

Broads Tourism

Members' Meeting and EGM

Thursday 12th May 2016 at 4pm
Fur and Feather Inn, Woodbastwick



Minutes

| Item | |
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| 1. | Welcome |
| | Members were welcomed to the Broads Tourism Members' meeting by Vice-Chairman Tony Urwin. Thanks were given to Rachael Shakespeare for hosting the meeting at the Fur and Feather Inn, awarded Brewer of the Year 2015, and for providing a chance for Broads Tourism members to look behind the scenes of the brewery operation and to taste the new American pale ale 'Reedlighter'. |
| 2. | EGM |
| | <p>Members were reminded that in January 2016 Simon Partridge had resigned as Chairman of Broads Tourism. After this the Executive Committee had held meetings to try to ensure Broads Tourism got back on track. Using feedback from the November Members' Meeting workshop exercise the constitution had been revised and the final version circulated to members prior to this meeting.</p> <p>Voting on Revised Constitution: Peter Howe proposed that the revised constitution be adopted by Broads Tourism. Tony Urwin seconded the proposal and members agreed. The Revised Constitution was therefore adopted by Broads Tourism.</p> <p>Voting on Chairman: Tony Urwin proposed that Greg Munford take on the role of Broads Tourism Chairman. Tony Howes seconded the proposal and members agreed. Greg Munford was therefore appointed as Broads Tourism Chairman.</p> <p>Voting on Committee membership (including positions of Vice-Chairman and Treasurer): The new Broads Tourism constitution allows for a reduced membership of Chairman, Vice-Chairman, Treasurer and no more than 9 general members on Committee with those elected required to input significant work towards Broads Tourism objectives. The following nominations were circulated prior to the meeting: Tony Urwin (Vice-Chairman), Barbara Greasley (Treasurer), Gary Attfield, Jo Hand, Tony Howes, Peter Howe, Ruth Knight, Rachael Shakespeare, Emma Punchard and Daniel Thwaites. The members agreed to the proposed nominations and therefore the aforementioned were duly elected to the Broads Tourism Executive Committee.</p> <p>This concluded business of the EGM.</p> |
| 3. | Members' workshop feedback |
| | <p>Emma Punchard gave a presentation 'Future direction of Broads Tourism' highlighting feedback given by members at the November member's meeting held at the Radar Museum, Neatishead (see attached).</p> <p>Members had been asked their views on current Broads Tourism activity, what they felt was missing and the purpose of Broads Tourism moving forward.</p> <p>Current activity: Members agreed that the most important activities were marketing, networking and business cooperation.</p> <p>Missing: Members felt that strategic planning and development was missing from Broads Tourism's current activities. Ensuring that the Broads Sustainable Tourism Strategy was implemented was felt to be important. Forming partnerships and working together to increase influence was agreed to be a priority</p> |

and visiting other destinations would be useful in order to share best practise. There was a need to be 'brave and visionary' not run of the mill.

Marketing: Marketing came across strongly as something members wanted Broads Tourism to focus on with the National Park branding seen as a huge opportunity to tap into. It was agreed that the Enjoy the Broads website needed to be reviewed and updated. Coordinated presence in the market place and greater help with social media was also needed. It was recognised that funding was essential for marketing activity and Broads Tourism may not necessarily be best equipped to undertake this alone. It highlighted the importance of partnership working.

Business collaboration and networking: For some, Broads Tourism members' meetings are the only opportunity to meet other Broads business people and are therefore extremely valued. More opportunities for business to business cooperation and networking, potentially in clusters (similar businesses or location based) would be welcomed. Members wanted to see an increase in membership, particularly of smaller businesses such as shops, taxi firms etc. Sharing imagery, blogging about each other's businesses and sharing information was strongly valued and more of this would help members.

Increased reach: Members were keen to see a focus on local communities, particularly through the HLF Water, Mills and Marshes project. Progressing reach to international/northern European markets was an ambition for many members. It was felt that combining the coastal offer with the Broads offer would help to attract more of the beach visitors to the Broads.

