

## **November's Tourism Matters - From Art Homes to Volunteering Opportunities, with a little bit of Christmas**

### **Destination Management Framework**

Thank you to those who attended the Destination Management Framework Workshop on Tuesday 29th October. We hope that you found the session lively and worthwhile, with plenty of opportunity to input your thoughts and ideas.

Blue Sail's report on the activities undertaken at the workshop will be shared early in the New Year.

As mentioned during the presentation, our B2B website [www.visitthanetbusiness.co.uk](http://www.visitthanetbusiness.co.uk) includes information on our most recent research - the Cambridge Economic Impact Model 2017 and Visitor Survey Research 2018.

Next February, we will be holding workshops in each of the three towns to share key insights gathered from the Visitor Survey and how this information can be used to enhance your business promotion, increasing visitors to Thanet. Further details will follow in the new year.

### **In the Media**

This month we received coverage from a press visit to Ramsgate by Tracey and her family for Pack the PJs - [24 Hours Exploring Historic Ramsgate in Kent](#) plus a review of the [Royal Harbour Hotel, Empire Room and Little Ships](#)

We also helped to co-ordinate activities and host 15 Instagrammers on an Instameet to Margate with VisitEngland and Visit Kent. The visit was part of VisitEngland's 'microgap' campaign and focussed on the theme of 'Give Back'. It included a beach clean, visit to a vintage clothes shop, workshop on how to upcycle garments. There were lots of social media posts during the visit, plus we've also picked up a couple of blogs.

- <https://www.cktravels.com/visiting-margate-with-visit-england/>
- <https://wherecharliewanders.com/microgap-in-margate/>

Other destination coverage we have picked up this month can be seen [here](#).

### **Opportunity to participate in Southeastern's Christmas campaign**

Southeastern Railway is running a Christmas campaign from 2nd to 4th December to promote off-peak travel. The campaign will be supported with paid social media activity and a link to their designated landing page for Christmas, which will feature ideas of things to do and discounts/offers with attractions and businesses.

Southeastern would love to include offers from our area, so if you are interested in participating, please let us have details of your offer and any terms and conditions by return or by midday on Monday 18th November at the latest - [julie.edwards@thanet.gov.uk](mailto:julie.edwards@thanet.gov.uk)

### **Cultural Consortium: Ramsgate High Street Heritage Action Zone (HAZ)**

You may remember that Ramsgate was successful in its bid to become a **High Street Heritage Action Zone** in September 2019.

The first phase of this project is to design a Delivery Plan for the scheme and this will be done in partnership with the local community and organisations.

In order to do this, a new Cultural Consortium will be formed which will be responsible for developing a cultural programme to accompany the physical repairs and work to the high street. The Cultural Consortium will also be responsible for putting together a bid for more funding for the cultural programme.

We are looking for organisations of any size or nature to be part of this consortium. We ask that they can commit to the consortium for four years and are adept at working with multiple stakeholders. Having a deep knowledge and passion for Ramsgate's cultural heritage and local community is key!

Revitalising Ramsgate's historic high street is an initiative that is close to many people's hearts so this is a great opportunity to be involved!

We are seeking expressions of interest to be submitted by Friday 22nd November. If you are interested please contact [communications@thanet.gov.uk](mailto:communications@thanet.gov.uk) for more detailed information and to complete an expression of interest form.

### **England's Creative Coast Art Homes**

Do you currently let your home in Thanet to short-stay visitors? Or have you ever considered it? Visit Kent and Turner Contemporary would like to hear from you

In response to the current tourism trend for experiential holidays staying in people's homes (e.g. Air BnB, Home-stay) and the strength of the creative industries in the region, England's Creative Coast, a project by Turner Contemporary and Visit Kent, is trialling Art Homes – an initiative where local artists open their homes as places for people to stay and current home-stay hosts work with artists in new ways - to provide visitors with a unique overnight stay experience they can't resist, and an additional income stream for artists.

To find out more about Art Home or register your interest in being part of the pilot project, please contact Louisa Mungall at Visit Kent [louisa.mungall@visitkent.co.uk](mailto:louisa.mungall@visitkent.co.uk)

### **Visitor Information Service - Christmas Opening**

The **Thanet Visitor Information Centre at Droit House** will be operating the following opening hours over the Christmas period

- Monday 23rd - Thursday 26th December : CLOSED
- Friday 27th - Sunday 29th December OPEN 10am to 5pm
- Monday 30th and Tuesday 31st December : CLOSED
- Wednesday 1st January: OPEN 11am-4pm
- Return to winter hours Wednesday - Sunday 10am -5pm from Thursday 2nd January

**Ramsgate Visitor Information Centre** will be closed from 12noon Tuesday 24th December until Sunday 5th January. It will reopen on Monday 6th January for winter hours 11am-3pm

### **Event Posters**

Please note we are now updating our Tourist Information Point blue poster boards once a month as we are in the winter season. Please bear this in mind when sending us posters for inclusion in these. We ask for 10-15 A4 copies 4-6 weeks prior to an event.

### **What are you doing for Christmas and New Year?**

If you have not already supplied your event information for Christmas and New Year, do please let us know so that we can add it to our website, include in social media and answer media enquiries that we may receive

Events can be submitted using the [online form on our website](#) from where they will be authorised for publishing

### **Don't forget to follow us and read our blog**

If you are not already doing so, don't forget to follow us on Twitter @VisitThanet, Facebook @VisitThanet and Instagram @visitthanet

Plus, remember to tag us in on your posts so we can like and share your content too.

