



## **Destination News – Issued 20<sup>th</sup> August 2020**

### **Tourism Impact Survey - Reminder**

Thank you for the support you have given to our e-survey over that last few months, the survey is now taking place every two weeks. The next survey is open and runs until 24th August. Please help us to support you by taking five minutes to complete the survey if you have not done so already to provide us with the information we need to support you.

[Greater Yarmouth Tourism Impact Survey - Running 10th -24th August](#)

### **Great Yarmouth Business Funding**

Great Yarmouth Borough Council's Business Adaptation Grant (Hospitality and food sector only) provides support where businesses have incurred additional expense in adapting their business in order to reopen safely in line with the Government's coronavirus requirements.

Please note the closing date for application is 24th August, [Click Here](#) for further details.

### **New Anglia LEP Funding**

New Anglia LEP has just announced a new Visitor & Wider Economy Grant Scheme. This scheme offers grants from £1,000 to £3,000 to support local businesses to respond to the immediate COVID-19 crisis and help them implement their planned projects. The funding is accessible for businesses who operate in the visitor economy sector/supply chain or are part of the wider economy and are offered at 100% of intervention rate with no match funding required. [Click Here](#)

### **Arts Council project Grants**

The Arts Council has opened applications for grants [Click Here](#) The National Lottery funded Project Grants supports thousands of individual artists, community and cultural organisations. Until April 2021, the fund will focus on the needs of smaller independent organisations and individual practitioners.

### **Visit England**

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

[Visit England Business Advice Hub](#)

### **Tourism Minister Visit**

On Monday the Tourism Minister was in Great Yarmouth and visited the Seafront and Sealife centre as part of Norfolk visit organised with Visit East of England. The minister wanted to hear from businesses first hand about how they were adapting to operating with Covid 19 and what challenges they faced in the future. Your feedback via our Tourism

Impact survey was used to brief those meeting the minister in Great Yarmouth. The minister also visited Norwich, Wroxham and Cromer.

### **We need your Media stories /The Sun PR Article**

We have had some really good coverage in the national media recently and have been hosting a number of journalists, click here for link to [The Sun](#) article from last weekend, if you have any good stories please contact us, we are particularly looking for stories about wildlife, outdoor activities or quirky experiences on the broads or at sea, please email Asa Morrison on [asa@gyta.com](mailto: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

