



## **Destination News – Issued 16th April 2021**

### **Reminder - Destination Survey - April 2021**

If you have not had a chance to fill out our survey, it is open until Sunday 25th April. Please help us to help you, by taking 5 minutes to fill out the survey.

Please [Click here](#) to access the April survey

### **Motorhome Survey - Your chance to tell Motorhome owners what Businesses need from them**

CAMpRA, a group that represents motorhome owners, would like to find out about how businesses feel towards the potential of motorcaravanning tourism within the borough by completing a short survey. It also contains information about the opportunities of how to get involved as they pass through the area along the East Anglia Coastal Tour Route. Please [Click here](#) to answer just 5 questions and find out more

### **Pink Book - New Edition now published**

The new edition of The Pink Book is an online guide supported by Visit England focused on legislation covering accommodation and attractions in England, for more details [Click here](#)

### **Kickstart Scheme - Great Yarmouth Borough Council virtual event - 21st April @10.30am**

The Kickstart Scheme has been launched by the government to support businesses and young people at risk of long-term unemployment. The scheme is designed to create hundreds of thousands of high-quality 6-month work placements for young people currently claiming Universal Credit. To register to attend the virtual event about business grant opportunities, taking place via Zoom at 10.30am on Wednesday 21 April [Click here](#)

### **Reminder - Applications open for Restart Grants for Businesses**

Great Yarmouth Borough Council has released details of new Restart Grants for businesses please [Click here](#) for more information.

### **Reminder - Reopen Your Business Safely – Good Practice Guide**

Great Yarmouth Borough Council has released guidance for businesses to reopen and trade safely please [Click here](#) for more information.

### **Roadmap to Recovery**

HM Government has set out its four step covid response plan, we are in Step 2, please [Click here](#) for the full report, specific details on each of the steps are on pages **31 -39**.

### **Local Business Advice**

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

### **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 journalists, bloggers and influencers please email Asa Morrison [asa@gyta.com](mailto: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**

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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

