

Broads Tourism

Members' Meeting

Thursday 13th October 2016 at 3pm

Waveney River Centre, Burgh St Peter



Minutes

Item	
1.	Welcome
	<p>Members were welcomed to the Broads Tourism Members' meeting by Chairman Greg Munford.</p> <p>Thanks were given to Ruth and James Knight for hosting the meeting at the Waveney River Centre, a great example of investment in a product providing a valuable asset for the Broads National Park.</p> <p>Thanks were also given to the Broads Tourism corporate partners Alan Boswell Group, Archant, Howes Percival, Larking Gowan and Paul Robinson Partnership plus new partner Barclays who had recognised the value of the Broads National Park brand and decided to become involved. Members were encouraged to talk to the corporate partners during the networking session after the meeting.</p> <p>Thanks were also given to the Broads Authority and staff for their continued support for Broads Tourism.</p> <p>Lynne Finnigan, membership coordinator, was thanked for her work in helping to grow the membership of Broads Tourism, something vital going forwards; the greater the number of members the louder voice Broads Tourism will have at the local and national level.</p> <p>The members' survey had identified three areas for Broads Tourism to work on and the Committee had progressed these as follows:</p> <p>(1) Promotion of the Broads as a leading destination working with marketing experts and members A marketing strategy subgroup has been set up (update from Gary Attfield in item 3). Cultural heritage/churches have been identified as a huge asset to the Broads that needs better promotion.</p> <p>(2) Improvement of the quality of the offer and professionalism of the sector for an enhanced visitor experience The Green Tourism Business Scheme is still in place and £10k is available to assist with this. Corporate partners will be able to assist businesses to improve their professionalism and Larking Gowan has been enlisted to carry out Broads Tourism accounts. The Sustainable Tourism Strategy, a joint project for the Broads Authority and Broads Tourism, has again received an award from members of Euro Parc. The Broads National Park has been listed in the top 100 sustainable destinations in the world and is the only one in England that appears on this list. In recognition of the importance of protecting the environment this meeting focuses on BEE Anglia, Suffolk Wildlife Trust and Love the Broads. New member the Green Lady Ecostore is showing her wares and members are encouraged to introduce themselves.</p> <p>(3) Development of an active network of collaborating businesses and organisations working together The new Eating Out Guide (update from Gary Attfield in item 3) is being sponsored by a number of collaborating businesses. Partnership with the Broads Authority, Local Authorities and the LEPs has been formalised with joint projects being worked on.</p> <p>In the first 155 days membership is up by 50%, 6 corporate partners have come on board, the marketing strategy group has been set up, publications are being developed and refreshed with an incorporated Broads Tourism recruitment and funding stream, BA joint working including agreement to fund a new website along with some funding from Broads Tourism and assistance with a LEADER funding bid.</p>

2.	Host's welcome
	<p>Ruth Knight welcomed members to the Waveney River Centre and congratulated them on finding it! It is actually easier to get to by river. With support from her parents the centre has been developed with new improvements going in each winter. A pedestrian ferry has been revived to enable crossing to the Suffolk Wildlife Trust's Carlton Marshes reserve – having a nature reserve on the doorstep is a huge marketing bonus. With 100 years as a tourist destination the Waveney River Centre has seen many different attractions trialled and at one stage had zoological gardens with monkeys and bears. On one occasion two bears escaped and the villagers shot and ate them. Today tourism needs have changed and shorter breaks are now popular as well as extended season breaks. The centre now has lodges in keeping with the environment and due to public demand has added hot tubs, a technical challenge in this location, a heat exchange boiler needing to be used. A new administration building is going up with the help of Waveney Valley LAG funding which will enable an increased work force who can be employed longer throughout the year. Members were encouraged to stay on after the meeting for a buffet showing what the Waveney River Centre has to offer, although no bears appear on the menu these days!</p>
3.	Marketing steering group updates
	<p>Broads Tourism publications: Gary Attfield, Accounts Director at Archant, gave a presentation updating members on the Broads Tourism Marketing Steering Group's work on publications (see attached):</p> <p>Gary introduced Archant colleagues Lauren Cope - Broads Correspondent, Andy Orchard - Sales Director and marketing team members Nick Harding, Kim James and Ronnie Perfect.</p> <p>The steering group has been working on the marketing programme for Broads Tourism for 2017 and as part of this reviewed the current Broads Tourism publications. Three publications are now proposed Eating Out in the Broads National Park (to replace the current Eating Out Guide), Visit the Broads National Park Guide (to replace the current Enjoy the Broads guide) and a new A4 glossy Official Magazine of the Broads National Park.</p> <p>(1) Eating Out in the Broads National Park – A5, 117k print run, 60 pages</p> <p>This guide is an invaluable addition to the hire boat fleet visitors but distribution will encourage all visitors to visit Broads eating establishments. Archant has been developing the design of this new publication (example pages were shown with place holder photos and copy). Templated format will improve consistency between the publications. 6 sponsors, contributing £2k each, will help fund publication of the guide with advertising marketing options providing discounts to Broads Tourism members incentivising membership and providing an income stream to Broads Tourism. A linked email campaign will help promote the publication to a 90k strong Archant customer database.</p> <p>(2) Visit the Broads National Park Guide – A5, 170k print run, 40 pages</p> <p>The Marketing Steering Group agreed on changing the name of the Enjoy the Broads publication to Visit the Broads National Park Guide. It will remain as a publication showing visitors things to do and places to visit. Distribution will continue as before with Take One Media covering Norfolk, Suffolk, Essex, Cambridgeshire, Hertfordshire and Lincolnshire plus targeted regional motorway distribution. Again marketing options will provide discounts to Broads Tourism members with free artwork production included.</p> <p>(3) Official Magazine of the Broads National Park – A4, glossy format, 100k print run, 60 pages</p> <p>The Marketing Steering Group agreed to Broads Tourism producing a high quality A4 glossy coffee table magazine showcasing the Broads National Park outside the area. Concept designs were shown with place holder photos and editorial to illustrate the intended style and look for the magazine. Again consistency of design with the other 2 publications will link themed marketing. This publication will have greater editorial content and feature articles. Distribution will be via inclusion in polybags along with established Archant magazines that currently appear in Waitrose, M&S, WH Smiths, Sainsburys and other large outlets within a 3 hour drive time. A targeted North Norfolk approach is also to be partnered with hotels and bed and breakfasts. Again marketing options will provide discounts to Broads Tourism members and</p>

a revenue stream will be opened up to Broads Tourism.

