



Experience West Sussex, Sussex Chamber of Commerce, South Downs National Park Authority & Coast 2 Capital LEP Present:

Tourism in the time of Coronavirus
Survive, **Revive** and Thrive

A series of dynamic webinars for the Sussex Tourism Sector

Produced by PLATF9RM

Chat from Revive Webinar - Wednesday 13 May 2020

00:30:13 PLATF9RM: Welcome everyone

00:30:17 PLATF9RM: <https://www.experiencewestsussex.com/survive-revive-and-thrive/>

00:36:50 Carmen Slijpen: Hello everybody, Carmen here from Depot cinema

00:37:14 Jeremy Taylor: Free support Clinics for businesses affected by CV19, delivered by Coast to Capital - <https://www.eventbrite.co.uk/e/coast-to-capital-sme-emergency-response-clinics-finance-and-funding-tickets-102679657620>

00:37:44 Catherine Cavanagh: Hello All. Catherine from Sussex Archaeological Society with museums in Lewes, Fishbourne, Michelham, etc

00:38:04 PLATF9RM: https://www.gov.uk/government/news/government-announces-roadmap-taskforces?utm_source=493b05aa-504e-42a9-bc34-8cb9eb1c167a&utm_medium=email&utm_campaign=govuk-notifications&utm_content=immediate

00:38:14 PLATF9RM: #SussexTourismChat

00:38:25 Jeremy Mitchell: Hello from Jeremy at Petersfield Museum - finance@petersfieldmuseum.co.uk.

00:39:37 Oliver Tubb: Hi all - Oliver from Chichester Cathedral here, oliver.tubb@chichestercathedral.org.uk

00:40:28 Paul Bromley: Hello from Paul Bromley, communications director at the Bluebell Railway. Looking forward to hearing more about moving towards reopening safely.

00:41:53 Elaine Sansom: Hello from Elaine Sansom, Museums Development Officer for West Sussex and Surrey.

00:42:47 Graham Peters: Graham Peters Vice Chairman SELEP....Hello....interested in New Normal!

00:43:32 Steve Reed: Hi to everyone from Andy Martin at Candy Tours

00:44:07 Rebecca Tennent: Hello to everyone from Rebecca at The Grain Store Lewes

00:44:18 PLATF9RM: Joanne, yes the full recording of this webinar will be made available here: <https://www.experiencewestsussex.com/survive-revive-and-thrive/>

00:44:31 Jo Williams: Yes we are recording this, taking minutes and will share here later - last weeks also here with some excellent coms advice from Debbie Hindle Four communications

00:44:55 Emma Keen: Afternoon everyone - Emma Keen (Marketing) from Weald & Downland Living Museum - emmakeen@wealddown.co.uk

00:46:53 Julia Gallagher: Good afternoon and hello from Julia Gallagher at VisitBrighton - Julia.gallagher@visitbrighton.com

00:47:12 PLATF9RM: <https://www.experiencewestsussex.com/survive-revive-and-thrive/> <—recording of this webinar will be made available here

00:47:28 PLATF9RM: #SussexTourismChat to continue the conversation

00:50:01 Jason Woodford: Good morning everyone - Jason Woodford here from digital marketing agency SiteVisibility who work with many leisure & tourism dependent businesses on growing their eCommerce success. My question is how are local destinations preparing to capitalise on the potential release of pent up local demand for staycations later in the summer? Ie so visitors choose Sussex over Cornwall for example.

00:52:32 PLATF9RM: Here everyone, please change your chat settings to All panelists and attendees for all to see.

00:52:53 Sandra Murphy: @graham peters, me too! We've been running webinars for people to share ideas about what this will look like. So well received, I've had to schedule another 2 for next week <https://bit.ly/35VuH0Q>

00:53:17 Lisa Kerr: Hi everyone
Lisa from Consulting with Kerr - SME Business Mentor based in Worthing with clients in the hospitality & events industry.
lisa@consultingwithkerr.com

00:53:30 Katharine Beer: Hi everyone, it's great to see such a range of people joining us. We have updated our guidance on visiting the National Park
<https://www.southdowns.gov.uk/national-park-authority/our-work/coronavirus-covid-19-update/>
Kat Beer, South Downs National Park Authority #SussexTourismChat

00:53:31 Matt Morrison: Hi everybody, Matt Morrison - From MOZEE- We help make Retail and Tourism Smarter with Location data - Matt@Beanstalksocial.co.uk.

