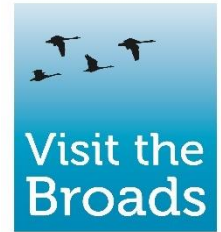


Visit the Broads

Members Meeting

Thursday 19th November 2020 10am

[Online](#)



Minutes

Item	
1.	<p data-bbox="253 516 618 548">Welcome and Review of 2020</p> <p data-bbox="253 558 1484 621">Ruth Knight (Chair) welcomed members to the first digital members meeting. Thanks was given to Tony Urwin for their contribution to Visit the Broads over the last 20 years.</p> <p data-bbox="253 642 1500 705">Ruth Knight will be stepping down as Chair in February 2021 and current Vice Chair Mary Sparrow will be taking over the role. The Chair also welcomed new board member Nigel Richardson.</p> <p data-bbox="253 726 363 758">Covid-19</p> <p data-bbox="253 768 1484 936">During the first lockdown Visit the Broads focused on member support and communication by working with Visit England, Visit East of England, Visit Suffolk, Visit Norfolk, local councils and local DMO's (Visit North Norfolk and the Norfolk and Suffolk tourist attractions group). VtB have been able to send out weekly emails and make regular phone calls to provide updated government advice and industry reports with members.</p> <p data-bbox="253 978 1370 1041">In April VtB was successful with a bid for funding from Visit East of England for the destination management resilience scheme to cover the costs of member support between April and July.</p> <p data-bbox="253 1083 1484 1146">In July Visit England launched 'We're Good To Go' mark, of which VtB have encouraged members to sign up. 74% of consumers would feel safer visiting a site with this mark.</p> <p data-bbox="253 1188 440 1220"><u>In meeting poll</u></p> <p data-bbox="253 1230 997 1325">Did you sign up for the Visit England 'We're Good to Go' Mark? Yes 63% No 37%</p> <p data-bbox="253 1367 412 1398">Social Media</p> <p data-bbox="253 1409 1484 1472">Following on from members comments on social media at the last members meeting, new social media pages have been set up (Facebook, Instagram and Twitter) and a digital sub group created.</p> <p data-bbox="253 1514 737 1545">Norfolk tourism sector support package</p> <p data-bbox="253 1556 1484 1713">VtB, Visit North Norfolk and the Norfolk and Suffolk tourist attractions group have been successful in a bid for funding from the Norfolk tourism sector support package. The funding means that all members will be eligible for a discount of £75 on membership renewals for 2020-2021. All members are requested to pay online by direct debit with GoCardless. If members pay by BAC's there will be a £75 admin fee which will be deducted if paid within 30 days of the invoice.</p>
2.	<p data-bbox="253 1776 464 1808">Digital Marketing</p>
	<p data-bbox="253 1829 1468 1860">Adam Yardley presented to members progress of the last year and the future of VtB digital marketing.</p> <p data-bbox="253 1902 521 1934">Visit the Broads Goals</p>

- Bring visitors into the Broads
- Deliver those visitors to our member businesses.

Covid-19 brought an unexpected increase in domestic tourism this year and an opportunity to promote the Broads through social media.

#Safecation campaign

- Exploit this opportunity to market the Broads as a safe destination to visit to a targeted audience using Facebook ads.
- Show the audience inspiring content to make them chose the Broads as their holiday location.
- Put together a video ad and used digital methods to target people who have an interest.
- Social media adverts have been viewed over 1.1million times and over 14,000 followers on Facebook.

Digital visitor guides

- Member content provided for the pocket guide has been re purposed for the Facebook page in a digital format for a better customer experience.
- Content is utilised to generate posts for social media.

E-Newsletter

- 2 monthly newsletters to the combined subscribership of 4000.
- The newsletter receives a 49% open rate and 6% click through rate.

Blog

- 14 new blog posts achieving over 30k views.
- Average time of 4 minutes 24 seconds on the blog post page by visitor.

VtB Website

- In the last 12 months the page has received over 200,000 visitors and 750,000 page views.
- Visits to the website is currently higher than average for this time of year.

The future

- With an increase in visitors this year the focus will now be on retaining the visitors.
- January is often the busiest month for bookings.
- VtB encourages members to get involved by encouraging others to join and sharing news, offers and promotions with VtB which can be shared on social media.

3. Visit East of England

Pete Waters submitted a recorded presentation to update on members on work by Visit East of England undertaken since Covid-19 began.

Surveys

- Working with local authorities, DMO's and New Anglia LEP two tourism business surveys were launched in May and June. A third survey has just been launched with a closing date of 22nd November.
- 770 responses were received from the first survey which gave an invaluable lobbying tool which was taken to MP's to take to government.
- A workshop will take place next month where the Broads will be represented and environmentally friendly, sustainable tourism will be the key theme in the tourism bid.

