

South Somerset *Tourism News*

Summer
2021
edition



Included in this issue:

- FREE website listing reminder
- Introducing a Hospitality recruitment service
- Update on the A303 roadworks between Sparkford and Ilchester
- Tourism recovery plan from VisitBritain
- Details of FREE events, courses and business support

Dear colleagues,

It was lovely to see and meet people again in the flesh at the recent Leaflet Exchange at Westlands Entertainment Venue.

Thank you to the business that attended and showed that, while so much of our world have moved online, there is still a strong demand for printed literature and personal contact. Hopefully we will be able to host the event earlier in the season and in a more relaxed environment next year.

Now summer is properly here and there has been some easing of restrictions, I hope you have a busy and prosperous season. Don't forget the SSDC tourism team are here if you think we can help in any way and there is the SSDC [covid specific webpage](#) with both personal and business support.

Stay safe and strong
Becky



NEW VISIT SOUTH SOMERSET WEBSITE UPDATE

We are making the final tweaks and edits, fully anticipating the new website to be launch early to mid-July 2021. Keep a look out in the next few weeks on our social media channels for latest updates. Those who had a sneaky peak at the Leaflet Exchange and gave such positive feedback, thank you!

FREE listings are still available for tourism focused businesses offering accommodation & things to do and will be added continuously as the site grows and develops. If you are interested in a **FREE** listing and meet the criteria as a tourism focused business, full details about the sections and how to submit can be found on our [existing site](#).

IMPORTANT - The option to complete your [submission online](#) will cease at the end of the month. If its been on your job list to complete an application or to do one, I would suggest doing so before **29th June!** After July 1st please [email me](#) for a list of the information we need to complete your listing.

Businesses focusing on **food and drink**, such as cafes and farm shops, can complete a separate form [here](#). These will appear on the website as a directory and map via SSDC's Economic Development team who look after this section. Again the option to apply online is finishing at the end of the month, so please **email me** and I will advise what to do.



Award winning South Somerset Visitor Information Centre!

The Visitor Information Centre is open seven days a week again now and enjoying having shiny new external signs and more awards on their display shelf!



In addition to winning Gold in the Bristol Bath and Somerset awards they received Silver in the South West England Tourism Excellence Awards.

If you have fresh publicity material or want to pick up leaflets for your accommodation or venue, please contact [Bev Stapp](#) by email to arrange a suitable drop off or to check what is available, Many thanks.

Summer 2021 Hospitality Recruitment Service

Do you have Hospitality vacancies that you cannot fill?

A new service for the 2021 season has been developed to promote your current vacancies directly to young people in schools and colleges here in Somerset. Somerset County Council along with the four District Councils, Education Business Partnership and industry representatives have worked

together to produce a link between a central web hospitality vacancy platform and direct communications to young people in the colleges and training centres.

The benefit of this vacancy portal is that we are able to speak directly and exclusively to people who will be looking for summer work opportunities. The portal provider, [Somerset Jobs](https://somesetjobs.co.uk/), has reduced the cost to you, during the Summer 2021 season, of hosting your vacancy by 80% to just £4 until the end of July!

You can log on to the portal here <https://somesetjobs.co.uk/> where you can register your vacancies (use the relevant discount codes hosp, hosp2 or hosp5). Alternatively send your vacancies to info@somesetjobs.co.uk and they will be uploaded for you (the discount will be applied on the invoice sent to you). Make sure you include:

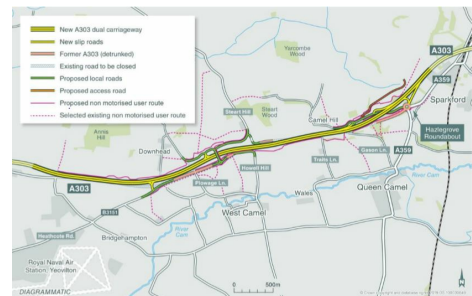
1. Job title
2. Job location
3. Job description – minimum age where appropriate
4. Closing date
5. How to apply – email, phone number or corporate careers page
6. Company information including address, email & logo if you have one
7. Salary details

If you have multiple vacancies for the same position (full or part time) then you only need provide one set of information per job type. We will add the extra vacancies specifying FT/PT and the different locations.

