



This news bulletin is emailed quarterly to South Somerset tourism businesses and appears on the trade pages of www.visitsouthsomerset.com

Please send items for the next issue by **Friday 16th August 2019**

SSDC Leaflet Exchange 2019

Thank you to everyone that attended the 2019 Leaflet Exchange held at Westlands Entertainment Venue in April. It was positive to see such a large number of local businesses networking and exchanging tourism information. As in previous years there was a lively buzz throughout the morning and visitors made use of the advice on offer from the regional Cyber Crime Unit and Growth Hub. Nell Barrington was offering help about entering the South West Tourism awards – good luck to everyone who entered!



SSDC Tourist Information Centre news

The refit at the Cartgate Tourist Information Centre on the A303 continues with new display units and a greater product range for sale. The two 49" TV screens are working well, with a number of different advertisers taking advantage of the prime location. For more information about the screens, including the packages from only £60/ month just drop us an email. Why not call in anyway and have a look at the changes we have made.

The Yeovil Tourist Information Office will soon be moving to its permanent location in Petters House. The staff will continue to be able to offer a wide range of local advice, coach and event tickets plus information about attractions and events across South Somerset.

SSDC Economic Development Strategy

The Economic Development team have recently produced their [Economic Development Strategy](#). As part of the strategy they are creating a key account management programme where the team would like to meet businesses within South Somerset to see how they can better engage with local businesses, understand business needs and promote business collaboration and networking. If you would like to be part of this and meet up with the team please email econdev@southsomerset.gov.uk and a member of the team will arrange a meeting. Discussion areas will include but not exclusive to;

- Business objectives / possible growth
- Skill / recruitment requirements
- Infrastructure needs (digital / physical)
- Engagement with South Somerset District Council

Visit Somerset Summer Conference

The Visit Somerset Summer conference will be held at Haynes International Motor Museum on June 4th. The morning will see the launch of the new Visit Somerset website as well as sessions on foodie film developments and important news about a joint partnership with SSDC.

The morning is free or there is an afternoon session for £12 which includes lunch and a tour of the museum, tickets can be booked via <https://www.eventbrite.co.uk/e/visit-somerset-summer-conference-tickets-61423171359>.

Shout out for event organisers

If you are organising an event in South Somerset or know people that are, don't forget that they can be listed on the What's on page of Visit South Somerset for free, please fill in the form at <http://www.visitsouthsomerset.com/submit-new-event.aspx> and we will do the rest.

Tourism Team familiarisation visits

The tourism team have been getting out and about over the spring, as well as visits to the Ham Hill and Yeovil Country Park, the staff have been to Somerset Cider Brandy for a tour and Becky visited the Gartell Light Railway for the Blackmore Vale Guide Launch. These visits are really useful to the TIC team and the attractions concerned. Please get in touch if you think your business would benefit from a visit.

Visit South Somerset and Somerset Gardens publications

If you are running low of **Visit South Somerset** and **Somerset Gardens** guides, stock is available from Take One Media, please email Dom via Dominic.tancock@takeonemedia.co.uk for details. We do hold a limited stock at the Cartgate Tourist Information Centre on the A303 which is open 9am to 4pm every day during the summer season. Don't forget the Somerset gardens leaflet includes generous 20% discount vouchers for many of the gardens.

Blackmore Vale guide – just published

The Blackmore Vale Line Community Rail Partnership recently launched their new guide to **Great Days Out on the Blackmore Vale Line**. This handy 66 page DL publication covered the train line from Tisbury to Crewkerne and highlights things to do and places to visit within a short distance from the train stations. If you would like copies of the guide, please email blackmorevalecrp@gmail.com or visit <https://www.blackmorevaletrains.com/>. Towns and villages along the route, places to eat, churches, local art trails and surprise surprise, local rail attractions are all listed along with walks from the stations.

FREE Heart of the South West Growth Hub training event

Yes FREE, 1-2-1 business advice is available for local businesses, where a local advisor can talk about your business aspirations, identify new opportunities and put together an action plan to help you achieve them. A wide range of topics are covered from boosting sales or increasing

bookings, improving your marketing and getting it right first time with regulatory advice. In addition to advice the Growth Hub offer courses and seminars, for more information and to sign up to their informative newsletter, visit <https://www.heartofswgrowthhub.co.uk/>

Somerset and Wiltshire Federation of Small Businesses training

The local branch of the Federation of Small Businesses are hosting a number of training events, including a tour of Harrys Cider, followed by a branding masterclass at the Devonshire Arms in Long Sutton on 26th June. The event runs from 10am – 2pm, costs £25 and includes a tour of Harrys Ciders orchard, sandwich lunch and talk on branding by Danny Gosling from Thinkography. <https://www.eventbrite.co.uk/e/tour-and-tasting-at-harrys-cider-farm-and-branding-masterclass-26-june-2019-tickets-60922996322?aff=DMLinkedIn>

The Federation are also offering a number of free training sessions for small businesses at the Yeovil Innovation Centre in partnership with Plymouth University.

5th June – Management Accounting for Non-Accountants - <https://tinyurl.com/y4797m2u>

12th June – Mastering Marketing - <https://tinyurl.com/yyyycpow>

19th June – Making Data Work for Your Business - <https://tinyurl.com/y32loy8m>

Please let me know if you book on any of these courses, maybe we can feature your business in the next Tourism news bulletin.

Smallbiz 100 is back!

Small Business Saturday is looking for 100 businesses from around the UK to celebrate, shout about and promote in the run up to Small Business Saturday 2019 on the 7th December. Entry is free and applications close on 30th June - more information at <https://files.constantcontact.com/72ecc661501/901aa64a-43ed-49f6-a2bc-9067fa6626d7.pdf>

The Great British High Street of the Year Awards 2019

The deadline for entering the annual competition to find the best High Street in the United Kingdom closes on 4 July. Applications from local partnerships, including Chambers of Commerce, Town Teams and Town and Parish Councils are invited and shortlisted finalists can win up to £15,000 for their local community. Full details and entry form at <https://thegreatbritishhighstreet.co.uk/high-street-of-the-year-awards/entry>

Grant Aid

The TMT Foundation supports charitable causes in Somerset and Dorset, with a particular emphasis on supporting charities who focus on health, education, poverty relief, religion children and young people.

There is no website but applications can be made in writing to
The TMT Foundation, Care of Blake Envelopes, Watercombe Lane, Yeovil, BA20 2SU
Tel: 01935 470704
Email: info@tmtfoundation.co.uk

Here and there.....

Langport businesses are embracing the Totally Locally initiative and taking part in the first-ever “**National Fiver Fest**”, from June 8th to 15th 2019, along with over 30 other towns throughout the UK, encouraging shoppers back into their local town centres and high streets. Many of Langport independent shops, cafes, business and restaurants will be putting on special £5 offers for the duration of the Fiver Fest campaign.



The organisers say “If every adult in the Langport area spent just £5 a week with their local independent shops and businesses instead of online or at the big supermarkets or chain stores, it would be worth an extra £1.6 million going directly back into our local economy. On average, each independent business has around 12 local suppliers who are also often independent, family-run businesses. So that £5 spent is re-spent locally as well, further helping our small town of Langport. And the beauty of spending £5 is that it is easy, guilt-free, and anyone can do it.” Quite a thought!

An exciting new visitor attraction, **The Newt in Somerset**, is finally open after months of speculation, building and road works. On the site of the Hadspen House Estate near Bruton, there are extensive gardens, woodland walks and restaurants using home grown produce. The hotel is due to open in July.

Please email becky.cotterill@southsomerset.gov.uk by August 16th with any news stories for the next edition due out September 2019

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