



Broads Tourism
Members Meeting
Wednesday 8th June 2011 at 4pm
Horning Sailing Club

Minutes

Present	<p>Barbara Greasley (Chair), Bruce Hanson, Clare Millar, Jo Arthurton, Stuart Brain, David Marsh, Linda Matthews, Lottie Carlton (minutes)</p> <p>David Armitage, Julie Ashworth, Tobi Baker, Mike Bishop, Sam Bates, Christine Batley, David Batley, David Broad, Rachel Buxton, Chris Crowther, Hannah Deane, Sean Fulton, Len Funnell, Robert Hanger, Jenny Hawkes, Bill Heath, Peter Howe, Robert King, Ruth Knight, Jane Pond, Mike Minors, Susan Munday, Rosemary Powell, Louise Rout, Paul Thomas, Vikki Walker, Mark Wilkinson, Jane Wisson</p>
Apologies	<p>Sarah Asplin, Rosie Carter, Debbie Daniels, Steve Daniels, Colin Dye, Lesley Dye, Lisa Howard, Tony Howes, Ed King, David Linder, Pamela Masters, Harry May, Bryan Read, Briant Smith, Peter Keirnan, Emma Cluett</p>

Item		Action
1.	Apologies for Absence and Welcome	
	<ul style="list-style-type: none"> • BG thanked everyone for attending and passed on wishes for a good season ahead. • Apologies were received as above. 	
2.	To Approve the Minutes of the meeting held on 23rd March 2011	
	The minutes of the meeting held on 23 rd March 2011 were approved.	
2.1.	Matters Arising from the Minutes of the meeting held on 23rd March 2011	
	<ul style="list-style-type: none"> • Members were reminded to check listings on EnjoytheBroads.com and follow up any discrepancies with either Suzie Rowe or BG to resolve. • There were no further Pathfinders updates. • It was noted that 'Broads Life' was currently out of print due to insufficient advertisers. An update would follow. 	ALL
3.	Outdoors Festival review – Bruce Hanson	
	<ul style="list-style-type: none"> • BH reported that the Outdoors Festival went very well despite organisation for the event necessarily happening late because of upheaval at the BA caused by cuts. • There had been 64 events in total covering a variety of activities ranging from those 	

	<p>that were free to more expensive events. Unfortunately four events had had to be cancelled but others did very well.</p> <ul style="list-style-type: none"> • Survey work was still being analysed. Many positive comments from feedback, such as "Glad it has been arranged, I would organise a weeks holiday around the events" • It was noted that publicity from Archant prior to the event was very good but less so during the event itself. • Work was progressing to ensure that the Outdoors Festival website, www.outdoorsfestival.com, could be used throughout the year to advertise events happening in the Broads. • Looking towards future Festivals it was noted that currently no funding was available, but that sponsorship was being sought. It was also noted that advertising needed to start much earlier for future Festivals and further thought needed to go into where and when to best distribute the Festival brochure. • Discussion followed concerning the timing of the event coinciding with the Norfolk and Norwich Festival. It was concluded that overall the benefits of shared advertising outweighed any negative aspects to sharing dates. • Members were invited to put forward any ideas for events they would like to include in future Festivals. • BG thanked BH, Nick Sanderson and Carolyn Scarrow for their work in putting together the Outdoors Festival in such a short time. • Dates for next year's Outdoors Festival had been set for Saturday 5th to Sunday 20th May 2012 (NB: these are a change to the dates given at the meeting). 	ALL
4.	Enjoy the Broads campaign update – Clare Millar	
	<ul style="list-style-type: none"> • CM gave a presentation giving updates of the campaign, including monitoring statistics concerning both the guide and the website. Please see attached presentation for further information. • CM assured members that Visit Norwich was on top of the campaign, but she would welcome discussion to ensure it was working as well as possible. • Following a question concerning national coverage it was explained that there were national campaigns, the BA attended national events and the web address was being advertised in as many locations as possible, Visit England and Visit Britain also had links to the EnjoytheBroads profile and optimising searches was continuing; for example if people did not specifically mention 'Broads' in their search they were captured through 'outdoor breaks', 'sailing' etc. • BH reminded members that the Pathfinder status would prove useful both with promotion and possible funding. As one of only four destinations chosen to explore new ways of destination management, the Broads would be first in line for any funding that might become available. 	
5.	2012 Olympics – Visit Norfolk, closer than you think to London – Jo Arthurton	
	<ul style="list-style-type: none"> • JA gave a presentation explaining the 2012 Tourism Toolkit that had been put together by a steering group with Norfolk Tourism. The Toolkit had been launched on 24th May and received front page coverage in the EDP newspaper. Please see attached presentation for further information. • The Toolkit offered Norfolk Tourism businesses marketing collateral to promote Norfolk as a holiday destination for 2012 (and beyond) by providing : Why Norfolk is a good base during the Olympics (and after), Branding and, access to images, Key messages and copy, Useful information regarding the 2012 Games. • JA explained that the toolkit was available to download from www.2012ntqt.co.uk and during the two weeks since its launch there had been 98 downloads. 	

