

May's Tourism Matters: Invites, Green Schemes, Free Webinars and Opportunities

Dear Tourism Colleague

It's hard to believe it is May already, where is the year going? With half-term and the Platinum Jubilee celebrations just around the corner, it is gearing up to be a good year.

In this issue we have a 'save the date' for our tourism industry event, information on the Green Recovery Voucher Scheme for Kent businesses and news of our exciting new 'More to Explore' campaign to encourage locals and visitors to explore our towns, beyond the beach.

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

Tourism and Visitor Services News

Save the Date - Industry Event

On Tuesday 7 June, we will be holding an industry event at the Powell-Cotton Museum, Birchington from 2pm-4pm where we will be launching our new online Thanet Visitor Ambassador programme.

Following the development of our Green Tourism Toolkit, sustainability will be a focus with guest speaker, Dr. Hannah Scott, Thanet District Council's Climate Change Officer. Rob Robinson from Kent County Council, who manages climate change and sustainability courses for Kent businesses and advises on available grants, will also be attending.

There will be the opportunity to find out the latest information on the Margate Town Deal and the Ramsgate Levelling-Up Bid.

This will be an invaluable opportunity to network with tourism colleagues across the Isle.

To register your attendance please email tourism@thanet.gov.uk with your name, name of business and contact details

Visitor Information Service

The Visitor Information Centre at Droit House, Margate will be open daily 10am-5pm, for the May Half Term (W/C Monday 30th May) including the Bank Holidays for the Platinum Jubilee. The exterior of the Visitor Centre will be decorated to celebrate.

Jubilee Information

In preparation for Her Majesty The Queen's Platinum Jubilee we have put together a page on our website of events taking place across the Isle that we are aware of and can be shared with your guests www.visitthanet.co.uk/jubilee

If you know of an event not listed, please let us know on visitorinformation@thanet.gov.uk

Green Tourism

Green Recovery Vouchers

The Green Recovery voucher scheme will help small companies take advantage of environmental advice and services.

Businesses in Kent can apply for a voucher of up to £1,500 to implement an environmental project to help improve business sustainability, resilience and support economic recovery.

The funding is provided by the [European Regional Development Fund C-CARE \(Covid Channel Area Response Exchange\) project](#)

[For more information click here](#)

Workplace Charging Scheme

The Government has introduced a new scheme, providing grants of up to £350 per electric vehicle charge point socket installed by accommodation businesses.

If this is something that you would like to find out more about, [please click here](#)

Creative Isle Community Rail Partnership News

Ramsgate Fantasy Transport Network

Ramsgate Fantasy Transport Network is a project by Transit Collective designed to inspire creativity, playfulness and curiosity around Ramsgate. It aims to encourage participants to explore the town and to generate imaginative solutions for our transport infrastructure.

During a day combining a town walk, mapping and design workshop, participants modelled a new future for Ramsgate transport.

The ideas generated on the day can be viewed at Ramsgate Train station from Wednesday 18th May for 4 weeks. [Please click here for more information](#)

Pan African Flags for the Relic Travellers' Alliance

To celebrate Larry Achiampong's exhibition '**Wayfinder: Larry Achiampong**' at Turner Contemporary, the Creative Isle Community Rail Partnership presents four of the artist's *Pan African Flags for the Relic Travellers' Alliance* at Margate and Ramsgate train stations until Sunday 19 June.

The four flags highlight African diasporic identity. Designed in the Pan African colours, each flag features fifty-four stars that represent the fifty-four countries of Africa.

The Creative Isle Community Rail Partnership is a Turner Contemporary project in partnership with Thanet District Council and Southeastern.

Thanet District Council

More to Explore Campaign

Keep an eye out for our new communications campaign, 'More to Explore', that will be appearing on signage around the district, as well as on our social media channels later this month.

The More to Explore campaign has been developed by a local designer, and aims to encourage residents and visitors to discover the unique character of Thanet's towns and what each has to offer beyond the beach.

Thank you to Southeastern for their support with the project, installing posters at Thanet's seven railway stations and for displaying copies of our Visitors' Map.

Seafront Placemaking Exhibition

Seafront Placemaking is the final project as part of the Ramsgate Heritage Action Zone and focuses on Ramsgate's seafront, exploring its past, present and future. The end of the project will be marked by a public exhibition to take place in Ramsgate on Saturday 28 and Sunday 29 May. We will update our [website](#) with more information.

