

South Somerset *Tourism News*

March
2021
edition



Included in this issue:

- FREE website listing reminder
- Launch of Business Support Week
- Details of the Visitor Economy Support Programme



Dear Colleagues,

It has been a busy few weeks with the long awaited road map and the budget all having a big impact on local tourism. At least now we can move forward with a bit more clarity. The vaccination rollout is proceeding really well in Somerset and with so many wonderful volunteers giving up their time I have only helped on a few shifts. Please drop me an email with your opening plans and we can help spread the word.

If you missed some of the finer details of the budget, there is a concise [Government summary](#) and Visit England has a detailed breakdown of implications for tourism businesses on [their site](#).

Stay safe and strong
Becky

Reminder about the FREE WEBSITE LISTING OPPORTUNITY in the new Visit South Somerset Website

Thank you to the business that have registered for a listing on our new site, if you haven't done so, please do ASAP. Don't worry if you don't have all the information to hand, you can always update your listing at a later date.

If you missed the invite, we are currently developing a new website for **Visit South Somerset** to help showcase our beautiful area and all it has to offer. Tourism is critical to our local economy and this new website is key to helping us attract and appeal to visitors both in the UK and beyond, when it is safe and legal to do so.

We are delighted to offer tourism focused businesses a **FREE** listing for

the relevant sections. Your listing will typically appear with 1 image and some brief text, plus key contact information. Please be as accurate and up-to-date as possible, however we appreciate that circumstances do change. Any details requiring changing or amending can be emailed to the tourism team.

Full details about the sections and how to submit a **FREE** listing can be found on our [existing site](#) or fill in the [online form](#).

Thank you.



South Somerset Visitor Information Centre

We anticipate reopening the Visitor Information Centre and Gift Shop at the Cartgate picnic site on 12th April, in line with government guidance.

The actual opening hours are to be decided, so if you have fresh publicity material, please contact [Bev Stapp](#) by email to arrange a suitable drop off.

Recover, Restart & Grow!

Eastern Somerset Business Support Week 15th – 19th March

The Eastern Somerset Councils of Mendip and South Somerset are working collaboratively to launch a week full of business support activity to help your business grow through the COVID-19 pandemic.

We are delighted that the **Recover, Restart and Grow** programme is now live, and will kick off on Monday 15th March! Aimed at our local businesses, the week is open to everyone who is seeking to get insights, intelligence and a mix of support, ideas and connections to help grow their business.

During the week, there will be a variety of business support sessions with expert guest speakers from organisations such as **Skill Up, Federation of Small Businesses, Department for International Trade, Enterprise Nation, Tech Nation, University of Exeter** and **Visit Somerset** as well as facilitated sessions from Officers within the Councils' Economic Development Teams. Take a look at the [SSDC webpages](#) to explore what's on offer. There are sign up links to all the sessions on our website.

Two of the sessions are of particular interest to Tourism businesses and

we look forward to seeing you there.

TALKING TOURISM

Monday 15th March 10.30 -11.30

We are excited to announce that 'Talking Tourism' will kick start the week and will be open to all tourism businesses across Eastern Somerset. The past year has been incredibly difficult for businesses but we hope that with an increase in 'staycations' we can make this season as positive as possible.

With this in mind, this event aims to provide you with a platform to promote your business to the local tourism sector. We want the session to be relatively informal and you will be given two minutes to tell us a little about your business and would ask that you come prepared to cover the below points:

- What's your name?
- What's your business name?
- Where is your business?
- Despite the challenges of the past year what innovations are you most proud of?
- What are you most looking forward to in the coming season?

Tourism Officers from the two districts will be present to capture the thoughts of the session and help inform their planning for future support and events.

We really hope that you are available to attend and look forward to welcoming you on Zoom on Monday 15th March.

Register here for **FREE** tickets : <https://www.eventbrite.co.uk/e/talking-tourism-tickets-144218979851>

PUMP, PRIME, PROFIT

Friday 19th March - 13.00 -14.00

Visit Somerset and partners explore quick wins to bring liquidity into your business.

We're very pleased that Visit Somerset are joining us to explore how you can bring finance into your business. Visit Somerset is dedicated to promoting Somerset as a holiday destination for visitors from the UK and around the world, offering key information on how to get to Somerset, where to stay, what to do in Somerset, and how to get around once you're here.

Register for **FREE** tickets at <https://www.eventbrite.co.uk/e/pump-prime-profit-quick-wins-to-bring-liquidity-into-your-business-tickets-144224478297>

"I found the VESP process very useful, easy to complete and provided me with an exceptional 360 degree appraisal of how I want to realign the business moving forward. They have been in touch with me to follow up in a very proactive way." Mark Tobin, The Swan Hotel, Wells

The VESP scheme will fund **FREE** support services to visitor businesses in South Somerset, focusing around the impact of Covid, business resilience and growth. It includes support with marketing communications and as part of this programme, the VESP scheme will be compiling sector specific research across visitor markets, providing valuable insight for Somerset businesses to assist with forward planning and growth.

VESP aims to provide guidance and support to SME's (0-249 employees) in the sectors of accommodation, retail, high street, food & drink, creative industries, heritage, visitor attractions, activity providers and outside visitor spaces.

Under the VESP scheme, Tomorrows Tourism are fielding a team of industry experts, with a range of specialist skill sets, that will be matched with businesses, identifying business goals, opportunities and challenges. A dedicated advisor will then work with each business to create a bespoke package of support to help mitigate the impacts of the pandemic.

To receive this business support please register on the Visit Exmoor/Visit Somerset link here: www.visit-exmoor.co.uk/trade/vesp-somerset-business-support<<https://visitsomerset.us9.list-manage.com/track/click?u=fbeb6ad6fe00b1083d242ac04&id=624dc0aa0d&e=280c6a170c>>

March leaflet exchange cancelled

Due to the ongoing restrictions we have cancelled the March Leaflet exchange.

We are interested to know if you are producing printed media this year and would value a May leaflet exchange. We appreciate the networking aspect of the event is important and looking to host a series of online network.

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