Have you read our latest blog '[Food Glorious Food](#)' about the award winning place to eat in Margate, Broadstairs and Ramsgate? [Our blog](#) can be used as a source of ideas for your guests and social media

### **Volunteering opportunities with Margate Caves**

Our colleagues at Margate Caves have a variety of exciting volunteering opportunities, from working in the shop, assisting in the busy cafe, administration for the community rooms to gardening and maintenance. They are holding a recruitment event on 20th November from 11am to 4pm so anyone interested can pop in, have a chat and find out more. Further information can be found [here](#), plus they are more than happy for you to contact them if you have a particular skill you would like to offer.

### **Get Involved - Kent Big Weekend 4th & 5th April 2020 (logo)**

The Kent Big Weekend is back for 2020, celebrating the leisure, tourism and hospitality industry, by offering thousands of FREE tickets to Kent residents. This allows residents to experience first-hand all that the county has to offer them, so they in turn can show their friends and relatives when they visit

If you participated in 2019 you can [login into your account](#) to update your details and upload your ticket allocation

If you are new to Kent Big Weekend, please register your business first

To check if you participated in 2019 or if the contact has changed, please email Jim Dawson [Jim.Dawson@visitkent.co.uk](mailto:Jim.Dawson@visitkent.co.uk)

The deadline to register your business, update and upload your ticket allocation is **Friday 24th January 2020**

For more information on Kent Big Weekend, visit the [Visit Kent Business website](#)

## **England's Coast Ambassador Training**

As part of the England's Coast Project, the National Coastal Tourism Academy have created a free, online course, [England's Coast Ambassador](#) aimed at all visitor-facing staff. The course is fun, can be completed in around an hour and is ideal for new members of staff, those who have just moved to the area or as a refresher for the experts!

The course covers all of England's Coast and the South East, including modules for Kent, Brighton and East Sussex, West Sussex, Portsmouth and Gosport and the Isle of Wight. Each module is packed with information on the local area – history, culture, attractions, nature, how to get around and more – plus a module on how to give international visitors a special welcome. The course finishes with a short quiz and, on successful completion, participants can download their own personalised Ambassador certificate.

This is for everyone who interacts with visitors - whether accommodation or attraction providers, transport or retail staff or places to eat and drink.

Use [this LINK](#) to view the course and share with your staff.

## **Have you got your Kent Pass?**

Have you seen or heard of the Kent Pass? This promotional pass enables visitors and residents to save money across family attractions, shops, restaurants (including hotel restaurants) and cinemas in Kent. The pass is designed to drive visitor spend and encourage domestic overnight stays [www.kentpass.com](http://www.kentpass.com)

It is FREE for businesses to take part and feature an offer via the pass and there is total flexibility around the type of deal offered. The team is passionate about promoting and supporting local, independent businesses.

The pass is being sold online and offline. Passholders are able to use both a physical plastic card and a digital pass (generated via the app) and all offers are listed on both the app and website.

To get involved or if you require further information, please [complete the online form](#) or email Jonathon Moore ([jm@essexpass.com](mailto:jm@essexpass.com))

## **Tourism Alliance Questionnaire**

The Tourism Alliance is undertaking a piece of research into regulatory compliance on behalf of the Department for Business, Energy and Industrial Strategy (BEIS), and Kent was chosen as the location for data collection with outcomes aimed to improve support for tourism SMEs nationally. As such, they would like [businesses to complete their questionnaire](#). It should take no longer than 10 minutes, **the deadline is Friday 15th November** and only one response per business please.

The purpose of the project is to gain a better understanding of the ways in which tourism businesses, particularly micro-businesses and SMEs, across Kent gain guidance on how to comply with regulations impacting their business. This will be extremely useful in finding ways to improve and encourage access to the services that can assist businesses to more effectively address regulatory compliance issues.

### Your News

Good luck to the following Thanet businesses who have been named as finalists in the Kent Life Food and Drink Awards, with the winners announced on Thursday 28th November. We will let you know in December's issue how they got on

- Cliffs, Margate - Independent Café/Tea Room of the Year
- Quex Barn, Birchington - Farm Shop of the Year
- Cliftonville Farmers' Market - Farmers' Market of the Year
- Buoy & Oyster, Margate and Houdini's Magic Bar, Broadstairs - Outstanding Customer Service
- Roost, Margate - Family Dining Award
- Arya, Ramsgate - Restaurant of the Year

Congratulations to **Copperfields Vegetarian Guest House** in Broadstairs who has recently been awarded a ROSE Award from VisitEngland. ROSE Awards are awarded to accommodation providers across England who provide visitors with the warmest of welcomes. They recognise the owners, management and employees of establishments that go above and beyond, making customers' experiences extra special, irrespective of star rating, style or accommodation type.

### Events

- [Christmas Events](#) - Lights, Pantos, Fairs, Father Christmas and more
- 22nd November: [Westwood Light Switch On](#)
- 22nd - 24th November: [The Margate Bookie](#)
- 24th November: [Ramsgate Christmas Light Switch On](#)
- 1st December: [Westgate Light Switch On](#)
- 2nd December: [Frost and Fire](#), New Kent Art Gallery
- 14th - 31st December: [Cinderella](#), Sarah Thorne Theatre
- Until 12th January: [Turner Prize](#) and [Margate NOW](#)