



*a voice for broads tourism businesses*

# **Membership Pack**

## Contents of Pack

### Page

- 1 Purpose of Broads Tourism
  
- 2 Benefits of Membership
  
- 3 Achievements in 2011
  
- 4 Members' Charter
  
- 5-6 Who's Who on the Executive
  
- 7 Into 2012-13 – Spreading the Word
  
- 8-9 Membership Form

# Purpose of Broads Tourism

- To positively **promote the Broads** as a leading destination.
- To recruit a quality membership to promote Broads Tourism and provide a **voice for Broads businesses**.
- To encourage the **raising of standards** in all sectors of the industry so that visitors will have a positive, memorable experience.
- To create **new initiatives** and training opportunities.
- To provide a unified focus for **promotional materials**.
- To enhance and further develop the **Broads brand**.
- To **work collaboratively** with a wide range of partners to ensure that the Broads is an excellent place to visit, work and live.
- To develop **new projects and initiatives** in support of tourism businesses.



# Benefits of Membership

## What's in it for me?

There are **three members' meetings** each year, in different locations around the Broads, which all members are invited to attend – one of these incorporates the Annual General Meeting.

These meetings provide an opportunity for members to express their ideas and concerns and to help **steer the development of Broads Tourism** and the development of the tourism industry (and others) around the Broads. Members can find out about the wide range of promotional opportunities for the Broads as a whole for both specific sectors and individual businesses.

### Membership of Broads Tourism also brings the following additional benefits:

1. Very **favourable advertising rates** in Broads Tourism and Broads Authority promotional campaigns.
2. **Priority participation** in promotional campaigns e.g page positions in 'Enjoy the Broads' guide and website.
3. Opportunities for **training** at subsidised rates.
4. **First offers** of places on training/promotional courses.
5. Opportunities to **meet with others** who represent businesses of all sizes and those with a keen/shared interest in tourism on the Broads.
6. The opportunity to get involved in a range of events to promote various aspects of tourism, with **preferential access and rates** for members.
7. Receive, and feed into, a **quarterly Broads Tourism e-newsletter**.
8. Opportunity to display a high quality Broads Tourism **membership certificate** and **window sticker**.
9. Membership of Broads Tourism automatically qualifies businesses to membership of **Visit East Anglia**.

### Cost of Membership for 2012/13:

The cost of membership has been set to raise a significant proportion of the essential running costs of the group's activities while at the same time being fair to businesses of all sizes and providing **good value for money** for all.

- £50** for businesses with a turnover of less than £100,000 (and local authorities and charities)  
**£100** for businesses with a turnover of £100,000 - £500,000  
**£200** for businesses with a turnover more than £500,000

# Achievements of Broads Tourism in 2011

- Continued reinforcement of the new brand for the Broads - **Britain's magical waterland** - developed in consultation with Broads Tourism and Broads businesses in 2010. There is now a widespread **unified effort** to use the single Broads brand and many businesses are using the logo in their own promotional campaigns.
- The 2011 **Enjoy the Broads** campaign with its associated webpages - **175,000** print run guide and accompanying publicity to a wide audience of potential visitors to the Broads.
- The **Broads Outdoors Festival** (led by the Broads Authority) – launched in 2011 with the aim of encouraging both local people and visitors to get outdoors and discover the many different ways to enjoy the Broads.
- The Broads featured in a wide range of media stimulated by the activities of Broads Tourism and its members. Coverage secured in 2011 included **The Independent, Guardian online, Motor Boats Monthly, Scotland on Sunday, Belfast Telegraph** and **Group Travel & Coach World**.
- Support of the Broads Authority Quality Charter to help the improvement and recognition of high quality eating establishments around the Broads. Adopted as a national scheme, it has led to the production of the **Broads Quality Charter** – a guide to Eating Out in the Broads. Copies are supplied to every Broads hire boat company.
- Sponsorship of the **Best Broads Holiday Experience** award at the **EDP Tourism Awards 2011**.
- Five very successful **Welcome Host** training days at heavily subsidised rates for Broads Tourism businesses – three in February, two in October.
- Assistance in the development of the Broads Authority's new tourism website [www.enjoythebroads.com](http://www.enjoythebroads.com).
- Encouragement and support of the development of **greener boats** and the development of new technologies.
- Support of the **Green Boat Mark** leading to the Broads boasting the first Green graded boats in the country.
- Support of the **Green Tourism Business Scheme** and encouraging the participation by Broads Tourism businesses.
- Inclusion in **350,000 Norwich Visitor & Shopping maps**, aligning the Broads with Norwich – an important gateway to the Broads.
- Granted **European Charter** for sustainable tourism in protected areas for second time following significant contribution by Broads Tourism members.

