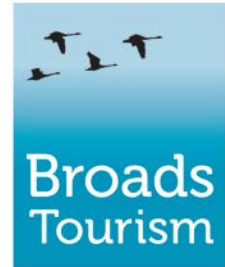


# Broads Tourism

## Members' Meeting

Wednesday 25<sup>th</sup> November 2015 at 3pm

RAF Radar Museum, Neatishead



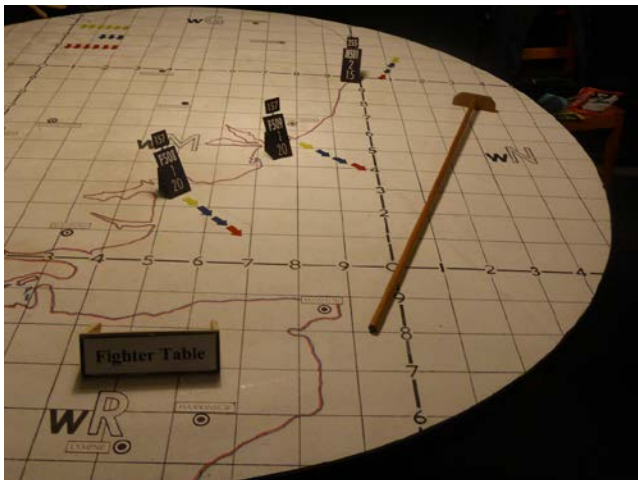
## Minutes

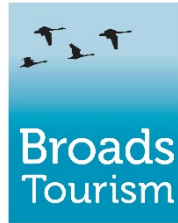
Item		Action
1.	<b>Welcome</b>	
	Members were welcomed to the Broads Tourism Members' meeting by Chairman Simon Partridge. Thanks were given to Pat Carter, Volunteer and Trustee, for hosting the meeting at the RAF Radar Museum and for providing a chance for Broads Tourism members to look behind the scenes of this successful tourism business.	
2.	<b>Apologies for absence</b>	
	John Ash, Kit Cator, Gary Attfield, Jo Hand, Peter Kieran, Rachel Buxton, Veronica Savage, Katie Lawrence.	
3/4	<b>Minutes from the last meeting/matters arising</b>	
	The minutes of the last members' meeting were approved and matters arising were covered elsewhere in the meeting.	
5.	<b>Love the Broads – Presentation of 2015 Awards</b>	
	<b>Peter Howe, Trustee of the Broads Trust who administer Love the Broads, gave an update on Love the Broads and made presentations to Award recipients:</b> <ul style="list-style-type: none"><li>• 2015 had been a successful year with approximately £20k raised through visitor donations. These came either directly through businesses via bookings/sales or via purchase of pin badges and other Love the Broads merchandise.</li><li>• The 88 businesses involved in the scheme were thanked for their help with the scheme.</li><li>• Five projects had been awarded grants from Love the Broads donations as follows:<ol style="list-style-type: none"><li>(1) How Hill Trust: New interpretation leaflet and map about their Secret Garden.</li><li>(2) Habitat improvements at Carlton and Oulton Marshes: Supported by Waveney River Centre visitor donations.</li><li>(3) RSPB Strumpshaw Fen: New all-weather tent to be used as a learning centre, particularly for use with school groups learning about ecology.</li><li>(4) Fen Raft Spider translocation: Long term project to conserve and increase the species via translocation to the Broads. Project partners: Suffolk Wildlife Trust, RSPB, Natural England, Broads Authority.</li><li>(5) New moorings at South Walsham: Long term project supported by Norfolk Broads Direct and Ferry Marina visitor donations.</li></ol></li></ul>	
6.	<b>Enjoy the Broads 2016 and other updates</b>	
	<b>Bruce Hanson, Broads Authority Tourism Officer, gave an update on Enjoy the Broads:</b> <ul style="list-style-type: none"><li>• The 2016 brochure had increased in size and now had 8 extra pages, 4 for editorial and 4 for extra advertising. The brochure's aim was to inspire and inform visitors.</li><li>• A print run of 175k would be available before Christmas, timed to be ready for the</li></ul>	