The SSDC tourism team hope you find this service useful, please let me know how you get on.

A303 Sparkford to Ilchester Dualling Scheme

There has been talk for many years about improving the A303 between Sparkford and Ilchester and it was finally approved in January 2021.



With other tourism and SSDC colleagues, I recently met with Highways England and their contractors to find out what it will actually mean locally. We have been assured they are in contact with businesses and residents in a 1.5m radius along the route. If you feel you have been missed out, please let me know and we can pass your details on.

Following the meeting, we compiled a briefing pack for circulating to businesses we feel will be affected plus local Parish Councils. If you think it would be useful, please let me know and I can add you to our distribution list. I would also be interested in any questions you have to ensure we have covered then in them FAQ's.

To see the proposals in detail and to sign up for the Highways England

updates for that relevant section, please visit [their website](#) - where you can also navigate to updates on all the major roadworkings.

Visitor Economy Support Programme (VESP)

This scheme is still operating and able to offer guidance and support to small businesses in accommodation, retail, high street, food & drink, creative industries, heritage, visitor attractions, activity providers and outside visitor spaces.

There is a team of industry experts, with different specialist skills, waiting to help, including a dedicated advisor who will work with you to create a bespoke package of support.

Simply use this link to register: www.visit-exmoor.co.uk/trade/vesp-somerset-business-support <<https://visitsomerset.us9.list-manage.com/track/click?u=fbeb6ad6fe00b1083d242ac04&id=624dc0aa0d&e=280c6a170c>>

South West Tourism awards

Applications are now open for the 2021/2022 tourism awards with entries closing August 31st 2021. The awards provide great PR opportunities, invaluable mystery shopper visits (if applicable) and a good reason to reflect and take stock of what you have achieved. Not something we do often enough!

Nell Barrington is holding a FREE Tourism workshop - **How to be the best and win awards** on 30th June at 2pm, please register [here](#)

Plug for the South West Tourism Alliance

If you are an accommodation provider, the South West Tourism Alliance newsletter is an invaluable source of information, particularly around the everchanging Covid legislation and best practise.

The latest issue includes details some of the courses they are offering such as property ghosting and business banking resolution services. Sign up for the regular newsletter on their [home page](#).

Coronavirus Business Impact Survey – May 2021

Please help us by completing this survey which continues to look specifically at the impact of COVID-19 during May 2021, as well as forward bookings for June to September.

We would urge as many businesses within our area to complete the

survey as soon as possible, as the data produced helps us to understand and track impacts within the region.

The survey link is here <https://survey.sogosurvey.com/r/OuXgrT> and the deadline for completions is **Wednesday 30th June 2021**.

Launch of Tourism Recovery Plan

The Government's Tourism Recover Plan was recently launched and can be accessed [here](#). The 62 page document recognises the importance of domestic and international tourism to the economy and sets out a policy for the future.

It aims to

- Recover domestic overnight trip volume and spend to 2019 levels by the end of 2022, and inbound visitor numbers and spend by the end of 2023 – both at least a year faster than independent forecasts predict.
- Ensure that the sector's recovery benefits every nation and region, with visitors staying longer, growing accommodation occupancy rates in the off-season and high levels of investment in tourism products and transport infrastructure.
- Build back better with a more innovative and resilient industry, maximising the potential for technology and data to enhance the visitor experience and employing more UK nationals in year-round quality jobs.
- Ensure the tourism sector contributes to the enhancement and conservation of the country's cultural, natural and historic heritage, minimises damage to the environment and is inclusive and accessible to all.
- Return the UK swiftly to its pre-pandemic position as a leading European destination for hosting business events.

VisitBritain has been tasked with leading the delivery of the plan through marketing, business support, grant funding programmes and by position as the government's statutory advisor on tourism policy.