# Members' Charter



All members pledge that their business will:

1. Offer a **high quality experience** for all our customers which aims to exceed their expectations, provides excellent **value for money** and encourages them to return for more.
2. Provide our customers with a service that is **friendly, helpful** and caring, making our customers feel special and valued.
3. Balance the needs of the business with those of the environment, the local community and the visitor by adapting **best practice** in tourism.\*
4. Ensure that the **health and safety** of our customers, staff and visitors is a paramount priority at all times.
5. Serve (where appropriate) food and drink which meet the highest possible standards, **locally sourced** if possible and observing all appropriate standards of food hygiene.



\*for guidance please go to:

[http://www.green-business.co.uk/GreenBusiness\\_Criteria\\_Introduction.asp](http://www.green-business.co.uk/GreenBusiness_Criteria_Introduction.asp)

# Who's Who on the Executive?

The executive of Broads Tourism reflects the wide range of business interests and the size of businesses around the Broads:

**Barbara Greasely** (Chair)

**Norfolk Broads Direct**

[BarbaraG@broads.co.uk](mailto:BarbaraG@broads.co.uk)

"Norfolk Broads Direct is based at Wroxham where we operate the Faircraft Loynes fleet of hire cruisers, waterside holiday homes and as Broads Tours we operate a fleet of passenger trip boats and self drive day boats. As well as working in the Broads I also live in a Broadland village. I believe that the promotion of the Broads as a unique and special location, as Britain's magical waterland, can greatly benefit all who live and work in the area."

**Briant Smith** (Vice Chair)

**Broads Spirituality**

[briant@broadsspirituality.org.uk](mailto:briant@broadsspirituality.org.uk)

"I have had a lifelong love of the Broads and now seek to share that passion for the area with others through developing courses and resources to enhance interaction with a range of local attractions. I am keen to promote the area through the ongoing development of the branding process and am committed to furthering Broads Tourism."

**Daniel Thwaites** (Treasurer)

**Barnes Brinkcraft**

[daniel@barnesbrinkcraft.co.uk](mailto:daniel@barnesbrinkcraft.co.uk)

"I have been a director of Barnes Brinkcraft in Wroxham since 1987. Established in 1967 we operate a fleet of 85 hire boats, 12 holiday cottages and 30 day launches. We also sell new and used boats under the banner of Norfolk Boat Sales. I am a director of VisitNorwich and take a keen interest in helping to shape the tourism agenda. Broads Tourism is my passion, as well as our family business run in partnership with my mother and brother."

**Katie Hanger**

**Lola Charters**

[info@lolacharters.co.uk](mailto:info@lolacharters.co.uk)

Katie is the founder of Lola Charters and an enthusiastic member of Broads Tourism. She won the Young Entrepreneur Award at the EDP Business Awards last year and is currently spending some time furthering her chartering business overseas.

**Bruce Hanson**

**Broads Authority**

[Bruce.Hanson@broads-authority.gov.uk](mailto:Bruce.Hanson@broads-authority.gov.uk)

"As the Head of Tourism Development at the Broads Authority, I work closely with the business community on a range of initiatives such as the Green Tourism Business Scheme, and the Broads Quality Charter. I am currently leading a European programme which is delivering substantial investment in tourism in the Broads. Originally from the Lake District, I have been in the Broads for 12 years and love it here."

