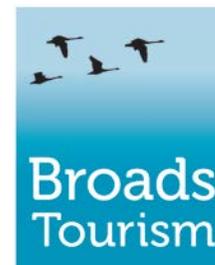


# Broads Tourism

## Members' Meeting

Thursday 9<sup>th</sup> February 2017 at 3pm

The White Horse, Neatishead



## Minutes

Item	
1.	<b>Welcome</b>
	Members were welcomed to the Broads Tourism Members' meeting by Chairman Greg Munford. Thanks were given to Ricky and his team at the White Horse Inn for hosting the meeting and providing refreshments. They have done a great job improving the White Horse Inn with its own brewery and in-house gin.
2.	<b>Chairman's review</b>
	<p><b>Company Limited by Guarantee:</b> Following on from the members' vote at the last Broads Tourism members' meeting Broads Tourism became a Company Limited by Guarantee on 19<sup>th</sup> December 2016. This will enable clarity for the organisation, particularly when applying for funding bids and sponsorship.</p> <p><b>Corporate partners:</b> The corporate sponsors were thanked. Members were encouraged to speak to them during the break.</p> <p><b>Marketing steering group:</b> Broads Tourism's marketing group, Archant and the Broads Authority have been working together to progress the three marketing publications. Six sponsors for the Eating Out Guide and an increased print run will enable the guide to move from strength to strength. It has already been distributed at the Boat Show and the Outdoors Show in London. More news about all the publications in item 5.</p> <p><b>Visit the Broads National Park website redesign:</b> The redesign of the Visit the Broads National Park website (formally Enjoy the Broads) is on track for an end of March launch. More news about the website in item 6.</p> <p><b>LEADER funding bid for membership development officer:</b> Due to Broads Tourism's change of status to a Company Limited by Guarantee the LEADER funding bid has to be resubmitted. This is merely a formality and the award will still stand. Candidates have been interviewed and the position filled subject to the above process going through. Thanks were given to Lynne Finnigan for her work in raising the Broads Tourism membership total from 50 to 100 so far. She will continue in her role until the new post begins.</p> <p><b>EDP/Hoseasons Tourism Awards 2016 - Winners:</b> A reminder was given about the potential for using the Broads Tourism/Broads Authority's Outstanding Contribution Award in marketing campaigns.</p>
3.	<b>Nomination for new Director of Broads Tourism</b>
	Greg Munford proposed that Amanda Walker, Marketing Manager at Herbert Woods become a Director of Broads Tourism. This was seconded by Barbara Greasley. Member voting took place by a show of hands and the motion was carried in favour. Amanda Walker was therefore welcomed onto the board of Broads Tourism.
4.	<b>Larking Gowen Annual Tourism and Leisure Business Survey</b>
	Chris Scargill, Tourism, Leisure and Hospitality Partner at Larking Gowen gave a presentation on the Annual Tourism and Leisure Business Survey. <b>Social media:</b> Figures for the previous years' survey showed an increase in the use of social media for

