

Broads Tourism

Members' Meeting

Thursday 27th September 2018 at 2.30pm

The Boathouse, Ormesby Broad



Minutes

Item	
1.	Welcome
	Members were welcomed to the Broads Tourism Members' meeting by Chairman Ruth Knight. Thanks were given to The Boathouse for hosting the meeting and providing refreshments. Also welcomed was Visit the Broads' newest corporate sponsor Paul Youngs of Expert Print Management who has been in the printing industry for 30 years. Members are welcome to talk to Paul about their printing jobs.
2.	Host's welcome
	Linda and Mike Minors opened The Boathouse five years ago as a wedding venue and restaurant with lodges and rooms available to guests. It has become a popular venue in a beautiful Broads setting.
3.	Chairman's update
	Marketing Steering Group <ul style="list-style-type: none">• Circulating regular newsletters to members and to visitors.• Working on new publication with Archant: A6 guide with a long shelf life covering all of the Broads and all businesses. Discount on advertising space for members.• Working on new event - Broads Restaurant Week 1-9 June 2019. Broads Authority <ul style="list-style-type: none">• Broads National Park branding at Norwich airport and Great Yarmouth and Norwich railway stations. Member meetings and AGM <ul style="list-style-type: none">• Next meeting to include an opportunity to leaflet swap and network.• Can anyone offer a venue for the next meeting? Please contact ruth@waveneyrivercentre.co.uk• Members were asked if they preferred morning or afternoon meeting times.
4.	English National Park Experience Collection, Deborah Brookes
	Deborah Brookes, independent consultant, gave a presentation on the English National Park Experience Collection. http://www.nationalparks.gov.uk/discoverengland <ul style="list-style-type: none">• The Experience Collection aims to encourage international visitors away from London into the English National Parks. Target market: Australia and Germany.• The Broads has unique heritage, landscape and opportunities compared to other English National Parks. Following a workshop, Broads businesses came forward with offers. 16 experience collections in the Broads were successful and are being developed.• Filming is taking place in September and October (members watched an example video from the South Downs National Park).• Two workshops are due to take place at Yare House, in Norwich on 21st November and 4th December and are open to all, not just those businesses already signed up.
5.	Visit Norfolk and Visit East Anglia, Pete Waters
	Pete Waters of VEA and Visit Norfolk gave a presentation updating members on the work of these two destination management organisations.

	<p>Visit Norfolk</p> <ul style="list-style-type: none"> Norfolk's visitor economy grew to £3.25billion outperforming the rest of the country. Suffolk's visitor economy is also up. Members of Visit the Broads get a discounted listing on the Visit Norfolk website. Top page views are 'Explore the Broads', 'Home page', 'What's On' and 'Things to do'. Visit Norfolk commissioned special blogs and videos. Visit Norfolk campaigns include: #FallforNorfolk and #SpringintoNorfolk. <p>Visit East Anglia (VEA)</p> <p>Issues:</p> <ul style="list-style-type: none"> The region is off the national radar and there is poor perception (seasonal, low skill, low pay). The Broads needs to have year round visitors by converting day-trippers to staying visitors. Online Travel Agents (OTAs) dominate the market. <p>New website: In January, VEA launched a new website with a strong cultural theme. It includes a free booking mechanism with 10% commission (rather than 30% OTAs). Every visitor related business gets a free listing on the website.</p> <p>Marketing: Using competitions to grow database. Promoting out of season visits, hooking into events, 'calls to action', supporting social media, PR.</p> <p>Outcomes: New strategic board, Skills Development Plan, Workshops and Seminars, Best practice case studies, large audience marketing through targeted campaigns, growing year round business.</p>
6.	<p>Health and Safety, John Neil</p>
	<p>John Neil of Alan Boswell Group gave a presentation on Health and Safety.</p> <p>Manage your risk: Identify, measure and control risks that threaten assets, earnings and personnel.</p> <p>Why? Moral, legal (Health and Safety at Work act and associated regulations) and economic reasons (breach of health and safety can result in large fines).</p> <p>Sensible risk management: Realistic, manageable paperwork, protecting people and property while balancing benefits and risks. Responsibility management: Right to protection and personal responsibility for self and others.</p> <p>How to manage risks: Suitable documentation, involve staff in assessing risk, training, statutory inspections, Business Continuity Plan (so everyone knows what to do), proper insurance.</p> <p>Cost of not managing risks: In 2016/17, 144 were killed at work and there were 609,000 injuries. 31.2million working days were lost at a cost of £14.9billion. Fire damage costs were £5billion.</p> <p>Case studies:</p> <ol style="list-style-type: none"> Fredrick's Hotel – new management did not review risks. Cleaning products caused illness and cost the firm in large fines and compensation to workers. Six Bells Public House – a boiling water system failed and worker managers asked a member of staff to transport boiling water in unsuitable containers resulting in second-degree burns. Huge fines. Cross Restaurant – young chef received burns to leg from fat fryer due to lack of risk assessment and training. Again large fine. Sports Shop – an inspection by the fire authority showed blocked escapes and too narrow exits. Managers did not act on recommendations resulting in a £60k fine.
7.	<p>Poppylands, Darren Stride</p>
	<p>Unfortunately, Darren Stride was unable to attend the meeting. Instead, Peter Howe, Trustee for the Broads Trust that manages the Love the Broads scheme gave an update on the visitor-giving scheme 'Love the Broads'.</p> <p>The Trust awarded £9,000 in grants supporting small charities and organisations in the Broads, for</p>

	<p>example, the Trust awarded a grant to the Bure Navigation Trust to work on Bure historic waterways interpretation.</p> <p>The scheme needs to attract greater business involvement to help grow the fund. Businesses can help by selling badges and books or by signing up to the opt-in scheme by, for example, adding an extra few pence on a cup of tea or other similar ideas. Small amounts add up to a large fund.</p> <p>Further information: Lynne Finnigan, info@lovethebroads.org.uk</p>
9.	Date of next meeting
	27 th February 2019 including AGM. Venue/time tbc. If any member would like to host this or future Broads Tourism meetings please contact the Chairman Ruth Knight on ruth@waveneyrivercentre.co.uk

Corporate Sponsors	Contacts
Alan Boswell Insurance Brokers	Jon Preston jpreston@alanboswell.com ; Sam Tullock stullock@alanboswell.com ; 01603 218094
Anglian Water	Collette Parker cparker@anglianwater.co.uk ; 07976 581518.
Archant	Gary Attfield Gary.Attfield@archant.co.uk 01603 628311
Barclays	Mark Dembicki mark.dembicki@barclays.com ; 07775 553158
Expert Print Management	Paul Youngs paul@expertprintmanagement.co.uk 01603 397704
Hoseasons	Darren Newman on darren.newman@hoseasons.co.uk
Howes Percival – Solicitors, expert legal guidance	Joanna Nicholls joanna.nicholls@howespercival.com ; 01603 281967
Larking Gowen - Accountants	Chris Scargill on 01263 712017 or chris.scargill@larking-gowen.co.uk .
Paul Robinson Partnership – Architectural Practice	Bruce Hart bh@prparchitecture.com , Simon Nicholas sn@prparchitecture.com or Andrew Smith as@prparchitecture.com ; 01603 397057