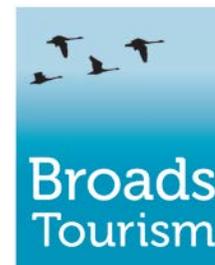


Broads Tourism

Members' Meeting

Thursday 11th May 2017 at 3pm
Somerleyton Hall



Minutes

Item	
1.	Welcome
	Members were welcomed to the Broads Tourism Members' meeting by Chairman Greg Munford. Thanks were given to Lord and Lady Somerleyton for hosting the meeting and giving members a chance to be shown around the beautiful Hall and gardens. Somerleyton Hall is a great destination for visitors, a jewel in the crown of the southern Broads.
2.	Chairman's review (Greg Munford)
	<p>Collaboration: Broads Tourism has been working with a collaborative focus to help benefit all members' businesses to grow. The Broads National Park provides a unique waterway experience and we need to celebrate this, working together to improve the offer to visitors.</p> <p>Marketing: The Broads Tourism marketing steering group chaired by Ruth Knights is developing promotion of the Broads destination for the benefit of members. The new publications are out and look great. Special thanks to Archant for their work on these. Andrew Stone is Archant's new tourism correspondent and he is happy to receive any tourism stories from members. Ruth's marketing update appears in item 3.</p> <p>Corporate partners: The corporate sponsors Archant, Alan Boswell Group, Barclays, Howes Percival, Larking Gowen and Paul Robinson Partnership have provided generous sponsorship and advice.</p> <p>Working with the Broads Authority: Broads Tourism has been working with the Broads Authority to help promote the special qualities of the Broads National Park. Particular thanks go to Lorna Marsh for her collaborative work on the new website www.visitthebroads.co.uk. A restructure of the Communication Team at Broads Authority will ensure greater help for delivery of tourism messages. Lorna's update appears in item 4.</p> <p>Membership development: Thanks to the LEADER funding success a new membership development officer will be working to increase numbers of Broads Tourism members in order to grow the organisation into a leading destination promoter. If we reach the 200 member target Broads Tourism will be the largest destination organisation in the UK. Thanks were given to Lynne Finnigan for her work to date helping to grow Broads Tourism membership to double the numbers over a year.</p>
3.	Marketing Steering Group update (Ruth Knight)
	<p>The Marketing Steering Group has been working in collaboration with Archant, Broads Authority, Take One Media, UEA, Norfolk Food and Drink and Further Digital Marketing to improve the marketing activity of Broads Tourism. Main activity focus has been working on and launching the new Visit the Broads National Park website (previously Enjoy the Broads) and publication of three Broads Tourism titles:</p> <p>Eating Out in the Broads National Park Guide: The advertising offer has helped increase membership of Broads Tourism. The publication will be on every hire boat in the Broads and also appears at a number of other locations. A digital version is also available. It is Archant's best performing online publication with 138k page impressions.</p> <p>Visit the Broads National Park A5 booklet: (replacing A5 Enjoy the Broads booklet) has a new look and tidied up listings section. It is pitched as a guide for visitors and locals in the area. The Marketing Steering</p>

