



YBrighton?



All things Brighton beautiful



In partnership with
visitBrighton



VisitBrighton is delighted to partner with YBrighton part of Yellow Fish; a local event management agency that has been delivering creative, fun and highly professional incentive programmes not only in Brighton but worldwide for over 15 years.

Owned and managed by a true Brightonian and with a fantastic team of Brighton based individuals, you need look no further for an agency you can trust to look after the people that matter most to you when you want to reward, impress or motivate.

A handwritten signature in black ink, appearing to read "Darren Johnson", with a long, sweeping horizontal stroke extending to the right.

Darren Johnson
Convention Bureau Sales Manager
VisitBrighton



“Welcome to YBrighton”

Brighton is one of the most bohemian, eclectic and innovative cities in the UK, so what better location to plan your next event to incentivise or motivate than the home of collaboration where nothing is the norm!

The team at YBrighton literally live and breathe this colourful city and know all the secret corners of our amazing seaside home!

Whatever your group size, goals, messaging or objectives, here at YBrighton we pride ourselves on our ability to create original, engaging, inspiring and fun incentives and experiences for the people that matter most to you; your staff or your customers.






“A city to excite and engage”

Welcome to the seaside city where anything goes.

Located just 1 hour from London on the train and 20 minutes from Gatwick Airport the city is home to incredible architecture, music, art, design and diversity. A destination oozing cool, culture, creativity and fun.

From the famous Brighton Palace Pier to the Royal Pavilion, a 19th century party palace, to the breath-taking BA i360 observation tower, the city is packed with iconic sights.

A group of people in a meeting, with a woman in the foreground speaking into a microphone. The background is slightly blurred, showing other participants and a large screen displaying a presentation. The overall atmosphere is professional and collaborative.

**Whatever your group size, goals,
messaging or objectives, here at
YBrighton we pride ourselves on our
ability to create original, engaging
incentives, designed to get the best
from your people.**



Incentive breaks.

*Take a look at some example bespoke packages
designed to motivate and reward*



BRIGHTON

...BIGGER THAN

FREDERICK PLACE

BY REQ & SINNA



Creative Brighton.

Brighton is packed with creative brilliance; art, crafts, sport and food.

This unforgettable 2 day programme will give you a true taste of Brighton!

Duration

Based on a
2 night **2** day
programme

Group size

Ideally
30
people

The Highlights

Activities & Entertainment Cycle tour of Brighton and graffiti areas
Brighton zip wire and zorbing

Surprise & VIP elements Graffiti workshop with lunch

Food & Drink Sip cocktails and enjoy dinner at The Set restaurant
Cocktails and canapés at seafront seafood restaurant

Transport & Travel Double decker bus and bicycles

Creative Brighton.

Day 1

- 1 Arrival at hotel and get ready to take to the creative streets.
- 2 Bicycles at the ready; lined up and ready to go. Saddle up... this morning's adventure is on two wheels around the heart of the city.
- 3 One of Brighton's renowned graffiti artists will take you on a guided tour of the amazing graffiti art around the trendy North Laine. Stop for an artisan snack and local coffee before immersing yourself in the quirks of creative Brighton.
- 4 Enjoy a casual lunch at one of the many local cafes - al fresco enjoying many of the street artists if the weather permits!
- 5 Time to explore all that Brighton has to offer this afternoon; shop, head for the beach, explore - there's lots to see and do!
- 6 Enjoy creative cocktails at a local bar before heading to The Set to sample their creative twists on a classic British seaside menu.
- 7 Overnight at hotel.





Day 2

- 1 Breakfast at leisure.
- 2 Your very own creatively decorated Brighton bus will take you out of town and in to the Sussex countryside. Wind in your hair; it's time to enjoy some fresh air - and hurl yourself down a hill!
- 3 Zorbing not for you? Enjoy a guided hike with a difference; it's time for some foraging.
- 4 All that fresh air deserves a healthy lunch at one of the many traditional country pubs; craft ales and a Sussex pub garden wait for you.
- 5 Glad rags on for the final evening! Cocktails, canapés and catch of the day at GBI - Brighton's premier seafood and fish restaurant located right on the famous seafront.
- 6 Overnight stay at hotel.

Day 3

- 1 Farewell breakfast and au revoir Brighton.





Brighton Old & New.

Let's mix it up! An exciting 2 day 2 night programme incorporating the old and new iconic landmarks of our fantastic city, fantastic food and the best that Brighton has to offer.