Dont forget that the VisitBritain/VistEngland website has a wide range of resources from stats, research and insights to the Business Advice Hub and marketing campaigns, which can all be found and downloaded on [their website](#)

If you missed the recent "*Engaging and retaining your new customers*" webinar, you can register to watch a recording, plus all other webinars, at [business recovery webinars](#).

Free courses and webinars

As part of the Retail Recovery Programme, Cosmic are running a number of FREE workshops for retail outlets to learn new or brush up existing skills that will enhance their business. Full details, including how to book are [here](#). The South Somerset events run from 28th June to 1st July.

The [Growth hub](#) pages are full of resources, including a very comprehensive [directory](#) of courses - many free!



Support the NHS

The NHS in Somerset needs to urgently promote the healthcare message to tourists about what to do if they feel ill.

Due to high tourist numbers in the area there is large demand on NHS

services and we all need to help people be aware of all of the options available.

By using the 111 service, patients can be assisted with immediate health advice over the phone and book arrival slots at Minor Injury Units, emergency dentists, GPs, A&E and more if it is needed.

I have a suite of graphics, posters and predesigned social media posts, which I can share - please email if you think it would be useful. Some are specific to campers, others more generic, such as this [poster](#).

Yeovil Chamber Business Fair 2021

Yeovil Chamber is working in partnership with Yeovil College and Somerset County Council to hold a countywide virtual business fair to help promote and reboot Somerset businesses.

The event is from 28th June - 2nd July 2021 with a mixture of live, hosted, and pre-recorded events., and covers a wide range of topics from how to get your website found to will writing. Check out the schedule at <https://www.yeovilchamber.org/business-fair>

Happening near you...

This Summer, **Hauser & Wirth Somerset** will present two solo exhibitions devoted to the work of Eduardo Chillida and Gustav Metzger.

One of the foremost Spanish sculptors of the twentieth century, Eduardo Chillida is widely celebrated for his monumental public sculptures and enduring fascination with interconnected shape, space and organic form. Gustav Metzger's uncompromising commitment to combat environmental destruction was fundamental to his questioning of the role of the artist and the act of artmaking as a vehicle for change.

Eduardo Chillida is on view from 26th June until 3rd January 2022 and Gustav Metzger from 26th June until 12 September 2021. Book your visit in advance here: www.hauserwirth.com/somerset

Visit Somerset Tourism Conference

This will be an opportunity to hear more about Visit Somerset plans and what they have achieved over the past year. More details will be released shortly but key speakers already booked will be talking about Artificial Intelligence, Accommodation booking and Membership booking systems.

Put the date in your diary now - Wednesday 29th September 2021. 11:00 am until 1:00 pm, including FREE Lunch.

Spotted in Queen Camel, a Self Service laundrette machine!

Its on the site of the old school which is in the process of being developed as small retail pods for inspiring business start ups.

<http://www.theartisanproject.co.uk/>



In the news.....

Congratulations to Long Hazel Park for being a Theo Paphitis' Small Business of the week recently and on the first time for applying. Wow, that's great news and well deserved for one of our local family run businesses.

We love hearing and sharing your good news stories, so please let me know and I can include in future editions.

Anything to contribute?

The tourism newsletter is generally distributed quarterly (March, June, September and December) with additional editions produced if there is important and relevant information to share.

It is emailed to South Somerset businesses on the tourism database and appears on the trade pages of www.visitsouthsomerset.com

We love to hear and share your news and success stories, so please email items for the next issue to Becky.Cotterill@southsomerset.gov.uk

Unsubscribing and your privacy

If at any time you wish to unsubscribe to the newsletter and have your details removed from the database, please email tourism@southsomerset.gov.uk or click the button below.

Very occasional we feel it is appropriate and beneficial to forward emails and newsletters from our partners, can you please let me know if you would rather not

receive this information.

For more information about how South Somerset District Council uses and keep your information secure, please see the Privacy page on our website - <https://www.southsomerset.gov.uk/about-our-website/privacy-and-data-protection>.

www.visitsouthsomerset.com

Keep in touch