	<ul style="list-style-type: none"> Uniting as a collective voice with local authorities, DMO's and New Anglian LEP is being recognised by Visit Britain and Visit England. <p>Unexplored England</p> <ul style="list-style-type: none"> In May all 14 DMO's from Norfolk and Suffolk pooled together their resources working on the unexplored England theme and encouraged visitor to get outside and explore less travelled areas of the two counties. Cabinet office launched a £6million 'enjoy summer safely' campaign where Visit East of England were awarded £350,000, the largest awarded in England. This allowed for the Visit Britain three stage approach for marketing activity. <ul style="list-style-type: none"> Stage 1 – 'Enjoy Summer Safely' reinforcing message, where is 'Good To Go' and full page adverts in national newspapers. Stage 2- Autumn and Beyond, paused for the second lockdown, instead a days out on your doorstep theme was promoted on the Visit East of England website. Stage 3- due to launch mid-December, to build demand and booking for 2021, specifically February half term and Easter.
4.	Looking Ahead to 2021
	<p>Mary Sparrow presented the future direction of Visit the Broads and looking forward to 2021. Next year will still provide many challenges, however visitors do still want to visit the Broads whilst staying safe.</p> <p>Pocket Guide</p> <ul style="list-style-type: none"> The A6 guide has proven popular, but is only distributed once visitors arrive to the area. The 'know before you go' campaign highlighted that most visitors had already planned what they were going to do before they had arrived to the Broads. A digital guide could be used on the VtB website, on social media and by members to distribute to their visitors before they arrive to the area. <p><u>In meeting poll</u></p> <p>Should Visit the Broads produce a printed Pocket Guide? Yes 79% No 21%</p> <p>Would you distribute the Pocket Guide to your customers? Yes 79% No 21%</p> <p>Would you be interested in advertising in the Pocket Guide? Yes 79% No 21%</p> <p>Would you be interested in a digital version? Yes 100% No 0%</p> <p>Member content</p> <ul style="list-style-type: none"> Engaging with newsletters keeps members up to date with campaigns currently running and will also be used to ask members to provide news and updates. Providing copy and images ensures that VtB can promote and support members businesses.

	<ul style="list-style-type: none"> • The Christmas blog is currently being completed, members are encouraged to submit Christmas offers and events by email as soon as possible. • Member website listings are to be checked annually by members to ensure they are displaying the most up to date and relevant information. • Members are encouraged to attend breakfast meetings and future workshops to be provided by Howes Percival. • Funding has been received to update the VtB digital assets. The assets will be stored in a digital library which members can access and use. A photographer will be commissioned to work over all seasons. VtB would like to generate a list of locations, models and business that would be happy to feature in the digital library. • Members are strongly encouraged to attend the next VtB AGM which will be held online in February, date TBC.
5.	Legal Workshops
	<p>Matthew Potter of Howes Percival (cooperate sponsor) presented free virtual legal workshops available for VtB members in the new year.</p> <p>Employment Law – how to survive 2021 -Wednesday 13 January-10am</p> <ul style="list-style-type: none"> • Extension of the furlough scheme. Claims for November need to be submitted by 14th December. • Redundancies- furlough money cannot be used as payment for notice period from 1st December. • Employers covid job retention bonus has been withdrawn. • Increase of employment tribunal claims once employees were advised to return to work. <p>The Challenge of Keeping Visitors Safe- Wednesday 27 January- 2pm</p> <ul style="list-style-type: none"> • Virtual inspection requests and how to approach. <p>Cancellations, Frustrations and Common Contractual Issues- Wednesday 10 February-10am</p> <ul style="list-style-type: none"> • Futureproof your documents and Terms and Conditions. <p>Essential Planning and Licensing Law Update for 2021- Wednesday 24 February 2pm</p> <ul style="list-style-type: none"> • Further information on the workshops and how to sign up will be sent in the newsletters.
6.	Q&A Session with Directors of Visit the Broads
	<p>Q. We would be more interested in advertising in the (pocket) guide if there was a digital version.</p> <p>A. A good point to bring up, some people would prefer advertising digitally than through print and vice versa. VtB will explore both options further.</p> <p>Q. Lots of members must be in the same position as myself, unable to claim the SEISS (Self-Employment Income Support Scheme) as HMRC say that furnished holiday lets are not a trade. Is VtB an organisation making representation to government about the unfairness of this decision by HMRC?</p> <p>MS – We (Hippersons Boat Yard) didn't have the same situation, but at the beginning of the lockdown we struggled to access any of the funding or grants that were available as they were not recognising boatyards as a tourism/holiday accommodation provider. However, we worked with the New Anglia Growth Hub and Chloe Griffin (Tourism Officer for Broadland District council and South Norfolk Council) who took our problem and within 3 weeks had resolved it. The people that have the direct line of communication to those in power are not necessarily the DMO's but we would signpost you towards the New Anglia Growth Hub and your local Tourism Officer.</p> <p>Any questions or feedback to be sent to membership@visitthebroads.co.uk.</p>