00:53:56 PLATF9RM: Hey everyone, please change your chat settings, by clicking the blue rectangle and make your comments available to all panelists and attendees

00:54:04 PLATF9RM: #SussexTourismChat

00:54:09 steve green: Thanks Kat

00:54:15 Ana Christie: Hi everyone @SussexChamber is a business membership organisation providing free support webinars, lots of support and advice, international trade and lobbying for business affected by Covid-19. <https://www.sussexchamberofcommerce.co.uk/>

00:55:04 Howard Martin: Used to doing taking up to 50 cyclists on a tour, however one to one tours many be way forward as well as 50 mile 1066 Sportive set off one at time.

00:55:51 Dawn Lillywhite: Hi, Dawn Lillywhite here from Selsey Town Council, Selsey Cinema and Destination Selsey - 3 jobs but all linked.dawn.lillywhite@selseytowncouncil.gov.uk

00:56:24 PLATF9RM: <https://www.experiencewestsussex.com/survive-revive-and-thrive/>
<—recordings, minutes and resources will be put here

00:57:07 Mandy Curtis: Hello everyone, pleased to join you: mandy@18hours.org.uk

00:57:14 Ami Bouhassane: Hi, Ami here for Farleys House & Gallery, near Lewes, East Sussex

00:57:19 Margaret Murphy: Hi everyone. Margaret Murphy here Tourism Development Officer from Arun District Council / "Sussex by the Sea" margaret.murphy@arun.gov.uk and www.sussexbythesea.com/tourism-business-centre.

00:57:23 Dawn Lillywhite: Sorry - my email address should be dawn.lillywhite@selseytowncouncil.gov.uk

00:57:58 Howard Martin: Hi for Ian Hollidge of 1066 Cycling Festival, postponed from June to September and concerned it may now be next year. Cycling and Walking are Government's preferred choice of travel under Stay at Home measures. Event Management Plan is now very interesting. Still planning for Best and prepared for another postponement. www.1066cyclingfestival.co.uk

00:58:26 Helen Broom: Hi all, Helen Broom, Visit Chichester here helen.broom@visitchichester.org

00:58:27 Flo Powell: Afternoon folks - Flo Powell here from Midnight Communications - PR agency with clients including Arundel Castle. Boris has said July (maybe) but I get the impression we might still be quite far off from reopening attractions?

00:59:20 steve green: The guidance for shops and takeaways is pretty helpful and clear

00:59:34 Kate Burgess-Craddy: Hi I'm Kate Burgess-Craddy from KBC PR & Marketing based in Uckfield - we're a tourism specialist marketing and PR agency supporting DMOs, hotels and attractions internationally and in the UK. We're keen to use our vast experience in tourism promotion to help our local area as we come out of lockdown.

01:00:00 steve green: We've turned our museum cafe into a village shop and we are turning over £6k a week

01:02:57 Zena Budd: Hi Kate - we are a small vineyard in Blackboys, near Uckfield and would welcome any advice on tourism going forward. Thanks for the offer to help local area. I can be reached on zena@tickeragewine.co.uk

01:03:04 Gary Palmer: I feel people and organisations need to be mindful of the "Furlough scheme changes from July, and organisation may need to supplement wages.

01:04:03 Judy Fox: Hi everyone Judy Fox here from Time for Worthing - a new place brand working to put Worthing on the map - support existing business, promote the visitor economy and attract inward investment #timeforworthing - judy@timeforworthing.uk

01:04:45 Mark Murphy: Hi Everyone. Hopefully we will have one or two months at the end of summer to offer our diving courses and trips. mark@oysterdiving.com

01:05:54 IAN HOPPING: Hi everyone, I'm Ian Hopping from Auditel. We're procurement specialists with many clients in the Tourism & Hospitality sectors. Happy to talk to any Sussex business who has cost concerns on an informal basis ian.hopping@auditel.co.uk

01:05:58 Jeremy Taylor: Absolutely agree with Richard - it feels like "Government by popular opinion by leak"

01:06:03 Jason Emrich: Hi, Jason from Knepp Estate. we were due to open at Easter and were virtually 100% booked for the season (camping & Safaris) with cash in advance. Currently refunding / issuing vouchers. Cash will run out soon, probably before we can re-open, then I assume we borrow. FX on next year also weighing heavily on our minds.

