



**URN:** 21-171

**Subject:** Winter Programme ‘#DifferentLight’ Investments

**Report to:** Economic Development Committee 18<sup>th</sup> July 2022  
ELT – 6<sup>th</sup> July 2022

**Report by:** Tracey Read, Project Manager

#### **SUBJECT MATTER**

The report is an update to members of Economic Development Committee on the delivery of Town Deal Accelerator and Norfolk Strategic Fund funding in respect to the ‘Winter Programme’, under the brand ‘See Great Yarmouth in a Different Light’ #DifferentLight .

#### **RECOMMENDATION**

That Committee :

Notes the full delivery of the Different Light Winter Programme interventions, the underspend planned for lighting installations on Great Yarmouth seafront and that funding deadlines were met.

### **1 BACKGROUND**

- 1.1 In July 2020 the Government announced Great Yarmouth borough Council, through the Towns Fund, would receive £750,000 in Accelerator Grant funding to support capital projects that would drive jobs growth, create further investment and the ability to look to build a stronger and more resilient economy for all our communities.
- 1.2 Around the same time, the council also applied to the tourism sector support package from the Norfolk Strategic Fund and was successfully awarded £185,000 towards Different Light Programme.
- 1.3 The DifferentLight series of capital and revenue investments was an opportunity, in collaboration with the council’s partner agencies, to re-energise the borough as a destination. In particular its space for residents and visitor to come for fresh air, for seaside leisure time and to wind down out of season. This was especially important in the pandemic but continues now the country is in its recovery phase.
- 1.4 A number of other funders also contributed towards a robust programme of experiences

and interventions to help economic and tourism recovery following Covid-19. The funding received is set out below:

<b>Funding allocations</b>	<b>£</b>
Town Deal	750,000
NSF	185,000
Out There Arts	39,080
Go Trade	8,000
Visit Great Yarmouth	45,000
Great Yarmouth Town Centre Partnership	7,729
Other income	1,595
<b>TOTAL</b>	<b>1,036,404</b>

- 1.5 The programme of interventions was originally called the Winter Programme. This was re-branded as Different Light, with the strapline ‘See Great Yarmouth in a Different Light’, this followed a project variation request submitted to Norfolk County Council’s Norfolk Strategic Fund on 21st January 2021. The first interventions were launched in October 2021 and started with the ‘Fire on Water’ event held in The Waterways.
- 1.6 The programme of interventions comprised; Fire on Water, Winter Wonderways, a series of new decorative lighting schemes (Regent Road, King Street, lit Place signs, the illumination of six historic buildings in Gorleston and Great Yarmouth and beachside lighting on central beach in Great Yarmouth. The latter is outstanding in terms of spend owing to supplier issues. Other visitor events were: Christmas in the Parks, Paint the Town and Flavours festivals.
- 1.7 A summary of the outputs of each event can be found below:

<b>Intervention/ Event</b>	<b>Footfall increase</b>	<b>Online Reach</b>	<b>Social Media Reach</b>	<b>ROI</b>
Fire on Water	81% (122,742 visitors)	75.4% new visitors (39,800 visitors)	160,564 people reached	Total economic benefit generated: £571,752
Flavours/Paint the Town	43% (12,995 visitors)	93% new visitors to website (87,469 visitors)	19,729 people reached	Total economic benefit generated: £293,055
Christmas in the Parks	65,252 visitors (An increase of 9,688 across both weekends)	92% new visitors (82,653 visitors)	48,217 people reached	Total economic benefit generated: £719,124

## 2 PROJECT PROGRESS TO DATE

### 'FIRE ON WATER'

- 2.1 Out There Arts was commissioned to deliver a 3-year pyrotechnic artistic experiential trail and Fire on Water was co-created following a competitive tender process which awarded Out There Arts a 3-year event contract. The contract for the event, between Out There Arts and GYBC, was signed on 5th May 2021 when the contract began.
- 2.2 The Fire on Water 2021 took place over a period of 3 weeks (15 days) in October/November 2021 commencing on the first day of October Half term, 21 October, to November 6 2021.
- 2.3 The experiential trail took visitors along a socially distanced one-way route through the Venetian Waterways Gardens which was transformed and reinterpreted through a series of new, specially commissioned sculptural and kinetic fire installations alongside light, sound and projection installations. The trail took visitors approximately 60 mins to complete.
- 2.4 Marketing and online ticket sales began on Monday 12th July 2021. The online booking portal opened Monday 12th July and was accompanied by a press release.
- 2.5 A total of 40,436 people attended the event over the 15-day period, by the third night Out There Arts had fully sold out of tickets and had no choice but to turn down approximately 100-200 people per night. Owing to the seed funding offered within the contract for the Year 1T event, tickets were priced at £1 which allowed entry for up to 6 people. Children were free and there was also free 5180 tickets given to community groups and schools.
- 2.6 In a survey conducted by Great Yarmouth Borough Council using Intelli-Sense, data shows that there was a 155% increase in footfall in town compared to 2019 figures suggesting the event was successful at drawing visitors and increasing footfall.
- 2.7 Out There Arts hosted a specially curated 'Relaxed Night' on 3rd November 2021 which sold out. The relaxed night was specifically designed to accommodate young people and adults with autism and other sensory sensitivities.
- 2.8 Out There Arts hosted a 'Community Programme' of workshops and events in the run up to the event, 1,655 local residents participated in these workshops and events.
- 2.9 Substantial media coverage was achieved throughout the event. A full evaluation report is attached as Appendix 1.

### WINTER WONDERWAYS LIGHTING INVESTMENTS

- 2.10 Procurement for the lighting interventions began in October 2021. Five different lighting interventions were agreed and all five were procured as separate contracts, these tenders were led by the council's Property and Assets Team.
- 2.11 The five agreed lighting investments were: Christmas festoon lighting, Lit place signs, Flood lighting/Projectors, beachside lights, and Tunnel of Light across the three areas of Great Yarmouth, Gorleston and Hemsby.
- 2.12 The majority of the Winter Wonderways decorative lighting schemes were launched in December 2020, with new festoon lighting installed in several locations around the Borough. The launch included a "virtual light switch-on" on 4th December 2020 which included a social media video showcasing beautiful displays lighting up Great Yarmouth town centre and seafront, Hemsby's Beach Road, and Gorleston High Street and seafront. A full breakdown of lighting investments, installation dates and cost is attached as Appendix 2. A summary of spend and lighting schemes is provided below:

- **Festoon lighting:** Installed November 2020 and lit December 2020 as part of a virtual Christmas light switch on event. In Great Yarmouth, the lighting display stretches from Great Yarmouth Minster through Market Row, the Market Place and King Street, St George's Park and the seafront, where there is extra lighting along North Drive. In Gorleston, there is new lighting along the High Street, while the seafront bandstand is lit-up in multi colours. Hemsby's Beach Road was being lit up for the first time, with lighting braids around the street lighting columns. Following the initial lighting investments, further bespoke displays were installed in all three destinations, including a wind turbine theme strung along Regent Road, the main thoroughfare from the Town Centre to the Seafront.
- **Lit place signs** in Hemsby and Great Yarmouth were installed and lit early March 2022, to coincide with the of 'Paint the Town' Festival.
- **Flood lighting and Projectors** on seven historic buildings (Gorleston Pavilion Theatre, Great Yarmouth Minster, North West Tower, Tollhouse, St. George's Theatre, Town Hall and Arc Cinema) was installed January 2022. A plan for linked and lit walking trails is being planned for the darker nights of 2022.
- **A Tunnel of Light** was commissioned and installed November 2021, switched on and launched as part of Christmas light installations and was proven very popular. The 20-metre-long multi-colour tunnel was placed initially in Great Yarmouth marketplace, it was then moved to the Waterways as part of the Fire on Water event. The tunnel is transportable and will be used for future events and maintained as part of business as usual.

2.13 A contribution to the maintenance of the new lighting investments is being funded by Visit Great Yarmouth, who contributed £45,000 to the project for maintenance over the next three years.

### CHRISTMAS IN THE PARKS

- 2.14 The council's marketing team and partners were able to create a substantial event to attract visitors during the pre- Christmas season across a wider geography of the borough. 'Christmas in the Parks 2021' was a programme of planned activities which spanned Gorleston and Great Yarmouth which included: Christmas market in St George's Park, Great Yarmouth over two consecutive weekends, 26th-28th November and 3rd – 5th December 2021, the Christmas market in the Minster, facilitated by Great Yarmouth Town Centre Partnership, Landau rides from St. George's Park to the seafront and The Waterways where Christmas themed scavenger hunts took place, a Christmas market in Priory Gardens in Gorleston, light switch-on in Great Yarmouth with spectacular fireworks;, light switch-on in Gorleston with spectacular fireworks, and; Programme of entertainment to support these events.
- 2.15 Unfortunately due to adverse weather conditions, in consultation with Gorleston traders, a decision was taken to cancel the Gorleston Christmas Market, with the market's traders moved to the Minster in Great Yarmouth.
- 2.16 Marketing for the 'Christmas in the Parks' began in September 2021, with the GYBC events team engaging potential stall holders. Visitor advertisement for the event began in September 2021, this included social media post and press releases.
- 2.17 Footfall counters indicate that the event did increase visitors to great Yarmouth Town Centre across both weekend events as follows:

- 26th – 28th November saw a total of 34, 244 visitors to the town centre which is an average of 11,414 per day. The previous weekend saw a total of 32,099 visitors and an average of 10,699 per day. Therefore, the event weekend attracted 2,145 more visitors overall and 715 more visitors as a daily average.
- 3rd – 5th December saw a total of 31,008 visitors with a daily average of 10,336. The following weekend saw a total of 23,465 visitors and a daily average of 7,821. Therefore, the event weekend attracted 7,543 more visitors overall and an increase in average visitors per day of 2,515.

2.18 A full evaluation report of the Christmas in the Parks markets conducted by the GYBC marketing team is attached as Appendix 3.

### **PAINT THE TOWN & FLAVOURS**

2.19 This event took place March 23 to 27 2022 and spanned 5 days including a weekend with a programme of planned entertainment and creative activities that included: rock painting, art workshops, evening shows including a Latin themed dance show, culinary competitions, food stalls and barbecues, culinary demonstrations, live bands and music, plastic 'battleship build' working with local primary schools in St. George's Park and a programme of entertainment. Local arts and culture organisations were partners in this 5-day festival and have indicated a desire for this out-of-season festival to continue to grow in following years.

2.20 Engagement with local artists commenced in September 2021 and a number of stall holders attended the event which included a variety of food stalls, art, history and culture themed activities and workshops.

2.21 The event was led and co-ordinated by the council's marketing team with involvement from: Hugh Sturzaker - founder of the Great Yarmouth Arts Festival, Great Yarmouth Artist Guild, Represent Project, Time and Tide Museum, Out There Arts, Great Yarmouth Arts Festival Carnival Parade, Brian Ollington – Photography, Rachel Harrison – workshops, Freshly Greated, Primyarc, Skippings Gallery and Yare Gallery.

2.22 Footfall counters indicate that the event did increase visitors to great Yarmouth Town Centre across both weekend events as follows:

- From 23rd – 28th March 2022 there were 12,995 visitors compared to 7,646 in 2021.
- During the Flavours weekend, there was an increase of 43% in visitors to the King Street area compared to the same weekend the previous month.

2.23 A full evaluation report of the event conducted by the GYBC marketing team is attached as Appendix 4.

### **3. WIDER OUTCOMES OF THE PROJECT**

3.1 Reflecting on outcomes to date, the purpose of the project was to ameliorate the immediate financial impact of the Covid-19 pandemic at the levels of both individual tourism/culture-focused enterprises and the local economy, and to build longer-term capacity within relevant sectors to facilitate the adaptation to emerging tourism trends and expectations, particularly catering for increased experiential and out-of-season spend.

3.2 The project has directly added value to a wider, coordinated package of interventions that responded to Pandemic challenges to animate the seafront, town and wider borough; open experiences driving footfall, providing an ongoing cultural/artistic legacy and generating wider induced spend; 'new' money injected into the local economy.

- 3.3 A distinctive, new experiential offer catering for multiple visitor/resident market segments and fostering a new high-quality, more resilient year-round tourism market servicing out-of-season vacationing is considered essential for wider regeneration and resilience, sustaining the growth and vitality of the economy.
- 3.4 This strategic place-making is sustained, to a great extent, by the strategic emphasis on a strong programme of cultural/artistic activity to support tourism, with the Town actively exploring ways to make its 'offer' more coherent for residents, potential residents, tourists and investors, acknowledging the need to distil and communicate the cultural vision and opportunities on offer and promote what makes the place special.
- 3.5 The initiatives included within the project will continue in future years. The capital lighting investments will be maintained as part of business-as-usual activity and the first-time event: Fire on the Water, Paint the Town and Flavours will be built into the annual programme of events run and managed by the borough council.

#### **4. MEDIA COVERAGE**

- 4.1 Substantial media coverage was gained throughout the Different Light programme, from the launch of the #DifferentLight hashtag, through to the final events in 2021/22 which were Paint the Town and Flavours.
- 4.2 Each event evaluation report gives a breakdown of audience and footfall.
- 4.3 Christmas in the Parks- several relatable pages created on the Visit Great Yarmouth website. The pages included: Christmas in the Parks, Great Yarmouth Christmas Market, Gorleston Christmas Market, What's On Christmas. Domain names of christmasintheparks.co.uk and christmasintheparks.uk were purchased and set against the Christmas in the Parks page. Digital campaigns were promoted using Facebook paid ads and a campaign with Archant to promote the Great Yarmouth and Gorleston Markets separately. Generic posts were also scheduled on social platforms including Facebook, Twitter, and Instagram.
- 4.4 Paint the Town and Flavours - On the Visit Great Yarmouth website, two new pages were created; these were in the What's On/Festivals and major events section. These were: Flavours and Paint the Town. Domain names of www.greatyarmouthflavours.co.uk and www.paintthetowngy.co.uk were purchased and set against the relevant pages. Digital campaigns were promoted using Facebook paid ads plus unpaid posts were scheduled on social platforms including Facebook, Twitter, and Instagram using Visit Great Yarmouth and Great Yarmouth Borough Council platforms.
- 4.5 A suite of all press releases is attached as Appendix 5.

#### **5. FINANCIAL IMPLICATIONS**

- 5.1 Funding for the Different Light programme was spent in accordance with funding agreements. Funding deadlines were met and claim reports submitted to respective funders.
- 5.2 The programme currently has a small underspend of £34,000, from the Town Deal capital funding element of the programme. The underspend must be spent in line with how it was awarded from Town Deal and must meet the required outcomes. The council's Section 151 officer is able to use freedoms and flexibilities to manage the underspend locally within the terms of the funding agreement with Government and the underspend forms part of the overarching Town Deal monitoring & evaluation process.
- 5.3 The Officer Working Group, in consultation with Visit Great Yarmouth, has allocated the funding to the 'Winter Wonderways' element of the programme. The funding will be used to

purchase beachside decorative lighting in the form of sails to be installed on the 38 columns between the Britannia Pier and the Wellington Pier later this year.

- 5.4 An overall breakdown of budget, table 1, and actual spend, table 2, for each intervention can be found below:

Table 1: Breakdown of budget by Funder

Funding	Budget	Financing (including commitments)	(surplus funding available)
Town Deal	£750,000	£719,126	-£30,874
NSF	£185,000	£185,000	£0
Go Trade	£8,000	£8,000	£0
Visit Great Yarmouth	£45,000	£45,000	£0
Great Yarmouth Town Centre Partnership	£7,729	£7,729	£0
OTA (in kind contribution)	£39,080	£39,080	£0
Other income	£1,595	£1,595	£0
<b>Total</b>	<b>£1,036,404</b>	<b>£1,005,530</b>	<b>-£30,874</b>

Table 2: Overall spend

Intervention budget	Budget	Total Expenditure to date (including commitments)	Movement between budgets
Fire on water	£249,080	£256,204	£7,124
Illuminations (Christmas lights)	£286,500	£306,270	£19,770
Illuminate 2	£410,000	£346,435	-£63,565
Painting the Town Artists trail	£8,500	£6,620	-£1,880
Food Market	£10,000	£18,658	£8,658
Christmas Market in the parks	£72,324	£71,343	-£981
<b>Total</b>	<b>£1,036,404</b>	<b>£1,005,530</b>	<b>-£30,874</b>

## 6. RISK IMPLICATIONS

- 6.1 Covid-19 restrictions impacted delivery of the programme, revised timeframes were agreed by funders as the programme's intention was to aid recovery and kick-start the local economy. There is little risk the programme underspend will not be spent in line with programme outcomes and in line with how it was awarded.

## 7. LEGAL IMPLICATIONS

- 7.1 The funding was awarded by DLUHC and by Norfolk County Council Norfolk Strategic Fund, all funding has been spent in accordance with terms and conditions of funding agreements.

7.2 The Different Light Programme legacy lighting investments and events will be accessible to the Great Yarmouth Borough and visitors from outside the Borough. Disability and vulnerable user groups have been able to and will continue to be able to access all elements of the Programmes legacy.

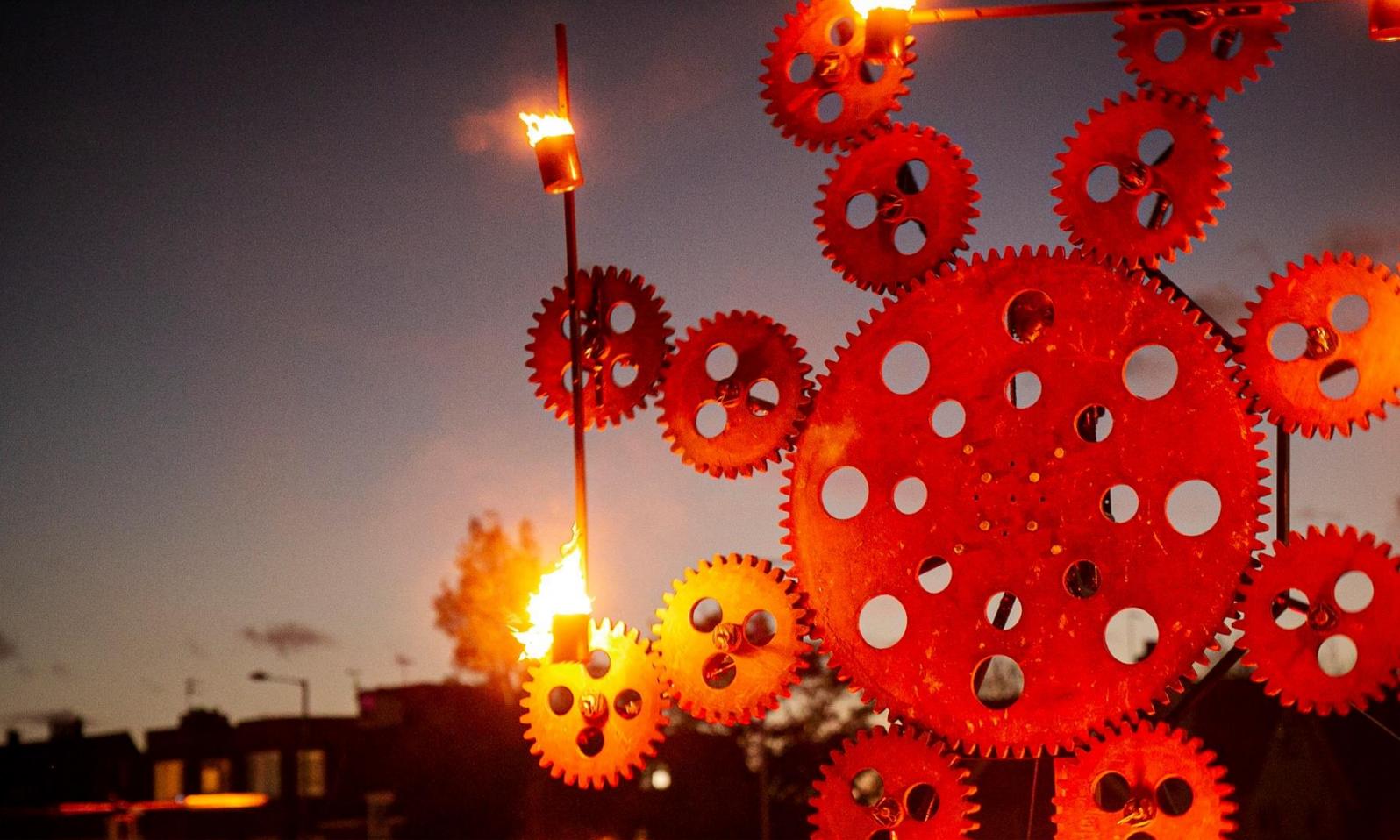
## 8. CONCLUSION

8.1 With the Different Light investments now an enhancing feature of the borough's towns, it is anticipated that the borough will welcome yet more visitors to it in 2022/23. In order to sustain the level of event activity in the borough for 2022/23, the council will look to prepare 'balanced budget' events which are self-funding based on income from sponsorship, trade and concession opportunities whilst seeking additional funding streams as appropriate. Officers will continue to work with partner organisations to secure event funding and delivery to support delivery of their own business plans.

