

visit EASTBOURNE

Destination Update

2 June 2020

VisitEastbourne to Add Online Restaurant Reservations

- Work continues on the new VisitEastbourne website, with translation into French and German versions of the site. We expect the German site to go live in July, this new domain will be www.visiteastbourne.de and will significantly lift Eastbourne's ranking on German search engines.
- VisitEastbourne is adding a new online restaurant reservation partnership through Open Table. Hotels, restaurants and other eateries signing up to the system will soon be able to take online dining reservations through VisitEastbourne and display customer reviews, raising their business profile amongst visitors to the town.
- Online accommodation booking is currently open for visits from 4 July, enabling our tourist industry to gear up for visitors when government guidance allows. Our booking system has also been adapted to allow for availability and bookings for up to two years in advance.



Social Media

- We have been busy sharing content on our social media channels, striking a balance between informative posts, and good news stories. Our followers are enjoying the nostalgic content, and inspirational mood-lifting features that add some welcomed positivity to their feeds. The general response from our followers is that they cannot wait to be able to return to visit the town as soon as they are able to, and we are keeping that momentum going.
- We are continuing to support local businesses and Visit Eastbourne members, particularly highlighting those that are adapting to the current climate and offering delivery/takeaway services e.g. Drusillas starting their online behind the scenes series Drusillas TV, Fuscuardi's Gelateria donating gelato to NHS staff at EDGH and Best Western Lansdowne Hotel donating their shower caps to the critical care unit at EDGH etc.
- VisitEastbourne marked the 75th anniversary of VE day with recipes and cocktails to celebrate the day, sharing stories from Eastbourne during the war and promoting content posted by the Heritage team.
- We are keeping followers up to date with changes to Eastbourne's events schedule, promoting rescheduled events due to go ahead later in the year and we held a vote encouraging followers to have their say on the films they want to see for the new Beach Life Drive-in Movie event.
- Over 1,000 people were reached with our virtual Stage Door Open Mic Night, and thousands of others have tuned in for the Sunday Tom Fitzpatrick Jazz live streams. Plans are in place for the next Open Mic Night which will take place on 10 June, and our second VisitEastbourne quiz has already gone live.



Why not share your stories with the VisitEastbourne team. You can direct message us through VisitEastbourne social media or email promotions@lewes-eastbourne.gov.uk.

The Stage Door Pub

- The Stage Door pub continues with their takeaway food and drink service. New deals at the pub include 'Beer & Burger Mondays' where customers can enjoy a Burger with a pint of beer for £10 and 'Fish Fridays' to include Fish & chips with a pint of beer also for £10. The pub has increased the radius of free deliveries for up to 4 miles.
- Plans are in place to introduce a Mexican or Curry dish to the takeaway menu.

Events

- Despite a growing list of event cancellations and postponements, the Events team have been working on plans for smaller, socially distanced events, including drive-in movies at this year's Beach Life Festival from 11–12 July. A public vote was carried out to select films with Mamma Mia, Frozen 2, Grease and The Lion King (2019) chosen as the favourites. Tickets will go on sale in June via the Beach Life website priced at £20 per car.



- The Events team are excited to announce the launch of the Eastbourne Big Bike Ride 22-28 June. This is a new event that maintains social distancing by encouraging families to get out on their bikes over the week long period and upload photos of their bike ride to social media. The event is free and will promote sustainable transport, healthy lifestyle, support the retail sector and promote bike safety. For further event details search 'Eastbourne Big Bike Ride' on Facebook.
- On Thursday 28th May at 8pm, the Events team invited car clubs that would usually be seen at Magnificent Motors to form a cavalcade outside the EDGH to thank the NHS and key workers. The event attracted over 75 cars, and had 100 live stream viewers. The video has since clocked up over 8000 offline views.
- The Events team are looking into opportunities to host seafront markets at the start of July following the governments relaxation of restrictions.
- Understandably many events have seen cancellations and postponements over recent weeks. The Events team have been rescheduling where possible and the up to date list of changes is available on our VisitEastbourne.com/Covid-19 page.