01:07:17 Steve Stewart: Afternoon all, Steve from Intelligent Travel Solutions in Hove. We provide internationally recognised revenue and market growth strategies to independent hotels, leisure parks and tourism attractions. Happy to help locally if we can.

steve@itravelsolutions.co.uk

01:07:24 PLATF9RM: Yes Lisa, we will save the chat and make it available

<https://www.experiencewestsussex.com/survive-revive-and-thrive/>

01:09:20 Jeremy Taylor: In the US I've seen Drive-In events (live bands / cinema / Theatre) advertised. Is there an opportunity for this in Sussex? Needs logistics & Distancing for performers & tech support, but could be possible.

01:10:39 Sandra Murphy: @jeremy taylor, love the drive-n idea.

01:10:56 Zena Budd: Good afternoon from Zena at Tickerage Wine, Blackboys Vineyard - really interesting to see hear how everyone is planning to gear up for a long Staycation market.

01:11:19 Jeremy Taylor: Thanks Sandra

01:12:11 Carmen Slijpen:

https://www.atthedrive.in/?utm_source=emarsys&sc_eh=fde76607d0b0ebb91&sc_lid=82865401&sc_src=email_1385460&sc_uid=Fogqkl59Ur&utm_campaign=2020-05-12+13%3A20%3A00-drive+in+may20-&sc_lid=118361&utm_medium=email

01:12:34 Marc Convey: Hi all, marc@23-digital here. We're a video/tech agency. Pivoted to help events, companies, brands take what they can online. Also helping firms to innovate in how they communicate with customers. Drone shots, animation & safe distance timing and delivered in new way such as WebAR. Used with everything from marketing to informing visitors when areas were last cleaned.

01:13:03 Amanda Jones: Hi everyone. Amanda Jones from Brighton Dome & Brighton Festival. Very interested in drive-in idea and how we might work together with those in the tourism sector who can provide large and suitable spaces.

amanda.jones@brightonfestival.org

01:13:55 Howard Martin: Businesses need to look after staff by ensuring good cleaning and hygiene practices then make customers safe by making method of trading clear,

i.e. what is expected of them. If we all can do that then we have greater chance to attract people back and spend.

01:14:16 Sandra Murphy: @amanda jones, also large out of town 'retail' car parks?

01:14:27 Jason Woodford: According to some social media monitoring reports we have access to, there is a current upsurge in UK people researching staycations and camping in particular. Now is the time for UK tourism marketers to be making yourselves visible to this search traffic as they consider their holiday options with a view to shortlisting your business for a deeper enquiry.

01:15:17 Jeremy Taylor: Concert in your Car:
<https://dfw.cbslocal.com/2020/05/12/texas-rangers-drive-thru-concert-globe-life-field/>

01:15:34 PLATF9RM: <https://www.experiencewestsussex.com/survive-revive-and-thrive/>
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01:16:18 Kate Burgess-Craddy: @amanda jones I would think the grounds of some of our large estates would also excellent for drive in events eg Borde Hill Gardens, Arundel Castle etc

01:18:31 Jeremy Taylor: Happy to join a discussion group on developing Drive-In - jeremy.taylor@thecompanyconnector.com - connect at <https://www.linkedin.com/in/1jeremytaylor/>

01:18:42 Dawn Lillywhite: We have previously held open air cinema experiences in Selsey - including showing Jaws on the beach! However revenue was always gathered via bar and food sales which would still require social distancing measures. How do people envisage this working practically?

01:19:03 Debby Matthews: don't forget needs of disabled customers. deaf people prefer screens to masks to lip read and visually impaired can't see barriers for distancing. involve access groups or reps from vol groups who can help with planning. also access to toilets safely.

01:20:03 Dawn Lillywhite: Toilet access is a really good point Debby.

01:20:06 PLATF9RM: Ilona, please make your comments available to all panelists and attendees

01:20:33 Ilona Harris: @amandajones - happy to have a chat with you/others about drive thru options - We're Weald & Downland Living Museum - PO18. We've 40 acres with event field space that is set up for car use etc. ilonaharris@wealddown.co.uk

01:22:00 Marc Convey: Safe food and drink delivery to cars; ordered via an app? Toilet and disabled issues trickier. Happy to jump in any chats that happen, to offer free advice on tech solutions.

