

# South Somerset *Tourism News*

November  
2022  
update



## Included in this issue:

- Important information about our FREE website listings
- A special offer opportunity to join Green Tourism
- Somerset Net Zero Business Workshops
- River Parrett Trail feedback

Dear colleagues,

This is a short newsletter to share the new website forms and details of exciting workshops that have been arranged for this autumn.



I'm also delighted to share that the **South Somerset Visitor Information Centre** is a finalist in the Visitor Information Centre of the Year category of the 2022/2023 Bristol, Bath and Somerset Tourism awards along with the excellent Porlock Visitor Centre.

Other local finalists are **The Bridge Bakery and Canteen**, Langport in the Café/Tearoom of the Year sponsored by Sunflower Social Media, and **Long Hazel Park** in Sparkford in the Camping and Caravanning Park of the Year, sponsored by Tozers. **Long Hazel Park** are also finalists, with the Crewkerne based, **Wyth Wood Camping**, in the Ethical, Responsible and Sustainable Tourism category, sponsored by South West Water.

Another finalist is Corton Denham based **The Queen's Arms** in the Pub and Casual Dining Awards, sponsored by Thatchers.

All the finalists are looking forwards to a glittering awards ceremony at the Winter Gardens Pavilion in Weston-super-Mare on 1st December. Good luck everyone!

There will be the regular winter edition of the newsletter available in December, please drop me an email if you have a news story to share.

Best wishes, Becky

## IMPORTANT DETAILS ABOUT THE FREE WEBSITE LISTINGS

The two online forms for FREE listings on the [VisitSouthSomerset](#) website have been updated and made easier to complete!

Please make sure you use the new forms in future. Unfortunately, information submitted on the original forms can no longer be accessed and these links should be deleted.

**Events** that will be of interest to residents or holidaymakers in South Somerset, can be listed for FREE in the [Whats on section](#)

- Please submit detail of the event using this [form here](#)
- Copy this link to your browser <https://forms.office.com/r/6EXBg0seWj> and complete the details.

Don't forget to email a poster or image to accompany the website listing to [tourism@southsomerset.gov.uk](mailto:tourism@southsomerset.gov.uk). NB. We are unable to list events without an image. The form should only take 5 minutes to complete.

**Tourism and Hospitality Businesses** in South Somerset can be listed for FREE and will appear in the relevant section, such as Tearoom/Cafe, Attraction or Experience or Places to Stay.

There are over 300 tourism and hospitality businesses listed on the website already, which regularly attracts more than 10,000 new users per month. Please check if your business is already listed and the details are correct or grab a coffee and spend 10 minutes filling in the form.

- These can be listed via this [form here](#)
- Or by copying this link to your browser <https://consultation.southsomerset.gov.uk/commercial-services-and-income-generation/copy-of-free-visit-south-somerset-website-listing>
- Another way to access the form is via this QR code



## and feedback.

As you will be aware, The South Somerset Tourism team relaunched the River Parrett Trail in the Spring of 2022.



This was a collaborative project between South Somerset District Council, Somerset County Council and other local groups and volunteers from across the County.

Please don't forget that as part of the project, there is a selection of FREE resources to help promote and aid walkers to experience the most from the trail.

1 - New DL **promotional flier** distributed to local businesses, information points and further afield via Glide Media, please let me know if you think you should have stock and haven't seen any. A digital copy can be viewed and downloaded here -

<https://www.visitsouthsomerset.com/listings/walking/the-river-parrett-trail.htm>

2 - Extensive and comprehensive section on the Visit South Somerset website, which businesses are welcome to link directly to -

<https://www.visitsouthsomerset.com/listings/walking/the-river-parrett-trail.htm>

3 - Selection of short films available to download from our **Youtube** channel

[https://www.youtube.com/channel/UCp2Y7LKaTssWqUhjBa7sq\\_A/featured](https://www.youtube.com/channel/UCp2Y7LKaTssWqUhjBa7sq_A/featured) or our [website](#) - ideal for sharing on websites and social

media accounts using the hashtags **#RiverParrettTrail** and **#visitsouthsomerset**

4 - Refreshed **walking route guidance**, for the whole walk or shorter sections, which can be viewed and downloaded for printing from the [webpage](#) in the maps and routes section.

Business feedback - we would love to hear your opinion of the River Parrett Trail and its impact on your business. Please complete this short survey

[-https://www.surveymonkey.co.uk/r/RPTbusinesses2022](https://www.surveymonkey.co.uk/r/RPTbusinesses2022)

Your personal feedback - we would also love to hear about your own experiences walking the trail, which you can do via this survey link <https://www.surveymonkey.co.uk/r/RPT2022>

Thank you - your feedback is very helpful when planning other projects.

NB - We have been made aware of a Somerset County Council bridge closure in Kingsbury Episcopi, which will affect sections 3 and 4. There is a clearly marked diversion in place and it is expected to take 6 months for the repairs to be completed.

# Somerset Net Zero Business Workshops

Following the Somerset Business Climate Summit, there are several FREE workshops between October and December 2022 as part of ongoing networking and best practice sharing for Somerset businesses offering insightful practical steps to reducing your carbon footprint and becoming more sustainable.

Any Somerset-based business is eligible to attend the workshops, full details about all the events can be found [here](#) including shareable digital posters.

## **Sustainable Transport for Business.**

Wednesday 16<sup>th</sup> November, 9am – 1.30pm, Yeovil Innovation Centre.

