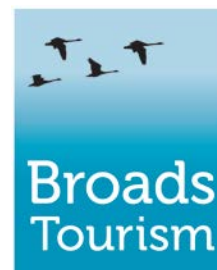


Broads Tourism

Members' Meeting

Wednesday 11th March 2015 at 3pm
Hoveton Hall

Minutes



Apologies: David Broad, Ian Curtis, Debra Nicholson, Roy Davenport, Hannah Deane, Jo Hand, Peter Kieran, Katie Lawrence, Jane Pond

Item		Action
1.	Welcome	
	Members were welcomed to the Broads Tourism Members' meeting by Vice-Chairman Tony Urwin. Thanks were given to Harry Buxton for hosting the meeting at Hoveton Hall. Harry Buxton welcomed members and explained that once known as Hoveton Hall Gardens they were now known as Hoveton Hall Estate due to business expansion into wedding receptions, bed and breakfast and garden events.	
2.	Presentation of the results of the Broads stakeholder & visitor surveys	
	<p>Will Hershel-Shorland of Insight Track gave a presentation on the Broads Stakeholder and Visitor Surveys commissioned by the Broads Authority.</p> <p>Four survey groups: Private Boat Owners, Hire Boat Operators, Residents and Visitors.</p> <p>Purpose: To provide fact based views to enable strategic planning.</p> <p>Methodology: Phone interviews, online surveys, door-to-door, national consumer panel.</p> <p>Statistical robustness: The sample size and methodology provided reliably accurate results.</p> <p>Results: Overall the survey results were very positive, particularly from the Residents and Visitor groups almost 50% of whom felt nothing needed to be done to enhance their Broads experience. Visitors were likely to return and were satisfied with services and facilities provided and were likely to recommend the area to others. Hire Boat Operators were the least satisfied raising concerns over some aspects of Broads Authority operation. The full results can be viewed on the Broads Authority website at: http://www.broads-authority.gov.uk/_data/assets/pdf_file/0008/527795/Stakeholder-Surveys-Analysis-Appendix-1.pdf</p> <p>Comments and answers to questions arose as follows:</p> <ul style="list-style-type: none"> Private Boat Owners had been selected as soft quotas across representative types of boats. 600/8000 provided a robust sample. When suggesting 'improvements to access' most respondents were referring to getting to places rather than getting out on the water. The exact nature of the heritage/building interest was not specified within this survey. Recycling facilities had not been raised as a particular issue by respondents. It could be possible for Broads Tourism to filter information from the survey results, but any extra questioning would involve a cost. Land-based businesses were a missing group from the stakeholder surveys. Originally only boating operations were to be included and the survey had been expanded to include residents and visitors. Land-based businesses could be considered for inclusion if the survey was repeated in the future, recognising resources were a limiting factor. The Hire Boat Federation and others would be meeting the Broads Authority in June to 	