Duration

Based on a
2 night **2** day
programme

Group size

Ideally
40
people

The Highlights

Activities & Entertainment Bespoke GPS treasure hunt on foot

Surprise & VIP elements Luxury pop ups (e.g. surprise cocktail stand)
VIP entrance into top Brighton nightclubs

Food & Drink Luxury fish & chip lunch with champagne
Contemporary dining experience in the best of Brighton's restaurants

Transport & Travel Tour through the Sussex countryside in vintage cars

Brighton Old & New.

Day 1

- 1 Arrive into Brighton and check into your hotel.
- 2 Meet for your briefing of today's bespoke walking GPS adventure. Your private tour showcases Brighton's incredible landmarks, including the historic West Pier, The Brighton Palace Pier, The Royal Pavilion and the BA i360 observation tower.
- 3 A few surprise elements along the way will keep you on your toes; live entertainment, sweet treats and maybe a locally crafted cocktail.
- 4 It would be rude not to! A traditional fish & chip lunch is the order of the day, accompanied with a glass or two of champagne, of course!
- 5 Brighton is a foodie delight and tonight it's all about the new. Enjoy the distinctive and contemporary dining experience at Matt Gillan's botanical style restaurant in the trendy Old Steine area.
- 6 There is no shortage of after dinner entertainment; cocktail bars, jazz clubs, comedy clubs or bop 'till you drop clubs - you choose.
- 7 Overnight at hotel.





Day 2

- 1 Breakfast at leisure.
- 2 Your chariot awaits! What better way to head off in to the Sussex countryside than in your very own vintage car or coach. Enjoy a relaxed and luxurious tour out to the Sussex Downs with photo stops along the way.
- 3 Wine tasting and a sumptuous lunch at an award winning Sussex vineyard, renowned for its fantastic bubbly! A fun and relaxed lunch in the heart of the Sussex hills.
- 4 Spoilt for choice? Well, let's try it all. Tonight you will enjoy a dine around with a difference, a different course in a different restaurant - lively, fun and mix of great tastes - just like Brighton!
- 5 Overnight at hotel.

Day 3

- 1 Farewell breakfast and au revoir Brighton.





Brighton Breeze.

It's all about the fresh sea air and experiencing the outside elements in this wonderful city.

This 2 day 2 night incentive programme will leave you invigorated and full of energy.

Duration

Based on a
2 night **2** day
programme

Group size

Between
20 - 200
people

The Highlights

Activities & Entertainment Experience powerboats at Brighton Marina, jet skis and yacht sailing
Private 'DJ takeover' party night

Surprise & VIP elements Surprise Sussex hamper room gift
Cocktails and canapés on the BA i360 with night flight

Food & Drink Private BBQ lunch on privatised area at Horatio's Brighton Palace Pier
Private dinner at Alfresco
Farewell breakfast on seafront

Transport & Travel Boats and buses

Brighton Breeze.

Day 1

- 1 Arrive at your hotel in central Brighton and get ready for the sea air.
- 2 Your first stop is to Brighton Marina to enjoy a day of adrenaline pumping water based activities with powerboats, jet skis and sailing yachts available for private use.
- 3 Exhilarating transfer by powerboats to Brighton Palace Pier for a private surprise BBQ and fish lunch at the newly renovated Horatio's bar with its fabulous sea views.
- 4 Return to the hotel to relax and get your dancing shoes on.
- 5 Party time. Brighton style with a 'DJ Takeover' night... learn some DJ skills and 'take over' the dancefloor by playing all your favourite tunes.
- 6 Overnight at hotel.