01:22:21 Howard Martin: Dawn Lillywhite - can you please get in touch - I organise large scale events on the sea front in Hastings & Bexhill - Howard Martin - Bexhill Chamber of Commerce



01:22:45 Steve Reed: I'd be pleased to help those group-focused businesses and destinations to plan and prepare for groups via Steve Reed Tourism. We're group travel specialists based in Hants and purely focus on this vital sector. Particularly so for Arun, Arundel, Worthing, Chichester, Selsey, Brighton and specific attractions such as Bluebell Railway. I'm on steve@stevereedtourism.co.uk www.stevereedtourism.co.uk

01:23:35 steve green: H Steve - it would be good to understand what is going on with demand from groups in the coming months

01:23:44 Marc Convey: For deaf people, have an app linked to second screen in car (smart phone/ tablet) with subtitles on.

01:24:02 Amanda Jones: Super. Very happy to explore further via a separate discussion group. Unique spaces such as heritage sites, etc will be of particular interest due to impact on overall experience.

01:24:29 Zena Budd: Very happy to talk to people about how we could safely supply our handcrafted Sussex Sparkling Wine from Blackboys Vineyard to local events. Please get in touch at zena@tickeragewine.co.uk

01:26:27 Dawn Lillywhite: Happy to Howard - could you possibly share your email address? Thanks.

01:28:06 Steve Reed: Hi Steve [great name btw] indeed, the coach and tour industry is in almost total stasis. Companies we've all heard of are closing by the day - David Urqhart Travel second biggest in UK for example. Many though are actively planning to re-emerge and need some loosening of the lockdown reins in order to accomplish this.

01:30:21 Steve Reed: And also for Steve Green, our companies are asking consumers to accept transferring to other later tours and products rather than refunds where possible

01:31:03 Matt Morrison: I am having this issue with airlines right now, and the airlines are just ignoring contact and the insurers are also just not answering questions and pushing back dates

01:33:53 Steve Reed: And again for Steve Green: I'd say attractions like Gilbert White can work and plan now to get off the group starting blocks before your competitors? obviously with all the COVID considerations

01:35:16 jenny andersson: We have found with a couple of clients that looking into drive in options for events that the insurance market wouldn't cover it at the moment. Anyone else had that experience?

01:35:40 Steve Stewart: As @Debbie Venn says, UK tourism is now facing a tremendous opportunity as economic and health pressures combine to make tourism in our country not just an option, but now the only practical choice for many. Many travel insurance providers now no longer cover for Covid when overseas, which will force many more people to holiday at home.

01:36:44 jenny andersson: Probably covered last week but one thing I have noticed with the SME clients I've been working with, is the deep value of having had a diversification strategy which has made them so much more resilient. Might seem obvious to say. One example: small holder farm which has accommodation (closed), meat (thriving locally), wool for

knitting (thriving), soap and handcare products (through the roof) and online courses on how to become a smallholder. So they have been able to flex without their accommodation income.

01:42:51 PLATF9RM: <https://www.experiencewestsussex.com/survive-revive-and-thrive/>
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#SussexTourismChat

01:44:40 Jeremy Mitchell: Need to leave to attend another webinar. Thank you for another very interesting session. For Steve Green - hopefully we can put our heads together to plan a joint groups strategy from when we re-open next spring.

01:46:19 Zena Budd: Having a co-ordinated single approach to promote Sussex as a destination would be very welcomed - how do you take this forward? Thanks

01:46:49 Kate Burgess-Craddy: We have to focus on the very local markets around us, before we try to attract people in from outside the region. With no school until September there will be great need for day trips to keep the family occupied. Think of those on your doorsteps and how you encourage them to visit you again.

01:47:09 Howard Martin: Our fear of a united "Sussex" is it would be totally dominated by Brighton and our distinctive offers would be lost.

01:49:17 Steve Reed: Problem with a local market only approach is that it is the same money that just slews around the area - no new income at all.

01:49:44 Jeremy Taylor: Anyone interested in discussing the Drive-In concept pls connect with me on LinkedIn - <https://www.linkedin.com/in/1jeremytaylor/>

01:50:16 Sandra Murphy: @howard martin, with greater emphasis on space for social distancing might level up the playing field?

01:50:20 Emma Keen: Sharing in chat as well.... Can we get a 'Be a tourist in your own town' movement/campaign set-up where all DMO, SME's, etc can get involved in? This can be regional or taken nationally?! I have lived in West Sussex for 5 years and still haven't been to many attractions/destinations - it is something I will be looking into as part of the new normal!... thoughts? Would love to work collaboratively on this.