	discuss issues raised in the survey.	
3.	Three Rivers Way grant award of £117k	
	Peter Howe, Broadland Cycle Hire, updated members that Norfolk Country Council Highways and Broads Authority had been awarded £712k from the Cycling Ambition fund. With the addition of further funding from NCC and BA, a total of £1.2million was available for the section of Three Rivers Way between Hoveton and Horning. The work was due to be finished by June 2016. Feasibility was also under way for further sections should a similar funding opportunity arise. [See attached presentation for further information]	
4.	Broads Outdoors Festival – 2nd to 17th May 2015	
	<p>Lynne Finnigan, Outdoors Festival Coordinator, updated members on planning for the 2015 Broads Outdoors Festival.</p> <ul style="list-style-type: none"> All members had received a 'Be part of it' pack. 77 events had been submitted including children's events, bush-craft activities, taster sessions (e.g. Broads Canoe Hire, Punt Club, Nancy Oldfield Trust), Humpty Dumpty brewery, guided walks etc. Most events were free. The Festival would be launched at the Horning Boat Show. Hoseasons were again sponsoring the Festival with Archant as media sponsor. A pdf of the events brochure would be circulated and members were asked to help publicise the Festival including these on their websites and/or printing off as posters. 	
5.	A Green Network for the Broads	
	<p>Emma Punchard, Mill Farm Eco Barns, gave a presentation on the newly set up Green Network for the Broads.</p> <ul style="list-style-type: none"> EP is the owner/manager of a self-catering Eco-Barn in Winterton aimed as a high spec, eco friendly, family friendly operation. Businesses interested in low impact tourism (e.g. recycling, play provision) were invited to join the newly set up Green Network for the Broads. EP had been able to research a similar network in Cornwall and had lots of ideas to bring to the network. 'Coast' was an online mechanism for networks to communicate and share information and members of the Green Network for the Broads would be encouraged to sign up. BH also reminded Broads Tourism members that the Green Tourism Business Scheme membership fee was being waived and there was 10% off the annual fee. <p>[See attached presentation for further information, including contact details]</p>	
6.	The power of radio and what it can do for you	
	<p>Roz Water and Jolene Clarke of Heart radio, part of the media and entertainment group This is Global, gave a presentation on how radio advertising can transform business returns.</p> <ul style="list-style-type: none"> The offer to businesses was able to match content to the right commercial station using their creative department to tailor business requirements to optimise audience engagement. Video examples were shown highlighting the versatility of radio advertising on offer. Video production was also available. Statistical research showed that over 90% of the public listened to the radio at some point during the day, nearly 50% listening during work hours. Adding radio advertising to campaigns increased the impact of sales by a significant factor. By moving part of business marketing budget to radio advertising extra returns could be made without extra expenditure. Members were left with the offer 'Let us help you inspire them'. 	

	[Contact for further information: Jolene Clark, jolene.clark@thisisglobal.com , 01603 671128]	
7.	Marketing opportunities for the Broads – all about the ‘Visits’	
	<p>Pete Waters, Visit Norfolk, gave a presentation explaining how all the ‘Visit’ organisations fit together as part of the tourism family (see attached).</p> <p>Visit East Anglia: Following the closing of EEDA and EETB private led VEA stepped in to fill the vacuum left in regional tourism promotion. VEA acquired the old EETB database and a re-skinned EETB website.</p> <p>Visit Norfolk: A not for profit, non-membership based tourism promotional umbrella organisation for Norfolk. Funding from Norfolk County Council/LEP is declining year on year and VN will therefore need to become self-funding in the future. ‘Pay to play’ partnership work is helping to fund PR for the county.</p> <p>Enjoy the Broads/Broads Tourism: Broads destination tourism organisation based on membership. Membership of Broads Tourism automatically confers membership of VEA (and its benefits) plus huge discounted listings on Visit Norfolk.</p> <p>[See attached presentation for further information]</p>	
8.	Social Media for Broads Tourism members	
	Members were reminded to ensure any events, information, updates were regularly sent to Holly Oakland (holly@visiteastanglia.net) for inclusion in the social media offer that Visit Norfolk was providing for Broads Tourism.	
9.	Visit England’s ‘Family Fun’ and Twitter Campaigns	
	<p>Bruce Hanson, Broads Authority, updated members on the Broads National Park rebrand and Visit England updates.</p> <ul style="list-style-type: none"> The Broads Authority had agreed to rebrand as the Broads National Park. This did not involve a change of status or any change to the statutory purposes of the Authority. Guidelines were being developed for use of the new Broads National Park logo and this would be available for use by Broads Tourism members. An adapted ‘magical waterland’ logo had been designed incorporating the Broads National Park wording at the request of the Executive Committee and this could also be used by members. It was possible to mix and match use of logos and branding to suit particular marketing opportunities e.g. Broads National Park – Britain’s magical waterland The Twitter Campaign involved a website http://www.realtimetravelguide.co.uk/. On entering the site two options, ‘What are you interested in?’ or ‘Where are you going?’ could be chosen and then a map opened up with links showing the latest tweets for the various places/activities/business operations/services. TICs were the link to providing the tweets and should be regularly updated with any news/events information. A guideline would be produced and circulated to members. Key words should be used in tweets to ensure a higher profile. 	
10.	Open forum	
	<ul style="list-style-type: none"> A ‘Made in the Broads’ section of the website was being developed to include arts and crafts in order to raise the profile of this area of the Broads offer for tourists. Members were thanked for attendance, Barbara Greasley for taking on the organisation of the meeting at short notice, to Lottie Carlton for note taking and for hosts the Hoveton Hall Estate. 	