8.2 For those events where income is not predictable, a business case will be put forward for consideration by way of an underwrite. This will be developed on a case-by-case basis and will be in line with the Council's Public Events Policy. Other event delivery models may also be considered working with partner agencies and event management providers to maximise impact, spend and secure added social value.

## Background Papers

Area for consideration	Comment
Monitoring Officer Consultation:	As part of ELT
Section 151 Officer Consultation:	As part of ELT
Existing Council Policies:	Culture, Heritage & Tourism Strategy Pathway to Recovery Plan
Financial Implications (including VAT and tax):	As set out in the report
Legal Implications (including human rights):	As set out in the report
Risk Implications:	As set out in the report
Equality Issues/EQIA assessment:	On file
Crime & Disorder:	N/a
Every Child Matters:	N/a



# OUTPUT AND OUTCOMES REPORT 2021

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## Fire on the Water Experience

### Out There Arts

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## Attachments

- i. Final Budget
- ii. Community Plan and Giveaways
- iii. Place Informatics Report

## Introduction

Fire on the Water is an innovative, artistically excellent, accessible, Covid -19 safe, experiential trail of fire and light-based installations and performative interventions curated by Out There Arts. The main aim of the event was to increase visits to Great Yarmouth and an addition to the traditional tourism season.

The event ran for 15 days over a period of 3 weeks in October/November 2021 commencing on the first day of October Half term (21/10/2021).

Tickets were sold in 10-minute arrival slots, with 30 x group tickets available each slot. Tickets were sold at £6, one ticket admitted up to a group of six people, galvanising audience commitment to attend and gave visitors opportunity to maximise their group size. Not only did this model achieve full income potential but increased overall attendance and sense of value for money.

The experiential trail took visitors along a one-way route through the Venetian Waterways Gardens which was transformed and reinterpreted through a series of mainly new, specially commissioned sculptural and kinetic fire installations alongside light, sound and projection installations themed in keeping with the natural environment and tones set by the design and layout of the gardens. A few other hired in or off the shelf pieces were incorporated into the experience.

The trail took visitors approximately 60 mins to complete. An optional, separate, dedicated accessible path was included along part of the route (avoiding steps) for people with mobility issues, and included a midway exit point creating a 30-minute version of the trail.

The trail began with gentle and relaxed smaller scale interventions to pique interest but not to overwhelm the senses or give away the reveal too early. As people moved through the site there were moments that sparked wonder such as the alluring sonic fire weeds and intriguing kinetic flame gear machine, which led on to wow and amaze our audience with the crescendo of the amazing and very popular fire island.

## Key Event Staff

### Out There Staff Team

Artistic Director, Joe Mackintosh	Executive Director, Veronica Stephens
Technical Production Manager, Tim Tracey	Assistant Producer, Jacob Hewes
Communications Manager Emily Phillips	Content Strategist, Marcin Rodwell
Community Engagement Manager, Katy Kingston	Front of House Manager, Denise George

### Event H&S team

Event FX Ltd. (Edwin Samkin) - Freelance Fire event specialist  
 Blue Yonder Events (Ken Rankin) - Event & Covid H&S Adviser  
 Discrete Security (Jason Burrage) – SIA security provision  
 Pro Event Medical (Oli Krol) – First Aid provision  
 Paka (Simon Collins) - Freelance gas flame effects specialist

## Key Funders, Sponsors and Supporters



EUROPEAN UNION  
European Regional  
Development Fund



Supported using public funding by  
**ARTS COUNCIL  
ENGLAND**

## Audience and attendance

Fire on the Water physically transformed an already iconic destination and allowed access in the night-time environment. This granted visitors a new and different experience of the Venetian Waterways. The event's attendance and popularity has set a president cultural calendar's Winter programme. Evidence shows the event drew in new audiences, exceeded expectations and transformed perceptions of place during what would usually be quiet months for the town.

Piggybacking off the enormous popularity of Out There Festival, we took advantage of the marketing opportunity to reach a large volume and broad spectrum of new and existing audiences and visitors from local, regional and national locations.

Target audiences were family groups, couples, individuals - residents and holidaymakers from a diversity of backgrounds.

Target capacity was calculated at **2160-3240** per night based on timed/phased entry system of groups of 6 over a 3 or 4 hrs run. (**38880** over 15 days @ 100% capacity).

Year 1 target: = **27216**

Year 1 actual: = **40436**

**149% Achieved.**

Residents participating in FoW as audiences

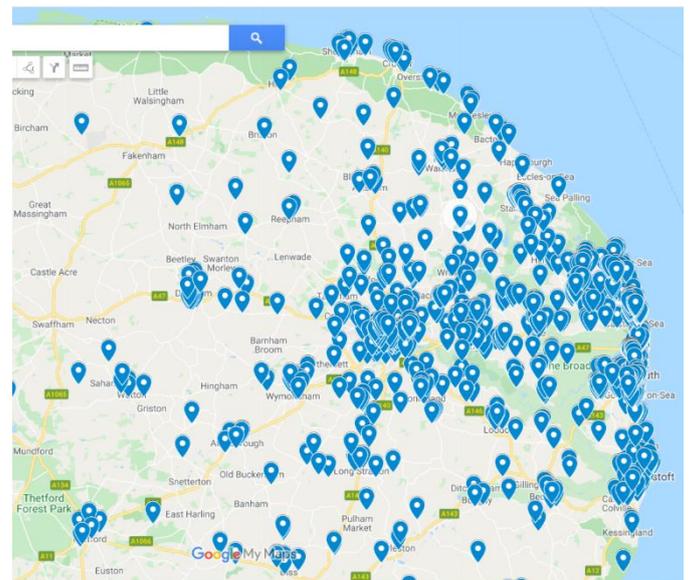
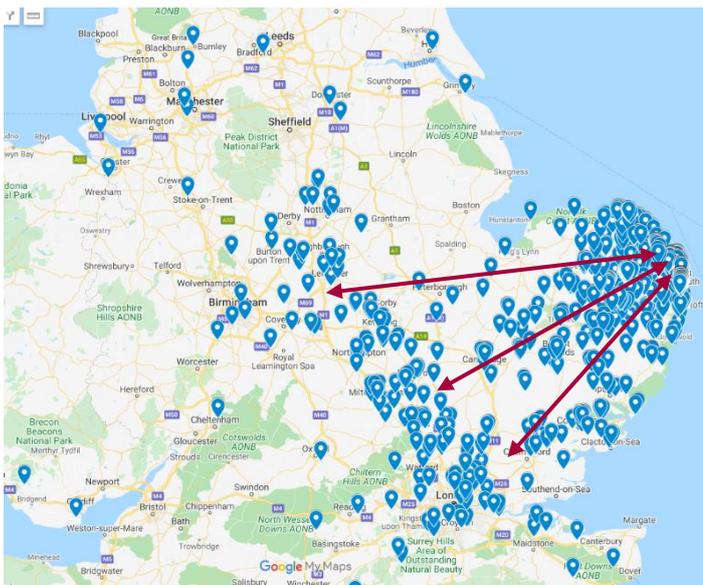
Year 1 target: = **20412** (est. 75% Regional/Local, 25% Wider UK)

Year 1 actual: = **32065** (79.3% Regional/Local (33.1% NR30/31), 20.6% Wider UK)

**160% Achieved.**

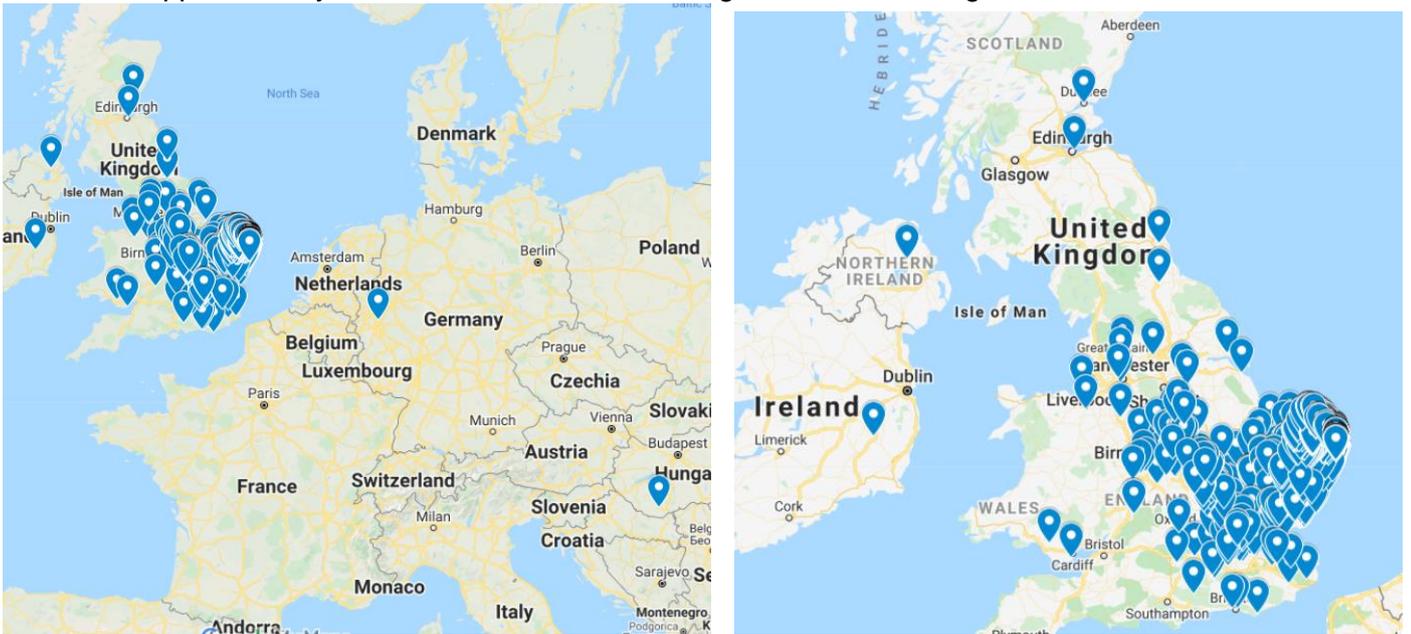
Postcode data from all bookings shows that the majority of the wider UK visitors were travelling from Birmingham/Leicester, Milton Keynes/London and Chelmsford/Ipswich.

33.1% of visitors (13384) were from hyper local postcodes (NR30 & NR31). The majority of regional visitors were travelling from Norwich and North Norfolk.



Postcode maps created from all 2021 Fire on the Water ticket holders, Ticketsolve

We saw approximately 36 visitors from outside of England, with 12 being from outside of the UK.

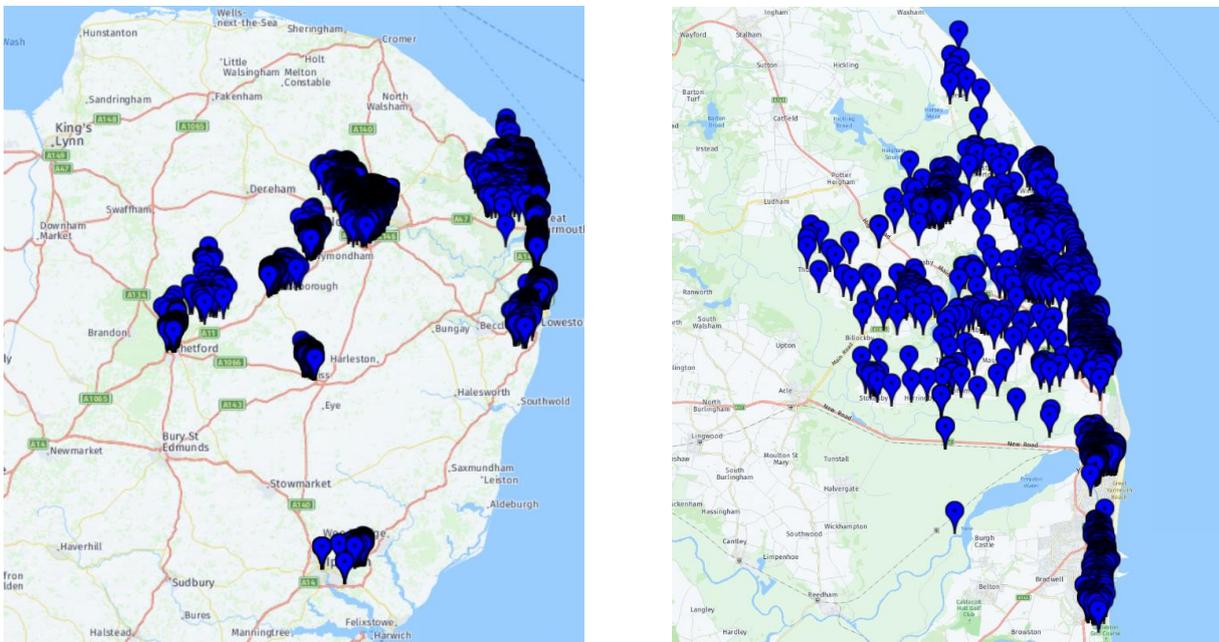


Postcode maps created from all 2021 Fire on the Water ticket holders, Ticketsolve

Because of changes in print advertising methods due to COVID-19 we made the dynamic decision to distribute our programme door to door to 55,000 homes within the following postcodes: NR18 0, NR17 2, NR30 5, NR29 3, NR29 4, NR30 1, NR32 4, NR33 8, NR31 6, IP5 2. IP24 1, IP22 4.

We targeted large housing estates, key engagement areas, individuals, and families that may not or may already be engaged with Out There Arts and Great Yarmouth's events calendar from within a 0–2-hour drive time.

A further 20,000 were distributed in town and at the Out There Festival in September 2021



Postcode maps created from all postcodes delivered to.

In a survey conducted by Great Yarmouth Borough Council using Intelli-Sense, data shows that there was a **155% increase** in footfall in town on 2019 figures suggesting the event was successful at drawing visitors and increasing footfall.

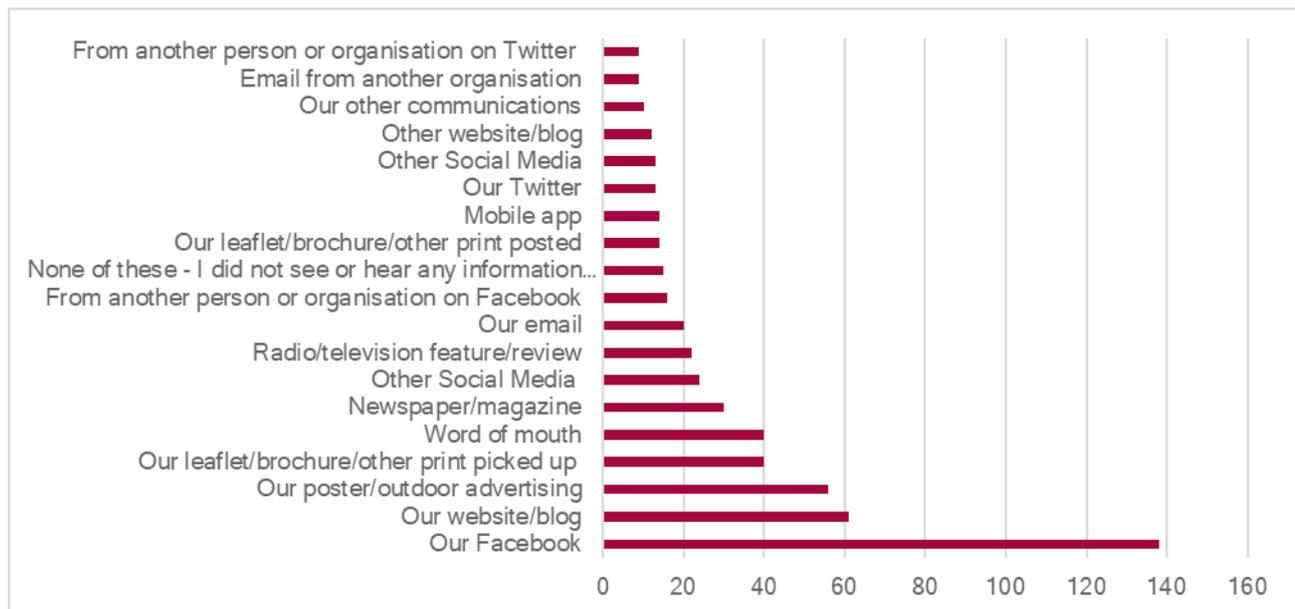
Range	2019	2020	2021
First weekend Dec	8,320	5,876	15,829
Last weekend Nov	9,823	5,930	18,152
21/10 to 6/11	48,205	24,159	122,742

Areas included in the figures: Market Place Carpark, Market Gates Shopping Centre, Regent Road, Kings Street and Great Yarmouth Bus Station.

## Wider UK Audience analysis

The majority of Fire on the Water attendees came from regional and local areas (Post codes NR1-NR34) yet a healthy proportion on Wider UK visitors attended given the time of year. This was due to a wider focus of targeted social media marketing activity. 79.3% Regional/Local (33.1% NR30/31), 20.6% Wider UK.

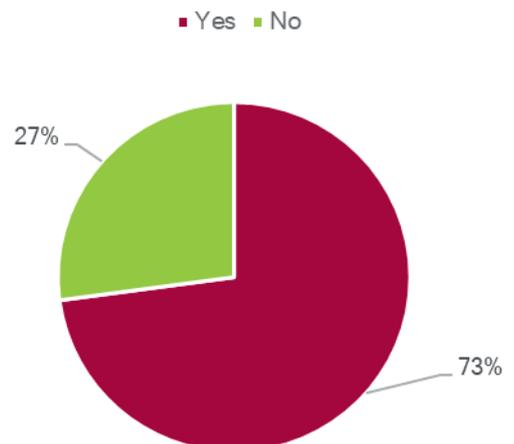
### How did they hear about Fire on the Water?



Data from onsite surveys, 556 people with wider UK postcodes

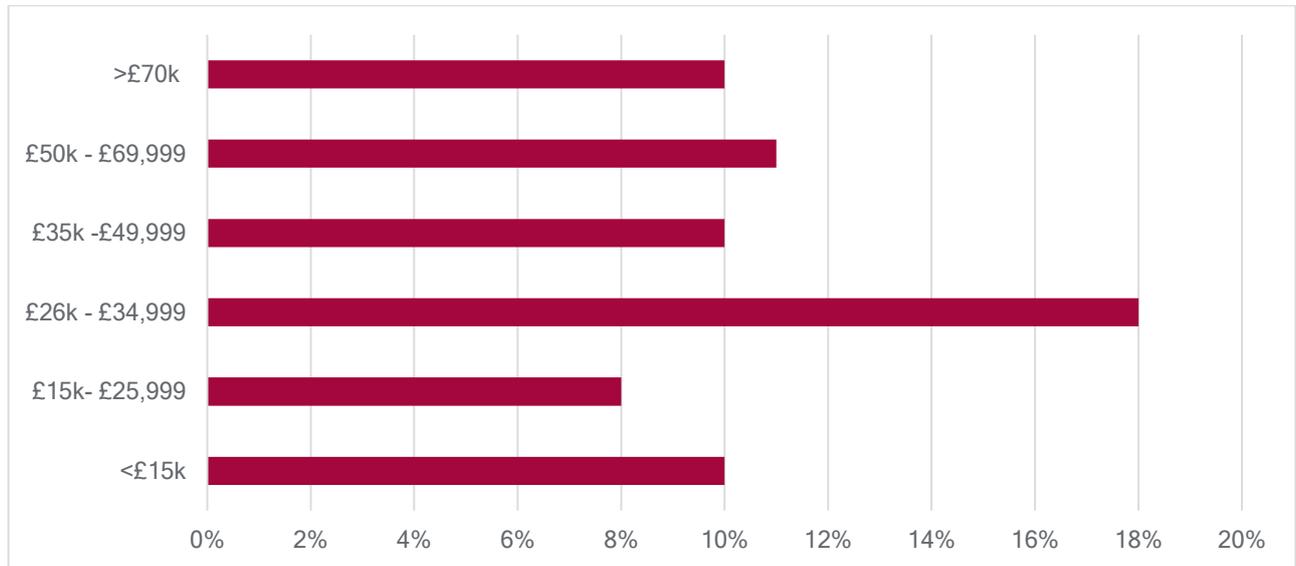
### Did they travel directly from home?

When asked if they had travelled from their home to visit Fire on the Water, a staggering 73% answered yes showing that the event successfully attracted visitors as a primary motivation.