	<p>Group would like to improve photography in Broads Tourism publications so is investing in commissioning photographs that members' will have access to.</p> <p>Visit the Broads National Park glossy A4 publication: Aimed at inspiring visitors outside the Broads to visit the area, the A4 glossy magazine has been bundled with other established Archant publications and appears in W H Smiths, supermarkets etc. as far afield as Yorkshire, Hampshire and Sussex. The advertising for this publication was harder to sell as it was new and rates were rather expensive. For 2018 there will be revised pricing and opportunities for smaller organisations to be included.</p> <p>Distribution: Take One Media distributes the publications and they appear in rack displays and digital displays highlighting the Broads National Park as Britain's Magical Waterland.</p> <p>International exhibition in the Netherlands: Broads Tourism attended this event as a trial taking the message of Visit the Broads National Park.</p> <p>Norfolk Food and Drink: Welcome addition to the Marketing Steering Group (see item 7).</p> <p>Visit the Broads website: With a name change and a new look that ties in with National Parks UK design, the new website is now mobile phone friendly (50% of visitors use this platform). Photography is used to showcase the Broads unique qualities. The listings information is only as good as the information provided by members, so it is important to check entries and provide any additional information/corrections etc. The enhanced webpage listings given, free to Broads Tourism members, are a huge benefit and clearly create an incentive for joining Broads Tourism.</p> <p>What's next? Website content strategy, social media activity and publications to work in synch with each other. The Broads Authority's new Digital Media Officer, Tom Waterfall, will be working on content and Phase 2 of the strategy is looking at improving the listings enabling greater search levels. Members can help by keeping information up to date via Tom. Archant's marketing campaign will hold costs for 2018.</p>
4.	<p>Broads Authority update (Lorna Marsh)</p>
	<p>Lorna Marsh, Head of Communications at Broads Authority, updated members on two new posts in the Communications Team replacing the tourism officer role: Digital and Media Officers. Tom Waterfall has been appointed to the Digital Officer role and already social media presence is rocketing. Rob Leigh has been appointed as the new Head of Communications taking over from Lorna when she leaves next week. The Media Officer role is yet to be appointed.</p> <p>Thanks were given to Lorna Marsh for all her hard work for Broads Tourism particularly on the publications and the new website.</p> <p>Contacts: rob.leigh@broads-authority.gov.uk and tom.waterfall@broads-authority.gov.uk</p>
5.	<p>Further - Digital Marketing Strategy (James Gill)</p>
	<p>James Gill, Head of Content Marketing at Further Digital Marking, gave a presentation on digital content strategy.</p> <p>Brands are a useful context to build relationships but it is important to use the most relevant platforms. What you want to say is linked by content marketing to what audiences are interested in, so content is informed by your audiences rather than by product insight.</p> <p>How content works: Create; put out; promote; influencers; paid promotion; google app words.</p> <p>Steps for content strategy: Set aims and objectives; undertake research/identify audience; form strategy; gather content ideas; plan how it will work/content calendar; promote; measure success.</p> <p>Broads Example: Broads Authority aims and objectives were to increase visits to the Broads National Park, build awareness, increase revenue of businesses and increase engagement rate and growth of social media platforms. Research showed where people were looking at content and what their needs and behaviour were in order to make engagement more likely. Findings showed that inspiration for</p>

	<p>'things to do' is what people want to see on the site – photograph sharing is popular, the journey of using content is important rather than just topic focus. Boating is the most popular search. Audience was identified as families, hobbyists, history and heritage, one off events, over 50s and pensioners, holiday makers and couples. A push/pull strategy was therefore put together: Pushing content engagement via social media, constant/regular rhythm of promotion, seasonal/calendar planning, community management of response/engagement. Pulling via content pillars, activities, lifestyle links, access to nature/holidays etc., seasonality. This produced various content propositions e.g. 'Boating for families in summer' or 'Winter walks for couples', '13 great summer walks for dog owners' etc. and a plan has been put together with a calendar of timed content strategy input (flexible/living document).</p> <p>Answers to questions as follows:</p> <ul style="list-style-type: none"> • Data mining research took two weeks. • Googlesheets is used to produce a calendar – great for sharing. • For small businesses pick a regular basic item e.g. 1 photo per week, monthly update, wedding photo etc. Continuity is key and if regular items are used it will become routine. • With notifications coming from Broads Authority via social media, if you 'like' and 'share' it gets your own brand out. Combined sharing of social network content builds destination presence and awareness. Small increments build into a much larger audience over time. • Digital marketing 'cheat sheets' were circulated. <p>Further information: gill@further.co.uk www.further.co.uk</p>
6.	<p>LEADER and RDPE Growth Programme (Andy Thorpe)</p>
	<p>Andy Thorpe of Norfolk County Council gave a presentation updating members on LEADER and the RDPE Growth Programme.</p> <p>Brexit: Funding streams available to tourism organisations are included in European funding. With Brexit there is a 'use it or lose it' message regarding this funding. If funding is agreed before the UK leaves the EU it is guaranteed. This is grant funded 'free money'. After Brexit there is more likely to be a loan style funding programme.</p> <p>Local action groups (LAGs) administer the funds and decide who is made an award. LAGs are made up of private sector organisations, community organisations and public bodies e.g. District Councils. The Broads National Park area is covered by Broads LAG and Waveney Valley LAG. There is a post code checker to see which area you are covered by.</p> <p>Grants: £2.5k to £170k grants are available (most are for £20k - £50k) and all of Norfolk and some of rural Suffolk is included. Urban areas are not included e.g. Norwich, Kings Lynn, Lowestoft.</p> <p>Project proposals need to be sustainable and show a growth of business and employment. Relevant categories for Broads Tourism members include rural tourism, micro and small businesses, cultural and heritage. All permissions need to be in place, a clear need for the funding shown and match funding available. The project should not increase competition so collaborative proposals tend to be most successful.</p> <p>Answers to questions: It was confirmed that village halls could benefit from the funding if proposed projects fit the criteria listed above.</p> <p>Further information: www.norfolklags.co.uk 01603 222930 or leaderteam@norfolk.gov.uk.</p>
7.	<p>Norfolk Food and Drink (Nigel Chapman)</p>
	<p>Background: 'Norfolk Food and Drink' was founded in 2004 by individuals wanting to promote food and drink. It is now run by two part time employees and voluntary directors. It is a not for profit organisation and attracts many sponsors. They are now the 'go to' organisation for food and drink in Norfolk.</p> <p>What they do: The core aim is to support the food and drink industry in Norfolk through promotional</p>

