



Destination News – Issued 8th April 2022

Free Skills Breakfast at East Coast College

Would you like to hear about the opportunities available in the Great Yarmouth area to train your staff, as part of the Visitor Economy Network Initiative (VENI)? A breakfast meeting focused on staff skills will take place on the 11th of May 2022 from 8am-10am. The business breakfast is free to attend and includes a complementary full English breakfast, to book your place please contact n.begum@eastcoast.ac.uk

Interested in seeing inside the new Marina Centre?

The Morgan Sindall Construction team are hosting regular coffee mornings for the community to find out more about the Great Yarmouth Marina Centre project as it progresses towards its completion this summer. The next coffee morning is on Thursday 21 April, at 10am. Book your space, and advise of any dietary requirements, please email danny.branson@morgansindall.com

Does your business use CCTV and/or Security?

The Home Office and Security Industry Authority (SIA) are seeking the views of businesses about the impacts and issues of licencing in-house security, private security contractors and CCTV operations. If your business does use Security and/or CCTV, to have your say [click here](#)

Cup launch kicks off greenest ever season for Hemsby tourism

A reusable cup scheme has been launched this week, cafes and restaurants in Hemsby will offer customers a reusable cup to help put an end to single use disposable takeaway cups. Tea and coffee drinkers will be encouraged to borrow a 'Hemsby Cup' in return for a £2 deposit, use and then return to any participating café to get their deposit back. The initiative is being backed by FACET, a cross-European project to encourage 'circular' solutions which reduces waste. This project is being delivered locally by Norfolk County Council working jointly with Great Yarmouth Borough Council. For more information [click here](#)

Funded and Fully Funded Courses for the Visitor Economy Sector

Interested in a wide range of funded and fully funded courses including Customer Service, Food Hygiene, Personal Licence and Barista Skills? We are a partner in the Visitor Economy Network Initiative (VENI) project [click here](#) to view the opportunities for your business.

Reminder - Have your say - Seafront Master Plan

Great Yarmouth Borough Council is taking the first steps in the development of a new masterplan for the area, which will help guide future decisions about the seafront. [click here](#) to undertake the online consultation

Some of our work

Our Destination Management Plan (DMP) [Click here](#), Our covid recovery plan [Click here](#) Our visitor survey [Click here](#) Our key investments for 2022 [click here](#) and some of last years marketing activities [click here](#)

Public Sector Advice and Support

For Great Yarmouth Borough Council business support [Click here](#). For local residents coronavirus advice [click here](#). For Norfolk County Council coronavirus business support [Click here](#), For HM Government advice on working during covid [Click here](#), For Visit England's business advice [Click here](#)

Marketing and PR 2022

If you have a great offer or opportunity which would appeal to visitors, or even just a press release or a **new development for 2022**, please email Asa Morrison asa@gyta.com

Also [click here](#) to see an example of one of our PR Visits.

Also please share our Marketing Videos on your social media and websites. Long version - [VGY - Promotional Video](#)

The Social Shorts - (10 Secs)

[PLAY TIME - VGY](#) [OUTDOOR TIME - VGY](#) [HOLIDAY TIME - VGY](#) [HAPPY TIME - VGY](#) [BEACH TIME - VGY](#) [AMAZING TIME - VGY](#)

Please do not hesitate to contact us if you require any further information, we will help if we can or at least point you in the right direction.

Asa Morrison /Karen Youngs

Visit Great Yarmouth

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Business Improvement Area)

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About us - GYTA to GYTABIA and Visit Great Yarmouth

The Greater Yarmouth Tourist Authority (GYTA) was launched in 1994 (it has its roots in the local tourism associations dating back to the 1960s). It was relaunched as the Greater Yarmouth Tourism and Business Improvement Area Ltd (GYTABIA) in 2015. Visit Great Yarmouth is a trading name of GYTABIA, and we are the official Destination Management Organisation (DMO) for Greater Yarmouth.

Visit Great Yarmouth Objectives: -

- To increase the number of people visiting and staying in Greater Yarmouth
 - To improve the visitor experience and increase repeat visits
 - To encourage people to stay longer and visit more attractions
- To provide incentives and opportunities to spend more in local businesses



VISIT
**GREAT
YARMOUTH**