Data from onsite surveys, 332 people with wider UK postcodes

## Household Income

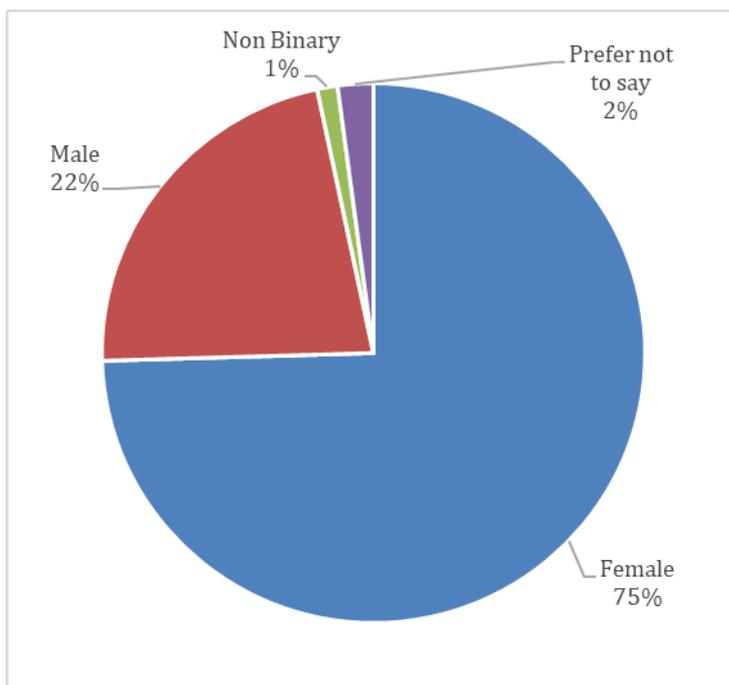


*Data from onsite surveys, 305 people with wider UK postcodes*

33% of our wider UK audience preferred not to say when answering this question, however enough data was collected to get a good indication on audience wealth.

18% of visitors have an annual household income of £26k-£34,999, closely followed by £50k-£69,999 with 11%. The UK average is £29,900 (based on 2020 Office for National Statistics) showing the event attracted more affluent tourists from outside the borough.

## Gender

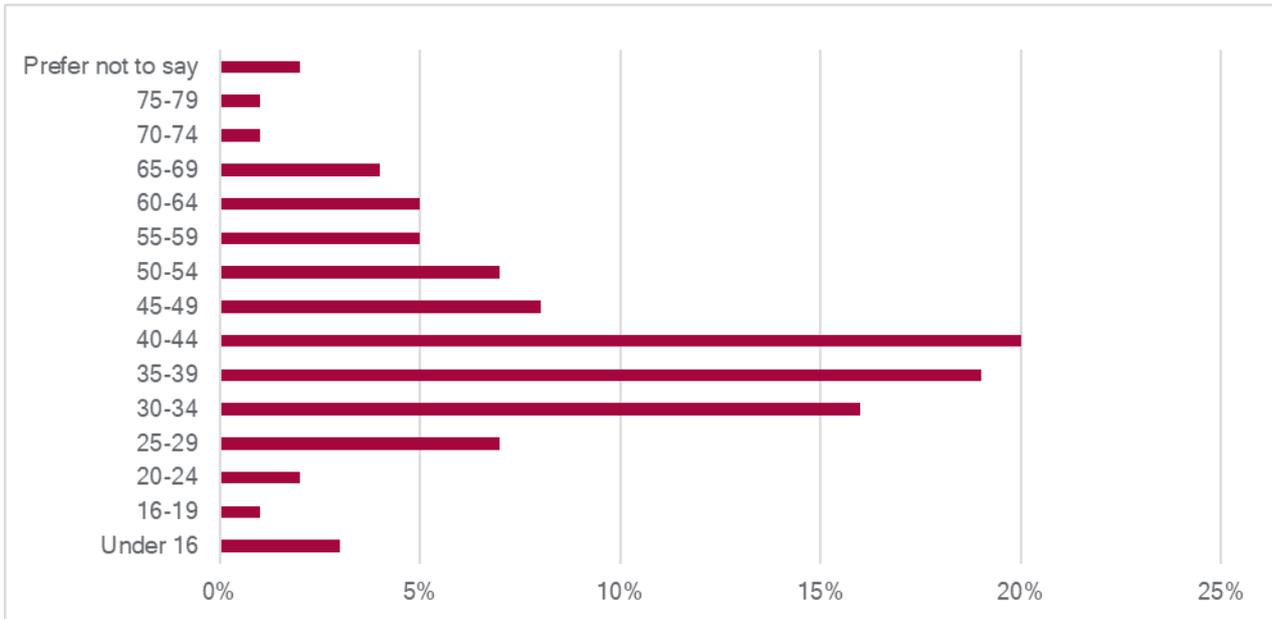


The data shows 22% of the audience was male, this is lower than the Out There Festival's average of 26%.

Audience Agency reports women are more likely to fill in evaluations.

## Age

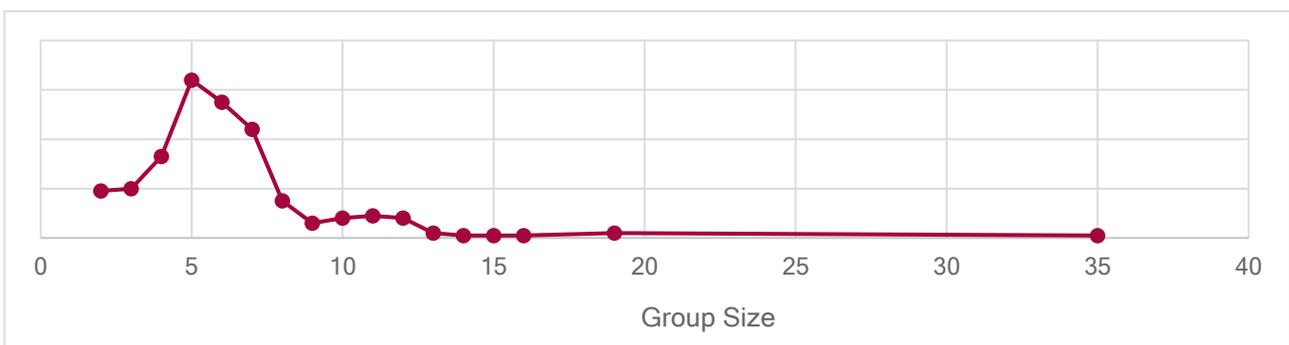
The data shows the Wider UK audience average age groups are reflective of the overall age groups who attended the event. We believe this is because of the event being appropriate for all ages, and extremely family friendly. We do not have comparable data for the Venetian Waterways; however, we can make an assumption that the event attracted a much wider and younger range of ages than usual.



*Data from onsite surveys, 328 people with wider UK postcodes*

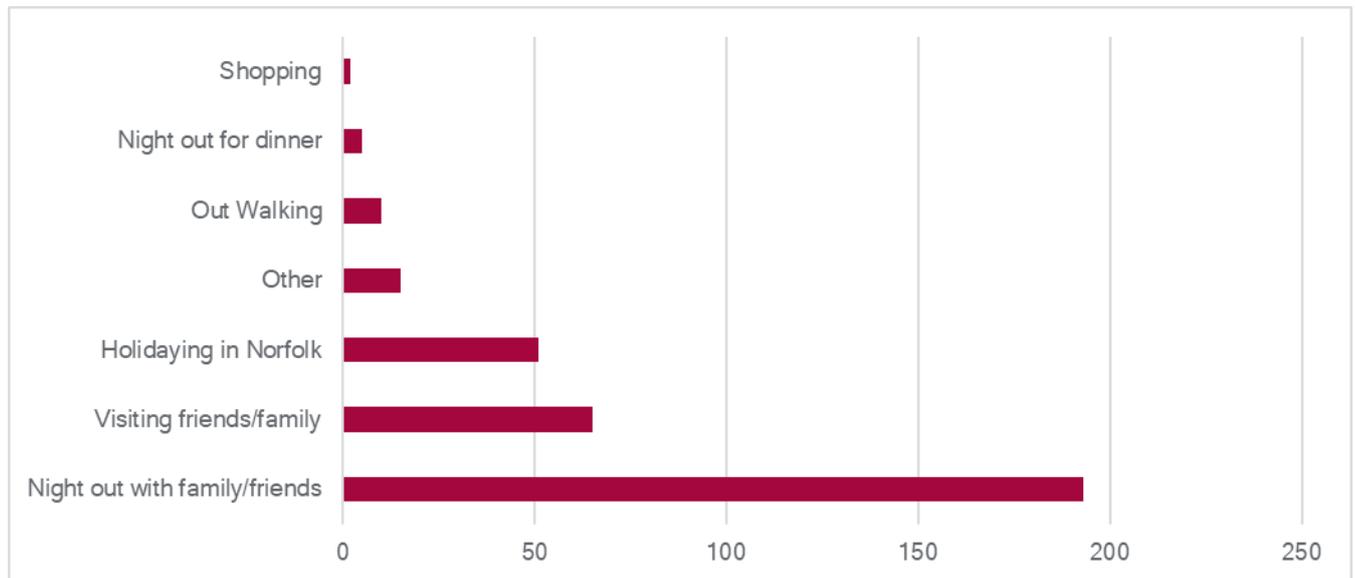
## Group size

The most common group size was five & six people. This is most likely because of the ticket format of admitting up to 6 people per ticket and predominately family audience.



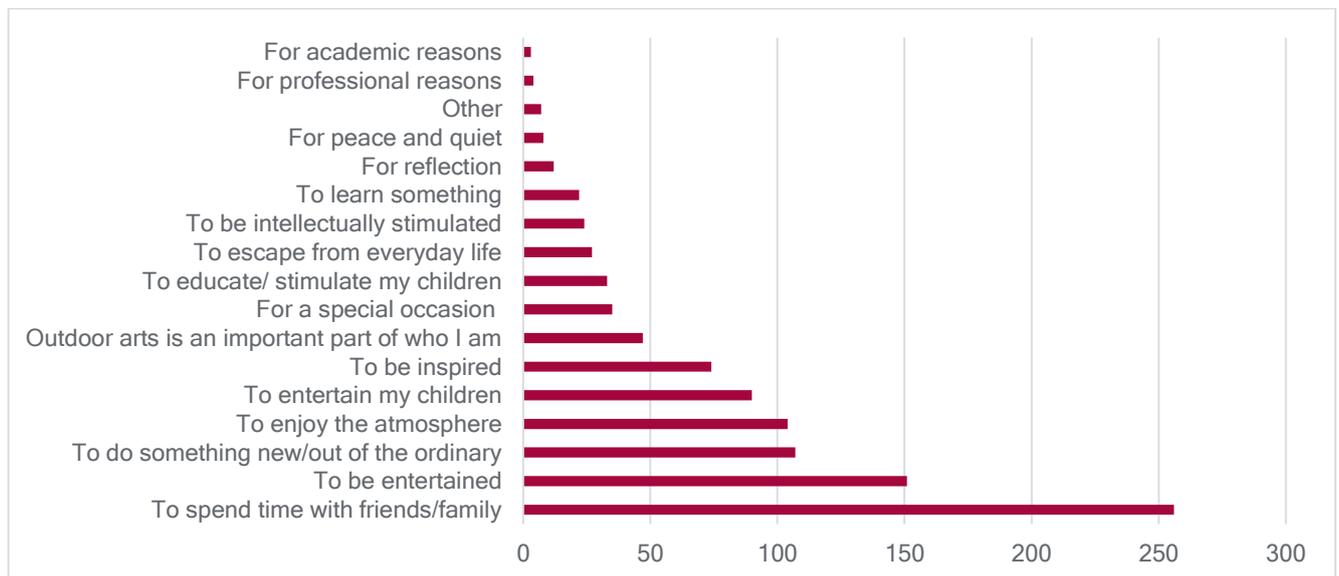
*Data from onsite surveys, 218 people with wider UK postcodes*

### Primary reason to visit Fire on the Water



*Data from onsite surveys, 314 people with wider UK postcodes*

### Top motivations to visit Fire on the Water (multiple answers)



*Data from onsite surveys, 332 people with wider UK postcodes*

The above data shows our tourist audience were seeking something to do for a night out to share with family and friends. This gives a lot of evidence that the event is giving the people what they want and it's relevant to their needs.

## Digital stats

As well as alternative print methods, we used innovative ways of engaging more people reaching a wider audience through exploring new technologies and digital platforms. Out There Arts recently invested in a new website and box office system, and increasingly focuses on digital content creation and social media in our marketing campaigns.

In our digital campaign we deployed a variety of organic and paid for content on our digital platforms - Facebook, Instagram as well as our website. Much of the content for Fire on the Water were new approaches for Out There Arts.

Highlights from our content plan include a fully interactive digital map hosted on our website, an informative and robust FAQ page, inviting several key local influencers to the event and integration into our Out There Festival digital campaign.

At a glance, our organic reach over the campaign period was:

Facebook - 150,828 (up 208% from previous quarter).

Instagram - 9736 (up 358%)

Our page and profile visits - acquisition from other pages showing influencer impact

7,703 (up 579%)

4586 (up 627%)

For our paid for campaign, we curated a variety of content from video to photography intending to pique the interest of our target audience types which were Experience Seekers, Trips and Treats and Facebook Families. Ads were targeted at postcode areas where the above audience profiles typically live (Audience Agency data) as well as a 90 min drive time radius.

The ads were set to measure successful website checkouts.

Cumulative Paid for Ad Campaign Reach: 29,145

Cumulative Impressions: 114,855

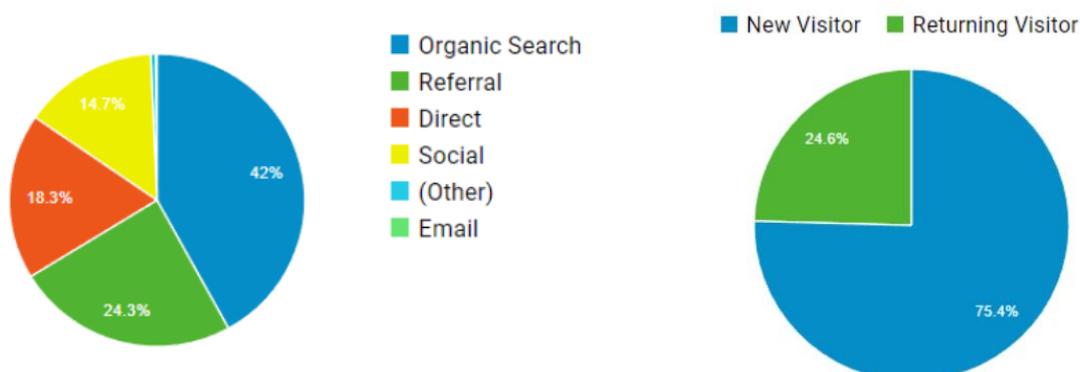
Cost Per Result: £0.22

Effective Frequency: 3.84

## Website stats

We monitored data from an 8-week run from 19 September through 7 November to see how our website visitors behaved during the run up to Fire on the Water and over the Out There Festival weekend.

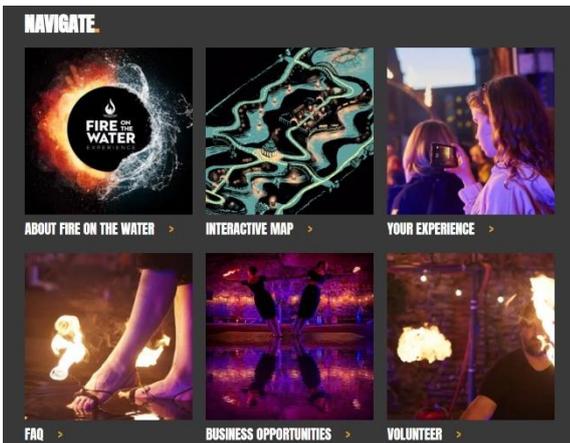
Organic searches were our highest traffic provider. This shows a strong SEO and searches due to a strong PR, press coverage and outdoor advertising campaign which generated a huge buzz around the event. Referrals comes in second with Visit Great Yarmouth and Great Yarmouth Mercury providing majority of the traffic in that channel.



Data from Google Analytics, Fire on the Water Webpage, 19<sup>th</sup> Sep -7<sup>th</sup> Nov 2021

Of 39,800+\* unique users, 75.4% of them were new visitors having never visited our website before. Audiences spent on average a impressive **3 mins 17 secs** browsing the Fire on the Water page. Demonstrating that the landing page featured good quality content and information relevant to the event. 60% then went directly to the booking link. The interactive map being one of the highest engaging pages, along with 'Your Experience' and FAQs. In comparison, the global average dwell time for our sector is 62 seconds (Source globalmediainsight.com).

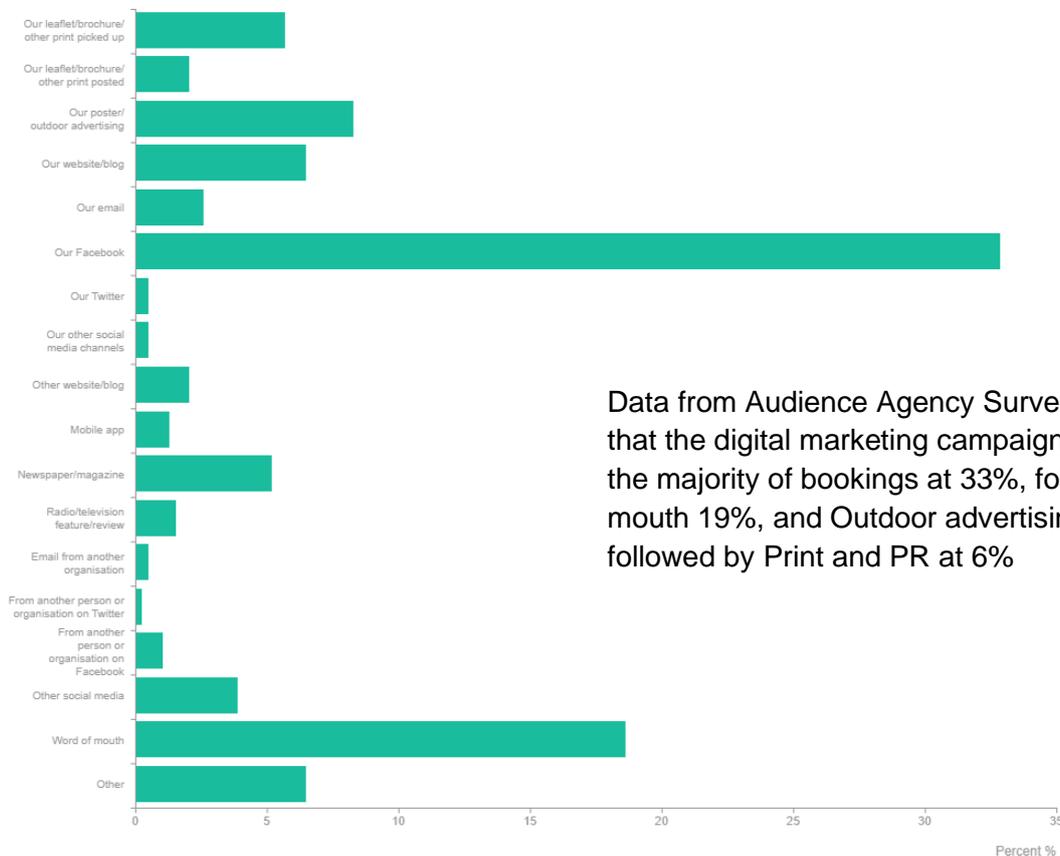
\*Number likely to be higher as users with adblock (iphone) are not registered.



Easy to access online information, mobile/tablet friendly and access information



Interactive Map included road closure and event content



Data from Audience Agency Survey provides evidence that the digital marketing campaign was responsible for the majority of bookings at 33%, followed by word of mouth 19%, and Outdoor advertising at 8% closely followed by Print and PR at 6%

## Overnight Visitors

Website visitors were encouraged to 'make a break' out of their visit.

The Fire on the Water page linked directly to the Visit Great Yarmouth Tourist Information site.