Summary of members' feedback regarding the way forward for Broads Tourism:

Broads Tourism to work in partnership on the following three themes:

- (1) Promotion of the Broads as a leading destination
- (2) Improvement of the quality of the offer and professionalism of the sector for an enhanced visitor experience.
- (3) Development of an active network of collaborating businesses and organisations.

Comments and answers to questions as follows:

Following the inspirational talk by Amanda Brookman re the Cornwall example Broads Tourism had made its first steps towards a more integrated networking approach including visits behind the scenes of venues as part of the members' meetings to allow members to find out more about their fellow members' operations. The new direction of Broads Tourism would include much more in the way of networking opportunities and it was intended to learn from other destinations such as the Cornwall example to help make sure Broads Tourism made the most of this opportunity.

Thanks were given to Emma Punchard for analysing the feedback and members agreed that the presentation accurately reflected their feedback from the November meeting.

4. Update on new direction for Broads Tourism

New Chairman Greg Munford presented members with an update on the new direction for Broads Tourism that had been put together using the feedback from members.

What does success for Broads Tourism look like?

Taking on feedback from members it was agreed by the Committee that to be a greater influence in the tourism sector Broads Tourism needed to increase its membership and to present itself in a professional way. With the help of Gary Attfield from Archant a new Members' booklet had been produced which would help to engage with and enthuse new members to come on board. The booklet leads new members through the new focus for Broads Tourism highlighting the most important aspirations as follows:

Working in partnership with the Broads Authority: This is a strong focus and has been formalised in the new constitution.

Marketing focus: The National Park brand will be the main focus for marketing activity for Broads

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| | <p>Tourism. The Britain’s Magical Waterland branding had been very useful over the last 6 years since its conception and members would still be able to use this branding where they felt it was appropriate, however the main marketing thrust from Broads Tourism would be the more internationally recognised National Park brand.</p> <p>Economic impact: The Broads is actually doing very well compared to other UK National Parks with the 4th highest number of visitors despite having the smallest geographical area. These are exciting times for the Broads and the potential for positive improvements is huge. Without a good website presence this will be extremely difficult to achieve and the current Enjoy the Broads website urgently needs a review and refresh. The Broads Authority agrees that this is a priority action but funding needs to be sustainable. This will be worked on with Broads Tourism and the Broads Authority in partnership.</p> <p>Products: Highlighting the Broads uniqueness, particularly useful for enthusing first time visitors to the Broads, will continue to be top priority. Events such as the Broads Outdoors, Festival and brochures such as The Eating Out Guide, highlighting quality eating establishments in the Broads, will continue to be used to promote the uniqueness of the area.</p> <p>Networking/Collaboration: Picking up on the feedback from members networking and collaboration would be a key focus for Broads Tourism going forward with opportunities provided to share ideas and best practise, working together to improve the Broads offer. The importance of the Larking Gowen Tourism and Leisure Business Survey was emphasised with its provision of valuable insights into trends and shared issues in the tourism sector. Broads Tourism would continue to offer four members’ meetings a year with room to put together extra networking opportunities along the cluster idea outlined in EP’s presentation.</p> <p>Promotion: Archant were thanked for their work on the new members’ brochure. Lauren Cope is the new journalist for Broads related copy and she is keen to meet Broads Tourism members. A collective responsibility of members for helping to promote Broads Tourism was stressed. Providing quality input to social media was also viewed as important.</p> <p>Quality: Responsible tourism was highlighted as important, with broads businesses having a custodial duty of care for the environment. Green Tourism would therefore remain a focus for Broads Tourism.</p> <p>Membership: Greg was pleased to announce to members an extension of this year’s membership to September 2016. This was in recognition that Broads Tourism had been ‘quiet’ over the last year but also in order to allow the membership year to run from September, a more useful time for business marketing purposes. A suite of new and exciting marketing offers was being developed, timed to be available to members from September 2016 as part of their membership of Broads Tourism which was hoped to make the decision to join Broads Tourism an easy one.</p> <p>Corporate partners: Five new corporate partners had come on board with Broads Tourism (Alan Boswell Group, Howes Percival, Larking Gowen Chartered Accountants, Paul Robinson Partnership and Archant) all with beneficial offers for Broads Tourism members. Members’ had the opportunity to talk to these partners after the meeting. More detailed information about these offers is included in the new members pack.</p> |
| 5. | <p>National Park branding</p> |
| | <p>Lorna Marsh, the Broads Authority’s Head of Communications, gave a presentation updating members on National Park branding (see attached):</p> <p>Background: Following a 3 month consultation the Authority had received 75% agreement from respondents to go ahead with use of ‘National Park’ for branding purposes only, no legal change of status to the Authority was being sought. A landowning couple with conservation interests had lodged a Judicial Review challenging the Authority’s legal right to use the term National Park in this way. The judgement had gone in favour of the Broads Authority and had been extremely clear that none of the specific challenges made held any legal weight. The couple had put in a request for an appeal of the decision to</p> |

