

White Cliffs Country

COVID-19 BUSINESS TOOLKIT

www.whitecliffscountry.org.uk/



FOREWORD

“WHITE CLIFFS COUNTRY” : KEEPING THE DESTINATION ALIVE

These are unprecedented and challenging times for everyone – in particular for those involved in the tourism and hospitality sectors. The crisis will end at some point. There is likely to be significant pent up demand, and an increase in domestic over international travel. Dover District Council’s (DDC) growth strategy for the Tourism and Visitor Economy 2020-2030 publicised earlier this year, will now take on greater significance as we support the Government and Kent County Council, in plans to reboot our local economy.

In the meantime, DDC together with its Partners are working hard to : support businesses get through the crisis; keep the White Cliff Country destination alive; and put in place a recovery plan. DDC’s Tourism Team continues to operate – details below.

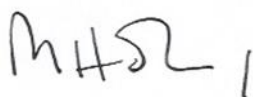
To keep the destination alive over the coming weeks, we will launch in May a promotional campaign using the “We’ll Meet Again”, theme made famous by Vera Lynn in World War Two, and referred to by HM The Queen during her address on Sunday 5th April 2020. Initially this will be domestically focused and structured around:

- Visit ‘WHEN’ lockdown is over. *(visual examples are included in Appendix A)*
- Visit ‘NOW’ lockdown is over.

The ‘Now Lockdown is Over’ campaign will be driven through DDC’s new “White Cliffs Country” interactive and virtual website which will go live on the day the campaign is launched, and together with marketing on social media, aims to stimulate ‘armchair inspiration’, encouraging future visits and forward bookings.

Looking ahead, DDC will mount a “White Cliffs Country” promotional stand at the next World Travel Market (WTM) to be held in London – details to be confirmed but likely towards the end of this year. The WTM is one of the top travel trade fairs globally. We will use this high level event to promote the District on both the domestic and international stage.

For now, DDC’s Tourism Team have put together the below Covid-19 Tool Kit which I hope you will find useful. Please contact Chris Townend and his Team if you need help.



Cllr Michael John Holloway OBE,

Deputy Leader of Dover District Council and Portfolio Holder for Tourism

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SHINING A SPOTLIGHT ON WHITE CLIFFS COUNTRY

With its spectacular beaches and picturesque towns, White Cliffs Country is a unique destination where coast meets countryside, ancient meets modern, relaxation meets adventure, and England meets Europe. With one of the most temperate climates in the UK, the district covers 123 square miles, with 20 miles of coastline and beaches. Around 22% of the entire region is designated as an 'Area of Outstanding Natural Beauty' (AONB) and 3% of this is designated as Heritage Coast.

Nationally and internationally significant, it is home to:

- 100+ visitor attractions
- 57 conservation areas
- 48 ancient monuments
- 30 walking routes
- 9 cycle trails
- and over 200 parks and open spaces.

The three '*Character Towns*' of White Cliffs Country:

Deal

'A quaint, quirky and quintessentially English seaside town.'

Dover

'An active, adventurous and authentic English historic town.'

Sandwich

'A relaxed, romantic and rustic English medieval town.'

Discover more and explore beyond the chalk

Address: Visitor Information Centre, Dover Museum, Market Square,
Dover, Kent CT16 1PH
Tel: 01304 201066
Email: vic@dover.gov.uk
Website: www.whitecliffscountry.org.uk

Social Media

Facebook: [WhiteCliffsCountry](https://www.facebook.com/WhiteCliffsCountry)
Twitter: [@VisitDover](https://twitter.com/VisitDover)
Instagram: [@VisitDover](https://www.instagram.com/VisitDover)

TIP ONE

KNOW ALL ABOUT COVID-19

White Cliffs Country, part of Dover District Council, has taken steps to ensure the districts businesses and visitors are fully updated via our website and weekly COVID-19 newsletters.

We are regularly reviewing communications and advice from the government, NHS and leading tourism associations to ensure we have up-to-date information and advice relevant to the tourism industry.

General COVID-19 Information

- For health information and advice visit the [NHS website](#).
- For the UK Government's action plan, response, information for the public and stay at home guidance:
 - [Action Plan](#)
 - [Response](#)
 - [Information for the public](#)
 - [Stay at home guidance](#)
 - [Advice and guidance on mental health and wellbeing](#)
- For the latest news on COVID-19 in [Dover District and Kent](#).