	<p>Telegraph Travel Show in January and the Outdoors Show in February. Visit Norfolk would also be taking the brochure to a big tourism show in Utrecht in the New Year.</p> <p><b>Bruce Hanson, also gave an update on the Heritage Lottery funded Water, Mills and Marshes Landscape Partnership Scheme:</b></p> <ul style="list-style-type: none"> <li>• The HLF project had been successful in gaining funding to carry out an 18 month development stage to work up the Water, Mills and Marshes project fully. If this was successfully completed the full HLF award would be released.</li> <li>• The total HLF awarded is £2.6million with partner contributions bringing the total project budget up to £4.5million.</li> <li>• The area of the scheme was shown (see link below).</li> <li>• 55 partner organisations are involved with the scheme and 35 projects will be developed under 6 key themes.</li> <li>• Further details, including the project area map and project details, plus continuing updates about the project can be found at <a href="http://www.broads-authority.gov.uk/looking-after/projects/water,-mills-and-marshes">http://www.broads-authority.gov.uk/looking-after/projects/water,-mills-and-marshes</a> or by contacting Will Burchnall, <a href="mailto:will.burchnall@broads-authority.gov.uk">will.burchnall@broads-authority.gov.uk</a>, 01603 756003.</li> </ul> <p><b>Bruce Hanson, also gave an update on the Broads Outdoors Festival:</b></p> <ul style="list-style-type: none"> <li>• Dates for the next Broads Outdoors Festival are now set for 7<sup>th</sup> to 22<sup>nd</sup> May 2016.</li> <li>• Lynne Finnigan is organising the programme of events. Anyone with events they would like to have included in the Festival should contact Lynne on <a href="mailto:lynne@outdoorsfestival.co.uk">lynne@outdoorsfestival.co.uk</a></li> </ul>	
7.	<p><b>Broads Tourism – Group discussions surrounding overall aims</b></p>	
	<p><b>Simon Partridge, Broads Tourism Chairman, briefed members on the background to and purpose of the Broads Tourism discussion sessions:</b></p> <ul style="list-style-type: none"> <li>• Many members had attended The Tourist Company’s Tourism Strategy Review workshop at the Fur and Feather, Woodbastwick. One of the discussion points was a revisiting of the purpose of Broads Tourism.</li> <li>• Current purposes were listed in the Broads Tourism members’ pack and these included promoting and providing a voice for members, raising standards, producing promotional materials, collaboration, new projects. These are all fantastic but with no paid staff much of the work of Broads Tourism has relied on assistance from the Broads Authority. With cuts to funding this assistance has had to be scaled back and Broads Tourism needs to work out a new way forward.</li> <li>• The question asked at the workshop was should Broads Tourism be the lead organisation in charge of delivery of the Sustainable Tourism Strategy and if so is it able to carry out this role?</li> <li>• Prior to this meeting a list of some of the activities carried out by Broads Tourism was circulated and these would form the basis of discussions to be carried out in four groups with the assistance of facilitators from the Executive Committee.</li> </ul> <p>[Addendum: A copy of the summary of discussions held is attached].</p>	
8.	<p><b>Tour of the Radar Museum</b></p>	
	<p>Following the Broads Tourism discussions members were given the opportunity to be taken on a tour of the RAF Radar Museum to find out about the fascinating history of radar. Photos of the tour are attached.</p>	

	Thanks were given to the museum volunteers and staff for hosting the meeting.	
9.	<b>AOB</b>	
	None.	
10.	<b>Date of next meeting</b>	
	Tuesday 15 <sup>th</sup> March 2016, 3pm, Maritime House, Great Yarmouth	

**Appendix:** Photos from the RAF Radar Museum Tour





## **Summary of feedback from questionnaire and group discussion at the November 2015 Broads Tourism Meeting**

Over 45 people completed the questionnaire and took part in the discussion regarding the future direction of Broads Tourism (BT). A summary of the feedback is presented below regarding the future direction of BT.

