



Destination News – Issued 28th May 2021

Additional Restrictions Grant Phase 5 - Expressions of Interest – Deadline Thursday 3rd June

Great Yarmouth Borough Council is inviting expressions of interest from businesses for an Additional Restrictions Grant (ARG) of up to £25,000. This particular grant is designed to help identify and support business rate-paying businesses in the local hospitality and leisure sector which haven't been eligible for any of the previous Government business grants handed out since April 2020. This fund is on a **first come first served basis** and expressions of interest close on **Thursday 3rd June**. Please [Click here](#) for full details and eligibility criteria

Support to reduce costs and environmental impact

GYBC is working with Norfolk County Council on an exciting, forward thinking environmental project set up to support businesses in the tourism & leisure sector to make cost effective changes that are better for the environment. FACET will work with interested businesses on solutions that keep our borough clean and attractive for locals and visitors alike. If you want to get ahead of the curve and make your business 'greener', contact Benjamin Gulliver: Benjamin.gulliver@great-yarmouth.gov.uk or Tel: 07385462294

“We're Good To Go”

“We're Good To Go” is the official UK mark to signal that a tourism and hospitality business has worked hard to follow Government and industry COVID-19 guidelines and has a process in place to maintain cleanliness and aid social distancing. [Click here](#) for more information. If you are already Good To Go, and your business welcomes international travellers, you can also **update your application** to include the Safe Travels stamp from the World Travel & Tourism Council.

Visit Great Yarmouth - Our Covid recovery plan

Recovering from the impact of Covid is a challenge for everyone, there are several key activities Visit Great Yarmouth are undertaking to support that recovery, for more information [Click here](#)

Roadmap to Recovery

HM Government has set out its four step covid response plan, we are in Step 3, please [Click here](#) for more information or for downloadable posters [Click here](#)

Local Business Advice and Support

For Great Yarmouth Borough Council information and support for business please [Click here](#) or contact **0808 196 2240**.

Covid-19 cases in the Borough of Great Yarmouth

Please [Click here](#) for local advice from Great Yarmouth Borough Council

Visit England's Latest official guidance for tourism businesses during COVID-19

Visit England's free Business Advice Hub which features dedicated pages to help tourism businesses navigate the COVID-19 recovery, from Government support schemes to practical guidance on operating safely. Please [Click here](#) for more details , Also Visit Britian annual review released was this week Click [here](#) for more information.

Promoting you in 2021

If you have any stories, offers or opportunities which we can use in local, regional and national media or if you are able to host/work with journalists, bloggers and influencers 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)

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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

