**Tourism Matters: FREE Training and Grant Updates**

Dear Tourism Industry Colleague,

This week we have information on free training courses, updates on the Restart Grant plus clarification for accommodation providers on Step 2 of the roadmap to recovery.

We lose an hour this weekend as the clocks go forward, which means Monday will arrive just that little bit quicker and with it the lifting of some of the restrictions. Outdoor gatherings of either 6 people or 2 households will be allowed and outdoor sports facilities can reopen. We still need to minimise travel and holidays are not allowed, but it is a step in the right direction.

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 [www.visitthanet.co.uk/tourismmatters](https://2uz0w.r.a.d.sendibm1.com/mk/cl/f/DekBBfZP3LAIZ-s6vUtRdj2N3K0y9mOgkDSXrPdjnBptAw5_g3qnkpbc3nY0Ti7O4OJDZheJXea8dAs-1I8cMWmZwuNL1uBECjUAjae1COLO5BSBu9Amwl-_FnLMN4y4Ur9vuZWt93hNbyCaQXcpvu1RN_aPF4EFqDhJHOu37zzAckDlc36sUzskHOsqmg)

**Thanet District Council**

The council hosted an online briefing session last week to give residents a flavour of the preparations that have been going on behind the scenes to ensure it’s ready to welcome visitors back safely once restrictions ease. The presentation can be found on [YouTube](https://www.youtube.com/watch?v=fWIyplKou2g&t=1s) and is worth a watch.

**Business support**

**FREE** weekly webinars with David Shaw - Digital strategist and Author.

To help you get the best results from your digital marketing, especially as you aim to reopen, Thanet District Council is hosting a series of free weekly webinars leading up to 12 April. You can join all three or pick and choose the ones that interest you the most. To join simply click on the meeting link next to the date and title below.

Thursday 25th March - **Why Your Social Media is Not Delivering You The Results You Want** at 5.30pm

Join with Google Meet - [meet.google.com/rbr-casu-cqp](https://l.facebook.com/l.php?u=https%3A%2F%2Fmeet.google.com%2Frbr-casu-cqp%3Ffbclid%3DIwAR3PbH_vRU4GBpb1pbuD0fpkp_cEyi_KunDPD2yXRYtaUOLCVra6Pm9BI0E&h=AT1aTwhV_E99RhmFeUFNb_7_x9YVgYBqfIWQ9-oeqjX-CZGkYsTpIrE1QF2MlkkGVnC7fl1vKOt3CqkoT5b6uSUBjEu3fwcghEf2sctdHuM_lwMpfVD8cj4pA08NsqrKg5jdQTKN1ZGuO4knU6jK&__tn__=-UK-R&c%5B0%5D=AT0ur4XDk-wj0tEQ1RsnMDPgVFB8XsXhfxNxAtYQ_iFqaX5QTWiKJp1xc2zOtFrlVgeLLTlvu3YLI8UvFd_inxuIC4KY3eX8O6ozlDm062KZ4A3Ury0aAWwwSF27G_ZlBPsDkzREAYL2W4Ky1AUsOqg8FoSgqEE4fdU)

Thursday 1st April - **Understanding Facebook Advertising** at 5.30pm

Join with Google Meet - [meet.google.com/bnf-hhkm-qso](https://meet.google.com/bnf-hhkm-qso?fbclid=IwAR1RldSlDi_bSr89ZnyUIeKwFHylo9b_bNphsDfHIZg0wv3XAe8f43O1x7A)

Thursday 8th April - **Making Digital Marketing Work For Your Business** at 5.30pm

Join with Google Meet - [meet.google.com/xzh-exhw-ivq](https://meet.google.com/xzh-exhw-ivq?fbclid=IwAR1njN0TRrBc3fOEhRJQOHeZEdC925ueNTgumzIivg9WAed7cFHqUdnuTcQ)

**New powers to tackle anti-social behaviour across Thanet**

New powers to tackle anti-social behaviour across Thanet will be introduced on Thursday 1 April 2021.

Thanet District Council’s Cabinet has approved a new Beaches and Coast Public Spaces Protection Order (PSPO) following a public consultation which ran from 25 January to 21 February 2021.

The PSPO will replace all previous beach byelaws and it is hoped that the streamlined rules will be easier for people to understand and help protect Thanet’s coastline and award winning beaches.

Previous byelaws had differing levels of fines and did not include a power to issue Fixed Penalty Notices (FPNs). Under this new order, council and police officers can now issue FPNs of £100 to help deter and reduce anti-social behaviour. As part of this, the council is employing a dedicated enforcement officer for the coast and ensuring that the dog warden has a greater presence on Thanet’s beaches.

[**A Coastal and Beach ‘Code of Practice’**](https://www.thanet.gov.uk/info-pages/beach-and-coast-pspo-code-of-conduct/) was also approved which sets out specific rules for a range of activities around the coast. Specifically within this, for the first time, the council will have the power to fine people for irresponsible jet ski usage.

