

## Tourism Matters- Good News and Valuable Opportunities

Dear Tourism Industry Colleague

Good news this week includes the reopening of the Visitor Information Centre in Margate and the opportunity to potentially develop new off-season experiences, with a support package worth around £6,000, as part of the Experience Interreg Project with Visit Kent.

We hope you have found our weekly Tourism Matters updates useful. As things are steadily getting back to normal and there are fewer updates from the Government, Tourism Matters will revert to being sent out monthly, unless there is important news which needs to be shared sooner.

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 [visithanet.co.uk/tourismmatters](http://visithanet.co.uk/tourismmatters)

### Thanet District Council

The Government has published draft guidance on [Pavement licences](#) which would enable businesses to obtain a licence to place temporary furniture, such as tables and chairs outside of cafes, bars and restaurants. The draft guidance is expected to lead to new legislation coming into effect towards the end of July. Further information for businesses will be uploaded to [thanet.gov.uk](http://thanet.gov.uk) when it becomes available.

### Government Information

#### **Find a Restaurant Service Opens 20 July**

To support the Eat Out to Help Out initiative, the Government is going to launch a [restaurant finding service](#) next week whereby the public will be able to enter a postcode that the site will provide a list of participating businesses within a 1 mile radius. While this will be good for locals, visitors may struggle to know the postcode of the location that they are in.

Linked to this, the [guidance for businesses](#) has been updated to inform operators registering their business that the name, address and website URL of the business will be added to a list of participating establishments that will be available to the public.

The Government has also issued the following guidance and updates:

- [Outdoor performances](#) with social distancing can resume from July 11, [guidance for the performing arts sector](#) has been updated and is available.
- Guidance has been added on entertainment permitted in venues for [restaurants, pubs and bars](#), see (section 4.5) and fire risk assessments for repurposed spaces (section 4.8).

### VisitBritain/VisitEngland

#### **‘We’re Good To Go’ - new industry standard**

We have included this before, but thought it worth another mention as gaining consumer confidence is key and this is exactly the type of thing they will be looking for.

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.

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](#).

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)

### **Business Recovery Webinar Programme**

The following webinars will take place before the end of July, all from 10am to 11am

- Sustainability - Tuesday 21 July
- Accessibility - Thursday, 30 July

A series of 'Brushing up on skills' webinars start in August, also from 10am to 11am

- Creating great presentations - Tuesday, 4 August
- Getting your business visible on Google - Thursday, 13 August
- Getting started with analytics - Tuesday, 18 August

Further information on all of the above and past webinars can be found [here](#).

### **[Visit Kent](#)**

#### **Interreg Experience Development Programme**

Thanet District Council is participating in the Interreg Experience Development Programme with Visit Kent.

We're looking to work with organisations, both traditional tourism businesses and businesses from other sectors, from across Thanet to develop new experiential tourism products for the off-season.

If you have a great idea for a new experience, an idea for collaborating with another business or an existing offer which could be adapted for a new audience, this programme could help you turn this into reality and take it to market through a package of dedicated support worth around £6,000. Further information can be found in the [full applicant guidance document](#).

### **Research and Insights**

COVID-19 has had a significant impact on the travel and tourism industry. Many research reports have been released which aim to provide businesses with the information to gain a better understanding around consumer confidence, perceptions, attitudes and trends, to build a recovery strategy as the restrictions are slowly relaxing.

To help businesses access all the relevant research and insights available, Visit Kent has collated this information on a [new page on their website](#), which will be updated as new information is released.

### [Other Information](#)

#### **Kent Invicta Chamber**

Kent Invicta Chamber has partnered with Furley Page Solicitors to deliver virtual business networking events and webinars hosted by Luke Quilter. Those below are open to non-members for £10 + VAT, free to members.

