



Destination News – Issued 23rd October 2020

Reminder Covid Economic Impact Survey 19.10.2020 - 2.11.2020 - we need your help

Many thanks for your continuing support, if you have not done so already please take 5 five minutes to complete our survey, we continue to use the survey to influence local, regional and national decisions and policy.

[Greater Yarmouth Economic Impact Survey - Running 19th October – 2nd November 2020](#)

Spirit of Enterprise Awards 2020

On behalf of the board of the GYTABIA many congratulations to all winners and finalists of the 2020 Spirit of Enterprise Awards. The Leisure and Tourism Business of the Year sector was sponsored by GYTABIA and won by Haven Seashore following substantial investments in facilities and services.

Please [click on this link](#) for a full list of finalists and winners.

Covid-19 cases in the Borough of Great Yarmouth

Covid cases are still high in the borough of Great Yarmouth

We must continue our efforts to slow the spread and protect each other:

- Wash your hands more often
- Carry and use alcohol gel when you can't wash your hands
 - Wear a face covering in public indoor spaces
 - Keep your distance from others
 - Stick to the rule of six

Click here for [GYBC Covid](#) advice Posters and signage from GYBC for sharing on social media and for printing are also available at www.gyta.com under the Covid-19 information drop down menu so please share the message and continue to keep Great Yarmouth safe.

Arts Council Funding

Arts council have funding available for Individual artists and practitioners, community and cultural organisations, museums and libraries. The fund is for projects that engage people in England with creativity and culture. A budget of £75 million is available until March 2021.

<https://www.artscouncil.org.uk/funding>

Visit England -If you have not signed up yet We're Good to Go is still open for applications

Want to reassure your visitors, over 40,000 businesses have already signed up for the 'We're Good to Go' industry standard. It supports you to align to current guidance and keeps you up to date with key changes. Use the Industry Standard to reassure your customers that your business adheres to Government and public health guidance.

We're Good to Go is a simple self-assessment and is free to sign up to. Click here for more info [We're go to go](#)

The **Visit England** advice hub has a wealth of business advice information. Please click below for links

:

[Visit England Business Advice Hub](#)

Help us to Promote You

We have had over £800,000 worth of press coverage in the national media in the last 6 months and have been hosting a number of journalists for press visits which are available for viewing on our website www.gyta.com. We are looking for stories on new developments which we can use as potential PR, if you would like to get involved, 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

