



Broads Tourism

Members Meeting

Wednesday 16th November 2011 at 4pm
Fairhaven Woodland and Water Garden

Minutes

Present Barbara Greasley (Chair), Nick Bond, Bruce Hanson, Ian Russell, David Linder, Briant Smith, Chris Scargill, Jo Artherton and Keith Brown (Speakers), Lottie Carlton (Minutes)

Dave Armitage, Tobi Baker, Sam Bates, Mike Bishop, David Broad, Rosie Carter, James Clabburn, Chris Crowther, John Dagleish, Steve Daniels, Kerry Davis, Robin Friend, Jenny Hawkes, Lisa Howard, Peter Howe, Robert King, Ruth Knight, John Norton, Linda Matthews, Harry May, Mike Minors, Chris Moffatt, Susan Munday, Debra Nicholson, Jane Pond, James Read, Karen Sayer, Tony Urwin, Vikki Walker, Mark Wilkinson

Apologies Christine Batley, David Batley, Eric Bishop, Roland Blunk, Rachel Buxton, Tony Howes, Peter Kiernan, Bryan Read, Daniel Thwaites, Amanda Walker, Keith Weeks, Jane Wisson

Item		Action
	Welcome	
	<ul style="list-style-type: none"> • BG thanked everyone for attending and passed on thanks to the Fairhaven staff for their help with hosting the meeting. • As non members had also been invited to the members meeting this time BG gave a brief history of Broads Tourism. • Apologies were received as above. 	
1.	Enjoy the Broads 2012 – Nick Bond	
	<ul style="list-style-type: none"> • Nick Bond gave a presentation on the Enjoy the Broads campaign 2011 and moving into 2012. • It was highlighted that the 2011 campaign had been successful with statistics given regarding print runs, distribution, web hits etc. (see attached). With the move towards destination marketing the Broads as a destination had been recognised and particularly supported by James Beresford, Chief Executive of Visit England. • In 2012 there would be a similar print run, but in wider locations. Promotion would centre on value boating, families, heritage and emphasis on helping towards growth in shoulder periods. • The Enjoy the Broads website was improving, with search engine optimisation being targeted to increase hits to the site. There was also now a growing Twitter 	

	<p>page and the url would appear on the front page of the Broadcaster magazine with an associated article and direct links on relevant pages.</p> <ul style="list-style-type: none"> • The link with Visit England and assistance from the Broads Authority Communications team would continue to help raise the profile of the Broads destination nationally and internationally. It was noted that there has been an enquiry about the possibility of the Broads appearing in the Times 'Best 100 holidays in the World' list. • Norwich airport had been secured as a poster site and Norwich station was being explored. • NB encouraged members to get involved with the campaign and help to raise the profile of the Broads. Membership included advertising discounts and priority placement. Booking forms would go out in the New Year. 	
2.	Outdoors Festival 2012 – Bruce Hanson	
	<ul style="list-style-type: none"> • Dates for next year's Outdoors Festival had been set for Saturday 5th to Sunday 20th May 2012 deliberately overlapping the Norfolk and Norwich Festival to benefit from publicity and as a shared interchange . • The main organisation of the Outdoors Festival was being undertaken by Carolyn Scarrow with assistance from Nick Sanderson of the Broads Authority. Planning was progressing well, but no celebrity had yet been secured for the launch. James Berresford would be involved with the Norfolk Wherry Trust's media day included in the Festival and was willing to help. • The launch event would be similar to the previous year's but on a larger scale and with more organisations keen to be involved. There would be a 'produced in Norfolk' marquee with crafts and food, plus music from Hard Rain and the Sing Your Heart Out choir. • Although funding was available, a sponsor was still being sought to increase the scope of the Festival. • December was noted as the deadline for submission of events to be included in publicity for the Festival appearing in the Broadcaster magazine, however events could still be included at a later date. • The Festival website www.outdoorsfestival.co.uk was in the process of being updated by the company Selesti. • Ten thousand brochures were being produced with care being taken to ensure distribution timing was optimised. • The EDP was again keen to support the Festival and would meet towards the end of the year to discuss and plan for this. 	
3.	Green Tourism – Ian Russell	
	<ul style="list-style-type: none"> • IR gave a presentation outlining green tourism. • It was noted that green tourism needed to be put into the wider context of destination, stressing the need to look after the Broads as a unique and special place. The brand statement helped with this, but it was key to be able to promote the Broads as a green destination. • It was suggested that Green Tourism was an extension of this idea and a means to be seen to be looking after the Broads. • It was noted that although the Green Tourism Business Scheme had been around for many years and that a number of businesses had been quick to embrace the idea some were on a longer journey. • It was the experience of IR that green tourism was not only beneficial to the Broads but could be profitable to businesses too. • Currently there was no other route to show 'green credentials' and although the scheme had certain aspects that could be improved it would be more useful to 	

