

South Somerset *Tourism News*

Winter
2021



Included in this issue:

- www.VisitSouthSomerset.com update
- *FREE Get Digital event*
- *Launch of the Somerset Food Trail 2022*
- Spotlight on ACEarts

Dear colleagues,

What a year it has been for all of us.

There has been many new experiences and skills to be learnt, as well as sad losses, including one of the Somerset greats; John Leach.



None of us know what 2022 will bring but don't forget the SSDC tourism team are here to help. There are also sources of support and advice on the SSDC website including the [covid specific webpage](#).

Stay safe and strong and enjoy the seasonal festivities!
Becky

VISIT SOUTH SOMERSET WEBSITE UPDATE

The new **Visit South Somerset** website is going from strength to strength and it seems a good opportunity to share a few stats with you.

The website is ranked in the top 3 positions (on average) for 420 unique search queries and in the top 10 positions (page 1) for 1,118 search queries - this is a good result for such a new website. Yeovil and Ham Hill Country Parks are the most popular landing pages after the home page but local events in the **What's on section** are also high on the list. Don't forget that you can tell us about your events via this [simple form](#).

Website visitors are from all around the world, in particular the US, Canada and China that there are are good numbers from Ireland, Sweden Australia and the Netherlands - 52 countries in total.

All the listings are completely FREE and links to the relevant forms can be found on the [Tourism Trade pages](#)

Don't forget to follow us socially and be sure to **#visitsouthsomerset** as we love to see your content and share posts, stories and promote events when we can. Thank you!

Facebook - VisitSouthSomerset
Twitter - VisitSSomerset
Instagram - visitsouthsomerset



SSDC 'Get Digital' event

Thursday 2nd December at 2.30pm.

The aim of '**Get Digital**' is to make people aware of what connectivity options are available within South Somerset and how they can improve their digital skills and wellbeing. South Somerset District Council have pulled together a two hour event to provide information on what support is available.

The event will include speakers from the following organisations:

Connecting Devon and Somerset

Connecting Devon and Somerset are a local government-led partnership aimed at increasing access to digital connectivity across the region. They will be updating on their current programme, gigabit voucher schemes and how you can access better mobile service within your home.

Broadband Providers

South Somerset District Council have strong relationships with broadband providers within the area. We are pleased to say that 3 of these will be joining us to update on their current role out and expansion plans. These include:

- **Wessex Internet**
- **Jurassic Fibre**
- **Konnect Europe**

Spark IT

Spark iT aims to promote digital inclusion in Somerset and help people to access online health care services through the provision of a free IT helpdesk, 1-2-1 support and a device loan scheme. The Spark iT Helpdesk is available to anybody in Somerset who is

digitally excluded and can support people with a range of activities, from using IT equipment, to staying connected online, to accessing local support and services that could improve their health and wellbeing.

Cosmic

Cosmic is a social enterprise offering digital skills training and services to a wide range of organisations, communities and individuals. Cosmic support people, businesses and communities to grow their confidence and trust in technology, giving them the skills to succeed.

Yeovil College

Yeovil College will be updating us on what digital training they have available and how it can be used by employers or individuals to upskill.

Heart of the South West Digital Skills Partnership

The Heart of the South West Digital Skills Partnership brings together the public, private and third sector to tackle the digital skills divide in Somerset, Devon, Plymouth and Torbay. The local partnership is responsible for coordinating and delivering a digital strategy that raises digital skills for our community. They will be updating on what courses are currently available across the region.

You can register for the event by visiting:

<https://www.eventbrite.co.uk/e/south-somerset-get-digital-tickets-208454552177> .

If you have any questions please email econdev@southsomerset.gov.uk .

If you know someone who may be interested in attending, please forward them this newsletter – everyone is welcome.



WISH YOU WERE HERE EUROPE Book Launch.

What makes a great destination?

That is the question addressed in this new travel book by Terry Stevens, *Wish You Were Here Europe: The stories behind 50 of Europe's great*

destinations by Terry Stevens. The book explores globally significant destinations in 18 European countries ... and we are delighted to announce that **South Somerset** is one of the 50 selected.

Peter Greenberg, the highly respected Travel Editor of CBS News has said of this book, *"This is not a typical language-driven, promotional bucket-list guide. Stevens gives these destinations real world context. He tell us its personality, its mood and not just the reason for being but its reason for resilience, perseverance and ultimate success."*

Anita Mendiratta, adviser to the UN World Tourism Organisation says of *Wish You Were Here* that *"From Aarhus (Denmark) to Zadar (Croatia) Stevens puts the zoom lens on 50 destinations and their leaders, carefully analyses what it takes to successfully not just build, but rebuild through tourism, making it a rich, practical, travel guide with a difference."*

Terry is originally from East Coker and is the Founder and MD of the multi-award winning tourism consultancy, Stevens & Associates. He has now worked on all kinds of tourism projects in 55 countries around the world. For him great destinations demonstrate innovation, have strong leaders at all levels, and remain relevant to changing tourism markets. In South Somerset he recognises the wonderful role played by local heroes and the recent arrival of global nomads who are all contributing to the creation of a vibrant and relevant destination.