Business Advice

For current information regarding district, government and tourism advice and updates for businesses please refer to the Dover District Council website, as well as the White Cliffs Country website and our weekly Covid-19 newsletter.

Please ensure you regularly check the [Dover District Council website](#), [White Cliffs Country website](#) and are also [signed up](#) to receive our communications for all the latest updates. With the council administering a number of grants on behalf of the Government, our platforms will also highlight and share relevant information and guidance on all the latest grants, funding and support as soon as it becomes available.

- **Business helpline: 03333 602 300 — Monday to Friday, 8.30am to 5.30pm**
This service is funded by Kent Local Authorities and delivered by the Kent and Medway Growth Hub

We are regularly reviewing communications and advice from external sources and associations to ensure we have up-to-date information and advice relevant to the tourism industry.

- For guidance for employers and business please visit the [HM Government website](#), and for details of potential Government support to businesses please visit the [Government's Business Support website](#).
- The Government has launched a '[Business Support Finder](#)' tool to help you identify what support is available for you and your business.
- The Government has updated its online resources to include webinars aimed at helping businesses understand the support available. You are able to register to attend [future webinars](#) or watch [recorded sessions](#).
- The latest information and advice for the UK Tourism and Travel industry can be found on the [VisitBritain website](#), as well as on their dedicated [Covid-19 updates page](#).
- For the latest Tourism South East updates and information visit [TSE website](#).
- Information for Visit Kent investors can be found on the [Visit Kent website](#).
- Support and advice from [UKinbound](#).
- For additional workplace advice and latest news on coronavirus in Kent visit [Dover District Council website](#).

Tourism and Business Consultation

Make sure your voice is heard – watch out for and submit your entries into all appropriate consultation processes, especially Government and industry level inquiries.

We know the tourism industry is having a tough time – locally, nationally and internationally – and it is more important than ever to ensure that we all stand together and have our collective input, where possible, into key decisions.

We will continue to highlight upcoming consultations on the White Cliffs Country website and through our weekly COVID-19 newsletter for your consideration. We will also continue to run our own surveys.

Please ensure that you take part, where and whenever possible.

TIP TWO

KNOW ALL ABOUT OTHER POTENTIAL COVID-19 FUNDING AND SUPPORT

White Cliffs Country and Dover District Council have taken steps to ensure the district's businesses, residents and visitors are fully updated via our websites.

We are regularly reviewing communications and advice from external sources and associations to ensure we have up-to-date information and advice relevant to the tourism industry.

- For business advice and associated funding/support opportunities please refer to the Business Advice section of Tip One.

Other organisations have also announced funding and support for small businesses, please refer below:

- The Government has put together a couple of lists detailing support for business from outside government – the [first](#) includes additional resources that public bodies, organisations and charities have produced that may be useful to employers and employees. This includes organisations such as ACAS, BITC, CIPR, CIPD, Mind and Companies House. The [second](#) is a list of Trade and Business organisations that are providing sector-specific advice on Covid-19.
- [Bounce Back Loans scheme](#)
- [Historic England](#), Covid-19 Emergency Response Fund
- [Arts Council](#), Measures and Funding Support.
- [Kent Community Foundation](#), Coronavirus Emergency Fund.
- [Hospitality Action](#), COVID-19 Emergency Grant.
- Martin Lewis, [Money Saving Expert](#), Small Charity Coronavirus Poverty Relief Grant.
- [Diageo](#) - package of support for British drinks industry.
- [Facebook](#) - small business grants program.
- [Sport England](#), Community Emergency Fund.
- [The Drinks Trust](#), COVID-19 Relief Fund.
- [Innovate UK](#), fast-track competition to develop new ways to tackle global disruption such as that caused by COVID-19.

TIP THREE**BE OPPORTUNITY SAVY**

During this crisis there are businesses that have seen an uplift in sales and it is predicted that local farm shops and other similar set ups will continue to benefit beyond from a new customer base that is likely to stay loyal.

Many businesses are being creative and have diversified to offer more relevant services during the current situation. One of the more obvious examples is that restaurants and cafes have operated a home delivery service or a click and collect scheme which has worked successfully for them.

New promotional schemes are also now available to support you regarding delivery services and identifying available 'trade' stock. Visit and perhaps join up with www.helpkentbuylocal.co.uk (run by [Produced in Kent](#)).

