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.

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.
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 city to excite and engage”
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
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!

### 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

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<table>
<thead>
<tr>
<th>Duration</th>
<th>Based on a 2 night 2 day programme</th>
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<table>
<thead>
<tr>
<th>Group size</th>
<th>Ideally 30 people</th>
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</table>
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 quirkiness 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.
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.

**Brighton Old & New.**

**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

**Duration**

Based on a 2 night 2 day programme

**Group size**

Ideally 40 people
Day 1

1. Arrive into Brighton and check into your hotel.


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.
Breakfast at leisure.

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.

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.

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!

Overnight at hotel.

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.

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
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**

<table>
<thead>
<tr>
<th>Name</th>
<th>On Board Skateboard Challenge</th>
</tr>
</thead>
<tbody>
<tr>
<td>Group size</td>
<td>From 10 to 200 persons</td>
</tr>
<tr>
<td>Timings</td>
<td>Morning or afternoon</td>
</tr>
<tr>
<td>Duration</td>
<td>4 hours</td>
</tr>
</tbody>
</table>

**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**

<table>
<thead>
<tr>
<th>Name</th>
<th>Kombucha Workshop</th>
</tr>
</thead>
<tbody>
<tr>
<td>Group size</td>
<td>From 5 to 50 persons</td>
</tr>
<tr>
<td>Timings</td>
<td>Morning or afternoon</td>
</tr>
<tr>
<td>Duration</td>
<td>2 hours</td>
</tr>
</tbody>
</table>

**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!

<table>
<thead>
<tr>
<th>Experience information</th>
<th>Experience includes</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Name</strong></td>
<td>Return minibus transfers to workshop location in central Brighton</td>
</tr>
<tr>
<td><strong>Group size</strong></td>
<td>Full briefing and explanation by local Graffiti artist</td>
</tr>
<tr>
<td><strong>Timings</strong></td>
<td>Protective overalls, masks, gloves and shoe covers provided to save your clothing from the paint!</td>
</tr>
<tr>
<td><strong>Duration</strong></td>
<td>2 hours</td>
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</tbody>
</table>
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.

<table>
<thead>
<tr>
<th>Experience information</th>
<th>Experience includes</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Name</strong></td>
<td>★ Wristbands for unlimited rides on the Pier</td>
</tr>
<tr>
<td><strong>Group size</strong></td>
<td>★ Voucher for ice cream or donuts on the Pier</td>
</tr>
<tr>
<td><strong>Timings</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Duration</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td>3 hours</td>
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</table>

- All the fun of the fair
- From 10 to 300 persons
- Morning or afternoon

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

- **Experience includes**
- **Experience information**
- **Name**
- **Group size**
- **Timings**
- **Duration**
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.

<table>
<thead>
<tr>
<th>Experience information</th>
<th>Experience includes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name</td>
<td>Vintage Bargain Hunt</td>
</tr>
<tr>
<td>Group size</td>
<td>From 15 to 200 persons</td>
</tr>
<tr>
<td>Timings</td>
<td>Half day morning or afternoon</td>
</tr>
<tr>
<td>Duration</td>
<td>3 to 4 hours</td>
</tr>
<tr>
<td></td>
<td>★ Full event management before and during the event</td>
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<tr>
<td></td>
<td>★ Full briefing with kitty money allocation to suit budget</td>
</tr>
<tr>
<td></td>
<td>★ Guidance around Brighton/Lewes to facilitate purchases</td>
</tr>
<tr>
<td></td>
<td>★ Private venue for valuation with food and drink included</td>
</tr>
<tr>
<td></td>
<td>★ Services of a qualified valuer from Brighton Auction Rooms</td>
</tr>
</tbody>
</table>
Your Chance To DJ
Tunes. Eat. Dance
Experience information

<table>
<thead>
<tr>
<th>Name</th>
<th>Your Chance To DJ</th>
</tr>
</thead>
<tbody>
<tr>
<td>Group size</td>
<td>From 40 to 300 persons</td>
</tr>
<tr>
<td>Timings</td>
<td>Evening 7:30pm to midnight or later if required</td>
</tr>
<tr>
<td>Duration</td>
<td>4 to 5 hours</td>
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</tbody>
</table>

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

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!
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)
Food & Drink.

Group dine around various restaurants in the city
Cheese, gin, beer, wine, whisky or rum tasting
BBQ on Brighton Palace Pier
Barista coffee training course
Cup cake decorating
Private dinner at Angel House
Cookery course
Bespoke walking food tours
Burger and Beats, discover the record shops of Brighton followed by Burger Brothers lunch / supper
Exclusive seafood lunch / dinner followed by BA i360 flight
Picnic baskets
Learn how to ferment and make Kombucha
Beach BBQ
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
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

Regular Brighton city buses

Classic vintage car and bus transportation

Hummers

Boat

Helicopter

Pedaldogs - group bicycle

The Big Lemon bus

Vintage bus

Volks Railway

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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.

hello@ybrighton.com  +44 (0) 1273 223504
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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