

# VISIT EASTBOURNE

## Destination Update

7 July 2020

### VisitEastbourne

- Eastbourne is getting Covid-Ready! VisitEastbourne is partnering with the EHA, BID and Chamber of Commerce on a trailblazing new quality assurance scheme that will see businesses accredited as 'Covid-Ready'. It is the first multi-sector, Primary Authority supported scheme in the country providing essential Covid-19 business guidance and customer reassurance, with Eastbourne potentially becoming the first 'Covid Ready' resort to reopen. The EHA led scheme featured on BBC South East Today is free to join and businesses can apply via a simple online form, once they have completed their own risk assessment. Those accepted on the scheme will be able to display the Covid-Ready logo, with a free window vinyl for all those signing up.
- To celebrate the return of visitors to Eastbourne we are running a competition throughout July to win a 3 night break at the Hydro Hotel for up to 4 people. The lucky winner will have a sea view room, complimentary breakfast each morning and a 3 course complimentary dinner in the hotel restaurant on their first night. To be in with a chance to win, entrants simply have to request the Visit Eastbourne Holiday Guide.
- ITV Tonight were in town last month, filming Eastbourne's reopening preparations ahead of the anticipated lockdown easing for the hospitality industry. The Thursday evening primetime current affairs show will be covering the town's plans to reopen to tourists in a short piece on 9 July, looking at what measures accommodation providers and attractions are putting in place, discovering what a 2020 UK holiday will look like and what the Council are doing to support their reopening.



### Social Media

- Visit Eastbourne has been posting updates on businesses reopening including The Stage Door Pub, DQ Terrace Bar & Cafe and The Towner as well as keeping followers up to date with the events schedule, including promotion of the brand new Eastbourne Big Bike Ride and the Beach Life Drive-in Movies, the socially distanced twist on the Beach Life Festival.
- We celebrated the 150th anniversary of the pier opening with throwback photos.
- Promotion of Eastbourne to coincide with trending social media awareness events including World Environment Day, World Wellbeing Week, Sussex Day, English Wine Week, National Picnic Week and National Park Week.
- We have been posting user generated content on Instagram, providing a unique perspective of Eastbourne through the eyes of it's visitors and residents.

### The Stage Door Pub

- The Stage Door pub reopened its doors on the 4th July ensuring that safety measures were in place to make it a comfortable and safe experience for returning customers.
- The pub has a tantalising new menu just launched including pub classic, wholesome dishes for special diets as well as delicious homemade specials from the chef.





## Events

- The Events team will be introducing the big wheel, known as the 'Eastbourne Eye' on the Western Lawns from 9th July to 2nd August. You will recognise the big wheel from its regular appearance at Airbourne where, at 35m high, it offers panoramic views across the town. They will be operating in a Covid-safe manner including individual glass pods which will be restricted to one household at a time and cleaned after every use, allowing for some safe, family fun. The big wheel will be available for 10 minute rides from 11am-8pm Sunday to Thursday and 10am-9pm Friday to Saturday.
- The LTA has confirmed the dates of 23 to 28 August for next year's Open British Seniors Grass Court Championships.
- Last call for tickets to the Beach Life Festival Drive-in Cinema which will take place on 11th and 12th July on Princes Park. Tickets remain available for the special daytime screenings of How to Train Your Dragon and Incredibles 2. Tickets sold out fast to the evening screenings of Grease and Mamma Mia! So book early to ensure you don't miss out. Tickets available for £20 per vehicle.

### Latest event cancellations:

- Steampunk
- Bonfire Procession
- LTA Summer County Cup Tennis
- Sussex Sharks v Kent – Royal London One Day Cricket Cup
- LTA Ladies Over 35's County Cup
- Devonshire Park South of England Open Tennis Championships
- LTA Mens Over 35's County Cup
- British Open Seniors Grass Court Championship
- Redoubt events are cancelled until the end of the year



## Eastbourne Walking Festival

- The Walking Festival has around 30 walks already submitted for the September event with social distancing in mind. The number of walkers may have to be capped this year to comply with government guidelines.
- The new website has now gone live where participants can sign up for a walk online as well as exploring self-guided walks and enquire about becoming a walk leader.
- The team are working alongside Beat the Street to organise a launch event for the festival in September.

## Conferences

- Devonshire Quarter wins Prestige Award – DQ has been chosen as a winner in the South England Prestige Awards under the Cultural Event Venue of the Year category.
- Conference Eastbourne continue to communicate with their pipeline clients to rearrange cancelled and postponed events.
- The team have had 2 socially distanced site visits which have taken place at the Devonshire Quarter for a programme of training events and this key client has given feedback within their own organisation that Devonshire Quarter are facilitating social distanced visits.
- The Locker Room facility has been set up to accommodate socially distanced internal meetings but this space is showcased for external site visits to demonstrate our ability to operate in accordance with government guidelines.
- Continue to engage with the MIA (Meetings Industry Association) the professional association supporting destinations and venues with their roadmap to recovery following COVID. 19.





### DQ Terrace Bar & Cafe

- The DQ Terrace Bar & Cafe reopened on the 4th July under the 'new normal' with safety measures and social distancing in mind. Customers were able to again enjoy the spectacular views of Devonshire Park.

### Heritage

- Heritage Eastbourne will be returning to Butts Brow this summer to uncover more about our Neolithic ancestors and explore our Downland heritage. The excavation will run from 13th July - 2nd August and will be socially distanced, but visitors will be welcome to pop by and find out about the latest discoveries, or follow the regular updates and live streaming through social media channels.
- The excavation first began in 2016, with the team investigating an intriguing earthwork that appears to surround the hilltop above the Butts Brow car park near Willingdon. It was most likely created in the distant Neolithic era, around 5,000-6,000 years ago, when our ancestors were slowly starting to adopt a more settled lifestyle, beginning to farm and also clearing the Downs of trees.

### Towner

- The Towner are reopening from Wednesday 22 July. They will be running on a slightly different schedule until the end of August, open Wednesday-Sunday, 10.00am-5.00pm. The ground floor café will be open with a takeaway menu.
- The spring exhibitions have been extended until September to give people a chance to see them if they missed the shows before our closure. Visitors are advised to purchase tickets online for Alan Davie & David Hockney: Early Works, as this will automatically grant them priority entry in case of queues forming.
- The Towner are also pleased to offer free priority admission for NHS and care staff, plus a guest, to Alan Davie & David Hockney: Early Works.
- Full details of the re-opening and the safety precautions they're taking to protect visitors and the team can be found here: [www.townereastbourne.org.uk/reopening-22-july](http://www.townereastbourne.org.uk/reopening-22-july)
- Online workshops continue on Thursdays at 2.00pm, live on our @Hello\_Towner Instagram account, with all previous workshop recordings available on our website, along with downloadable illustrated making guides: <http://towner.gallery/LiveWorkshops>.