### WHERE TO STAY

Great Yarmouth has an abundance of quirky and independent accommodation providers. Please see the below link to find out more: <https://www.visitgreatyarmouth.co.uk/where-to-stay>

### WHERE TO EAT

Make an evening of it! Dine out before or after your visit in one of Yarmouth's many restaurants, bars and cafes. There are many Secret Menu participants who have created special treats just for the Fire on Water visitors. Find out more here: <https://www.visitgreatyarmouth.co.uk/eat>

Fancy some secret Norfolk delights? Have a browse of our Norfolk Secret Menu: <https://www.lovenorwichfood.co.uk/2019/12/14/secret-menu-norfolk-off-menu-dishes-all-over-the-county/>

### CONTACTS

Access queries – [jacob@outtherearts.org.uk](mailto:jacob@outtherearts.org.uk)  
 Data Protection requests (Opt-out) – [marcin@outtherearts.org.uk](mailto:marcin@outtherearts.org.uk)  
 Complaints – [hello@outtherearts.org.uk](mailto:hello@outtherearts.org.uk)  
 Media – [emily@outtherearts.org.uk](mailto:emily@outtherearts.org.uk)  
 Groups and Schools – [katy.kingston@outtherearts.org.uk](mailto:katy.kingston@outtherearts.org.uk)  
 Volunteers – [hello@outtherearts.org.uk](mailto:hello@outtherearts.org.uk)

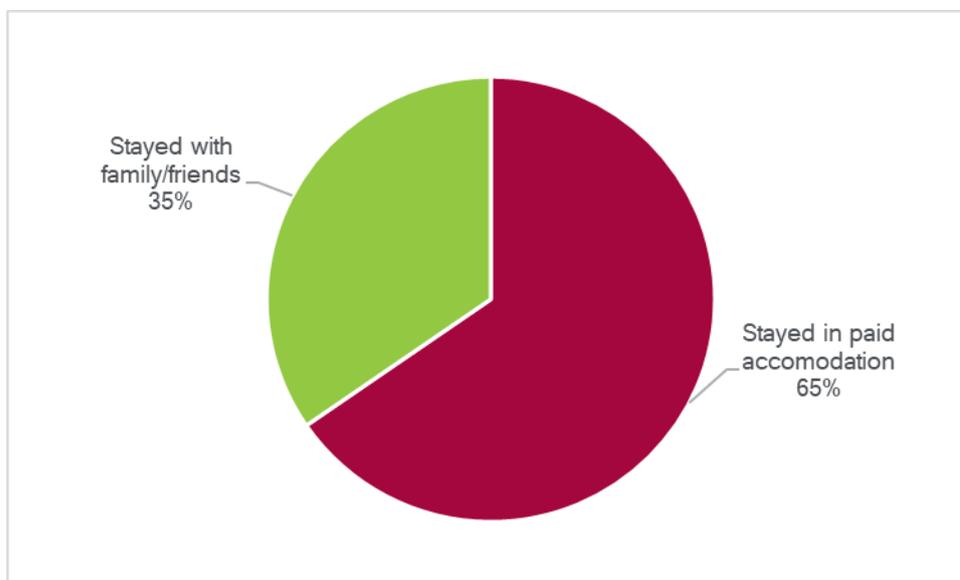
Visits generated involving visitors staying in paid accommodation was estimated at 50% of Out-of-Town audience (@70% capacity)

Year 1 target: = **3402**

Year 1 actual: = **3702**

**109% Achieved.**

From data collected during audience agency survey we can calculate that 14% (5661) of all visitors stayed overnight in Great Yarmouth. 65.4% of those stayed in paid accommodation.



*Data from onsite surveys, 14% of 594 surveys show they stayed overnight. Out of those who stayed, 65.4% stayed in paid accommodation.*

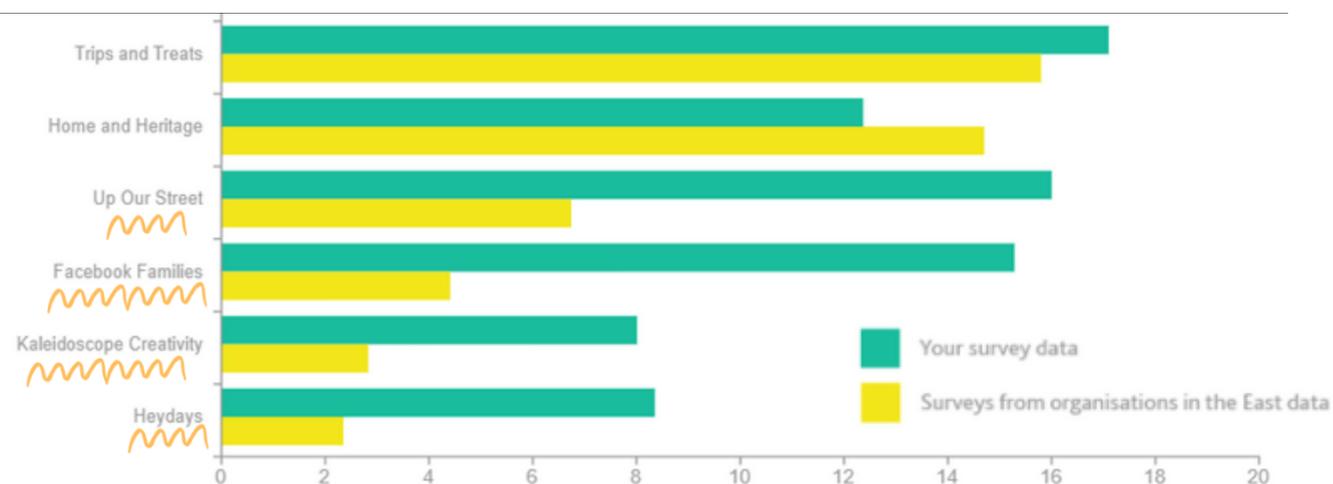
## Residents participating in FoW as participants/volunteers

Fire on the Water provided a showcase for children, young people and emerging local talent, and a creative platform for presenting community creations and performance. Through various workshops, rehearsals, and community consultation the participatory programme celebrated diverse cultures and gave a multitude of opportunities for participation and volunteering.



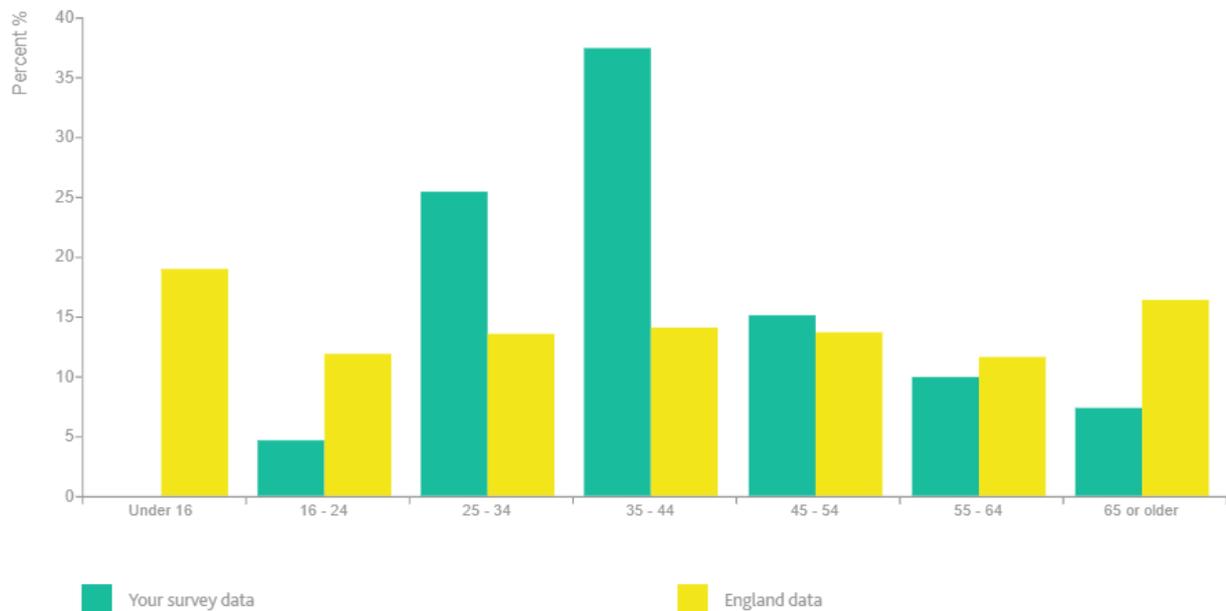
Shadow box created with the local community, facilitated by Luminous Tales - (Susannah Fraser & Bob Percy)

The event was also broad in appeal, accessible, international, diverse, relevant, of high artistic quality and through an extensive amount of community engagement and targeted digital campaign attracted existing as well as engaged new audiences. (Audience agency visitor profiles: Up Our Street, Facebook Families, Kaleidoscope Creativity and Heydays)



Through targeted programme of community events and advertising a younger and more diverse audience attended. A huge success to highlight is the engagement of 25-34- and 35–44-year-olds. Achieving incredible results when compared with Audience Agencies England Data. We believe this was due to the schools' engagement attracting those of parental age.

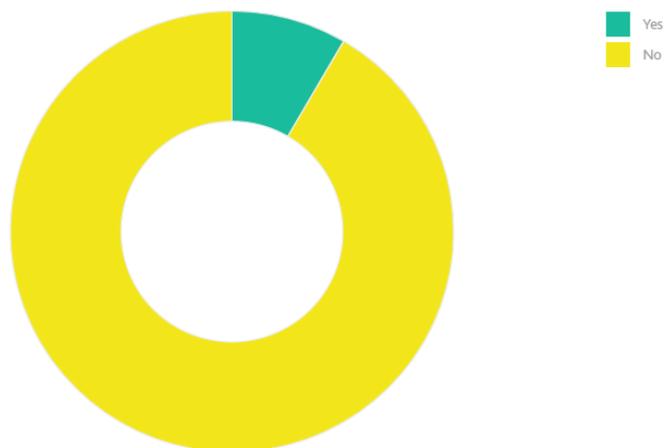
## Access and Inclusivity



The event was extremely accommodating for those with limiting disabilities. Data shows 8% of the attendees identified as having a disability such as D/deaf or disabled person or having a long-term health condition.

We hosted a specially curated 'Relaxed Night' on 3rd November 2021 which sold out. We directly invited large groups and members of organisations, plus publicised heavily in the local media. Bookings were kept offline to ensure bookings weren't made by the general public in error.

The relaxed night was specifically designed to accommodate young people and adults with autism and other sensory sensitivities. Capacity was halved to give guests more space between groups and ear defenders to given out. The loud bursts were kept to a minimum. In addition, a 'Safe Space' was offered at all times.



Participation types/groups	Year 1 target	Year 1 actual	% Achieved
Local Community groups giveaways	1000	820	82%
Schools & Colleges giveaways	2000	2180 (4360 admissions)	232%
Total Free Ticket giveaways	<b>3000</b>	<b>5180</b>	<b>173%</b>
Schools & Community performers/makers/vols participation	1270	1655	130%
<i>(That of CYP participating)</i>	<i>1070</i>	<i>1770</i>	<i>165%</i>

**See attachment ii**

The following locally based freelance artists, makers and performers were employed to deliver community workshops:

- Pies et Manos – Mexican circus company based in Great Yarmouth to work with Drillaz Circus school
- Katy Kingston – Visual Artist/Maker from Gorleston – community Shrine workshops
- Dulce Duca – Portuguese Circus Performer/Director based in Great Yarmouth
- Matthew Harrison – Great Yarmouth based film/animation/projection artist
- Willow Phoenix – (Emma and Adam) North Norfolk based heritage craft artists
- Uprising yoga\* – Fire acro specialist based in Great Yarmouth
- Angelica Urfano – Visual Artists based in Great Yarmouth
- Luminous Tales\* – (Susannah) – Shadow puppet workshop artists based in Norwich
- Community & Education Partners

\*New Partnerships

Original budget for Community Programme was £5000 contributed from the project funding. Out There Arts contributed an additional **£5000** to achieve a greater variation, reach and quality of participatory events.

Projected no. of sessions **44**, actual **56**.

OTA created opportunities for engagement and volunteering with the following partners:

- Freshly Greated - CPP
- Drillaz Circus School
- St. George's Theatre
- Time & Tide Museum
- Creative Collisions
- Herring House
- Rerezent Project
- GYROS
- Willow Phoenix\*
- Voluntary Norfolk
- Great Yarmouth Food Bank\*
- Trinity (NIYP young refugees) \*
- GYGYC - Young Carers\*
- SEND FAMILIES
- Autism Anglia\*
- Youth Offending Team GY\*
- Rerezent Project - young / diverse community
- Older people's Networks - Acorn Centre
- Comeunity
- GYBC Neighbourhood officers/community teams

\*New Partnerships

## Partnerships

OTA included the following local schools & colleges in engagement

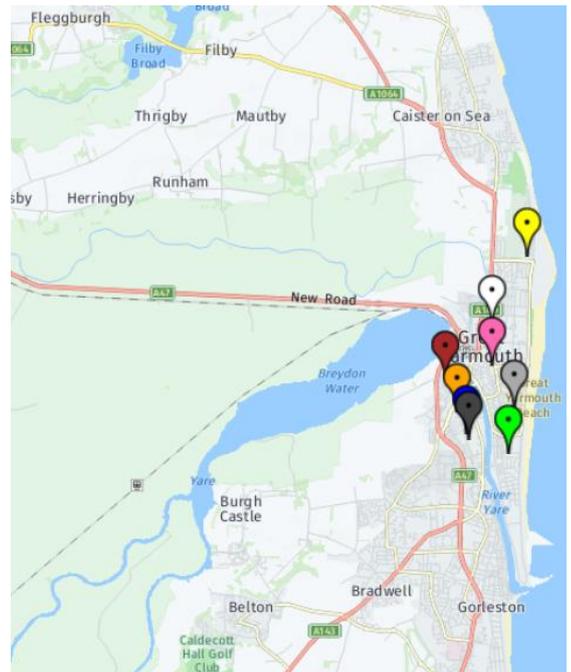
- Edward Worledge Ormiston Academy
- East Coast College
- Cobholm Primary Academy\*
- GY Primary Academy\*
- Southtown Primary
- St Nicholas Priory
- Northgate Primary
- North Denes Primary

*\*New Partnerships*

OTA created opportunities for engagement and promotional opportunities with the following local businesses:

- The Island Cafe at The Waterways (ACT)\*
- Café Amici's\*
- Beach Hut\*
- Furzedown Hotel\*
- Imperial Hotel\*
- Knights Court Hotel
- Road Train\*
- Lady Olivia's – Onsite Concession\*
- Sara`s Tearooms
- HMS Hinchinbrook\*
- Arcade Florists\*
- Bookworms (Norfolk and Waveney) \*
- Barker's Photos
- Munchies\*
- The Kensington\*
- Bombay Nite\*
- Branded Toys & Collectibles\*
- Charlie's Tapas Restaurant\*
- Fish 'O' Licious\*
- Mermaid Quay
- Richard James Jewellers\*

*\*New Partnerships*



*Map of Schools and colleges.*

Type of media distributed to local businesses	Quantity distributed
A4 Posters July Distro	250
A5 Posters July Distro	250
A6 Complimentary ticket flyer	500
A5 Posters October Distro	250

OTA created opportunities for engagement, promotional and funding opportunities with the following partners:

- GYBC £210000
- Experience (Interreg)\* £10000
- Visit Great Yarmouth (Formerly GYTABIA) \* £10000 – With a commitment to 3 years future £20k per year.
- Lacons est £5000 In-kind

*\*New Partnerships*

Number of new partnerships and collaborations happening within the Borough

Year 1 target: = **10**

Year 1 actual: = **34**

**340% Achieved.**

**New Partnerships: 2 Schools, 17 Business, 6 Community, 2 Funding, 7 Artists**



## Artists and Commissions

Out There Arts lead on the development and overall artistic vision for Fire on the Water, including artistic content, creative design and layout of the event site, ensuring a cohesive visual and thematic experiential trail.

A number of artistic briefs and professional artists/companies were commissioned to create a series of fire sculpture installations responding to the natural environment and built architectural features of the Venetian Waterways.

12 Freelance artists/companies from the East of England as well as further afield include:

East of England based

- Event FX Ltd\* - Edwin Samkin - based in Bungay, Suffolk
- Willow Phoenix – based in North Norfolk
- Jo Chapman – Metal work artist based in Leiston, Suffolk
- Katy Kingston – Visual Artist/Maker from Gorleston
- Matthew Harrison – film / projection artist based in Great Yarmouth
- Luminous Tales - (Susannah Fraser & Bob Percy) – Shadow puppet/light installation artists based in Norwich
- Gorilla Circus – international circus/ fire sculpture fabrication company based in Wisbech in Cambridgeshire

UK based

- Anna Weatherstone\* – Brighton based fire/metal work artist (experience of working with French fire experts Carabosse)
- Jon Large\* – Fire sculpture artist based in Manchester
- 101 Newbury – a national creation centre for Outdoor Arts
- Paka\* – one of the UK's leading fire/animatronic sculpture artists based in the Southwest

International

- Eddie Egal\* – Fire artist/specialist from Berlin, Germany

\*New Partnerships



## Value and Economic Impact

Fire on the Water took place during the shoulder months of October and November 2021. One of the main aims was to extend the traditional tourism season, adding economic value to the town and supporting wider strategic redevelopments.

The event proved its worth in becoming an exciting addition to the town's existing artistic offer of live outdoor performance and circus and will help launch the borough as an all-year round destination for residents and visitors year on year.

### Value

#### **Total participant/attendee spend generated by ticket bookings**

Year 1 target: **£27216** (Gross, @ £1 pp entry fee)

Year 1 actual: **£26580 (less all fees and VAT) £35282 (Gross)**

#### **Additional attributable spend by delivery organisation**

Year 1 estimate: **£80000**

Year 1 actual: **£103543**

#### **Total spend by delivery organisation**

Year 1 budget: **£249080**

Year 1 actual spend: **£281499\*** (*\*£280140 figure used for Audience Agency survey*)

### Economic Impact

Audience Agency's report shows evidence to suggest that Fire on the Water generated around **£1,820,171** worth of economic activity in Great Yarmouth.

#### **Additional attributable spend by participants/attendees**

(Calculation: Local residents 20412 people x £2.50 pp = £51030 / Audience from out of town 25% 6804 people x £25 pp= £170100)

Year 1 target: **£221130**

Year 1 actual: **£259791**

#### **Total economic impact**

Year 1 target: **£577426**

Year 1 actual: **£571752\***

\*Audience Agency considers out-of-town commissions as cost and the value is deducted from the impact figure as well as any council funding. With commissions now complete, the economic impact figure for 2022 will be considerably higher.

### Additional Data

#### **GYBC - Intelli-Sense**

Fire on the Water will not be the only reason for out of town visits, but provides an enhancement to Great Yarmouth's reputation as a destination for entertainment, making it more discoverable and expanding the tourism potential and status of being a hub for outdoor arts and circus. Using the calculation of £25 spend per out-of-town visitor, (knowing that 66% of our audience were not hyper local), we estimate additional attributable spend is approximately: (66% 74537=49194 \* 25) **£1,229,850**

#### **Visit Great Yarmouth - Place Informatics**

Data shows an increase of footfall in the event area 81% compared with the month before

Event (21 Oct - 6 Nov 2021): 18,036

Month before (21 Sep - 6 Oct 2021): 9,958

## Press Cuttings, PR and Awards

### Journalist / Influencers / VIP that attended the Press Night/Alternative Evenings

Angi Kennedy, Let's Talk Magazine  
 Anthony Carroll, James Weeds, Liz Coates, Gt Yarmouth Mercury  
 Andrew Turner, BBC Radio Norfolk  
 Mike Liggins, BBC Look East  
 Rob Setchell, ITV Anglia  
 Julia Curtis, Places & Faces Magazine  
 Anisa, Norfolk Local Guide

### Social Media Highlights

Brazilian Fashion Influencer Marcia Garbriel  
 28.3k IG Followers

[LINK](#)



Olympian Jessica-Jane Applegate  
 24.5k IG Followers

[LINK](#)



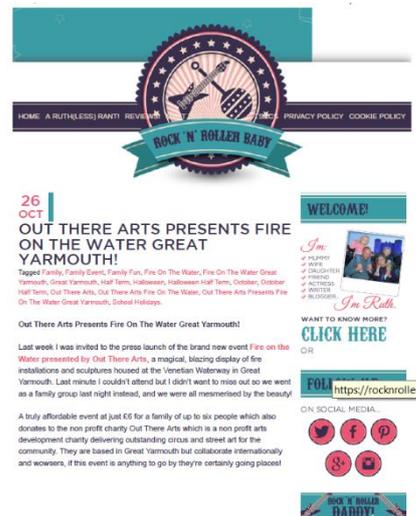
Walk it with Tim, 11,369 views

[LINK](#)



Rock and Roller Baby 9,869 followers

[LINK](#)



## TV and Radio

### BBC Look East

- Thursday 21st October – Interview with Cllr Carl Smith at FOW – coverage during BBC Look East live programme
- Friday 22nd October – Coverage from 7am breakfast
- Tuesday 26th October – Live interview on Evening News - with Joe, Installation Artist and Mike Liggins from the BBC Look East - [LINK](#)

### ITV Anglia

- Friday 22<sup>nd</sup> October 2021 - Live broadcast on ITV Anglia's evening news with Rob Setchell- [LINK](#)

### BBC Radio Norfolk

- January 21<sup>st</sup> – Thursday night show – Show Postponed – Joe Mackintosh
- August 27<sup>th</sup> – Friday night show – Joe Mackintosh
- September 7<sup>th</sup> – Tuesday Morning show – Joe Mackintosh
- October 25<sup>th</sup> – Monday afternoon show – Joe Mackintosh
- October 29<sup>th</sup> – Friday Night Show with Sophie Ludkin & Joe Mackintosh
- November 1<sup>st</sup> – Monday Night Show – Joe Mackintosh

### BBC Radio Suffolk

- October –afternoon show – Joe Mackintosh



## Print media and Online News

- Tuesday 12<sup>th</sup> July – Great Yarmouth Mercury – Box office launch - [LINK](#)
- Wednesday 29<sup>th</sup> September – Great Yarmouth Mercury – Autism Friendly Night - [LINK](#)
- Monday 11<sup>th</sup> October – The Guardian – October Half Term - [LINK](#)
- Thursday 14<sup>th</sup> October – Great Yarmouth Mercury – Coming Soon - [LINK](#)
- Thursday 14<sup>th</sup> October – Great Yarmouth Mercury – Thrilling event coming to GY - [LINK](#)
- Thursday 14<sup>th</sup> October – EDP – Exciting event coming to GY [LINK](#)
- Saturday 16th October - EDP Weekend Supplement (full page) – PRINT
- Thursday 21<sup>st</sup> October – ITV news - [LINK](#)
- Thursday 21<sup>st</sup> October – Great Yarmouth Mercury – Things to do - [LINK](#)

- Friday 22nd October – Newspaper coverage of opening with the Mayor of GY – PRINT
- Saturday 23rd October – Press Launch coverage- PRINT
- Tuesday 26<sup>th</sup> October – EDP – Tickets selling fast - [LINK](#)
- Thursday 28<sup>th</sup> October – Great Yarmouth Mercury – Sold out - [LINK](#)
- Monday 1st November – EDP- Gusts disrupt attraction – PRINT
- Monday 1st November – EDP- Stunning Drone Pictures – PRINT
- Sunday 2nd January – Great Yarmouth Mercury -Fire event wins Fresh Idea Award [LINK](#)



## Online Blogs

Norfolk local guide [LINK](#)

Nourish, the taste of East Anglia [LINK](#)

Suffolk Norfolk Life [LINK](#)

Ruth Davies, Rock and Roller [LINK](#)

## Summary and Recommendations

### Key Challenges

#### COVID19

During the planning phase of the project, England was in full lockdown. As restrictions began to ease, we were still under a rule of six in outdoor environments. This shaped the entry/ticket system model as well as capacity and space/safety. During the event itself, all restrictions had been lifted, but systems were kept in place to ensure a secure and safe environment for our crew, staff and audience.