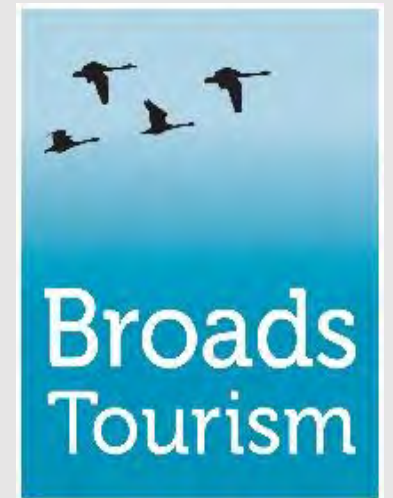
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| | <p>the Appeal Courts the outcome of which had not yet been decided.</p> <p>Advice regarding use of National Park branding: The judicial review process only applied to use of the National Park branding by the Broads Authority, Broads Tourism businesses and others were still free to use the National Park branding as they wished. This could be used alone or in conjunction with the Britain’s Magical Waterland branding.</p> <p>Comments and answers to questions as follows:</p> <ul style="list-style-type: none"> • Once the Judicial Review process had been resolved branding guidelines would be produced and these would include images that Broads Tourism members could use. • Logos for Britain’s Magical Waterland and Broads Tourism would be discussed by the Executive Committee. • The addition of Rachel Shakespeare to the Committee with her marketing background would prove extremely valuable for Broads Tourism. She would be heading up a steering group, including other Broads Tourism members with marketing experience, to move forward Broads National Park destination marketing for Broads Tourism. • Members agreed that promotion of the Broads as the only National Park in England with a city, its rich cultural heritage of church buildings including Norwich cathedral and inclusion of coast within the boundary should help improve the destination marketing drive. There was also opportunity for collaborative marketing between these sectors. • Whilst embracing the National Park branding it was also important to recognise the responsibility that came with it ensuring the area lived up to the brand in terms of quality and visitor experience. |
| 6. | <p>Members’ 5 minute slot – Hoveton station bike hire</p> |
| | <p>The Executive Committee had agreed to include a regular ‘Members 5 minute slot’ at each members’ meeting to allow members a chance to promote an aspect of their business/organisation. If any member would like to take up this opportunity please get in touch. Peter Howes gave a presentation to members as part of this new slot:</p> <p>Hoveton station bike hire</p> <p>Peter’s business, Broadland Cycle Hire, had been working with the Three Rivers Way Association over the last 7 years on the creation of a shared used pathway from Hoveton to Potter Heigham. Work on the first section of this pathway is now underway. Part of the project is to include self-service cycle hire ‘Broads by Bike’ based at the TIC in Hoveton, The Swan Inn at Horning and at the retail complex at Ludham Bridge. It will be possible to book hire of special bikes on the internet or by mobile phone and a code will then be provided in order to release the bike. Peter showed photos of the very distinctive looking bikes that would be available. Currently there are no rural self-service bike hire operations in the UK and this will therefore act as a pilot project to see if it can be expanded around the Broads and beyond. Installation of the bikes was happening in June ready for a July start.</p> <p>Comments and answers to questions as follows:</p> <ul style="list-style-type: none"> • An advertising panel would be available on the bikes, open to Broads Tourism members. • This would be a circular route scheme not A-B as the latter required more capital investment and provided too many logistical problems. • The bikes were not intended for ‘off-road’ use so the Bure path would not really be suitable. It was noted that the Bure Valley park needed improvements to the surfacing – representatives from Broadland District Council agreed to feedback this comment. • The bike scheme was currently only for adults and children aged 12+ years (dependent on height restrictions). |
| 7. | <p>Question and answer session plus mix and mingle</p> |
| | <p>Refuse facility changes:</p> <p>Members discussed the ongoing issue surrounding the removal of bins from Broadland District Council sites and other areas of the Broads following Defra’s reclassification of what constituted boat waste:</p> <ul style="list-style-type: none"> • Some boatyards provided refuse disposal facilities for their customers but could not be expected to |