You may want to consider if you have a business that can support key workers or help to accommodate healthcare or front-line services during this period.

Special offers are also a great way of building your database and reaching out to new contacts. Offers and vouchers that can be enjoyed now, such as discounted food delivery, or in the future once the corona crisis has passed such as short breaks and experiences in the area.

We would hope that many visitors, will manage their current reservations and bookings and change the dates and re-schedule rather than make cancellations. We would suggest that our industry members offer visitors the flexibility to re-book at a later date.

The speed at which tourism business manage to recover and bounce back from the situation will be dependent to this point.

Training Opportunities

You may also want to consider supporting your business by providing training opportunities to your employees.

- The Government has launched a new free online learning platform (<https://www.gov.uk/government/news/new-free-online-learning-platform-to-boost-workplace-skills>), 'The Skills Toolkit' will help people to build their skills during the coronavirus outbreak and beyond.

TIP FOUR**SHOUT ABOUT YOURSELF**

Use this opportunity and time to promote your business and maintain communications.

Your website

Making sure that your website is user friendly will improve your chances of taking bookings and reaching a wider audience. Make it easy to find for those looking for information on where to stay and what to do when visiting White Cliffs Country.

- Think about the audience that might be visiting your site and make sure it will answer any questions they might have. Be clear about the services you offer.
- Provide a hyperlink from your website to the White Cliffs Country website.
- If you are having themed packages or events throughout the year, make sure these are listed on your site – as well as on the White Cliffs Country website.
- Promote your locality and what makes your location special; local information you might want to share may include; special ‘call to action’ annual visitor events that are going on in your town or your proximity to various key attractions and experiences.
- On top of this, there is likely to be an increase in traffic to your website once lockdown is over, so you might want to think about having a multi-lingual site. Google Translate have a simple, free plugin that you can install on your website that will make your site available in lots of different languages.

Your social media

Establish a manageable social media presence and use that social media to highlight all that your business is doing – look out for and connect to relevant social trends.

- You might want to share some images that you have taken of the surrounding area - pictures are always popular with consumers on Facebook and Instagram in particular, photos really stand out in a user’s timeline.
- Create content that is varied and interesting, not just a stream of sales messages.
- Work together with other local businesses, to spread the word online about what is going on that will be of interest to potential visitors

Examples of local information you might want to share:

- Special events that are going on in your town and locality
- Themed menus from local restaurants
- The nearest attractions and experiences to your property

If you show through your social media that the location of your business is a real hive of activity, then you will attract more people to your business.

Social Media accounts to follow:

	Facebook	Twitter	Instagram
White Cliffs Country	WhiteCliffsCountry	@VisitDover	@VisitDover
Destination Dover	DestinationDoverKent	@DestDover	@DestinationDover
Visit Kent	VisitKent	@VisitKent	@VisitKent
Beautiful South East	VisitSouthEastEngland	@VisitSEEngland	@visit_south_east_england
England's Coast	EnglandsCoast	@England_Coast	@EnglandsCoast
Visit England	EnjoyEngland	@VisitEngland	@VisitEngland
Visit Britain	LoveGreatBritain	@VisitBritain	@LoveGreatBritain

Hashtags to use:

#WhiteCliffsCountry	#VisitDover	#VisitDeal	#VisitSandwich
#LoveWhiteCliffsCountry	#LoveDover	#LoveDeal	#LoveSandwich
#DoverIsCalling	#DeallsCalling	#SandwichIsCalling	#KentIsCalling
#VisitKent	#EnglandsCoast	#VisitEngland	#VisitBritain

The White Cliffs Country website

Make sure you are listed on White Cliffs Country's channels.

Any business in the Dover District that serves the visitor economy and tourism is eligible to be listed on the White Cliffs Country website. Note that accommodation providers must have valid accreditation or sign up to the District Accommodation Charter.

If you are listed already, please check your details are up to date. If you are not listed, please email vic@dover.gov.uk.

Events

Any event in White Cliffs Country (Dover District) that serves the visitor economy and tourism is eligible to be listed on the White Cliffs Country website's events pages.

If you would like to submit your visitor event information, please email vic@dover.gov.uk

The [Visit Kent website](#)

Make sure you are listed on Visit Kent channels.