#### Weather

We had consistent mild weather every evening up until 31<sup>st</sup> October where winds gusted over our health and safety limit. We decided to pull the event with plenty of time to notify all ticket holders and rally crew and staff to be able to create an additional night. This demonstrated professionalism and dynamism by Out There Arts and limited any damage to reputation, income and attendance.

21/10/2021	<b>Sold out</b>	<b>Schools Night</b>	30/10/2021	<b>Sold out</b>	
22/10/2021	<b>Sold out</b>		31/10/2021	<b>Sold out</b>	<b>Cancelled High Winds</b>
23/10/2021	<b>Sold out</b>		01/11/2021	-	<b>NO SHOW</b>
24/10/2021	<b>Sold out</b>		02/11/2021	-	<b>Added Date</b>
25/10/2021	<b>Sold out</b>		03/11/2021	<b>Sold out</b>	<b>Relaxed Night</b>
26/10/2021	<b>Sold out</b>		04/11/2021	<b>Sold out</b>	<b>Community Groups</b>
27/10/2021	<b>Sold out</b>		05/11/2021	<b>Sold out</b>	
28/10/2021	<b>Sold out</b>		06/11/2021	<b>Sold out</b>	
29/10/2021	<b>Sold out</b>				

### Staff wellbeing

One of the biggest challenges of putting on an outdoor event is that those working are exposed to the elements and in this case over a long period of time/days. Crew and staff experienced harsh working conditions i.e., weather, temperature, long hours and in some cases physically demanding tasks.

## Key Successes

- There were many positives and overall it was successful and there is much potential to build on this event:
- Tickets sales and demand was stupendous. By the 3<sup>rd</sup> night we had fully sold out and had no choice to turn down approximately 100-200 people per night. For future events we recommend 80% online and 20% onsite sales to ensure capacity for more tourists that may not see the event in local press and hear via word of mouth.
- Community engagement was brilliant and really gave the event pride of place, sense of ownership and really helped locally publicise the event.
- Marketing and social media were incredibly strong with a huge amount of TV, press and radio coverage and extraordinary reach and online visits.
- Access/Relaxed Night was very well attended and appreciated by the SEND community. The event felt inclusive and safe and is something to build upon.
- Fire on the Water expands the existing field of planned events and attractions, however more fundamentally the event is key to marketing and promoting Great Yarmouth given the increasingly global competitiveness to attract visitor spending during the Autumn months.

## Key Opportunities

- Ticket sales & pricing are key opportunities to maximize income and create a self-sustainable event.
- Strengthening partnerships e.g., Visit Great Yarmouth, Local businesses, commercial income, and concessions.
- Inspire other partners to have a more of an active role and be part of the development process and become active/collaborative partners in the future.
- Broaden the schools reach into rural areas to further reach communities within the region.
- Increase marketing activities targeting of out-of-town visitors and maximise footfall/spend to support local business, improving economic resilience.
- The event was nationally recognised as a quality event and presented to sector peers/professionals who are potentially interested in future bookings for commercial hire of a suite of installations.
- Diversify data gathering to capture all spend.



## Key Findings

### from Year 1 Informing Potential Plans for the Future of the Fire On The Water Event

*By Artistic Director, Joe Mackintosh*

The audience figures, public response, economic impact and publicity generated by the event were incredibly positive and demonstrate the strength of audience interest that can be built upon and the potential for positive social and economic impact for local people and the economy. The challenge now is to resource and grow the event in a way that is stable and sustainable over the long term.

This pilot year 1 event was made possible largely with substantial one-off funding for both the capital commissioning of work and the revenue costs of putting on the event for a long run. This particularly involved capital and revenue funding related to Covid Recovery interventional resources from the Towns Deal and Norfolk County Council via Great Yarmouth Borough Council, and Out There Arts' (OTA) commitment of its own resources including a cash commitment from the charity's own reserves and a huge extra deployment of OTA staff time and other resources.

These key major investments were strictly one-off commitments in the context of a pilot year and initially intended as a COVID safe alternative event to the Out There Festival in 2020 (in the end with both events taking place in 2021). These specific investments from these sources will not be repeated and alternative models are now required if Fire On The Water (FOW) or a similar event is to be repeated and established as a sustainable annual event.

Similarly, the deployment of OTA's internal staff resources to plan, produce, fundraise for, develop a community engagement programme for, promote and evaluate the event was an enormous piece of work in addition to the OTA 'normal' large annual programme including producing the major Out There International Festival in September. Anything like this level of staff time deployment cannot be repeated without additional resource to create additional capacity within the team. A long-term plan must be realistic in establishing the financial and human resources to make

the event sustainable without being detrimental to other valued activities and commitments central to OTA's existing core work.

The inaugural FOW event has naturally inspired many thoughts about areas and aspects to grow and develop. For example: new commissioned works; increased community participation through making and events; an artists' professional development residency programme bringing new and emerging practitioners into Fire and Light-based Art; social enterprise trading hire-out business; community producers' event production training; increased cross over with Circus and Performative Arts etc., but all of these come with costs and at the moment of writing this report the funds committed to a future edition of FOW are extremely limited. Development plans, therefore, need to set out a 'core' sustainable model by which the 'crux' of the event is set out in terms of fundamental baseline of required costs and income, with any additional programmes of activity that can be built/funded established once it is assured that the core model is in place. This requires a concerted focus and commitment by OTA and partners/stakeholders to work together to ensure this core established first so that other things can then be grown around it.

These are key areas of consideration in establishing a future sustainable model:

## Capital Resources

The inaugural year of FOW has resulted in the creation and retention of a large range of capital assets (i.e., fire installations and equipment) owned both by GYBC and OTA. These can be redeployed in future editions without the need for the same extent of new commissions being required annually, though some new works and approaches will be needed in order to keep the event 'fresh' and varied each year in order to entice audiences back.

Some of these capital resources may also generate a modest income through other hires and events throughout the year, helping to pay for their upkeep and maintenance (OTA is committed to ring-fencing any such net income from this for future editions of the event).

Projects with additional external funding to support new commissions with professional and/or community involvement might be developed by OTA and other partners and could also form an element of an asked for (though far from guaranteed) ACE NPO Uplift in the forthcoming funding round for 2023/24 onwards.

## Revenue Cost and Income

To establish a sustainable 'core' model, the revenue costs of the event must be produced to a minimal core level without compromising the perceived quality and scale of the event and ticket/earned income must be increased to the point of generating the best net yield while keeping audience numbers high and growing.

A key central aspiration for the longer term is to model an event that if sold out achieves a break even or small surplus position. It is anticipated that in the next year or so, while ticketed income can be increased with this long-term aim in mind, there is still likely to be a residual gap between earned income and baseline expenditure on the 'core event' that will require funding support, even before consideration of added aspects (e.g., additional community projects, new commissions etc.). Keeping this gap to a manageable level requires attention to the scale of the event and the length of the run (i.e., if every 'show day' is a net loss-making day then the length of the run must be limited to what can be afforded). With this in mind, the core starting point for a run should be the October half-term week itself made of 8 show days Saturday-Saturday (including a possible back-up Sunday show in case of earlier weather cancellations in the run – see below).

The low-ticket price of the inaugural year (effectively £1 per person) is not high enough in the longer term to underpin the bulk of a sustainable event. The large majority of visitors asked agreed that in the longer term they would be happy to pay more and still regard the event as providing good value for money. Exact costing/pricing will be developed but thoughts are that this needs to

be modelled at more around the £5 mark (with options for a carefully structured 'pay what you can' approach to avoid exclusion while maximising yield).

A first post-event analysis of running costs to stage the event shows that the direct external costs for staging the event for an 8-day run would be around £120k (these are the direct production costs only to run a safe and legal event of the same scale and exclude OTA staff costs and marketing. To meet these costs in full would require 24,000 tickets sold at £5 (net), equivalent to 3000 people for each of 8 show nights. A much more modest income figure should be used for the next edition with a view to build trading income solidly over the long term.

## Site and Capacity

The Venetian Waterways provides a beautiful site and a defined route; however, its disadvantage is that the narrow pathways limit the maximum audience capacity at any one moment in time. This in turn affects the financial modelling of the event. There is a need to look in more detail at options and ideas for increasing capacity in the site. The potential partnership with Access Community Trust who manage the Waterways can be further explored to try and ensure a balanced relationship between the two charities in the context of a longer-term development plan.

There is potential to use the beach as part of the site, creating a space for people to dwell, with a bar tent and installations to generate some additional earned income (there is no suitable open space in the Waterways site for this purpose).

## Partners and Stakeholders

Fundamental to building a future for the development of FOW is the establishment of key partnership relationships and commitments from those with an interest in its future success and growth. At the time of writing the only committed support for FOW potentially to take place in 2022 and beyond is from Visit Great Yarmouth, who have pledged 3 years of funding. We need to establish a core partnership that engages and draws support and involvement from others including: the Local Authorities; Arts and Community sector partners and funders such as Arts Council England. This must be centered on a realistic development plan as we have begun to outline here, and recognition of the human and financial resourcing required and the need for all partners to play a constructive part in assembling this.



**Lighting Costs and Maintenance Details:**

Implementation Date	General Location – Decorative and Flood Lighting	Detailed installation	Cost £
4 <sup>th</sup> Nov 2020	Hemsby – Beach Road	Supply strings of lights around lighting columns	2,112.00
3 <sup>rd</sup> Dec 2020		Installation of column lighting strings – Beach Road	3,700.00
11 <sup>th</sup> Nov 2020	Great Yarmouth – North Drive	Supply sting of lights around columns	4,236.00
3 <sup>rd</sup> Dec 2020		Installation of column lighting strings – North Drive	4,750.00
4 <sup>th</sup> Nov 2020	Gorleston – Pier Gardens	Supply bandstand LED lighting	1,410.00
	Gorleston – Lower Promenade	Supply sparkling LED BOA lighting strings`	3,127.50
	Gorleston	Installation of bandstand and lightings strings	782.00
	Gorleston	Provision and installation of Christmas Tree / LED lighting	1,457.00
4 <sup>th</sup> Nov 2020	Great Yarmouth – Regent Road	Supply cross Street Lighting and motifs complete	70,298.85
		Infrastructure and installation of Regent Road lighting	45,594
9 <sup>th</sup> Dec 2020	Great Yarmouth – King /Regent St	Supply LED BOA lighting strings	51,776.25
1 <sup>st</sup> Dec 2020	Great Yarmouth – St. Georges Park	Supply and installation of LED lighting for 2 no. trees	7,380.00
4 <sup>th</sup> Dec 2020	Great Yarmouth – Market Place	BOA lighting for Priory trees, large tree sparkling festoon, dangling lighting lower market trees, BOA lighting generally around Market Place, 6 no. sparkling lighting spheres	18,085.20
19 <sup>th</sup> Nov 2020		Installation	8,796.00
		Provision and installation of Christmas Tree – LED lighting	1,457.00
		Provision of tunnel of Light	25,100.00
		Installation of tunnel of light	8,516.80
4 <sup>th</sup> April 2022	Great Yarmouth, Gorleston, Hemsby	Supply of illuminated letters	29,472.43
	Hemsby	Installation of illuminated letters	18,534.00
	Great Yarmouth	Installation of illuminated letters	34,452.00
18 <sup>th</sup> Nov 2021	Various locations – floodlighting and projections.	Hollywood cinema, North West Tower, Minster, Town Hall, Tolhouse, St Georges Theatre, Gorleston Pavilion	286,479.21
		<b>Total costs</b>	<b>627,516.24</b>

Maintenance of equipment	Anticipated replacement / repair	Maintenance due from November 2021 and then annually for 3 years. £
LED / BOA Lighting stings	Replacement – based on 15% of purchase price per annum	25,800.00
Motifs / Stings / spheres	Repair / restring / reinstatement for Christmas period based on 20% of purchase price per annum	7,200.00
Illuminated letters		
Projection Maintenance	Annual inspection, cleaning, control subscription	2,600.00
Floodlights	Inspection and replacement of lamps / unit – based on 5% of purchase price per annum.	9,400.00
	<b>Total Maintenance Cost per annum</b>	<b>45,000.00</b>

# CHRISTMAS IN THE PARKS

## Output and Outcomes Report

### Christmas Market

#### 'Christmas in the Parks' 2021

25<sup>th</sup> November to 27<sup>th</sup> November 2021

&

3<sup>rd</sup> December to 5<sup>th</sup> December 2021



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## 1.0 Background and Context

- 1.1 The Great Yarmouth Christmas Market is an annual event created and produced by Great Yarmouth Borough Council (GYBC) and partners including the Great Yarmouth Town Centre Partnership (GYTCP) and the Minster. Traditionally taking place over one long weekend in late November, the event aims to create an atmosphere of festive cheer within the town centre, with stalls and activities spread throughout the town centre marketplace through to the Minster. Entertainment is provided including 'The Big Switch on' which sees the Christmas lights officially turned on for the festive season and a fantastic fireworks display accompanies the festivities.
- 1.2 The economic objectives of the event are to increase footfall and retail spend within the town centre, attracting residents as well as visitors from further afield willing to travel to attend
- 1.3 Annual funding for the event is relatively modest and is traditionally provided through the GYBC property budget with a further contribution from GYTCP.
- 1.4 The global pandemic prevented the event being held in 2020. Despite various plans to enable a covid safe event, restrictions and risk of infections meant it was not possible. Although the event was able to go ahead in 2021, an increase in Covid cases and advice from the government regarding safety may have deterred some visitors from attending the event.
- 1.5 It should be noted that due to adverse weather, the difficult decision was taken to cancel the Gorleston Christmas Market.

## 2.0 Funders and Sponsors ‘Christmas in the Parks 2021’

2.1 Following the Covid 19 pandemic, the government recognised the need to revitalise the economy and encourage visitors to return to town and tourist destinations in order to support economic recovery. Funding streams were therefore made available to local authorities to bid into to fund activities which would encourage visitors and spending back into their local areas.

2.2 GYBC officers, with the support of local partners created an ambitious overarching project which aimed to set Great Yarmouth apart from other destinations and attract visitors, new and returning, back to the destination The ‘See Great Yarmouth in a Different Light’ project is an all-encompassing visitor recovery programme which includes stunning light trails, a brand new annual public fire themed event, cultural and culinary events and includes ‘Christmas in the Parks’

2.3 With additional funding available, GYBC and partners were able to create a more substantial event to attract visitors during the pre- Christmas season across a wider geography of the borough. ‘Christmas in the Parks 2021’ was a programme of planned activities which spanned Gorleston and Great Yarmouth which included

- Christmas market in St George’s Park, Great Yarmouth over two consecutive weekends (dates)
- Christmas market in the Minster, facilitated by GYTCP
- Landau rides from St Georges Park to the seafront and Waterways where Christmas themed scavenger hunts took place
- Christmas market in Priory Gardens in Gorleston
- Light switch on in Great Yarmouth with spectacular fireworks
- Light switch on in Gorleston with spectacular fireworks
- Programme of entertainment to support these event

2.4 Funding for the ‘Christmas in the Parks’ programme was provided by the ‘See Great Yarmouth in a Different Light’ project and specifically:

- Norfolk Strategic Fund - £42,000
- Town Deal - £10,000
- Visit Great Yarmouth - £12,000\* (for the Gorleston event) \* £8k following cancellation
- Great Yarmouth Town Centre Partnership



**Norfolk** County Council

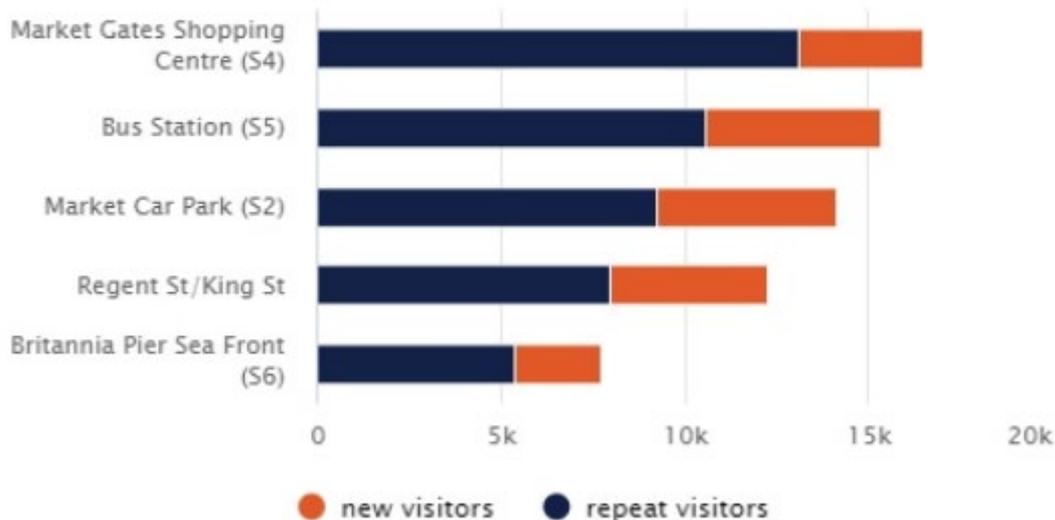


**GREAT YARMOUTH**  
TOWN CENTRE  
PARTNERSHIP

### 3.0 Audience and Attendance

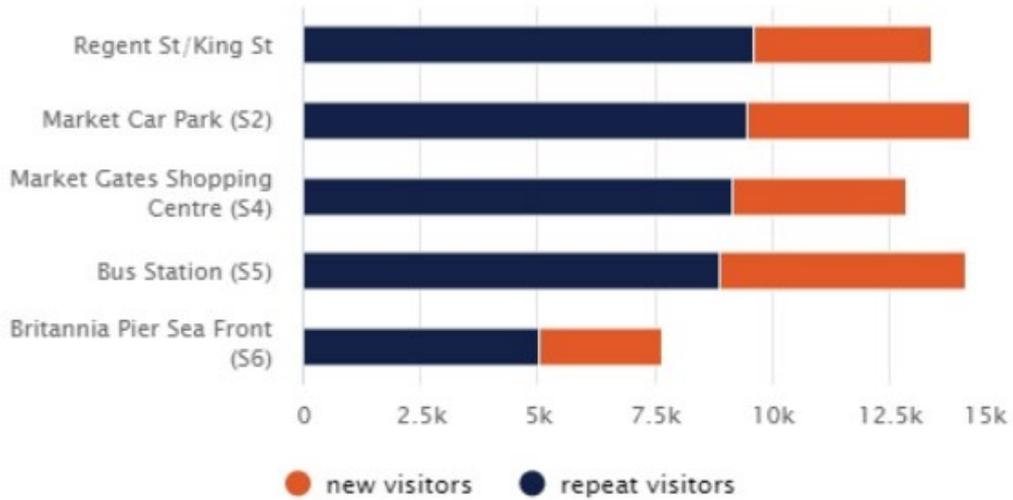
- 3.1 The Christmas in the Parks events aimed to transform St Georges Park into a winter wonderland with a range of Christmas themed market stalls and attractions for visitors to enjoy.
- 3.2 Target audiences were individuals, families, and couples both resident visitors from surrounding towns and further afield.
- 3.3 Footfall counters indicate that the event did increase visitors to great Yarmouth Town Centre across both weekend events as follows.
- 3.4 26<sup>th</sup> – 28<sup>th</sup> November saw a total of 34, 244 visitors to the town centre which is an average of 11,414 per day. The previous weekend saw a total of 32,099 visitors and an average of 10,699 per day. Therefore, the event weekend attracted 2,145 more visitors overall and 715 more visitors as a daily average
- 3.5 The most popular zone for the 26<sup>th</sup> – 28<sup>th</sup> November was Market Gates Shopping Centre followed by the bus station.