Members Meeting

Wednesday 11th March 2015



**Love the
Broads**



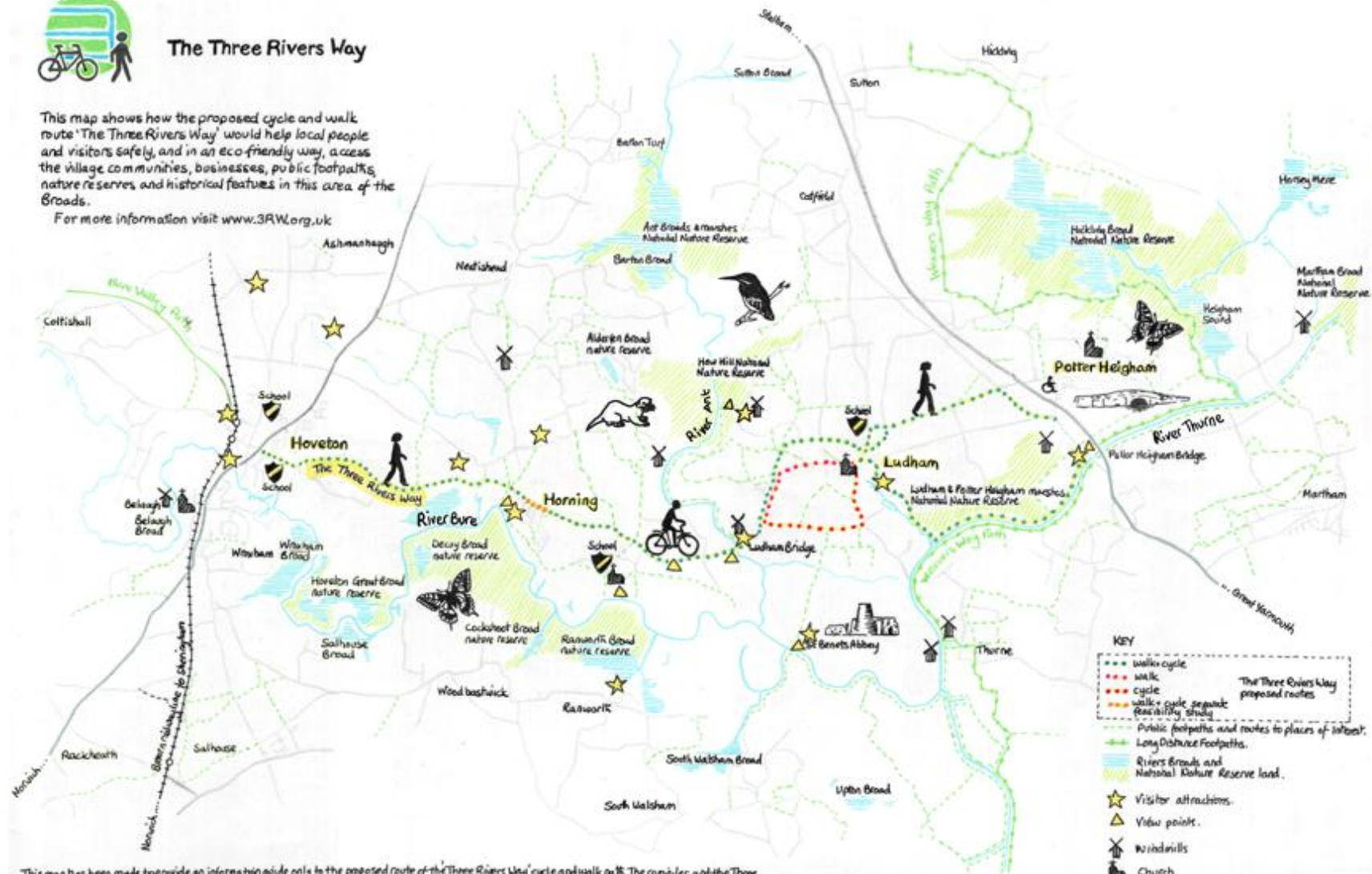
THE
THREE RIVERS WAY
ASSOCIATION



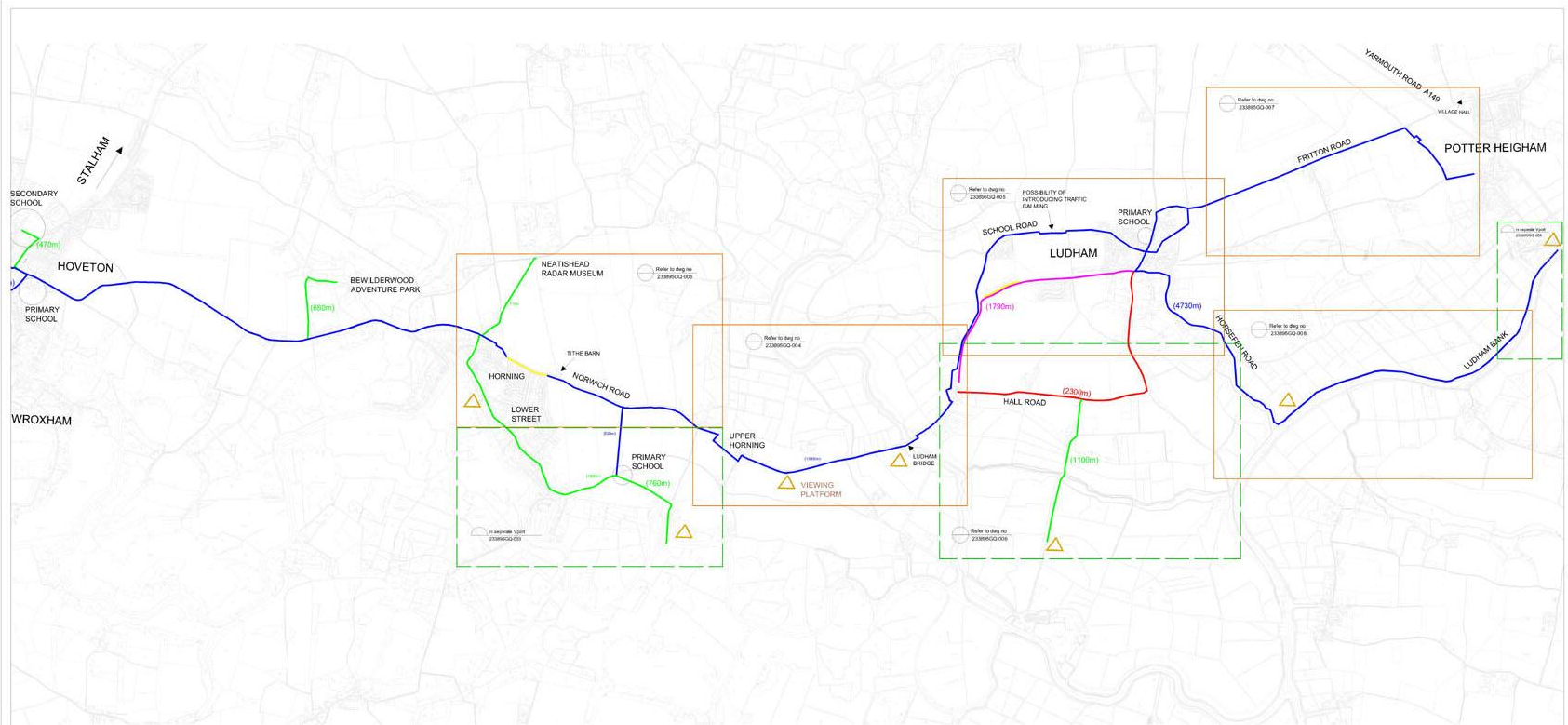
The Three Rivers Way

This map shows how the proposed cycle and walk route 'The Three Rivers Way' would help local people and visitors safely, and in an eco-friendly way, access the village communities, businesses, public footpaths, nature reserves and historical features in this area of the Broads.

