**March’s Tourism Matters: Easter openings, survey assistance and get involved**

Dear Tourism Industry Colleague

It's great to see the morning and evenings staying lighter for longer and hopefully the weather will start to warm up too.

In this issue we bring you additional time to complete the National Coastal Tourism Academy Survey, details of Visitor Information seasonal opening plus registration information for 2022 Heritage Open Days

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](http://www.visitthanet.co.uk/tourismmatters)

**Tourism and Visitor Services News**

**Green Tourism Toolkit for Thanet Businesses**

We would like 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.

Over the autumn and winter we have been working with Acorn Tourism and Thanet District Council’s Climate Change Officer to develop a [**Green Tourism Toolkit**](https://docs.google.com/document/d/1srwZvG8GmvE-4IimorT4b689Au4Y7TBOaA_OwYlz4nE/preview),for Thanet businesses to use

The aim of the toolkit is to highlight how, by starting to take small, simple steps in the right direction, you can work in a way that is better for the planet and your business.

The toolkit contains useful information on free-to-make changes that will have an impact, local case studies, handy resources and grants that are available, all which can be found in the dedicated [Green Tourism section](https://www.visitthanetbusiness.co.uk/green-tourism) of our business website. Please keep an eye on here as we will be adding new information, as and when it becomes available

**National Coastal Tourism Academy Survey Wave 5**

We would appreciate as many businesses as possible spending a little bit of time completing the [National Coastal Tourism Academy Wave 5 Survey](https://www.surveymonkey.co.uk/r/NCTA_Thanet) by **Sunday 13th March**

Any information you provide is kept strictly confidential and if we achieve a large enough sample size, we get a general report for Thanet (no individual business information is shown). This information helps us to see how Thanet compares to the national figures. It is used to update members, to understand the impact of the pandemic over the last few years, and to help us plan for recovery and the support that is needed.

[You can view the full national data from the previous four waves here](https://coastaltourismacademy.co.uk/resource-hub/resource/impact-of-covid19-on-tourism-businesses--2021-business-barometer)

Thank you to everyone who has already completed the survey, the information you provide is extremely valuable

**Visitor Services Easter Opening Hours**

The **Thanet Visitor Information Centre** at Droit House will be open every day from Wednesday 30th March to Bank Holiday Monday 18th April, 10am - 5pm for the Easter Holidays.

After this the centre will revert back to opening Wednesday to Sunday 10am - 5pm

**Broadstairs Information Kiosk** is pleased to announce they are reopening for the 2022 season at 10am on Friday 1st April. They will be open daily until Monday 12th September between 10am - 4pm and then move to Friday - Monday before weekends after Broadstairs Food Festival (30th September - 2nd October) plus October Half Term

For full details visit the kiosk website [www.broadstairsinfokiosk.co.uk](https://www.broadstairsinfokiosk.co.uk/)

**Ramsgate Information Centre** at The Customs House is open April to September daily 10am - 4pm

**Dickens House Museum Reopening**

As some may have seen, Dickens House Museum in Broadstairs is reopening for the 2022 season on Friday 15th April after being closed due to the COVID pandemic.

Lots of work is being undertaken to ready the museum for reopening and welcoming visitors once again.

If you are interested in becoming a volunteer, please get in contact with [peter.shaw@thanet.gov.uk](mailto:peter.shaw@thanet.gov.uk)

For more information on the museum [click here](http://www.visitthanet.co.uk/attractions/dickens-house-museum-1999/)

**Easter Events**

If you are planning an event for Easter, please let us know so we can add it to our website and have the information available to answer visitor questions. Please send details to [visitorinformation@thanet.gov.uk](mailto:visitorinformation@thanet.gov.uk)

**Visitors’ Map 2022/23**

We will be taking delivery of our Visitors’ Map 2022/23 at the beginning of April, with the aim of having copies in as many local outlets as possible before the Easter holidays.

The map is aimed at visitors already in the area to show them, as much as possible, what there is to see and do here in the hope that they will stay longer, explore more of the area and return for a repeat visit - generating income into the local economy and your business.

With this in mind we would really appreciate you working with us to ensure you have supplies of the map, that they are visible and that you keep them topped up. We can provide holders for them if you wish.

If you would like to pick-up a supply of the new maps, please ring the Visitor Information Centre team on 01843 577577 or email [visitorinformation@thanet.gov.uk](mailto:visitorinformation@thanet.gov.uk) to make arrangements so that we can ensure we have a supply ready for you.

**Thanet District Council**

**Totally Locally 'Fiver Fest'**

Thanet businesses will be taking part in Totally Locally’s ‘Fiver Fest’ event from Saturday 12th to Saturday 26th March. Shoppers are encouraged to visit the highstreets to find £5 special offers from the fantastic small businesses in our communities. We'd love your support to make this a success!