This event gives the opportunity for businesses to consider transport developments and actions to achieve sustainable transport solutions. [Sustainable Transport for Businesses Tickets, Wed 16 Nov 2022 at 09:00 | Eventbrite](#)

## **Building Greener Businesses, one habit at a time.**

Monday 28<sup>th</sup> November, 10am – 12noon, Deane House, Belvedere Road, Taunton

Led by My Carbon Coach. This workshop will explore some of the changes you can make on a daily basis within your business that will reduce your carbon footprint and add more depth to your sustainability policy.

[Building greener businesses, one habit at a time Tickets, Mon 28 Nov 2022 at 10:00 | Eventbrite](#)

## **Net Zero and Sustainability for Business.**

Friday 9<sup>th</sup> December, 10am – 12noon. Albert Goodman, Taunton  
Led by Albert Goodman and SCC. This workshop will provide an introduction to net zero and the different scopes of carbon emissions as well as some discussion around why this is relevant to all businesses. We will also review wider sustainability regulations, and goals, outside of just carbon enabling all organisations to find an area of sustainability which could become a focus for their business.

[Net Zero and Sustainability for Business Tickets, Fri 9 Dec 2022 at 10:00 | Eventbrite](#)

## **Plus a Thrive Business Resilience Event**

**Thrive**, in partnership with South Somerset District Council, is hosting an in-person [Business Resilience event](#) and networking lunch at Yeovil Innovation Centre on Wednesday 23 November (10am - 3.30pm)

This free event will seek to bring together businesses from across Somerset and provide practical support and guidance in response to

the recent rises in the cost of living. The event will include a panel of guest speakers – addressing funding applications, websites and business resilience – and a complimentary lunch.

The afternoon “How to Create a Successful Funding Application” workshop will take you step-by-step through how to raise your chances of a successful application. You will consider the various loans and grant funding options that your business can access, what information lenders require, and what your bank manager (or other investors) will want to see.

*You can book your free place [here!](#)*

## **SPECIAL OFFER JUST IN FROM THE GREEN TOURISM TEAM!**

Did you know that 78% of global travellers intend to stay in a sustainable property at least once in the coming year according to the Booking.com sustainable tourism report 2022?

Demonstrating your sustainability credentials - that's just one potential benefit of joining the world-leading sustainable tourism accreditation, **Green Tourism**. And for a limited time only, you can join for less without paying the registration fee. It's normally £75 plus VAT.

### **What's in it for you?**

If you're not sure what Green Tourism membership can do for you, here's a pick of your perks:

- Access the suite of online sustainability resources including a framework for creating a bespoke improvement plan
- A Green Tourism plaque to prove your sustainable credentials
- Members-only webinars full of actionable tips from sustainable business experts
- Your business featured on the Green Tourism [blog](#) - promoted on social media too
- Year-round support from the technical team.

**To find out more** simply email [enquiries@green-tourism.com](mailto:enquiries@green-tourism.com), and state you are following up on an invite in the South Somerset Tourism newsletter.

## **South West How's Business Survey**

This is the only survey that provides a real-time indication of business levels in our region and with limited national data and hardly any regional data available since the outbreak of the Covid-19 pandemic, it is now more important than ever that we try to collect robust, local data regarding business performance in the South West. The importance is underlined by the feedback received so far this year which suggests that for many businesses it has continued

to be another very challenging year to date for our industry.

Please, complete the regular survey for October 2022 here <https://survey.sogolytics.com/r/kL9rhM>, by Wednesday 30<sup>th</sup> November 2022.

Your help with this is really appreciated, thank you.

## Closure of the A303 between Hazelgrove roundabout and Podimore roundabout

As part of the A303 Sparkford to Ilchester dualling scheme, there will be a temporary closure of the A303 in both directions between Hazelgrove and Podimore roundabouts soon. This is to remove the temporary bridge over the A303.

The closure is for the full weekend from **10pm, Friday 11 to 5am, Monday 14 November**, but access will only remain for emergency services and residents with direct access to the A303. There will be a fully signed diversion route in place to take traffic along the A359 and A37.

## Somerset Cultural Strategy

The five Local Authorities within Somerset are currently working together to create and develop a new and exciting 5-year cultural strategy for the new unitary Somerset Council to adopt in April 2023.

The Somerset Cultural Strategy will be a critical advocate for the arts and culture in Somerset and present an exciting vision for the role of culture within our county and the communities the council serves.

In order to represent Somerset's residents, we want to understand what your perceptions are of arts and culture in Somerset currently and what you would like to see happening in your local area.

To do this we are carrying out this survey to help us learn more about what you value the most and how we can promote Somerset as a cultural destination to visitors.

The survey should take around five minutes to complete and can be found here

<https://consultation.southsomerset.gov.uk/arts-entertainment/somerset-cultural-strategy/>

Help Somerset become a cultural destination



The five Councils across Somerset are working together to create a Somerset Cultural Strategy which will help to raise the profile of Somerset as a cultural destination and embed arts and culture within the council's services. As part of this work, a new consultation is taking place which gives you the opportunity to have your say in what you would like to see happening in your local area.

To have your say follow the QR code to our online survey

The survey will close on Sunday 20 November



MENDIP

Sedgemoor

Somerset West and Taunton

SOMERSET County Council

South Somerset District Council

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

We love to hear and share your news and success stories, so please email items for the next issue to [tourism@southsomerset.gov.uk](mailto:tourism@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 occasionally 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



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