



**Destination News – Issued 27<sup>th</sup> June 2022**

**Our New Visit Great Yarmouth Facebook page is growing**

[Click here](#) to visit our new Facebook page, please like and share the page and posts, to help us support you.

**Great Yarmouth Summer Fireworks**

We are funding the Big Wednesdays firework events taking place on Great Yarmouth's central beach this August and Out There Arts will be delivering some really big street art alongside the fireworks. The BIG Wednesday events run on the 3<sup>rd</sup>, 10<sup>th</sup>, 17<sup>th</sup>, 24<sup>th</sup> and 31<sup>st</sup> August, for more information [Click here](#). The Pleasure beach will also be holding a firework display on the 27<sup>th</sup> of July. All Fireworks light up the sky at 10pm

**Hemsby Fireworks**

We are also funding the Hemsby Fireworks which will take place every Tuesday from 26<sup>th</sup> July to 30<sup>th</sup> August at 10pm, the events on Beach Road will be supported with street acts.

**Pathways Training Fund**

The 'Pathways Training Fund' is part of our wider Skills, Progression, Adaptability, Resilience and Coordination Project (SPARC) and is now welcoming applications. The PTF will fund up to 75% of the total training costs, with grants capped at £500.00 per employee/£3,000 per employer. Early feedback says the PTF forms are 'easy to fill in' and employers have found the fund 'easy to apply to.'

Interested applicants are invited to contact [sparc@suffolk.gov.uk](mailto:sparc@suffolk.gov.uk) for a copy of the guidance and the [online eligibility form](#),

**Business funding for working with over 50s**

Futures for Business has launched Pathways 50+, a programme supporting local small and medium enterprises looking for quality paid work placements. Employers based in Norfolk or Suffolk can access a grant worth £1,950 to support the recruitment of a person aged 50+ with the creation of a work placement. To find out more about Pathways 50+ and how it can support your business please email [pathway50@futuresforbusiness.com](mailto:pathway50@futuresforbusiness.com)

**Do you have a secret venue that could take part in England's largest festival of history and culture?**

Heritage open days take place 9-18 September, heritage venues across the borough are being encouraged to register any events being held throughout the festival by contacting [marketing@great-yarmouth.gov.uk](mailto:marketing@great-yarmouth.gov.uk). All events need to register by Monday 1 August to be included on the [Heritage Open Days Website](#). Events will need to offer something, either opening a site or part of a site that isn't usually open to the public,

launching a new online activity/event or offering free entry to a usually charging site/activity.

### **Reminder - Does your tourism business need support with languages?**

East Norfolk College is planning to run a free trial programme to support the language needs of our tourism sector. This support could be website copy, brochures, posters, leaflets, or social media messages. If you are interested in finding out more, please respond to this email telling us what languages you would like support with.

### **Upcoming Events**

Some Big Events coming up in the next couple of weeks :

[Wheels Festival](#) 2<sup>nd</sup> & 3<sup>rd</sup> July

Great Yarmouth Arts Festival from 7<sup>th</sup> July

[The Queen's Baton Relay](#) - 9<sup>th</sup> July Great Yarmouth Seafront

### **Local Attractions News**

[Great Yarmouth Pleasure Beach](#) - Moves to every day opening from 29th June (this Thursday)

[Hippodrome Circus](#) - Summer Show opens - 6<sup>th</sup> July

### **Some of our work**

To read our most recent newsletter [Click here](#) our Destination Management Plan (DMP) [Click here](#) our summer visitor survey 2021 [Click here](#) our key investments for 2022 [Click here](#) and some of last year's marketing activities [Click here](#)

### **Business support links**

For Visit England's business advice [Click here](#) For Great Yarmouth BCI business support [Click here](#) For HM Government advice on reducing the spread of covid [Click here](#)

### **Marketing and PR 2022**

Please email your stories/press releases to Asa Morrison [asa@gyta.com](mailto:asa@gyta.com). We are running a number of marketing programmes in 2022 including digital, radio, traditional media, PR, as well as working with Blogger Ambassadors, please [Click here](#) to see an example of one of the blogger visits.

Also please share our marketing videos on your social media and websites. Long version - [VGY - Promotional Video](#)

The Social Shorts - (10 Secs)

[PLAY TIME - VGY](#) [OUTDOOR TIME - VGY](#) [HOLIDAY TIME - VGY](#) [HAPPY TIME - VGY](#) [BEACH TIME - VGY](#) [AMAZING TIME - VGY](#)

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.

**Asa Morrison /Karen Youngs**

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