



## Destination News - Issued 26<sup>th</sup> October 2022

### Our New Newsletter

Our new Autumn 2022 newsletter is now available – to access please [Click here](#)

### RECRUITMENT OPPORTUNITY - Need to recruit staff in 2023?

We are working in partnership with East Coast College and Local Flavors on an Employment and Skills event for hospitality, tourism and leisure businesses. The event will take place on 26th Jan 2023 and will provide a platform for business to show case job opportunities to students, job seekers and people looking for a change in career. For more information please contact Nasima Begum via email at: [n.begum@eastcoast.ac.uk](mailto:n.begum@eastcoast.ac.uk)

### UEA - Good Jobs Project

We supported the Good Jobs Project undertaken by the University of East Anglia, which provided guidance on good practice with front line workers. The report has been issued and if you would like to find out more [click here](#)

### Consultation on Responsible Dog Control

Great Yarmouth Borough Council is currently seeking the views of the public, including individuals, landowners, parish councils and other organisations whether the Public Spaces Protection Order No 3: for dog control should be continued for another three years or removed. This order helps to promote responsible dog control at publicly accessible land across the borough, which includes dog access on beaches. To take part in the consultation at [click here](#)

### Volunteers & Work Experience Opportunities

Do you need volunteers? Do you want to promote your business to the next generation of employees? East Norfolk College has 1600 students, aged 16-19 looking to gain work experience or volunteer with your business or organisation. If you would like more information, please email [hcullingham@eastnorfolk.ac.uk](mailto:hcullingham@eastnorfolk.ac.uk)

### Visitor Economy Conference - Ipswich

The VEE Visitor Economy Conference is taking place on Wednesday 2<sup>nd</sup> November from 8.45am at The Hold, Ipswich. The conference is aimed at business leaders and professionals working in hospitality and tourism with a focus on sustainability, skills, training and well-being. The day starts with networking at 8.45am with speaker proceedings starting from 9.30am. If you would like to book a place please email [valerie@localflavours.co.uk](mailto:valerie@localflavours.co.uk)

### **Clean Growth Event**

New Anglia LEP is holding a Clean Growth Event in Norwich on the 15<sup>th</sup> November, the event will look at clean energy, transport, built environment and agri-food/land management to find out more [click here](#)

### **Sustainable Webinars**

New Anglia LEP is holding sustainable webinars between 7<sup>th</sup> and 18<sup>th</sup> November as follows: [Carbon Literacy](#) [Start the Change](#) [‘How to’ case studies](#) [Green Financing](#) [Carbon Footprinting](#) & [Supply Chain](#)

### **Attracting Walkers and Cyclists Workshop**

The Experience project is holding free online training workshops, which will provide tourism businesses across Norfolk with a better understanding of how to attract more cyclists and walkers. If you would like to attend either of the workshops or find out more please click below.

Tuesday 15 November, 10-11.30am - Register [click here](#) or Thursday 17 November, 6-7.30pm - Register [click here](#)

### **Reminder - Have Your Say - Hemsby Neighbourhood Plan**

Great Yarmouth Borough Council are inviting people to have their say on the final draft of a neighbourhood plan for Hemsby please [click here](#) for more information

### **Major Upcoming Events & Attractions Special Events**

Sealife Centre - [Ascarium](#) - Until 31<sup>st</sup> Oct  
Central Beach [Fire on the Water: Beach Edition](#) Until 29<sup>th</sup> October  
Pleasure Beach - [Fairground Frights](#) 26-30<sup>th</sup> October  
Hippodrome - [Halloween Spooktacular](#) Until 31<sup>st</sup> October  
Yarmouth Stadium [Caravan Destruction Derby](#) 27<sup>th</sup> October

### **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 finalising our 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.

Best regards

**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