**Tree Planting Event at Jackey Bakers Park**

Thanet District Council’s first community tree planting day will take place on Wednesday 16th March at Jackey Bakers Park in Ramsgate. This forms part of our action on climate change, and the Queen’s Green Canopy project.

People of all ages and abilities can attend. No tree planting experience is required, but you do need to sign up via our [online form](https://docs.google.com/forms/d/e/1FAIpQLSftZXaonoTyBw6MDhbVEwCRAjapQ6-r7wyzmOx1qpxocWDaUA/viewform)

**Ramsgate Placemaking Project**

Seafront Placemaking is the final project as part of the [Ramsgate Heritage Action Zone](https://www.thanet.gov.uk/info-pages/ramsgate-heritage-action-zone/), now reaching the end of its fifth and final year. This project will focus on Ramsgate’s seafront from West to East Cliffs and along the seafront promenades. It will explore the past, present and future of the seafront, looking at the values that created it, and recording what Ramsgate seafront means to the local community today and for the future. The project aims to contribute to the understanding of place and bring to life the story of Ramsgate’s seafront through creativity.

The project will culminate with a Statement of Heritage Significance for the seafront prepared in conjunction with the community. There will also be a final report which will include summary findings, recommendations and prioritised future project proposals. [Find out more on the Council’s website](https://www.thanet.gov.uk/launch-of-ramsgates-seafront-placemaking-project/)

**Closure of Cavendish Street toilets**

Unfortunately, as a result of continued anti-social and criminal behaviour at the Cavendish Street toilets in Ramsgate, the facilities have been closed.

The toilets have been the subject of regular vandalism and the council’s toilets team has worked hard to make repairs and keep them serviceable. Despite meetings with the council’s Community Safety Team, no affordable solutions to address the anti-social and criminal behaviour have been found.

The closest alternative public toilets (including a radar key operated accessible toilet) are at Pier Yard (5 minute walk) and Screaming Alley (15 minute walk) which are open all year round from 8am to 6pm.

**Update from Network Rail on Thanet Parkway**

Network Rail has created a [two minute video](https://www.networkrail.co.uk/running-the-railway/our-routes/kent/thanet-parkway-station) with updates on the progress of the Thanet Parkway project. This is the creation of a new railway station located on the Ashford International to Ramsgate line, just to the west of the village of Cliffsend.

**VisitBritain/VisitEngland**

**English Tourism Week 2022**

English Tourism Week is back running between 18th and 27th March. The week is an annual celebration of English tourism, raising awareness of the sector. This year’s theme focuses on staffing and recruitment, to highlight the wealth of job opportunities currently available in tourism and hospitality.

A toolkit has been developed including branded digital assets featuring the slogan “You’re Welcome” to encourage bookings for the new season, plus editable templates for you to add your own imagery and share on Facebook, Instagram, Twitter and LinkedIn.

To download the toolkit visit [www.visitbritain.org/english-tourism-week](https://www.visitbritain.org/english-tourism-week)

**Annual Survey of Visits to Visitor Attractions**

VisitEngland is inviting responses to their Visitor Attractions Survey for 2021, to gauge the performance of visitor attractions, key trends and the impact of the pandemic.

Attractions may have been contacted directly inviting you to take part in the survey by **Sunday 8th May**. Participating attractions will receive their own benchmarking report.

If you would like to take part please contact VisitEngland on [Annualattractionssurvey@visitengland.org](mailto:Annualattractionssurvey@visitengland.org)

To find out more about the survey and to take part head to the [VisitEngland website](https://www.visitbritain.org/take-part-visitenglands-annual-attractions-survey-2021)

**Google Digital Garage - Get Your Business Visible on Google**

Join VisitEngland for their new webinar, ‘Get your business visible on Google’, held in partnership with Google Digital Garage on **Wednesday 16th March at 11am**.

Join the [free session](https://visitbritain.webex.com/mw3300/mywebex/default.do?nomenu=true&siteurl=visitbritain&service=6&rnd=0.6255054344188059&main_url=https%3A%2F%2Fvisitbritain.webex.com%2Fec3300%2Feventcenter%2Fevent%2FeventAction.do%3FtheAction%3Ddetail%26%26%26EMK%3D4832534b00000005febae1d45388eaefc608ce5a1665424e7c3cf339b9f6d2ff60d98dc5fd246e59%26siteurl%3Dvisitbritain%26confViewID%3D213671753121008502%26encryptTicket%3DSDJTSwAAAAVIV2prm9mZdkz223l08PPaq2J3dzDSC_VdTmkAlU37WA2%26) to learn more about search listings and how to get your business visible on Google Maps.