**Government Updates**

**Clarity for accommodation and step 2 of the reopening roadmap for businesses in England**

The UK Government has published the [Health Protection (Coronavirus, Restrictions) (Steps) (England) Regulations 2021](https://www.legislation.gov.uk/uksi/2021/364/contents/made) in relation to the roadmap steps.

Along with this DCMS has shared some clarity on guidance on the reopening of accommodation.

* From Step 2, no earlier than Monday 12th April, separate and self-contained accommodation will be open for leisure stays. This is defined as accommodation in which facilities (kitchens, sleeping areas, bathrooms and indoor communal areas such as: lifts, staircases, lounges, sitting areas and internal corridors for entry and exit) are restricted to exclusive use of a single household/support bubble. A reception area is not to be treated as a shared facility or indoor communal area if they are required in order to be open for check-in purposes.

**What can open**

* At Step 2, accommodation in which all facilities listed above are for the exclusive use of a single household/support bubble may open. This will mean that holiday parks, ‘standalone’ holiday lets such as houses and cottages, chalets, yurts, holiday boats, and motels which do not rely on sharing those facilities listed may open.
* Campsites and caravan parks will be permitted from Step 2 provided that the only shared facilities used by guests at the campsite or caravan park are washing facilities, toilets, water points and waste disposal points. These facilities should be operated so as to ensure no household mixing takes place. This would involve either assigning shower facilities to one household group/support bubble, (i.e. making them private), or running a reservation and clean process (whereby one household can exclusively book the shared facilities for a fixed time, and the facilities are cleaned between reservations and kept well-ventilated).
* All accommodation may continue to open for the current permitted reasons, such as to provide accommodation for those who are unable to return to their main residence; for the homeless; for those who need accommodation for work, education or training purposes; for those who need to attend medical appointments; or for those self-isolating as required by law including for the Managed Quarantine Service for high risk international arrivals.

**What cannot open**

* This phased approach to reopening means that the rest of the sector will follow at Step 3. Between now and Step 3 this means a continued closure of hotels, hostels, B&Bs, guest houses and any other accommodation that relies on sharing these facilities. This will also require the continued closure of any holiday lets or serviced accommodation within apartment buildings that share any of the facilities listed above.
* From Step 3, no earlier than Monday 17th May, all remaining accommodation will be permitted to reopen for leisure stays.

Step 2 - will also see the reopening of non-essential retail; personal care facilities and close contact services such as beauty salons, spas and massage centres (except for steam rooms and saunas); and indoor sports and leisure facilities such as gyms and swimming pools. Where these facilities are located within a hotel or other guest accommodation, they are permitted to reopen and can be accessed - if necessary - from inside the building i.e. without the requirement for direct street access, though businesses should continue to comply with COVID-secure guidance to mitigate transmission risk. Outdoor hospitality which is permitted to open at Step 2, located on a hotel premises or other guest accommodation, may also reopen, and customers will be permitted to use indoor toilets as required.

The [guidance for Hotels & Other Guest Accommodation](https://www.gov.uk/guidance/working-safely-during-coronavirus-covid-19/hotels-and-other-guest-accommodation) will be updated in advance of each step of the roadmap with further detail.

**Measures to support the reopening of high streets and seaside resorts in England**

The Communities Secretary Robert Jenrick announced a package of support to help local economies and businesses in England. The package includes a [new £56 million Welcome Back Fund](https://www.gov.uk/government/news/new-raft-of-measures-to-prepare-our-high-streets-and-seaside-resorts-for-summer) that will help councils boost tourism, improve green spaces and provide more outdoor seating areas, markets and food stall pop-ups. Part of this funding will be allocated to support coastal areas, with funding going to all coastal resorts across England to safely welcome holiday makers in the coming months.

**Restart Grants**

On Wednesday 3rd March 2021, the Government announced the introduction of Restart Grants to support non-essential retail, hospitality, accommodation, leisure, personal care and gym businesses in England. This funding is a one-off grant scheme available from 1 April 2021, and will replace the former grant schemes of the Local Restriction Support Grants (LRSG) (Closed), LRSG (Open), LRSG (Sector).

The Government has now published further guidance to support local authorities in administering grants of up to £6,000 to non-essential retail business premises, to help them reopen safely. Grants of up to £18,000 will also be allocated to hospitality, accommodation, leisure, personal care and gym business premises, which may open later under plans set out in the roadmap and will be more impacted by restrictions when they do reopen.