Comments and answers to questions as follows:

- Small businesses and charities want to be involved but have tiny marketing budgets and this proposal is not affordable to them. There needs to be a mechanism for such members to be included not just those with the largest budgets and biggest voices. Response: Recognition that this is a problem. The marketing subgroup will look at improving the offer to such members. Greater editorial in publications can focus on for example museums or cultural heritage offering publicity via this route. Social media campaigns can also help charities and smaller businesses as long as content is sent in.
- Disappointment that North Norfolk is getting extra help and not Suffolk. Too much focus already centres around the northern Broads. Response: It has already been recognised that Broads Tourism needs to work on this, hence the reason for holding the meeting in the southern Broads. Editorial content will cover a lot of southern Broads offers. It also works both ways; Suffolk has not been easy to connect with in the past whereas North Norfolk approached Broads Tourism themselves with a partnership request. A new contact from Waveney will be pursued immediately after the meeting.
- A suggestion was made to include holiday parks in the distribution plan as the density of visitors is high at these type of attractions. It was agreed that the distribution model could be tweaked to include this suggestion.
- It was noted that if the marketing model works then Broads Tourism will gain extra income that can be used to help market the Broads destination for the benefit of all members.

GA and the marketing group were thanked for their work putting together the marketing plan.

Enjoy the Broads website: Lorna Marsh, the Broads Authority's Head of Communications, gave a presentation updating members on changes to the Broads website (see attached).

- The marketing subgroup had looked at the Enjoy the Broads website and agreed that it needed refreshing, particularly in order to make it responsive (i.e. for mobile/tablet use).
- The aspiration is to embrace National Park branding using clean, strong design inspiration from the UK National Parks website. The design will tie in to newsletters and other promotion to unify the branding.
- Content structure will follow the UK National Parks website design (Headscape) with 'call to action' boxes as well as traditional menu tabs across the top of the screen. Targeted, themed content will be dynamic and easily changeable to meet promotional needs. Examples were shown e.g. Wild Things, On your bike, Romantic Breaks, Itineraries etc.
- Advertising will be discreet but with an enhanced visitor experience.
- Data management, functionality and mapping will be improved with layering to provide links to accommodation, eating out, walks, moorings etc.
- Content will be redeveloped over a three month period.
- BA members had agreed to extra Broads Authority spending of £25k (£10k for design work and £15k for 3 months content development). Broads Tourism is also contributing to the redesign work.
- BA and Broads Tourism will work on the redesign together with Archant developing ads/selling.
- Additional resources would be needed for content work going forward.

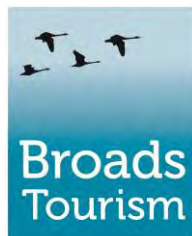
Comments and answers to questions as follows:

- The Norwich Diocese heritage churches database is being updated and this could be linked into the new Broads website. Richard Woodham and LM agreed to meet to investigate how this might be incorporated.
- Pleased that Broads Tourism is working with National Parks UK. Public outreach to the 15 UK national parks is invaluable. Response: National Parks Week at the end of July provides activities via themed promotion. This year's theme was 'Adventure' and trended on twitter as number 2 providing advertising value equivalence of £3million! The theme for next year is 'Bringing People Together'. Broads Tourism members are encouraged to make the most of this free social media/press and web coverage opportunity and get involved.

	<ul style="list-style-type: none"> It was confirmed that every Broads Tourism member will have an enhanced listing on the redesigned website and will appear on the mapping interface. They will also link into email campaigns on themes e.g. museums, churches etc.
4.	<p>Broads Tourism LEADER bid</p> <p>Lorna Marsh, the Broads Authority's Head of Communications, gave a presentation updating members on a Broads Tourism LEADER bid:</p> <ul style="list-style-type: none"> A bid has been submitted to both the Broads and Waveney LAGs to seek £18k funding (80%) for a Broads Tourism membership development project. If successful the project will provide a full-time membership development officer for a 9 month period with the aim of increasing membership numbers by 200. After this period the post will be half-time and self-sustaining (through increased total membership subscriptions) and will move to a tourism promotion role for businesses in the Broads while sustaining the increased membership. The decision date is 17th November and the post will start in the New Year 2017 if the bid is successful.
5.	<p>'Access all Areas' video</p> <p>Lorna Marsh introduced the 'Access all Areas' video before playing this to members.</p> <p>The video came about through a Broads Plan objective to promote and improve access for hard to reach groups. Working with the Broads Local Access Forum and a professional media company the video is now available to view on the Britain is Great channel and has already received 80k, views. The video is also available on YouTube and Broads Tourism members are welcome to use the YouTube link on their websites to help promote access in the Broads.</p> <p>Comments and answers to questions as follows:</p> <ul style="list-style-type: none"> A great video, but one negative - it was disappointing to find that there are no hire cruisers suitable for access by wheelchair users. Response: Daniel Thwaites updated members that Barnes Brinkcraft used to have an accessible vessel available for holiday hire but stringent rules regarding access requirements had proved too difficult to meet and the boat had to be taken out of service at great disappointment to regular customers who had previously enjoyed their time on the water. It was agreed that the Broads Local Access Forum could look at this issue at some point.
6.	<p>Suffolk Wildlife Trust update</p> <p>Michael Strand, Development Manager for Suffolk Wildlife Trust gave a presentation updating members on an exciting land acquisition bid that will restore a vast area of wild Broads adjacent to Carlton, Castle and Oulton marshes.</p> <ul style="list-style-type: none"> Following a successful stage 1 Heritage Lottery Fund bid, Suffolk Wildlife Trust is launching a public appeal on 25th October for £1million to help towards the £3million purchase of land that will create their biggest nature reserve at 1000 acres. It will provide a massive new attraction and act as a Gateway to the Broads National Park in the southern Broads, providing a much needed marketing boost for the area. With 28,500 Trust members and the support of partner organisations like Broads Tourism it is hoped that pledges towards the appeal will help realise this amazing project. Restoration of the land purchased will follow similar projects that have worked successfully on Carlton Marshes. Photographs were shown of one area that had been restored using water management techniques and shallow scrapes that resulted in an increase in bird species from 50 prior to work being carried out to 224 currently. A 75ha reedbed will be created, the largest in the Broads, and this is hoped to attract bitterns and marsh harriers. 7km of dykes will be created to help link all areas of the reserve providing ideal habitat for species such as fen raft spider, water vole, bog-bean, water violet and water soldier. There will be greatly improved visitor access and opportunities for experiencing the reserve and its

