

Broads Tourism

Members' Meeting and EGM

Thursday 8th December 2016 at 2pm

Broads Tours 'Queen of the Broads' Trip Boat, Wroxham



Minutes

Item	
1.	Welcome
	Members were welcomed to the Broads Tourism Members' meeting and EGM by Chairman Greg Munford. Thanks were given to Barbara and Paul Greasley for hosting the meeting on board the Queen of the Broads trip boat. Before setting off a safety talk was received by those on board.
2.	Review of the last 6 months
	<p>It had been 6 months since the Broads Tourism meeting at the Fur and Feather at Woodbastwick when a need to reinvigorate activities of Broads Tourism had been identified and promised. The Chairman gave an update on Broads Tourism activities and achievements over the past 6 months:</p> <p>Corporate partners: 6 corporate sponsors have come on board and are now active with Broads Tourism. The strength of the partners and celebration of some of their big events was highlighted in the special Christmas EDP cover wrap circulated to members at the meeting. Members were encouraged to complete the Larking Gowen tourism survey (Dec 16 – Jan17). This survey produces valuable information e.g. providing evidence for Broads businesses to inform decision making and for making funding bids. Thanks were given to corporate partners Alan Boswell Group, Archant, Barclays, Howes Percival, Larking Gowan and Paul Robinson Group.</p> <p>Marketing steering group: A marketing steering group has been set up. Ruth Knights has taken on Chairmanship of this group. The group's main focus so far has been a review of Broads Tourism print publications:</p> <ol style="list-style-type: none">(1) Eating Out in the Broads is now sponsored by multiple businesses and therefore available to all hire boat visitors as well as the usual outlets. The advertising offer has been designed to make it an easy decision for those taking part to become Broads Tourism members.(2) Enjoy the Broads A5 publication now renamed Visit the Broads. Clearly defined messages and themed editorial would highlight Broads Tourism businesses and organisations, particularly the smaller businesses and charities unable to take up the marketing offers. Again the advertising offer had been designed to help encourage Broads Tourism membership.(3) A new glossy A4 'coffee table' style magazine Visit the Broads National Park will be included in a bundled distribution with established publications e.g. Archant's Norfolk Life. This publication is intended to promote the Broads destination to a wider audience. <p>All three publications will have online versions and link to the new website (see below). The 'early bird' booking discount for advertising in these publications is being extended to 22nd December. There will not be any last minute discounts, providing a fair opportunity for those taking up the 'early bird' offer. The final deadline for securing advertising in the publications is 9th January.</p> <p>Increased engagement with the Broads Authority: Broads Tourism has been working more closely with the Broads Authority on joint projects including the Broads Sustainable Tourism Strategy, the review of print publications, a redesign of the Enjoy the Broads website, a LEADER funding bid and National Park branding guidelines (a memory stick with the branding guidelines was circulated. If you were not at the meeting and would like a memory stick please contact</p>

	<p>Lorna Marsh lorna.marsh@broads-authority.gov.uk).</p> <p>Enjoy the Broads website redesign: The Enjoy the Broads website is undergoing a complete redesign (BA funded project) and will be renamed Visit the Broads National Park. Broads Tourism and the Broads Authority have been working to put this project together. Mock up boards of the pages from the new website were circulated. Equal exposure will be given to both large and small organisations/businesses with a full page for each Broads Tourism member.</p> <p>Charter for Sustainable Tourism award: Broads Tourism and the Broads Authority have been working on a review of the Broads Sustainable Tourism Strategy. The work has paid off as we have been awarded the charter again. Bruce Hanson is just back from receiving the award on behalf of both organisations. An action plan will be worked on over the next year to ensure the aspirations of the strategy are fulfilled.</p> <p>LEADER funding bid for membership development officer: Broads Tourism has just learnt that they have been successful in their LEADER bid for funding for a full-time membership development officer for a 9 month period starting in the New Year. With a target of 200 members it is hoped that this increased membership will enable funding of a marketing role following the initial 9 month funded period. Thanks were also given to Lynne Finnigan for her work helping to increase membership of Broads Tourism from 55 to 100 over the last few months.</p> <p>Increased publicity exposure in the local press: Corporate partner Archant has helped to increase the local press coverage of Broads tourism. They have also been working on the designs of the new publications and associated publicity material including the special Christmas EDP cover wrap circulated today. Thanks were given for Archant’s continued support.</p> <p>EDP/Hoseasons Tourism Awards 2016 - Winners: Broads Tourism and the Broads Authority were jointly awarded the Hoseasons ‘Outstanding Contribution Award’ at this year’s EDP Hoseasons Tourism Awards ceremony in November. The Broads Tourism sponsored award ‘Broads National Park Tourism Business of the Year’ went to Broads Tourism member Fairhaven Woodland and Water Garden. They also won the Kingsley Healthcare ‘Golden Years Award’. Broads Tourism member East View Farm Holiday Cottages were recipients of the Norfolk Country Cottages ‘Best Self Catering Establishment’ award. Congratulations to all award winners but particularly to those with a Broads Tourism connection.</p> <p>The Chairman expressed thanks to all members of Broads Tourism Executive Committee and the Marketing Steering Group for their hard work over the past six months and to Broads Tourism members for their continued support.</p>
3.	<p>EGM: Proposal - Incorporation of Broads Tourism as a Company Limited by Guarantee</p>
	<p>Vice-Chairman Tony Urwin chaired the EGM. In order to give greater status and credibility to Broads Tourism and improve potential funding opportunities a proposal had been put to members to incorporate Broads Tourism as a company limited by guarantee. Both the current Broads Tourism Constitution and the Draft Articles of Association had been circulated to members via email prior to the meeting and an opportunity to vote prior to the meeting given to those unable to attend.</p> <p>Voting on the proposal took place and the results, including votes of both those at the meeting and those received by members unable to attend, were as follows: 34 in favour, 1 against, 0 abstentions. The proposal was therefore formally accepted by Broads Tourism membership.</p>
4.	<p>Networking and buffet</p>
	<p>Following the meeting members were able to network with each other and corporate partners while enjoying the beautiful views of the Broads from the boat along the way. Mince pies, sausage rolls and mulled wine were enjoyed by all. Thanks were given to hosts Barbara and Paul Greasley for organising</p>

	the refreshments.
11.	Date of next meeting
	Thursday 9th February 2017, 3pm (venue to be confirmed). If any member would like to host a Broads Tourism meeting please contact the Chairman Greg Munford greg.munford@richardsonsgroup.net

