

## **Tourism Matters - Summer Economic Statement, Latest Lockdown Easing and new Kick Start Fund**

This week we have information on the Chancellor's Summer Economic Statement, the latest measures announced for the easing of lockdown and reopening of the economy, the new kick-start fund to support small businesses in tourist destinations and details on what businesses should do to help support NHS Test and Trace.

We hope all is going well for those of you who opened your businesses last weekend and that those of you who are not open yet are getting the support you need.

Remember, to support businesses as they begin to reopen, there is dedicated information available at [thanet.gov.uk/reopening](https://thanet.gov.uk/reopening). In the last week, the council has added some social media assets as well as posters that you are welcome to use for free.

Help is also available via the council's support line on 01843 577330 (open Monday to Friday, 9am to 5pm) as well as the Kent and Medway Growth Hub business support hotline 03333 602 300 (Monday to Friday, 8.30am to 6.30pm).

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 [visitthanet.co.uk/tourismmatters](https://visitthanet.co.uk/tourismmatters)

### **Thanet District Council**

In the last issue, we let you know about the launch of our Beach Management Plan in response to specific issues identified by residents following the Government's easing of restrictions due to COVID-19. The Beach Management Plan is designed to help people enjoy the area safely and covers issues like parking, toilets, ASB, litter and public messaging.

Since then, a joint agency meeting has taken place involving a number of organisations, including Kent Police, Southeastern, RNLI, and KCC. All partners agreed to take a robust approach in circumstances where people are flouting rules and disrespecting our public spaces.

As part of this commitment, Kent Police enforced two dispersal orders in Margate and Kingsgate last weekend (4/5 July) following concerns over anti-social behaviour on and around beaches. Additional patrols operated around Margate Main Sands and between Botany Bay and Viking Bay to guard against possible crime and disorder in the areas.

We have also written to the Government, via our two MPs, to ask for additional resources to support us.

In the meantime, the council continues to communicate local messages and the actions and effectiveness of the Beach Management Plan are kept under constant review.

In the last few days, there has been a lot of positive goodwill on social media from residents in Broadstairs and Margate who have created their own anti-litter messages. These residents are using their own connections with local businesses to display posters in the

towns. We have since started conversations with them in the hope that we can work together to support these popular initiatives and amplify the campaigns. We will keep you posted.

Finally, as part of the campaign to encourage people to return responsibly to our towns and shop local, the council will use their social media channels and resident newsletter [The Wave](#) to remind residents that they offer free parking every Saturday at Mill Lane in Margate, Harold Road in Cliftonville, St Peters Park Road in Broadstairs and Cannon Road in Ramsgate.

## [Government Information](#)

### **Chancellor's Summer Economic Statement**

The Chancellor of the Exchequer, Rishi Sunak MP, gave his summer economic statement in which he set out a ['Plan for Jobs'](#) to continue the UK's recovery from the coronavirus outbreak. The Chancellor noted that tourism has been one of the worst affected sectors and below is a summary of the key points from the Chancellor's statement for tourism businesses.

- The rate of VAT applied on most tourism and hospitality-related activities will be cut from 20% to 5%.
- To encourage people to safely return to eating out at restaurants the Government has set up a new 'Eat Out to Help Out' discount scheme. It will provide a 50% reduction for sit-down meals in cafes, restaurants and pubs across the UK from Monday to Wednesday every week throughout August 2020.
- A bonus scheme worth up to £9 billion for firms has been announced to re-employ furloughed workers. An employer who brings someone back off furlough, and keeps them in a job until January, will get a £1,000 bonus. To get the bonus, firms must pay at least £520 each month.
- A new £2 billion Kickstart Scheme will also be launched to create fully subsidised jobs. Businesses will be given £2,000 for each new apprentice they hire under the age of 25. This is in addition to the existing £1,000 payment already provided for new 16-18 year old apprentices and those aged under 25 with an Education, Health and Care Plan.

Culture Secretary, Oliver Dowden MP, yesterday announced the latest measures for the easing of lockdown and the reopening of the economy.

- Outdoor performances and recreational sport may resume this weekend, and [outdoor gyms, swimming pools and water parks](#) may reopen. Venue capacity will be reduced and electronic ticketing will be implemented to control crowds and support Test and Trace.
- Indoor gyms and swimming pools may reopen from 25 July, with appropriate measures such as enhanced cleaning protocols and pre-booking systems in place.
- A number of indoor performances will be piloted by Public Health England, in collaboration with organisations including the London Symphony Orchestra and Butlins. These test events will support related research to work out how indoor performances may resume safely.

- The planning system is also being altered to protect theatres from demolition and change of use. This comes in addition to the £1.5 billion package announced last week.

### **£10million tourism kick-start fund**

The Government has announced a new package to support small businesses in tourist destinations. Grants of up to £5,000 will be available to help adapt businesses following the coronavirus pandemic. The funding could be used to pay for specialist professional advice, to adopt new technology and online systems or to purchase new equipment. Further information on the announcement can be found [here](#) and we will update you as soon as more information is available.

### **Arts Culture and Heritage Fund**

A £1.57bn funding package has been announced for arts, culture and heritage businesses. Emergency grants and loans will be available for organisations across the sector including performing arts and theatres, heritage, historic palaces, museums, galleries, live music and independent cinemas.

Read the press release [here](#). More information is set to be released on how to access the funding.