For more information visit www.3RW.org.uk



This map has been made to provide an information guide only to the proposed route of the Three Rivers Way cycle and walk path. The compiler and the Three Rivers Way Association do not warrant the accuracy or correctness of the information contained in this map. Anyone seeking accurate information about public footpaths and other details should consult an appropriate Ordnance Survey map or ask to view the definitive map at the local council offices.



DRAFT PROPOSAL

KEY : PROPOSED ROUTES

- WALK + CYCLE
- WALK
- CYCLE
- WALK & CYCLE (SEPARATE FEASIBILITY STUDY)
- ROUTES TO PLACES OF INTEREST
- △ VIEWPOINT
- R REST POINT

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Norfolk County Council
working with
Mott MacDonald
MAY GURNEY

Mike Jackson
Director of Planning and Transportation
Norfolk County Council
County Hall
Martineau Lane
Norwich NR1 2SG

Mott MacDonald
County Hall
Martineau Lane
Norwich, NR1 2US
Tel 01603 767530
Fax 01603 767463
Web www.mottmac.com

DRAWING TITLE
Hoveton to Potter Heigham Shared Use Footway
Preliminary Route Key Plan to Layout Drawings

REV.	DESCRIPTION	CHECKED	DATE

DESIGNED BY	INIT.	DATE	DRAWING No.
DRAWN BY	PA	04/08	233895GQ-002
CHECKED BY	DAJSI	04/08	PROJECT TITLE
APPROVED BY	CR	07/08	A1062 Hoveton to Potter Heigham
MMG	07/08	Feasibility Study	SCALE AT A1
			FILE No.
			233895-GQ

Broads National Park Eco Tourism Network

A useful development?

Emma Punchard



Broads National Park Eco Tourism Network

What?

- Network of businesses wanting to:
 - Manage environmental impact
 - Showcase and protect National Park
 - Grow 'low impact' authentic experiences
 - Support, network and share ideas
- Future event
 - Presentation from Cornish Network
 - Reserve Tour at Strumpshaw Fen

Join one planet tourism network:

<http://www.coastproject.co.uk>

Register interest via:

Emma Punchard

millfarmecobarn@gmail.com

07900 376462



The tourism family – and how it works

Presentation for Broads Tourism

March 2015

The Tourism Opportunity

- £2.8bn economic contribution
- 15% employment – 54,000 jobs
- Rapid job creation is possible... currently 5.4%
- A lesser known destination with an incredible offer to visitors
- Dry and warm...
- And now even easier to get to!
- Day trippers to stay visitors
- Develop the year-round economy – ban 'The Season'
- Infrastructure and offering are in place

Overview

- Tourism promotion is bottom up – starts with members of local DMOs
- 3 levels of entry – based on potential visitor's knowledge
- Our activity designed to get customers to destinations – it's ALL about the destinations
- There is no hierarchy – this is about partnerships
- Millions being spent on tourism promotion, but a trickle through the 'official' channels

Visit East Anglia

- Abolition of EEDA – and with it EETB
- Regional tourism promotion wiped out
- Into vacuum comes private sector-led Visit East Anglia
- VEA acquires old EETB database
- VEA operates reskinned East of England TB website
- VEA gets contracts to run 2-for-1 promos for Greater Anglia, plus tourism services under Visit Suffolk and Visit Norfolk