Any business in Kent that serves the visitor economy is eligible to be listed on the Visit Kent website. Note that accommodation providers must have valid accreditation.

If you are listed already, please check your details are up to date. If you are not listed email: enquiries@visitkent.co.uk.

Events

Submit your event information now using a simple [online form](#).

The [England's Coast website](#)

Make sure you are listed on England's Coast channels.

Through White Cliffs Country's membership of the England's Coast Project (Visit England's Discover England Fund) any business in the Dover District that serves the visitor economy and tourism is eligible to be listed on the England's Coast website.

Within White Cliffs Country listings are available for accommodation providers and places to eat within 5 miles of the coast and visitor attractions, activities and local transport providers within 15 miles.

If you are listed already, please check your details are up to date. If you are not listed, please visit www.englishcoast.com/en/business-listing-hub/register or email katy.dunnill@coastaltourismacademy.co.uk.

Tourism Accommodation Standards Charter and free website listing

We remain committed to both the National Quality Assurance Scheme run by The AA, Kent Accommodation Scheme and other accreditation schemes/guides like Alistair Sawday, Michelin etc. This independent view can provide valuable insight and excellent advice tools to assist you with running and developing your business. They can also provide an award to use on your website and promotional materials.

To support our non-accredited district wide accommodation businesses, we have developed an 'Accommodation Charter' which is aimed at giving visitor confidence when booking within the district. The Charter covers important areas such as legal considerations, health and safety and good customer care practice.

Signing up to the Charter gives an opportunity to be promoted on the White Cliffs Country website and other potential promotional activities (advertising and PR activity) undertaken by us and partners like Visit Kent and Tourism South East. It also enable the districts Visitor Information Centre's to make bookings through you on behalf of their visitors. [Find out more.](#)

TIP FIVE

PROMOTE THE LOCAL AREA

White Cliffs Country has rich history and heritage, wonderful coast and countryside and is peppered with many hidden gems.

Telling your guests and visitors about all the great local businesses and attractions also helps to enhance their stay and encourages them to return.

We may all be currently locked down, but why not take advantage and explore local attraction websites to discover all that our coast and countryside has to offer - especially those that you may not have had time to visit before and discover all the hidden gems on your own doorstep.

- Discover more and become an [England's Coast Ambassador](#).
- Provide a hyperlink from your website to the [White Cliffs Country website](#).
- Download and share the [White Cliffs Country Destination Guide 2020*](#).
- Download and share the [White Cliffs Country Days Out Guide*](#).
- Download and share the [White Cliffs Country Walking and Cycling Guide*](#).
- Download and share multi-lingual information sheets on Dover*, Deal and Sandwich*.
[French](#), [German](#), [Italian](#), [Spanish](#).
- Look out for 'Produced in White Cliffs Country' listings – coming soon; and also visit [Produced in Kent](#).
- Look out for the 'White Cliffs Country Visitor data Hub – coming soon. The hub will provide access to guidance and resources that businesses can use in line with our Tourism & Visitor Economy Strategy for the district. The strategy promotes a joined up approach which will attract visitors to visit throughout the year.

**Printed copies are available from the District Visitor Information Centre, based in Dover Museum, or email vic@dover.gov.uk.*

TIP SIX

WORK TOGETHER

Two heads are better than one!

Working together, either business to business or as a group/community, can encourage everyone to aim for the same goal and yield far greater results.

How will you encourage visitors to engage with the area, engage with you, and ultimately spend money in your businesses?

Are there complementary businesses/events nearby that could enhance your own offer to provide a superior package for your customers?

For example:

- Could you offer evening meals/packed lunches for nearby accommodation that cannot offer their own, such as local campsites?
- Get involved and work with your local Chamber of Commerce or Town Team.
 - [Deal and Walmer Chamber of Trade](#).
 - Deal – Love Local.
 - [Dover District Chamber of Commerce](#).
 - Dover Town Team.
 - Sandwich Chamber of Commerce.
 - [Thanet and East Kent Chamber](#).
 - [Kent Invicta Chamber of Commerce](#).
- Get involved and work with your local tourism association:
 - [WCCTA](#).
- You'll find additional business support information on the White Cliffs Country Visitor Data Hub (coming soon) and at www.VisitKentBusiness.co.uk.
- Support your local community groups and feedback ideas for possible ways to increase tourism and economic benefit for your area.