	<p>events and educating visitors and locals. Free marketing and PR support is given to its members. Work is carried out in partnership with organisations, the media and anyone who can support the food and drink industry in Norfolk. The flagship event is the Norwich Food and Drink Festival held on Father's Day in the Forum with cookery demos, a street market and a beer garden. A favourite activity is 'splat the dad'!</p> <p>What else? A new website is coming soon. With 5k people on the database and a full page in the EDP every month there is plenty opportunity to publicise the Norfolk food and drink offer. Free advice is available for events publicity and marketing which includes access to the Norfolk Food and Drink logo.</p> <p>Future: Norfolk Food and Drink are keen to get a Broads Food and Drink Festival up and running in 2018 but will need help with this. Also new is a provenance label 'Proudly Norfolk Food and Drink' with membership accreditation available. It is now a trusted brand for consumers.</p> <p>Membership: £25 plus VAT for joining once accredited with promotional benefits gained through the Norfolk Food and Drink brand.</p> <p>Action: GM to circulate details about the proposed Broads Food and Drink Festival to Broads Tourism members to get things started.</p> <p>Further information: www.norfolkfoodanddrink.com 01603 403660</p>
7.	<p>'Open Mike' session</p>
	<p>Tavern Tasty Meats: Claire Hudson, Director of Tavern Tasty Meats, gave an update to members on her company. As Norfolk's only accredited rare breed butcher, Tavern Tasty Meats has been providing a trust based service to customer since diversification in the 1990s led to their range of products going to market under new branding. Their hampers idea expanded from Christmas hampers and now includes welcome hampers for holiday makers. Barnes Brinkcraft contract Tavern Tasty Meats for their holiday clients providing customers with an option of a wide range of welcome packs from luxury to BBQ etc. The hampers come supplied in sturdy boxes and contents are personalised. These can be offered as free items for visitors or as a 'tick list' for them to purchase prior to their visit.</p> <p>Examples of the hampers and samples were on display for members to enjoy during the networking session. Tavern Tasty leaflets were also circulated.</p> <p>Further information: www.taverntasty.co.uk 01692 405444</p>
8.	<p>Dates of meeting</p>
	<p>Thursday 21st Sept (3pm) venue to be confirmed. If any member would like to host a Broads Tourism meeting or take an 'Open Mike' session, please contact the Chairman Greg Munford greg.munford@richardsonsgroup.net</p>