Main changes include:

- Cancellations from June onwards include:
 - Nature Valley International Tennis, Festival, Lammas Festival, Ironbourne, 999 Emergency Services Display, South Downs Way Off Road Bike Ride, EODS Taming of the Shrew, MG South Downs Run, The Gildredge Park Outdoor Cinema, Macmillian Mighty Hike, Eastbourne Pride, Triathlon, Heritage Talks in June, Tennis County Cup in July and Eastbourne's biggest event Airbourne.
- Event postponements include: Seafront Soapbox now 20 Sept, Carnival is now 13 Sept and May Funfair (date TBC).
- Bandstand shows and Redoubt Cinema screenings have been cancelled until the end of June.

Eastbourne Walking Festival

- The Walking Festival committee have been working behind the scenes putting plans together to allow this event to take place this year. With social distancing at the forefront of the programme, the team are working with walk leaders to ensure each walk can be practiced safely, with limited capacities, and special covid-19 training will be given to walk leaders prior to the event. Taking place 18-27 September 2020, the walking festival will hopefully act as a springboard to reconnecting people with friends, family and the great outdoors through the act of walking. The new state-of-the-art website is due to go live early June and the full line-up of walks will be available from the start of July. In the meantime, we've put together some inspirational self-guided walks to spruce up your daily exercise. If you'd like to find out more, or take part in a walk, head to www.eastbournewalkingfestival.com.



Conferences

- Conference Eastbourne continue to engage with the MIA who are providing online event webinars.
- The team are implementing measures to keep their business delegates safe and working in line with the government recommendations.
- New standards of hygiene with PPE are being made available to support events, meetings and conferences.
- New conference enquiries are being received as organisers are still keen to return to the Devonshire Quarter with social distancing in place. B2B events are still the preferred way to engage.
- The Conference team remain in contact with all of their clients who have dates in the diary for annual conferences.
- We are currently updating images of the Devonshire Quarter in our online representation.



Heritage

- The Heritage team are continuing to educate and engage with residents at home with a weekly Heritage at Home talk on You Tube, along with a quiz, digital trail for kids, Q&A sessions on Facebook and the chance for budding curators to create a 'Museum of You'.
- A Collecting Covid initiative will also catalogue the current tumultuous times, urging residents to submit memories, images and experiences to become part of a collection, so that future generations and our future selves can remember and learn from this experience. To take part contact localhistory@lewes-eastbourne.gov.uk.

Seafront

- The Council's Seafront Services team will take over the running of the Sovereign Centre from 14 June. Serco and Eastbourne Leisure Trust took the decision to return the Centre back to the Council due to the implications of the Covid-19 pandemic, after reaching a breakpoint in the contract. Staff at the Centre will be transferred to Council contracts, and will remain on furlough, until asked to return to work. In the meantime, the Seafront team will begin the process of preparing the Centre for reopening and making the necessary health and safety adjustments in response to Covid-19, so that we can reopen the doors as soon as it is safe to do so.
- Due to current guidelines, indoor leisure facilities across England are not expected to open before 4 July.

Eastbourne Downs Golf Course

- Eastbourne Downs Golf Course reopened on 13 May, following the change in government guidelines. The course opened with 97 golfers on its first day, picking up 34 new members in just a few days. With strict social distancing using only one ball and two ball tee times, the team were able to reopen the course quickly thanks to the continued maintenance of the greens by groundstaff during the closure, all while social distancing.
- The club house has reopened offering a takeaway food and drink service for members and walkers. Three and four ball tee times will also follow soon for members of the same household.
- The golf club is waiting for further updates from the government to see when they are able to safely reopen to non-members.



Towner

- Towner are working on new dates for our existing and upcoming exhibitions. These will be confirmed once they know for sure when they'll be able to reopen, but for now, Alan Davie & David Hockney: Early Works and BRINK: Caroline Lucas curates the Towner Collection will both be extended so that visitors who missed them before lockdown will have another chance to see these very popular exhibitions.
- Towner's creative kit bags – distributed through charity partners including Eastbourne Foodbank – have been very popular with their recipients and the gallery are running a community fundraising campaign that has so far raised enough funds for them to create a second wave of these. Existing and new charity partners are ready to distribute them across Eastbourne and further afield in Seaford.
- Throughout May, Towner have been running online workshops for people of all ages to have fun making things with the items most of us already have around our own homes. Due to the positive response, they have extended the original set of four workshops to six, continuing into June. These are live on Instagram at [@Hello_Towner](https://www.instagram.com/Hello_Towner) and all the recordings are available online after the live event: <https://towner.gallery/LiveWorkshops>.