Update on the Granville Theatre

The Granville Theatre in Ramsgate was designated as an asset of community value in October 2019. The Community Right to Bid phase expired on Wednesday 20 April and Miles & Barr Commercial has now been appointed to market the property.

Maybe Tech

Kent Invicta Chamber is offering all businesses in Kent the opportunity to sign up for 12 months' **free** access to Maybe*, a social media management tool that helps you to make the most of social media to grow your business. Create and schedule impactful social media posts, and take part in free training sessions to get you started. For more information visit www.maybetech.com/thanet

Other News

Beautiful South Tourism Awards 2022/23

Would you like to be recognised as one of the top tourism and hospitality businesses in the South East? The Tourism South East '[Beautiful South Tourism Awards](#)' are now open for applications.

There are many different categories including accommodation, food and drink, dog-friendly businesses and attractions, events, experiences, resilience & innovation.

Entry is open to members and non-members of Tourism South East. All entries are charged at £50+VAT per entry, however, the first three entries submitted for any Tourism South East member are free of charge as a benefit of membership.

All entries must be submitted by midnight on Sunday 19 June.

National Coastal Tourism Academy Survey Results

Thank you to everyone who took part in the latest National Coastal Tourism Academy (NCTA) Business Survey (February - March 2022).

The results have now been published and can be viewed on the [NCTA website](#) with the headlines being:

- 37% of businesses are back to profitability (down from 47% in previous wave), 22% estimate it will be more than 12 months before they are profitable (much lower than 39% in last wave)
- Trading position has improved compared to 2019 for 35% of businesses. However, 44% are still reporting worse results than in 2019.
- The majority (74%) are at least somewhat confident about trading over the next 6 months. 11% are not confident but this is a significant improvement on the position in Autumn 2021 when 43% were not confident about the next few months.
- Businesses expect the Staycation boom to be the most significant opportunity in 2022 (mentioned by 43% as most likely to benefit). Other noted opportunities include an increase in year-round coastal breaks, personal celebration events, return of some international visitors and return of business events.
- Compared to the autumn, there is a notable change in key external factors impacting business (when seasonality was main consideration) 65% feel that increasing energy and fuel costs is their main concern and 59% have already seen increased gas and energy prices. In response, nearly two thirds are expecting to increase prices.

•Investment levels during the winter were slightly lower than usual pre-pandemic levels and notably lower than the 2020-21 winter period with 24% of businesses (versus 10% in 2020-21) not investing anything this year.

•Most businesses are focussing on UK Stay visitors this summer with strong interest in new markets of walkers, cyclists, nature and heritage.

•40% of businesses who employ staff are still finding it difficult to recruit certain roles including chefs, waiting staff and maintenance personnel.

Federation of Small Businesses (FSB) - Free Webinars

Thursday 26 May, 11am to 12pm **Ethnic Minority Led Business Networking** -
For further info and to register, [click here](#)

Thursday 26 May, 11am to 12pm **Marketing for Business Growth**
For further info and to register, [click here](#)

Thursday 9 June, 11am to 12pm **Disabled Entrepreneurs - Support and advice on starting and growing your business**
For further info and to register, [click here](#)

FSB on demand - you can now catch-up on a selection of the Federation's most popular national webinars and events on-demand [here](#)

Your News

Welcome to **Margate Leisure Centre**, which opened on Thursday 12 May in Cliftonville. The centre includes Black Axe Throwing Co and Klak pétanque.

Welcome to the team at the recently reopened [The Boating Pool](#) on Ramsgate's West Cliff. The site is home to a pizzeria, cafe and bar.

Be a part of Power of Women Festival 2023

Plans and ideas are already being made for Power of Women Festival 2023 with a series of meetings being held to cover how you can get involved, the differences between the Fringe and main events plus criteria and application process for the Festival

- Ramsgate: Thursday 26 May 6-7pm at Archive, 17 Military Road, CT11 9JD (Wheelchair accessible)
- Online: Tuesday 31 May 7.30-8.30pm on Zoom

Sign up for free to attend one of these meetings [here](#)

New Business Review Club LTD (BRC)

Business Review Club is a new way to promote your business, with the combination of meetings with other businesses and reviews from clients.

This networking breakfast club meets fortnightly 6.30am-8.30am with the first meeting taking place on Wednesday 25 May at Westgate and Birchington Golf Course.

For more information on the Business Review Club visit www.businessreviewclub.com on [Facebook](#) or call 07786 228376.