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| | <p>provide this costly facility for members of the general public too.</p> <ul style="list-style-type: none"> • The Broads Hire Boat Federation was looking at what could be done in combination with the Broads Authority and Local Authorities. • The Broads Authority was due to discuss the issue in July, but it should be noted that refuse collection was not their role. This lay with the District Councils. • If the word 'boat' was removed and these facilities were renamed 'Tourist Bins' it was felt this could circumvent the problem with Defra reclassification. • BA Rangers continued to monitor the situation. An increase in use at remaining refuse collection points had been observed. <p>Royal Norfolk Show – Broads Area: This year for the first time there would be a dedicated Broads area at the Royal Norfolk Show on 29th and 30th June. 8-9 organisations were so far involved. Places were going fast if any further organisations wanted to join in (free to not for profits and £100 for commercial operations).</p> <p>Brown Tourism Signs: Norfolk County Council was undertaking a review of brown tourist signs. Currently the process for adopting a new sign was extremely slow and it was hoped to streamline and centralise the process. It was felt that AONBs needed to be included. An update would be provided at a later meeting.</p> <p>Following the meeting members spent half an hour networking and talking to the new corporate partners.</p> |
| 9. | Date of next meeting |
| | Thursday 8 th September 2016, 3pm (venue to be confirmed –members who wish to host this meeting to put their names forward). |

Future Direction of Broads Tourism

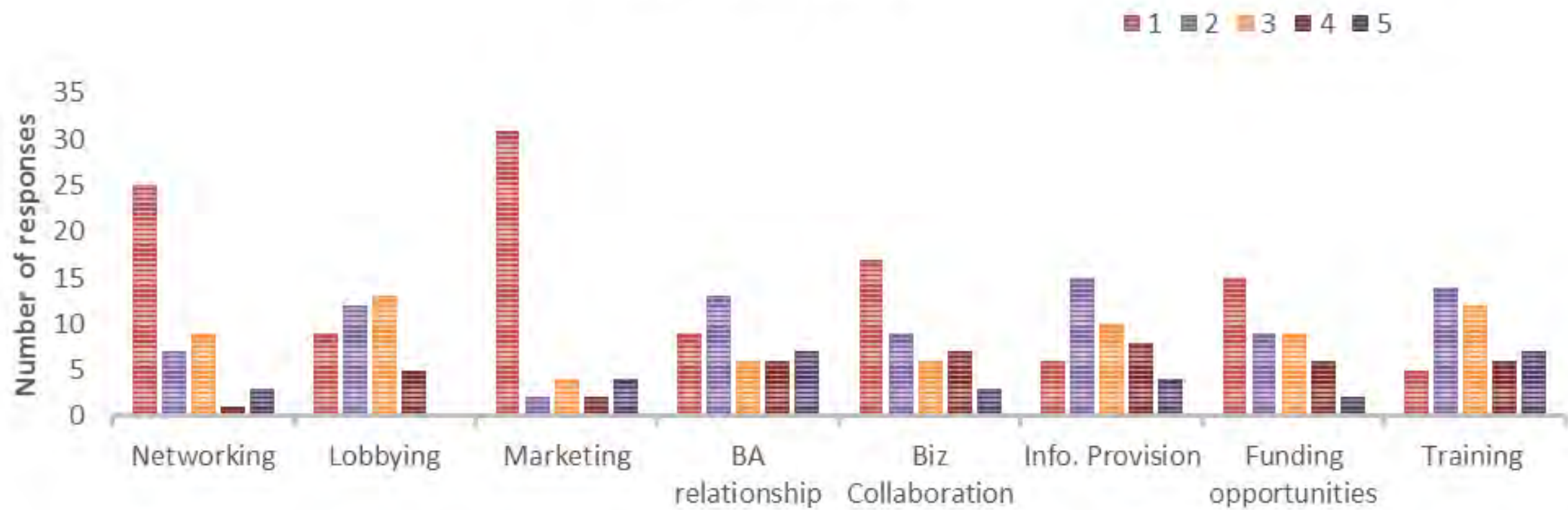
Feedback from questionnaire and group discussion
November 2015

Emma Punchard





RELATIVE IMPORTANCE OF EXISTING BT ACTIVITY.



