

## **Tourism Matters - Are you 'Good To Go' on 4 July?**

This week we are looking forward to the long-awaited opening of tourism and hospitality businesses on 4 July, but are you 'Good To Go'? We know there is a lot to consider to ensure you are COVID-19 compliant and a lot of work to be done around gaining consumer confidence, so we will do all we can to help.

Below you will find links to the key government guidelines to help you open safely and details of the new industry standard from VisitBritain and VisitEngland, 'We're Good To Go'. Do let us know when you have completed your online assessment and can use the kite mark, as we will highlight this on entries on our website.

If you need further assistance, then you can call Thanet District Council's Business Support Line on 01843 577330 (Monday to Friday, 9am to 5pm).

If you know somebody who would like to read our e-news, please forward it on, or let them know they can register to receive it themselves on [visitthanet.co.uk/tourismmatters](http://visitthanet.co.uk/tourismmatters)

### **Thanet District Council**

#### **Business Support**

To support businesses as they begin to reopen, there is dedicated information on the council's [website](#).

Help is available via the council's support line on 01843 577330 (open Monday to Friday, 9am to 5pm) and also the Kent and Medway Growth Hub business support hotline on 03333 602 300 (Monday to Friday, 8.30am to 6.30pm).

#### **High Street Update**

As additional types of business, including leisure and hospitality, have received the green light to reopen, we anticipate seeing greater footfall in our town centres. We are therefore looking at a range of temporary measures to help facilitate social distancing.

Over the coming weeks there will be some changes to traffic management and pedestrian access to the streets around Margate Old Town as well as Marine Drive, Margate and Harbour Parade, Ramsgate. This will start with the temporary pedestrianisation of The Parade in Margate as of this Saturday 4th July.

Further details of the schemes will be announced shortly and individual businesses in the area are being contacted directly. If this affects you, and you have any questions please contact the Thanet Business Support line: 01843 577330.

These plans are part of the Reopening High Streets Safely (RHSS) project which is paid for by the European Regional Development Fund (ERDF).

#### **RNLI Lifeguards**

From Saturday 4 July there will be RNLI lifeguard provision on the following beaches

- Minnis Bay, Birchington

- Stone Bay, Broadstairs
- Ramsgate Main Sands

Lifeguard provision will continue on Joss Bay and Botany Bay, Broadstairs and Margate Main Sands.

### **Government Information**

Below are links to the government guidelines for tourism and hospitality businesses wishing to reopen from 4 July.

- COVID-19 secure guidelines  
[www.gov.uk/guidance/working-safely-during-coronavirus-covid-19](https://www.gov.uk/guidance/working-safely-during-coronavirus-covid-19)
- Guidance for those working in the visitor economy  
[www.gov.uk/guidance/working-safely-during-coronavirus-covid-19/the-visitor-economy](https://www.gov.uk/guidance/working-safely-during-coronavirus-covid-19/the-visitor-economy)
- Guidance for hotels and other guest accommodation  
[www.gov.uk/guidance/working-safely-during-coronavirus-covid-19/hotels-and-other-guest-accommodation](https://www.gov.uk/guidance/working-safely-during-coronavirus-covid-19/hotels-and-other-guest-accommodation)
- Guidance for people who work or volunteer in heritage locations  
[www.gov.uk/guidance/working-safely-during-coronavirus-covid-19/heritage-locations](https://www.gov.uk/guidance/working-safely-during-coronavirus-covid-19/heritage-locations)

### **VisitBritain/VisitEngland**

#### **'We're Good To Go' - new industry standard**

The 'We're Good To Go' industry standard and supporting mark means businesses across the sector can demonstrate that they are adhering to the respective Government and public health guidance, have carried out a COVID-19 risk assessment and check they have the required processes in place. It will provide a 'ring of confidence' for tourism as the sector begins to reopen.

The scheme is free to join and open to all businesses across the sector.

Further information and links to the self-assessment online platform can be found [here](#).

If you have completed the assessment and are planning to reopen this Saturday, VisitEngland are encouraging businesses to tweet a photo or selfie, featuring the certification mark to show that you're 'Good To Go', and tag them in on [@VisitEnglandBiz](#) for potential resharing on their channels.

Remember to let us know once you're part of the scheme too as we will highlight this on our website - [tourism@thanet.gov.uk](mailto:tourism@thanet.gov.uk)

#### **'Know Before You Go' - public information campaign**

Alongside the industry standard, they have also launched a 'Know Before You Go' public information campaign to support tourism in England as businesses start to re-open. It sets out to reassure visitors as restrictions are lifted by encouraging them to check what it is safe to do and when, and sign-posting to information about destinations and available services to view/research before travelling.

There is a free toolkit to download containing access to assets and the 'Know Before You Go' campaign messaging to use in marketing activity.

Full details on how to get involved can be found [here](#).

