

## **Tourism Matters: Good news, Opportunities and Congratulations**

This is essentially a good news Tourism Matters to let you know the activity we are undertaking during the Autumn and Winter months to promote the destination and encourage visitors to the area, who will hopefully spend in the local economy and more importantly your businesses.

There are a few Government updates, but for once we thought you'd like the good news first.

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)

### **'Escape the Everyday - A Coast for all Seasons'**

We have been working hard to produce a new film promoting the coast as a place worthy of a visit during autumn and winter. We have new information on our website to support this, plus a competition running until the end of October to help generate interest and increase sign-ups to our consumer e-newsletter - you can view these [here](#).

We will be marketing the film as widely as possible, organically at first, and are looking at opportunities for how we can reach new people in our target audiences with it. With the new Government tier system and rapidly changing environment, our activity will also include messaging around, 'if you are able to travel within Government guidelines'.

The film will be featured in an e-newsletter sent out by Visit Kent today as part of our paid-for campaign activity with them. This e-newsletter will go to their database of just under 15,000 people.

We are also hopeful that both VisitEngland and England's Coast will share it through their channels. We chose the 'Escape the Everyday' element of the title to tie in with VisitBritain/VisitEngland's autumn campaign of the same name.

**Please help** - we would really appreciate your assistance with getting the film to as wide an audience as possible and ask that you like, share and comment on our social media posts, or generate your own, linking to the film and encourage people to visit. We appreciate that you may have a more local audience, but the 'Visiting Friends and Relatives' audience is so strong, this will still be beneficial, even if this is for future visits when there are fewer restrictions.

Thank you in advance for any assistance you can give to this, we can all benefit from this activity.

Additional activities around this include new blogs, press and PR and our own consumer e-newsletter, which will be going out next week.

### **Visitors Map 2021**

We will be producing a Visitors Map next year, but may need to work on this a little bit later in the hope that venues will be in a better position to be able to confirm their opening times and prices, etc.

### **Viking Coastal Trail Leaflet**

We have had confirmation from Kent County Council that they will provide contribution to a reprint of the popular Viking Coastal Trail leaflet, plus a couple of counters so we can quantify how popular parts of the route are. We are currently in the process of updating the information in this.

## Interreg Experience Project

Thanet District Council has contributed to be part of the Interreg Experience Project through Visit Kent. This is **an opportunity for all local tourism businesses** who may be rethinking how they can diversify their business in the current climate, or who have had ideas for a while, but just need a bit of guidance and support bringing them to market.

The first round of applications has already been assessed, with some exciting new experiences put forward for Thanet.

The second round is now open with a deadline of 31 December. Successful applications receive a support package of around £6,000. Further details can be found [here](#). We anticipate having at least 10 new visitor experiences for Thanet as an outcome of this project.

If you would like inspiration, Visit Kent is holding eight FREE [Visitor Development Workshops](#) around different themes, with no limit to the number that can be attended.

## Government Advice

On 12 October, the [Prime Minister made a statement to the House of Commons](#). The announcement sets out how the Government plans to standardise and simplify local lockdown measures, by introducing [a three tiered system of local COVID Alert Levels in England](#) - set at medium, high, and very high. You can [view the areas in England listed as local COVID alert level high and local COVID alert level very high](#) and the [postcode checker on GOV.UK](#).

## Job Support Scheme guidance updated

The guidance for the [Job Support Scheme](#) has been updated to include businesses required to close as a result of the new alert scheme. New information has been added to clarify the support for businesses with different rateable values:

- Properties with a rateable value of £15,000 or under will receive grants of £667 per two weeks of closure (£1,334 per month).
- Properties with a rateable value of over £15,000 and less than £51,000 will receive grants of £1,000 per two weeks of closure (£2,000 per month).
- Properties with a rateable value of £51,000 or over will receive grants of £1,500 per two weeks of closure (£3,000 per month).

## Other Government updates

- The guidance on deferring your [self-assessment payment](#) on account has been updated.
- [Guidance on who can claim support](#) and how to apply for the test and trace support payment scheme has been published.
- The advice for UK [visa applicants and temporary UK residents](#) has been updated to state that customers can now apply at any VAC centre if their closest one is closed

## Other News

### VisitBritain/VisitEngland - Business Recovery Webinars

Tour Guiding - The New Experience - Wednesday, 21 October, 11am to 12pm

A key driver to get to know a destination lies with the amazing array of tour guiding options, from driver guides and coach tours to the independent tour guide uncovering the hidden treasures through structured tours.

Join VisitBritain/VisitEngland for an in-depth look at how some of the key bodies are supporting the sector, including case studies from independent tour guides on how they are adapting the experience and managing expectations. Register [here](#).

### **National Coastal Tourism Academy - COVID-19 Business Barometer Survey for Tourism and Hospitality Industry - Autumn Wave**

The National Coastal Tourism Academy would really appreciate a few moments of your time to [complete this business survey](#) and help them understand the current national picture of businesses on the coast. The data will be presented to the Government to give up- to-date insight on the impact of COVID-19 on coastal businesses and evidence the need for further support and investment to ensure survival and recovery of the sector.

### **The Mason Mile - Ambassadors Wanted**

The Mason Foundation was founded in 2017 by entrepreneur and philanthropist Stepehn Mason with the single mission of supporting communities to become happier, healthier and more active.

The Mason Mile is now recruiting ambassadors - people who are looking to invest as little as one hour of their time a week, to help lead walks and help their local community.

Find our more here [www.themasonmile.com](http://www.themasonmile.com) or [www.facebook.com/familymilethanet](https://www.facebook.com/familymilethanet)

### **Your News**

Congratulations to the Shell Grotto and Margate Caves who have been awarded £48,200 from the Government's Culture Recovery Fund for Heritage. The award will be shared between the attractions. Read more here

[www.shellgrotto.co.uk/post/grotto-and-caves-receive-funding](http://www.shellgrotto.co.uk/post/grotto-and-caves-receive-funding)

Congratulations to the following venues who have also received funding through the [Culture Recovery Fund](#), which will allow performances to restart, venues to plan for reopening and to help protect jobs and create opportunities for freelancers.

- Margate Winter Gardens and Theatre Royal
- Elsewhere, Margate
- Westcoast, Margate
- Turner Contemporary, Margate
- Ramsgate Music Hall
- Faith in Strangers, Cliftonville
- Clayspace, Margate

Kate Kneale and Dan Thompson and their **Back & Fill Festival** have been featured in The Guardian - [Once more unto the beach: artists' plan to boost the UK seaside](#)