

## Late August Tourism Matters - Margate Town Deal engagement and Visit Kent's Secret Garden

In this issue we provide you with details of how you can get involved with Margate's Town Deal and the launch of Visit Kent's new campaign 'The Secret Garden of England' that Thanet District Council is a partner in

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

### Thanet District Council

#### **Margate Town Deal**

As many of you are aware, Margate is one of 101 towns from across England that could receive up to £25 million from the Government to improve skills and transport, create new jobs and regenerate the local area. The Towns Fund has the potential to make a big difference in Margate around three key themes set by the Government:

- *Urban regeneration, planning and land use*
- *Skills and enterprise infrastructure*
- *Connectivity*

The Margate Town Deal Board is made up of representatives from local business, services, people and government. Their role is to understand the needs and priorities of Margate, how the Towns Fund could respond to those needs and create an Investment Plan to deliver change. And now it's gearing up for public engagement. [You can read more in a recent blog from the Chair](#)

The Government guidance makes it clear that the *"Town Fund should be developed with input from the community, who should feel a sense of ownership."* To do this, the Board has recruited an experienced community and stakeholder engagement specialist who will ensure that there are a range of ways that people, businesses and organisations can get involved and have their say next month. This will include digital focus groups, online questionnaires and a social distanced exhibition.

This is a very exciting time for Margate but the money isn't guaranteed so we need to prepare the best possible Investment Plan. The more people get involved, the stronger this will be.

We will let you know when the engagement is live and how you can get involved but, in the meantime, if you would like to be added to the mailing list, please email [research@pleydellsmithyman.co.uk](mailto:research@pleydellsmithyman.co.uk)

#### **Seaweed Status Update**

Every year, people get in touch asking when we're going to remove the seaweed or why we can't remove more or why we touch it at all. To help answer these questions, we have published some FAQs at [thanet.gov.uk/seaweed/](http://thanet.gov.uk/seaweed/) to provide a bit more insight and reassurance, particularly making it clear that areas of chalk reef are protected which means we are unable to use the machinery to remove seaweed in those locations.

As a naturally recurring phenomenon, we only remove it where accessible and absolutely necessary. In response to reports of excessive odour, we asked Kent Fire and Rescue Service to monitor the levels of hydrogen sulphide in the Birchington area. Based on those readings, they concluded that they do not consider there to be any risk to public health.

The Council followed our Foreshores Officers around last year as part of its [A Day With Series](#) on Twitter and it's well worth a read - packed full of information and footage.

### **Government Information**

Some of the remaining aspects of England's culture, sport, leisure and business sectors were permitted to reopen from Saturday 15th August in England – except for specific areas where local restrictions are in place, as follows:

- [Indoor theatres, music and performance venues will be able to reopen](#) with socially distanced audiences under updated performing arts guidance published by the Government.
- [Wedding receptions](#) in the form of a sit-down meal in a COVID-secure location for up to 30 guests will now be permitted.
- A number of [pilots will now be able to take place at event venues](#) across the country to help plan how best to restart indoor business events and implement social distancing practices. Business events and conferences will be permitted to resume from 1st October provided rates of infection remain at current levels.
- Indoor play and indoor soft play, bowling alleys, skating rinks and casinos will be permitted to reopen.
- Beauty salons, tattoo studios, spas and barbers across England are now able to offer all close contact services – including front of the face treatments such as eyebrow threading, eyelash treatments and facials – from Saturday 15th August under new guidance.
- The [piloting of a small number of sporting events](#) to test the safe return of spectators resumed from Saturday 15th August with a view to reopening competition venues for sports fans, with social distancing measures in place from 1st October.
- At the same time, the Government announced a series of tough new [enforcement measures](#) targeting the most serious breaches of social distancing restrictions, including significantly increasing fines in the coming weeks for repeatedly not wearing face coverings where mandated. All staff offering close contact services, including hairdressers, are now required to wear a face mask (type 2 surgical), in addition to a clear visor that covers the face.

### **Other Government Updates**

#### **Filming and broadcasting update**

Filming and broadcasting at permitted visitor economy venues can take place subject to those using the premises following the guidance issued for filming from the [British Film Commission](#) or, in the case of TV production, [the BBC](#). The number of persons allowed on site will be in accordance with the filming or TV production guidance. However, arrangements for meetings, accommodation or food and refreshments will need to follow the

relevant [visitor economy guidance](#). Exhibition and conference centres are not permitted venues presently and therefore not able to use their facilities for these purposes.