### **Free Business Recovery Webinars**

VisitBritain/VisitEngland is hosting a series of free business recovery webinars to help businesses get back on track following the COVID-19 pandemic.

The full list of webinars, details and booking information can be found [here](#).

### **Other**

#### **Kent County Council (KCC)**

There is a free, live business Q&A for the hospitality sector taking place this Friday, 3 July at 1pm. Representatives will attend from KCC Trading Standards, Dartford and Sevenoaks Environmental Health Partnership, Kent and Medway Growth Hub and Visit Kent.

This is an opportunity to ask the experts about the guidelines for re-opening your businesses and trading safely. Sign-up and get a link to the event [here](#).

#### Other useful links

COVID-19 business related support and advice

[COVID-19 Free Trading Standards Business Advice](#)

[COVID-19 General business support and advice](#) (including business scam alerts – this is updated regularly.)

#### General Business Advice

[Business Advice Facebook Page](#) (launched 2 months ago)

[Business Advice Twitter](#)

[Business Advice on Linked-in](#)

### **Heritage Open Days 2020 - 11 to 20 September**

Registration is now open to participate in Heritage Open Days 2020 and for the first time the programme will comprise a mix of in-person and digital events.

Key dates are:

- Monday 27 July - regional press releases including some early event submissions (ensure you send a high quality image with your submission to up your likelihood of inclusion). Events submitted by this date will be given priority processing to appear on the event directory when it first goes live.
- Tuesday 11 August - Event directory goes live
- Friday 14 August - Final registration deadline for events requiring HOD insurance
- Monday 24 August - Final registration deadline

Visit their website for further information - [www.heritageopendays.org.uk/](http://www.heritageopendays.org.uk/)

Please note, The Ramsgate Society and partners will not be co-ordinating this year's Thanet activity for the festival due to COVID-19. Any organisation who registers for HODs will continue to be supported by the Tourism Team with promotion wherever possible.

### Our News

#### **Booking systems**

We have had a few enquiries about booking systems, in particular low cost ticketing options for smaller attractions which enable visitors to book a slot and the venues to manage numbers.

If you are using a system like this or if you have knowledge of one, please let us have the details so that we can share them with other local industry partners.

One we have come across, but have no direct knowledge of is [www.tickettailor.com/](http://www.tickettailor.com/)

#### **Keep us in the loop**

Remember, if you are planning to reopen soon please ensure you let us know or tag us in to your social media posts #visitthanet.

If you have news you would like us to share, or key messages we can include on our social media channels, please let us have this information too.

Also, please let us know if you would like copies of the Visitors' Maps 2020.

**Contact us** on [visitorinformation@thanet.gov.uk](mailto:visitorinformation@thanet.gov.uk) or 01843 577577.

### Your News

#### **Congratulations Dreamland**

Dreamland Margate and its iconic Scenic Railway celebrate their 100th birthdays on Friday 3 July 2020. The centenary celebrations will continue until 2 July 2021, and the park has already announced a rollover of the many of its planned 2020 events to 2021.

#### Dreamland Heritage Trust

Dreamland Heritage Trust will be celebrating the 100th anniversary of the Scenic Railway by hosting a virtual roller coaster ride, live on their Facebook page (@dreamlandheritagetrust) between midday and 1pm on Friday 3 July. **Join in the fun and help them in their bid to make this a record-breaking virtual ride.**

#### Dreamland Margate launch drive-in cinema in August

On selected days in August, Dreamland will open its doors to show a series of films on its huge HD outdoor screen in the Scenic Stage arena, which has capacity for 47 vehicles.

Family friendly films will be screened Wednesday mornings and afternoons, plus there will be screenings on Friday evenings.

Price is £35 (+booking fee) per car with 10% discount for Dreamland members.

The full programme of screenings can be found [here](#)

### **Turner Contemporary reopening**

Turner Contemporary is planning to reopen from Wednesday 22 July until Sunday 6 September 2020. They will reopen with *We Will Walk - Art and Resistance in the American South*, and *Place, Space and Who* by Barbara Walker. They will announce the details and make slots available for booking in the coming weeks.

The gallery will be open Wednesday to Sunday from 10am until 5pm.

[www.turnercontemporary.org](http://www.turnercontemporary.org)

### **Your Leisure**

Your Leisure will be restarting their beach hut service this Saturday, 4 July, with guidance for users in line with Government guidelines.

For further information and beach hut FAQs go to

<http://yourleisure.uk.com/beach-chalets/>

### **Looping the Loop Back to the Future Part II**

Thanks to the support of Arts Council England through the National Lottery, Looping the Loop is commissioning responsive and original new works to be presented from August to October and they are inviting proposals from Kent-based artists.

Further details can be found [here](#) and applications close on Friday 24 July.

### **Moon Lane wins Children's Bookseller of the Year**

Congratulations to Moon Lane in Ramsgate for winning Children's Bookseller of the Year at the British Book Awards 2020.

<https://www.moonlaneramsgate.com/news>