

Visit the Broads

Members' Meeting

Thursday 27th February 2018 at 10am

Hotel Wroxham



Minutes

Item	
1.	Welcome
	The Chairman welcomed members to the meeting. She thanked the Hotel Wroxham for hosting and providing refreshments.
2.	Host's welcome
	Wendy Timewell took over the Hotel Wroxham three years ago and since then has made improvements to the hotel including room refurbishments and new menus using locally sourced produce. Members sampled some delicious food and viewed the refurbished rooms after the meeting.
3.	AGM Chairman's update
	<p>New members and Corporate Sponsors</p> <p>The Chairman welcomed new members Inspire Races, Paul Dickson Tours, Resolve Network, Secret'SUP, Three Rivers Campsite, Woodfordes and Helen Storer Photography. She also welcomed new Corporate Sponsor Greater Anglia who are investing in the region and want to encourage more visitors to the Broads.</p> <p>New Pocket Guide</p> <ul style="list-style-type: none">• 105k copies of the new pocket guide are ready for distribution. This publication replaces the previous two A5 guides and includes 'eating out', activities and villages/towns information all in one handy sized guide.• Best4Promotions boxes will display 45k copies in TICs, local attractions, accommodations, pubs and restaurants.• 25k will go to selected address via a letter box drop in Norwich, Mulbarton, Aylsham, Wymondham and Diss to promote the Broads to locals.• 25k will go to boatyards with individual covers (paid for by 6 members for their customers) plus a further 3k to smaller boatyards.• 7k will go to the Broads Authority visitor centres and 2k to Visit the Broads members. Display boxes are available to members. <p>Feedback: Please give feedback good or bad on the new pocket guide by emailing pocketguide@visitthebroads.co.uk</p> <p>Broads Restaurant Week (1st to 9th June 2019)</p> <p>Reasons behind the event: Visit the Broads feel the dates will encourage visitors and locals into the Broads during a quieter period of the year. Norfolk Restaurant Week is very successful (36k covers in 2018) but only one restaurant in the Broads takes part. Broads Restaurant Week will highlight excellent food and drink in the Broads and be a great offer for visitors and locals alike.</p> <p>What's on offer: Each restaurant in the event will offer two courses for £15 or £20 or three courses for £20 or £25.</p> <p>Promotion: Visit the Broads, Broads Authority and Archant are promoting the event via newsletters, social media campaigns, promotional packs, support and fliers. There is a dedicated website www.broadsrestaurantweek.co.uk</p> <p>How to get involved: Sign up is free to Visit the Broads members. Email: sara@barnesbrinkcraft.com</p>

	<p>Royal Norfolk Show (26th to 27th June 2019) The Broads Authority is again managing the ‘Broads Village’ area at the Royal Norfolk Show. Visit the Broads members get a discounted rate for stands (£125 for charity/not for profit organisations or £250 for private companies). Stands are filling up quickly. The area is zoned into ‘Visiting’, ‘Discovering’ and ‘Caring’ zones. How to get involved: To book a stand in the Broads Village contact ben.hope@rnaa.org.uk</p> <p>Destination promotion</p> <p>1) Visit Norfolk Visit the Broads sits under Visit Norfolk and has a place on the Board. Visit Norfolk’s website attracts 2.5 million users a year with 6 million views. ‘The Broads’ is the second most popular search on this website. Visit Norfolk runs autumn and winter digital campaigns and their £12k research project is looking at visitors’ needs and reasons why they like the area.</p> <p>2) New Visit East of England website The new website for Visit East of England will have an online bookings function (10% commission going to a local company in Ipswich). How to get involved: Look out for further details in your Visit the Broads members’ newsletter.</p> <p>3) English National Park Experiences Collection This great marketing offer aims to increase German and Australian visits to the English National Parks. There are several videos promoting the collection and members enjoyed seeing one of the Broads videos. There are eight experiences on offer in the Broads along with associated accommodation. Many Visit the Broads members are involved. An increase in visitors will benefit not only the providers involved but the wider tourism industry in the Broads and other National Parks. Video 1: https://www.youtube.com/watch?v=50T6WeAlh_Y Video 2: https://www.youtube.com/watch?v=BQUdi7OjHQg&t=29s</p>
4.	<p>AGM Treasurer’s Report</p>
	<p>The Treasurer, Barbara Greasley, presented the accounts for the year ending September 2018.</p> <ul style="list-style-type: none"> • This was the first year for Broads Tourism as a limited company. • The company relies on the membership subscriptions and corporate sponsorship and these are valued. • The LEADER grant (awarded in 2017) went towards membership engagement and recruitment. Carolyn Groombridge started on 30 hours per week, her activity concentrated on increasing membership, but now that her hours are reduced to 15 per week activity concentrates on marketing. • The accounts show a large expenditure item covering sponsorship of one of the EDP Tourism Awards for the previous year. The Board decided not to continue with this sponsorship. • Reserves of £14k from the previous year reduced to 10.5k due to a deficit budget. • The intention is to avoid another deficit in 2019 [CB’s salary will be lower due to reduced hours and there will not be the tourism award sponsorship.] • The Treasurer thanked Larking Gowen for producing the accounts. • The Treasurer finished by advising members that Daniel Thwaite would take over as Treasurer following the meeting as she was resigning her position on the Board. <p>The Chairman thanked Barbara for her work as Treasurer, and before this as Chairman, and presented her with flowers as a token of appreciation.</p>
5.	<p>Future ideas for Visit the Broads</p>
	<p>The Chairman asked that members complete an online survey to gather views on a proposal for ‘Breakfast Meetings’ for members. These would be shorter meetings (1-1½ hours) with one topic/speaker covering for example planning, health and safety, HR issues, social media, licencing, corporate sponsor ideas and so on.</p>

