



T O U R I S M N E W S

Worthing

the Sussex coast & the South Downs

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Welcome.....

to the March issue full of useful updates. Spring is definitely in the air and I hope this sunshine is encouraging visitors to start planning their leisure time, days out, breaks and holidays. Hits to the VisitWorthing website are up 20% on this time last year—a very encouraging start to the year!

Worthing & Adur Tourism Industry Forum.....

We were really pleased with the attendance at our annual Tourism Industry Forum held on the 15th March at The Dome. Thanks to all of you that came along and to our colleagues and speakers - I hope you all found it interesting and relevant and enjoyed the opportunity to network. Please could I encourage you to complete and return the feedback form which you should have received by email. For those of you that weren't able to come, copies of the presentations are available on our website at www.visitworthing.co.uk/tourismindustry. Please do get in touch if you have any issues you'd like to raise at any time.

Congratulations.....

Shoreham Farmers' Market was a runner up in the Sussex Food Awards, pipped at the post by Uckfield while the Sussex Farmer of the Year went to Jenny & Trevor Passmore at Church Farm, Coombes.



Follow us.....



Facebook — www.facebook.com/visitworthing
Twitter — twitter.com/visitworthing

We can help spread your news too so tell us what you're up to; let us know about any news, updates, offers or events. Contact Janice Fraser.

Visitor Survey Results.....

The 2010 Worthing Visitor Survey was available to be completed using an electronic terminal at the TIC throughout the summer season. The results are encouraging and overall illustrate very positive feedback from our visitors. If you would like to see a full copy of the final report which is now available please contact Janice Fraser.

New Government Tourism Strategy.....

Tourism Policy Minister, John Penrose has unveiled the government's new eagerly awaited tourism strategy which includes plans to exploit opportunities such as the Diamond Jubilee and the London Olympics, as well as grow the industry and create new jobs. You can download the full document at: www.culture.gov.uk/publications/7896.aspx.

The Worthing Open Houses Arts Trail.....

Last year the Worthing Open Houses arts trail achieved record breaking figures for two weekends in late summer with more than 200 artists exhibiting at 42 venues throughout the town. This year's event will take place across three weekends in the height of the summer, 18-19, 25-26 June, 2-3 July, and will almost certainly achieve the 2010 footfall of 10,000. From fine art to fashion through animation, sculpture and a whole variety of other creative activities Worthing's outstanding showcase for the arts has become one of the town's major annual social events and it's "free admission" at every venue. For 2011 six independent town centre businesses have joined the traditional domestic venues to fly the flag for the arts in Worthing. Flyers are available now. Posters and the main arts trail leaflet will be available late April. Contact Martin Mitchell, 01903 212288, martin@bigproductions.co.uk Visit our website: www.worthingopenhouses.com





Historic Phone Boxes are saved.....

Three iconic 20th century red phone boxes have been saved from destruction by Adur and Worthing Councils. The councils adopted the kiosks from BT for £1 each and are now looking for the best ideas to give them a creative new lease of life.

Up and down the country red phone boxes are finding new uses as temporary art exhibitions, information centres and book exchanges.

The kiosks, in the East Street Shoreham, The Steyne Worthing and at Coombes in Lancing, will get a new lick of paint to smarten them up, before starting their creative life.

The councils are looking for local interested groups to take on the running and organising of the red phone boxes. They want to hear about ideas for their use. Anyone who would like to get involved should contact Pamela Driscoll at pamela.driscoll@adur-worthing.gov.uk on 01273 263274 or at Adur District Council, Room 229, Civic Centre, Ham Road, Shoreham by Sea, BN43 6PR.

E-blast mail outs—a chance to reach 30,000 people.....

We are going to do 4 email newsletters over the coming year; one for each of the seasons. The first is planned to go out just before Easter and will feature Spring and some of the major events going on in May & June.

We are looking for visitworthing website advertisers who would like to feature their Special Offers to our 30,000 database. The best offers we receive will actually feature on the front of the newsletter—a great opportunity and it's FREE. If you are interested in taking part and want to know more please contact Janice Fraser.

Events Booklet.....

The summer events booklet was really well received last year so we will be doing it again; it will be even bigger this year including events taking place from May – October and we shall be printing and distributing more copies.

We want to make sure we're including as many events as possible so here's an appeal to all event organisers....to make sure your event has a chance of being included in this and other promotional campaigns you need to tell us all about it.

Just go to www.visitworthing.co.uk/events and follow the 'Organising an Event' tab to complete your event details on line. Inclusion is FREE! **Remember if your event is already appearing on the What's On section of www.visitworthing.co.uk you do not need to resubmit your event details.**

Deadline date for inclusion – Monday 4th April 2011. You can continue to tell us about your events after this date but they may not be included in the Summer Events Booklet.

Countryside 2011.....

takes place from 28th May - 12th June and celebrates the enormous variety of events and activities that can be enjoyed in the countryside across the South East of England. Last year the campaign attracted nearly 40,000 new visitors and was supported by a PR campaign that generated more than £200,000 worth of publicity.

Countryside 2011 looks set to be even more successful and now is the time to start planning your events so your organisation can benefit from this FREE marketing initiative, by attracting more visitors during this two-week period, and generating additional publicity.

The Event Directory is now ready for organisers to register and upload their events at

www.countryside2011.org.uk/organisers/ .

For more information contact Sally Gandon on 01580 879970.



Update from The Worthing Town Centre Manager.....

The Worthing Town Centre Initiative will be taking over the **Civic Centre Car Park** from 1st April 2011. From this date the charge for parking on a Saturday will drop from £1.60 per hour to 50p per hour (for a maximum stay of 4 hours). This car park will continue to offer free parking to the public after 4pm on weekdays and on Sundays and Bank Holidays.

Let your visitors know that they can park for 4 hours for just £2 just a few minutes' walk away from the pedestrian precinct. There are 180 spaces in this car park. The Town Centre Initiative are hoping that by offering more parking for less money shoppers will take the opportunity to visit more businesses and spend more time in town.

Date for your diary—an **Italian Market** will be coming to Montague Street, Worthing on Friday 29th & Saturday 30th April.