01:50:27 Steve Reed: Despite the fear of it being Brighton dominated, experience shows that a joined up Sussex approach is the only way forward

01:50:57 PLATF9RM: <https://www.experiencewestsussex.com/survive-revive-and-thrive/>
<— all resources, videos and chat will be made available here

01:53:43 Kate Burgess-Craddy: Totally agree with Emma Keen. We would certainly be willing to help with progressing this too. It's exactly what we need. And most definitely -working collectively - or co-opetition - is the way forward. kate.burgess@kbc-pr.com

01:53:45 zoe Neal: Emma Keen Selsey Town Council would welcome working with a 'Be a tourist in your own town' campaign.

01:53:52 Howard Martin: Jo - thank you - a discussion to be continued at some point - Bexhill Chamber of Commerce

- 01:56:05 PLATF9RM: Please change your settings and repost you comments to 'All panelists and attendees'
- 01:56:13 PLATF9RM: #SussexTourismChat
- 01:56:38 Louise Collins: @Emma Keen. Love the 'Be a tourist in your own town' Great way to really promote all of our great local assets
- 01:56:59 Steve Reed: Another excellent webinar; top experts and chairman thank you
- 01:57:00 Louise Collins: Louise, Sussex Wildlife Trust, be great to be involved in the discussions around groups Steve, and also anyone working in heritage site/ natural spaces. Louisecollins@sussexwt.org.uk
- 01:57:00 Julia Weeks: Brighton&Hove are actively looking to engage with the wider region on attracting visitors for short trips and staycations
- 01:57:02 Dawn Lillywhite: Be a tourist in your own Town is such a good idea in the current climate.
- 01:57:35 Sally Staples: Brighton is an amazing asset for Sussex - we can work together for everyone's benefit.
- 01:57:57 Sally Staples: Hi Zena, Jo Williams (Experience West Sussex - on the panel) and myself (East Sussex County Council) are pulling together a proposal to progress this. We really want to work with Brighton but we will ensure we sell all the wonderful qualities of the two counties.
- 01:58:18 Howard Martin: But are Brighton & Hove working with local resources to distribute more of their tourism base around the area?
- 01:58:20 Kate Burgess-Craddy: Happy to set up a further discussion on how a Tourism in your Own Town can be taken further as a collective campaign to be implemented locally.
- 01:58:38 Caroline Cooper: Hi everyone. Caroline Cooper here from Naturally Loyal. I help hospitality and tourism businesses develop their teams to deliver a fabulous guest experience. Current focus is on personal development for managers and supervisors on furlough. great ideas thank you. caroline@naturallyloyal.com
- 01:58:56 Sandra Murphy: Different customers have different needs - segmented markets, key is to put ourselves in their shoes and identify which part of our offer works for each of those segments and understand how to reach them.
- 01:59:16 Steve Reed: Tourism is all about additional spend - additionality creates more jobs and wealth and any times
- 01:59:17 PLATF9RM: <https://www.experiencewestsussex.com/survive-revive-and-thrive/>
<— everything will be here
- 01:59:35 rebecca webbe: thankyou all, very good
- 01:59:46 Sandra Murphy: Excellent webinar, thank you



02:00:33 Steve Stewart: Thank you all, very interesting

02:00:34 Sarah Bolam: Thanks again for a great session. Lots of good ideas for the future... and it's not too early to be thinking about messages for a year-round destination to try to build business through the autumn and winter as well!

02:00:35 zoe Neal: @Kate Burgess would love to take part in that discussion
zoe.neal@selseytowncouncil.gov.uk

02:00:36 PLATF9RM: #SussexTourismChat

02:00:39 Howard Martin: Thank you everyone - excellent webinar

02:01:01 Gary Palmer: Thank you everyone, huge help

02:01:01 Louise Collins: Thank you everyone

02:01:06 Samantha Smithson: thanks again - really good to hear the unity of views going forward

02:01:17 Zena Budd: Thank you everyone - very good and shared ideas and experience from Zena at Tickerage Wines

02:01:19 Mandy Curtis: Thank you everyone :)

02:01:26 PLATF9RM: Thank you all for joining.

02:01:27 Rebecca Tennent: Thank you everyone, very useful and interesting

02:01:28 Sophie V: Thanks all

02:01:34 Dawn Lillywhite: Thanks all. See you next week!