6.	Larking Gowen Tourism Survey 2019
	<p>Chris Scargill of Larking Gowen advised members that the Tourism Survey 2019 was going live today. It provides an opportunity to benchmark businesses against sectors and provides statistical back up when lobbying. Members are encouraged to complete the survey and provide feedback on the questions.</p> <p>How to get involved: Use this link to the survey http://rebrand.ly/broadstourism</p> <p>Email Chris Scargill at chris.scargill@larking-gowen.co.uk to provide feedback on survey questions.</p>
7.	The importance of digital marketing
	<p>Scott Drew, Head of Product at Hoseasons, gave a presentation on the importance of digital marketing.</p> <ul style="list-style-type: none"> • Members viewed videos illustrating how Hoseasons recognises the impact of digital marketing and the need to change to attract younger customers. The dedicated marketing team works hard to grow this customer base and to increase customer trust and resulting return bookings. • The Hoseasons vision embraces a move away from traditional marketing material, instead providing a seamless online experience that links customers emotionally to experiences. Studying customer psychology helps to predict behaviour and change marketing to match. • Stats show that 80% of customer contact is via mobiles. This, together with an increase of 10% in the 25-34-year-old market showed Hoseasons that a more modern brand, focussing on luxury rather than nostalgia, would appeal more to this target audience. • A shift from long to short breaks and increased use of digital channels and a desire for convenience provides a marketing focus that uses 'big data' to work out how best to target potential customers in a way that will achieve conversion from browsing to bookings. <p>Email Scott Drew at scott.drew@hoseasons.co.uk</p>
8.	RNLI East
	<p>Rachel Farr, Regional Marketing Manager for RNLI, gave a presentation including moving videos showing the work of the RNLI and appreciative members of the public they have rescued.</p> <p>Statistics</p> <ul style="list-style-type: none"> • 95% of RNLI personnel are volunteers. There are 4,966 lifeboat crews and 1,217 shore crews with 238 lifeboat stations and 422 lifeboats. There are 81 lifeguards and 23k fundraisers, shop assistants, safety officers. The operation costs £176 billion a year to run. • In 2017, 255 people lost their lives in the UK through drowning, most did not intend to be near or in the water (e.g. rescuing a dog in trouble in the water). • Worldwide 360k people drown each year and it is the third most likely cause of unintentional death. <p>RNLI campaign</p> <ul style="list-style-type: none"> • Respect the Water: Float on your back and fight your instincts not the water. RNLI uses personal experience to help this campaign using Evan's story. Evan saw the RNLI Respect the Water advert at a cinema and used the advice to save his life when in trouble in the water. He floated on his back until rescue arrived. <p>Safety messaging</p> <ul style="list-style-type: none"> • The RNLI provides training, life jacket advice, activity advice, schools visits, Swimsafe (free swimming lessons). <p>Fundraising campaigns</p> <ul style="list-style-type: none"> • Two main campaigns 'Mayday' and 'Saving Lives at Sea' including the BBC programme 'Fish Supper' help to raise funds for the RNLI. <p>Broads pilot</p> <ul style="list-style-type: none"> • The RNLI, in partnership with Norfolk Fire and Rescue, Royal Lifesaving Society, Broads Authority, Norfolk Constabulary and local businesses are delivering the Waterside Community Responder Programme to staff at waterside premises such as pubs and restaurants so they know how to use throw lines to help people out of the water when they have fallen in.