#### Busiest Zones



- 3.6 3<sup>rd</sup> – 5<sup>th</sup> December saw a total of 31,008 visitors with a daily average of 10,336. The following weekend saw a total of 23,465 visitors and a daily average of 7,821. Therefore, the event weekend attracted 7,543 more visitors overall and an increase in average visitors per day of 2,515.
- 3.7 The most popular zone for the 3<sup>rd</sup> – 5<sup>th</sup> December was Regent Street and King Street followed by the Market Car Park.

## Busiest Zones

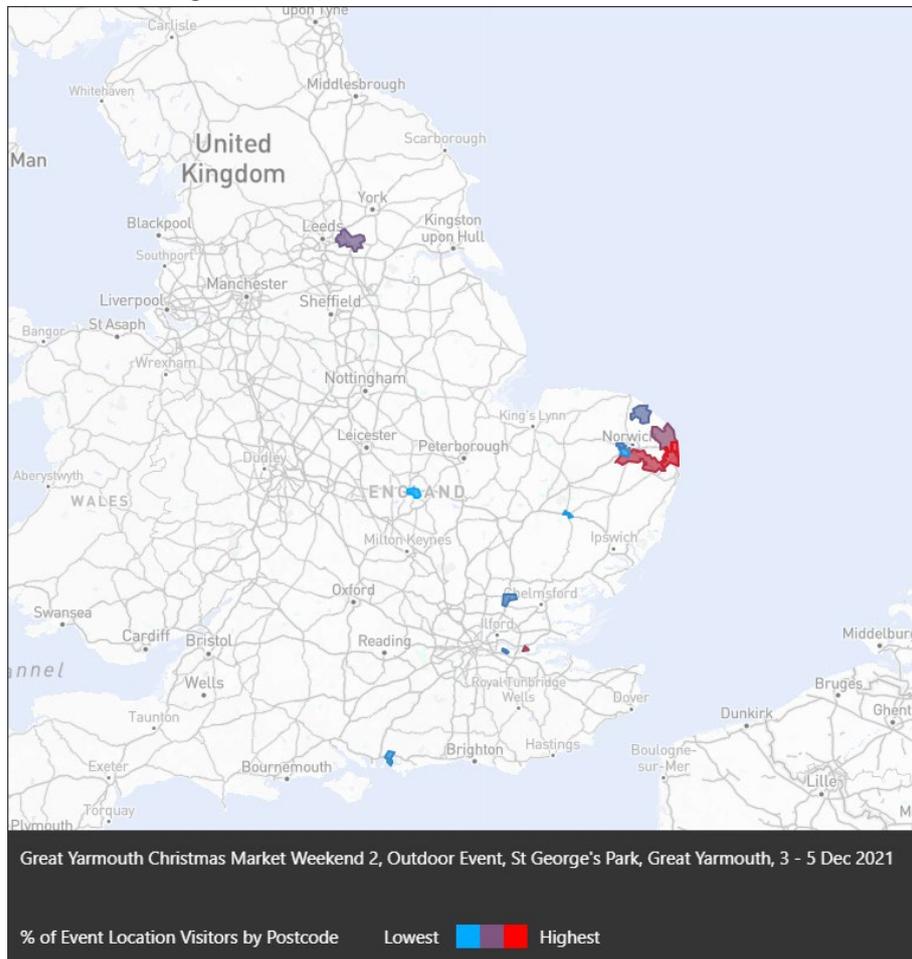


3.8 As this is the first year the event has been run in this way and location, it is not possible to compare visitor numbers to previous years.

3.9 Postcode analysis for the weekend 26<sup>th</sup> – 28<sup>th</sup> November indicates that the majority of visitors were resident in the borough, but visitors did also travel from Norwich, west Norfolk and even Essex.



3.10 The weekend of 3 – 5 December saw a slightly different picture in terms of visitor analysis. The majority were still resident in the borough; however, visitors also came from much further afield, including Leeds.



3.11 It should be noted that extremely adverse weather and advice to travel only where necessary may have negatively impacted on visitor numbers.

## 4.0 Website Statistics

4.1 For the Christmas in the Parks event, there were several relatable pages created on the Visit Great Yarmouth website. These were in the What's On/Christmas section. The pages included:

- Christmas in the Parks
- Great Yarmouth Christmas Market
- Gorleston Christmas Market
- What's On Christmas

4.2 Domain names of [christmasintheparks.co.uk](http://christmasintheparks.co.uk) and [christmasintheparks.uk](http://christmasintheparks.uk) were purchased and set against the Christmas in the Parks page. We used the co.uk domain in all marketing.

4.3 Digital campaigns were promoted using Facebook paid ads and a campaign with Archant to promote the Great Yarmouth and Gorleston Markets separately. Generic posts were also scheduled on social platforms including Facebook, Twitter, and Instagram.

4.4 The Christmas in the Parks page was an overview of what to expect from spending Christmas in Great Yarmouth which then led on the individual market pages with further details about each market including traders and entertainment.

4.5 Data was monitored from 11 October to 12 December – 6 weeks ahead of the first Christmas Market in Great Yarmouth and Gorleston.

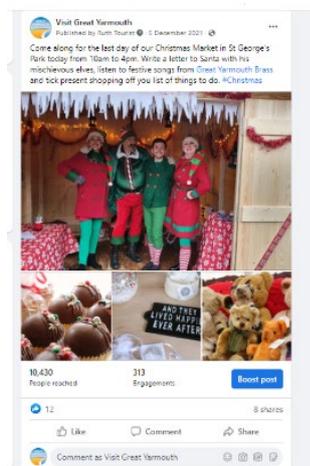
Organic search was the highest provider of website visitors to the tourism site, showing good levels of SEO and press coverage. Great Yarmouth Christmas Market 2021 was in our top ten google search terms for this period. The direct traffic arrived at the Christmas in the Parks page from various other pages within the tourism site. Referrals came in from the council's corporate site, followed by Out There Arts (which is more likely to be around the Fire on the Water event at the end of October/beginning of November) and Archant.



- 4.6 During the nine-week period, there were 82,653 visitors to the tourism website, of which almost 92% were new visitors. The figures are 24.93% up on visitors to the site during the same time in 2020.
- 4.7 Visitors spent an average of 51 seconds on the Christmas in the Parks page, before moving on to pages including Great Yarmouth Christmas Market, Gorleston Christmas Market and Great Yarmouth Christmas Fayre.
- 4.8 Visitors spent an average of 1 minute 31 seconds on the Great Yarmouth Christmas Market page before moving on to pages including Christmas in the Parks, What's On Christmas and Great Yarmouth Christmas Fayre.
- 4.9 Visitors spent an average of 1 minute 15 seconds on the Gorleston Christmas Market page before moving on to pages including Christmas in the Parks, Great Yarmouth Christmas Market and What's On Christmas.
- 4.10 Events relating to Christmas in the Parks including Christmas lights switch on events, the markets, the Christmas Fayre, and entertainment included as part of the Christmas in the Parks event, were viewed 5,207 times.

## 5.0 Social Statistics

- 5.1 Posts were scheduled across Facebook, Twitter, and Instagram with a paid promotion on Facebook.
- 5.2 43 posts were added to Facebook about Christmas in the Parks events. During the monitoring timeframe, the reach in Facebook was 48,217 – 146% higher than the same time in 2020. Engagements and link clicks were also up over 150% on 2020 with 7,624 engagements and 385 link clicks.
- 5.3 The paid for advertisement on Facebook reached 17,188 Facebook users prompting 32 engagements and 27 link clicks.



## 6.0 Stalls and Activities

6.1 There was a total of 35 stalls available during the event:

- Rainbow Cake & Co
- Maryjane Clothing
- Picnic Patch
- Sophs Homemade Crafts & Craig's Bookstore
- SSJ Discounts LTD
- Just Kids Retail
- Angelica Harmony
- Vintage Horse Box LTD
- Adorn by Woods & Mr Humbug
- Branded Toys
- Socker Share
- DRs Mugs & A&Signs
- Copland Family Bakers
- Chrissy Plants and gifts
- Little T's Design and Craft
- Twin Bakes
- Little Bit of This, Little Bit of That
- Vintage Flavour
- Sleepie Teepees
- Cats Protection Anglia Coastal
- My Custom Christmas
- Mrs K Cakes and Bakes
- Eloise's Cakes & Bakes
- Melanie Everitt Artists and Craft
- Snuggly's Gifts
- White Woodland Photography
- Norman's Antiques
- Wildcraft Brewery
- Giddy's D
- Coastal Desserts
- Grillbox
- Pizza Wheel
- Bizzy's Coffee
- Ab Catering
- KR Twins Trading

6.2 In addition to market stalls, visitors could enjoy a variety of entertainment including:

- Music and entertainment from Harbour radio
- Christmas Elves
- Various bands and performers

- A living snow globe
- Character appearances
- Choirs
- Fairground rides

6.3 Santa's grotto was available in Market Gates Shopping Centre and the land train was available to transport visitors around the various attractions including the waterways where scavenger hunts took place.

6.4 Landau rides were also offered to visitors to transport them around the town centre and seafront attractions starting and finishing in St George's Park

## 7.0 Income and Expenditure

7.1 As previously stated, additional funds were made available for the Christmas programme of events, enabling officers and partners to create a larger, more engaging event than in previous years.

7.2 The table below highlights the total budget available, and the expenditure undertaken to stage the event.

<b>Christmas in the Parks</b>		
<b>Income</b>	<b>Revenue</b>	<b>Capital</b>
Visit Great Yarmouth	£7,729	
Norfolk Strategic Fund	£37,771	
Town Deal		£10,000
Go Trade	£10,000	
Stall Income	£9,500	
<b>Total Budget:</b>	<b>£65,000</b>	<b>£10,000</b>
<b>Expenditure</b>	<b>Revenue</b>	<b>Capital</b>
Security	£11,522	
Electric/Installation/generators	£13,078	
Road Train	£1,500	
Toilets	£400	
Furs/sleigh Bells	£30	
Horse	£1,200	
Video	£1,125	
Tunnel of light xmas		£10,000
Marquees	£5,180	
Chalets	£3,090	
Decorations	£4,435	
Snail	£4,800	
Pots box/steps/radios/Banners etc	£3,109	
Fireworks & Market set up. (Reclaimed through Visit Great Yarmouth)	£8,824	
<b>Total Spend:</b>	<b>£58,293</b>	<b>£10,000</b>
<b>(Surplus) or overspend</b>	<b>(6,707)</b>	<b>£0</b>

7.3 The total available funding was £75,000 and expenditure totalled £68,293 meaning there was a slight underspend of £6,707.

7.4 Of the total spend, power and associated costs was the highest expense at £11,900. This is partly due to the location of the event and consideration should be given to this for future years.

## 8.0 Value and Economic Impact

- 8.1 The number of visitors to Christmas in the Parks during the weekend of 26<sup>th</sup> – 28<sup>th</sup> November was 34,244, using the current multiplier for spend per day according to the Cambridge model of £32, this indicates that visitors to the area generated £1,095,809.
- 8.2 However, due to uncertainty of dwell time and visitor geography, it is prudent to include an ‘optimism bias’ and reduce the multiplier by approximately one third, using £21 as the multiplier for this event. Using £21, the total economic benefit generated by 34,244 visitors is £719, 124.
- 8.3 Statistics show that there were 2145 more visitors on the November event weekend than the previous weekend. Using a multiplier of £21, this indicates that an additional £45,054 of income was generated for the area compared to a non-event weekend.

<b>November 26<sup>th</sup> – 28<sup>th</sup></b>	<b>Visitors</b>	<b>Income</b>
Total	34,244	£719,124
Previous week	32,099	£674,079
Difference	2,145	£45,045

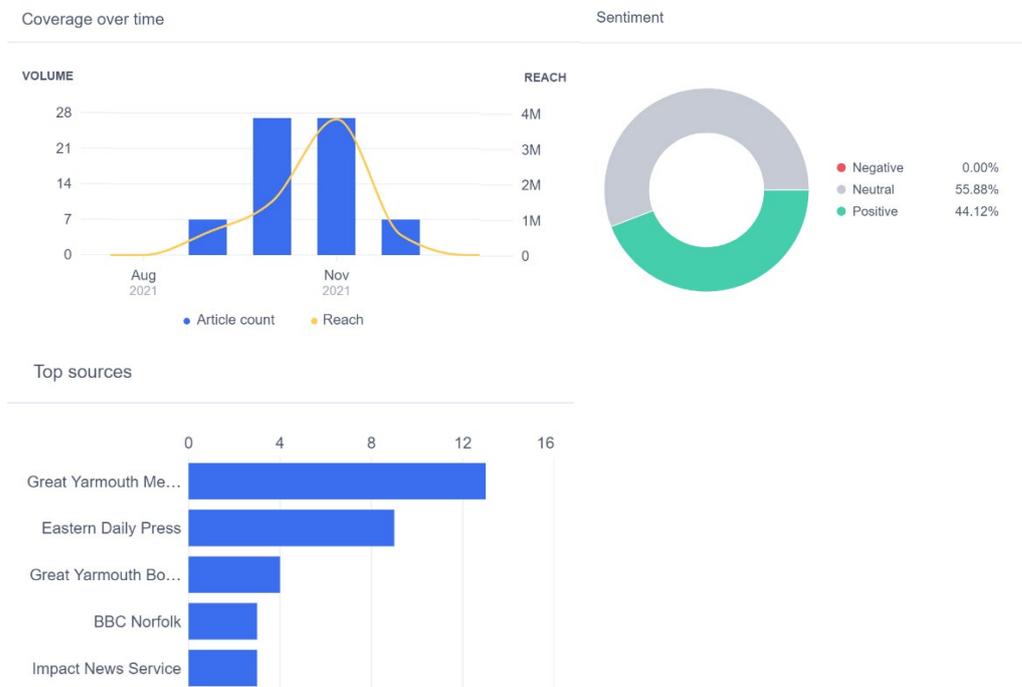
- 8.4 The weekend of 3<sup>rd</sup> – 5<sup>th</sup> December saw a total of 31,008 visitors. Using the multiplier of £21, these visitors generated an income of £652,168.
- 8.5 The following week saw a drop in visitors with just 23,465 people in the area. This is a difference of 7,543. Therefore, an additional £158,403 income was generated on the event weekend compared to the following weekend.

<b>December 3<sup>rd</sup> – 5<sup>th</sup></b>	<b>Visitors</b>	<b>Income</b>
Total	31,008	£652,168
Previous week	23,465	£492,765
Difference	7,543	£158,403

- 8.6 It is difficult to compare the event to previous years as in 2020 the event was unable to run and un previous years, the market was located in the marketplace, so this is not a direct comparison.
- 8.7 These are high level calculations and do not take account of visitor dwell time or how local they are to the area.

## 9.0 PR and Media

- 9.1 Christmas in the Parks attracted earned media coverage across 68 mentions from September through to December including print, online, and radio (print and online coverage from the same titles is only counted once). The majority of coverage was from Norfolk-based media (Great Yarmouth Mercury, Eastern Daily Press, and BBC Radio Norfolk), but the events did also feature in event round-up articles nationally, including Suffolk and Essex.
- 9.2 Sentiment was ranked as approximately 44% positive and 56% neutral. This reflects that a proportion of the coverage dealt with the impact of bad weather on the events and the need to cancel and reschedule parts of the event. There was no coverage ranked negative.
- 9.3 Reach peaked at approximately 3.8m potential exposures in November 2021, predominantly online news sources.



Example

# 9 of the best Christmas markets running in Norfolk in 2021



Louisa Baldwin



Published: 11:10 AM September 30, 2021 Updated: 11:25 AM September 30, 2021



Christmas markets are taking place across Norfolk in 2021. - Credit: Getty Images/iStockphoto

## 4. Christmas in the Parks, Gorleston and Great Yarmouth

**Where:** Priory Gardens, Priory Street, Gorleston, NR31 6NG/St George's Park, Great Yarmouth, NR30 2JR

**When:** November 26 to 28 (Gorleston), November 26 to December 5 (except November 29 and 30) (Great Yarmouth), 10am-4pm

**Price:** Free

**Parking:** The nearest car parks in Gorleston are Church Road and High Street and in Great Yarmouth it is Greyfriars and King Street - check before going as some may be closed due to the event.

Expect twinkling lights in the trees and the comforting smell of hot chocolate and cinnamon at Christmas in the Parks.

There will be a festive craft market, food and drink, live entertainment, children's rides and Santa's post office with elves.

On Sunday, November 28, from 5pm the Gorleston light switch-on with fireworks will take place in the High Street.

## Great Yarmouth set to be transformed into a winter wonderland once again



Sean Galea-Pace



Published: 12:10 PM December 2, 2021



Christmas in the Parks will return to Great Yarmouth this weekend. - Credit: Supplied

Christmas is set to return to Great Yarmouth once again this weekend.

## 10.0 Summary and recommendations

10.1 Overall, the event was reasonably well attended, and stall holders and visitors enjoyed the atmosphere and entertainment.

### 10.2

Key Challenges:

- Covid 19 – advice to only go out, if necessary, may have hampered visitor numbers
- Severe wintery weather including high winds and heavy rain resulted in the cancellation of the Gorleston market as stalls were mainly gazebos that could not withstand the conditions. Great Yarmouth conditions were challenging for traders with water gathering in the marquee area
- Although well sign posted, some visitors reported that they were unsure of the location of the event. Therefore, further communication and stronger linkages from the town centre to the park would be recommended if the event is to take place in the same area again.
- 2022 will see the addition of a newly covered Market place in the Town Centre. Linking this new facility with the event will be a key aspect of the Christmas offer for the Town Centre.

To enable the event to be more impactful, it is recommended that strong partnership working take place to enhance the level of activity and spread footfall throughout the town.

### 10.3

Lessons learned and future considerations

- Further consideration to be given to wet/inclement weather alternatives. The marquee was erected in a grassed area and therefore puddles formed in various parts of the space making it difficult for trader and customers to move around without getting wet.
- Further consideration should be given to timings. Friday daytime was very quiet and not lucrative for traders or existing retail, with visitors attending after school hours. It may be worth opening on the Friday afternoon to mitigate this.
- Further consideration should be given to how the market can help to stimulate the night time economy, for example visitors may go to the market but then on to a meal or other activity. This should be encouraged through marketing activity.
- Getting power to the chalets was challenging and expensive. Thought should be given as to whether there is a better way to do this.





# Output and Outcomes Report

## Paint the Town

And

## Flavours

23<sup>rd</sup> to 27<sup>th</sup> March 2022



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## 1.0 Background and Context

- 1.1 Paint the Town and Flavours are two new festivals for 2021, which were made possible this year through funding from the Welcome Back Fund and partnership working with various organisations in the borough.
- 1.2 The economic objectives of these events are to increase footfall and retail spend within the town centre, attracting residents as well as visitors from further afield willing to travel to attend. Furthermore, organisers wanted to showcase the culture and diversity of the town and borough across all types of art-based activities as well as a fantastic culinary offer.
- 1.3 With funding available, Great Yarmouth Borough Council (GYBC) officers and partners were able to create a substantial event, spanning 5 days with a programme of planned activities which included
  - Rock painting
  - Art workshops
  - Evening shows including a Latin themed dance show
  - Culinary competitions
  - Food stalls and barbecues
  - Culinary demonstrations
  - Live bands and music
  - Programme of entertainment
- 1.4 Following the global pandemic, these events were designed to bring visitors back into the destination and experience the diverse offer that Great Yarmouth provides, taking visitors to places they may not normally visit such as King Street.

## 2.0 Funders and Sponsors for ‘Paint the Town and Flavours’

- 2.1 Following the Covid 19 pandemic, the government recognised the need to revitalise the economy and encourage visitors to return to town and tourist destinations in order to support economic recovery. Funding streams were therefore made available to local authorities to bid into to fund activities which would encourage visitors and spending back into their local areas.
- 2.2 Officers, with the support of local partners created an ambitious overarching project which aimed to set Great Yarmouth apart from other destinations and attract visitors, new and returning, back to the destination The ‘See Great Yarmouth in a Different Light’ project is an all-encompassing visitor recovery programme which includes stunning light trails, a brand new annual public fire themed event, Christmas markets and activities and the new Flavours and Paint the Town event for 2022
- 2.3 There were several partners involved in the organisations and support of the event including:
- Hugh Sturzaker - founder of the Great Yarmouth Arts Festival
  - Great Yarmouth Artist Guild
  - Rerezent Project
  - Time and Tide Museum
  - Out There Arts
  - Great Yarmouth Arts Festival Carnival Parade
  - Brian Ollington - Photography
  - Rachel Harrison – workshops
  - Freshly Greated
  - Primyarc
  - Skippings Gallery
  - Yare Gallery
- 2.4 Funding for the Flavours and Paint the Town events was provided by the ‘See Great Yarmouth in a Different Light’ project and specifically:
- Norfolk Strategic Fund
  - Welcome Back Fund

The logo for 'FLAVOURS' features the word in a bold, pink, distressed font. A thick pink horizontal bar is positioned below the letters 'O', 'U', 'R', and 'S'.The logo for 'PAINT THE TOWN' features a yellow silhouette of a town skyline with a Ferris wheel. Below the silhouette, the text 'PAINT THE TOWN' is written in pink, and 'ARTS • CULTURE • FOOD' is written in black below that.

