

# Broads Tourism

## Members' Meeting

Wednesday 17<sup>th</sup> September 2015 at 3pm  
Davenport's Magic Kingdom, North Walsham



## Minutes

Item		Action
1.	<b>Welcome</b>	
	Members were welcomed to the Broads Tourism Members' meeting by new Chairman Simon Partridge. Thanks were given to Roy Davenport for hosting the meeting at Davenport's Magic Kingdom 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>	
	Nigel Dixon, Tony Howes, Greg Munford, Jane Pond, Louise Rout, Veronica Savage	
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>Enjoy the Broads</b>	
	<p>Chloe Stockdale of Countrywide Publications gave an update to members on marketing opportunities with Enjoy the Broads.</p> <ul style="list-style-type: none"> <li>Countrywide were handling marketing for both Enjoy the Broads and Broadcaster.</li> <li>Enjoy the Broads was marketed locally and outside the area with 175k copies of the brochure and 200k hits on Enjoy the Broads website.</li> <li>Advertising would be included in print and online and a downloadable pdf version of the brochure would also be available.</li> <li>The brochure was being increased to 32 pages for 2016 with more copy and advert space available as a result.</li> <li>The publication would go out much earlier - mid-December publication deadline.</li> <li>A press release would launch the publication and publicity would be included in the Broadcaster. The brochure would be included in Broads destination promotion at the Outdoors Show and the Bird Fair.</li> <li>Advert revenue was intended to cover costs in conjunction with the £5k donation and officer input from the Broads Authority.</li> <li>Sales for advertising starts from 21<sup>st</sup> September and an advertising package would be emailed to all Broads Tourism members. Special advertising space in the brochure would be on a first come first served basis.</li> </ul> <p><b>Comments and answers to questions as follows:</b></p> <ul style="list-style-type: none"> <li>Broads Tourism members get significant discounts in advertising rates (e.g. Bronze option £289 vs £379, Platinum option £1,500 vs £1,950). In effect it covers membership and Broads Tourism membership would be promoted when Countrywide Publications contacted businesses.</li> <li>The additional pages would include inspirational copy and promote out of season opportunities in the Broads. Further suggestions/comments were welcomed. Please contact Karen Sayer at the Broads Authority. <a href="mailto:karen.sayer@broads-authority.gov.uk">karen.sayer@broads-authority.gov.uk</a></li> <li>As well as working on the Enjoy the Broads and Broadcaster publications Countrywide</li> </ul>	

	Publications is contract publisher for Visit Norfolk regarding websales.	
<b>6.</b>	<b>Revision of the Sustainable Tourism Strategy</b>	
	<p>Bruce Hanson, Broads Authority Tourism Officer, updated members on the review of the Sustainable Tourism Strategy.</p> <ul style="list-style-type: none"> <li>• The initial strategy was produced with input from Broads Tourism and other stakeholders. European Charter for Sustainable Tourism in Protected Areas was gained.</li> <li>• In order to retain the Charter the current strategy needs to be reviewed. The Broads Authority has commissioned consultants on behalf of Broads Tourism to undertake this review.</li> <li>• A stakeholder workshop was planned for 10<sup>th</sup> November to follow the Executive Committee meeting on that day. A venue is to be confirmed. Broads Tourism members are invited to attend to input their views into the review of this important strategy.</li> <li>• The current strategy is available online using the following link: <a href="#">Sustainable Tourism in the Broads 2011-2015</a></li> <li>• The deadline for completion of the review is the end of February 2016.</li> </ul>	
<b>7.</b>	<b>Love the Broads</b>	
	<p>Peter Howe, Trustee of Love the Broads, updated members on Love the Broads, the Visitor Giving scheme.</p> <ul style="list-style-type: none"> <li>• The Broads Trust had recently awarded a total of £9k to 5 projects in the Broads from donations received by visitors to participating Broads business partners: <ol style="list-style-type: none"> <li>1) Introduction of fen raft spider to the Broads</li> <li>2) How Hill Trust Secret Garden interpretation leaflet</li> <li>3) Strumpshaw Fen – Nature Explorers base camp covered area for school parties</li> <li>4) Waveney River Centre sponsorship for habitat improvements at Carlton and Oulton Marshes.</li> <li>5) Fairhaven Woodland and Water Garden visitor moorings (funded by donations from Broads Tours and Ferry Marina visitor donations).</li> </ol> </li> <li>• A new membership campaign involved inviting individuals and businesses to pay an annual subscription to become a Friend of Love the Broads. For further information contact <a href="mailto:info@lovethebroads.org.uk">info@lovethebroads.org.uk</a></li> <li>• A new line of pin badges (kingfishers and bitterns) was now available. The suggested price for pin badges and Green Traveller Guides was increasing from £1 to £2 to cover purchase price (the Broads Authority had funded the initial provision of these items).</li> <li>• Participating businesses were reminded to transfer donations to Love the Broads.</li> </ul>	
<b>8.</b>	<b>National Park branding</b>	
	<p>Lorna Marsh, Head of Communications at Broads Authority, updated members on National Park branding.</p> <ul style="list-style-type: none"> <li>• A consultation had taken place last year into branding the area as a National Park in order to help better market the destination.</li> <li>• Logos and promotional material had been designed and made available.</li> <li>• An application had been made for a judicial review and this had initially been dismissed.</li> <li>• The applicants had appealed and had been granted 1 ½ days in February to be heard.</li> <li>• The basis of the appeal was regarding dropping the long term aspiration to become a National Park.</li> <li>• Until this appeal had taken place the legal advice was for the Broads Authority to proceed with caution on any new implementation of the branding. While this did not apply to tourism businesses, as they were not the subject of the review, it meant the Authority needed to be careful with promoting use of the branding. Further advice around the details of what this meant was being sought.</li> </ul>	

