



Destination News Additional Grant Support Information – Issued 22nd January 2021

We have received further updated important information from Great Yarmouth Borough Council on support grants :

“The latest Local Restrictions Support Grant is a payment for the six-week period from January 5 that is specifically for eligible businesses that are liable for paying business rates, with grants of £2,001, £3,000 or £4,500 available, depending on rateable value.

In addition, those same businesses will receive the Closed Business Lockdown Payment, a one-off top-up payment of either £4,000, £6,000 or £9,000.

Businesses which have successfully applied since November for a Local Restrictions Support Grant should not apply for these latest grants. The council has emailed all relevant businesses to ask if any circumstances have changed, and automatic payments will follow this week.

Local Restrictions Support Grants have already been paid out for eligible businesses that were required to close whilst Norfolk was under Tier 4 restrictions, from Boxing Day to January 4.

For businesses which have not applied for a Local Restrictions Support Grant since November but think they may be eligible, the criteria and application form can be found [here](#).

Further grant support to come

The council is currently developing a discretionary support scheme under the Additional Restrictions Support Grant, to help further businesses during the lockdown, which will be launched in early February with the application form made available on the [website](#).”

Alan Carr/Asa Morrison /Karen Youngs

Visit Great Yarmouth

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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