Visit Norfolk

- Severe cuts in county funding (tourism discretionary)
- Contract from NCC/LEP - but reducing
- Visit Norfolk has to be self-sustaining in future
- Not-for-profit, non-membership Visit Norfolk is overarching promotional umbrella for county – no holes
- Supported by local DMOs and district authorities
- ‘Pay to play’ partnership makes much of our activity possible eg PR
- Visit Norfolk amplifies messages – county loudhailer

Enjoy The Broads

- SIGN UP TO IT – because...
- Great promotion through the website – but could be better?
- Social media inclusion – BUT you need to tell us!
- Hugely discounted listings on Visit Norfolk
- Destination engagement in Visit Norfolk marketing
- VEA membership & benefits FREE to local DMO members

Visit Norfolk

The **official** visitor website for Norfolk



Visit the Norfolk Broads

The only National Park with a city in it!

Norfolk is possibly most famous for the set in beautiful countryside and with its sparkling landscape of marshland fields, adventure and relaxation - time to reflect.

The Broads, a National Park, offers visits alongside them, on peaceful paths and in it!

Without doubt, the best way to discover road that days - and nights - off-road be a close encounter with wildlife at every turn since the 1850s, and today's boats have during the quieter, cooler months, you'll water and wide horizons by day, and an unforgettable experience.

There are plenty of places along the rivers, villages and market towns, or to stop at



Website – delivering audiences
2.5m users, 18m pages – 2 clicks to Enjoy Broads

Visit Norfolk

The **official** visitor website for Norfolk

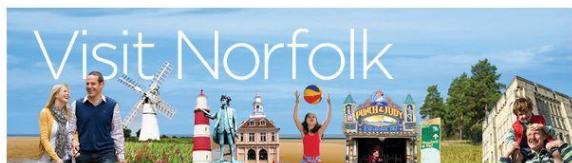


Continually improving and updating website

Visit Norfolk

The **official** visitor website for Norfolk

Talking to audiences



June newsletter

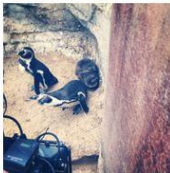
Time to enter the 2014 Tourism Awards

Why not potentially gain some extra promotion for your business by entering the EDP Visit Norfolk Tourism Awards 2014? The awards, now in their 10th year, are supported by Hosesons and entries are open until Thursday, July 31. There are 12 categories to choose from, including Best Self-Catering Establishment, Best Visitor Attraction, Best Marketing and Best Holiday Park/Village. More details.



Visit Britain TV comes to Norfolk

Visit Britain TV have been out in the county for the past few weeks producing 16 promotional films for the county which will be aired through visitnorfolk.co.uk and partner sites, and put on a new Norfolk channel on Visit Britain TV, which has 20 million viewers a year. The first films are due to go live next month.



Themes for the films include Family Days Out, Adventure, Coast, Natural Norfolk, Food and Drink, Heritage and History, as well as Festivals, Events and Culture.

See the lambs at Wroxham Barns [here](#) and other places they've visited [here](#).

Research project to benefit Norfolk tourism

Visit Norfolk have commissioned Norwich company [Insight Track](#) to conduct a major research exercise for the benefit of Norfolk tourism businesses and DMOs. This will be completed before the summer season when we will share results with the industry.



Visit Norfolk

The official visitor website for Norfolk



Start planning your 2015 trips to Norfolk



Spring's a great time to visit Norfolk, with lots of [things to do](#) and [great events](#). There are some fabulous places to [explore](#) too. Looking for ideas? Then let us help [inspire](#) you. Wondering where to stay in Norfolk? We'll help you find the [best places to stay](#) in Norfolk. We have a range of places to stay to suit all tastes and budgets. Want to see what a visit to Norfolk is like? Check out our brilliant digital [film gallery](#).

Where to see the seals



It's a great time to take a boat trip to see the growing [seal](#) pups at Blakeney Point - [it's the summer of the seals](#) in East Angles.

Inspire me

Birdwatching in Norfolk



Norfolk may well be the [birdwatching](#) capital of the UK, and just now we're seeing the end of the Winter Wiltshire Cuckoo.

