



Destination News – Issued 5th January 2021

National Lockdown - Borough of Great Yarmouth is in Tier 5

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

New Lockdown Grant announced this morning.

The Government has announced £4.6 billion in new lockdown grants to support businesses & protect jobs. Businesses in the retail, hospitality and leisure sectors are to receive a one-off grant worth up to £9,000 [Click Here](#) for more information and as we receive further details from Great Yarmouth Borough Council we will forward to you.

Brexit

New rules apply to doing business with Europe. Use the Brexit checker 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 **VERY HIGH** in the borough of Great Yarmouth

[Click Here](#) for local GYBC 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](#)

Winter Gardens Survey

What would you like to see and do in the restored Winter Gardens? Great Yarmouth Borough Council would like you to complete a short survey to help bolster a major funding bid to The National Lottery Heritage Fund, the survey is open until 15th Jan 2021. Please click below to participate.

[Winter Gardens Survey](#)

Cultural Recovery Fund Second Round

The second round of funding aimed at cultural heritage organisations opens on 7th Jan. for further details please [Click Here](#)

Help us to Promote You in 2021

if you have any stories (historic, unusual or quirky) or any investment plans for 2021 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

Visit Great Yarmouth
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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