	<ul style="list-style-type: none"> • It was noted that an e-newsletter, 'Time for Tourism', had over 700 subscribers. • It was also noted that a web agency had been commissioned to design a micro site via Norfolk Tourism and that twitter and facebook groups had been set up. • The steering group was also exploring the possibility of producing credit card sized advertising receipt holders to help get the message across. • Following a question asking whether the Paralympics were included in the toolkit, as advice about accessible accommodation etc. would be helpful, it was agreed to put the Paralympics on the steering group's next agenda for possible inclusion on the micro site. • It was noted that the Test Events would be included within the micro site. • Following a question regarding the possibility of provision of tourist information at the Olympic sites during the games, it was noted that cost was likely to be prohibitive. However using the train line for advertising was being explored. Currently 3 short listed companies were competing for an initial 18 month contract as the interim rail operator, with a 15 year contract to follow. All would be keen to impress and an advertising campaign using the train line was therefore looking certain. • Following the suggestion of approaching families of competitors to target with tourist information it was noted that it was difficult to secure information about these groups and additionally would prove very costly. • It was noted that volunteers had come forward to help paint Hoveton and Wroxham station to improve its current poor condition. • BG advised members that following the successful 'Welcome Host' training in February funding was available to provide 2 more courses with 20 places per course. Dates had provisionally been booked for the 3rd and 18th October 2011. Feedback for the course had been good with businesses that had taken part in February finding the course content beneficial. BS would be assisting with information about Britain's Magical Waterland. 	JA
6.	Green grading for boats – Stuart Brain	
	<ul style="list-style-type: none"> • SB gave a presentation explaining the Green Boat Mark, a voluntary scheme to encourage primarily hire boats to use greener practises. Please see attached presentation for further information. • SB explained that there were three levels gold, silver and bronze with various criteria and scoring under the headings: water quality issues, engine performance and boat design, hirer information, energy and resource efficiency and innovation. • Members questioned why the criteria were set so that historic sailing boats were unable to attain any of the levels. SB explained that the scheme was still under development and was currently aimed at hire boats, but the issue of historic boats and the scheme were being looked at. • Following a question regarding whether Green Tourism as a whole would be a better objective it was noted that the Green Mark boat scheme was developed as an add on to the Green Tourism Business Scheme to enable boating to be included too. • Following a suggestion that a better forum to highlight the scheme might be via all the hire boat companies rather than Broads Tourism it was noted that the Broads Hire Boat Federation was currently discussing the scheme. • Members were advised that currently a discount was available for any Broads businesses wanting to take part in the Green Mark boat scheme and that free advisory visits were available. Further details were available by phoning 01738 632162 or emailing GTBS@green-business.co.uk 	

