



Destination News – Issued 1st April 2021

Reminder Destination Survey - April

Our new survey is now open until Sunday 25th April. please help us to help you, by taking 5 minutes to fill out the survey.

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

Guide to reopening businesses - updated 29th March 2021 in line with Step 1b guidance changes.

HM Government updated guidance on reopening [Click here](#)

Working safely during coronavirus - Updated 31st March 2021 to include changes to NHS Test and Trace regulations and changes to national restrictions from 29 March.

HM Government updated guidance on working safely [Click here](#)

All Visitors over 16 required to check in

From March 29th 2021 regulations regarding venue check in are changing. All visitors over 16 will be required to check in to enter hospitality venues, not just one per group. Individuals can do this by checking in with the NHS COVID-19 app or, by providing their name and contact details. Anyone who does not comply must be refused entry. Ensure you are compliant with the rules or you may face a £1000 fine. [Click here to download the App](#) or [Click here to Create a coronavirus NHS QR code for your venue](#)

VAT Deferral Scheme Guidance - Updated

HMRC has updated the guidance on the VAT Deferral Scheme to clarify the maximum number of instalments that a business can make. [Click here](#) for more information

Free Leadership and Development Courses at East Coast College

East Coast College www.eastcoast.ac.uk is offering two free courses to SME employers. Courses for Remote Leadership (12th April) and Effective Communication (16th April and 13th May) are available to book, if you would like further information or would like to book, please email please email Jo Robson at: j.robson@eastcoast.ac.uk

E Scooter Trail

Great Yarmouth BC with the support of Norfolk CC and Norfolk Police, have launched a E Scooter Trial in the Great Yarmouth area, for more details [Click here](#)

Keeping Seals Safe from flying rings – Friends of Horsey Seals Campaign

Friends of Horsey Seals are running a campaign to highlight the danger posed by flying rings to seals, [Click here](#) for details about the campaign or visit www.friendsofhorseyseals.co.uk for further information

Student Survey

Elizabeth Hammond is in her final year studying Ba (Hons) Business Management at the University of Suffolk. she is focusing her dissertation on small businesses and their needs in present and post COVID environments. If you are able to complete her short survey. [Click here](#)

Roadmap to Recovery

HM Government has set out its four step covid response plan, we are in Step 1b, [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 [Click here](#) or contact **0808 196 2240**.

Covid-19 cases in the Borough of Great Yarmouth

Covid cases are **HIGH** in the borough of Great Yarmouth [Click here](#) for local advice

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 pandemic, from Government support schemes to practical guidance on operating safely. [Click here](#) for more details

Promoting you in 2021

if you have any stories, offers or opportunities for spring/summer 2021 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 on 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

