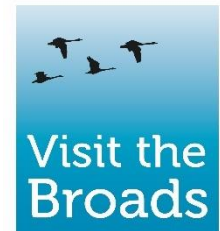


# Visit the Broads

## AGM

Wednesday 26<sup>th</sup> February 2020 at 3.30pm  
Richardsons Hemsby Beach Holiday Park



## Minutes

Item	
1.	<b>Welcome</b>
	The Chairman welcomed members to the AGM and thanked the Richardsons for hosting and providing refreshments.
2.	<b>Host's welcome</b>
	Justin Ettridge Park & Customer Experience Manager Richardsons Leisure provided members with a tour of the park prior to the AGM. The park has spent £11 million on refurbishments in the last couple of years and spent significant time on staff team training. The park has a soft opening on 20 <sup>th</sup> March and will open for the season at Easter.
3.	<b>AGM Chairman's update</b>
	<b>New members</b> The Chairman welcomed new members A G Meale & Sons, British Magic Museum, Vera's Coffee Shop, Beccles Lido Ltd. Carolyn Groombridge resigned this year, the Chairman wished Carolyn good luck for her new role and thanked Carolyn for the work carried out. Lisa Vincent has taken over the role of running the membership and producing the pocket guide with a project- based approach. <b>New Pocket Guide</b> <ul style="list-style-type: none"><li>• 130k copies of the new pocket guide are ready for distribution with Best4Promotion to the Broads area. This publication totals 100 pages and contains 65 pages of advertisements.</li><li>• The pocket guide has a projected profit of £1000 which will be reinvested into Visit the Broads.</li><li>• Best4Promotions will distribute 90k of the 130k copies. Boxes will be displayed in TICs, local attractions, accommodations, pubs and restaurants. 4 boatyards have ordered individual covers.</li><li>• All members have received a highlighted mention in the pocket guide.</li><li>• Work will commence shortly on the 2021 Pocket Guide where members will be entitled to a discount and can reserve a space, please email Lisa on <a href="mailto:pocketguide@visitthebroads.co.uk">pocketguide@visitthebroads.co.uk</a></li></ul> <b>Breakfast Meetings</b> Howes Percival hosted the last breakfast meeting on 20 <sup>th</sup> November with 20 members in attendance. The meeting was productive and had a positive response. Members can email suggestions of topics to cover with the Chairman ahead of the meetings. <b>Visit Norfolk visitor research</b> Over 4000 surveyed to understand visitor profiles, perceptions and motivations with regards to visiting Norfolk. Strengths, weaknesses, opportunities and threats to Norfolk tourism include: <ul style="list-style-type: none"><li>• Location- 48% of visitors surveyed could locate Norfolk on a map. Norfolk was also perceived as being too far away to visit.</li><li>• The appeal of the Broads was often the boating/ water, coupled with the unique beautiful scenery. However, the waterways and canals are aspects that some visitors deem least appealing.</li><li>• 'Great outdoors' activities such as walking and wildlife watching were the most popular.</li></ul>

	<ul style="list-style-type: none"> <li>Experiences are becoming more popular with visitors. Hoseasons presented a short video 'Promoting Tourism through Experiences- Broads Boating'</li> </ul>
<b>4.</b>	<b>AGM Treasurer's Report</b>
	<p>The Treasurer, Daniel Thwaites, presented the accounts for the year ending September 2019.</p> <ul style="list-style-type: none"> <li>A gross surplus of £4,346 was reported for the year, this has come from increased membership and reduced costs such as staffing.</li> <li>The company relies on the membership subscriptions and corporate sponsorship and these are valued.</li> <li>Advertising and promotional spend totalled £2,744. Payments were made for Archant, Broads Restaurant Week, Visit Norfolk Marketing, Mailchimp and Expert Print Management. This is £2256 lower than last year.</li> <li>Reserves carried over have increased to £15,131, this is a £4,731 increase on last year.</li> <li>This year's pocket guide has created a profit on £1,025.</li> </ul>
<b>5.</b>	<b>Larking Gowen Tourism Survey</b>
	<p>Chris Scargill of Larking Gowen presented the findings of last year's Tourism, Leisure and Hospitality Survey.</p> <ul style="list-style-type: none"> <li>750 businesses across the UK completed the survey. Surveys are not to be used as a marketing tool, instead they provide an opportunity to benchmark businesses against sectors and provides statistical back up.</li> <li>For copies of the 2019 survey please visit <a href="https://www.larking-gowen.co.uk/media/2364/tbsfinal3.pdf">https://www.larking-gowen.co.uk/media/2364/tbsfinal3.pdf</a> any feedback please email <a href="mailto:chris.scargill@larking-gowen.co.uk">chris.scargill@larking-gowen.co.uk</a></li> <li>2020 survey was launched on 4th February, closes on the 6th March and the results presented 28th/29th April. Results day will be held at Banham Zoo, all members are welcome to attend.</li> <li>Members were advised to complete the 2020 survey <a href="https://www.smartsurvey.co.uk/s/TBS2020/">https://www.smartsurvey.co.uk/s/TBS2020/</a> and use the code BT20. If enough members use the code, bespoke survey results for Visit the Broads can be compared again rest of East Anglia's findings.</li> </ul>
<b>6.</b>	<b>Carlton Marshes nature reserve</b>
	<p>Louise Gregory, Visitor Experience and Centre Manager joined Suffolk Wildlife Trust in September 2019 and gave a presentation on the Carlton Marshes project.</p> <ul style="list-style-type: none"> <li>The project has received approximately £8 million of investment, with half of the funding granted from the Heritage Lottery Fund.</li> <li>An additional 384 acres has been purchased, the largest new areas are Peto's and Share Marsh. These areas bring the total area to over 1000 acres for Carlton Marshes.</li> <li>New wet grassland, fen meadows and increased reedbeds are looking to attract bitterns, marsh harriers, cranes, variety of dragonfly species and much more.</li> <li>New accessible footpaths to the main hide, and 3 new trails have been added. A foot ferry to the Waveney River Centre allows for the reserve to become the southern gateway to the Broads National Park.</li> <li>A new visitor centre is due to open in June 2020, including a café, shop, Broads theme activity room and playscape which will overlook the reserve.</li> </ul> <p>For updates please visit the following social media pages;</p> <ul style="list-style-type: none"> <li><a href="http://www.suffolkwildlifetrust.org/blog">www.suffolkwildlifetrust.org/blog</a></li> <li>Twitter @SWTBroadsWarden and @SWTCarltonMarsh</li> <li>Facebook Carlton Marshes- Suffolk Wildlife Trust</li> <li>Instagram @carltonmarshes</li> </ul>

