



Destination News – Issued 10th July 2020

Survey Reminder - As lockdown eases and businesses start to reopen for trading it is vital that we continue to monitor the economic impact and the issues you raise with us enabling us to continue lobbying at a **local, regional and national** level. *The link below is now recording your feedback for this week until 13th July, so please take a couple of minutes to provide us with the necessary information*

[Greater Yarmouth Tourism Impact Survey Week 15](#)

Free advice to small firms

The Recovery Advice for Business scheme, supported by the government and hosted on the Enterprise Nation website, will give small firms access to free, one-to-one advice with an expert adviser to help them through the coronavirus pandemic and to prepare for long-term recovery.

The platform is now live: <https://bit.ly/EnterpriseNationSupport>.

Advice offered will include bespoke, specialist assistance from accountancy, legal, and advertising to marketing, recruitment and digital to help businesses adapt to difficult circumstances and to bounce back as the UK economy recovers.

Further details on the announcement and how it works can be found here: <https://bit.ly/PNFreeAdvice>.

Discretionary grant fund to help businesses - Closing Date 13th July

The GYB Council is putting out a final call inviting applications for grants from businesses impacted by COVID-19 that were not eligible for the Government's previous grants scheme or other support. The closing date is 13 July 2020, please click on the link below for more information.

[GYBC coronavirus-advice-businesses](#)

Updated Government guidance

The government has outlined the measures that will allow outdoor pools to reopen from Saturday 11 July and indoor gyms, swimming pools and sports facilities to reopen from Saturday 25 July, ensuring millions of people can get back into more sport and fitness activities.

Further guidance on grassroots sport and gym/leisure facilities reopening can be found here: <https://bit.ly/GymsLeisureReopening>.

Culture Secretary, Oliver Dowden, also outlined that beauticians, tattooists, spas, tanning salons and other close-contact services can also reopen from Monday 13th July.

Existing guidance on close contact services will be updated here: <https://bit.ly/CV19CloseContactGuidance>.

Finally, the Culture Secretary highlighted that performing arts can now take place outdoors from Saturday 11 July with a socially distanced audience present. The government will also work with the sector to pilot a number of small indoor performances with a social distanced audience to help inform plans about how best to get indoor venues back up and running.

Further guidance on performing arts reopening can be found here: <https://bit.ly/CV19PerformingArts>.

Full details of the statement can be found here: <https://bit.ly/CSStatement>

Visit England

Visit England's new free industry standard and consumer mark for Tourism Businesses (We're Good to Go) , gives you the opportunity to reassure your customers that your business adheres to Government and public health guidance. If you have not signed up already (over **150** Great Yarmouth Businesses have) please click on the link below, They are also offering free online courses to support Covid-19 recovery.

[Visit England 'We're Good to Go' Industry Standard](#)

Visit England are also offering free online courses to support Covid-19 recovery.

[Visit England Training Courses](#)

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

[Visit England Business Advice Hub](#)

Your say on the future development of Great Yarmouth

In September 2019 the government invited 100 places, including Great Yarmouth to develop proposals and ideas for a Town Deal, as part of the £3.6 billion Towns Fund. If you would like to have your say on what you would like to see, please click on the link below : [Great Yarmouth - Town Deal](#)

Publicity for you from Press/PR Visits

Press/PR trips to Greater Yarmouth, have restarted if you would like to put your accommodation forward for consideration to host a journalist and their partner/family over the next couple of months please get in touch. The stay (three to five nights) should be on a complimentary basis (in return for coverage in the resulting article) and it is essential that you provide an experience that meets the needs of the writer and their story angle. You should also be willing to share details of your Covid-19 opening protocols and you must hold the "We're Good to Go" industry standard from Visit England. If you would like to participate please email Asa Morrison asa@gyta.com to register your interest.

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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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