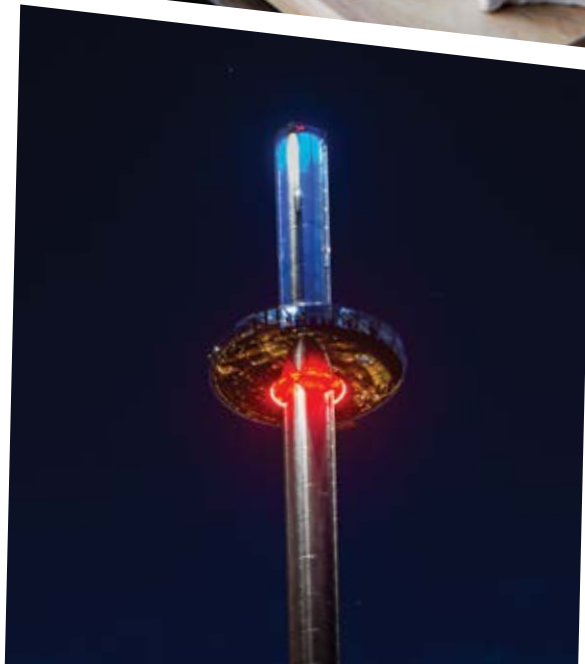


Day 2

- 1 Breakfast at leisure.
- 2 Step out of your hotel and on to the seafront to enjoy a bracing cycle or walk past the brightly coloured beach huts. On to the beach for a private coffee and pastry stop.
- 3 Time to head in to Hove for a wine and cheese pairing lunch - all locally produced of course!
- 4 Afternoon at leisure before enjoying cocktails and canapés on a private BA i360 night flight followed by dinner at the family run, and renowned, seafront restaurant Alfresco.
- 5 A special Brighton food hamper will be delivered to each guest room filled with delights: Brighton Gin, Sussex cheeses and even a stick of rock! A great memento to take home.
- 6 Overnight at hotel.

Day 3

- 1 Farewell breakfast at Lucky Beach right on the seafront.





**Whether you have 1 hour or 2 days,
YBrighton create bespoke experiences
to harness the creativity of the city.**



Experiences.

Here's a snapshot of various experiences on offer

A skateboarder is captured mid-air, performing a trick. The skateboarder is wearing purple pants and blue sneakers. A large, vibrant explosion of multi-colored powder (blue, purple, orange, and pink) erupts from the skateboard, creating a dramatic visual effect. The background shows an outdoor setting with a metal fence and a concrete ground.

On Board Skateboard Challenge

Group charity skateboard build



Smaller groups will be 'armed with' a selection of paint and pens and a unique skateboard template. Each group will then create together some fabulous skateboard designs. A quirky and unforgettable afternoon, fully guided and assisted by local graffiti artists.

Experience information

Name	On Board Skateboard Challenge
Group size	From 10 to 200 persons
Timings	Morning or afternoon
Duration	4 hours

Experience includes

- ★ All equipment and materials
- ★ Package includes venue hire within one of Brighton's exciting venues or hotels
- ★ Full briefing and demonstration re building and decorating the skateboards
- ★ Explanation from charity as to how your donation will make a difference



Kombucha Workshop

*Learn how to make a healthy brew
of fermented tea...*



The latest health drink is a concoction of fermented tea called Kombucha! This exclusive and interactive 2 hour workshop is based in central Brighton and will demonstrate how to make this drink from the Kombucha experts - a chance to learn amazing new culinary skills and have fun while you're at it!

Experience information

Name	Kombucha Workshop
Group size	From 5 to 50 persons
Timings	Morning or afternoon
Duration	2 hours

Experience includes

- ★ Return coach transfers to workshop location in central Brighton
- ★ Full briefing and explanation by Kombucha making experts on the fermentation process
- ★ Tour of Kombucha micro brewery
- ★ Allowance for Kombucha tasting and a take home bottle of Kombucha after the event



Graffiti Workshop

Learn from a Brighton Graffiti expert



A bespoke 2 hour workshop to learn about street art and have a go yourself! Hosted by a professional local Brighton graffiti artist, guests will get an introduction to spray painting, learn various techniques & have an opportunity to create a large piece of art as a team – what a great photo opportunity and memorable afternoon!

Experience information

Name	Graffiti Workshop
Group size	From 10 to 50 persons
Timings	Morning or afternoon
Duration	2 hours

Experience includes

- ★ Return minibus transfers to workshop location in central Brighton
- ★ Full briefing and explanation by local Graffiti artist
- ★ Protective overalls, masks, gloves and shoe covers provided to save your clothing from the paint!



All the fun of the fair

*Afternoon of fun on the iconic
Brighton Palace Pier*



A visit to Brighton isn't complete with a visit to our iconic Palace Pier. All that you associate with the seaside; candy floss, arcade games and of course funfair frolics! Head down by foot to the pier for a morning or afternoon of fun.

Experience information

Name	All the fun of the fair
Group size	From 10 to 300 persons
Timings	Morning or afternoon
Duration	3 hours

Experience includes

- ★ Wristbands for unlimited rides on the Pier
- ★ Voucher for ice cream or donuts on the Pier



Vintage Bargain Hunt

Explore. Haggle. Win



Groups explore The Lanes and North Laine (or Lewes) using their kitty money to purchase items from the various vintage shops. Groups will later join together for the fun 'final valuation' to determine which person or team has made the shrewdest purchases.

Experience information

Name	Vintage Bargain Hunt
Group size	From 15 to 200 persons
Timings	Half day morning or afternoon
Duration	3 to 4 hours

Experience includes

- ★ Full event management before and during the event
- ★ Full briefing with kitty money allocation to suit budget
- ★ Guidance around Brighton/Lewes to facilitate purchases
- ★ Private venue for valuation with food and drink included
- ★ Services of a qualified valuer from Brighton Auction Rooms



Your Chance To DJ

Tunes. Eat. Dance



Teams or individuals can 'take hold of the dancefloor' by playing their favourite tunes and the audience will vote whether it is a 'Choon' or not whilst dancing their socks off!