**Norfolk** County Council

### 3.0 Audience and Attendance

- 3.1 The Paint the Town and Flavours events aimed to give residents and visitors a flavour of what Great Yarmouth has to offer in terms of diverse culture, art, and cuisine.
- 3.2 Target audiences were individuals, families, and couples both resident visitors from surrounding towns and further afield.
- 3.3 Footfall counters indicate that the event did increase visitors to great Yarmouth Town Centre across both weekend events as follows.
  - From 23<sup>rd</sup> – 28<sup>th</sup> March there were 12,995 visitors compared to 7,646 in 2021
  - During the Flavours weekend, there was an increase of 43% in visitors to the King Street area compared to the same weekend the previous month
- 3.4 As this is the first year the event has been, it is not possible to compare visitor numbers to previous years.

## 4.0 Website Statistics

4.1 On the Visit Great Yarmouth website, two new pages were created on the Visit Great Yarmouth website. These were in the What's On/Festivals and major events section. These were:

- Flavours
- Paint the Town

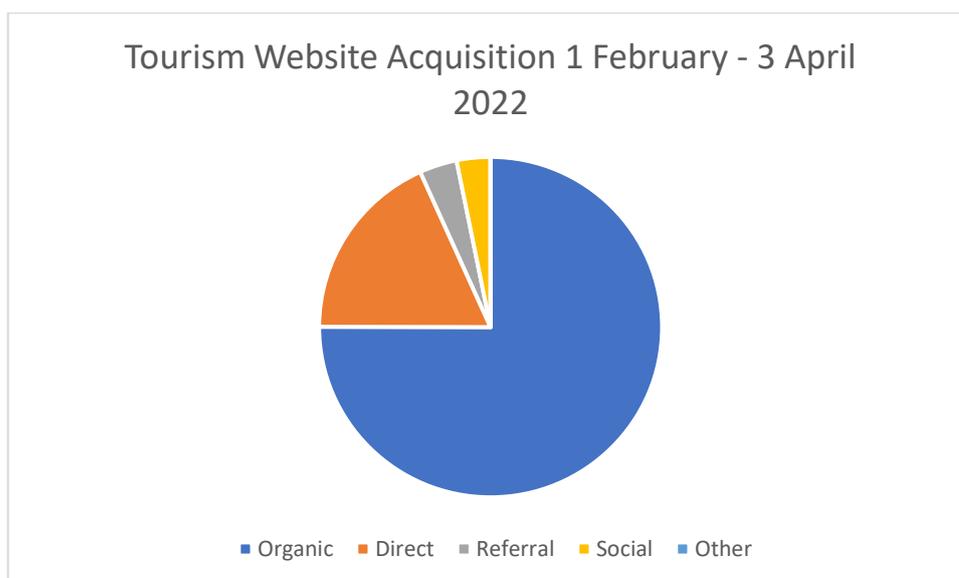
4.2 Domain names of [www.greatyarmouthflavours.co.uk](http://www.greatyarmouthflavours.co.uk) and [www.paintthetowngy.co.uk](http://www.paintthetowngy.co.uk) were purchased and set against the relevant pages.

4.3 Digital campaigns were promoted using Facebook paid ads plus unpaid posts were scheduled on social platforms including Facebook, Twitter, and Instagram using Visit Great Yarmouth and Great Yarmouth Borough Council platforms

4.4 Each page was an overview of each festival with further details including traders and entertainment taking part.

4.5 Data was monitored from 1 February to 3 April – 7 weeks ahead of the Paint the Town launch until the weekend after both events had finished.

4.6 Organic search was the highest provider of website visitors to the tourism site, showing good levels of SEO and press coverage. The direct traffic arrived at both event pages plus from various other pages within the tourism site. The top referrals came in from the council's corporate site, Great Yarmouth Mercury and Great Yarmouth town Centre Partnership.



4.7 During the nine-week period, there were 87,469 visitors to the tourism website, of which 93% were new visitors. The figures are 6% up on visitors to the site at the same time in 2020.

4.8 Visitors spent an average of 1 minute 14 seconds on website, 1 minute 30 seconds on the Paint the Town page and 1 minute 55 seconds on the Flavours page.

4.8 Events relating to Paint the Town were viewed 6,602 times. Events relating to Flavours were viewed 6,375 times.

## 5.0 Social Statistics

- 5.1 Posts were scheduled across Visit Great Yarmouth Facebook, Twitter, and Instagram with a paid promotion on Facebook.
- 5.2 28 posts were added to Facebook about Paint the Town and Flavours events. During the monitoring timeframe, the reach in Facebook was 19,729. Engagements were 30% higher than the same period in 2021.
- 5.3 Posts were also scheduled over Great Yarmouth Borough Council’s social platforms including Facebook, Twitter, Instagram, and Linked in.
- 5.4 In the lead up to the events there were 13 posts across all social media channels for Paint the Town and 15 for Flavours.
- 5.5 During the events there were 5 social posts for Paint the Town and 4 for Flavours.



**Great Yarmouth Borough Council**  
Published by Chloe Comms · 26 March at 13:15 · 🌐

Don't forget that Paint the Town is still happening across the borough until Sunday! 🎉

Today DF & The Alibis are serenading us with their unique sound of Rockabilly, Jazz, & Afro-Caribbean, with a macabre sense of theatre, at the Market Place. 🎸🎷

See less

👍❤️ 67      4 comments 1.7K views

**4.3K** People reached      **89** Reactions, comments and shares

**1.7K** 3-second video views      Retention curve

[View More Video Details](#)

👍 Like    💬 Comment    ➦ Share



**Great Yarmouth Borough Council**  
Published by Chloe Comms · 25 March at 16:36 · 🌐

What a bangin' day for the launch of our very first ever Flavours festival! The sun was out, the live music was on and the food was delicious. 🍴🎵

Come along and join us for day two tomorrow, and experience all of the amazing flavours Great Yarmouth has to offer. 🍷🍷

Visit [Great Yarmouth Represent Project Scott Ribbons](#)

See less

👍❤️ 123      47 comments 5.4K views

**10.2K** People reached      **229** Reactions, comments and shares

**5.5K** 3-second video views      Retention curve

## 6.0 Stalls and Activities

6.1 There was a total of 11 stalls available during the event:

- Fat Ted's Streat Food
- Ellese Bakes
- La Mexicano
- Rainbow Cake Co
- Kind Foods
- Lowestoft Distillery
- Lusa Mini Supermakert
- Gambas
- Tini's Fudge
- Jam Jar and Jam Bakes
- Sarah's African Food
- 

6.2 In addition to market stalls, visitors could enjoy a variety of entertainment including:

- Chef Demonstrations
- Latin Flavours Evening
- Fish Finger Frenzy – a competition for local chefs to produce the best fish dinger sandwich
- Say it with Stitch
- Craft Workshops
- Face Painting Workshops
- New Histories
- Picture of Great Yarmouth Guided Heritage Walk
- The Art of Roller Skating Art Display
- Art Exhibition at the Town Hall
- Costume Displays
- Yare Gallery – Humans – Strength & Frailty Exhibition
- Signwriting Workshop
- Live Spray Painting
- Chalk Paint Workshop
- Plastic Fantastic sculpture using plastic bottles
- Artist Window Displays
- Tunnel of Flowers
- Photography Competition
- Rogue Shanty Buoys
- Walk about Characters
- Flash Mobs
- Busking Performances
- DF and the AliBis
- Great Yarmouth Showcase Show
- Rock Paint Workshop
- Family Saturdays – Circus workshops
- 50 Years of Memories Photography Showcase
- Paint Days Out

6.3 King Street was turned into a street party/festival with a large stage for performances, a flower curtain made by local residents and supported by 'Reprezent' project and barbecues organised by local businesses.

6.4 The below depict some of the activities that took place during the events:



## 7.0 Income and Expenditure

7.1 Each event had a budget allocated. For the Paint the Town Event, total available budget was £13,500 with total expenditure at £10,140 leaving a small underspend of £3,360 as highlighted in the table below:

<b>Paint the Town</b>		
<b>Income</b>	<b>Revenue</b>	<b>Capital</b>
Welcome Back Fund Grant	£5,000	
Norfolk Strategic Fund	£8,500	
<b>Total Budget:</b>	<b>£13,500</b>	<b>£0</b>
<b>Expenditure</b>	<b>Revenue</b>	<b>Capital</b>
Workshops	£8,290	
Performances	£1,150	
Stands	£700	
<b>Total Spend:</b>	<b>£10,140</b>	<b>£0</b>
<b>(Surplus) or overspend</b>	<b>(£3,360)</b>	<b>£0</b>

7.2 Budget was allocated to a variety of workshops, performances, and marketing of the event. The Flower Workshops produced a flower canopy which was installed in King Street for the duration of the event.

7.3 The overall budget for the Flavours event was £26,000. Expenditure totalled £28,428 so therefore there was a small overspent of £2,428 as detailed in the table below:

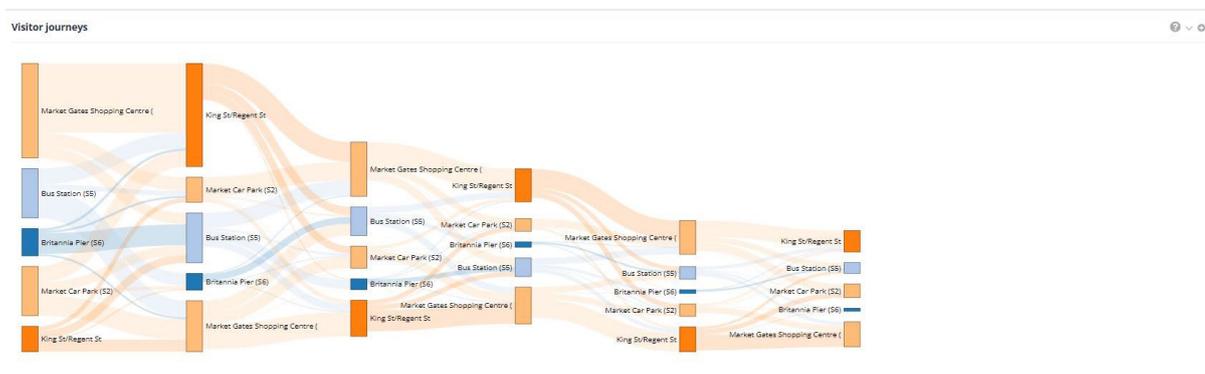
<b>Flavours</b>		
<b>Income</b>	<b>Revenue</b>	<b>Capital</b>
Welcome Back Fund Grant	£10,000	
Norfolk Strategic Fund	£16,000	
<b>Total Budget:</b>	<b>£26,000</b>	<b>£0</b>
<b>Expenditure</b>	<b>Revenue</b>	<b>Capital</b>
Security	£4,320	
Premises Hire	£2,270	
Set up	£6,718	
Performances & Radio	£5,870	
Food Demonstration	£3,974	
Marquees & Market Sheds	£5,276	
<b>Total Spend:</b>	<b>£28,428</b>	<b>£0</b>
<b>(Surplus) or overspend</b>	<b>£2,428</b>	<b>£0</b>

7.4 Funding was spent on a variety of entertainment, food stalls and demonstrations as well as entertainment.

7.5 For both events, funding was required to be spent and defrayed by 31<sup>st</sup> March 2022, so hosting the event so close to this deadline did mean invoices had to be paid quickly once services were received which did add pressure to officers. This should be given consideration for future events.

## 8.0 Value and Economic Impact

- 8.1 The number of visitors to Great Yarmouth during the period of both events (23<sup>rd</sup> – 28<sup>th</sup> March) was 13,955 according to data gathered from footfall counters using the current multiplier for spend per day according to the Cambridge model of £32, this indicates that visitors to the area generated £446,560 in income for businesses.
- 8.2 However, due to uncertainty of dwell time and visitor geography, it is prudent to include an ‘optimism bias’ and reduce the multiplier by approximately one third, using £21 as the multiplier for this event. Using £21, the total economic benefit generated by 13,955 visitors is £293,055
- 8.3 Statistics show that in 2021, footfall was 7,646. This means 2022 saw 6,309 more visitors which could indicate that the events helped to generate an extra £132,489.
- 8.4 The graphic below shows the visitor journeys throughout the town during these events:



- 8.5 As Flavours was concentrated in a specific area (King Street) further data is available to evaluate how successful the event was in terms of visitors. This data indicates that visitors to the area during the event were up by 43% on the previous month with 2,655 visitors compared to 1,853 on the same weekend the previous month. This means there were 802 more visitors during flavours generating £16,842.
- 8.6 Visitors also travelled to the event which is highlighted in the below table showing the postcode area of visitors during the event weekend, compared to the previous month:

## % of Visitors to the Event Location by Postcode

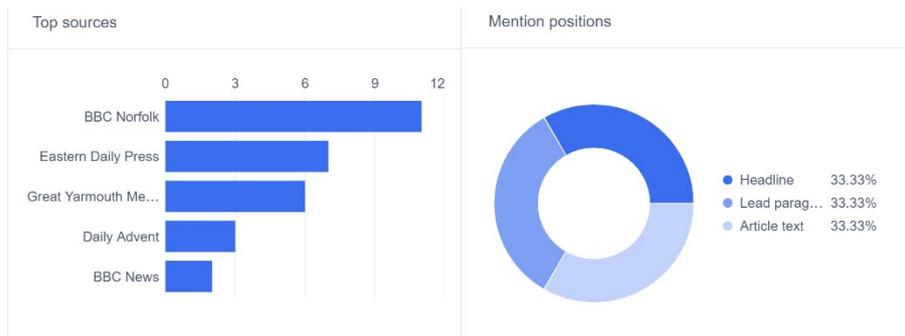
97% of your visitors come from these postcodes

<b>Outcode</b>	<b>Event</b>	<b>Previous Month</b>
NR30	46.3	61.8
NR31	29.8	17.1
NR32	3.3	2.4
NR17	2.9	
IP19	2.5	
NR16	2.5	
LU4	2.4	
NR13	2.4	
IP25	2.3	
NR28	1.9	

8.7 These are high level calculations and do not take account of visitor dwell time or how local they are to the area.

## 9.0 PR and Media

- 9.1 The two overlapping festivals attracted earned media coverage across 31 mentions from February through to March including print, online, and radio (print and online coverage from the same titles is only counted once).
- 9.2 The majority of coverage was from Norfolk-based media (Great Yarmouth Mercury, Eastern Daily Press, and BBC Radio Norfolk), with significant coverage on the weekend of Flavours from BBC Radio Norfolk, including a live interview with Michelin-star chef Galton Blackiston and several of the partner organisations involved in delivery of the festivals.
- 9.3 A ‘fish finger frenzy’ event for which local TV news coverage had been arranged was unfortunately cancelled due to Covid-19. ‘Live’ coverage on the final weekend was also affected by an unconnected major fire nearby which diverted journalistic attention from the events; however, to ensure coverage was not missed, officers supplied content to media organisations.
- 9.4 The majority of coverage was dedicated to the festivals rather than incidental, resulting in strong positioning within the headline, lead, and throughout the article text. Some coverage was linked to the ‘lighting up’ of a new selfie sign attraction.



[Great Yarmouth Mercury](#) > [Things to do](#)

## Festival to paint the town red with cultural delights

 Anthony Carroll



Published: 1:31 PM February 22, 2022



A new arts festival in Great Yarmouth will be shining a spotlight on artists, photographers and musicians in the borough.

The Paint the Town festival will last five days and starts on March 23.

Next month's event aims to highlight the artistic and creative community groups within the borough, such as Great Yarmouth Guild of Artists and

# 7 fun things to do in Norfolk for Mother's Day 2022

 Louisa Baldwin



Published: 2:25 PM March 22, 2022 Updated: 5:17 PM March 22, 2022



Galton Blackiston from Morston Hall will do a cooking demonstration at Flavours. - Credit: Denise Bradley

## 4. Paint The Town and Flavours Food Festival, Great Yarmouth

**Where:** Various locations in Great Yarmouth

**Timings:** Various timings, Paint the Town: March 23 to 27 and Flavours Food Festival: March 25 to 27

**Price:** Various prices with free events too, book tickets and see what's on at [visitgreatyarmouth.co.uk/whats-on](https://visitgreatyarmouth.co.uk/whats-on) (scroll down to 'looking ahead in 2022' for links to both events)

Two new events are launching this week, which are arts festival Paint the Town and Flavours, a food festival centred around King Street.

During Paint The Town there will be exhibitions, live street art, a guided heritage walk, a ghost sign trail and more.

Highlights of Flavours include a three-day food market and chef demonstrations from the likes of Galton Blackiston (Saturday, 12.30pm) at St George's Plaza in King Street.

Street food venue The Empire along the Golden Mile will also be open with craft beers, cocktails and music too.

The vendors include Rude Kitchen Burgers, The Dough Exchange with pizzas and Eagle and Cactus with Mexican-inspired vegetarian and vegan food. Book a table for free at [theempiregy.com](https://theempiregy.com) (Friday: 5pm-12am, Saturday: 12pm-12.30am, Sunday: 12pm-5pm)

## 10.0 Summary and recommendations

- 10.1 Overall, the event was well attended, and stall holders and visitors enjoyed the vibe, atmosphere, and entertainment.
- 10.2 Feedback gathered to date suggests that communication could be improved going forward, both between partners and with the public. Now the event is established there is a platform on which to build.
- 10.3 Although a good number of partners took part, it would be beneficial to include more partners, particularly restaurants in the Flavours event.
- 10.4 Activities should be confirmed at least one month before the event (if not 3 months) and marketing materials created and printed well in advance to allow further engagement.
- 10.5 It has been suggested that the event could be extended further into the evening to attract a different audience.
- 10.6 Funding for the event will be a challenge in future years and therefore multiple funding streams should be explored.
- 10.7 The weather, although very good for this event may pose a challenge and so it is recommended that a wet/inclement weather plan is produced.



# GREAT YARMOUTH BOROUGH COUNCIL

## PRESS RELEASE

**EMBARGOED UNTIL 12<sup>TH</sup> JULY 2021**

### **Don't miss out! Great Yarmouth Borough Council and Out There Arts open box office for Fire on The Water Experience**

Great Yarmouth Borough Council and Out There Arts have announced the box office for tickets to the Fire on The Water extravaganza will be open from Monday July 12.

The spectacular event, which is taking place at the renowned Venetian Waterways, is set to take the town by storm with its bright blazing fire sculptures and mesmerising artistic acts.

Extraordinary performances are organised daily from October 21 through to November 6, excluding Monday November 1 and Tuesday November 2. Starting from dusk, the autumnal evenings will provide the perfect backdrop for the bright and bold entertainment.

The line-up of assorted installations includes local artists such as visual artist and maker Katy Kingston from Gorleston and Great Yarmouth based film and projection artist Matthew Harrison. More national commissions include famous mechanical sculptor Paka, who has worked extensively in Europe and the UK for 25 years. Plus, Gorilla Circus, a Great Yarmouth regular, who has created incredible flame arches and Christingle carousel.

Joe Mackintosh, director of Out There Arts, said: "Fire on the Water will be an exciting addition to the borough's existing artistic offer of live outdoor performance and circus and will help launch the borough as an all-year round destination for residents and visitors. This boost of increased visitor footfall during October and November will support local business, improving our town's economic resilience.

"Building on Out There Art's reputation for producing artistically diverse, high quality, accessible events, plus the enormous popularity of Out There Festival, it is envisaged Fire on the Water will be able to draw in a large volume and broad spectrum of new and existing audiences and visitors from local, regional and national locations."

Cllr Carl Smith, leader of the council, said: “Fire on The Water is looking to be an exciting and spectacular experience for everyone to enjoy, so be quick to get your tickets before they sell out.

“I know I’m not alone when I say it’s brilliant to have an event to finally look forward to, especially one of this size and grandeur. The 15-day event should bring welcome trade to our local businesses at a time when the visitor economy is usually finished for the year.

“As always, the safety of our residents is paramount, but we are ensuring the event can go ahead regardless of any social distancing restriction being in place.”

Tickets can be purchased <https://outtherearts.org.uk/fire-on-the-water/>.

Fire on the Water is funded by The Norfolk Strategic Fund (NCC), Ministry of Housing, Communities & Local Government, Interreg Experience, Visit Great Yarmouth, Great Yarmouth Borough Council and Out There Arts.

## **ENDS**

### **Notes to editors:**

- Follow the link to access accompanying photographs and graphics you can use:  
<https://www.dropbox.com/sh/bj2eoeis3edvitz/AAADu0UIIMFwLFGZxyqNLQhta?dl=0>

### **Issued by:**

Chloe Ingram,  
Communications and Media Officer,  
Great Yarmouth Borough Council  
01493 846157



# GREAT YARMOUTH BOROUGH COUNCIL

## PRESS RELEASE

**For immediate release  
Tuesday 18 May**

### **Great Yarmouth Borough Council and Out There Arts working together to bring a striking new visual experience to Great Yarmouth**

Great Yarmouth Borough Council and Out There Arts are working together to provide the residents and visitors of Great Yarmouth with a unique new experience this autumn.