### **Executive Summary**

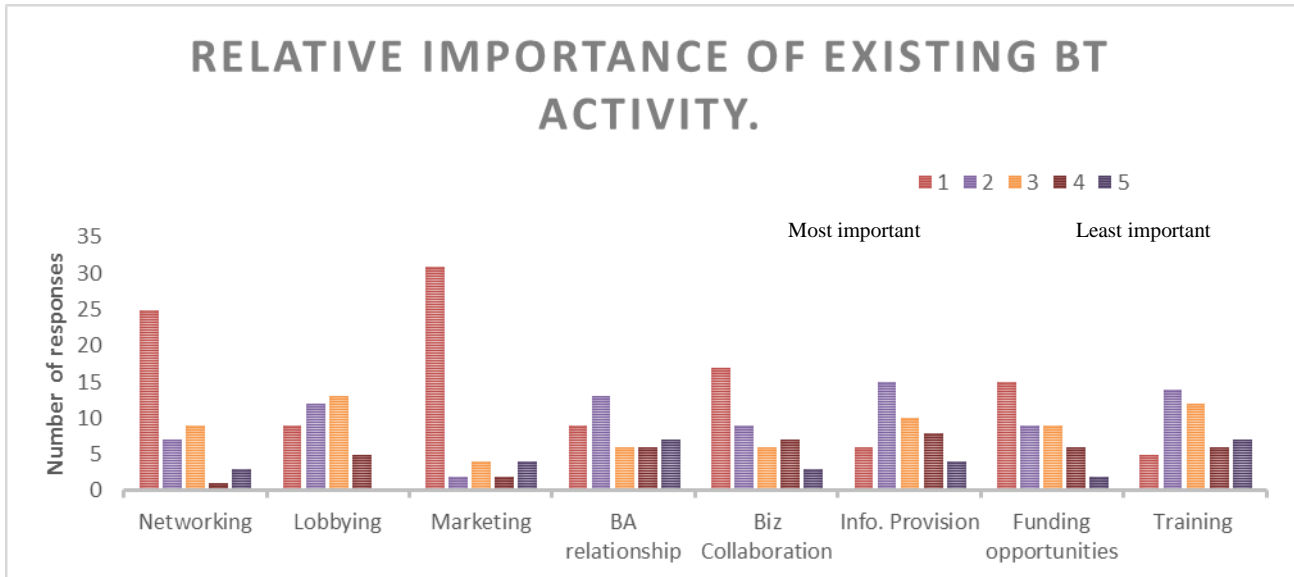
Members seem broadly supportive of the current direction and activity from Broads Tourism (BT). However, many members want BT to provide renewed leadership to the sector. There seems to be an appetite for BT to be a strategic, visionary, creative, organisation that works in partnership with other organisations to deliver the following three themes:

- Promotion of the Broads as a leading destination – working with marketing experts and members to promote the uniqueness of the destination internationally, nationally and locally
- Improvement of the quality of the offer and professionalism of the sector for an enhanced visitor experience – recognising the importance and delicate nature of its natural environment and working to promote sustainable tourism
- Development of an active network of collaborating businesses and organisations that work together to deliver the organisations and members objectives.

There was a clear recognition that BT historically has not been well resourced. Members talked about the need to formalise partnership arrangements with the Broads Authority and Visit Norfolk/Norwich as well as working with the LEP/LAG and others to seek to improve resourcing levels and to clarify expectations.

## Q1) Relative importance of existing activities

No one activity appears to be un-important to members but marketing and networking are clearly considered the most important. In the chart below 1 is most important and 5 is least important.



## Q2) Are there any activities missing on the list that you feel BT should be doing?

Four key themes emerged:

### 1. Strategic planning & partnership development

- 5 year planning
- Form partnerships with other DMO's Visit Norfolk/Norwich as well as LEP, MPs and District Councils – theme emerging regarding overreliance on BA for support and a need to engage more widely
- Review and re-focus
- Development of new projects - "be brave and visionary"
- Develop a strategy for tourism and ensure BA tourism strategy is implemented
- Increase our voice and influence
- Visit other destinations to get ideas and see best practice.