	<p>wildlife through increased education provision. This will also link to the wider community with educational visits to local schools and community groups being extended.</p> <ul style="list-style-type: none"> • The Broads National Park is the most biodiversity rich park in the UK by far with many rare national and international species making the Broads their home. This new national nature reserve is being backed by David Attenborough in recognition of its importance. • Broads Tourism members are requested to help spread the word about the appeal, to get involved, help with pledges and visitor support, involving staff and customers. For further information and to donate please visit https://www.suffolkbroads.org.uk/
7.	BEE Anglia grant funding
	<p>Sarah Watts, BEE Anglia Advisor for Broadland and South Norfolk, gave a presentation on BEE Anglia grant funding (see attached)</p> <ul style="list-style-type: none"> • BEE Anglia is a Business Energy Efficiency (BEE) project to help businesses cut costs and cut carbon through free energy reviews, grant funding and carbon charter accreditation. • This funding stream, part funded by the European Union Regional Development Fund (ERDF), is available until December 2018 and is delivered by Groundwork for Suffolk and Norfolk County Councils. • So far BEE Anglia has carried out 77 reviews resulting in identified potential savings of £942,454. • Eligibility for help from BEE Anglia includes: being located in Norfolk or Suffolk, having less than 250 full-time staff, having annual turnover of less than £50million and having received less than £200,000 state aid in the last 3 financial years. Certain sectors are exempt (see presentation) as they receive funding elsewhere. • Case studies shown indicated how a BEE Anglia energy review can identify potential carbon cutting and cost cutting measures, some of which are eligible for grant funding. • Grant funding of up to £20,000 is available at 28% intervention rate e.g. £16,000 project = £4,500 grant funding. • Carbon Charter accreditation at either Bronze, Silver or Gold levels recognises businesses commitment to monitoring, managing and reducing its environmental impact. Recipients benefit from marketing opportunities, networking events, inclusion in a #CharterTuesday twitter campaign and continued member support. • Broads Tourism members are encouraged to get in touch with Sarah Watts and get involved. For further information please visit http://www.beeanglia.org/ or see attached presentation.
8.	Members' 5 minute slot
	<p>Neil Turner, Director of Pedal Revolution, gave a members' 5 minute slot presentation on Pedal Revolution and Tours de Broads 2017.</p> <ul style="list-style-type: none"> • 80% of adults own or have access to a bike, but only 20% use a bike more than once a month. • Cycling is the fastest growing sport in the UK and Tour de Broads was the biggest local even this year with 2,700 riders. The event is run as a not for profit event to show off the Broads and cycling and helps to raise money for charity (£50,000 last year). • In 2017 there will be two Tours de Broads, one in the spring in the southern Broads and one at the end of summer in the northern Broads. • Tours de Broads is for everyone, from young to old, experienced cyclists to inexperienced. It is hoped to increase numbers to 5,000 for 2017's events. There are long and short routes to accommodate all levels. Tickets are going on sale from 1st December. • There will be opportunities for reciprocal marketing, en-route marketing, inclusion in the Broads Outdoors Festival, ride partners and links to fund raising. • Routes are being put together and if Broads Tourism members want to get involved with route suggestions, partnership ideas, marketing suggestions please get in touch. http://www.tourdebroads.com/

	If you would like to be the next organisation taking on the 5 minute members' slot please get in touch by emailing Broads Tourism Chairman Greg Munford at greg.munford@richardsonsgroup.net
9.	Love the Broads presentations
	<p>Peter Howe, Trustee for the Broads Trust, updated members on Love the Broads grant funding awards for 2016.</p> <ul style="list-style-type: none"> • The Love the Broads campaign, managed by the Broads Trust, is a visitor donation scheme that aims to help raise money for Broads projects through visitor donations. • 70 businesses have signed up to the scheme and help raise money through adding a few pence to products and services and/or selling badges, mugs and books to Broads visitors. • This year £10,000 of grants have been awarded. Broads Tourism members Museum of the Broads were awarded £1,742 to help install safety equipment at the quay area of their museum and Suffolk Wildlife Trust were awarded £2,540 to help carry out conservation management with the fen harvester.
10.	Networking and buffet
	Following the meeting members were able to network with other members, corporate partners, representatives from the organisations presenting at the meeting and view the Green Lady Ecostore's wares. An excellent buffet was provided by hosts the Waveney River Centre.
11.	Date of next meeting
	Thursday 8th December 2016, 2pm Broads Tours trip boat, Wroxham



Broads Tourism Members' Meeting

Thursday 13th October 2016 at 3pm Waveney River Centre, Burgh St Peter

Presentations

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Broads Tourism

2017 Marketing Initiative



ARCHANT }

The name behind the most popular local news brands and magazines

We're the trusted voice of local news and lifestyle, taking your message to more valued consumers in print and online. We are deeply involved with the communities we serve, helping to raise money, drive consumer action and increase tourism to local places and events.

Broads Tourism is the strong unified voice for Broads National Park businesses, with a focus on improving the visitor experience and promoting the Broads as a high quality and environmentally sustainable destination.

We have a long and successful relationship with Broads Tourism and the Broads Authority helping local businesses increase their footfall, so let us help you share your message with local and national visitors through our Broads Tourism Trilogy...







Shining the spotlight on the Broads National Park

Archant understands that Broads Tourism aims to balance the needs of the businesses with those of the environment, the local community and the 8 million+ visitors the Broad National Park sees every year.

To help reach your goals and increase tourism locally and nationally, we will build on the successful publications that we have jointly produced over the last few years.

The Broads Tourism Trilogy includes the popular Eating Out in the Broads National Park compendium publication, our new Visit the Broads National Park Guide (replacing the Enjoy the Broads Guide), and the glossy, coffee table Visit the Broads National Park Magazine.

These publications aim to reach the largest target audience possible, from those looking for a destination holiday, to adventurous locals looking for a new activity to try, to local families and holiday visitors on the look out for a tasty new treat.

The Broads Tourism Trilogy – aiming to bring more local and national visitors to the Broads National Park.

Source – nationalparks.gov.uk





Eating out in the Broads National Park

Taste the difference in 2017...

Eating out in the Broads National Park A5 publication is returning with an updated look and new exceptional editorial, inspired by the Broads National Park's identity.

The compendium publication has gone down a storm with locals and visitors over the last few years and Archant aims to continue its popularity by distributing a quality re-vamped guide for 2017.

In addition to distribution through our popular print titles and at local events such as the Norfolk and Suffolk Shows, copies will also be available on-board the hire boats ensuring local businesses will be seen repeatedly on the 800 boats throughout the season.

We will also host an e-edition of Eating out in the Broads National Park on EDP24.co.uk and send out themed e-newsletters to consumers' right through the year.







Advertising

There will be 48 full pages of advertising for local businesses with discounts available for Broads Tourism members.

