



Destination News – Issued 6th August 2021

Destination Survey - August 2021

Please help us to help you, by taking a few minutes to fill out our ongoing survey. Please [Click here](#) to access the survey,

Tourism Phone Scam

We have had a report from a member this week saying they received a telephone call purporting to be from visit Great Yarmouth requesting a small one-off payment of £9.99 for promotional work. They also made reference to yell.com, visit England and the local council. This was not us, so please be careful out there. For government advice on dealing with suspicious calls and emails [Click here](#)

2025 City of Culture Bid

Great Yarmouth Borough and East Suffolk Councils have launched [exciting plans](#) for a joint bid to become UK City of Culture 2025. The social media pages can be found on the following links [Facebook](#) [Twitter](#) [Instagram](#)

Consultation on improving local cycling and walking networks

Norfolk County Council and Great Yarmouth Borough Council would like to hear your thoughts on proposals to improve the active travel network in Great Yarmouth, [Click here](#) to read the summary, or to find out more and to complete the survey please [Click here](#) and complete before 8 September.

Kickstart Guidance Changes

With agreement from the DWP (Department of Work and Pensions), funding to recruit young people through the Kickstart scheme changes have been made to make it easier for businesses to comply with the regulations. For further information please [Click here](#)

Reminder - Review of Gambling Policy. - GYBC Consultation

Have your say on the Great Yarmouth Borough Council review of its Gambling policy, please [Click here](#) and click on Open - Review of Gambling Policy, the consultation closes on 28th Sep 2021.

Reduce costs and environmental impact within your business

FACET is an exciting, environmental project set up to support businesses in the tourism and leisure sector to make cost-effective changes that are better for the environment, regenerating materials and in turn preventing costly and unsustainable levels of waste. GYBC is working with Norfolk County Council to support businesses in the tourism & leisure sector to make these cost effective changes that benefit the environment. For more details on how you can participate in this project please [Click here](#)

Your Website listing

Listings on the official Great Yarmouth Tourism [website](#) are now FREE! . Please email websiteupdates@great-yarmouth.gov.uk to update or add your entry.

Local Advice and Support

For Great Yarmouth Borough Council information and support for business please [Click here](#) or contact 0808 196 2240, Please [Click here](#) for local advice from Great Yarmouth Borough Council

COVID-19: Working Safely Guidance

We have moved into step 4 of the roadmap. [Click here](#) for the Government working safely during covid guidance.

Visit England's tourism businesses advice hub

Visit England's free Business Advice Hub, Please [Click here](#) for more details

Visit Great Yarmouth - Our Covid recovery plan

For more information on our recovery plan [Click here](#) and for a short video explaining some of the work we have undertaken in 2021 Please [click here](#)

Marketing and PR in 2021

Please share and use our Marketing Videos on your social media and websites.

Long version - [VGY - New Promotional Video](#)

The Social Media Shorts - (10 Secs)

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

Also please click here [Daily Star](#) [Bournemouth Echo](#) [The Scottish Herald](#) [EDP feature](#) to see a selection of recent examples of our PR and Media work.

If you have an opportunity or offer that would be could for a media visit, please email Asa Morrison asa@gyta.com

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.

Alan Carr/Asa Morrison /Karen Youngs

Visit Great Yarmouth

(Greater Yarmouth Tourism

Business Improvement Area)

07786911936

www.gyta.com

karen@gyta.com

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