	<p>marketing: 94% of businesses surveyed use Facebook and 79% use Twitter however 13% felt there was little/no benefit from using social media. Training would be useful for some businesses.</p> <p><b>Challenges for the sector:</b> Challenges were identified as VAT (this is lower in Europe) and Brexit. NB: Business rate increases are also likely to have an effect going forward.</p> <p><b>Reduction in central funding:</b> There is varying confidence that the private sector will fill the gaps.</p> <p><b>Implications of National Living Wage:</b> 4 businesses have had to close as a direct result while 9% say they have had to reduce staff numbers, however 46% say their business is unaffected.</p> <p><b>Cut Tourism VAT Campaign:</b> There are varying expectations of potential change.</p> <p><b>Factors having impacts:</b> Broadband, the general economy and weather were identified.</p> <p><b>Future worries:</b> The UK economy, weather, lower VAT in the EU and cheaper EU holidays combined with a lack of funding/investments were identified.</p> <p><b>Government Support:</b> An overwhelmingly high percentage of businesses feel there isn't enough support.</p> <p><b>Reasons to complete the survey:</b> Benchmarking, results supplied to decision makers, personalised report, launch events at various locations in April, opportunity to influence. NB: Personal data will not be used for marketing or shared.</p> <p><b>Interactive session:</b> Forms were circulated to enable Broads Tourism members who hadn't already completed the survey and were completed during the meeting.</p> <p><b>Visit Britain:</b> Tracey Crouch, Tourism Minister, is hoping to make a visit the Broads. Anyone able to offer their venue for part of the visit please get in touch.</p> <p>A full break down of the 2016 results can be found here: <a href="http://www.tourismsurveys.co.uk/2016-results/">www.tourismsurveys.co.uk/2016-results/</a></p> <p>Thanks were given to Chris Scargill and members were encouraged to complete the survey, the online version of which can be found here: <a href="http://www.tourismsurveys.co.uk">www.tourismsurveys.co.uk</a></p>
5.	<p><b>Marketing Steering Group - update</b></p>
	<p>Thanks were given to the Marketing Steering Group and its new chairman Ruth Knight for the work they had done to date, particularly on the three marketing publications.</p> <p>Tony Wenham, Archant, gave an update on the progress of the three Broads Tourism publications.</p> <ul style="list-style-type: none"> <li>• The Eating Out in the Broads National Park guide will be inserted in an edition of the EDP and will be available at Tourist Information Centres and other outlets.</li> <li>• The replacement for the Enjoy the Broads A5 brochure now renamed Visit the Broads National Park is on track to be produced by its set deadline. It will be distributed via Take One media and will also be available at all boat yards on the hire boats for visitors.</li> <li>• The A4 glossy brochure, with inspirational articles (one from Simon Barnes of the Sunday Times and an introduction from Mark Cocker, nature writer) will be inserted with established Archant glossy life magazines and distributed within a 3 hour drive time of the Broads.</li> <li>• It was confirmed that the A5 brochure is intended for use once visitors have arrived and the A4 to provide inspiration for those thinking about visiting the Broads.</li> <li>• Thanks were given to the Archant team and to Lorna Marsh and Ruth Knight for their assistance.</li> </ul> <p><b>Addendum: Links to the online versions of the three publications can be found here:</b></p> <p><a href="#">Eating Out in the Broads National Park</a></p> <p><a href="#">Visit the Broads National Park (A5 Brochure)</a></p> <p><a href="#">Visit the Broads National Park (A4 Glossy Magazine)</a></p>
6.	<p><b>Visit the Broads National Park website redesign - update</b></p>
	<p>Lorna Marsh, Head of Communications at the Broads Authority updated members on progress of the redesign of the Enjoy the Broads website (to be renamed Visit the Broads National Park).</p> <ul style="list-style-type: none"> <li>• The redesigned website is on track to be launched on 28<sup>th</sup> March 2017.</li> </ul>