Work with your local tourism teams

Find out how you can work with other tourism businesses and the platforms available to you for promoting your business at:

- Visit [White Cliffs Country](#) or email vic@dover.gov.uk.

TIP SEVEN

GET INVOLVED

As well as taking advantage of the website listings for businesses and events on the website and partner websites. White Cliffs Country and Visit Kent delivers campaigns and initiatives that you can get involved in.

- Look out for 'White Cliffs Country Offers' listings – coming soon.
- Take part in [Visit Kent's](#) annual '2 for 1 Campaign' when you travel by train, with SouthEastern. To find out how you can get involved, contact enquiries@visitkent.co.uk.
- Take part in Visit Kent's annual '[Kent Big Weekend Campaign](#)'. To find out how you can get involved, contact enquiries@visitkent.co.uk.
- Don't forget The 149th Open comes to Sandwich in July 2021. Take a look at [The 149th Open Business Toolkit](#) and [The 149th Open Guidance for Local Accommodation Providers and Business](#) (following cancellation in 2020).

APPENDIX A

CAMPAIGN:

'We'll Meet Again', When Lockdown is Over



"We'll Meet Again"
when lockdown is over #seeyousoon

© whiteonesugar

VISIT WHEN LOCKDOWN IS OVER
DOVER

whitecliffscountry
VISIT DOVER ▼ DEAL ▼ SANDWICH

01304 201066
vic@dover.gov.uk
www.whitecliffscountry.org.uk

UNTIL THEN ► STAY SAFE ► STAY LOCAL



"We'll Meet Again"
when lockdown is over #seeyousoon

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EXPLORE
SANDWICH
EXPERIENCE WHEN LOCKDOWN IS OVER

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VISIT DOVER ▼ DEAL ▼ SANDWICH

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UNTIL THEN ► STAY SAFE ► STAY LOCAL

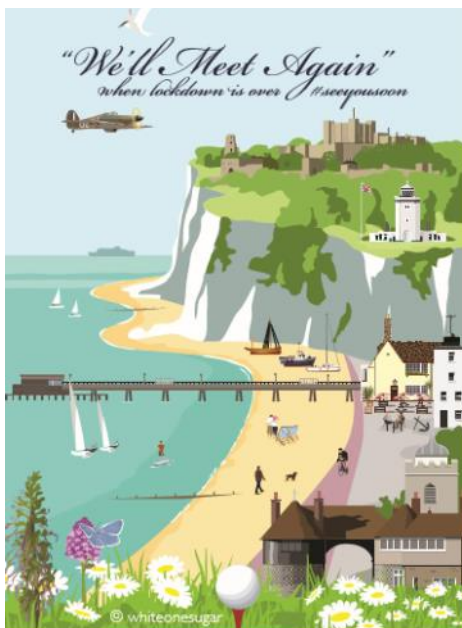


DISCOVER THE REAL
DEAL
WHEN LOCKDOWN IS OVER



01304 201066
vic@dover.gov.uk
www.whitecliffscountry.org.uk

UNTIL THEN ► STAY SAFE ► STAY LOCAL



WHITE CLIFFS COUNTRY
SOMETHING NEW WHEN LOCKDOWN IS OVER



01304 201066
vic@dover.gov.uk
www.whitecliffscountry.org.uk

UNTIL THEN ► STAY SAFE ► STAY LOCAL

CONTACT US**White Cliffs Country**

Dover District Council, Council Offices, White Cliffs Business Park, Whitfield, Dover, Kent CT16 3PJ

Christopher Townend, Strategic Tourism & Visitor Economy Manager

Tel: 01304 872094
Email: christopher.townend@dover.gov.uk
Website: www.whitecliffscountry.org.uk

Debbie Dainton, Visitor Operations Manager

Tel: 01304 216887
Email: debbie.dainton@dover.gov.uk
Website: www.whitecliffscountry.org.uk

White Cliffs Country Visitor Information Centre

Dover Museum, Market Square, Dover, Kent CT16 1PH

Lucy Blinco, Visitor Services Supervisor

Tel: 01304 201066
Email: vic@dover.gov.uk
Website: www.whitecliffscountry.org.uk

Dover District Council

Council Offices, White Cliffs Business Park, Whitfield, Dover, Kent CT16 3PJ

Tel: 01304 821199
Website: www.dover.gov.uk