**Visit Kent**

**Winter Residents Tourism Survey**

Visit Kent and Kent Downs AONB would like to hear from Kent Residents on what 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 £50 Shepherd Neame voucher.

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.

**Entry into the survey is by Wednesday 23rd March,** [**please click here**](https://surreyfbel.qualtrics.com/jfe/form/SV_6F0pYSw7GdUrgsm)

**AccessAble Guides**

As part of the Interreg EXPERIENCE project, Visit Kent has partnered with [**AccessAble**](http://www.accessable.co.uk/) – the UK’s largest provider of access information – to create a landmark programme of inclusive visitor support. This programme will be the first of its kind delivered across the UK and will provide practical support to businesses as well as direct engagement with disabled visitors.

AccessAble’s Access Guides have been used by over 3 million people in the last 12 months. Tourism, leisure and hospitality businesses across Thanet and Kent, who have their own venue, have the opportunity to work with AccessAble to create a unique venue Access Guide

The Access Guides are based on a surveyor’s assessment and are a factual, objective resource that simply states what can be expected on arrival. Each business will have an access guide created, with the option to review participation for year 2 and 3.

To find out if your business is eligible for an access guide to be created and the price, head to the [Visit Kent Business website](https://visitkentbusiness.co.uk/get-involved/accessible-kent/accessable-guides/)

If you have any questions about what category your organisation fits into or you would like more details on the access guides, then please contact Visit Kent on enquiries@visitkent.co.uk

**Accessible Kent E-Learning**

In partnership with ​AccessAble, Visit Kent are launching a FREE disability equality training course (can be undertaken in 45 minutes), helping businesses provide a great service to disabled people and carers

The module is for everyone - from management to reception to shop floor to venue guides

The course covers

* What do we mean by disability?
* Disability equality and the law
* Types of impairments
* Providing a greater service to everyone
* Language

To find out more and undertake the training, [please click here](https://visitkentbusiness.co.uk/get-involved/accessible-kent/accessible-kent-e-learning-page/)

**Other News**

**Heritage Open Days - Registration Open**

Heritage Open Days is back between **Friday 9th - Sunday 18th September** with the theme ‘Astounding Inventions’

Heritage Open Days is England’s largest cultural festival and it enables local people to showcase the stories and places they care about. Their website is full of inspiration for how you can get involved, including a ‘Tell your story’ leaflet and a ‘Get Started’ pack.

If you're interested and want to find out more - join them for one of their upcoming '[Planning & Inspiration' webinars](https://www.heritageopendays.org.uk/news-desk/news/planning-inspiration-for-2022) to share ideas and discuss plans for the year ahead. You’ll also meet fellow organisers and hear how some have approached past themes to great success both in-person and online. Come for the inspiration, the community connection, and to have those niggling questions answered!

To find out more about the scheme and to register your interest by **Monday 1st August,** please visit the [Heritage Open Days website](https://www.heritageopendays.org.uk/organising/how-to-get-involved)

**Open Top Bus Returns for 2022**

Stagecoach has confirmed their popular Open Top Bus service running between The Boating Pool Ramsgate and Stone Bay Broadstairs, will be back running for the 2022 season from Friday 15th April.

For details of pick up points, operational days ands times, [please click here](http://www.visitthanet.co.uk/attractions/thanet-open-top-bus-11767/)

**Brochure Distribution Assistance - From Brochure Connect**

We are a leading brochure distribution company in the south, working with a wide range of tourism/leisure businesses and destinations to reach their target audience. Brochures remain one of the most powerful marketing tools to drive visitor numbers. We place brochures in outlets where people are relaxed and actively seeking information. We can create campaigns to reach specific audiences as well as specific geographic areas, to tailor distribution to your target market. Research shows that content delivered in paper form is more stimulating than content delivered in digital form and therefore engagement is higher. Brochures act as an effective tool to bring visitors directly to you, drive traffic to your website and work in harmony with digital campaigns. We offer very competitive prices with a high level of customer support.

If you are a tourism/leisure business and would like further information please get in touch:

Phone 01494 522518

Email: info@brochureconnect.com

Website <http://brochureconnect.com/>

**Creative Estuary Business Directory**

Turner Contemporary is an inaugural member of the new [Creative Estuary Business Directory](https://www.creativeestuary.com/discover/estuary-businesses), created jointly by Locate in Kent and Creative Estuary

There is an array of creative industry businesses within the Estuary. From designers and architects to film studios and software developers.

If your organisation is not already registered on the site, it is free to do so