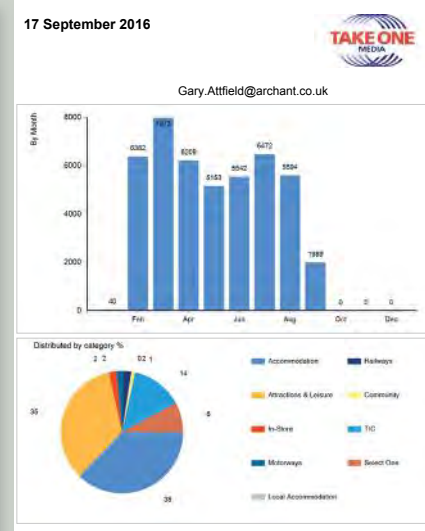
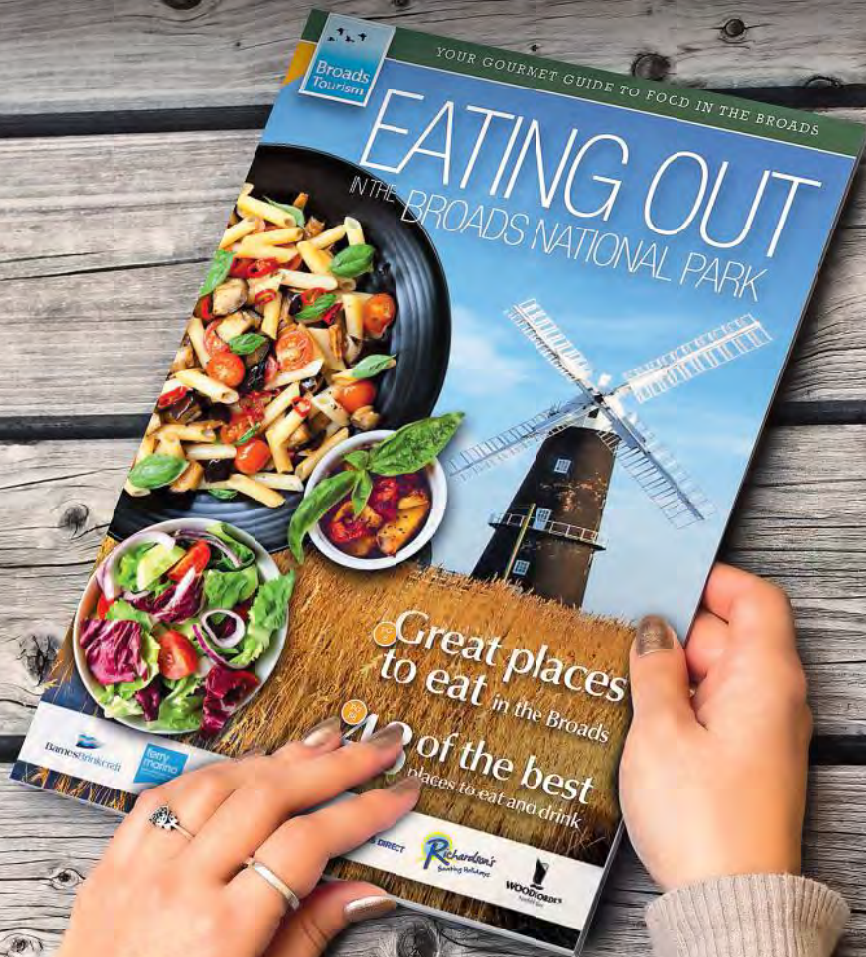
Members price £265 per page
 Non-members price £365 per page
 Deadline for booking..... Friday 25th November

Prices exclude VAT. Prices include free artwork production.

Distribution

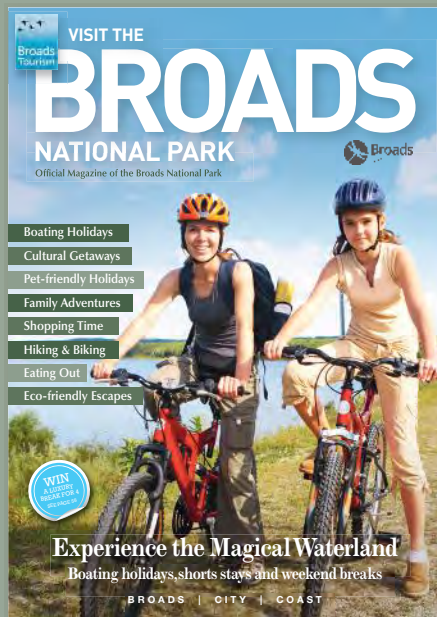
-  117,000 copies available in print across Norfolk and Suffolk
-  20,000 copies distributed through Hire boat fleet operators
-  45,000 copies distributed through Take One Media in Train and Bus stations, Attractions, Leisure Outlets, accommodation and more.
-  40,000 copies distributed in the Eastern Daily Press
-  5,000 copies distributed through the Broads Authority
-  5,000 copies distributed through the Norfolk Show, Suffolk Show and other local events
-  2,000 copies distributed through the featured partners

EARLY BIRD DISCOUNT!
 Save 5% if you book by 28th October



400,000 opportunities to be seen in print and online

Source - Archant Distribution Estimate, NMA/JICREG May 2016, Omniture March-Aug 2016 UV's, Opt-in Email Subscribers Norfolk & Suffolk



Visit Broads National Park Guide

A functional publication for visitors showing local things to do and places to visit in the Broads National Park

This 40-page A5 guide will feature a range of local activities and events, from the Outdoors Festival in the spring, to the annual Tour De Broads in the summer and so much more.

This is a handbook to showcase all the Broads National Park has to offer as an exciting destination for day-trippers and holiday visitors.

Published in partnership with the Broads Authority and Broads Tourism, this Handy guide will be distributed in high footfall locations across East Anglia from train stations, to attractions, to motorway service stations.

Advertising

There will be 24 full pages of advertising for local businesses with discounts available for Broads Tourism members.

Members rates

Full page.....	£1,000
Half page.....	£600
Quarter page.....	£360

Non-members rates

Full page.....	£1,250
Half page.....	£750
Quarter page.....	£450

Deadline for booking..... Friday 16th December

Prices exclude VAT. Prices include free artwork production.

Distribution

-  170,000 copies in print across Norfolk, Suffolk, Essex, Cambridge, Hertfordshire & Lincolnshire
-  Copies available in Train and Bus stations
-  Copies available in Attractions and Leisure Outlets
-  Copies available in Holiday Parks, Hotels, BnB's, Cottages and Caravan & Campsites





**432,500
opportunities
to be seen**

Source - Archant Distribution Estimate,
Omniure March-Aug 2016 UV's,
Opt-in Email Subscribers Norfolk & Suffolk



Visit Broads National Park 2017 Magazine

A high-quality glossy coffee table magazine showcasing the Broads National Park as a premier UK holiday destination

This 60-page A4 magazine will be full of engaging editorial on all the Broads National Park activities, businesses and beautiful views.

Broads National Park 2017 magazine will be highly targeted to the affluent readers of our County Life magazines. These readers have a high propensity to holiday or take short breaks in East Anglia, and they all live within a 3 hour drive of the Broads National Park.

To maximise on this audience in March 2017 we will polybag the Broads National Park magazine with 94,000 of our County Life Magazines available in Waitrose, M&S, WH Smith, Sainsbury's and more. These magazines include: Yorkshire Life, Derbyshire Life, Essex Life, Hampshire Life, Sussex Life, Surrey Life, Kent Life, Hertfordshire Life, Berkshire and Buckinghamshire Life, EADT Suffolk magazine and EDP Norfolk magazine. The balance of the copies will be distributed through a network of local hotels, BnB's and other targeted accommodation providers.