### 2. Marketing

- Enjoy the Broads website in desperate need of make-over.
- Co-ordinate presence in marketplace and become a one stop shop for the Broads offer
- Social Media campaign and providing marketing tools for members
- Loyalty or Broads special offer card to encourage out of season visits....
- Use members in joint marketing campaign,
- Profile raising via social media can be done inexpensively but needs integration (hard to get responses, interaction).
- Focus on opportunity National Park Branding presents us



### **3. Business to business collaboration and membership development**

- More 'Business to Business' events
- Increase membership – particularly smaller secondary business e.g. shops, taxi firms etc.
- Core businesses and helping each other, shared images, shared information needed
- Collaboration through clusters of businesses e.g. by geographical area, type of business.

### **4. Increasing reach**

- Focus on local communities as well as attracting national and international visitors..
- Upcoming Water, Mills and Marshes HLF project offers opportunities for greater engagement with residents of Acle, Great Yarmouth, Loddon, Lowestoft and Norwich to encourage greater number of day trippers.
- Duelling of A11 and planned A47 improvements at Burlingham should make the Broads an easier place for visitors from Southern England and specifically London given population density – need to extend geographically specific marketing campaign (e.g. Tube station) highlighting this.
- Promoting Coast and Broads in combination likely to increase day visitors, at least, who are primarily attracted by a beach holiday.

## **Q3) Looking to the future what do you think the purpose of Broads Tourism should be?**

There was a strong consensus that Broads Tourism exists to:

### **Promote the Broads and its unique nature**

- Promote The Broads
- Promote uniqueness
- It is the UK's premier wetland and investment is huge in the hearts and minds of visitors.
- Promote importance of tourism to the local economy and increase value of spend from visitors
- Improve perceptions
- Raise awareness
- Excite people – including locals
- Extend season
- Acceptance that BT does not have marketing experience, budgets to do this alone so a renewed partnership with Visit Norfolk and others was suggested.

The second emerging theme was around:

### **Raising quality of offer and professionalism of sector**

- Strong focus on raise quality of offer in order to increase value and spend
- Recognition of delicate natural environment that needs protecting – focus on growing green tourism
- Raise quality of food offer desperately needed and a missing trick.
- There is an appetite for tool kits and support to help businesses make good recommendations and be knowledgeable about the area. *"Great to have a member help pack that business could use to educate seasonal staff to promote Broads to include: How to explore area, History, Places to go*

*and eat, Enhance visitor experience, Broads Ambassadors*". In addition there was a specific request for this information for B&B's to know what/where to recommend for their guests. Enjoy the Broads and Broadcaster were highlighted as current mechanisms, but more specific targeted information was suggested.

The third theme focused around:

**A platform for Business to Business collaboration and networking to grow tourism businesses sustainably.**

- Digital marketing / social media campaign
- Learn share and grow together for the benefit of everyone who works and lives in the Broads – all about collaboration – tourism businesses don't exist in isolation.
- Pursue cross member involvement and benefits i.e. linking to each other getting offer to other members for their tourists/promoting each other's businesses to keep tourists in the area and increase average spend.
- Information provision.
- Collaboration through clusters of businesses e.g. by geographical area, type of business.

**Suggested mission statements *(to be further developed)***

- Creating a well know quality destination with sustainable tourism businesses that invest in the special qualities of the Broads National Park.
- To lead in the promotion of the destination with the support of businesses, communities and other organisations.
- Explore and develop ways to encourage tourism and increase business income without damaging the natural environment.
- Provide a mechanism for delivering/creating strategic direction for tourism growth and development and improvement -focus on tourism, brand and marketing activities.
- Work with all tourist businesses to promote and support tourism activity in the Broads.
- Provide a strong coherent voice for tourism and tourism businesses. New members sought by members and leading and securing the European Charter for Sustainable Tourism.
- To be the number 1 sustainable tourism destination in the UK.

**Emma Punchard, 3<sup>rd</sup> December 2015.**