	<p>provide criticism in a constructive way via Broads Tourism to ensure this could happen.</p> <ul style="list-style-type: none"> • The Green Boat Mark set up for Hire Boat Operators to be graded against ‘green’ criteria and funded by the STEP project had been established in June 2011. The up front costs were a problem for operators but getting these organisations on board would ensure the credentials of the most sustainable/green destination in the whole of Europe could be realised. It was noted that the scheme had been endorsed by the Broads Authority Navigation Committee and by Visit England. It was felt that finding out why the take up had not been huge so far needed to be explored and members were encouraged to help with promoting the scheme. It was also recognised that the current scheme needed to be expanded to include sailing cruisers. • Following questions regarding the Green Boat Mark it was noted that: <ul style="list-style-type: none"> ○ To get assessed through the Green Boat Mark, the land based business had to first become a member of the Green Tourism Business Scheme because the scheme focussed on single boat as part of a whole operation. If this cost was a barrier to businesses it would need to be looked at further. ○ It was viewed as important to get businesses together to discuss problems, look for solutions and get agreements in order to move the issue forward. ○ It was viewed that there should be a push towards getting a reduction in tolls for green boats assessed by the scheme. It was noted that electric boats already received a 25% reduction of tolls. 	
4.	Broads Quality Charter 2012 – David Linder	
	<ul style="list-style-type: none"> • David Linder gave an update regarding the Broads Quality Charter highlighting the following: <ul style="list-style-type: none"> ○ The Eating Out in the Broads guide, aimed at pubs, restaurants and teashops had two purposes that of promoting business and quality assurance whilst also promoting the Broads as a destination. ○ It was noted that in the current economic climate with the tourism industry reported as suffering it was even more important to ensure advertising was well targeted. ○ With a print run of 75k, 15k being hand delivered to boat yards so that every single boat hirer had a copy, the guide was viewed as an excellent publication for promoting businesses. The other 60k copies were professionally distributed to supermarkets, businesses etc. ○ As well the paper guide the same information was on the Enjoy the Broads website and could be downloaded. The information also appeared in the annual Broadcaster magazine produced by the Broads Authority. ○ Explaining the scheme, DL stressed that the inspections looked at every aspect of the business from parking, moorings, buildings and garden maintenance, to hospitality, local knowledge, use of locally sourced product etc with interviews conducted with the business proprietors. The scale of Bronze, Silver and Gold gave goals for businesses in the scheme to strive towards. ○ The cost of the scheme was £116-50p plus VAT which was seen as providing excellent value for money. Members were encouraged to become part of the scheme and spread the word to those who didn’t know about the benefits available. 	
5.	Staff Training, Broads Knowledge – Briant Smith	
	<ul style="list-style-type: none"> • Following on from the five Welcome Host courses organised via Broads Tourism that many businesses had benefitted from, it had been recognised that missing from this was provision of ‘local knowledge’ which was seen as a crucial part of 	