Advertising

There will be 25 full pages of advertising for local businesses.

Full page..... £1,750

Half page..... £1,000

Quarter page..... £650

Deadline for booking.....Friday 16th December

Prices exclude VAT. Prices include free artwork production.

Distribution



100,000 copies in print



94,000 copies polybagged with our popular County Life magazines in the March 2017 edition



6,000 copies distributed through a selected network of hotels, BnB's, guesthouses, etc.



Digital edition available on GreatBritishLife.co.uk



Backed up by a regular thematic email marketing campaign and editorial content in the April and September editions of the County Life magazines

EARLY BIRD DISCOUNT!
Save 15% if you book by 11th November



**884,000
opportunities
to be seen**

Source - Archant Distribution Estimate,
GB TGI Jan-Dec 2015, Omniture avg.
UV's March-May 2015, Opt-in
Email Subscribers March-May 2016



Discover the Power of Digital Advertising...

On top of our quality print products, we offer specialist digital services that help brands get seen online by a more digitally savvy audience.

All three of the publications will be available to online audiences via EDP24.co.uk, reaching over 80,600 digital consumers. As well as being displayed on our newspaper websites and popular social media channels.

Archant have adopted new email marketing tactics, bringing your messages to out-of-area consumers within targeted geographical areas. We will send out these thematic e-shots at peak times throughout the year including before the Broads Outdoor Festival, the Tour De Broads and any other local events – helping create a real buzz amongst residents and visitors.

Archant – Taking your message to digital consumers... increasing footfall to the Broads National Park.

Publication	Members Rates	Non-Members Rates	Booking Deadline	Early Bird Discount
Eating out in the Broads National Park	£265 per page	£365 per page	Friday 25th November	5% off if booked by Friday 28th October
Visit the Broads National Park Guide	£1,000 per full page £600 per half page £360 per quarter page	£1,250 per full page £750 per half page £450 per quarter page	Friday 16th December	10% off if booked by Friday 11th November
Visit the Broads National Parks Magazine	N/A	£1,750 per full page £1,000 per half page £650 per quarter page	Friday 16th December	15% off if booked by Friday 11th November

Prices exclude VAT. Prices include free artwork production.

Buy advertising in all 3 publications by October 28th and save a further 5%



For more information,
contact Gary Attfield
Relationship Director, Archant

Prospect House, Rouen Road,
Norwich, Norfolk, NR1 1RE

T: 01603 772153

M: 07850 426421

E: Gary.Attfield@archant.co.uk

www.archant.co.uk



Marketing Panel established...

1. Review of publications, PR, Social media and Web
2. Maximise the trade partnership agreement with Archant
3. Improve PR and Marketing assets

Panel Group Publications recommendations.

1. Built by Panel discussion
2. Presented, approved by the Committee
3. Three new Publications to show
4. Important note - placeholder images and copy

1. Eating Out in the Broads National Park Guide

- 117,000 print run, A5 format, 60-pg
- 106,000 page views on EDP24
- Hospitality 'themed' email campaign

2. Visit Broads National Park Guide

replaces Enjoy the Broads guide

- 175,000 run, A5 format, 40-pg

3. Official magazine of the Broads National Park

Destination 'coffee-table' magazine

- 100,000 run, A4 Glossy format, 60-pg

Eating Out in the Broads National Park Guide.

Panel said ...

1. Hire Boat Fleet distribution vital
2. Should be discount incentives for Broads Tourism members
3. Let's get some email promotion going too

EATING OUT

IN THE BROADS NATIONAL PARK



Great places
to eat in the Broads

48 of the best
places to eat and drink











EATING OUT

IN THE BROADS NATIONAL PARK



WELCOME

There's nothing quite like a day in the Broads, whether you're looking for a quiet escape or a day of adventure. We've got you covered with a selection of the best places to eat and drink in the area. Find out more about the Broads and what it has to offer.

[Find out more](#)

IN OUR LATEST ISSUE...



SPORTS CHOICE

There's nothing quite like a day in the Broads, whether you're looking for a quiet escape or a day of adventure. We've got you covered with a selection of the best places to eat and drink in the area.



THE BROADS EXPERIENCE

There's nothing quite like a day in the Broads, whether you're looking for a quiet escape or a day of adventure. We've got you covered with a selection of the best places to eat and drink in the area.



THE BROADS EXPERIENCE

There's nothing quite like a day in the Broads, whether you're looking for a quiet escape or a day of adventure. We've got you covered with a selection of the best places to eat and drink in the area.

GRAB YOUR FREE COPY!

There's nothing quite like a day in the Broads, whether you're looking for a quiet escape or a day of adventure. We've got you covered with a selection of the best places to eat and drink in the area. Find out more about the Broads and what it has to offer.

[Find out more](#)



PLANNING YOUR BROADS HOLIDAY?

There's nothing quite like a day in the Broads, whether you're looking for a quiet escape or a day of adventure. We've got you covered with a selection of the best places to eat and drink in the area. Find out more about the Broads and what it has to offer.

[Find out more](#)



OUR TOP 3 PLACES FOR GREAT FOOD



THE BROADS EXPERIENCE

There's nothing quite like a day in the Broads, whether you're looking for a quiet escape or a day of adventure. We've got you covered with a selection of the best places to eat and drink in the area.



THE BROADS EXPERIENCE

There's nothing quite like a day in the Broads, whether you're looking for a quiet escape or a day of adventure. We've got you covered with a selection of the best places to eat and drink in the area.



THE BROADS EXPERIENCE

There's nothing quite like a day in the Broads, whether you're looking for a quiet escape or a day of adventure. We've got you covered with a selection of the best places to eat and drink in the area.

[Facebook](#)
[Twitter](#)
[Instagram](#)
[YouTube](#)

[www.broads-tourism.co.uk](#)
[Broads-tourism.co.uk](#)

There's nothing quite like a day in the Broads, whether you're looking for a quiet escape or a day of adventure. We've got you covered with a selection of the best places to eat and drink in the area. Find out more about the Broads and what it has to offer.







Distribution model

The high-level print distribution plan in more detail,

Route to market	Copies	Rationale
Hire Boat Fleet Operators	20,000	880 hire boats x 23 weeks
Take one media	45,000	TIC, Accommodation, Leisure/Attractions, In-store, Motorways, Select One
EDP	40,000	Full run, targeting resident market
Broads Authority	5,000	Visitor centres, Information points
Consumer events	5,000	Boat Show, Travel Show, Outdoor Festival, County Shows
Featured partners	2,000	48 partners at 40 copies each
	117,000	
Digital edition EDP.co.uk	106,000 PV's	23 March – 13 October 2016
Thematic email	90,000 (*3)	Archant Norfolk and Suffolk Opt In data

Enjoy the Broads Guide

becomes

Visit Broads National Park Guide

Panel said ...