- Virtual Business Networking Webinar - Tuesday 21st July, 10.30am-12pm. Further details and booking [here](#)
- 7 Actionable Tips to Protect Your Business Technology - Tuesday, 28th July, 10:30am-11:30am. Further details and booking [here](#)
- Dealing with Relationships (at home and at work) - Thursday, 30th July, 10:30am-11:30am. Further details and booking [here](#)

Find out more about Kent Invicta Chamber at [www.kentinvictachamber.co.uk](http://www.kentinvictachamber.co.uk)

#### **Kent and Medway Business Summit - Kent's Roadmap to Renewal: Hospitality and Tourism - Thursday 30 July, 12:30pm to 2pm**

Kent and Medway businesses are invited to join an interactive virtual meeting to learn more about plans for the recovery of the region's tourism and hospitality industry.

The webinar will include a briefing from a senior Government figure on the policy and vision for the sector.

Visit Kent Chief Executive, Deirdre Wells OBE will talk about the new Secret Garden of England campaign to build consumer confidence, drive off-season visits and rebuild business across Kent destinations. [Click here](#) to register

#### [Thanet District Council Business Advice](#)

#### [Visit Kent Business Advice Hub](#)

#### [Visit England Business Advice Hub](#)

### [Tourism Service News](#)

#### **Thanet Visitor Information Centre in Margate reopens**

The Visitor Information Centre in Margate will reopen this Saturday, 18 July and Sunday, 19 July, from 10am till 5pm.

It will then be open from Wednesday 22 July to Sunday 6 September, daily from 10am until 5pm.

Visitors will receive the same excellent level of service, but a few changes have been made in line with Government guidance, to help ensure the safety of visitors and staff, including:

- One way system for entering and leaving the building
- Hand sanitiser to use on entry
- Restriction on the number of people within the centre to aid social distancing
- Signage with FAQs in the hope it will save some people from waiting
- Face coverings to be worn by visitors entering the building

The service now has it's "We're Good to Go" industry standard status from Visit Britain to instill visitor confidence. [If you haven't received yours yet sign up here](#)

## Your News

### **Broadstairs Information Kiosk**

The Broadstairs Information Kiosk Management Committee, following discussions, have taken the difficult decision that the kiosk will not be opening for the 2020 season, in the interest of safety for both the volunteers and visitors. The kiosk hopes to reopen at Easter 2021. Information will be placed on the kiosk boards to assist visitors.

### **Dreamland Award nomination**

Voting for the UK Theme Parks Award opens on 20 July and runs until 20 August and for the first time the British public are being asked to vote for their favourite. Our very own Dreamland has been nominated in the following categories

- Best Theme Park for Families
- Theme Park of the Year
- Best Halloween Event - Screamlan
- Best Christmas Event - Winterland Margate
- Best Social Media Engagement
- Best Accessibility
- Best Value
- Best Customer Service

We would love to see them win an award in their 100th year, so please [go online and vote for them now.](#)

### **New exhibitions at Pie Factory Margate**

- [The Art of Isolation](#) (24 July to 4 August) - landscapes and seascapes painted by Anthony Giles during the period of isolation due to the outbreak of COVID-19.
- [Use for Utopia](#) (7 to 18 August) - Daniela Flowerdew's current paintings examine how the optimism of Modernism sits with present day consumerism.

### **POW! Thanet Commission for Margate NOW 2020**

Margate Festival & People Dem Collective have announced that POW! Thanet will be commissioning a project for Margate NOW 2020!

They are, "looking to commission passionate feminist artist/s to create work highlighting these issues (celebrating and exploring issues around Feminism, Women and Girls) that will take a Thanet audience on a journey, get them talking, inspired and activate their passions for women's creativity. The commission can take any form, we are open and excited to hear your ideas, let's change the world together!"

The fund is for £500, and artists are being asked to apply via the current '[Activation](#)' open call and select the £500 POW! Thanet Commission fund on the form. People Dem Collective & POW! Thanet will commission a proposal that meets both of their values and aims.

Applications close at midday on Friday 24 July 2020. Margate NOW dates are Friday 25 September to Sunday 11 October 2020. [Find out more here](#)