<b>7.</b>	<b>Best4Promotion Digital Tourism Marketing</b>
	<p>Amanda Whiting presented Smart Racks, a new electronic, green way to promote leaflets.</p> <ul style="list-style-type: none"> <li>• Information points allow for customers to scan a QR code and provide electronic leaflets relevant to their location direct to their phones. The app will also be able to capture user location, time spent visiting the advert and the adverts viewed.</li> <li>• Electronic leaflets will provide a link to advertiser’s website through the app enabling customers to book and reserve in real time.</li> <li>• Information points in two different sizes will be installed in TICs, train stations, hotels, pubs and many more tourist hotspots.</li> <li>• 5 A5 advertisements currently available at Norwich train station for £250 for the year. Please contact Amanda at Best4Promotions.</li> <li>• Advertising lengths can be purchased from 3 – 12 months at a time to allow for seasonal business.</li> <li>• Smart Racks will go live for Easter, visit <a href="http://www.smartracks.co.uk">www.smartracks.co.uk</a> for further information.</li> </ul>
<b>8.</b>	<b>Reedham Village Regeneration</b>
	<p>Chloe Griffiths, Tourism Officer for Broadland District Council and South Norfolk Council gave a presentation of the Reedham Village Regeneration Project. Funded by LEADER, the project focus was to provide the first phase to a facelift of Reedham village and riverside.</p> <p>Reedham village and local stakeholders identified areas for improvement:</p> <ul style="list-style-type: none"> <li>• Excessive signs conveying negative messages.</li> <li>• Bins not kept in designated area.</li> <li>• No wayfinding facilities beyond the quay.</li> <li>• No branding/colour theme to fit with the Broads National Park.</li> </ul> <p>The following changes were made as part of the facelift:</p> <ul style="list-style-type: none"> <li>• Improved branding.</li> <li>• Country park style waste bins.</li> <li>• Map information made from recycled plastic.</li> <li>• Improved cycle facilities.</li> <li>• Designated community notices.</li> </ul> <p>Upcoming improvements include improvement to the public toilets, rangers hut and car parking around the village.</p> <p>Tips for securing funding</p> <ul style="list-style-type: none"> <li>• Do not spend the money before the grant is agreed in writing.</li> <li>• Ensure data is on hand when funding does become available.</li> <li>• Have a plan to show how funding fits into long term plans.</li> <li>• Gather support from relevant bodies and stakeholders.</li> <li>• Allow enough time to complete the application.</li> <li>• Examples of funding sources include, LEADER, Growth Hub with New Anglia LEP, The National Lottery Heritage Fund and Norfolk Community Foundation.</li> </ul> <p>For additional information please email <a href="mailto:chloe.griffin@broadland.gov.uk">chloe.griffin@broadland.gov.uk</a></p>

<b>9.</b>	<b>Broads Trust Update</b>
	<p>Peter Howe, trustee of the Trust, gave an update on the Broads Trust.</p> <p>Love the Broads was set up and is managed by the Norfolk &amp; Suffolk Broads Charitable Trust known as 'The Broads Trust'. The Trust helps Broads-based bodies by providing fund-raising support and promoting improvements for people who work in, live in and visit this unique wetland.</p> <p>The most recent project includes a collaboration with Broads Authority and Broads Trust to provide resources to educate children about wherries. The project has enabled 1:48 scale replicas and wherry games that can be taken into schools alongside power point presentations.</p> <p>This year the trust will continue to work on the Discovery Hubs project, a network of information points around Norfolk and Suffolk in cohesive branding.</p> <p>Cheques were presented to two more projects receiving grants at the AGM:</p> <ul style="list-style-type: none"> <li>• Friends of Salhouse Broad to help in building new children's adventure play area and</li> <li>• Broads Reed &amp; Sedge Cutters Association to purchase special mats to access the fens and harvest the amazing thatching reed used across the UK.</li> </ul>
<b>11.</b>	<b>Networking</b>
	After the meeting members networked with each while enjoying refreshments provided Richardsons.
<b>11.</b>	<b>Date of next meeting</b>
	September 2020. Venue/time tbc. If any member would like to host this or future Visit the Broads members' meetings please contact the Chairman Ruth Knight on <a href="mailto:ruthk@broads.co.uk">ruthk@broads.co.uk</a>

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