1. Stick with A5 Format, Stick with the Take one distribution
2. But also develop a new out-of area 'Destination magazine'
3. Review the naming
4. Review Design and Content















Distribution model 1 (A5)

It is proposed that 175,000 copies of the publication are printed with the majority of the distribution being undertaken by Take One media.

Outlet selection and geographical targeting to be developed however likely to be TIC's, Public transport (Railway, Bus Station), Larger accommodation, attractions and leisure outlets including Holiday Parks, Hotel chains (e.g. premier Inn, Travelodge), medium sized accommodation, attractions and leisure outlets including campsites, independent hotels and guest houses, caravan and camping sites, B&B's and Holiday cottages.

Geographical distribution to likely include Norfolk, Suffolk, Essex, Cambridgeshire, Hertfordshire and Lincolnshire, with targeted motorway distribution at A1M Peterborough, A14 Cambridge and M11 Birchanger.

The Official Magazine of the Broads National Park

1. Utilise Archant portfolio of high-end County Life titles
2. Produce and publish a 60-page high quality Glossy magazine
3. Poly bag alongside retail copies of March issues of County Life magazines (c.3hr drive-time/TGI) we sell in places like M&S, Waitrose, Sainsbury, WH Smith etc
4. Also create a targeted distribution network of selected Hotels, B&B's Guest houses in North Norfolk (VNN collaboration)
5. 'PR it' through subsequent issues

Target geography



Next steps

1. Consider in your 2017 Budget planning
2. Distribute the media and marketing packs
3. Continue to shape design & content planning
(Panel steers this)

Finally,

4. Formulating a commercial agreement for Archant to manage online ad sales on new VBN website ...

SELECT A PARK



BRECON BEACONS

BROADS

CAIRNGORMS

DARTMOOR

EXMOOR

LAKE DISTRICT

LOCH LOMOND & THE
TROSSACHS

NEW FOREST

NORTHUMBERLAND

NORTH YORK MOORS

PEAK DISTRICT

PEMBROKESHIRE
COAST

SNOWDONIA

SOUTH DOWNS

YORKSHIRE DALES

THE BROADS

Britain's largest protected wetland was formed by the flooding of old peat diggings and is now home to some of Britain's rarest wildlife.



Key areas of interest

- A mosaic of landscapes with 7 rivers and over 60 broads, home to over a quarter of our rarest wildlife
- Great for boating of all kinds
- Gentle footpaths and cycle routes, fabulous fishing
- A Roman fort, medieval churches and traditional drainage windmills
- The River Wensum runs right into the city of Norwich, just 2 hours from London



VISITING

Enjoying outdoors
Events
Car-free guides
Photo galleries
Information centres
Maps
Local food guide
National Parks Photo competition
National Parks Week
Seasonal Events

SHARE THIS PAGE



ENJOYING THE OUTDOORS



Top 15 ideas for... walking routes, picnic spots, food festivals and more

Walking - from long distance routes to strolls with children

Cycling - mountain biking, long distance and family routes

Take to the water - sailing, canoeing, boating and swimming

CAMPING



Our guide to wild camping

Our pick of the best National Park campsites

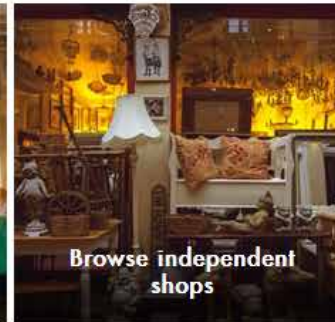
EVENTS AND GUIDED WALKS



GETTING TO THE NATIONAL PARKS



ACCOMMODATION THINGS TO DO WHAT'S ON FOOD & DRINK SHOPPING ABOUT BRISTOL CONFERENCES



Visit Bristol
visitbristol

Cider I Up... Get tasting some superb cider at the @cidershop at their brand new location
<https://t.co/nCycugEb7a>
<https://t.co/n5ADvbvals>

11 Oct 2016 16:05:32



Enjoy the
Broads (Logo)

[Home](#)[Discover](#)[Boating](#)[Things To Do](#)[Where To Stay](#)[Events](#)[News](#)[Shop](#)

1200x300

Call to Action

Call to Action

420x200

Call to Action

Call to Action

420x200

Call to Action

Call to Action

420x200

Call to Action

Advertisement space

Advertisement space

Welcome to the Broads National Park

This is the official website for the Broads - Britain's largest protected wetland and the third largest inland waterway.

It's also home to more than a quarter of the rarest plants and animals in the UK.

A rich mix of attractions are on offer on land and water all year round - and the natural beauty of the Broads is right on the doorstep.

[disclaimers](#)

