**November’s Tourism Matters: Green Tourism and Information Help**

Welcome to November’s Tourism Matters

The temperature has definitely taken a turn with the change of clocks, but it is still great to get out and about exploring Thanet and all it has to offer

With COP26 underway and countries making pledges to help combat climate change, we would love to hear from you on what you are doing towards sustainable and green tourism.

In this issue we have information on Margate and Ramsgate receiving Government Funding, Kent being named within Lonely Planet's regions of the world plus a call-out for information we would like from you to help with our marketing activities.

**Tourism and Visitor Services News**

**Green Tourism In Thanet**

As you are aware COP26 has been taking place and we thought it would be a good time to approach you, our Tourism industry for assistance with some activity we wish to carry out during the autumn and winter on sustainability and green tourism.

We are aware that visitors are increasingly seeking destinations and venues that work sustainably, that source environmentally friendly products and that buy local produce, those who are striving to reduce their carbon footprint and have good green credentials.

Our aim is to showcase the Isle of Thanet as a responsible tourism destination and highlight businesses that are really trying to deliver from an environmentally friendly perspective. We also aim to support businesses who would like to do more.

The first step we are undertaking is a [short survey](https://forms.gle/95XW5gidqPVPCw7M6), to help us understand what local tourism businesses are doing to help fight climate change, what help or information is needed and what support we can provide.

We would appreciate you taking a few minutes to complete the survey by **Monday 29th November.**  Once we have analysed the results of this, we will have a better understanding of where we are, which will help inform the next steps.

If you would like to know what actions Thanet District Council is doing towards combating climate change, you can find out more by reading the [Climate Change Pledge](http://www.thanet.gov.uk/wp-content/uploads/2020/10/Carbon-Footprint-pledge.pdf)

**Lisa Returns**

Welcome back to Lisa Powell, Visitor Services Officer who returns from maternity leave and as before, shares this role with Francesca Sayer-Doyle. They share regular working days between Tuesday and Friday and some weekends.

Lisa and Fran work with the Visitor Information Service team at Droit House, Margate, and their volunteer partners in Broadstairs and Ramsgate, to answer visitor and potential visitor enquiries.

The team supports local tourism businesses providing event and guide literature, industry information, staff training opportunities and more. Both will be working on some exciting new projects in addition to their everyday roles, so watch this space!

**Visitors’ Map 2022/23**

We will soon be starting work on the Visitors’ Map 2022/23.

The map is targeted at visitors already in the destination and showcases, as much as possible, all there is to see and do here. The aim is to get visitors exploring more, staying longer or booking a repeat visit, which in turn will generate money into the local economy and your businesses.

We would welcome your feedback on the current version and any ideas you might have for improvements to tourism@thanet.gov.uk. Thank you.

**Lonely Planet announce Kent’s Heritage Coast as #4 region in the world to visit in 2022**

On Thursday, 28th October, Lonely Planet announced Kent’s Heritage Coast as the #4 of the world’s best regions to visit in 2022. The only UK destination to make the list.

Whilst the Isle of Thanet and our towns were not directly name-checked, there are lots of opportunities for us to promote the destination on the back of this, including through our Experience project activity, which was mentioned.

[Read more about the achievement here](https://www.visitkentbusiness.co.uk/media/68716/pr023-kent-s-heritage-coast-recognised-as-one-of-the-world-s-best-regions-to-visit-in-2022-as-part-of-lonely-planet-s-best-in-travel-round-up.pdf)

**Thanet District Council**

**Government Levelling Up Funding confirmed for Margate and Ramsgate**

In the Autumn Budget on Wednesday 27th October it was announced that Margate and Ramsgate had both been successful in their Levelling Up Fund bids, being awarded the full funding amounts.

Thanet District Council submitted two bids for the Levelling Up Fund:

* A £19.8m bid for Ramsgate which focuses on investing in the Port infrastructure, the Royal Harbour and creating two new community spaces
* A £6.3m bid for Margate to fund the development of a specialist centre on the high street to provide training and pathways into jobs in the creative industry.

