

Dartmouth Tourism Support



Laura Campbell
Destination Marketing Dartmouth
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Working with the businesses of Dartmouth to deliver a strong commercial community

Getting Dartmouth on board with the Visit England Good to Go Scheme

January 31st 2021 we had 43 businesses registered within the TQ6 postcode as of 1st march we now have 62

We would like to get more.

A December report shows that visitors are looking for locations following the Governments COVID-19 guidance to help their decision making. 41% said they were looking for a Government recognised certification to demonstrate compliance of all safety protocols.

With Social distancing measures, cleanliness and Guest / Staff interventions as three of the top four conditions that Visitors are saying are essential for them to stay in accommodation.

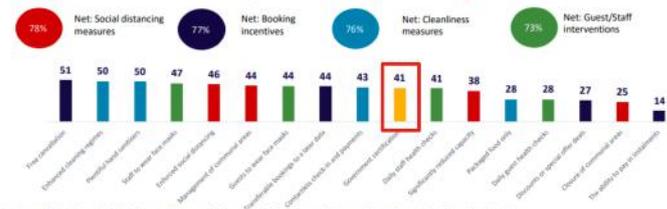
This also applies to retail and attractions / activities

Consumer sentiment - consistently featured industry mark important

Conditions essential to stay in accommodation in next few months

At a net level, there is little to separate 'social distancing measures', 'booking incentives', 'cleanliness measures' and 'guest/staff interventions'. The single most important condition remains 'free cancellations' (51%) very closely followed by 'enhanced cleaning regimes' and 'plentiful hand sanitisers'.

Figure 36. Conditions that are essential for a stay in accommodation, Percentage and Net Percentages Wave 19, UK



Q13new: Which, if any, of the following conditions would it be essential for accommodation providers to have in place for you to stay at these over the next few months? Base: All adults and late winter/intermediate on 91

Source: Visit England December 2020



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What can you do?

Register for your 'Good to Go' Certification.

<https://goodtogo.visitbritain.com/>

There is a **Visit England** helpline available should you need it and you can also contact me, **Laura Campbell** on a local level for **Dartmouth**

Email: laura@discoverdartmouth.com

Tel: 07880744900

The We're Good To Go scheme, launched last year by VisitEngland in partnership with the tourism boards of Northern Ireland, Scotland and Wales, has been recognised by the WTTC (World Travel & Tourism) as meeting its international global standardised health and hygiene protocols and for its role in supporting the recovery of the UK tourism sector



The WTTC stamp enables travellers to recognise destinations around the world which have adopted global standardised protocols - so they can experience 'Safe Travels.'

VisitBritain is coordinating the Safe Travels stamp issue in the UK, on behalf of the WTTC, for businesses registered to the We're Good To Go scheme, with those who welcome international visitors particularly encouraged to apply.

The "We're Good To Go" industry standard mark is a self-assessment scheme that has been designed by VisitEngland in partnership with the national tourist organisations Tourism Northern Ireland, VisitScotland and Visit Wales to provide a 'ring of confidence' for all sectors of the tourism industry, as well as reassurance to visitors that businesses have clear processes in place and are following industry and Government COVID-19 guidance on cleanliness and social distancing.

Tourism and event businesses who have read and implemented the Government's COVID-19 reopening guidance, understand the guidance from Public Health England and have a COVID-19 Risk Assessment in place can apply for the industry standard mark by filling in the form on this site.

Once you have submitted your application you will be able to download logos and your certificate to display. Then do let me know and as I am putting together content for Visit England to showcase.



FAQ

<https://goodtogo.visitbritain.com/frequently-asked-questions>

You will need **COVID – 19 Risk Assessment**

<https://www.hse.gov.uk/coronavirus/working-safely/risk-assessment.htm>

Public Health Guidance

<https://www.gov.uk/government/collections/coronavirus-covid-19-list-of-guidance>

Latest Guidance Jan 21

<https://www.visitbritain.org/business-advice/support-tourism-and-event-businesses-during-covid-19>

Which destinations have the stamp?



The next step from this is **Quality In Tourism’s Safe Clean & Legal**
<https://www.qualityintourism.com/quality-assessment/safe-clean-and-legal>

Consumers often assume that any property that they stay in is **safe and compliant**. In reality, this may not be the case, particularly with the boom of the internet and the rise of second room renters. QiT assessors are the **enforcers of legal standards** for the industry, ensuring that businesses have the correct documentation and checks in place, from fire safety to food safety, confirming that the accommodation **meets or exceeds minimum standards**.

Their checks are annual, robust and objective, rather than personal opinion. It’s this impartiality that makes the scheme so strong.

What’s more, in the post-pandemic world of travel, [nearly 80% of potential guests expect any accommodation provider that they book with to have an independent accreditation of their standards](#), and 64% expect the accreditation to include an independent inspection. That makes Safe, Clean & Legal™ more relevant than ever to industry, and [thousands of accommodation providers have already signed up](#).



"At Quality in Tourism we have a passion for professionalising the hospitality and tourism industry and for giving consumers the protection and reassurances they need and deserve. We are delighted to support the effort to create a Safe, Clean & Legal destination in Dartmouth. I know both residents and visitors alike will appreciate a proactive movement to support Dartmouth as a destination and to keep everyone safe."

Deborah Heather
 Head of M Assessment Services, Director, Quality In Tourism

Thank you for getting involved

Laura Campbell MTMI
 SW Regional Representative for the Tourism Management Institute
 Tourism Consultant
 Operational Excellence
 March 2021