Norfolk festivals



Visit Norfolk's top 25 recommended [festivals](#) throughout the year, including the Norfolk & Norwich Festival.

What's on in Norfolk



There's lots of great [events](#) in Norfolk in 2015, including Radio 1's Big Weekend starring Taylor Swift.

It's never been easier to Visit Norfolk!



The main road into Norfolk, the A11, is now fully dualled all the way to Norwich! No more traffic jams or hold-ups getting into and out when you [Visit Norfolk](#)!

Trade e-newsletters, consumer e-newsletters

Visit Norfolk

The official visitor website for Norfolk



Pigs, pints, sea-fresh prawns and food festivals: Leanne Bracey eats her way round Norfolk



My first experience of Norfolk was with my grandparents when I was a teenager, spending the school holidays in their caravan and taking day trips to Norwich and

Costumer. As Nam was such a good cook, we welcomed her homemade meals and very rarely ventured far to eat. Back then, I didn't like seafood so the amazing Cromer crab, that feed on the offshore chalk reef, was then being

Given all its incredible local ingredients and food producers, it comes as no surprise that the county is home to one of the UK's best culinary celebrations, the Norfolk Food & Drink Festival (10 August-12 October 2014). It consists of six individual food festivals over six weekends, in locations from the beautiful Brecks preservation area to the spectacular Holkham Estate in North Norfolk. I spent 48 hours visiting some of the food producers and restaurants taking part.

STAY
The artistically inclined should stay at Strattons (strattonshouse.co.uk), run by Vanessa and

happily team. As Colbrough is also making a name for herself as a brewer, you can't visit Norfolk without stopping on a pint of her Norfolk ale at the north-west (stanham-house.co.uk).

EAT AND DRINK
North Norfolk produces some of the best eating prawns in the UK because of its climate and the moist, salty tides that come from the North Sea. You can also try a rich, mellow

Take a tour of the English Whisky distillery (engishwhisky.co.uk), a cosy and bustling cafe set within acres of 'pick your own' strawberry fields. After you've picked all you want, you can stop for a pint of coffee and a slice of cake.

Back at Strattons, you can choose between CoCoes cafe deli or the main restaurant, where I was thrilled to discover pork belly on the menu, with the best cracking that I've ever tasted.

There are many more of the food producers selling crab from their morning catch.

so there's always something to buy to support. The City Snowhouse (citysnowhouse.com) in City



advisable as it gets full very quickly. Or for something more refined, try the Wells Crab House (wells-crab-house.co.uk), a friendly, family-run seafood restaurant in Wells-next-the-Sea, where all the fish is caught by their boat, the Basher. This is the place to go for a proper seafood platter - sweet lobster and prawns, delicate crab and smoked salmon. But it was the whole grain special I loved - the whole grain special I loved - the whole grain special I loved.

Some, and the breakfast is one of the best I've tasted, with all the meat from Arthur's (arthurshouse.co.uk) and the seafood from the local producers.

OUT AND ABOUT
The Norfolk coast is famous for its gigantic sweeping sandy beaches and fantastic dog walks. Holkham Hall is the venue for the first weekend of the year's food festival (the North Norfolk Food & Drink Festival, 10-12 August). Your dog will love the beach, but be warned - parking is really steep at £2 for an hour, there are many other beaches in the area that are just as majestic, and less expensive to visit.

Wells-next-the-Sea has a quiet high street full of local produce and artisan shops, such as The Merchant's House with its pretty homeware at really great prices. Head south to Diss, the largest town in the county, where you can find a range of local produce and artisan shops.

There's so much more to see and do in Norfolk that I could have stayed for at least another week without running out of new places to see and things to do. I can't wait to visit the food festival, but for now, I was time to head home, pack the dog - and hope the coast smells the Holkham and on my shoes.

For more information on the Norfolk Food & Drink Festival and the six weekends, visit northnorfolkfoodanddrink.co.uk.

