

# South Somerset *Tourism News*

Winter 2020  
Edition



## Included in this issue:

- SSDC business support grants
- Free digital courses
- VS update and FREE membership offer
- Diary dates for 2021



## Dear Colleagues,

It has been quite a year, presenting many challenges that we continue to face as an industry.

However, we are looking ahead to 2021 with optimism and hope, and have some exciting plans in place to support you, our valued tourism businesses.

One of our key priorities for 2021 is to create a new website to successfully showcase South Somerset and all it has to offer for both UK and overseas visitors. As we all know, visitors are vital to our local economy. We are really excited about the work that is already underway with a local Somerset agency to deliver a solution that meets the needs of both visitors and importantly will benefit you, our tourism businesses.

Importantly, we will be offering **FREE** listings for tourism focused businesses for 2021/ 2022 and will be sending out more information about this in the new year. Keep a look out in your inboxes and on our social media channels.

There is a lot of information and news in this December edition that we hope you find useful at this tricky time.

Wishing you all a healthy and safe Christmas.

Very best wishes  
South Somerset Tourism

**South Somerset District Council and the Tier 2  
Business Support Grants**

Central Government have issued details of the Business Support Grants for businesses in Tier 2 of the Government's Tiered System. The support falls into three categories, depending if you can open, must close and support for wet-led pubs.

Please keep checking the **SSDC Covid business support pages** for the most up to date business support.



## **FREE opportunity; the refreshed South Somerset Food and Drink directory.**

Following the success of the **online food and drink directory** which businesses signed up to at the start of Covid -19, we are now looking at expanding this service and creating an online interactive map. The map will feature on the new Visit South Somerset website when launched next year but in the meantime you will be included on the updated directory on the main South Somerset District Council website.

To register, simply complete **this short form** by 15<sup>th</sup> January.

**NB. You will need to do this even if you were in the original directory to ensure all details are up to date.**

## **Visit Somerset News and membership**

Visit Somerset have made a number of developments on their website, [www.visitsomerset.co.uk](http://www.visitsomerset.co.uk) over recent months, including search and filter systems, automated question 'bot' that will be further developed and expanding the South Somerset section, in partnership with the South Somerset Tourism Team.

'Bookable product' has become very prevalent in recent years as digital marketing has advanced. Most recently, a section of Bookable Experiences has been added to the website which has had extra significance during Covid, with many venues requiring advance booking. Check out [The Somerset Experience pages](#) and you will see some local attractions such as East Lambrook Manor Gardens who are utilising the facility, including promoting their Snowdrop Festival that will run in February.

There are a limited number of **FREE bronze level memberships** for 2021 with Visit Somerset, specifically for South Somerset visitor economy enterprises. For further information please contact: [Giles Adams](#)

In early 2021, Visit Somerset will be announcing a major **Visitor Economy Support Programme** funded by Somerset County Council, to which businesses can be referred for a bespoke programme of support and interventions.

## Shop Local!

It is great to see so many South Somerset business on the [ShopSomerset website](#)

You have until the end of March 2021 to make the most of the free listing, after which there is a membership fee.

## FREE Digital Marketing for the Tourism Businesses



COSMIC are running a series of **free workshops** designed for tourism businesses, looking at such topics as how to increase online sales, the best digital channels for promoting businesses and how to invest your time, money and effort for the biggest return on investment?

This is an amazing opportunity to get 9 hours of high-quality digital business support **FREE!** It is funded by the Heart of the South West Growth Support Programme who is receiving up to £1,294,302 of funding from the England European Regional Development Fund (ERDF). The accountable body for this programme is Devon County Council, but Somerset businesses can apply.