	<ul style="list-style-type: none"> <li>• The new features of the website were shown to members highlighting the fresh new feel, with a themed ‘landing’ page containing ‘feature boxes’ that can be easily changed to fit seasonal activities and promotions.</li> <li>• Once a visitor clicks on one of the feature boxes (or via the traditional tabbed/menu route at the top of the page) they will be taken to specific activities, social media, videos to support the feature and in turn these will link to listings pages holding practical information to help visitors plan activities.</li> <li>• This listings area is where Broads Tourism members will each have their own free page – enhanced due to their membership (those businesses who are not members will only have a very basic listing). Each page will have a banner image and editorial of members’ own content/choosing. Feature pictures, videos, social media feed and any other appropriate content can be used. To make the most of this feature members will need great content and photos. Current information will be checked for accuracy and any gaps identified in order to help publicise businesses and organisations. All members will be contacted as part of this process. Any members signed up to the DMS system will be able to edit content themselves.</li> <li>• A change in the company managing the DMS will mean that the Broads Authority will now be able to have direct access to making changes making it easier to keep content up to date.</li> <li>• Mapping and editorial content is being developed and will include wide promotion of the Broads and articles aimed at showcasing the activities and services available to visitors.</li> <li>• Broads Outdoor Festival events and other events and activities running throughout the year will be highlighted.</li> <li>• The Chairman highlighted the huge benefit Broads Tourism was gaining through partnership with the Broads Authority who were paying the largest proportion of the cost of the redesign. Broads Tourism would not have been able to do this themselves and the benefits to members will be huge. The National Park branding will also help the Broads to become a leading DMO. Lorna Marsh and staff at the Broads Authority were thanked for their work on the website redesign.</li> </ul>
7.	<b>Broads Outdoors Festival - Sunday 30<sup>th</sup> April to Sunday 1<sup>st</sup> May 2017</b>
	<ul style="list-style-type: none"> <li>• Lynne Finnigan updated members that the dates of the seventh Broads Outdoors Festival have been extended to three rather than the usual two weeks and were now confirmed as Sunday 30<sup>th</sup> April to Sunday 1<sup>st</sup> May. The Festival provides Broads businesses and organisations with the opportunity to put on special events as well as their usual events, all advertised for free as part of the Festival.</li> <li>• 45k copies of the Festival brochure, including all the festival events listings, will go out with the EDP on 17<sup>th</sup> April (Archant is the Festival’s media partner). A further 10k copies will be available at key visitor points in both the northern and southern Broads. An online brochure will link to the website with an interactive calendar.</li> <li>• Last year there were 200 events ranging from special mill openings, guided walks, watercolour events, crafts, water sports, photography etc.</li> <li>• The launch of the Broads Outdoors Festival will be at the Tour de Broads southern event on 30<sup>th</sup> April (a flier was circulated to members). There is an incentive for Broads Tourism members to join together to make a team for the event (please contact <a href="mailto:lynne@outdoorsfestival.co.uk">lynne@outdoorsfestival.co.uk</a> if you are interested).</li> <li>• Quirky, one-off, unique events are more likely to hit the headlines during the festival so please have a think and submit your events to Lynne.</li> </ul>
8.	<b>‘Open Mike’ session</b>
	<p><b>Broads by Bicycle:</b> Peter Howe let members know about the self-service bike hire scheme ‘Broads by Bicycle’ now available in the Broads with support from Norfolk County Council and the Three Rivers Way project. Locations of the bikes are at Hoveton (near the Broads Authority Visitor Centre), Horning (in the car park near the Swan Inn) and at Ludham Bridge. One of the distinctive purple and blue bikes was on display. Members were asked to encourage visitors to try the bikes. Further information can be found at <a href="https://norfolkbroadscycling.co.uk/broads-by-cycle/">https://norfolkbroadscycling.co.uk/broads-by-cycle/</a></p>

	<p><b>Love the Broads:</b> Peter Howe updated members on the Love the Broads visitor giving scheme. New businesses have come on board and a new annual membership scheme is now available. Love the Broads leaflets would be going out with the tolls annual tolls letter. Grants have been awarded supporting projects for wildlife, education and access. Any Broads Tourism members with project ideas are welcome to get in touch. Further information can be found at <a href="http://www.lovethebroads.org.uk/">http://www.lovethebroads.org.uk/</a></p> <p><b>Free Spirit Canoe Tours:</b> Chris Toothill let members know about a partnership with Fairhaven offering taster canoe trips on Sunday afternoons from June to September. Additionally there will be Thursday afternoon sessions available on Thursdays in August. A new partnership for 2017 will see canoe trips starting from Sutton Staithe to the Museum of the Broads. Chris is a qualified canoe, dinghy and paddle board instructor. Further information can be found at <a href="http://potterscottagebandb.com/page7.htm">http://potterscottagebandb.com/page7.htm</a></p> <p>The Chairman thanked Peter and Chris and reminded members of the benefits of promoting each other's businesses.</p>
9.	<b>Dates of meeting</b>
	<p>Thursday 11<sup>th</sup> May 17, Thursday 21<sup>st</sup> Sept (3pm) venues to be confirmed. If any member would like to host a Broads Tourism meeting please contact the Chairman Greg Munford <a href="mailto:greg.munford@richardsonsgroup.net">greg.munford@richardsonsgroup.net</a></p>