Experience information

Name	Your Chance To DJ
Group size	From 40 to 300 persons
Timings	Evening 7:30pm to midnight or later if required
Duration	4 to 5 hours

Experience includes

- ★ 3 course dinner with wine and coffee
- ★ Full bar and drinks allowance
- ★ Stick It On DJ to facilitate the evening with full sound system

A vibrant tropical beach scene. In the foreground, the fronds of palm trees are visible, some in sharp focus and others blurred. A wooden walkway leads from the bottom center towards a thatched-roof hut on the right. The background shows a clear blue sky and a calm sea meeting a sandy beach. The overall atmosphere is bright and sunny.

There's so much to see by the sea!



Explore more.

A truly unique city offering a varied selection of activities



Activities & Sport.

Stand up paddle boarding

Day at Hove Lagoon including wakeboarding and windsurfing

Day at Brighton Marina including jet skiing and powerboats

Take to the sea on a fishing trip experience

Kitesurfing lessons

Make a record, spend the afternoon in a recording studio

Silent disco beach clean

Circus skills workshop

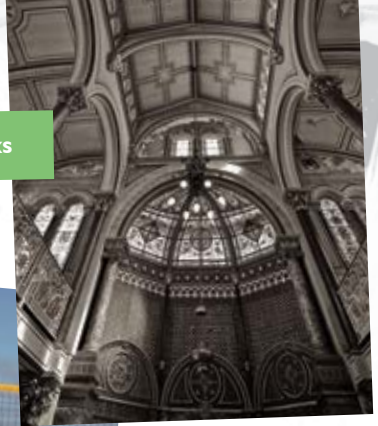
Zorbing

Hove cricket ground experience

See a Seagulls match at the Amex Stadium

BA i360 (plus abseiling down the tower - coming soon)

Guided historical walks



Volley ball



Sea kayaking



Graffiti workshop



Food & Drink.

Bespoke walking food tours

Burger and Beats, discover the record shops of Brighton followed by Burger Brothers lunch / supper

Group dine around various restaurants in the city

Exclusive seafood lunch / dinner followed by BA i360 flight

Cheese, gin, beer, wine, whisky or rum tasting

Picnic baskets

BBQ on Brighton Palace Pier

Learn how to ferment and make Kombucha

Barista coffee training course

Cookery course

Beach BBQ

Cup cake decorating

Private dinner at Angel House

Seafood on the pier

Cocktail making workshop

Make your own pizza

Picnic in the park



Health & Wellness.

Spa treatments

Nail bar

Personal shopper / fashion guru

Swim at Brighton's very own Art Deco pool

Learn to ferment and make Kombucha

Seafront jog

Tai Chi

Rollerblading

Meditate at a Buddhist Centre

Bike riding

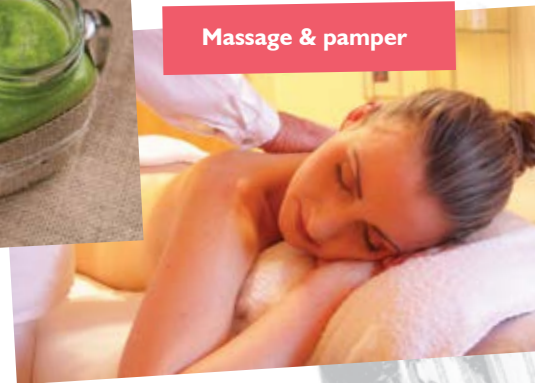
Cookery workshop



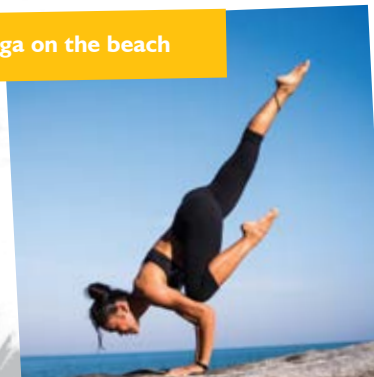
Juicing workshop



Massage & pamper



Yoga on the beach



Travel.