Strategic planning and development

- Develop a strategy for tourism and ensure BA tourism strategy is implemented
- Form & formalise partnerships
- Increase our voice and influence
- Visit other destinations to get ideas and see best practice

“We need to be brave and visionary when developing new projects to promote the Broads”

Marketing

- Focus on opportunity National Park Branding presents
- Enjoy the Broads website in desperate need of make- over
- Co-ordinate presence in marketplace and become a one stop shop for the Broads offer
- Social Media campaign and providing marketing tools for members

“Marketing is one of our most important objectives, we need to make sure it happens but shouldn’t be the people doing it”

Business to business collaboration and membership development

- More ' Business to Business' events
- Increase membership – particularly smaller secondary business e.g. shops, taxi firms etc.
- Helping each other, shared images, shared information needed
- Collaboration through clusters of businesses e.g. by geographical area, type of business.

“If it wasn't for BT I wouldn't talk to any businesses locally these are the only meetings I come to – they are really important to me”

Increase reach

- Focus on local communities
 - Upcoming Water, Mills and Marshes HLF project offers opportunities for greater engagement with residents to encourage greater number of day trippers.
- Focus on international/Northern European market – Norwich International - Schipol.

“Promoting Broads and Coast in combination likely to increase day visitors, at least, who are primarily attracted by a beach holiday”

Strategic, visionary, creative, organisation

Works in partnership to deliver the following three themes:

- **Promotion of the Broads as a leading destination** – working with marketing experts and members to promote the uniqueness of the destination internationally, nationally and locally
- **Improvement of the quality of the offer and professionalism of the sector for an enhanced visitor experience** – recognising the importance and delicate nature of its natural environment and working to promote sustainable tourism
- **Development of an active network of collaborating businesses and organisations** that work together to deliver the organisations and members objectives.

The Judicial Review

What was it all about?

Decision by the Broads Authority in January 2015 was:

- that the brand **Broads National Park** be adopted for marketing related purposes with immediate effect using Local Government Act powers
- to resolve, in line with the suggestions from the Broads Hire Boat Federation and the Norfolk and Suffolk Boating Association, **not** to pursue the ambition in the Broads Plan 2011 for the Broads to become a national park in law
- to confirm it has no intention of seeking the use of the Sandford Principle (which gives precedence to conservation in any conflict between the Authority's purposes) because the Habitats Regulations provide sufficient conservation protection

Basis for the Judicial Review

The court was asked to consider three grounds of challenge:

- the Authority did not have the power to brand the Broads in this way
- the Authority was not correct in saying the Habitats Regulations provided the required level of protection for the biodiversity of the Broads against damaging activities
- the Authority's decision was procedurally unfair because it did not consult on the decision not to pursue legal status.

The judge dismissed the claim on all three grounds.



Broads
Authority

Looking after the Broads National Park

Lessons from the Judicial Review

The judge said:

The Broads may not legally be a national park
(in the context of the National Parks and Access to the Countryside Act)

but

The Broads Authority **can** refer to the area as the Broads National Park for branding and marketing purposes.

and

Tourism and marketing of the area fits fairly and squarely under the Authority's second function.



Looking after the Broads National Park

What now?

- The Harrises have applied for leave to appeal **but** the legal advice to the Broads Authority is to continue the work it has started with implementation of the Broads National Park name
- More importantly **Broads Tourism** and **tourism businesses** are not affected by the judicial review as it focuses on the Authority's purposes and processes so can forge ahead with the national park name
- **Branding guidelines** will be now be developed, building on the work done on the existing guidelines.



Broads
Authority

Looking after the Broads National Park