



Destination News 17th February 2022

New Grant Available

Great Yarmouth Borough Council have released the latest round of grants under the current phase of the Additional Restrictions Grant programme, with an expanded range of eligible businesses. Business rated and non-business rated businesses that trade in or supply the hospitality, leisure and accommodation sector and other business that have been financially impacted through the winter months including the personal care sector, such as chiropodists, beauty and salon owners and mobile hairdressers or those who rent a chair, can now apply for help.

To find out more [click here](#), grants will be awarded on a first come, first served basis meaning businesses should apply as soon as possible. The scheme will close on 28 February 2022 at the latest.

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 on 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.

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.

Reminder Free Training for your Business

We are working with East Coast College to provide free tourism courses as part of the Visitor Economy Network Initiative (VENI)Project.

- Emergency First Aid in the workplace Level 3
 - Food Hygiene Level 2
 - Personal License Holder Level 2

If you or any member or members of your team would like to take part in these courses, please respond to this email.

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