	<ul style="list-style-type: none"> • PH gave a vote of thanks for the work done so far on this innovative scheme, recognising that although still under development it was a positive tool for encouraging businesses to aim for the goal of green destination. • It was noted that the opportunity for promotion was worth pursuing and that STEP project money for a Green Destination Guide could provide a good tool for this. • Members observed that the scheme showed a commitment to sustainable tourism which secured considerable media attention, however it was key to have a joint approach and consultation during the development process was important to ensure problems such as historic boats being unable to work towards Green Mark awards could be overcome. 	
7.	EDP tourism awards – Gary Attfield	
	<ul style="list-style-type: none"> • Gary Attfield was unfortunately unavailable to present this item. • BG advised members that businesses have until the end of June to get entries in for the EDP Tourism Awards and encouraged them to do so, as winning an award could bring excellent benefits in terms of PR and advertising. 	ALL
8.	A new tourism structure for the region – life after EET – David Marsh	
	<ul style="list-style-type: none"> • DM gave a presentation explaining the proposed new tourism structure for the region. Please see attached presentation for further information. • The presentation outlined why there was need for change, the reasons for change, who currently did what and outlined a possible way forward. A possible new structure, how to implement it, what needed to be done, who would carry this out and how it would be funded were also included. Also covered was what would happen if nothing was done and a time-table for action proposed. • DM explained the role that Broads Tourism could play within this new tourism structure. • Following questions it was noted that: <ul style="list-style-type: none"> ○ No LEP's are currently using these ideas anywhere else in the country ○ East Anglian Tourism was a good choice for naming the group ○ A letter of support from Broads Tourism rather than individual businesses would be appreciated. BG updated members that the executive committee had agreed to do this. Members supported this action. ○ DM confirmed that £100k would be needed to fund the new structure outlined and this would be sought from private sectors. Currently no government funding would be available but the group would be able to act as a conduit for sourcing money from government when it did become available, including any potential funding for the Broads Tourism Forum. ○ Fees currently paid to East of England Tourism would stop and these members would be asked to join the LEP through local organisations via capitation. ○ Visit Britain would continue but with a much reduced budget. ○ The primary role of the LEP would be political. ○ Referrals from Visit Norfolk and East of England tourism websites to Broads business websites were extremely valuable and their loss would be devastating. Members felt there must be support to retain these assets. ○ Currently businesses were able to secure discounts on pdq machines via East of England Tourism. This issue would be put on the agenda for discussion at the next LEP meeting. ○ Andy Woods was the new chairman of the LEP. 	DM

9.	Paint and canvas - A different view of the Broads – Linda Matthews	
	<ul style="list-style-type: none"> • LM gave an insight into the benefits and challenges of running a small business in the Broads whilst simultaneously treating members to a watercolour demonstration. • Her business, based at Ludham Bridge, is open all year for painting holidays and courses; some from a set programme and some a la carte for visitors spending from a few hours up to a week in the Broads. She teaches techniques in water colours, oil pastels, acrylics and charcoal. • LM talked about the range of activities she covered from evening classes for local people, travelling all over the country offering demonstrations and attending exhibitions at the NEC to delivering courses for the Field Studies Council at Flatford Mill, Amazing Retreats holidays, corporate days teaching relaxing through painting and painting holidays via train in France and Italy. • New for this year was a course combining art tuition with walking in the Broads and a cycling version was also planned, using bike hire via PH. • Linda's unusual route into her current business came via a career in medical science followed by many years in the police force in London! She has run her current business for seven years. • Wherever possible Linda explained that she used local supplies and services and advertises local accommodation providers in her literature. • LM expressed an appreciation for the fact that Broads Tourism did not forget small businesses and added that small businesses added to what was great about visiting the Broads. She reminded members that all Broads businesses can act as tourist information centres, sharing knowledge and expertise. 	
10.	AOB	
	<ul style="list-style-type: none"> • BG was thanked for her input. • BG thanked members for paying their subs and encouraged renewals from those who had not yet done so. • More frequent meetings were suggested. 	
	Date of next meeting: 16th November 2011	

Meeting finished at 6.45pm

Useful contacts

Name	Phone Number	Email	Website
Barbara Greasley, Chair	01603 782207	barbarag@broads.co.uk	www.broads.co.uk
Bruce Hanson, Broads Authority	01603 610734	bruce.hanson@broads-authority.gov.uk	www.broads-authority.gov.uk
Clare Millar, Visit Norwich	01603 727945	clare.millar@visitnorwich.co.uk	www.visitnorwich.co.uk
Jo Arthurton, BeWilderwood	01603 783900	elfinfilagree@bewilderwood.co.uk	www.beWILDerwood.co.uk
Green Business	01738 632162	gtbs@green-business.co.uk	www.Green-business.co.uk
Stuart Brain, Grading Advisor GTBS	01738 632162	stuart.brain@green-business.co.uk	www.Green-business.co.uk
David Marsh		DAV1DMARSH@aol.com	
Linda H Matthews	07961 813885	linda@lhm-artworks.co.uk	www.lhm-artworks.co.uk
Suzie Rowe	01284 727481	srowe@eet.org.uk	srowe@eet.org.uk
The Business Desk	01603 628311	thebusiness@archant.co.uk	www.edp24.co.uk/business