To find out if you qualify and to book onto a workshop(s) email [planning@cosmic.org.uk](mailto:planning@cosmic.org.uk) or visit [cosmic.org.uk](http://cosmic.org.uk)

**Selling Online** January 12 2021 - 0930-1230

**Social Media for Tourism Businesses** January 26 2021 - 0930-1230

**Digital Marketing Strategies for Tourism Businesses** February 9 2021 - 0930-1230

**Search Engine Optimisation** February 23 2021 - 0930-1230

## Visit England/ Visit Britain support

If you missed any of the [business support webinars](#), you can still register and watch the past recording. Subjects covered include - Destination marketing in the new normal, using travel technology and the latest Research and Insights. The next subject is Coach Travel – building towards recovery on Thursday 14<sup>th</sup> January at 11 am, looking at how operators from across the sector have adapted and how they plan to build demand and aid recovery.

Other Visit England resources include:

[VisitEngland Business advice hub](#) which includes guidance about the

tiers and how to take advantage of the ExploreGB Virtual 2021 which is being held between 1 March to 5 March 2021

[Escape the everyday at home](#) If you are not sure how to make this free to join promotion work for you, get some great ideas by watching this [webinar](#)

Visit Britain have a call out for quality images and footage for use in campaigns such as **Escape The Everyday** and other activities. They are particularly looking for topics such as seasons, family, diversity and accessibility and that you have the necessary rights and permissions for. Your images could potentially be included in the **VisitBritain Images gallery**, and used in their media campaigns. [Full details here.](#)

## Coronavirus (COVID-19) Business Impact Survey

Following on from the previous **COVID-19 impact surveys** undertaken between March and October, this survey continues to look specifically at the impact of COVID-19 during the month of November, as well as lost bookings and forward bookings for the months of December 2020 and January 2021.

Please spare a few minutes to complete the [survey](#) by Sunday 2nd January 2021 to help compile a full picture of the impacts on tourism locally. Thank you for your help.

## Do you consider your business to be particularly environmentally aware?

The SSDC environment team are planning to create a **Great Green Directory** which will be a reference for recommended sustainable products and services from eco-friendly South Somerset businesses. They are particularly interested in hearing about any PV, EV charging, heat pumps, insulation, wildlife gardens and ponds and eco supplies tourism businesses that have been installed and can be recommended.

If you are an eco-friendly business or can recommend sustainable products and services please let them know at [ssdcenvironment@southsomerset.gov.uk](mailto:ssdcenvironment@southsomerset.gov.uk)



## Carbon Reduction Business Grants

Businesses in Somerset can apply for a carbon reduction grant of between £500 and £1,000 to help improve their carbon footprint. The grant is being made available by the five councils in Somerset as part of the **Climate Emergency Strategy**.

To enable businesses to explore all the possibilities, we have produced a **Carbon Audit Toolkit for Businesses** which details websites that offer help and advice from a variety of agencies and sources.

**Guidelines have been produced** about who can apply for a grant, what

sort of projects might qualify and what assistance can be applied for.

To apply for this grant or for more information click the link below:

<https://www.somerset.gov.uk/climate-emergency/carbon-reduction-business-grants>

## Useful reminder from the South West tourism awards judges

*Some businesses have taken up one of the relevant accreditations – the excellent '**Safe, Clean and Legal**' scheme from Quality in Tourism, the '**Covid Confident**' scheme from the AA and/or the national '**We're Good to Go**' scheme – all of which give a degree of assurance to visitors, but many businesses have not mentioned it on websites or have it hidden in historic blogs or social media posts (again this is unsurprising, given that we all probably hoped that the pandemic would be well over by now!)*

## OS Maps – Bringing your routes to a wider digital audience for free!

OS maps have been in touch about a further opportunity for businesses who are located on or near to popular cycle or walking route – have a read of the information from Laura at OS and register the route on the OS app.

**OS Maps** is Ordnance Survey's award winning app for phone and web that brings instant access to Ordnance Survey Mapping with unlimited use of every OS Explorer and OS Landranger map for the whole of Great Britain. Instant access to 607 maps to view, print and download to provide all the mapping you'll ever need.

