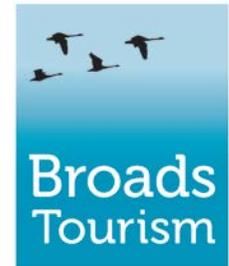


# Broads Tourism

## Members' Meeting

Wednesday 21<sup>st</sup> February 2018 at 10.30am

Ivy House Country Hotel, Oulton Broad



## Minutes

Item	
1.	<b>Welcome</b>
	Members were welcomed to the Broads Tourism Members' meeting by Chairman Greg Munford. Thanks were given to Ivy House Country Hotel for hosting the meeting and providing refreshments.
2.	<b>Host's welcome</b>
	Lucy Fennell, Hotel Admin Manager, welcomed Broads Tourism members to the Ivy House Country Hotel. The venue includes the hotel, self-catering units and a 16 <sup>th</sup> century barn restaurant. 30-40 weddings are held at the venue every year and there are also many corporate and charity events.
3.	<b>Chairman's update</b>
	<ul style="list-style-type: none"><li>• Thanks were given to the eight corporate sponsors Archant, Alan Boswell Group, Anglian Water, Barclays, Hoseasons, Howes Percival, Larking Gowen and Paul Robinson Partnership.</li><li>• Broads Tourism's collaboration with the Broads Authority and Local Authorities is helping to drive the tourism economy and improve the destination for visitors and locals.</li><li>• Broads Tourism sponsored an award at the first Norfolk and Suffolk Tourism Awards. Congratulations to the winner Lion Farm Holidays and to finalists the New Inn, Horning and the Museum of the Broads.</li><li>• Broads Tourism membership continues to grow thanks to funding of a Membership Development Coordinator from the LAG grant. Carolyn Groombridge and her predecessor Lynne Finnigan have helped increase numbers from 50 in May 2016 to 155 to date.</li><li>• The Marketing Steering Group under Ruth Knight's Chairmanship have produced three successful publications (discounted rate for members).</li><li>• The partnership with Broads Authority (BA) has grown. The new BA Communications team led by Rob Leigh are ensuring the National Park brand is promoting the destination.</li><li>• The Visit the Broads website was launched and continues to be refined.</li><li>• Broads Tourism is fully behind the National Park brand, a world-wide recognised brand helping increase prosperity for Broads businesses.</li></ul>
4.	<b>AGM business</b>
	<p>Tony Urwin, Vice-Chairman, welcomed members to the first official AGM since Broads Tourism incorporated as a business in order to formalise the group and increase access to grant funding.</p> <p><b>Changes to Broads Tourism Board:</b></p> <p>Thanks were given to Greg Munford who, since accepting a two-year Chairmanship of Broads Tourism, has overseen securing funding for a Membership Development Coordinator, increasing membership from 50 to 155, chairing monthly Directors meetings, the establishment of a Marketing Steering Group and encouraging eight corporate sponsors to give their support to Broads Tourism. He is now stepping down and the Board has appointed Ruth Knight to take over as Chairman. Adam Yardley of Richardsons is joining the Board as a Director and Darren Newson of Hoseasons is joining the Board as a co-opted member. Amanda Walker is taking on Chairmanship of the Marketing Steering Group from Ruth Knight. Any members who would like to get involved please let Amanda know: <a href="mailto:amandaw@herbertwoods.co.uk">amandaw@herbertwoods.co.uk</a>.</p>