### **Maintaining records of staff, customers and visitors to support NHS Test and Trace**

The government has issued guidance for businesses providing an on-site service to collect and maintain data on staff, customers and visitors upon reopening to help support NHS Test and Trace. The guidance applies to:

- Hospitality, including pubs, bars and restaurants (it does not apply to businesses operating a takeaway/delivery only basis).
- Tourism and leisure, including hotels, museums, cinemas, zoos and theme parks
- Facilities provided by local authorities including town halls and civic centres for events, community centres, libraries and children's centres.
- Places of worship including use for events and other community activities.

The information businesses should collect is outlined [here](#) (scroll down). The data needs to be kept for 21 days and should be collected in a way that is manageable for your establishment.

### **Guidance on collection and maintenance of data from Information Commissioner's Office (ICO)**

The ICO has also published a [statement](#) and a short [data protection checklist](#) for protecting customer data:

- Ask for only what's needed
- Be transparent with customers and what the information is being used for
- Store the data [carefully](#)
- Don't use it for other purposes
- Erase the data in line with the government guidelines

## **Defer your Self-Assessment payment on account due to coronavirus (COVID-19)**

Further information about the [July 2020 payment on account deferment](#) has been made available.

## **Closing certain businesses and venues in England, social distancing in a local lockdown**

Guidance on [closing certain businesses and venues](#) in England (or keeping them closed) has been updated following the further easing of coronavirus restrictions from 4 July, as well as location-specific guidance for [closing businesses in Leicester](#). Leicester-specific guidance for [social distancing during a local lockdown](#) has also been updated.

## **Other Government Updates**

- DCMS's Advice to accommodation owners has been updated to incorporate the changes that have occurred since 4<sup>th</sup> July. Among other things, the updated advice provides more guidance for accommodation businesses on what to do if a customer shows symptoms of Coronavirus while staying in the accommodation. <https://www.gov.uk/guidance/covid-19-advice-for-accommodation-providers>
- Businesses will have the [flexibility to bring furloughed employees back to work](#) on a part-time basis from 1 July. The flexibility includes hours and shift patterns of employees.
- The [Coronavirus Job Retention Scheme](#) page has also been updated with new information, including employees being able to be recorded as on furlough during time spent on holiday, how to calculate furloughed hours for different sets of circumstances and how to treat statutory payments received in the claim period.
- [New examples](#) for how a business could be adversely affected by coronavirus have been added to the Self-Employment Income Support Scheme (SEISS) claim page.
- Guidance on [how to self-isolate when travelling to the UK](#) has been updated to reflect exemptions for certain travel corridor countries and territories.
- Updated travel details and new coronavirus (COVID-19) guidance has also been published for individual [travellers exempt from border rules in the UK](#), beyond those people travelling from travel corridor destinations.

## **[VisitBritain/VisitEngland](#)**

### **Enjoy Summer Safely Campaign**

VisitBritain/VisitEngland are brand partners in the Government's new 'Enjoy Summer Safely' campaign, which launched on 4 July. The campaign aims to encourage people to take advantage of the businesses that are opening up for the first time in more than three months, in particular, hospitality businesses.

The campaign promotes this message by encouraging people to go back this summer to the things they have missed, as long as they follow the [Covid-19 Secure guidelines](#).

To help businesses welcome and reassure customers, VisitBritain/VisitEngland have worked with the Government on the tourism elements of the campaign and on a toolkit businesses can use.

Find out more and get involved on

[www.visitbritain.org/get-involved-enjoy-summer-safely-campaign](http://www.visitbritain.org/get-involved-enjoy-summer-safely-campaign)

### **Business Recovery Webinar Programme**

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

Speaking to customers in a post Covid-19 world - Thursday 9 July (will be available on link below)

- Using technology to maximise your business - Thursday 16 July
- Sustainability - Tuesday 21 July
- Accessibility - Thursday, 30 July
- A series of 'Brushing up on skills' webinars start on Tuesday, 4 August.

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

### **Visit Kent**

#### **Top tips on implementing new social distancing guidelines**

For those of you who missed this webinar, a recording can be found [here](#)

### **Other**

#### **Have you updated your website and social media pages?**

This may sound obvious, but it is something that does get missed, particularly when you are busy focussing on adapting your business to ensure you comply with the new government guidelines prior to opening.

The team has noticed some sites and social media accounts stating businesses are closed when we know they are open. Potential customers may not have this knowledge, so you could miss out on valuable business.

### **Your News**

#### **Activation: Margate NOW 2020**

Margate Festival has appointed People Dem Collective as Guest Curator for Margate NOW 2020, they are a community group based in Margate whose mission is to 'facilitate systemic change, promote healing and continue the work of our ancestors'.

They are activating a further call out to be part of the festival, specifically encouraging participation from Black and Brown artists and communities in the area, in an honest, sensitive and inclusive way, with support throughout the process.

Further details about the Activation can be found [here](#), the closing date for applications is midday on Friday 24 July.

#### **Looping the Loop - 'Unexpected Performance Service'**

Looping the Loop and We Are Nearly Normal are now bringing short, contactless performances consisting of your personal doorstep Nearly Normal Dog Agility team!!

Further information can be found [here](#)

**Ambrette - home delivery here to stay**

In light of feedback from customers, the Ambrette have decided to continue their home delivery service - this includes their exotic Sunday roast and afternoon teas. They also have a home delivery app which customers can download.

<https://www.ambretterestaurant.co.uk/margate-home>