



Destination News – Issued 3rd October 2020

Final Reminder Economic Impact Survey 25.9.2020 - 4.10.2020 - we need your help

If you have not filled it in 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 25th September - 4th October 2020](#)

Winter Adaptation Grants Scheme Launched by Great Yarmouth Borough Council

Great Yarmouth Borough Council has received funding to support small businesses in the **hospitality and tourism economy only**, that want to make adaptations to their business in order to create extra, safe trading opportunities in the winter months. Please Note Applications close at midnight on

Friday 16th October. [Click here for more detail](#)

New Job Retention Bonus guidance

The [new guidance](#) sets out the information employers who have furloughed employees need to know in order to claim the bonus. The Job Retention Bonus is a £1,000 one-off taxable payment to employers for each eligible employee that they furloughed and kept continuously employed until 31 January 2021. The bonus will work alongside the [Job Support Scheme](#). Employers can claim the bonus if have furloughed employees and made an eligible claim for them through the Coronavirus Job Retention Scheme. Employees must have been eligible for the Coronavirus Job Retention Scheme grant for employers to be eligible for the bonus.

Employers can still claim the bonus if they make a claim for that employee through the Job Support Scheme. Guidance on the Job Support Scheme will be published soon. The bonus will be able to be claimed between 15 February 2021 and 31 March 2021, employers do not have to pay the bonus to their employees.

Rise in Covid-19 cases in the Borough of Great Yarmouth

Norfolk County Council has issued a press release, advising that Covid cases are rising in the borough of Great Yarmouth

We must slow the spread now 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 keep Great Yarmouth safe.

Visit England

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

[Visit England Business Advice Hub](#)

We need your Media stories

We have had some really good coverage in the national media 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, 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

