



T O U R I S M N E W S

Visit

Worthing

Sussex Coast & Downs

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Welcome.....

There's a nip in the air and the nights are drawing in; autumn is here! I hope you've all had a busy and successful season; I shall be asking you all about it very soon. I know the coming months are going to be very challenging so if we can be of any assistance please get in touch.



Make sure you're in the 2011 visitor guide.....

Details have been sent out regarding the opportunities to advertise in next year's visitor guide and on the Visit Worthing website. The closing date is soon so if you haven't yet returned your forms please do so quickly.

Congratulations.....



Moorings Guest House has been awarded a Gold Award in the Green Tourism Business Scheme (GTBS). If you want to know more about the scheme go to www.green-business.co.uk.

On the move.....

Janice Fraser, has relocated to Shoreham-by-Sea joining the rest of the joint Adur & Worthing Regeneration Team at the Civic Centre. She will continue to provide the same service across both Adur & Worthing.

Her new contact details are:
E: Janice.fraser@adur.gov.uk
Telephone: 01273 263022
Address: Room 229, Adur Civic Centre, Ham Road, Shoreham-by-Sea, West Sussex, BN43 6PR.



The Tourist Information Centre on Worthing seafront will close on Thursday 30th September and return to the office in Chapel Road for the winter season re-opening on Tuesday 5th October.

Thanks to the team for all their hard work - we say good-bye to Marilda, Caitlin and Sasha. Eileen, Janet and Pamela return to Chapel Road.

Top tips for PR.....

Visit England has produced some handy top tips to help with your PR. Just follow the link below www.enjoyengland.com/Images/PR%20Tips_tcm21-190237.doc.



Highdown Gardens is awarded Green Flag again.....

Highdown Gardens has been recognised for the 10th year running as one of the country's best green spaces with a prestigious Green Flag Award. Highdown Gardens remain open throughout the winter; Monday to Friday from 10am to 4.30pm (until 4pm during December & January). Visit their website www.highdowngardens.co.uk for more information.

Get ready for the new Equality Act.....

The Equality Act 2010 comes into effect on October 1st 2010, replacing all existing antidiscrimination laws with a single Act. Tourism businesses should familiarise themselves with their obligations under the new Act. For example, the requirements to make 'reasonable changes' to accommodate disabled people have been strengthened. Go to www.visitengland.com/access or www.equalities.gov.uk/equality_act_2010/equality_act_2010_what_do_i_n.aspx for more information.

Welcome All.....

is a one day training course, being held in Worthing at the Chatsworth Hotel on Wednesday 20th October. The course will give you and your staff the confidence and skills to provide a great and personalised service to customers with disabilities and varied specific needs that will help your business drive up and improve customer recommendations whilst ensuring you meet legal and best practice requirements. TSE is offering the Special price of just £25pp to tourism businesses. To book or for more information contact 023 8062 5533 or email train@tourismse.com.

Marketing Strategy update.....

Over the last few months we have been working with the Together Agency to develop our visitor marketing strategy for 2011. This has involved undertaking a review of the Worthing and Adur visitor offer, identifying our target markets and determining how best we can communicate our message to them.

It was evident from research that Worthing and Adur has a lot to offer. 'It is a place where visitors can take their time to reconnect and enjoy a classic British seaside. It is seen as a diverse town with plenty to enjoy and discover, from the endlessly refreshing open spaces of the South Downs to one of the sunniest climates in the South of England. Worthing and Adur combines the best of carefree Sussex charm and rejuvenating vitality that lets visitors unwind and enjoy life at their own pace.' This

proposition is particularly appealing for families who enjoy the outdoors and older couples.

The next stage in the development of the marketing strategy is to develop a communication plan to understand the most cost effective way of communicating the Worthing and Adur proposition to our target audience.

Budget Engagement.....

Thousands of Adur and Worthing residents have taken the opportunity to contribute to the Council's budget engagement exercise.

Every household in Adur and Worthing was sent a 'Your chance to be a chancellor' leaflet in August. To save on costs this was included with the annual register of electors form.

The leaflet lists the top spending service areas and asks people to pick three where they would be comfortable to see savings made. As a business in Adur and Worthing we would like to hear from you about where you think savings could be made, what services you would be prepared to see reduced and where you think the Council could increase its income.

Join the facebook debate by searching Adur District Council – Your chance to be the chancellor or Worthing Borough Council – Your chance to be the chancellor. Closing date for comments is 16th October.

More detailed consultation on the budget will take place later in the financial year and the information gathered on this exercise will be invaluable to that process.

To get a copy of the leaflet call Sarah Garbutt on 01903 221109 or e-mail sarah.garbutt@worthing.gov.uk



Splash Point update.....

'Splash Point' will be officially opened at its launch event on Saturday October 30th.

Live music from Sussex band 'Shenanigan' and a lantern procession will begin the Halloween themed event at 4pm.

The Mayor of Worthing will open the event before representatives of Worthing Arts Council officially receive Splash Point from Worthing Borough Council and the Commission for Architecture and the Built Environment (CABE) at 4.15pm. Activities will include 'apple picking' & pumpkin carving plus treats for the children and entertainment from local artistes. Special performances will be given by 'Nefertiri' – Worthing based Belly dancers and 'Mythago' – Sussex based Morris Dancers with a difference. This is a free event for everyone. Please come along in fancy dress if you dare.

For more information please contact the Regeneration team on 01273 263274.

Update your availability.....

Accommodation providers are reminded again to update their availability. The summer season might be over but customers continue to use the internet to find accommodation. The search facility on the Visit Worthing website enables them to look for rooms well in advance so if you're not showing that you have rooms available, you have no chance of getting the business.

Please update your information for the rest of the year including the Christmas and New Year period as soon as you can.