



## Destination News Update – Issued 21<sup>st</sup> December 2021

### **New Government Support Announced Today**

Additional support will be available for businesses who have been impacted by omicron variant, for more details [click here](#)

- Businesses in the hospitality and leisure sectors in England will be eligible for one-off grants of up to £6,000 per premises, plus more than £100 million discretionary funding will be made available for local authorities to support other businesses
- Government will also cover the cost of Statutory Sick Pay for Covid-related absences for small and medium-sized employers across the UK
- £30 million further funding will be made available through the Culture Recovery Fund, enabling more cultural organisations in England to apply for support during the winter

For a factsheet detailing the one-off grant [click here](#)

For a factsheet about covering the cost of statutory sick pay [click here](#)

We have been advised that the government is likely to announce more detail on the guidance tomorrow, and we will update when we have further information.

If you have not had a chance to fill in the national feedback survey, [click here](#) the results are being used to support you.

**Asa Morrison /Karen Youngs**

Visit Great Yarmouth

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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

