

## ENJOY SUMMER SAFELY CAMPAIGN

### 1. RECOMMENDATION

- 1.1 That Cabinet endorses the bid submitted with Go New Forest and supports the principle of a collaborative approach to messaging promoting the Reopening of the High Street.

### 2. PURPOSE OF THE REPORT

- 2.1 The purpose of this report is to advise Cabinet of the bid submitted by Go New Forest to the Enjoy the Summer Safely Campaign and to seek support for collaborative messaging in connection with the Re-opening of the High Street initiative.

### 3. BACKGROUND

- 3.1 As part of the overall response to the COVID-19 outbreak, people are being welcomed back and invited to *'Enjoy Summer Safely'* through a short-term UK-wide new campaign in July and August run by the Prime Minister's Office and Cabinet Office.
- 3.2 Aimed at stimulating an immediate and safe return to retail, tourism, leisure and hospitality, the campaign features all of the things that consumers have missed and are being welcomed back to as lockdown restrictions are eased across the country, including hairdressers, shops, local high streets and, of course, favourite holiday destinations. TV and radio advertisements are running in England, Scotland, Wales and Northern Ireland and a national UK press partnership has been successfully established to support the campaign, involving some 600 media publications promoting tourism, retail and hospitality.
- 3.3 Destination Marketing Organisations (DMOs) such as Go New Forest were invited to apply for up to £300,000 to spend on media for their own local marketing recovery campaigns.
- 3.4 Successful applicants will be awarded a funding allocation that Cabinet Office will hold and spend on media for and on applicants' behalf enabling their destination area to participate in the *'Enjoy Summer Safely'* Campaign. The value of each funding award must be spent on campaign media only.
- 3.5 In developing local marketing campaign proposals, DMOs are required to address either of the following two themes:

**Theme 1) Stimulating safe local consumer spending** – the campaign media to be used will be local in this case with local consumer messaging; or,

**Theme 2) Attracting visitors safely** – such activity will target visitors within a 1 to 2 hours' drive time of the promoted destination area encouraging consumers to

take either day trips and/or overnight stays without the reliance to travel using public transport.

3.6 DMOs must meet the set out campaign criteria and ensure all proposed campaign imagery is supplied with the necessary rights. All creative must carry the messaging of the *'Enjoy Summer Safely'* campaign along with the relevant HM Government and campaign logos.

3.7 As with all Covid 19 initiatives the turn round times are short, this bid was announced on Thursday 16<sup>th</sup> July with submission on the 20<sup>th</sup> July 2020.

3.8 Go New Forest submitted its bid based on a four-pronged marketing campaign over the three week period from 6-26 August based on the objective and actions outlined in Go New Forest's (GNF) 2020 Business/Marketing Plan and the Destination Covid-19 Recovery Plan:

1 **'Take a step outside .... into the New Forest'** – building on the destination's existing re-opening campaign, built around the idea of consumers stepping out of lockdown into the historic, heritage landscape of England's smallest National Park. A safe and easy to reach destination where the open coast and countryside provide the ideal natural social distancing environment. This aspect of the campaign is built around a re-engineered version of the destination's current 30 second social media video, launched in June, to adopt the messaging of the other three main elements of the campaign.

2 **Book Direct The New Forest™** - encourage consumers to book direct to guarantee the best possible price and free guest use of the Go New Forest Card to make savings from local businesses, services and suppliers. during their stay. Many participating businesses also offer an additional extra treat, such as a welcome hamper, bottle of wine etc. Book Direct Accommodation Packages are also available, which include a bespoke range of activities/attractions provided by Go New Forest Members.

Participating businesses are identified by the Book Direct New Forest logo which also provides a clear channel to communicate to prospective consumers that their businesses have adopted Covid-secure practices, appropriate staff training and operational adjustments.