Explore

Events

On the water

By land

Where to eat

Where to stay

Itineraries

Wild things

Arthur Ransome's Broads

Made in the Broads

Culture vultures

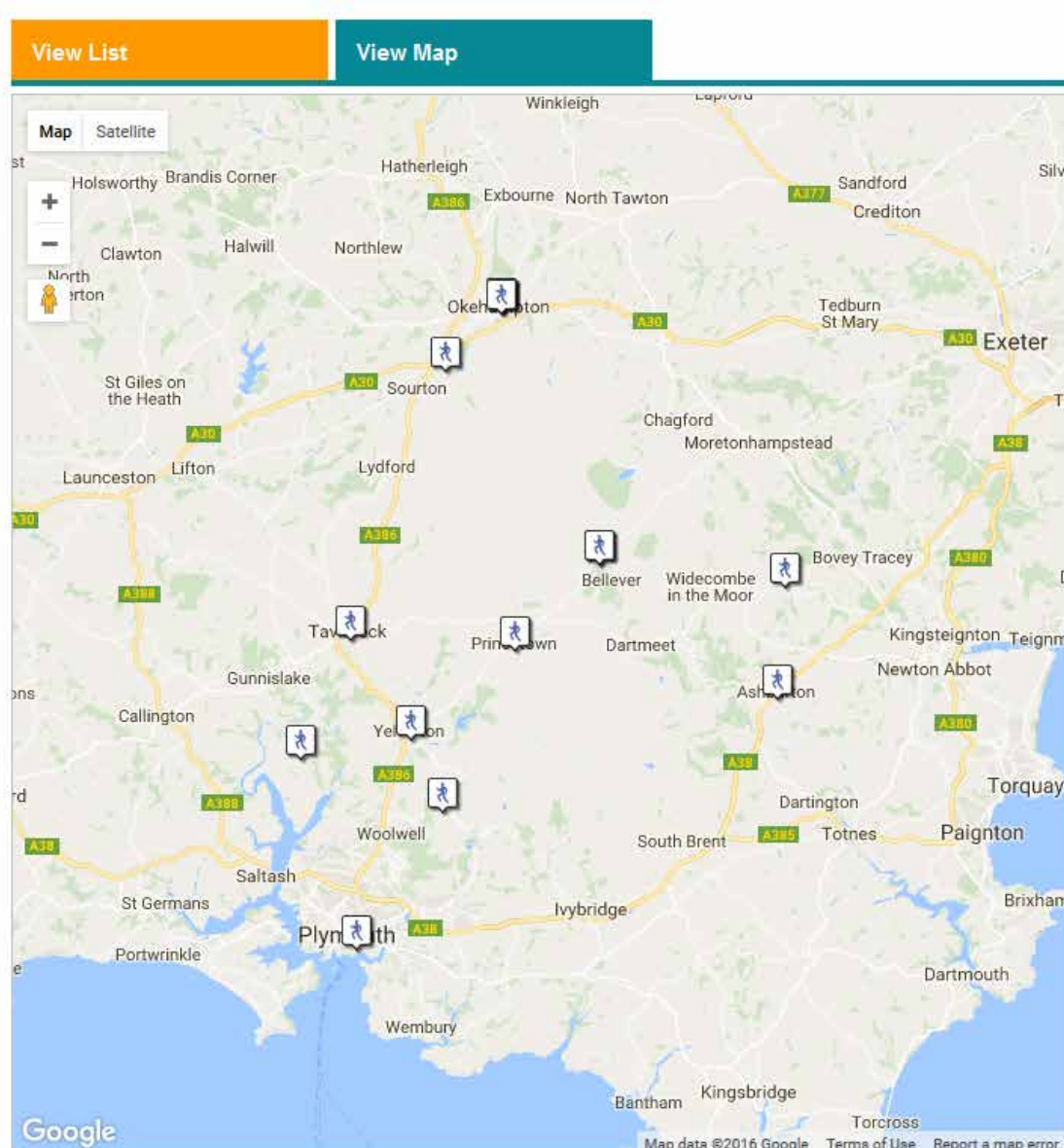
On your bike

Family fun

Winter wonders

Romantic breaks

News
Planning your visit
Maps
Contact us
About us



Adventure Okehampton

Grab some action and adventures at these YHA Youth Hostels on the northern edge of...



The Old Shippon

The Old Shippon is contemporary barn conversion, its immaculate presentation, with...

Refine Your Results

Products on map

Broads Tourism Presentations: Page 47



Princes Down Audio Walk



Postbridge Audio Walk



Bellever Audio Walk

Start at Gwynant Campsite. Walk to Pen-Y-Pass, then ascend via Crib Goch to Snowdon peak and return via the Watkin Path.

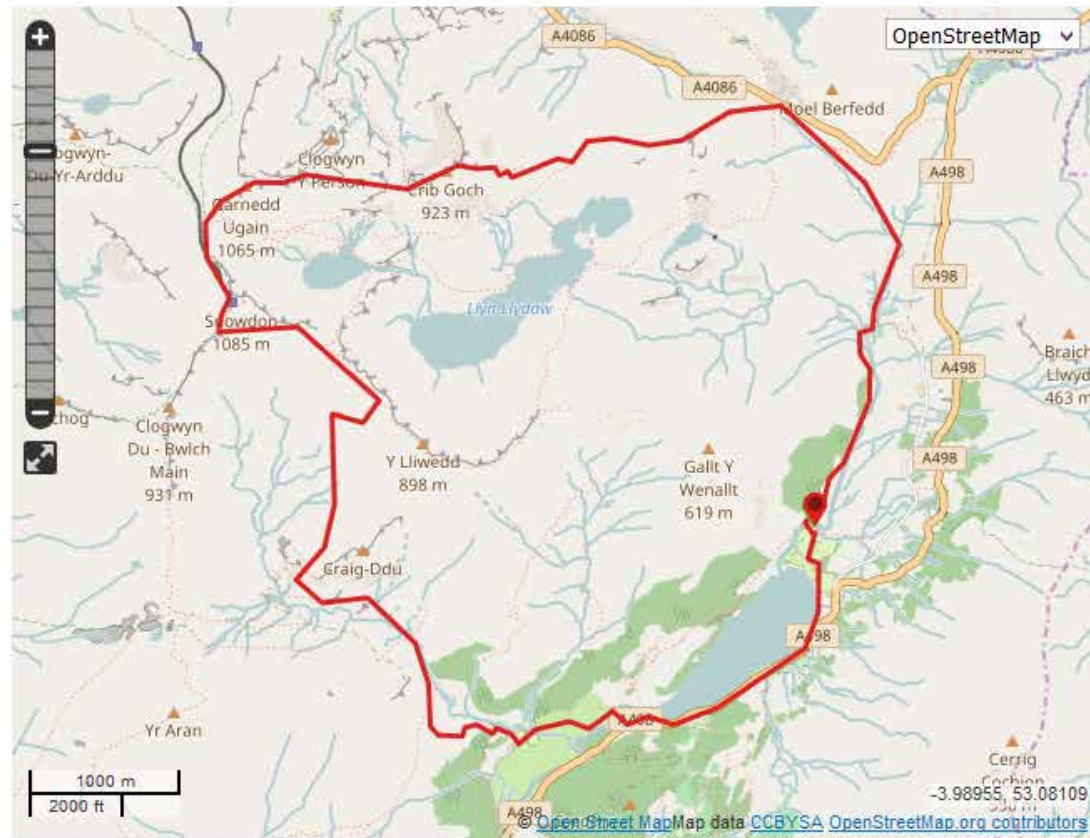
BACK TO SEARCH

Route

Comments

Accommodation

Start from Gwynant campsite and head towards Pen-Y-Pass. Take the route up Crib Goch until you hit the summit of Snowdon. Return a much easier route via the Watkin Path until you hit the road. This takes the road almost all the way back to the campsite otherwise a route through the forest at the north of Llyn Gwynant (Lake) is another, more interesting, option. The entire journey takes between 18-20km (20km if you count vertical distance) and takes between 8-10 hrs



Other routes nearby



[Llyn Du'r Arddu](#)

Name

Location

Type

Difficulty

Length

Nant Gwynant

Walking

Medium

1.58 miles

Local to you | ...

https://canalrivertrust.org.uk/local-to-you?radius=50&postcode=birmingham&geometry=

Search

Menu

- ☒ Events
- ☒ Volunteering
- ☒ News
- ☒ Notices and stoppages
- ☒ Boat Services
- ☒ Attractions
- ☒ Activities
- ☒ Fisheries
- ☒ Waterway Wanderers

Facebook 21

Twitter

Email

Google

Broads Tourism Presentations: Page 49

Map data ©2016 Google 1 km Terms of Use Report a map error

Governance

- BA membership agreement to extra spend
- Headscape creating design, working with BT and BA through the Marketing Steering Group
- Archant undertaking advertising work and advising on design
- Invitation to quote for three month content package
- Proposal to BA members for new digital officer to continue to curate content

Timescales

Mid October:	Invitation to quote for content
End October:	Design process starts Content contract awarded and starts
Mid to end November:	Design complete Integration process starts Content work continues
End December:	Integration complete Phase one of content work complete
End January:	Content work complete



