

Broads Tourism

Members' Meeting

Thursday 21st September 2017 at 3pm

The Bridge Restaurant, Wroxham



Minutes

Item	
1.	Welcome
	<p>Members were welcomed to the Broads Tourism Members' meeting by Ruth Knight of the Broads Tourism Executive Committee following apologies from Chairman Greg Munford.</p> <p>Thanks were given to Mark Eames and Jamie Moore of The Bridge American Restaurant, Wroxham for hosting the meeting and giving members a chance to see Wroxham's newest restaurant.</p>
2.	Chairman's review (presented by Ruth Knight on behalf of Chairman Greg Munford)
	<p>New Members Membership certificates were presented to The Bridge Restaurant and Hickling Campsite.</p> <p>Membership Development Manager Carolyn Groombridge has joined Broads Tourism as the new Membership development Manager tasked with increasing the number of Broads Tourism Members and developing the role. Since mid- June 26 new members have joined. Ideally Broads Tourism would like to reach a target of 200 total members by March 2018 to make it the largest destination organisation in the UK.</p>
3.	Marketing Steering Group update (Ruth Knight)
	<p>Photography The Marketing Steering Group felt that there were insufficient images of the Broads available for use in Broads Tourism publicity material. With the help of the Archant, and based on the research work of Further Digital Marketing, Broads Tourism commissioned a local photographer to undertake a photo shoot to obtain a supply of photographs for marketing and publicity purposes. The images taken covered day boats, canoes, trip boats, cycling, walking, nature, heritage, attractions and food. The website and publications will benefit from the joined up message.</p> <p>Publications The three flagship publications for Broads Tourism and the members' programme produced in conjunction with Archant have proved extremely popular and have helped to raise the profile of Broads Tourism.</p> <p>(1) Visit the Broads National Park glossy A4 publication Aimed at inspiring visitors within a 3-hour driving radius of the Broads. The A4 glossy magazine has been bundled with Archant's life style publications for Suffolk, Essex, the Home Counties, Yorkshire.</p> <p>(2) Visit the Broads National Park A5 booklet Aimed at both visitors and locals as a guide on what to do in the area, the brochure has proved very popular. Distributors Take One Media have reported that it is out performing all other compendiums on display!</p> <p>(3) Eating Out in the Broads National Park Guide This too has proved to be a very popular publication with a further print run of 10,000 guides undertaken due to demand, bringing the total to 127,000. Many boatyards have put the brochure on their boats for holiday makers. Martin Nudd of Prima Rosa in Salhouse describes the Eating Out in the Broads National Park as 'the best advertising we have ever done.' Martin says people on boats</p>

coming into Salhouse Broad all found them through the Eating Out Guide.

- Take One Media distribution has worked well all year and sufficient stock is still left to cover the rest of the year.
- The early bird offer for next year's publications (expiry 29/9/17) has proved very helpful in recruiting new members to join Broads Tourism and take advantage of the discounts.
- Digital editions of brochures: 36,420 page views. Average time on the site 2 mins and 30 seconds.
- Thematic emails sent to 81,000 potential customers. Open rates above 10%
- What have our customers been up to? Take a look <http://www.ferry-marina.co.uk/videos>

Visit the Broads website: Presentation by Rob Leigh, Broads Authority

Website

Rob explained that as with any new website there are always teething problems and perfecting a site is often a work in progress. The problems that many boating companies experienced over the summer with insufficient subdivision of the different boating categories have been addressed. The website now divides the category into five categories under the Boating header: Day Boat Hire; Boating Holidays; Sailing; Canoeing, kayaking and SUP; Boat Trips. Visitor numbers to the website are increasing all the time and August saw 14,000 new users, up 15% on the previous month.

Social Media

Activity is also increasing rapidly with Twitter followers up to 6,000 and Facebook at 1,500 likes. Rob urged members to join in with the conversation and follow the Twitter, Facebook and Instagram pages. Demelza Craven has also joined the Broads Authority as a Media Officer. Demelza's role will be to produce relevant articles and inspirational blogs to engage the visitor on a variety of themes. She has already produced blogs for 'The Best days out with your dog in the Broads'; 'Broads Produce – What comes from Where' and 'The Best Walks in the Broads National Park'

<http://www.visitthebroads.co.uk/the-blog> Members were urged to pass their ideas for articles on to Demelza demelza.craven@broads-authority.gov.uk

Website member benefit

Rob reminded members that the listings on the website are only as good as the information provided by members. The enhanced website listing offered to members is a significant member benefit and members should ensure they are making the most of their listing by ensuring they have provided a comprehensive description of their business and photographs.

Image library

An image library has also been created for general use by Broads Tourism members under the member section of the website. Members are asked to email Tom Waterfall tom.waterfall@broads-authority.gov.uk if they would like to access the photo library. Equally if members have their own images that they are willing to add to the library (we will credit the source) then please submit them to Tom Waterfall.

4. Business Support Opportunities – Presentation by David Sparkes of New Anglia Growth Hub.

David Sparkes introduced New Anglia Growth Hub – an organisation offering “free support for growing businesses.”

