

# Love Culture Week as part of Enjoy Summer Safely

Love Culture Week, part of the Government's Enjoy Summer Safely campaign, takes place this week to encourage everyone to support cultural organisations across the country as they recover from the impact of Covid-19.

Museums, galleries, heritage sites, and cinemas are opening up again after months of closure, and socially distanced performances can now restart in theatres and venues, making this summer the perfect time to get out and enjoy culture safely.

Caroline Dinenage, Culture Minister, said:

So many arts and cultural organisations worked incredibly hard to keep us entertained during lockdown, with streamed performances and virtual tours. It has been a challenging time for our cultural sector, and they need us all now more than ever. Summer is the perfect time for people to fall in love with culture again, so I encourage everyone to get out there and visit the wonderful venues and attractions on their doorstep.

Neil Mendoza, Commissioner for Cultural Recovery and Renewal, said:

The coronavirus pandemic has had a huge impact on our culture sector in recent months but now we can all play a part in the sector's recovery. Every visit, ticket and tour will help support our cultural places when they need it most. Much-loved venues and attractions have been working hard for months on measures to keep visitors safe, so there has never been a better time to visit the museum you've always been meaning to, or rediscover the rich history of heritage sites on your doorstep.

The Government is investing £1.57 billion – the largest ever investment in the culture – to support the sector and protect jobs. Applications are now being accepted for the first wave of £880 million in grant funding and detailed guidance has been published for larger organisations through the £270 million repayable finance option. The funding will provide a lifeline to vital cultural and heritage organisations across the country hit hard by the pandemic. But everyone can play a part in getting their favourite organisations and venues back on their feet by visiting them when they reopen.

Every organisation has taken careful steps to re-open in line with Covid-secure guidance, for example implementing social distancing measures, advanced booking, one-way systems and hand sanitiser stations to protect

visitors.

Visitors can look out for the We're Good To Go COVID-19 industry standard and consumer mark when planning cultural activities. The We're Good To Go mark provides a 'ring of confidence' for businesses, attractions and destinations, as well as reassurance to local residents and visitors, that clear processes are in place and that businesses are good to go. Further details can be found on the Visit Britain website.