



## Destination News – Issued 26<sup>th</sup> August 2022

### Gorleston Masterplan Consultation

Great Yarmouth Borough Council is consulting on a draft document about the future of Gorleston seafront and would like your views on a series of proposed actions, covering topics including conservation, accessibility, wayfinding, and events. You can read the draft masterplan and take part in the online survey by visiting [click here](#) by Sunday 18th September.

### Need some business support?

The Business Support Hub is now fully open Mon-Fri 10am-4pm in Market Gates (next to Wilko) They can provide advice on how to start a business plus support existing businesses (e.g signposting to grants, impartial business advice, etc). To get in touch call 01493 846846 or email [enterprisehub@great-yarmouth.gov.uk](mailto:enterprisehub@great-yarmouth.gov.uk)

### Do you have a project which will benefit tourism but needs additional funding?

Our project funding 'Expressions of interest' are now open for 2023, if you have a project which supports tourism and may need additional funding please [Click here](#) for more information.

### 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 are delivering some really big street acts at 5.30pm and 9pm prior to the fireworks at 10pm. We are encouraging seafront businesses to promote and encourage visitors to use their establishments between the street acts. BIG Wednesday has its last evening this year on **31<sup>st</sup>** August, for more information [Click here](#). Hemsby Fireworks also has its last night on Tuesday 30th August. All Fireworks are at 10pm and are subject to suitable weather forecasts

### Upcoming Events

Upcoming events we are supporting :

[MdZ ESTATE Tour](#) - Until 4<sup>th</sup> September - Pleasure beach Gardens, Great Yarmouth

[Pavilion Theatre & Summer Bandstand Concerts](#) - Gorleston Seafront, all Summer.

[Visit Great Yarmouth Festival of Bowls](#) - 28<sup>th</sup> August - 23<sup>rd</sup> September - Great Yarmouth

[East Coast Pirates Birthday Bash](#) 4th September - Great Yarmouth

[Out There Festival](#)-16th -18th September

### Attractions News

Pleasure Beach - [Live Music - Little Chicks](#) 25th August, [Coaster Cabana](#) 20th August

Hippodrome - [Hippodrome Circus](#) - Live shows every day  
Yarmouth Stadium [stunt show](#) - 30th August  
Great Yarmouth Racecourse [Superhero Family Fun Day](#) 28th August  
Britannia Theatre - [Summer Shows](#) - August-September

### **Reminder - Funded and Fully Funded Courses for the Visitor Economy Sector**

Are you interested in a wide range of funded and fully funded courses including Customer Service, Food Hygiene, Personal Licence and Barista Skills? We are a partner in the Visitor Economy Network Initiative (VENI) [click here](#) to access the course prospectus project and for more information about VENI [click here](#)

### **Reminder - East of England Tourism Awards**

Applications for the East of England Tourism Awards are now open. To find out how to enter [click here](#) in addition the East of England Tourism Awards 2022-2023 are hosting a short webinar on how to produce an award winning entry on Thursday 8 September at 3pm, to sign up to the webinar - [click here](#)

### **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**

if you have any stories that might be of national interest. please email [asa@gyta.com](mailto:asa@gyta.com). 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 some examples of our work.

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