### **DCMS Coronavirus Impact Business Survey - Wave 2**

DCMS is undertaking a second wave of their Coronavirus Impact survey in order to better understand the impact of the Coronavirus outbreak on organisations in the digital, culture, media, sport, gambling, telecoms, and tourism sectors and what needs to be done to support businesses. The survey should take around 10-20 minutes and the deadline for responses to the survey is 11.59pm on Tuesday 8th September. [To take part please click here](#)

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

#### **Escape the Everyday Domestic Campaign**

Launching this September, *Escape the Everyday* will reassure consumers and build their confidence to book travel across the nations and regions by tapping into their pent-up desire to escape and for freedom following months of lockdown.

The campaign will highlight our unique tourism offer by focusing on three key themes – Discovery, Freedom to Explore and Treat Yourself. Content will showcase both our vibrant cities and breath-taking countryside and coastal locations that make the UK a brilliant place to explore this autumn and winter.

Whatever your size of business – large or small – there are ways to get involved.

As a destination we will be providing destination information but would encourage businesses to also to take advantage of the opportunity.

[To find out more about the campaign, go to the VisitEngland website](#)

### **[Visit Kent](#)**

#### **The Secret Garden of England**

This week Visit Kent have launched their new campaign '*Secret Garden of England*', which Thanet District Council is a partner in. It invites and reassures visitors that it is safe to enjoy and start exploring Kent's tourism and hospitality industry in-line with the easing of lockdown restrictions.

The campaign [www.visitkent.co.uk/secret-garden-of-england/](http://www.visitkent.co.uk/secret-garden-of-england/) is supported by a range of engaging digital activities including radio promotion, video seeding, programmatic advertising, paid social media and editorially rich content.

Thanet is represented in the themes - Find your Family Favourite, Get Away from it All, Discover Legend and Heroes, A Taste of Adventure and Reap the Rewards

A [new video](#) has been created to accompany the campaign portraying a range of open landscapes, food and drink offerings and iconic sights.

#### **Interreg Experience Development Programme**

Thanet District Council is participating in the Interreg Experience Development Programme with Visit Kent.

We're looking to work with organisations, both traditional tourism businesses and businesses from other sectors, from across Thanet to develop new experiential tourism products for the off-season.

If you have a great idea for a new experience, an idea for collaborating with another business or an existing offer which could be adapted for a new audience, this programme could help you turn this into reality and take it to market through a package of dedicated support worth around £6,000. Further information can be found in the [full applicant guidance document](#).

**The deadline to apply for phase one is Monday 31st August**

### **[Other Information](#)**

#### **Kent and Medway Business Fund**

Kent County Council is now taking applications for the Kent and Medway Business Fund (KMBF). Alongside the original KMBF loan, KCC has launched two new loan schemes in response to the economic crisis caused by COVID-19. The schemes are available to help businesses to recover and return to growth.

KMBF schemes available:

- [KMBF Loan](#) offers 0% loans between £101,000 and £500,000. The application is open to small and medium-sized businesses (SME) in Kent and Medway and is available to those in the eligible sectors, including star-ups.
- [KMBF Recovery Loan](#) offers 0% loans between £50,000 and £100,000. The loan is available to those who have been trading for at least 3 years as of 31st December 2019 and who operate in eligible sectors.
- [KMBF Capital Growth Loan](#) offers 0% loans between £50,000 and £100,000. The loan is available to those who have been trading for at least 3 years as of 31st December 2019 and who operate in eligible sectors.

Further information can be found on the [Kent County Council website](#)

#### **Kent Life Food and Drink Awards Open**

Nominations for the Kent Life Food and Drink Awards are now open. This year to reflect the challenges experienced and how businesses have adapted the awards have a new look, with new categories introduced.

Make your nomination at [www.kentfda.co.uk](http://www.kentfda.co.uk) by noon on Thursday 17th September with the winners announced in the January issue of Kent Life magazine

### **[Tourism Service News](#)**

#### **Visitor Information Service Hour Update**

Please note that the Thanet Visitor Information Service at Droit House is currently open 7 days a week 10am - 5pm. These hours will be until Sunday 6th September when it will revert back to opening 5 days a week (Wednesday to Sunday) 10am - 5pm.

#### **Visitors' Maps**

Please let us know if you would like copies of the Visitors' Maps 2020. Contact us on [visitorinformation@thanet.gov.uk](mailto:visitorinformation@thanet.gov.uk) or call 01843 577577 to arrange collection

### Your News

There is just over a week to view **Turner Contemporary's** exhibition 'We Will Walk – Art and Resistance in the American South' that closes on Sunday 6th September. Tickets must be booked online in advance [www.turnercontemporary.org](http://www.turnercontemporary.org)

Happy Anniversary to [Margate Caves](#) who celebrated being reopened for a year on Saturday 22nd August.

Congratulations to Margate's [Ctrl Alt Esc](#) escape room that celebrated their third year of operation earlier this month