**BUSINESS
ENERGY
EFFICIENCY**

Funded by



European Union

European Regional
Development Fund

BEE ANGLIA

The energy efficiency hive for
Norfolk & Suffolk businesses
Help your business to
CUT COSTS & CUT CARBON



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Project Offering

FREE ENERGY
REVIEWS

beeanglia.org

GRANT
FUNDING

beeanglia.org

CARBON CHARTER
ACCREDITATION

beeanglia.org



Background to Programme

- ✿ Part-funded by European Union Regional Development Fund (ERDF)
- ✿ Delivered by Groundwork and Nwes for Suffolk and Norfolk County Council
- ✿ Three year programme (until end December '18) to improve the energy efficiency of SME's in Suffolk and Norfolk

Current Progress





To date, BEE Anglia has:

 Carried out **77** reviews

 Identified potential savings of
£942,454

Business Eligibility Requirements

The enterprise must:

-  Be located in Suffolk or Norfolk
-  Have less than 250 FTE employees
-  Have annual turnover of less than €50 million **or** annual balance sheet of less than €43 million
-  Not have received more than €200,000 of state aid in the last three financial years

Business Eligibility Requirements

The beneficiary must not be one of the following sectors

- 🐝 Fishery and aquaculture sectors
- 🐝 Primary production, processing and marketing of agricultural products
- 🐝 Coal, steel and shipbuilding
- 🐝 Synthetic fibres sector
- 🐝 Banking and insurance
- 🐝 Education and other statutory services



**BUSINESS
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Helping your
business to
**CUT COSTS AND
CUT CARBON**

**FREE ENERGY
REVIEWS**

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Heavenly Hair Styling

Energy emissions statement:

Emissions Source	Annual Spend (£)	Annual Emissions
LPG	£100	0.2
Electricity	£1,168	5.5
Totals	£1,268	5.7

Recommendations and identified savings:

Action	Cost Saving (£)	Carbon Savings	Est. Project Cost (£)
Monitor and manage energy use	£63	0.3	Staff Time
Heating upgrade	£576	2.7	£4,000
Install solar blinds	TBD	TBD	TBD
Install an immersion boiler	£48	0.2	£210
Gain the Carbon Charter	TBD	TBD	Free
Totals	£687	3.2	£4,210
Proportion of spend	54%	56.1%	-

Heavenly Hair Styling

Progress Update:

Heavenly Hair Styling intends to access the project's funding to upgrade the site's heating to an air source heat pump. Cost savings of £576 and 2.7tCO₂e are therefore likely to be realised for an investment of roughly £4,000. This implies a payback period of 6.9 years.

Approximately £1,120 of grant funding could be awarded to reduce the business' investment to £3,120 and the payback period to 5.4 years.

Results:

Installing a more effective and efficient heating system will provide a more comfortable environment for staff and customers.



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CUT CARBON**






**GRANT
FUNDING**

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Grant Key Points

- 🐝 Grants of up to £20,000 are available at a 28% intervention rate
- 🐝 Aiming for projects worth £16,000 (£4,500 grant amount)
- 🐝 For the implementation of 'next phase' energy efficiency measures

Process and Timescales for Grants

-  Onsite review
-  Report
-  Submission
-  Formal offer
-  Implementation

St Johns Hall Storage

Energy emissions statement:

Emissions Source	Annual Spend (£)	Annual Emissions
LPG	£3,292	67.0
Wood Chip	£12,133	13.5
Electricity	£10,748	59.0
Totals	£6,142	31.0

Recommendations and identified savings:

Action	Cost Saving (£)	Carbon Savings	Est. Project Cost (£)
Monitor and manage energy use	£1,144	3.6	£343
Upgrade lighting in Warehouse	£4,600	25.2	£70,800
Upgrade lighting in office spaces	£68	0.4	£325
Ensure maintenance of refrigeration unit	£330	1.8	Staff Time
Totals	£6,142	31.0	£71,468

St Johns Hall Storage

Progress Update:

St John's Hall Storage replaced its warehouse energy intensive lighting with LED equivalents. Likely savings were revised and increased to £4,981 and 27.3tCO₂e for an investment of £70,369. This implies a payback period of 14.1 years.

£19,703 of grant funding was awarded which reduced the business' investment to £50,666 and the payback period to 11.0 years.



Results:

The savings that have been realised from making this investment has made additional funds available, meaning that finance for a new warehouse is now affordable. Completion of this project will enable the employment of 3 new members of staff.

Testimonial

"Having a BEE Anglia advisor come to our business and take the time to understand our individual needs and requirements was very valuable; the report that they produced for us has enabled us to prioritise improvements to our premises that will have the most significant energy and cost savings and reduce our carbon footprint. The fact they could then help us with a grant towards this was a very welcome bonus."

Tim Basey-Fisher - St John's Hall Storage, Beccles



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**CUT COSTS AND
CUT CARBON**

**CARBON CHARTER
ACCREDITATION**

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Carbon Charter

- 🐝 Recognises a business' commitment to monitor, manage and reduce its environmental impact
- 🐝 Bronze, Silver or Gold award
- 🐝 Fully funded through BEE Anglia

Carbon Charter - Benefits

- ✿ Use of Carbon Charter logo on marketing and other materials
- ✿ Networking at events hosted by member businesses
- ✿ #CharterTuesday
- ✿ Support for future improvements with Member Support

Carbon Charter testimonial

"Gaining Gold Carbon Charter certification has been so beneficial to our business and has helped our customers and staff understand our commitment to being a greener business. The membership of the charter network has helped us learn from other businesses, introduced us to some great local businesses, and allowed us to share our knowledge and experience with the rest of the network. Woolley is committed to continually improving the integration of sustainability into our working environment and business practices and to promoting these as far as possible, the gold award shows us and our customers that we practice what we preach."

Harry Haddaway – Woolley, Bury St Edmunds

BEE ADVISED



1. Aimee Clark
Senior BEE Anglia Advisor
01473 350370
Mid Suffolk & Babergh



2. Amy Coulter
Senior BEE Anglia Advisor
07736 135244
Suffolk Coastal & Waveney



3. Ashwin Patel
BEE Anglia Advisor
07736 135245
Breckland, Kings Lynn & West Norfolk



4. David Barnard
BEE Anglia Advisor
07736 135246
Forest Heath & St Edmundsbury



5. Jamie Murphy
BEE Anglia Advisor
01473 350370
North Norfolk & Great Yarmouth



6. Jon Bell
Senior BEE Anglia Advisor
07736 135247
Suffolk Coastal & Waveney



7. Ollie Taylor
BEE Anglia Advisor
07736 135248
Ipswich



8. Rex Kellett
BEE Anglia Advisor
07736 135249
North Norfolk & Great Yarmouth



9. Saleema Quraishi
BEE Anglia Advisor
07736 135250
Norwich



10. Sarah Watts
BEE Anglia Advisor
07736 135251
Broadland & South Norfolk



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Questions ?





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