See the sites of Brighton on foot or on a bicycle, our favourite ways to explore the city

We can also arrange alternative group transportation as required

Regular transportation by coach, minibus or limousine

Classic vintage car and bus transportation

Regular Brighton city buses

Boat

Hummers

Helicopter

Pedaldogs - group bicycle



The Big Lemon bus

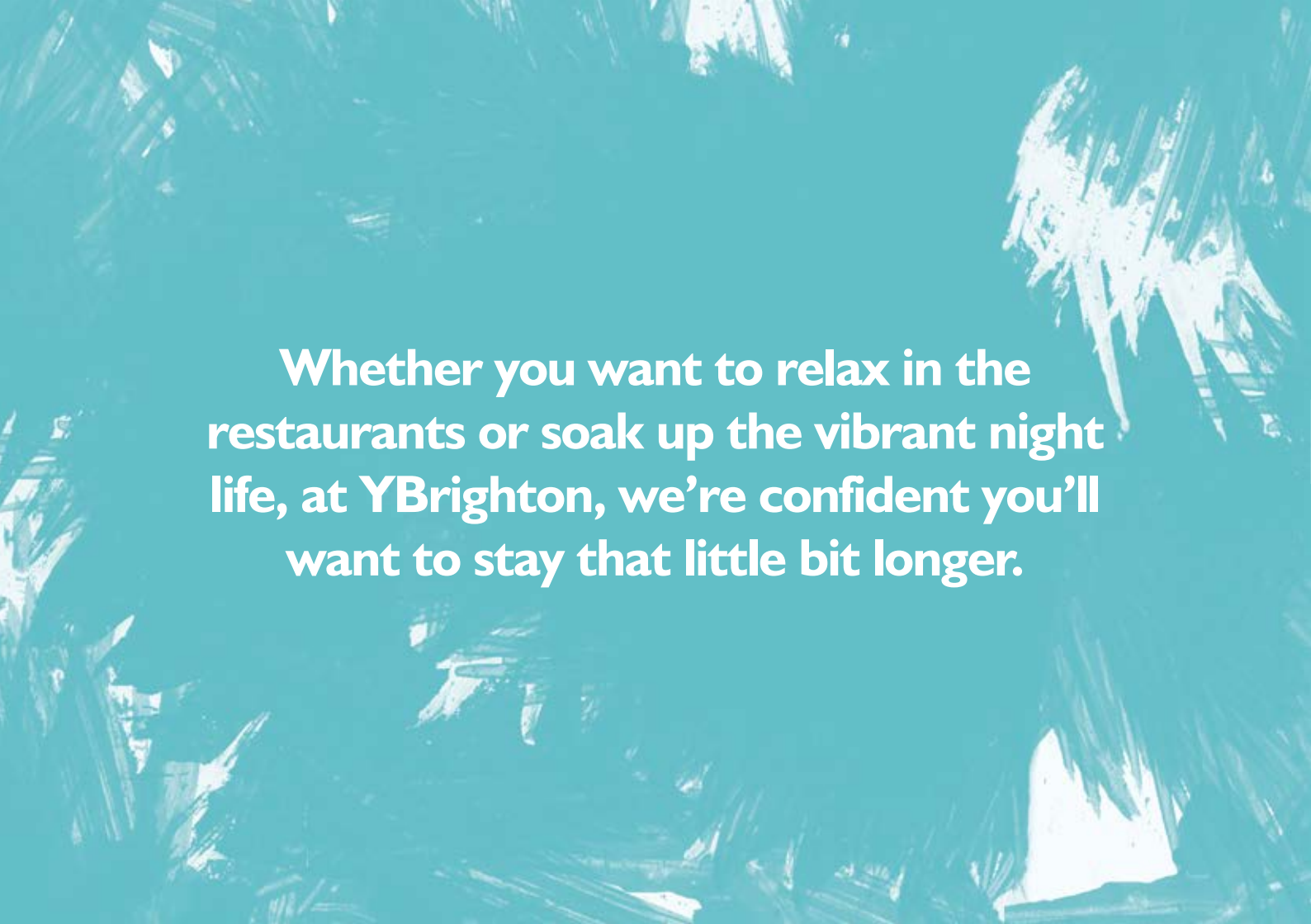


Vintage bus



Volks Railway





Whether you want to relax in the restaurants or soak up the vibrant night life, at YBrighton, we're confident you'll want to stay that little bit longer.



Extend your stay.

Once you've experienced Brighton, you won't want to leave



Speak to our team today to discover how the culture, creativity and infectious energy of Brighton is the perfect incentive destination for your next group.



Your YBrighton team on the ground.

The team at YBrighton literally live & breathe this colourful city. We know all the secret corners of our amazing seaside home and we'll be looking after you every step of the way.



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YBrighton? Powered by Yellow Fish

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Your VisitBrighton contact.

To find out more about creating your authentic, engaging and unforgettable Brighton itinerary, speak to us today and discover a true taste of Brighton.

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