



Destination News - Issued 13th December 2022

Consultation on Open Space

Great Yarmouth Borough Council is asking people to provide feedback on the final draft of its Open Space Supplementary Planning Document (SPD). The consultation is taking place from November 25th to December 23rd 2022. To view the documents [click here](#)

Government commits to Short-term Rental Registration in Bill

The Government has tabled an amendment to the Levelling-up and Regeneration Bill, committing to a registration scheme for short-term rental properties. (Please refer to page 50 on this paper - [click here](#) for the details). The amendment is a clear indication of government commitment to a short term let registration scheme. A consultation on the scheme is being planned for early summer with the implementation by Autumn 2024.

National Research Report

Visit England has recently published its monthly Domestic Sentiment Tracker survey, which provides an insight into future travel and tourism demand to view the survey [click here](#)

Reminder - 2023 *RECRUITMENT OPPORTUNITY* - Do you 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 January 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

Reminder - Need support with training?

The SPARC fund (Skills, Progression, Adaptability, Resilience & Coordination), delivered by Norfolk and Suffolk County Councils, can help eligible SMEs (small to medium sized enterprise) and sole traders cover some of the costs of training staff. Up to 75% of staff training costs for multiple employees will be covered, with maximum grants of £500 per employee / £3,000 per employer. For more information [click here](#)

Major Upcoming Events & Attractions

- Until 31st December 2022 [The Wonderful Wizard of OZ](#) Pavilion Theatre - Gorleston
- Until 8th January 2023 [Hippodrome Christmas Spectacular](#) - Great Yarmouth
- Until 31st December 2022 [Peter Pan](#) - St Georges Theatre - Great Yarmouth
- Until 20th March 2023 [Retro Games - Time and Tide Museum](#) - Great Yarmouth
- 19th -20th December 2022 [Elizabeth House - Victorian-festivities](#) - Great Yarmouth
- 27th December 2022 [Great Yarmouth Stadium Banger Racing](#) - Great Yarmouth

Our Work

To read our newsletter [Click here](#), our Destination Management Plan (DMP) [Click here](#), for our summer visitor survey 2022 [click here](#), our key project investments for 2022 [Click here](#) and some examples 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 or developments for 2023, that might be of national interest. please email asa@gyta.com. We continue to run a number of marketing programmes including digital, radio, traditional media, PR, as well as planning a programme with Blogger Ambassadors for 2023, 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

Visit Great Yarmouth

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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