The Fire On The Water extravaganza will be an outdoor occasion that will showcase dramatic outdoor fire sculptures, hypnotic water projections and eye-catching art displays, allowing residents and visitors to see Great Yarmouth in a different light.

As the chosen location of the immense and mesmerising event, the Venetian Waterways will be transformed into a spectacular scene that will provide amazing cross-site visibility and offer plenty of car parking space, wheelchair accessibility and suitable space for visitors to adhere to social distancing guidelines.

Organised by the producers of the Out There Festival, the blazing demonstrations of unique fire displays and sculptures will transform the seafront backdrop into a dynamic and magical experience for all those who visit.

Firing ahead with their ambitious plans, the council and Out There Arts aim to release further information about the stunning acts and performances included in the line-up as the event draws closer.

Cllr Carl Smith, leader of the council, said: "Fire on The Water is going to be a great opportunity for residents of all ages and abilities to get involved, from young children to local businesses.

"The council is really excited to have such a unique and innovative experience to look forward to. However, as the health of the public and performers is our top priority, plans for the festival are subject to government restrictions and guidelines. We want residents and visitors to enjoy this exciting event for attend in the safest possible way."

Tickets will be on sale from July, with early bird access being offered at <https://outtherearts.org.uk/event/fire-on-the-water/>.

Fire on the Water is funded by The Norfolk Strategic Fund (NCC), Ministry of Housing, Communities & Local Government, Interreg Experience, Great Yarmouth Borough Council and Out There Arts.

**ENDS**

**Issued by:**

Chloe Ingram,  
Communications and Media Officer,  
Great Yarmouth Borough Council  
01493 846157



# GREAT YARMOUTH BOROUGH COUNCIL

## MEDIA RELEASE

**For immediate release**

????????????????

### **Great Yarmouth hosts weekend of successful sporting events**

Over a thousand participants have pounded the streets or cycled the coast at Great Yarmouth across three competitive sporting events.

On Saturday, cyclists took to the roads to enjoy a beautiful yet blustery coastal ride, with the longest 120km route turning at Cromer before heading back through the Broads. With a robust southerly wind blowing, it made for a pleasant first half, but a tough ride home.

The Sunday participants swapped their bikes for running shoes and toed the line at the Wellesley Recreation Ground for 10k and half marathon races that took in the seafront delights from the Venetian Waterways all the way down the seafront to Nelson's monument.

Winner of the 10k was William Browne with an impressive time of 35:31, and Katy Oldman in 43:53. The Half Marathon title was taken by Marcus Sladden in 76:20, and Lindy-Lee Folscher in 81:38, who finished seventh in the race overall.

Mark Howard also completed the cycle event on a handbike and the 10k in a wheelchair.

Following the success and popularity of the event, it has already been confirmed to return next year on March 11 and 12, 2023.

The events were organised by Active Training World, who are also behind this autumn's Great Yarmouth Triathlon on September 25, with events for all standards from beginners up to the 100km Centurion challenge. These events can be done on your own, or team up to share the swim, bike and run sections with friends as a relay.

Mike Jubb, Head of Events at ATW, said "It was awesome to see so many cyclists and runners descending on Great Yarmouth for the weekend and enjoying the beautiful countryside and entertainment that Great Yarmouth has to offer. We cannot wait to be back in September to wrap up the season with the Great Yarmouth Triathlon."

Cllr Carl Smith, leader of Great Yarmouth Borough Council, said: "It was great to see so many people out enjoying these sporting events, including our very own chief executive Sheila Oxtoby and several of our

officers and councillors. We look forward to welcoming Active World Training back in September when we host their end of season Triathlon again.”

Entries for all future events are available online at: [www.activetrainingworld.co.uk](http://www.activetrainingworld.co.uk)

**ENDS**



# GREAT YARMOUTH BOROUGH COUNCIL

## MEDIA RELEASE

**For immediate release  
Thursday, 24 February**

### **Local students encouraged to join crews in drowning out plastic pollution**

Students and community groups are invited to join Hatty + Young, a creative team of artists and architects who design and execute public art commissions, to help collect supplies that will be used to build a community installation called 'Bottle Ships'.

Bottle Ships is an exciting and innovative new project by Great Yarmouth Borough Council and Norfolk County Council, through the FACET scheme, an Interreg 2Seas project funded by the European Regional Development Fund. The project will fund the creation of large ship shaped vessels specifically for the collection and recycling of plastic bottles in Great Yarmouth, Gorleston and Hemsby.

For phase one of the new public project, school children, college pupils and those part of community groups are being asked to join the fight against plastic pollution by collecting clean, empty drinks bottles which will be used to build a 'Bottle Ship'.

The 'Bottle Ship' will be made up of 800 empty, plastic bottles and will be put together by Hatty + Young in St George's Park during the town's 'Paint the Town' event next month. Three lucky schools in the area will also be given the chance to take part in constructing the vessel.

The official drop off point for those wanting to take part and donate their clean, empty drinks bottles is SEA LIFE Great Yarmouth, between their opening hours 10am - 4pm, 7 days a week.

Cllr Paul Wells, chairman of the Environment committee, said: "This project is a great opportunity for school children and residents in the borough to get involved in helping reduce plastic pollution, whilst also contributing to the build of an installation which will be enjoyed by the entire community."

Nathan Barnett, General Manger of SEA LIFE Great Yarmouth, said "We are happy to be part of this community project, I think it's a fantastic way to help educate our future generations, local residents and visitors to the resort about the impact on plastic pollution in our SEAs. This is something that is close to our heart at SEA LIFE where we introduce our visitors to some weird and wonderful creatures, the threats that they face and what we can do to help protect our seas."

**ENDS**

**Notes to editors:**

- FACET is a forward-thinking environmental project set up to support businesses in the tourism and leisure sector to make cost-effective changes that are better for the environment.
- The 'Bottle Ship' project is funded by the €3.8 million Interreg 2Seas project funded by the European Regional Development Fund.



# GREAT YARMOUTH BOROUGH COUNCIL

## MEDIA RELEASE

**For immediate release  
Monday, 21 February**

### **Local creatives and artists prepare to ‘Paint the Town’ next month**

A brand-new arts festival is taking place next month, shining a spotlight on local artists, photographers, and musicians.

Great Yarmouth Borough Council is working with the Civic Society, St George’s Theatre, Out There Arts, Freshly Greated, Time and Tide Museum and Historic England to create a five-day spectacular, which will kick off on March 23.

The event aims to highlight the artistic and creative community groups within the borough, such as Great Yarmouth Guild of Artists and Craftsmen, the Yare Gallery and Primyarc, with free workshops and trails available for both residents and visitors to enjoy.

Each day offers a variety of different forms of visual art at a range of locations across the borough. From paint days out to guided heritage walks and photography competitions to Ghost Signs workshops, there is something for amateurs, professionals, experienced or beginners to enjoy.

The launch will take place at Great Yarmouth’s Fishermen’s Hospital and include exhibitions of local photography and art, as well as a live art display where artists are invited to bring a chair and easel and create some magic.

As well as visual art, there’ll be something for the ears too. Local bands DF & The Alibis and the Rogue Shanty Buoys will take to the stage at St George’s Plaza over the weekend, to serenade the crowds with their musical prowess.

Cllr Carl Smith, leader of Great Yarmouth Borough Council, said: “Paint the Town is another innovative event coming to our borough this year and one you certainly won’t want to miss.

“Whether you are part of a local art group or an individual, this event truly will have something for you to enjoy, no matter your age or experience.”

The Paint the Town event is supported by ERDF and Welcome Back Fund.

**ENDS**



# GREAT YARMOUTH BOROUGH COUNCIL

## MEDIA RELEASE

**For immediate release**

??????????????????

### **Star studded line up confirmed for new food festival**

A host of culinary and musical stars have been confirmed to take the stage at Great Yarmouth's up and coming food festival.

The Flavours event, which will run from March 25 to 27, will highlight the diverse cultures of food and drink the borough has to offer as well as offer entertainment in the form of live cooking demos and musical evenings.

On Friday, March 25, local chefs from across the borough will done their whitest chef whites to battle it out to be crowned the best fish finger sandwich of the borough in a 'Fish Finger Frenzy' competition. The battle will commence at 2.30pm at St George's Plaza on King Street.

Michelin-star chef and hotelier Galton Blackiston will kick off the cooking demos on Saturday 26 at 12.30pm, cooking up some delicious culinary delights at St George's Plaza. Afterwards, residents will have the chance to meet Galton and get signed copies of his latest cook book, Hook Line Sinker.

Following Galton, Norfolk chef patron Dan Smith will take to the stage at 2pm on Saturday and internationally experienced executive chef and restaurateur Michael Moore will display his skills at 12.30pm on Sunday 27.

Evening entertainment will also be on offer within St George's Theatre over the weekend.

On the Saturday, everyone is invited to drink in the Latin atmosphere with a live Latin band and cocktails, plus the chance to learn to dance with flamenco and rumba tutorials. The Latin evening will kick off at 8pm. Tickets are £4.50 if pre-booked or £5 on the door.

Sunday evening will see soulful singer Andy Abraham and guests present an evening full of musical entertainment. Tickets are available from St Georges Box Office at just £10 per person, with all profits in aid of Harbour Radio. Purchase your tickets here <https://www.stgeorgestheatre.com/>

There will also be free alfresco performances from the Rogue Shanty Buys and a great line-up of local buskers for festival-goers to enjoy while they savour the food on offer from stallholders and local eateries.

Cllr Carl Smith, leader of Great Yarmouth Borough Council, said: “We are really excited to confirm the stars for our entertainment line-up at our brand-new Flavours festival. There will be something for people of all ages and interests enjoy over the weekend.”

Flavours will feature a pop-up food market on the piazza outside St Georges Theatre, and restaurants, cafes, and food stalls across the borough are offering discounts and special Flavours dishes over the weekend.

Reprezent Project, a local community art organisation, will be providing free artistic, creative, and alternative cultural activities and workshops for all the family to enjoy.

For more information visit [www.greatyarmouthflavours.co.uk](http://www.greatyarmouthflavours.co.uk)

Flavours is supported by ERDF and Welcome Back Fund.

**ENDS**



# GREAT YARMOUTH BOROUGH COUNCIL

## MEDIA RELEASE

**For immediate release**  
**Thursday 10, February**

### **Mouth-watering new food festival set to take over Great Yarmouth**

A new food festival celebrating Great Yarmouth's diverse food and drink offerings will take place this March.

The Flavours event will take place over the weekend beginning March 25 and will showcase the broad variety of cuisines available along King Street, with a road closure allowing businesses to expand outside to create a 'street party' atmosphere.

Food and drink firms from the wider area can also get involved, with applications for stalls now open.

A temporary food market will be held on the piazza outside St Georges Theatre, alongside live cooking, and events in the theatre.

Chalets are available to hire at just £30 for the entire weekend, or businesses can book a pitch and bring their own gazebos for just £20.

Restaurants, cafes, and food stalls across the borough are encouraged to get involved. This could mean offering offers or discounts over the weekend or adding a special Flavours dish or cocktail to their menu, showing off the best of their wares.

Reprezent Project, a local community art organisation, will be attending and providing free dynamic and inclusive artistic, creative, and alternative cultural activities and workshops for all the family to enjoy.

Cllr Carl Smith, leader of Great Yarmouth Borough Council, said: "We are so excited to have another unique and exciting event for our residents and visitors to look forward to this year, with this event being the grand finale our 'See Great Yarmouth In A Different Light' project.

"Great Yarmouth has a rich variety of international cuisines on offer, and we really want to shine a light on them and encourage people to try some new Flavours."

For more information get in touch via [events@great-yarmouth.gov.uk](mailto:events@great-yarmouth.gov.uk).

The Flavours event is supported by ERDF and Welcome Back Fund.

**ENDS**



# GREAT YARMOUTH BOROUGH COUNCIL

## MEDIA RELEASE

**For immediate release  
Friday 19 November**

### **More attractions unveiled for Great Yarmouth and Gorleston's Christmas in The Parks**

Live music and a virtual reality bar are just some of the additional attractions for this year's Christmas in The Parks events in Great Yarmouth and Gorleston.

Dozens of stalls will make up Christmas markets on the two sites, offering plenty of opportunities for festive shopping, alongside a selection of food and drink vendors to help make the market's a treat to visit in themselves.

Now Great Yarmouth Borough Council has unveiled more attractions to keep the whole family entertained.

At Priory Gardens in Gorleston, children can meet the mischievous Christmas Elves, write a letter to Santa, and post it in a giant post box.

There will be performances by musicians from Ormiston Venture Academy on Friday, November 26; vocal group the TestostaTones and Fay Bedford Stage School on Saturday, November 27; and Great Yarmouth Brass on Sunday, November 28.

Harbour Radio will also be broadcasting from the market across the weekend.

On Sunday visitors can also try out a virtual reality bar, and be transported to rollercoaster rides or racing cars, and underwater dives to outer space.

The Gorleston event will culminate on Sunday night with the High Street Christmas lights switch on at 5pm and a spectacular firework display at 6pm.

The Christmas in the Parks event at the Priory Gardens in Gorleston is sponsored by the Greater Yarmouth Tourism & Business Improvement Area BID.

At St George's Park in Great Yarmouth, the entertainment line-up includes The TestostaTones on Saturday, November 27 and Saturday, December 4; African dance band Pan Afro on Sunday, November 28; guitarist Scott Ribbons on Saturday, December 4; and the Happy Days gospel choir on Sunday, December 5.

Visitors will be able to tour the park on landau horse-drawn carriages.

Running alongside the event there is also entertainment in the Market Place, with a Tunnel of Light for festive selfies and the chance to meet some favourite film characters across the weekend.

On Friday, November 26 you will be able to meet the mystical Snow Queen in her beautiful winter wonderland snow globe as she roams around the Market Place - press the big red button to see her world filled with snow!

The opening evening will also include the Christmas lights switch on at 7pm, by the Mayor of Great Yarmouth, Cllr Adrian Thompson, and Greatest Hits Radio DJ Rob Chandler, followed by a rooftop firework spectacular.

Great Yarmouth Minster will host its annual Christmas Fayre from Friday, November 26 to Sunday, November 28, with a wide range of stall selling crafts, gifts, and festive treats.

The fayre will be opened by the Mayor at 10am on Friday, November 26, along with carols from St Nicholas Priory School pupils.

A land train will be available to ride between St George's Park, the Minster, the Market Place, and the seafront Venetian Waterways.

The Waterways is hosting a Santa's Little Helpers Scavenger Hunt between November 27 and December 19 – pick up a trail card from the Island Café and Boating Lake for a chance to win a £25 voucher.

Entertainment across the events is supported by the Welcome Back Fund.

Visit [christmasintheparks.co.uk](http://christmasintheparks.co.uk) for more information on all events.

### **Notes to editors**

- Gorleston Christmas Market at Priory Gardens will be open Friday 26 – Sunday 28 November, 10am to 4pm.
- Great Yarmouth Christmas Market at St George's Park will be open Friday 26 November, 10am to 8pm; Saturday 27 November 10am to 5pm; Sunday 28 November 10am to 4pm; and Friday 3 – Sunday 5 December, 10am to 4pm.
- Free weekend parking will be available from Saturday, November 27 for six weeks in Brewery Plain, Fullers Hill, George Street, King Street, Market Place and Stonecutter's Quay car parks.

**ENDS**

**Issued by:**

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# GREAT YARMOUTH BOROUGH COUNCIL

## PRESS RELEASE

**For immediate release  
Thursday 23 September**

### **Great Yarmouth Christmas Market set to return bigger and brighter than ever with Christmas in The Parks**

Great Yarmouth Borough Council has opened its applications for their 2021 'Christmas Market' as part of their exciting 'Christmas in the Parks' event.

With a promise of being bigger and brighter than ever before, stallholders who offer food, beverages, arts, crafts and gifts are invited to apply and secure their place to trade from beautifully-decorated wooden chalets and gazebos.

The magical event will take place at St George's Park in Great Yarmouth from Friday 26 November and will continue through to Sunday 5 December 2021, with the exception of Monday 29 November and Tuesday 30 November. An additional market will also take place in Priory Gardens in Gorleston from Friday 26 to Sunday 28 November.

Great Yarmouth will also be welcoming back Great Yarmouth's favourite pantomime team from December 23 until January 2. Panto regular Gavin Dean will be returning to the Town Hall with a mixture of familiar and new faces for their brand-new show, Aladdin.

Residents and visitors attending can also take advantage of the free car parking on offer, which will be available across the town every Sunday in the run up to Christmas.

Cllr Graham Plant, chairman of the economic committee, said: "Christmas in The Parks will be the perfect event in the lead-up to Christmas, which will hopefully bringing thousands of families into Great Yarmouth town centre to buy presents, have fun and soak up the Christmas atmosphere.

"This is an ideal opportunity for local for traders and retailers to be part of something new and unique, as well as showcasing their wares to customers in our historic town centre. Availability of trading space is limited, so please book quickly to secure a place."

Operating hours will be 10 am to 8 pm on Fridays, 10 am to 8 pm on Saturday and 10 am to 4 pm from Sunday through to Thursday.

To request an application form please email [events@great-yarmouth.gov.uk](mailto:events@great-yarmouth.gov.uk) or phone 01493 846154.

For more information about Christmas in the Parks, visit <https://www.visitgreatyarmouth.co.uk/whats-on/christmas/christmas-in-the-parks>

To book tickets for the pantomime, or for more information, please visit [www.GreatYarmouthPanto.com](http://www.GreatYarmouthPanto.com)

**ENDS**

**Issued by:**

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Communications and Media Officer,  
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# GREAT YARMOUTH BOROUGH COUNCIL

## PRESS RELEASE

**For immediate release**  
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### **Great Yarmouth chosen to host end of season Triathlon**

Great Yarmouth has been chosen by Active Training World, one of the largest endurance events companies in the UK, to host their end of season finale Triathlon.

Active Training World offers events most weekends of the year, ranging from running to duathlons, swimming, cycling-sportive and triathlons. Known for its friendly and community driven approach at events, the event organiser anticipates an exciting opportunity to branch out to Norfolk.

Cllr Carl Smith, leader of Great Yarmouth Borough Council, said: "This is a great event in which the entire family can get involved; whether that's as a spectator, as a group in the family fun run or going solo in the triathlon."

Race director, Matthew Dickinson, said "We are really looking forward to this exciting new event, offering the competitors the opportunity to complete their season in style, with such an iconic finish line.

"On Saturday September, 25, Active Training World would like to invite local school pupils and their families to a great community day packed full of wonderful activities including the family fun run; the 'Golden Mile'".

The second half of the season finale will take place on Sunday September 26, which will be an action-packed day where participants can choose to partake in the sprint, standard or challenge distance triathlon.

All events will begin with a beach start and sea swim, before heading North along the seafront onto the bike leg of the race. The cycle will then take participants inland around the surrounding countryside before returning to the seafront for a multi-lap run leg on the promenade, ideal for the support of cheering spectators.

Entries for both events are available online, through Active Training World at: [www.activetrainingworld.co.uk](http://www.activetrainingworld.co.uk).

**ENDS**

**Issued by:**

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# GREAT YARMOUTH BOROUGH COUNCIL

## MEDIA RELEASE

**For immediate release  
Thursday 2, December**

### **Shoppers get second chance to enjoy Christmas in the Parks festive market**

The second weekend of Great Yarmouth's successful Christmas in the Parks event kicks off this Friday at the town's St Georges Park.

The park will once again be transformed into a winter wonderland with stallholders in festively decorated wooden chalets, offering plenty of opportunities for Christmas shopping and a delicious variety of food and drink to try.

Despite the wet and windy conditions last weekend, hundreds of people turned out for the unique markets, Christmas lights switch on, and festive fireworks, and organisers are expecting another busy weekend.

Harbour Radio will be at the park between 12pm – 6pm on Friday and 11am – 3pm Saturday and Sunday playing some festive medleys. Musical entertainment will also be provided by an assortment of acts including, Fay Bedford Stage School, Scott Ribbons, Great Yarmouth Brass, The Happy Day Gospel Choir, and The Jazz Trio over the weekend.

The Tunnel of Light and Santa's Post Office will also be on offer again, so grab your selfie sticks for a festive snap and post your letters to the man himself!

Cllr Carl Smith, leader of Great Yarmouth Borough Council, said: "Despite the harsh weather conditions, the Christmas markets were an immense triumph last weekend.

"It was great to see so many residents and visitors showing up to support local and independent businesses in the run up to Christmas and we're hoping for another great turn out this weekend."

Great Yarmouth Christmas Market at St George's Park will be open Friday 3, 12pm to 7pm, Saturday 4, 10am to 5pm and Sunday 5 December, 10am to 4pm.

Free weekend parking continues in Brewery Plain, Fullers Hill, George Street, King Street, Market Place and Stonecutter's Quay car parks throughout the Christmas period, finishing on January 2.

Entertainment across the events is supported by the Welcome Back Fund.

**ENDS**

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