	How to get involved: Sign up to the Broads pilot by emailing Rachel_farr@rnli.org.uk
9.	Social Media
	<p>Adam Yardley of Resolve Network (Digital Marketing, Risk Management and Business Consultancy) gave a presentation on using social media.</p> <ul style="list-style-type: none"> • Make a plan and use a contents calendar: Set out what you want to achieve using SMART goals (Specific, Measurable, Attainable, Relevant, Time based). Align goals with business objectives, be realistic and have deadlines. Plan social media content (2-3/week) timetable with date/time to post. Get the timing right. Use Facebook’s insights tool to show optimal times for audience (7pm is good). • Cheat! Review competitors’ social media, learn, see what’s already working and what doesn’t work. • Target the right social media for your customers: Facebook is mainly used by 18-44 year olds while Instagram is mainly used by 18-34 year olds. • Make it look good: Visually compelling posts are three times more likely to encourage engagement. Use free design software for example CANVA and free stock imagery for example Pixabay. • Build relationships/share/comment: Use branding. Share content and respond with ‘likes’, comments, retweets. Only do this if it helps towards your business goals or helps your brand. • Use the right tools: Facebook insights, Facebook business manager, Google analytics, Buffer/Hootsuite (scheduling tools for social media posting) are all useful tools for social media. • Use the right ‘tags’: @ tags address people – use to ‘talk to’. # hashtags categorise your post increasing followers for example #instagood #happy • Measure/track performance: Reach = unique people seeing your post; Impressions = how many ads have been seen; Engagement = how many times ‘liked’, shared or commented; Website visits via Google analytics; Conversions = sales/bookings/email sign ups; Likes/Follows = no of people who liked or followed post/page/twitter. • Budget formula: $\text{Conversions desired} / (\text{Conversion rate} \times \text{Click through rate}) = \text{Total required reach}$. Example 10 bookings in 10 days. Use industry standard data for conversion and click through rates: $10 / (2.8\% \times 0.9\%) = 39,683$ With average cost per 1000 impressions = £5.44 so $39,683 \times 40 = £1,587,320$ budget Therefore, if potential reach figure on Facebook is <40k this is not an achievable goal but if >40k ok. • When it goes wrong: Don’t panic, don’t cover it up, acknowledge and issue apology, learn from it. <p>Adam Yardley: www.resolve-network.co.uk</p>
10.	Members’ Slot
	<p>Chris Crowther, Author, gave a presentation on how he came to be an author writing novels based in the Broads.</p> <ul style="list-style-type: none"> • Chris used to fly helicopters and aeroplanes around the world and was first published in America. He moved to Hoveton in 2002 and became a skipper for Broads Tours where he enjoyed giving visitor’s commentaries as part of the trips. • His first Broads based book, a murder mystery, had a sleuth named Jack Fellows, a Broads Navigation Ranger with a police background. He aimed the book at Broads holidaymakers and included his daughter’s sketches at the end of each chapter to illustrate the book. • He published the book himself and printed 1000 copies to ensure he could meet the retail price. • Wroxham Barns accepted four copies on a trial basis, but sold them within 10 minutes of going on display so took more. Jarrolds took 20 on trial and these too sold quickly. • The book got onto the EDP best seller list. • Chris wrote five more murder mysteries that are sold in 20 shops in the Broads. Sales now total 17k. • Last year he wrote his first children’s’ novel for 8-12 year olds again based in the Broads but with a time travel element. • Currently Chris is working on another murder mystery.

11.	Networking
	After the meeting members networked with each while enjoying refreshments provided by the Hotel Wroxham.
11.	Date of next meeting
	Early October 2019. Venue/time tbc. If any member would like to host this or future Visit the Broads members' meetings please contact the Chairman Ruth Knight on ruth@waveneyrivercentre.co.uk

Corporate Sponsors	Contacts
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Expert Print Management	Paul Youngs paul@expertprintmanagement.co.uk 01603 397704
Greater Anglia	www.greateranglia.co.uk
Hoseasons	Scott Drew on scott.drew@hoseasons.co.uk
Howes Percival – Solicitors, expert legal guidance	Joanna Nicholls joanna.nicholls@howespercival.com ; 01603 281967
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