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EVENTS • PEOPLE • PLACES • CULTURE • NEWS • WILDLIFE

COOL CAFE

Every month COAST contributors recommend their favourite eateries. This month, Alex Fisher visits No1 Cromer, Cromer, Norfolk

WHET MY APPETITE This fantastic new fish-and-chip restaurant was opened last year by Dalton Blackiston of Morston Hall fame. With a Michelin star under his belt, he has given this traditional menu a fresh zing with inventive new dishes such as lager, soy and ginger

marmalade whitebait with wasabi mayo dip and mushy pea fritters.

WHAT'S THE DAMAGE? Fish and chips are £10 for adults, £5.95 for a child's portion served in a bucket and spade you can re-use on the beach. You can buy one scoop of ice-cream for £2 (sauces are free) or splash out on vanilla cheesecake with salt caramel sauce at £5.50.

OPENING TIMES Closed Monday; open noon to 3pm and 4.30pm to 8pm on Tuesday, Wednesday and Thursday; noon to 3pm and 4.30pm to 8.30pm on Friday; noon to 8.30pm on Saturday; and noon to 8pm on Sunday.

(No1 Cromer, New Street, Cromer, Norfolk, NR27 5HP; 01263 512316).

For where to stay in the area, go to visitnorfolk.co.uk.

the hoards piling off the beach on a sunny day.

CAN I SEE THE SEAT? The cafe sits in an elevated position looking over Cromer Pier and the panoramic window offers stunning sea views.

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FEATURES: E-BIKES: A SURPRISING REVELATION IN MID WALES

www.cyclingworldmag.com

Cycling WORLD

CYCLING IN NORFOLK

ENJOY QUIET LANES

WIN £5000

THE DEAL: Local rights' coming from 2016, motor cars and bikes for £10

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THE DETECTIVE has a humble first pub with vast reserves of character. When we arrived at first time on a Saturday, locals are already enjoying the beer, their rusty compasses matching the cover of the red ale in their glasses.

Outside on the grass, a colorful Scott over the top of the red ale in their glasses.

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The food and chips are superb, helped by quality produce. No wonder most of the tables are occupied.

Breakfast is served in a neat door building, which used to be the stables. There's a framed note saying: 'We hope you enjoy your stay. Help yourself to tea and coffee and our breakfast club will come to see you shortly.' Which he does - in his white apron and a little later.

We sat dinner at the back of pub near the highest highness (the 'two over seven'). The room must have been two stories at one time, now it's open to the rafters as if you're in a cosy cow barn.

Thomas Paine, author of Rights of Man, and Queen Beodrices also hailed from Thetford and surrounds and both are commemorated here in museums and monuments, so the town really is representative of wider England. Yet it is David's Army that rules our emotions, not least by the Little Ouse River where Maimwaring's statue sits on a bench, surveying a building site, eternally.

And so to the Ethenon Inn on the

pay attention. I'm in Thetford-on-Sea, rediscovering what it means to be English, which is a typically English joke for a start because the town doesn't exist. It's the fictional resort where Captain Maimwaring and the Home Guard kept the Hun at bay in the BBC television series Dad's Army, which is

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PR & press trips

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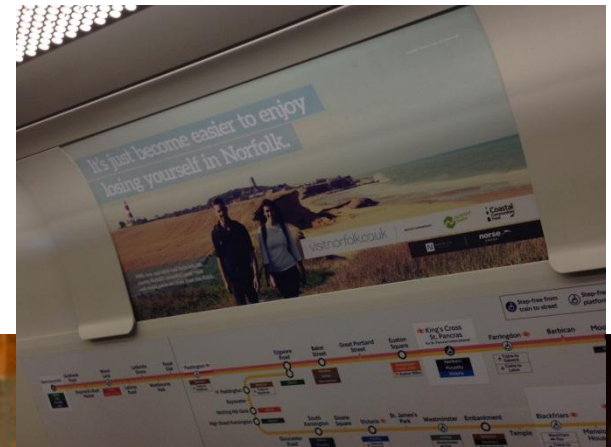


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