



Destination News – Issued 28th February 2022

Prizes needed for Summer Mini Golf Tournament

We are funding a Mini Golf competition to take place this summer (May to September) across the borough, and we are looking for prizes. Any complimentary tickets or prizes that you could donate will be gratefully received. Please email competition organiser Richard at - richard@gottfriedmarketing.co.uk if you have prize you would like to put forward. Any prizes used will be publicised, as part of the competition marketing.

Living with Covid - HM Government Guidelines

HM Government has released its new guidelines for living with covid, [click here](#) for more information.

New Bottle Ship Project Underway.

Bottle Ships is a new project by Great Yarmouth Borough Council and Norfolk County Council, through the FACET scheme. 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.

The project needs to collect 800 clean, empty drinks bottles and the official drop off point for those wanting to take part and donate bottles is the SEA LIFE Great Yarmouth, between their opening hours 10am - 4pm, 7 days a week. For the full press release [Click here](#)

Do you have a kickstart placement in your workplace?

Apprenticeships Norfolk has a time-limited number of Progression to Apprenticeships grant packages available in Great Yarmouth, for more information [Click here](#)

National Coastal Academy - National Business Survey

The National Coastal Academy is running a business survey, [click here](#) to take part in the survey

Free Courses from the Experience Project

The Experience Project is running some free courses on Marketing your business using social media Tuesday 15th March 10-11.30am [Click here](#) or Thursday 17th March 6-7.30pm [Click here](#)
Follow up sessions to take your social media even further are also being held on the 29th March 10-11.30am [Click here](#) and 31st March 6-7.30pm [Click here](#)

Reminder - Free stand space at Norfolk and Suffolk Skills & Careers Fair 9th/10 March - Norfolk Showground.

We are partners in the VENI project which is funding free space for visitor economy businesses to promote their business and job vacancies. To qualify, you will need to showcase your business using a form of activity which represents a job opportunity within your specific business.

All participants at the event stand will also be given first opportunity of **free space at the Norfolk County Show in June** – on a first come first served basis

If you are interested in getting involved, please email valerie@thelivelycrew.co.uk or call 01603 702374. They are also looking for Chefs, to do cooking demonstrations at the event.

Reminder - Are you looking to reduce your recycling bills?

Precious Plastics East are looking for businesses in the Great Yarmouth area to work with to save money on recycling costs. For more information [click here](#)

Reminder - VAT Campaign

VAT is due to rise back up to 20% for Hospitality and Tourism businesses from the 1st April. UK hospitality is running a campaign to keep the VAT Rate at 12.5% to protect jobs and keep prices affordable to customers. To find out more about the campaign [Click here](#) and find out how you can get involved.

Some of our work

For our Destination Management Plan (DMP) [Click here](#), for our covid recovery plan [Click here](#). We also conducted a visitor survey during the 2021 to read the report [Click here](#). For our key investments for 2022 [click here](#)

Public Sector Advice and Support

For Great Yarmouth Borough Council businesses support [Click here](#). For local advice [click here](#). For Norfolk County Council 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

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

(Greater Yarmouth Tourism
Business Improvement Area)

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[Click here to see our Promotional Video](#)

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