- The Hub was set up in 2014 to offer free and impartial support to growing businesses and it is funded by a European Regional Development Fund. You can access grants, finance, start up support and other specialist advice from a single contact.
- The scheme is designed to promote vital funding for local growing SMEs. They can help with capital investment, growth, productivity improvements or efficiency gains.
- New Anglia Growth Hub has a network of regional advisers, of which David is one, and they will visit you and be able to give you an indication of eligibility after talking with you. If the Hub is able to help, they guide applicants through the paperwork and process. david.sparkes@newanglia.co.uk

5.	A brief Introduction to training courses (Justin Ettridge)
	<p>Justin works for Richardsons Boating and delivers the ‘Welcome Afloat’ course to their employees and others.</p> <ul style="list-style-type: none"> • The course focuses on customer service training. It is an interactive training programme aimed at the leisure marine industry and it is designed to provide excellent service to all their customers and deliver a great boating experience. Areas covered include: understanding customers and what they need and expect; how to exceed expectations; communicating and connecting with customers; dealing efficiently with challenging situations and much more. By way of example, Justin tested us all on ‘how good we are at listening to the question being asked’. Do we listen properly or make assumptions? He read out a test of 8 questions and asked us all to write down the correct answers based on what we heard. Seemingly easy questions caught most of us out – it was a very informative session! • There is also a ‘Welcome to Excellence’ (formerly ‘Welcome Host’) course – offering training in core customer service skills for the tourism industry aside from boating. It reflects the latest techniques and best practice tailored to your business. • Justin will be running courses in both the North and Southern Broads for Broads Tourism Members. The price is offered at a reduced rate of £45pp for Broads Tourism members. <p>Welcome To Excellence: 23rd November 2017, Broads Tourism Office, Church Road, Wroxham Welcome Afloat: Spring 2018 time, date and venue tbc</p>
6.	Museum of the Broads – Celebrating their 21st Birthday (Nicola Hems)
	<p>Nicola Hems, Curator of the Museum of the Broads gave a great talk on the museum celebrating its 21st birthday this year.</p> <ul style="list-style-type: none"> • Nicola’s potted history of the museum was very informative. The museum came into existence in June 1996. Over the years it has attracted some very distinguished supporters and visitors including Princess Anne. Henry Cator OBE is the Patron. • The Museum won the EDP/Hoseasons Tourism Awards in 2016 for Best Small Attraction. • The museum is run by over 90 volunteers, it is supported by 250 ‘friends of the museum’ and 8,000+ visitors per year. The museum’s first home was offered to them by Len Funnel at the Herbert Woods yard, there were 12 volunteers at that time, now there are 90 who look after everything from reception, marketing, events, maintenance, IT and more. • The museum moved to Stalham Staithe in 1999 and all the buildings are named after Broads. • An appeal was launched to buy the site with a small mortgage, this was successful and now the mortgage has been paid off and the museum is owned outright. • The museum holds events throughout the year including a Broads Steam day; Family Viking Day; Barton Regatta; Falcon trips; Heritage Open Days; Halloween trails. The museum is also taken outside with talks, tweet up events, pop up museum. • The museum is constantly changing, each winter the displays are renewed and next year the exhibition will be Broadland in WWI including memories of local families – so please don’t think you’ve seen it all – visit again!
7.	Love The Broads (Peter Howe & Phil Wakely)
	<p>Peter Howe talked on how the ‘Love The Broads’ Visitor Giving Scheme which ‘looks after the places you love to visit’.</p> <ul style="list-style-type: none"> • Funds raised help to look after the environment of the Broads. 8 million people visit the Broads each year, that’s approximately 1:8 of the population. If everybody who visited gave a very small amount to the Love the Broads scheme it would add up to a lot of money and that money helps to preserve and enhance the Broads for the future. • In 2017 Love the Broads has given away over £10,000 in grants to eight exciting projects which will

	<p>benefit wildlife, education and tourism this year. The beneficiaries are: Norfolk Wherry Trust; Reedham Parish Council; Wherry Yacht Charter Charitable Trust; Norfolk Heritage Fleet; Wherry Maud Trust, Fairhaven Water and Woodland Garden and the Broads Authority. Norfolk Wherry Trust and Norfolk Heritage Fleet attended the meeting to collect their cheques.</p> <ul style="list-style-type: none"> • Phil Wakely of Cotenham Barn (Panxworth, near South Walsham) spoke on his support for the scheme, his love of the Broads and how he wishes to encourage as many people as possible to join the scheme. We all benefit from the tourism industry in the Broads, so it is a good idea to give something back to preserve it for the future. All Broads Tourism members are encouraged to get involved with the Love the Broads scheme.
8.	Conclusion
	Jamie Moore from The Bridge Restaurant gave a brief talk on the new business and said he hoped everybody had enjoyed the opportunity to see the new restaurant.
9.	Dates of meetings
	Thursday 1 st February 2018 (3pm) venue to be confirmed. If any member would like to host a Broads Tourism meeting or take an 'Open Mike' session, please contact the Chairman Greg Munford greg.munford@richardsonsgroup.net