



Destination News - Issued 12th January 2023

LAST CHANCE - 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 businesses to show case job opportunities to students, job seekers and people looking for a change in career. We already have 32 local business signed up to attend but still have a few more places . For more information, please contact Nasima Begum via email at: n.begum@eastcoast.ac.uk

Would you like to vote on the name for the new third crossing in Great Yarmouth?

Norfolk County Council have created five shortlisted options put forward by the local community for a name for the new bridge. To find out more and cast your vote [click here](#)

Have your say on planning and development strategy for the borough

Great Yarmouth Borough Council is urging people to have their say on a new planning and development strategy for the area, for more information [click here](#)

Public feedback wanted as popular e-scooter trial is extended

Great Yarmouth Borough Council is asking for public feedback about the borough's e-scooter trial following the announcement that it has been extended to May 2024. To fill out the feedback form [click here](#)

National planning policy consultation

The Government has launched a consultation on its plans to reform national planning policy in support of its levelling-up agenda, for more information [click here](#). please note the consultation closes on 2nd March 2023.

Want to take part in the Norfolk Residents Seasonal Tourism Survey?

This survey is part of the Norfolk County Council EXPERIENCE project, to take part [click here](#)

Norfolk County Council Business Rates Consultation

Throughout 2022, Norfolk County Council have been working with district councils to support the businesses in our region through a range of projects. To read Norfolk County Council's 2022 Business Rates Report [Click here](#)

They have also developed three videos about Norfolk's economy : [Business](#), [Place](#) and [People](#)
To view Norfolk County Council's explanation of business rates used to grow Norfolk's economy. [Click here](#)

To View Norfolk County Council's break down of the budget for 2023/4. [click here](#)
If you have any feedback for Norfolk County Council, please email haveyoursay@norfolk.gov.uk

Great Yarmouth Borough Council's Champions offer free mental health first aid training to businesses

Great Yarmouth Borough Council and the 12th Man Campaign are offering local businesses free mental health first aid training on Tuesday January 24th. 12th Man provides training, coaching and support for companies, organisations and groups who want to encourage men to talk about their mental health and ensure that when someone seeks help, they are supported. The free training is designed to encourage trades and interests that work with men, or where men constitute a large part of their customer or client base - such as barbers, tattoo shops, pubs and taxis - to have the confidence to have challenging conversations with men around their mental health. To book a free place on the training session or for more info please contact james.dudley@great-yarmouth.gov.uk or 01493 846613.

Our Work

To read our newsletter [Click here](#), our Destination Management Plan (DMP) [Click here](#), for our summer visitor survey 2022 [click here](#) and some examples of our press and marketing activities in 2022 [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 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. For 2023 we will run a number of marketing projects including digital media campaign , radio, traditional media, local and national 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
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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