<b>9.</b>	<b>Broads Tourism – format of future meetings</b>	
	<p>Simon Partridge, Broads Tourism Chairman, updated members on new proposals aimed at getting more people involved with Broads Tourism.</p> <ul style="list-style-type: none"> <li>• Behind the scenes offers would enable members to see each other’s business operations and provide opportunities to network and share ideas.</li> <li>• The next Broads Tourism Members’ meeting was being held at the Radar Museum at Neatishead on Wednesday 25<sup>th</sup> November. This would include a 45 minute tour behind the scenes.</li> </ul>	
<b>10.</b>	<b>Davenport’s Magic Kingdom</b>	
	<p>Roy Davenport and his staff gave members a tour of the exhibition with entertaining performances culminating in a magic show extravaganza by Mr Davenport himself. Please see photos in the appendix to the minutes.</p> <p><b>Answers to questions as follows:</b></p> <ul style="list-style-type: none"> <li>• During the main season Davenport’s Magic Kingdom was open to general visitors but in quieter times the operation was more flexible e.g. coach parties - full theatre, full café offer. On quieter days a less intensive offer was provided.</li> <li>• In the run up to Christmas corporate entertainment and parties comprised much of the business offer.</li> </ul>	
<b>11.</b>	<b>All year round tourism</b>	
	<p>Roy Davenport presented ideas to improve the all year round tourism offer for visitors.</p> <ul style="list-style-type: none"> <li>• Having seen how the big attractions such as those in the Merlin group like Legoland and Madame Tussauds successfully linking promotional marketing on a national scale a Broads packages idea was being proposed to help improve the visitor offer in the current quieter times of the year.</li> <li>• An example of how this could work: take a Wednesday in October with an offer of a boat trip, lunch at a pub and a visit to an attraction such as Davenport’s Kingdom in the afternoon. Such linked tourism offers would save on promotional advertising, provide a packaged experience and help to increase numbers of visitors wanting to come to the area outside the main holiday seasons.</li> <li>• Linking businesses visitor database contacts (subject to data protection issues) would help to get information to more people and provide a Broads experience offer.</li> <li>• Another option could involve a pre-paid Broads Card linked to participating businesses to be used over a weekend or a set period of days.</li> <li>• Both these options should be low cost set up, but with huge returns regarding shared information and marketing.</li> </ul> <p>Roy was thanked for his promising ideas and these would be revisited at the next meeting. Previous speakers were thanked for their contributions.</p>	
<b>12</b>	<b>AOB</b>	
	<p><b>Jose Socoa:</b> A business survey was circulated and would be emailed to members not at the meeting. Please could members find time to provide feedback via this survey.</p> <p><b>Ruth Knight:</b> Broads and Waveney-Valley LAGs would be launching funding opportunities on 14<sup>th</sup> October. Information would be circulated to Broads Tourism members. There was lots of help and advice available with making applications/form filling. The LAGs websites were live where there was further information <a href="#">Broads LAG</a> and <a href="#">Waveney-Valley LAG</a></p> <p><b>Emma Punchard:</b> Bring along a new member to the next meeting on 25<sup>th</sup> November.</p>	
<b>13</b>	<b>Date of next meeting</b> Wednesday 25 <sup>th</sup> November, Radar Museum, Neatishead, 3pm.	

Appendix: Photos from the Davenport's Magic Kingdom exhibition tour and magic show



