



## **Derek enjoys his place in history**

Tucked away in the heart of Thanet is a museum housing a collection of natural history exhibits unique to the UK.

The Powell-Cotton Museum, at Quex Park, Birchington, was established in 1896 by Major Percy Horace Gordon Powell-Cotton. The museum is home to specimens and cultural objects collected on his expeditions to Asia and Africa, as well as local archaeology and textiles, weaponry, ceramics, jade and ivory from Europe, China and Japan assembled by six generations of the Powell-Cotton family.

Derek Boorman, 64, is Front of House Manager at the museum and his devotion to ensuring customers get the most from their visit earned him the Tourist Attraction Employee of the Year title at the Pride in Thanet Awards 2010.

Now the hunt is on for others just like Derek – Thanet’s finest exponents of customer relations whose efforts ensure visitors go away with great memories of their trip to the area.

“My job is to meet and greet visitors, give talks and offer help,” said Derek, who has worked in the tourism and leisure industry for 48 years and lives at Westgate-on-Sea. “I am also responsible for security on site.

“I believe visitors expect and are due a polite welcome and goodbye. A smile costs nothing and often brings repeat business.”

Derek sometimes encounters awkward customers and attempts to resolve their concerns by listening to them and correcting the problem if possible.

“I find it very rewarding when I hear or read positive and kind comments from readers and I enjoy working in such a beautiful environment,” said Derek.

The Pride Awards are part of the Celebrating Kent initiative led by Visit Kent raising awareness of the importance of leisure, tourism and hospitality businesses. The industry contributes more than £2.5 billion each year to the county economy and supports more than 50,000 jobs.

If you know somebody who goes out of their way to offer exceptional service to visitors to the area then you can nominate them for a Pride in Thanet Award 2011.

The deadline for nominations is February 28.

For further information, or to ask for a nomination form, email: [prideinthanet@thanet.gov.uk](mailto:prideinthanet@thanet.gov.uk) or tel: 01843 577577.

You can also nominate online at [www.visitkent.co.uk/prideawards](http://www.visitkent.co.uk/prideawards)

*Caption: Derek Boorman, centre, from the Powell-Cotton Museum, Quex Park, receives his Tourist Attraction Employee of the Year award from Cllr Shirley Tomlinson, left, and Johnny Lewis of kmfm*

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- Visit Kent is a lead partner within the Kent Campaign for the 2012 Games, a partnership led and managed by Kent County Council to maximise the benefits and long term legacy to the County of the 2012 Games. The award winning Campaign primarily works across eight sectors, including tourism, sport, the arts, and education. Further details can be found at [www.kentsport.org/london2012](http://www.kentsport.org/london2012)
- Visit Kent Limited is a public/private sector partnership supported by Kent County Council, Medway Council, the district and borough councils, Tourism South East and the leading sector tourism businesses in Kent. Visit Kent champions Kent's £2.5 billion tourism industry by targeting UK and overseas markets, improving quality and skills and growing the tourism product.

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