>		
PR	£38,700	
BRANDING	£2,375	
VISITOR SURVEY	£6,560	
CHANNEL 4 TV SHOW	£3,750	
GENERAL MARKETING	£5,000	
<b>TOTAL MARKETING</b>		<b>£56,385</b>
<b>SMALL PROJECTS</b>	£9,600	
<b>TOTAL SMALL PROJECTS</b>		<b>£9,600</b>
<b>DIFFERENT LIGHT PROJECT (GYBC)</b>	£135,000	
<b>TOTAL DIFFERENT LIGHT</b>		<b>£135,000</b>
<b>FACILITIES, MAINTENANCE, ACCESS</b>		
FACILITIES, MAINTENANCE, ACCESS	£51,163	
CCTV (GREAT YARMOUTH & GORLESTON)	£56,000	
<b>TOTAL FMA</b>		<b>£107,163</b>
<b>OVERHEADS</b>	£109,500	
<b>TOTAL OVERHEADS</b>		<b>£109,500</b>
<b>CONTINGENCY</b>	£15,000	
<b>TOTAL CONTINGENCY</b>		<b>£15,000</b>
<b>TOTAL EXPENDITURE</b>	<b>£476,148</b>	<b>£476,148</b>

<b>BALANCE</b>		<b>£191,144</b>
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# 2021-22 FINANCIAL PROJECTION

<b>ESTIMATED INCOME 2021/22</b>		
BALANCE BROUGHT FORWARD	£191,144	
LEVY/MEMBERSHIP	£455,000	
<b>TOTAL INCOME</b>		<b>£646,144</b>
Estimated Projected spend (Subject to board approval)		
<b>ESTIMATED EXPENDITURE 2021/22</b>		
MARKETING	£136,500	30%
EVENTS	£136,500	30%
FMA	£68,250	15%
CONTINGENCY	£22,750	5%
OVERHEADS	£91,000	20%
COVID 19 RECOVERY PROJECT 2022-24	£191,144	
<b>TOTAL EXPENDITURE</b>		<b>£646,144</b>

<b>BALANCE</b>		<b>£0</b>
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## 2020-21 was not straight forward from a financial perspective.

We developed detailed plans in autumn 2020 but, as we went back into lockdown over the winter, it became apparent that some projects could not happen, and this created an underspend.

This underspend will be carried over to 2021-22 in the development of additional projects and activities to help support our overall recovery.



## MARKETING

Our 2021 focus has been on PR activities and has achieved more than £2.3m worth of national media coverage.

Nationally, we have had coverage in a range of publications including The Sun, Daily Star, Daily Mirror, Daily Mail and Country Life. We have also worked on five national competitions and hosted 11 travel journalists from the national press.

Local PR has focused more on the "Day Trip" market, has generated a media value so far of over £200,000 and has included features on BBC Look East and ITV Anglia focusing on tourism, targeted press feature content on Great Yarmouth, daytrip offers, and a focused feature on Hemsby.

We have also been running a social media outreach programme inviting bloggers and influencers to visit and write about the destination.

Other work includes developing our new brand Visit Great Yarmouth to build visitor recognition, continuing our collaboration with Visit East of England, developing promotional videos for online use, and having a design agency and media buyer in place. We also funded the new Pavilion Theatre webcam which gives amazing views of the Gorleston beach and is another great way to build visitor interaction digitally.

## B2B ACTIVITIES

We have sent over 1000 personal emails signposting to support and made 500 business calls with additional help. We have also sent 70 e-news bulletins. We have held regular Facilities, Maintenance, Access, Marketing and Events Groups meetings, along with occasional local meetings, and additional proactive phone and site visits.

## BEIS PROJECT

We worked with Great Yarmouth Borough Council and the Department of Business, Energy, and Industrial Strategy (BEIS) to improve the support for local tourism businesses.

## 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 businesses closer together and create opportunities to develop work-ready skills.

## VIDEO NEWSLETTER

We developed a new video to highlight some of our activities <https://gyta.com/visit-great-yarmouth-v-news-june-2021/>

## 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 <https://gyta.com/wp-content/uploads/2021/08/VGY-Dest-Plan-FINAL.pdf>

## RECOVERY PLAN

Helping our members after Covid is a challenge for everyone and we developed a plan to support the recovery <https://gyta.com/wp-content/uploads/2021/05/VGY-Recovery-Plan-Apr-2021-v04.pdf>



## RESEARCH

### In 2019:

The tourism economy was worth £650m to the Great Yarmouth area.

It supported 13,000 jobs which is 37 per cent of local employment.

Covid's impact saw the tourism economy reduced by between 40 and 60 per cent in 2020.

2021 started slowly with a managed reopening, but visitor numbers grew over the summer months.

*Our research activities over the last year are:*

- Tourism Business Impact monitoring every month
- Reports on the volume and value of tourism
- A summer visitor survey
- Monitoring footfall through street counts and mobile phone tracking.

The data and accompanying reports are shared with key partners, and the findings are used to focus our activities on the needs of visitors and businesses.

## EVENTS SUPPORTED

**The events we financially supported in 2021 were:**

- Belton Funday - August
- Out There Festival - September
- Yarmonics - September
- Pirates Car Meet - September
- Fire On The Water - October and November
- Gorleston High Street Christmas Event - Nov

## FACILITIES, MAINTENANCE, ACCESS PROJECTS SUPPORTED

- Decorative Lighting
- Footfall Counters
- Filby in Bloom
- Hemsby Toilets
- Hemsby & Newport Beach Cleaning
- Caister in Bloom
- Bee Friendly Caister
- Winterton in Bloom/Trail
- Hemsby in Bloom
- Kingsway Island
- Gorleston in Bloom
- Pop Art
- Gorleston CCTV
- Great Yarmouth CCTV

## LOBBYING

We have been working with key people and organisations locally, regionally and nationally to support all our members. We have raised many of the issues fed back to us through the monthly survey.

## CONCLUSION

Many actions, support schemes and projects have been completed over the last 12 months along with a lot of awareness building to support Greater Yarmouth's tourism business economy.



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