



## Destination News – Issued 3<sup>rd</sup> March 2021

### Destination Survey - March

Our new survey is now open until **Sunday 21st March**. please help us to help you by taking 5 minutes to fill out the survey.

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

### Grant for Businesses Required to stay closed - Local Restrictions Support Grant (LRSB)

Next phase of the LRSB is now available to non-essential retail, leisure, personal care, sports facilities and hospitality businesses who are liable for businesses rates but are closed under lockdown. If you have already successfully applied, Great Yarmouth BC will automatically make payments around the 12 March. [Click here](#) for more information

### Extra help for hospitality - the Additional Restriction Grants (ARG)

The ARG scheme has been extended. It will provide an extra £2,000 for business-rated companies and £1,000 for non-business-rated companies that must remain closed. Businesses that successfully applied in January should not apply again as Great Yarmouth BC will make payments automatically. [Click here](#) for more information

### New Grant for seasonal businesses

A new grant payment specifically for seasonal hospitality businesses that can no longer open for Easter as they originally planned. **Eligible businesses will need to apply** for payments of either £1,000 or £2,000 via the council's website. [Click here](#) for more information

### “We’re Good to Go” Links With “Safe Travels”

VisitBritain has linked its “We’re Good to Go” consumer confidence scheme with the World Travel and Tourism Councils’ international “Safe Travels” scheme. This means that any business not already part of We’re Good To Go can apply to the scheme and indicate that you wish to use the additional global WTTC stamp. To apply or download the new logos [Click here](#)

### Grants to employ 16-24 year olds - Kickstart Scheme

The Kickstart Scheme provides funding to create new job placements for 16 to 24 year olds on Universal Credit who are at risk of long term unemployment [Click here](#)

### Roadmap to Recovery

HM Government has set out its four step covid response plan, providing a roadmap to reopening after lockdown, Step 1 takes place on the 8th March.

[Click here](#) for the full report, specific details on each of the steps are on pages **31 -39**.

## **National Lockdown - Borough of Great Yarmouth is currently in Tier 5**

A National Lockdown is in place [Click here](#) for details of what you can and cannot do.

### **Local Business Advice**

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

### **Brexit**

New rules apply to doing business with Europe. Use the Brexit check link below to get a personalised list of actions for your business.

[Click here](#)

### **Covid-19 cases in the Borough of Great Yarmouth**

Covid cases are **REMAIN VERY 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 for spring/summer 2021 which we can use in Local, Regional and National media, please email Asa Morrison on [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



VISIT  
**GREAT  
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