



## Destination News – Issued 1<sup>st</sup> May 2020

Please find below link to week 7 of the COVID-19 impact survey, again the survey continues to evidence on how incredibly difficult the situation is for the visitor and business economy. It is essential that we continue to monitor this through your feedback in order that we can continue to influence policies and plans that support you. We are lobbying at a local, regional and national level endeavouring to provide our tourism and business sector with as much support as possible.

Greater Yarmouth Tourism and Business Improvement Area (GYTABIA) is again asking for your on-going urgent support to continue to monitor and evidence the overall impact COVID-19 is having on your business therefore : ***The link below is now recording new results from 1st May - 6th May, please take a couple of minutes to provide us with the information we need in order to continue to support you.***

[Greater Yarmouth Tourism Impact Survey Week 7](#)

### Further information on insurance issues, accommodation for keyworkers & attractions survey :

- **Accommodation for key workers** The Local Enterprise Partnership has set up a register if your business is able to offer accommodation to Key Workers please follow this link [Key Workers Accommodation Registration](#) to register
- **Norfolk and Suffolk Top Attractions** has issued a survey to assess the impact of opening tourism destinations with social distancing restrictions, you can support this work by following this [link](#) please note this survey has a short window and closes today.
- **Are you having trouble with insurance?** The Financial Conduct Authority (FCA) guidance on insurance has been updated - The FCA has set up the Financial Ombudsman Service (FOS) - an independent body to provide arbitration for insurance claims of smaller businesses (with turnover of less than £6.5 million and fewer than 50 employees). The decision of the FOS is binding on insurers up to £350,000.

To take your complaint directly to the FOS, please contact:

The Financial Ombudsman Service  
Exchange Tower  
London  
E14 9SR

Telephone: 0300 123 9123

[complaint.info@financial-ombudsman.org.uk](mailto:complaint.info@financial-ombudsman.org.uk)

[financial-ombudsman.org.uk](http://financial-ombudsman.org.uk)

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. Also If you are a BID Levy payer or a local company and think you have a service which is specifically related and of use during the current Covid-19 circumstances, please let us know, if it is relevant and specific we will circulate the information or place contact details on our website [www.gyta.com](http://www.gyta.com).

**Alan Carr/Asa Morrison /Karen Youngs**

Visit Great Yarmouth

(Greater Yarmouth Tourism  
Business Improvement Area)

**07786911936**

[www.gyta.com](http://www.gyta.com)

[karen@gyta.com](mailto:karen@gyta.com)

#### **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