The rates that apply for the hospitality, accommodation and leisure businesses are:

* £8,000 for businesses with a rateable value of up to and exactly £15,000
* £12,000 for businesses with a rateable value over £15,000 and less than £51,000
* £18,000 for businesses with a rateable value of exactly £51,000 or greater

The eligibility criteria for tourism businesses who can apply for the Restart Grants includes:

* Hospitality: a business whose main function is to provide a venue for the consumption and sale of food and drink.
* Leisure: a business that provides opportunities, experiences and facilities, in particular for culture, recreation, entertainment, celebratory events, days and nights out, betting and gaming.
* Accommodation: a business whose main lodging provision is used for holiday, travel and other purposes.
* Gym and Sport: a commercial establishment where physical exercise or training is conducted on an individual basis or group basis, using exercise equipment or open floor space with or without instruction, or where individual and group sporting, athletic and physical activities are participated in competitively or recreationally.

Further information on Restart Grants can be found [here](https://www.gov.uk/guidance/check-if-youre-eligible-for-a-coronavirus-restart-grant).

Information on how Thanet District Council will administer this grant will follow, and updates will be available on the [Facebook page for Thanet Businesses](https://www.facebook.com/groups/ThanetBusinessSupport) and on [www.thanet.gov.uk](http://www.thanet.gov.uk)

**Other Government updates**

* Advice has been published on [GOV.UK](http://gov.uk/) stating [how the stay at home restrictions in England will change on 29 March.](https://www.gov.uk/guidance/national-lockdown-stay-at-home)
* Pages advising on the [closing certain businesses and venues and reopening certain businesses and venues](https://www.gov.uk/government/publications/further-businesses-and-premises-to-close) in England have been updated. Information includes updates on business support and business rates; and changes to reflect that people can leave the home to take part in outdoor recreation and exercise.
* Government has outlined the accelerated process that [partially exempt VAT registered businesses](https://www.gov.uk/government/publications/revenue-and-customs-brief-4-2021-partially-exempt-vat-registered-businesses-affected-by-coronavirus-covid-19) whose trading activities have been affected by coronavirus (COVID-19) should follow to request temporary alterations to their partial exemption method.

**VisitBritain/VisitEngland**

**English Tourism Week** has been announced as Saturday 22nd - Monday 31st May 2021. Further details to be announced

**We’re Good To Go**

Now we have a roadmap to recovery and businesses begin to reopen, it is important to reassure local residents and visitors that our businesses are adhering to government and Public Health England’s guidance.

If you have not already, you can apply for the industry standard mark by simply completing a self-assessment [here](https://goodtogo.visitbritain.com/). This includes a checklist confirming you have put the necessary processes in place. You will then receive a certification and the ‘We’re Good To Go’ mark to display on your premises and online.

We are highlighting venues which have this mark on our website.

**Other Information**

[**Federation of Small Businesses**](http://www.fsb.org.uk)

The following small business webinars are free and open to all small businesses and self-employed across the UK.

Thursday 25th March Is your business your retirement plan? 1:30pm-2:30pm

No matter how far off retirement may be it is important to have a plan for a smooth exit. Join this event to discuss what you need to consider as a small business owner and where to find help. [Click here](https://www.fsb.org.uk/event-calendar/is-your-business-your-retirement-plan-25-march-2021.html?utm_source=MAR30&utm_medium=Email&utm_campaign=WebinarEmail) for further details and to register

Friday 26th March Why all businesses need to create video content 12:30pm-1:30pm

Explore the importance of making engaging content to tell your brand story, explain your products and create unique videos to drive traffic and build brand authority. [Click here](https://www.fsb.org.uk/event-calendar/why-all-businesses-need-to-create-video-content.html?utm_source=MAR30&utm_medium=Email&utm_campaign=WebinarEmail) for further details and to register

Friday 26th March Good Business pays - improving late payments to get paid sooner 12:30pm-1:30pm

Their panel will look to discuss the issues around late payments for small businesses and talk about the Good Business Pays movement. [Click here](https://www.fsb.org.uk/event-calendar/good-business-pays-improving-late-payments-to-get-paid-sooner.html?utm_source=MAR30&utm_medium=Email&utm_campaign=WebinarEmail) for further details and to register

**Visit Kent - Winter Tourism Survey**

Visit Kent and Kent Downs AONB would like to hear from local residents about how they think of winter tourism in the county through a short survey. All respondents will have the opportunity to enter a draw for a chance to win a £40 food voucher at a Shepherd Neame pub or hotel of your choice.

The survey explores residents' perceptions of the impact that tourism has on the economy in your area, on your local community and on your wellbeing and is part of the INTERREG EXPERIENCE project.

The survey will take around 12 minutes to complete. It is conducted for Visit Kent and the Kent Downs AONB by the University of Surrey, and is co-financed by the European Regional Development Fund. You must be 18 years or over to complete the survey.

[**To take part in the survey by Friday 9th April, please click here**](https://surreyfbel.qualtrics.com/jfe/form/SV_8fdUlDWjxYmif78)

**Your News**

Congratulations to **Quex Livery Glamping Holidays** who were awarded Bronze in the ‘Glamping Business of the Year’ of the Beautiful South Tourism Awards 2020/2021.