**Jennie Hawks**

**Diocese of Norwich**

[jhawks@churchcottage.org.uk](mailto:jhawks@churchcottage.org.uk)

"As Historic Places of Worship Support Officer for the Diocese of Norwich, I help and support our wonderful Broads churches to be open and welcoming to all. They are an important part of the Broads landscape and can often be visited by boat."





## Into 2012-13 - spreading the word 'Britain's magical waterland'

Broads Tourism is committed to working on the following activity for 2012-13:

- 2012 **Enjoy the Broads** guide (175,000 copies, launched February 2012).
- Development of Enjoy the Broads website [www.enjoythebroads.com](http://www.enjoythebroads.com).
- Assistance with the organisation and promotion of special events in the Broads, e.g the second annual **Broads Outdoors Festival** (led by the Broads Authority) 5<sup>th</sup> -20<sup>th</sup> May 2012 – that's 16 days including 3 weekends!



- Wider use and distribution of '**Taste**' accreditation and **Broads Quality Charter**.
- Further development of the **Green Tourism Business Scheme**, in particular the **Green Boat Mark**, and encouragement of businesses to take part.



- A programme of ongoing **press visits** and **PR** to maximise positive editorial and features about the Broads (delivered by VisitNorwich and Norfolk Tourism).
- Develop and run bespoke **training courses** for local businesses eg Staff training on Broads knowledge.
- Continuing to **promote the Broads** as a highly desirable and high quality destination.
- Promoting the Broads to **local people** as an exciting and interesting 'day out' destination on their doorstep.



MEMBER 2011-12

# Broads Tourism Membership Form

Title ..... First name ..... Surname .....

Position..... Name of company .....

Address .....

..... Post code .....

Telephone (landline) ..... (mobile).....

Email.....

If you would like other people within your business to also receive the Broads Tourism e-newsletter, please supply their email(s) .....

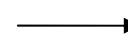
.....

Website .....

## As a member of Broads Tourism I pledge my business will:

1. Offer a **high quality** experience for all our customers which aims to exceed their expectations, provides excellent value for money and encourages them to return for more.
2. Provide our customers with a service that is **friendly, helpful** and caring, making our customers feel special and valued.
3. Balance the needs of the business with those of the environment, the local community and the visitor by adapting **best practice** in tourism.\*
4. Ensure that the **health and safety** of our customers, staff and visitors is a paramount priority at all times.
5. Serve (where appropriate) food and drink which meet the highest possible standards, **locally sourced** if possible and observing all appropriate standards of food hygiene.

\*for guidance please go to: [www.green-business.co.uk/GreenBusiness\\_Criteria\\_Introduction.asp](http://www.green-business.co.uk/GreenBusiness_Criteria_Introduction.asp)



continued overleaf

# Broads Tourism Membership Form (continued)



In addition, my business is a member of one of the following recognised **quality schemes**: (please tick)

- VisitEngland/AA stars (accommodation)     VAQAS or Code of Best Practice (visitor attractions)     Broads Quality Charter (eating establishments)     Green Tourism Business Scheme

Any other recognised quality schemes – please specify .....

I enclose a cheque for:	<b>£50</b>	<b>£100</b>	<b>£200</b>	(please circle)
Signed				Date

Please make cheques payable to **Broads Tourism Forum** and send together with this form to:

Broads Tourism Membership  
c/o VisitNorwich Ltd  
2 Millennium Plain  
Bethel Street  
Norwich  
NR2 1TF

## Want to get in touch?

### Membership enquiries:

For specific enquiries regarding Broads Tourism membership please contact  
Briant Smith, Membership Officer  
[briant@broadsspirituality.org.uk](mailto:briant@broadsspirituality.org.uk)

### Chair:

Barbara Greasley  
[barbarag@broads.co.uk](mailto:barbarag@broads.co.uk)

### Marketing and Communications:

Send your news for inclusion in the Broads Tourism e-newsletter to  
[shona.richards@visitnorwich.co.uk](mailto:shona.richards@visitnorwich.co.uk)