



## Destination News – Issued 8<sup>th</sup> August 2022

### Hemsby Fireworks - 9th August - Cancelled

Hemsby Fireworks have been cancelled tomorrow, due to an offshore wind and very dry grass on the dunes. They are scheduled to return next week. Hemsby Beach Road and all the attractions will still be open.

### Great Yarmouth's new £26m swimming and sports centre is now open

The new Marina Centre on Great Yarmouth's Golden Mile boasts a six-lane swimming pool, learner pool and leisure water with flumes; along with a 120-station gym, four court sports hall, 10m indoor climbing zone, three studios, and community spaces. [click here](#) to find out more about the new facility.

### Sustainable Tourism Opportunities

FACET is nearing its project end but still has a few things left for businesses to make the most of:  
-4 spaces left for a free compost or wormery unit for their food waste, with support from Garden Organic

-Free toolkit on how to reduce costs while reducing waste

-A limited number of free 'ballot' cigarette butt bins where smokers vote with their cigarette on a question chosen by the business

-Free surplus food donation to community fridges in GY, Gorleston and Hemsby to fight food waste and reduce cost of disposal

-Free plastic collection from Wastesmiths who turn the plastics into products to be sold locally

If any of the above is of interest to your business, please contact [benjamin.gulliver@great-yarmouth.gov.uk](mailto:benjamin.gulliver@great-yarmouth.gov.uk) or call 07385462294

### East of England Tourism Awards

Applications for the East of England Tourism Awards are now open. To find out how to enter [click here](#)

### Developing a tourist accommodation registration scheme in England

The government is issuing a call for evidence on the benefits and challenges presented by the rise in short-term and holiday letting seen in England over the last 10 to 15 years. This will inform the

development of appropriate policy options, which the government intends to consult on later in 2022. For more information [click here](#)

### **Norfolk Coast Survey**

Do you want to share your views about the Norfolk coast to support the work of the Norfolk Coast partnership [Click here](#) to take the survey.

### **BIG WEDNESDAY - Great Yarmouth Summer Fireworks**

We are funding the Big Wednesday's firework events taking place on Great Yarmouth's central beach this August and Out There Arts will be delivering some really big street acts at 5.30pm and 9pm prior to the lighting of the fireworks at 10pm. We are encouraging seafront businesses to promote and encourage visitors to use their establishments between the street acts. BIG Wednesday continues on the **10th, 17th, 24th and 31st** August, for more information [Click here](#). Hemsby Fireworks continue on 16th, 23rd and 30th August.

### **Hemsby Fireworks**

We are also funding the Hemsby fireworks which will take place every Tuesday until the 30<sup>th</sup> August at 10pm, the events on Beach Road will be supported with street acts. (Please note cancellation of fireworks 9<sup>th</sup> August due to onshore wind and very dry grass conditions)

### **Upcoming Events**

Upcoming events we are supporting :

[MdZ ESTATE Tour](#) - Until 4<sup>th</sup> Sept - Pleasure beach Gardens, Great Yarmouth  
[Pavilion Theatre & Summer Bandstand Concerts](#) - Every Sunday in the Summer, Gorleston Seafront  
[Visit Great Yarmouth Festival of Bowls](#) - 28<sup>th</sup> August - 23<sup>rd</sup> September - Great Yarmouth

### **Attractions News**

Pleasure Beach - [Live Music - The Floating Greyhounds](#) 11th August, [Coaster Cabana](#) 13th August  
Hippodrome - [Hippodrome Circus](#) - Live shows every day  
Yarmouth Stadium [stunt show](#) - 9nd August  
Great Yarmouth Racecourse [Summer Afternoon Racing](#) 10th August  
Britannia Theatre - [Summer Shows](#) - Aug-Sept

### **Our work**

To read our most recent newsletter [Click here](#), our Destination Management Plan (DMP) [Click here](#), our summer visitor survey 2021 [Click here](#) (we are undertaking a summer survey for 2022), our key investments for 2022 [Click here](#) and some of this year's press and marketing activities [click here](#)

### **Support links**

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

### **Promoting you in 2022 - Halloween and Christmas Activities**

We are getting request from Media about Halloween and Christmas , please email [asa@gyta.com](mailto:asa@gyta.com). if you have any stories that might be of national interest. We continue to run a number of marketing programmes including digital, radio, traditional media, PR, as well as working with Blogger Ambassadors, please [click here](#) to see our recent PR in the Mail on Sunday.

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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**VISIT  
GREAT  
YARMOUTH**

#### **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