*The app hosts hundreds of thousands of ready-made routes - with an opportunity to explore anywhere and instantly find routes. The app, with free and premium subscription, offers to help more people get outside more often.*

*Ordnance Survey has just realised a new Routes Admin Panel for organisations. This will allow organisations to upload and manage their own route collection within OS Maps to provide a new digital offering for free for organisations. As a partner organisation you will be able to upload your own logo and URL link and manage your routes, and all descriptions of the routes from the panel. Routes will be available to all OS Maps users helping you to showcase your routes to over 1 million users every month at no cost. We have future developments planned to allow partner organisations to embed the route into their own websites but in the meantime you will be able to direct to any route via a URL from your site to OS Maps Web for free access for users.*

*We are keen to bring new route collections into OS Maps and if any organisations would be keen to be involved please do contact [laura.bailey@os.uk](mailto:laura.bailey@os.uk). We would welcome routes from any activity including walking, cycling, horse-riding and paddling.*

## ***In the News!***

### **Two new businesses opening in South Somerset**

Entrepreneurial couple Ash and Nick Sinfield have opened [TEALS](#) – a farm store and healthy kitchen in Somerset which promises to offer intriguing new shopping experiences for both locals and wanderers alike. Described as a one-stop-shop for high quality, individually sourced gifts and treats, all with a story to tell, TEALS is about the joy of discovery. The team has sourced and curated a wonderful collection of fresh-name brands from the South West and beyond and is a celebration of independent producers, cool stories and sustainable practices. Teals is situated on the North/South Cadbury junction just off the A303.

It isn't often that Ilminster is used in the same sentence as Mayfair, Chelsea, Bicester Village, Qatar and Dubai but designer [Alice Temperley](#) has opened a new store called the **Phoenix Studios** in Ilminster's main square. The Victorian building is now the multi-purpose headquarters of the brand's design atelier as well as a training workshop, a store offering both current collections and archive pieces and of course a bar, the Somerset, which will serve cocktails and cider from Alice's parents' cider farm.

**Adapting the Levels** is a partnership project dedicated to empowering those who live and work on the Somerset Levels, to take action on Climate Adaptation and is working with, among others, the Somerset Wildlife Trust, Somerset Country Council, Somerset Rivers Authority and FWAG South West.



Feedback from events held last winter and the action points can be found on their [website](#)



Congratulations to Local producer - CEDRICS® who was announced as winner of Champion Pickle & Chutney 2020 for their Hot Sweet Pickle Relish at the **Taste of the West Awards** recently.

Cedric & Dorothy Tuck have been running Cedrics® at The White Swan in Misterton, Nr Crewkerne for 42 years this year. "2020 has been, like everyone, unusual to say the least, but for Cedrics®, now a ray of light has shone through as their Hot Sweet Pickle Relish won Taste of the West Gold with its moreish taste". They have now won over 30 Taste of the West awards and all their delicious fresh products can be purchased via [www.Cedricssomerset.co.uk](http://www.Cedricssomerset.co.uk)

**Please tell us your success stories – we love to share good news.**

### **Dates for your diary!**

**2021 Leaflet exchange** - we are looking to host this either March 24th or May 12th depending on the circumstances and will be issuing more details nearer the time.

Good luck to those that entered the **South West Tourism awards**, the

Somerset finalists will be announced week commencing 8<sup>th</sup> February.

**eat:Festivals** are very pleased to be returning in 2021 and have 4 events planned in South Somerset:

eat:Castle 2nd May

eat:Yeovil 22nd May

eat:Yeovil as a part of Super Saturday in September

eat:Christmas in Yeovil on 11th December

They are open for applications from food and drink producers, if you are interested visit [their website](#) to view the requirements and application forms.

### **2022 dates!**

**The Queen's Platinum Jubilee in 2022** is set to become a four-day weekend with the opportunity of lots of events to celebrate the occasion and boost the tourism economy. The late May bank holiday is being rescheduled to Thursday 2<sup>nd</sup> June and Friday 3<sup>rd</sup> is an additional bank holiday. Something to look forward to and start planning for!

## 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](http://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](mailto: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](mailto: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](http://www.visitsouthsomerset.com)

Keep in touch