	<p>promoting both the Broads and individual businesses.</p> <ul style="list-style-type: none"> • BS provided an update on development progress of a training package ‘Know the Broads’ aimed at front line staff to improve their knowledge of the Broads in a suggested twelve key areas: history, heritage, inspiration, wildlife, environment, weather, culture, spirituality, industry, recreation, within 3 miles and within 5 miles. The training was being developed alongside schools curricula with assistance from Nick Sanderson, Education Officer at the Broads Authority. • Two diagrams were shown to illustrate the ideas behind the training and looking more closely at one of the subject areas ‘heritage’. • It was envisaged that the training could develop a computer package, could be used on a ‘pick and mix’ basis or delivered as a package with associated printed literature. 	
6.	Tourism Survey – Chris Scargill	
	<ul style="list-style-type: none"> • Chris Scargill gave a presentation regarding the Tourism Business Survey 2011. • It was stressed that participation was important. A new survey would be sent out in December 2011. The survey was intended as a useful tool to highlight what tourism businesses do. • The following items were noted throughout the presentation: <ul style="list-style-type: none"> ○ Although 76% of businesses were feeling positive it was important to find out why 24% were not. ○ The measure of turnover did not necessarily measure success. ○ Year on year comparisons of turnover showed effects as weather in the past but more the state of the economy in recent years with banks being less likely to assist businesses with finance. ○ It was important to find out why nearly half of all respondents felt Norfolk was not sufficiently well promoted. ○ Businesses seem to be seeing more of a likely impact of the Olympic Games this survey compared to the previous year. • A show of hands round the room indicated that about half had taken part. If this were translated to businesses as a whole a response of 2000 rather than 200 would result. • CS reiterated the importance of taking part in the survey and confirmed that it could be completed either online or via a paper copy. 	
7.	2012 Olympics – Jo Artherton	
	<ul style="list-style-type: none"> • Jo Artherton gave a presentation regarding the 2012 Olympics. • The following items were noted throughout the presentation: <ul style="list-style-type: none"> ○ The business toolkit was explained. ○ The microsite had games and transport information, Norfolk information, competitions, major events going on in Norfolk. Free use of links to businesses were available on the microsite. ○ Accommodation cards were explained. ○ Inclusion on social media sites such as twitter and facebook were explained. Followers on twitter and facebook had increased since talking about the Olympics. It was hoped that the competitions would help to increase interest via these media. ○ PR promotions/events were highlighted. JA hinted at a major PR stunt hoping to go ahead at a London train station in March 2012 with a Norfolk push. ○ Competitions would be running once every 2 months, promoted via the microsite, enewsletters and social media. If any businesses would like to donate prizes please get in touch with JA. ○ Following the presentation BG offered a boat trip as a prize. 	

8.	Visit East Anglia – Keith Brown	
	<ul style="list-style-type: none"> • Keith Brown gave a presentation regarding the new Visit East Anglia. • The following items were noted throughout the presentation: <ul style="list-style-type: none"> ○ Visit East Anglia (VEA) was there to help but would not provide the same function as a tourist board. ○ Public sector funding was reducing (funding was estimated to have reduced by 85% in the last two years), potentially to zero over the next few years and therefore businesses had to step in. ○ Consumer expectations were changing. ○ VEA was formed and launched in September 2011 with representatives from all tourist sectors and had support from a number of key agencies. ○ The primary functions of VEA were explained. ○ Membership benefits of VEA were explained and it was noted that if businesses were already members of a recognised DMO this conferred free membership to VEA. ○ Whilst VEA was able to offer a lot it was stressed that there were certain services it would not provide that had previously been offered by tourist boards and these were outlined. ○ The importance of VEA as the voice for tourism was highlighted. ○ Founding members were highlighted and these included a joint membership of Norfolk Broads Direct and Wroxham Barns. 	
10.	Open Forum	
	<ul style="list-style-type: none"> • It was noted that the current rise in fuel prices and the associated effects this had on travel decisions was an important factor for businesses. It would prove a challenge and needed to be thought about. • It was noted that there would be opportunities to join the Broads Tourism Executive Committee and further details would follow regarding this. • A request was made for articles for the quarterly newsletter for members. The next issue should go out before Christmas. • The Broads Tourism sponsored 'Broads Experience Award' would be announced the following Friday and BG wished finalists good luck. 	
	Date of next meeting: 22nd March 2012 AGM.	

Meeting finished at 6.10pm

Useful contacts

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