

# VISIT EASTBOURNE

## Destination Update

4 August 2020

### VisitEastbourne

- The team are working alongside the EHA, BID, and Chamber of Commerce on the COVID-Ready and LoveEastbourne campaigns. The COVID-Ready Facebook page is underway and has already had a lot of engagement prior to any paid advertising. We have supported photoshoots over the last few weeks organised by the EHA to gather up brand new footage of Eastbourne as a destination and this will be used for all of the LoveEastbourne campaign moving forward, with demographic specific focuses such as families, active, and wellbeing.
- Initial design concepts have been received for the 2021 Eastbourne Holiday Guide. Next year's guide will focus heavily on wide open outdoor spaces, and will aim to promote Eastbourne as a safe destination to visit.
- We have now received the translated copy for the VisitEastbourne website and we have begun populating the German website behind the scenes, we are hoping to have this live by the end of August.
- Our recent email marketing campaign to win a 3 night break in Eastbourne, courtesy of the Hydro Hotel, has been a roaring success. Over 4,000 entries have been received and each of which has received an Eastbourne Holiday Guide as part of the entry process. The social media post statistics included 113,844 advert impressions, reached 61,649 people, 4,039 clicks, £0.06 cost per click, 4,392 brochure requests and 2,628 of these were brand new leads (59.8% of total brochure requests).



### Social Media

- Keeping followers of Visit Eastbourne up to date with events and activities happening in the town, including the arrival of the Eastbourne Eye, opening the grass tennis courts at the Devonshire Quarter to the public and the Heritage team's excavation at Butt's Brow.
- Announced the launch of the COVID-Ready Quality Scheme, created in partnership with Visit Eastbourne, the Eastbourne Hospitality Association, Eastbourne's Business Improvement District and the Chamber of Commerce.
- Promoted local businesses and Visit Eastbourne members as they began to re-open, including the new picnic options at Rathfinny Estate Vineyard and kayaking with Buzz Active.

### Tourist Information Centre

- The decision has been made not to reopen the Tourist Information Centre in Cornfield Road. This is a project that has been under consideration for a long time, but with COVID-19 acting as a catalyst, relocation plans are now moving ahead quickly. The new Visitor Centre will be situated within the Welcome Building, and is hoped to be open by mid September.
- If you have any enquiries relating to the TIC, emails are still being monitored, so please contact [tic@lewes-eastbourne.gov.uk](mailto:tic@lewes-eastbourne.gov.uk).



## Events

- Due to the ongoing success of the Big Wheel on the Western Lawns, the agreement has been extended to allow it to stay until 31 August, capturing more of the good weather and the summer season. To address some frequently asked questions, tickets cannot be purchased in advance, there is one accessible pod for wheelchair access, and dogs are not permitted on the wheel.
- Throughout August, Eastbourne will see the return of the hugely successful Beach Life Drive-In Cinema. Over 11-14 August, 8 fan favourites will be shown on the big screen in Hampden Park, including The Greatest Showman, Dirty Dancing and School of Rock. Tickets are available for £25 via the Eastbourne Bandstand website.
- Tennis is in full swing at Devonshire Park and will be open to members of the public until 31st August. The home of the Nature Valley International which unfortunately had to cancel this year, which means members of the public are able to play on the pristine grass courts, an extremely rare opportunity not to be missed.
- Princes Park will see the return of the Circus between 7-16 August with a thrilling new production of the Continental Circus Berlin in their magnificent socially distanced big top.
- Staying in Princes Park, John Searle's Fun Fair returns over 24 August – 6 September which always ends in a great day out, packed full with rides, shows, games stalls, inflatables and on-site catering!
- The hosts of Eastbourne Festival are bringing a brand-new socially distanced event to Hampden Park over 22-23 August. Eastbourne Summer Music Festival will hold live music, street food, bars and a funfair to ensure family fun for all.
- And finally, over 21-31 August the Seafront Market returns after their successful visits in July.



## Latest event cancellations:

- St. Wilfrid's Hospice Bubble Rush – 16 August
- Eastbourne Vintage Festival – 28-31 August
- Sunshine Carnival – 13 September
- Wyntercon – 26-27 September
- Eastbourne Beer Festival – 8-10 October

## Eastbourne Walking Festival

- Following on from recent announcements, the Walk Fest team have been following the guidance of Ramblers Associations across the country and are now able to increase the capacity on each of the guided walks to 30. If a walk you were previously interested in is now sold out, please visit [EastbourneWalkingFestival.co.uk](http://EastbourneWalkingFestival.co.uk) for amended availability.
- The Eastbourne Walking Festival has seen a total of 71 walks submitted this year which are all free to take part! We have already seen a large interest in sign ups.
- Walkers can enjoy a series of themed walks, ranging from Mindfulness and Wellbeing to the Archaeology of the Seven Sisters and even a Vintage Post Box walk!



## Conferences

- Conference Eastbourne has been accredited by both Visit England's 'We're Good To Go' scheme and Visit Eastbourne's Covid Ready scheme.
- Government guidelines allow pilot events for up to 30 people to start from 15th August and events of all types to restart from 1st October, so long as they can be held in accordance with safety and social distancing guidance.
- Various enquiries are now being received, which range from small meetings and events to large-scale conferences, and include many of the events which had to be postponed earlier this year.
- Various site visits have been hosted where clients are reassured to see the venues set up in a safe and



socially distanced way.

- Conference Eastbourne will be exhibiting at The Meetings Show at Olympia, London, from 19 – 21 October. The event this year will be held as a hybrid event so visitors will have the choice to attend in person or virtually. Conference Eastbourne will be supported by the Meetings Industry Association, who continue to keep their members supported and informed of industry developments.

### Seafront

- Eastbourne Bandstand will be opening up its middle level bar every day between 11am and 4:30pm. Serving hot drinks, soft drinks, alcohol, snacks and ice cream. Customers will be welcome to sit at our brightly-coloured, socially-distanced picnic benches or relax at our poser tables over a Pimm's or a pint.
- The team anticipate kayak rental will be open at the Wish Tower beaches again from the 3rd of August.
- Programming of events for Eastbourne Bandstand's 2021 season will begin shortly. Plans are to put tickets on sale in November.
- Similarly Eastbourne Redoubt Cinema's screenings for next year are also being planned and tickets should be available at the same time.

### DQ Terrace Bar & Cafe and The Stage Door pub

- The Stage Door and DQ Terrace Bar & Cafe have reopened successfully following the enforced closure earlier in the year. Having successfully trialled takeaways and deliveries during the closure, The Stage Door has started serving face to face with the release of a brand new menu to accompany the introduction of strict extra hygiene measures and social distancing, to ensure a welcome drink and meal out for all.
- The DQ Terrace Bar & Cafe is also now open to many grateful passers-by who are savouring the menu which includes brunch, light lunches and drinks to suit everyone after their walk along the seafront
- Both venues will also take part in the "Eat Out to Help Out" scheme every Monday – Wednesday during 3rd – 31st August which will see diners receiving 50% discount on their meals and non-alcoholic drinks, up to a maximum discount of £10 per diner. If anyone would like any leaflets promoting the Eat Out scheme, please let us know by emailing [promotions@lewes-eastbourne.gov.uk](mailto:promotions@lewes-eastbourne.gov.uk).

### Eastbourne Downs Golf Course

- The golf club has seen an increase in membership sign ups.
- A takeaway service is in operation on the front lawn where golfers and passers by are able to enjoy a refreshment whilst admiring the views across Eastbourne until the clubhouse reopens in September.
- If you fancy trying your hand at a different sport during the Summer, green fees at the club start from just £15 to £30 for juniors and adults.