	<p><b>Treasurer's report:</b></p> <ul style="list-style-type: none"> <li>• Barbara Greasley presented the year end accounts to 30<sup>th</sup> September 2017 explaining that they were split to cover the two periods before and after incorporation on 19<sup>th</sup> December.</li> <li>• Total income of £20,074 includes membership, corporate sponsorship and the LEADER grant.</li> <li>• Expenses include bookkeeping/accounting fees, ads/promotions and staff costs.</li> <li>• Reserves started at £17,332 but have reduced to £14,204. The Board agreed it was important to use reserves to help promote the Broads destination and increase economic prosperity for Broads businesses rather than sitting on funding.</li> </ul> <p>Thanks were given to all members of the Board and Marketing Steering Group.</p>
5.	<p><b>Marketing Steering Group - update</b></p>
	<p><b>Ruth Knight gave an update on Broads Tourism's Marketing Steering Group activities:</b></p> <p><b>Publications:</b> Broads Tourism, Archant and the Broads Authority have been working together to produce three publications. Thanks were given to Ronnie Perfect for his help in selling advertising:</p> <ol style="list-style-type: none"> <li>(1) 'Eating Out in the Broads National Park' 122k copies produced (5k more than 2017) 68 pages.</li> <li>(2) 'Visit the Broads National Park' A5 guide 130k copies produced (5k more than 2017).</li> <li>(3) 'Visit the Broads National Park' A4 guide 70k copies produced, 36 pages, packaged with other Archant country life and canal boat publications.</li> </ol> <p><b>Social Media:</b> The new BA communications team has updated Facebook, Twitter, Instagram and is providing regular content. Help was requested from members to grow this promotional media by tagging Broads Tourism to any social media stories using:</p> <p>Twitter            <a href="#">@BroadsNP</a>  Facebook        <a href="#">Visit the Broads National Park</a>  Instagram        <a href="#">@broadsnationalpark</a></p> <p><b>Rob Leigh gave an update on Broads Authority National Park branding work:</b></p> <p><b>National Park branding:</b></p> <p>With the Broads National Park boundary being so challenging (linked to water courses and river valleys) it is not always obvious when you enter the Park. A review of arterial routes is looking at road, rail, air and riverside opportunities to add branding messages aiding awareness and promotion of the National Park:</p> <ul style="list-style-type: none"> <li>• Norwich airport – free of charge area in arrivals now has Broads National Park branding with commissioned art work based on the 1950s poster designs. There are also leaflet stands that can take the Broads Tourism and Broads Authority promotional brochures.</li> <li>• Similar options are being explored at Luton airport and others, Norwich and Great Yarmouth train stations and other local railways stations.</li> <li>• Village road signs: BA is working with Norfolk County Council to include 'Broads National Park' on road and village signs in the Broads.</li> <li>• Businesses can help promote the NP brand – logos are available from the Broads Authority.</li> <li>• There is still time to vote for the Broads National Park in the best National Park category of the BBC Countryfile Magazine awards. A win would be a huge boost for the Broads:  <a href="http://www.countryfile.com/bbc-countryfile-magazine-awards-2018">www.countryfile.com/bbc-countryfile-magazine-awards-2018</a></li> <li>• England's National Parks Experiences: Grant funding opportunity to create unique and memorable experiences to encourage German and Australian visitors away from London (identified emerging target market for the UK). This project is at the 'ideas' stage and Broads Tourism members are encouraged to submit their own ideas. <a href="mailto:rob.leigh@broads-authority.gov.uk">rob.leigh@broads-authority.gov.uk</a> 01603 756049.</li> <li>• Broads Outdoors Festival: 28<sup>th</sup> April to 13<sup>th</sup> May 2018. Please contact Lynne Finnigan at <a href="mailto:lynne@outdoorsfestival.co.uk">lynne@outdoorsfestival.co.uk</a> to get an events registration form. The events submissions deadline is Monday 12<sup>th</sup> March.</li> </ul>

6.	<b>Cyber crime presentation (Barclays)</b>
	<p>Laura Daniels, Cyber Crime Fraud Team at Barclays gave a presentation on cyber crime:</p> <p><b>Facts:</b> In 2017 £768.8million was lost to fraud. It takes on average 231 days before fraud is realised. In 2017 fraud took place once every 17 seconds. The average breach cost was £75k to £311k. 72% of fraud happens via fraudulent emails sent to staff.</p> <p><b>Social engineering:</b> Fraudsters manipulate situations to get targets to divulge information. Facebook and Twitter posts can be used to date and time where you are and to gather information. This is used to email you with links for e.g. a voucher to compensate you after you have left a complaint left on a company page/twitter feed. Home addresses can be found and it is known when you are not at home (this also invalidates home insurance).</p> <p><b>Phishing emails:</b> Emails are sent mimicking Ebay, Paypal, Amazon etc. A link is usually included that, once clicked on, triggers activity and personal data being taken to build up a profile. If you are not expecting such an email never click on links and always report it.</p> <p><b>Voice and text scams:</b> Using similar methods to the above, information can be gathered by phone and texts and malware sent via smartphones. Make sure you always have the most up to date app and delete the old one. Never reveal usernames, passwords, PINs, ID numbers and do not assume callers are genuine.</p> <p><b>Passwords:</b> Do not make passwords easy to guess. Recommendation: Use a favourite song title and intersperse numbers and symbols. Never auto save passwords on your devices and do not keep notes on phones.</p>
7.	<b>Tomorrow's Travel and Tourism, Today (Hoseasons)</b>
	<p>Karen Longrin, Head of IT Development and Architecture at Hoseasons, gave a presentation looking at how technology is changing businesses:</p> <p><b>Demystifying terms:</b> 'Digital' catchall for technology – integral to our lives and cannot be ignored. 'Digital Disruption' technological changes effecting businesses – can't know what this will be but it will happen. 'Digital transformation' digital journey, business adaptation or disruption – needs vision. 'Differentiation' knowing the difference between yourself and your competitors. 'Technical Touchpoints' what works and what doesn't and how much you need to know – or who can help you.</p> <p><b>Facts:</b> 72% of short breaks are planned just 2 months in advance with 87% researching online via mobile phones (5 videos, 380 web visits, 34 searches on average). Business electronic presence is essential.</p> <p><b>Advice:</b> Trust – customers need to feel safe (data and transactions); Access – customers need to be able to access information quickly in a way they want; Excite – pick one thing that makes you 'stand out'.</p> <p><b>What next?</b> Understand what you want to achieve, work together, get help. It's not impossible or scary and will help your business to reach the next level. Broads Tourism is here to help.</p>
8.	<b>Tourism and Leisure Business Survey (Larking and Gowen)</b>
	<p>Chris Scargill of Larking and Gowen Accountants gave a presentation on the Tourism and Leisure Business Survey:</p> <ul style="list-style-type: none"> <li>• The Tourism and Leisure Business Survey has been running for 12 years and is used as a facility to benchmark business activity. Personalised reports can be provided from the results. The stats have been useful for lobbying MPs.</li> <li>• There have been many changes since the survey began with the increase of online presence including Tripadvisor etc.</li> <li>• There are still some copies of the 2017 survey results available or they can be viewed online at <a href="http://www.tourismsurveys.co.uk/2017-results/">http://www.tourismsurveys.co.uk/2017-results/</a>. Highlighted results include that the hottest June and wettest July did not affect visitor numbers 'weather proof'. Rates increases continues to be a hot topic that is effecting businesses. (VAT on tourism – making EU holidays cheaper/unfair competition).</li> </ul>

