



Destination News – Issued 28th January 2022

New Destination Survey - Jan 2022

Our tourism business survey for January is live. The survey is an incredibly valuable lobbying tool for us to use to support you [click here](#) to take the survey and please help us to help you.

REMINDER - Hire Staff at (Free to Attend) Great Yarmouth Jobs Fair - 9th Feb 2022

We are working with East Coast College and Great Yarmouth's Job Centre Plus by inviting tourism employers to a free to attend event at East Coast College's Great Yarmouth Campus on Wednesday, February 9th, from 2:30-7pm. Jobseekers and students will be invited to attend to learn more about jobs you have available for 2022.

If you are interested and would like to attend, please contact VICTORIA.MUMMERY@DWP.GOV.UK or SUSAN.BILGIC@DWP.GOV.UK or call 01493 633351

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 VENI project [Click here](#) to view the opportunities for your business or email VENIproject@wsc.ac.uk for more information

Coronavirus - Return to Plan A

England has returned to plan A please [Click here](#) for more information

Want to take on an apprentice?

Norfolk County Council Recruit Retain Reward project is aimed at businesses who are looking to take on an apprentice, you can receive a £1,000 lump sum grant which is in addition to the current government incentive, for more information [Click here](#) Norfolk County Council are also offering the Access to Apprenticeships which is similar to a bursary payment for apprentices who face financial barriers to starting an apprenticeship for more information [Click here](#)

Fully funded (Free) business - training through skills to support the workforce

Fully funded courses including Microsoft Office, Excel and Business Admin for more information [Click here](#)

Free support from a business consultant and digital grant.

Norfolk County Council are providing a grant that offers businesses 9 hours of mentoring with a dedicated business consultant and at the end eligible businesses can claim a grant of up to £500 to buy digital equipment. For more information [Click here](#)

Want support and mentoring to write bids for innovation funding?

Norfolk County Council have a scheme where eligible businesses can receive up to 20 hours of mentoring and a further 35 hours to learn how to write a bid for funding from the Innovation UK fund. For more information please [Click here](#)

Is your business part of the supply chain?

New Anglia LEP has a Supply Chain Skills Development Fund will help employers to identify skills gaps within their organisation to increase competitiveness and explore opportunities within supply chains. For more information [Click here](#)

Business Grant Information

For Great Yarmouth Borough Council's latest grant information [click here](#)

Some of our work

For our Destination Management Plan (DMP) please [Click here](#) and for our covid recovery plan [Click here](#) . We also conducted a visitor survey during the 2021 summer months to read the report on this and our key investments for 2022 please [Click here](#). For the associated press release please [click here](#)

Public Sector Advice and Support

For Great Yarmouth Borough Council information/support for businesses please [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](#)

Visit England's Tourism Businesses Advice

For Visit England's free Business Advice Hub [Click here](#)

Marketing and PR 2022

We achieved 4 million pounds worth of media coverage in 2021 across a number of activities, 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 and use 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)

07786911936

www.gyta.com

karen@gyta.com

[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