Read more about the bids here:

* [www.thanet.gov.uk/thanet-submits-two-bids-to-the-levelling-up-fund](http://www.thanet.gov.uk/thanet-submits-two-bids-to-the-levelling-up-fund)
* [www.thanet.gov.uk/levelling-up-fund-bids-confirmed-for-ramsgate-and-margate](http://www.thanet.gov.uk/levelling-up-fund-bids-confirmed-for-ramsgate-and-margate)

**Shop and Eat Local Christmas Campaign**

Thanet District Council are extending their Shop and Eat Local campaign in the run up to Christmas, to encourage shoppers to visit the high streets for their Christmas gifts and festive cheer.

The campaign features a seasonal Shop and Eat Local graphic and includes online advertising and town-specific bus sides to promote the initiative around the district.

More information will be available on the Thanet District Council website soon [www.thanet.gov.uk](http://www.thanet.gov.uk)



**Visit Kent FREE 1-2-1 Business Support**

Sadly COVID is still with us and as we go into the winter season these sessions offer invaluable advice on practical things business owners / managers can do to minimise transmission and maximise sales & marketing messaging from being 'COVID-safe'.

**FREE** in-depth 1-2-1 sessions (virtual or face-to-face) with experienced, personable, industry experts that will follow your 'visitor journey' to reveal sensible, operational advice. The sessions are time efficient, easy to set up and highly effective.

As one business owner commented: “*we're lucky this scheme is out there and why wouldn't you take advantage of it, especially as it's FREE!*”

To find out more, [click here to watch a short explanatory video](https://vimeo.com/641882806) or contact Mark Sandberg on mark.sandberg@visitkent.co.uk

Further information can be found on the [Visit Kent website](https://visitkentbusiness.co.uk/covid-19-business-support/11-sessions-with-quality-in-tourism-industry-experts/quality-in-tourism-11-session-free-to-join/) and the [Quality in Tourism website](https://www.qit.uk.com/visitkent/visitkent.html)

**Other News**

**Federation of Small Businesses - free webinars**

Tuesday 16th November, 10:30am to 11:30am - Creating an inclusion culture in your business

[Click here](https://www.fsb.org.uk/event-calendar/creating-an-inclusion-culture-in-your-business.html?utm_source=NOV12&utm_medium=Email&utm_campaign=WebinarAccs) for further information and to register

Wednesday 17 November, 10am to 11am - Networking - Let’s talk technical

[Click here](https://www.fsb.org.uk/event-calendar/networking-let-s-talk-technical.html?aff=NatBS?utm_source=NOV12&utm_medium=Email&utm_campaign=WebinarAccs) for further information and to register

Wednesday 17th November, 4pm to 5pm - Navigating global trade: Unlocking your international potential

[Click here](https://www.fsb.org.uk/event-calendar/navigating-global-trade-unlocking-your-international-potential-17nov2021.html?utm_source=NOV12&utm_medium=Email&utm_campaign=WebinarAccs) for further information and to register

Thursday 18th November, 11am to 12pm - How using less can save money and the planet [Click here](https://www.fsb.org.uk/event-calendar/how-using-less-can-save-money-and-the-planet.html?utm_source=NOV12&utm_medium=Email&utm_campaign=WebinarAccs) for further information and to register

**Your News**

**POW! (Power of Women) Thanet Art Auction**

Following last year’s success, POW! Thanet will be holding their art auction with an exhibition of works at Quench Gallery Cliftonville. A private view will be held on Monday 22nd November with the works hung and available to view for one week, before the online auction closes on Sunday 28th November.

Find out more about POW!Thanet at [www.powthanet.com/](http://www.powthanet.com/)

**Margate Museum - volunteers wanted**

There are opportunities to help showcase Margate’s amazing history to visitors by becoming a volunteer at Margate Museum. If you know somebody who loves local history and talking to people, and who might have some spare time, please pass this on.

Further information is available on 01843 231213 or info@margatemuseum.co.uk.

Please note the museum is not manned daily, so a response may take a little while.