	<ul style="list-style-type: none"> <li>The 2018 survey is open and can be completed online (a save option is now available) or by filling in paper copies of the survey. Confidentiality is guaranteed. Participation in the survey includes an invitation to the launch events on 17<sup>th</sup> April (Suffolk) and 18<sup>th</sup> April (Norfolk). New questions include: <ul style="list-style-type: none"> <li>Online reviews/complaints e.g. Tripadvisor</li> <li>Fake reviews</li> <li>DMO/Tourism groups</li> <li>Pension scheme – auto involvement</li> <li>Staff retention</li> <li>Wellbeing</li> <li>Brexit</li> <li>Working hours/pressures.</li> </ul> </li> <li>With General Data Protection Regulations (GDPR) coming in from 28<sup>th</sup> May 2018 there is a need to update subscriptions to the survey. Please do this when completing the survey.</li> </ul> <p><b>Link to the online survey:</b> <a href="http://www.smartsurvey.co.uk/s/2018survey/">www.smartsurvey.co.uk/s/2018survey/</a></p>
<b>9.</b>	<b>‘Open Mic’ – Thurne Windpump (Wind Energy Museum)</b>
	<p>Debra Nicholson and Glen Hoody gave an update on the Thurne Windpump and the Wind Energy Museum:</p> <p>Debra outlined the history of the Thurne Windpump: It came into ownership of her family via a friendship with the previous owner Bob Morse, an engineer and windpower enthusiast. They also took on running of the Wind Energy Museum in 2003. This year is Thurne Windpump’s 200<sup>th</sup> anniversary.</p> <p>Glen updated members on ‘I roll up my sleeves’ an organisation that facilitates businesses to become involved with community projects. They are helping with a restoration project to paint Thurne Windpump this year on a 2 day networking event starting on the 16<sup>th</sup> March (9.30am – 4pm). 20 businesses are involved so far.</p> <p><b>Further details:</b> <a href="https://windenergymuseum.wordpress.com/">https://windenergymuseum.wordpress.com/</a> or <a href="http://www.irums.org/business-networking-norfolk/">www.irums.org/business-networking-norfolk/</a></p>
<b>10.</b>	<b>‘Open Mic’ – Horsey Windpump (National Trust)</b>
	<p>Alex Green and Sarah Keenan, National Trust, gave a presentation on the restoration of Horsey Windpump:</p> <p>The Horsey Windpump is part of the Horsey Estate and was bought by the National Trust in 1948. The windpump has had a colourful history including floods and being struck by lightning. Various restorations have taken place over the years, the latest work has included removing the cap and stripping it back before replacing the newly restored cap. The next stage is adding sails and, weather permitting, this should happen this week. Phase 2 of the restoration project is to get the sails working for the first time in 78 years.</p> <p>The National Trust is recruiting volunteers to help relay the history of the windpump and the current restoration project.</p> <p><b>Further details:</b> <a href="http://www.nationaltrust.org.uk/horsey-windpump/news/horsey-windpump-sails-into-a-new-phase">www.nationaltrust.org.uk/horsey-windpump/news/horsey-windpump-sails-into-a-new-phase</a></p>
<b>9.</b>	<b>Date of next meeting</b>
	<p>Thursday 10<sup>th</sup> May (time and venue tbc). If any member would like to host a Broads Tourism meeting please contact the Chairman Ruth Knight on <a href="mailto:ruth@waveneyrivercentre.co.uk">ruth@waveneyrivercentre.co.uk</a></p>