



Destination News – Issued 18th December 2020

Brexit - 1st Jan 2021 *14 Days*

The new rules affect citizens, businesses and travel to the EU. Please take some time to understand how this could impact you.

[Click Here](#)

Extension to Furlough and Loan Schemes

Chancellor extends furlough and loan schemes [Click here for more details](#)

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](#)

Digital Support for Businesses

[Go Digital](#), by Norfolk County Council, offers FREE support for micro, small and medium sized businesses based in Norfolk who want to make better use of digital tools to help them grow. To check eligibility and to apply please click [here](#) support may also include a small grant of £500.

Art Council England Funding

Arts Council England has a number of funding opportunities [Please Click Here](#) for more details

Cut Tourism VAT Campaign

British Destinations have asked us to circulate a survey created by the Tourism Alliance which is designed to help the 'Cut Tourism VAT Campaign', to use as evidence to highlight the benefits of the current temporary cut in VAT on tourism services and the likely impact of a return to 20% on 31 March 2021. [Click Here for the survey](#) Please be aware that the survey needs to be completed before close of play tonight.

Borough of Great Yarmouth is in Tier 2

Full Details on all Tiers can be found here.

- [Tier 1](#)
- [Tier 2 \(Current Tier for Great Yarmouth\)](#)
- [Tier 3](#)

Posters with the rules and restrictions that apply in tier levels have been updated to incorporate all the new changes. These are an excellent quick reference guide for keeping both staff and customers aware of the rules in their area. [Click Here](#)

Government Christmas Guidance (Updated)

The Government has issued guidance to the rules and restrictions that will apply over Christmas, please [Click Here](#) for more information.

Covid-19 cases in the Borough of Great Yarmouth

Covid cases are still **HIGH** in the borough of Great Yarmouth

Click here for [GYBC Covid](#) advice

Visit England's Latest official guidance for tourism businesses during COVID-19

Visit England's free Business Advice Hub features dedicated pages to help tourism businesses navigate the COVID-19 pandemic, from Government support schemes to practical guidance on operating safely. [Visit England Click Here](#)

Help us to Promote You in 2021

Our PR activities are focused on planning for 2021, so if you have any stories or 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

(Greater Yarmouth Tourism
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