3 **Go New Forest Card Town & Village Leaflet** – builds on the existing scheme which provides an incentive mechanism for visitors and residents to buy goods and services in over 350 local businesses throughout the New Forest. This element will be linked with New Forest District Council's High Street Recovery Programme and supported by a new town and village leaflet to stimulate footfall and extra spend.

4 **New Forest Code** – using the recently refreshed New Forest code of behaviour supported by the National Park Authority, Forestry England, New Forest District Council, The Commoners Defence Association, The Verderers and Go New Forest. This element will help to ensure all visitors enjoy the safest and best possible quality of experience whilst adopting the most appropriate behaviour in this uniquely different destination environment during the summer.

3.9 In recognition that the fact that visitors do not necessarily pay attention to administrative boundaries, the campaign will be linked where appropriate to the

Bournemouth, Christchurch and Poole areas, the Isle of Wight, and our near neighbours in Hampshire.

- 3.10 The bid sits well with the Re-Opening the High Street initiative and there is an opportunity for some collaborative messaging around the shared agenda encouraging people to come back into the High Street and support local businesses.
- 3.11 To update on the Reopening the High Street fund over the past month there have been several initiatives that have taken place to enable people to come back into the High Street safely. Temporary changes to the highway have been put in place or are planned in New Milton, Lymington, Brockenhurst, Ringwood and Totton to enable social distancing and improve the free flow of pedestrians and cyclists. Other measure are being considered to encourage walking and cycling to the High Street. Officers have also been working with Burley, Lyndhurst the Hythe to look at signage and messaging to encourage people back into the High Street.
- 3.12 The Environmental Health and Planning teams have been working closely with businesses to support them in responding to changes in legislation. Environmental Health are assisting businesses to implement controls which will help protect the health of their employees, customers and visitors to the forest, to ensure the High Street is a safe place for people to return to. This work includes;
- Providing a wide range of businesses, direct tailored advice on how they could continue operating safely during the lockdown period or change their operations to comply with the guidance.
  - Giving advice on interpretation of the legislation to business as lockdown was eased (restaurants, pubs, hotels, bed and breakfasts, hairdressers, beauty industry, caravan and camping sites etc.) to help them re-open safely.
  - Supporting businesses and answering queries relating to their COVID secure risk assessments.
  - Visiting businesses to give practical advice and assist where information has been requested relating to staff working conditions and social distancing.
  - Developing up to date information on our website and signposting businesses to sector specific Governmental guidance and information relating to test and trace and methods of cleaning and disinfection.
- 3.13 Overall businesses in the New Forest have worked hard to understand and implement Government requirements.
- 3.14 To take advantage of the summer and to encourage a 'café culture' the government has introduced a series of temporary measures in the Business and Planning Act 2020 including Pavement Licences which will allow cafes to apply to the Council for a licence to have tables and chairs on the highway for a temporary period.

3.15 It is recognised that whilst it is important to encourage people back into the High Street and to visit the New Forest over the summer period as we go into the winter months, certainly within the High Streets, some further thought may need to be given to how space is managed. Some initial work has been done to look at the public realm within our town centres, further temporary changes may be needed as we go into the winter months.

#### **4. FINANCIAL IMPLICATIONS**

4.1 There are no additional financial implications arising.

#### **5. CRIME & DISORDER, ENVIRONMENTAL, DATA PROTECTION IMPLICATIONS**

5.1 There are no crime and disorder, environmental or data protection issues arising directly from this report.

#### **6. EQUALITY & DIVERSITY IMPLICATIONS**

6.1 There are no equality or diversity implications arising directly from this report.

#### **7. PORTFOLIO HOLDER COMMENTS**

7.1 Confidence is now slowly returning to our High Streets. We must communicate to both residents and visitors that it is possible to Enjoy Summer Safely. This bid by Go New Forest aims to support this collaboratively and on behalf of all New Forest businesses.

7.2 I must both thank and congratulate Go New Forest for submitting this bid so quickly. I wish it all the success that it deserves.

#### **Further Information**

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