The launch of the book takes place at **Haselbury Mill** on the evening of 6th December from 6pm. Members of the industry are welcome to an informal evening of good company, food and drink and some music at Haselbury. See you there!

Please register for [free tickets here](#) or RSVP to marketing@haselburymill.co.uk



Exciting details about the 2022 SOMERSET FOOD TRAIL!

The Somerset Food Trail will be a week-long celebration of the best, most sustainably produced local food and will be from **July 15th to 24th 2022**.

The aim is to celebrate the best of locally produced, delicious and sustainable food – and to promote the great work being done by Somerset's farmers, producers, retailers, pubs and restaurants. The Food Trail also aims to raise awareness about food and farming, which have always been an important part of life in Somerset.

Participants are invited from the wide variety of people and organisations involved in local food – everything from goat herders, cider makers, pubs

and dairy farmers to cheesemakers, vineyards, artisan bakers and vegetable growers.

The organisers intend to build on the experiences from events in 2018 and 2019 and are actively looking for organisations and businesses to take part.

Full details, including how to take part, at somersefoodtrail.uk

THE CO-OP CARBON INNOVATION FUND

Grants of between £75,000 and £100,000 are available to a range of organisations across the UK, including charities, social enterprises and local authorities, for projects which will reduce greenhouse gas emissions in the food and farming sector, as well as projects that address the impact(s) of climate change on communities.

The fund, operated by **The Co-operative Community Investment Foundation**, opened for Stage 1 applications on 22 November 2021 and close at noon on 10 December 2021.

Voluntary groups, community organisations, Community Interest Companies (CICs), social enterprises, local authorities, social enterprises, co-operatives and partnerships can apply with applications that will...

1. Support projects which will reduce greenhouse gas emissions in the food and farming sector, and
2. Fund projects that create benefits for the wider community, particularly communities most adversely impacted by climate change.

Eligible projects could be, for example (please note this is not an exclusive list):

- Community supported agriculture initiatives.
- Farming and food production practices.
- Initiatives around regenerative agriculture/agroecology, and
- Supporting diversity, resilience and learning amongst key players in the food and farming sector.

Grants of between £75,000 and £100,000 are available. Interest-free loans are also being offered through the programme.

Further information, guidance, a YouTube webinar and details about how to apply is on the [Co-op Foundation](https://www.co-op.foundation) website or from foundation@coop.co.uk

South West How's Business Survey – October 2021

To help us receive up-to-date feedback on how the tourism industry in the South West is performing now that domestic travel and social distancing restrictions have been lifted across the UK and all businesses

have been allowed to re-open fully, we would be grateful if you could complete this [South West How's Business Survey](#) for October 2021.

This survey looks specifically at business performance during the month of October 2021, as well as forward bookings for the months of November to December 2021 and January 2022.

The deadline for completions is **Tuesday 30th November 2021**, sorry not much notice but we really do appreciate your help with this data collection.

Spotlight on ACEarts, Somerton

ACEarts was set up as a charity in 2016 when the potential of the beautiful building was realised – as an ideal venue for a new arts venture. The vision was a gallery which helped support both local artists and the community with an annual programme of exhibitions and creative events to complement the shows, alongside a retail space showcasing local artisan products. Five years on, the charity's aim continues to be to provide art and creative activity to inspire, empower and enable people to develop and grow.



Over the school holidays ACEarts has been exhibiting the community project, '**Putting a Show**'. Three classes from King Ina School worked with local artist Edwina Bridgeman to design and make puppets based on a theme they chose – In a Magical Meadow. Edwina then worked with two groups of older Somerton residents to produce their own puppets inspired by the children's work and finally a family friendly session as part of the Summer School. The resultant exhibition combined all the works and was extremely well received.

Alongside the exhibition ACEarts ran Summer School, a series of family friendly workshops covering various creative activities including collage, charcoal drawing and printmaking, attended by people of all ages and abilities the project embodied the ACEarts ethos. The charity plans to continue the courses in 2022.

The shop and gallery are open Tuesday to Saturday between 10am and 5pm and everyone is welcome to browse or just pop in to learn more about what they do.

In the news.....

Somerset Cider makes TV debut on C4's Sunday Brunch

Harry's Cider Company was featured on Channel 4's popular food & chat show **Sunday Brunch** recently, when the Ciderologist Gabe Cook highlighted the delicious spices in Harry's warmed mulled cider, perfect

for Christmas and the New Year.

Cider maker Harry Fry said, *"It was great to see our mulled cider featured on Sunday Brunch this weekend and to hear such positive feedback from everyone in the studio. We've been inundated with orders as a result, particularly for our special Sunday Brunch Mulled Cider Gift Box, and will be busy packing them all up for delivery over the next few days. It's definitely starting to feel quite Christmassy here now!"*

Anything to contribute?

The tourism newsletter is generally distributed quarterly (March, June, September and December) with additional editions 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 toursim@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

