

BROADS TOURISM FORUM

the voice of broads tourism businesses

Wednesday 27th February 2008

4pm – 6pm

Broad House Country Estate Hotel, The Avenues, Wroxham

Minutes

<p>Present: Jamie Campbell – Hamilton Publications (Vice-Chair in the Chair) Daniel Thwaites – Barnes Brinkcraft (Treasurer) Rob Haworth – Broads Authority (Minutes) Adrian Vernon – Broads Tourism Forum Ruth Knight – Waveney River Centre Hilary Nelson – North Norfolk DC David McMaster – Awayadays Vikki Walker – Hunters Yard / Norfolk Heritage Bryan Read – Norfolk Heritage Fleet Trust Linda Matthews – Ludham Bridge Gallery Louise Rout – Fairhaven Peter Howe – Broadland Cycle Hire Tony Howes – Blakes Hire Boating David & Christine Batley – Moorhen B&B Horning Dave Armitage – Nancy Oldfield Trust / Trysailing Briant Smith – Chaplain – Broads Spirituality Philip Search – Broad House Hotel Bruce Hanson – Broads Authority Clare Packer – Visit Norwich Lisa Howard – Visit Norwich Briant Smith – Broads Spirituality Steve Birtles – Broads Authority Claire Edwards- Riverside Leisure Richard Guyton – Riverside Boat Sales Nigel Dark – Sustainable Development Fund Lee Smith – Ranworth Visitor's Centre Councillor Collins – Gt Yarmouth Borough Council Christopher How – Norfolk County Council</p>	<p>Apologies: Chris Haycock – Clippesby Hall (Chair) Cris Emberson – Norfolk Tourism Jane Cryer – EET James Clabburn – norfolkbroads.com James Knight – Waveney River Centre Rosemary Powell</p>
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ITEM

ACTION

1. WELCOME AND APOLOGIES

The Vice Chairman reported that he would be Chairing the meeting as the Chairman was unwell. Apologies had also been received on behalf of Jane

Cryer, Rosemary Powell and James Claverham.

The Vice Chairman welcomed David James to the meeting who would be giving a presentation under agenda item 6.

2. MINUTES OF MEETING HELD ON 5 DECEMBER 2007 (as previously circulated)

The minutes of the meeting held on 5 December 2007 were approved as a correct record

3. MATTERS ARISING FROM LAST MEETING

Any issues / follow-ups from the previous minutes.

The OS Outdoor Show – NEC: 14 – 16 March 2008

In response to a members question and by way of clarification BH stated that the cost of £300 alluded to in the minute only covered the cost of participating on the stand and distributing leaflets. It did not provide for setting up of a display. The Chairman would be a participant – his company having paid the necessary fee – and it seemed he would be able to represent the Forum's interests.

It was suggested that any member who had a specific question in relation to the arrangement should direct this to the Chairman.

4. TREASURER'S REPORT

The Treasurer gave a summary of the financial situation. At present there was £7,663 in the account although 2 cheques which had been issued to had yet to be presented.

There were 38 paid up members as of 11 February.

The Treasurer indicated that he would be happy to forward a copy of the Annual accounts to any member upon request.

DT

5. CHAIRMAN'S REPORT/DISCUSSION

As the Chairman was not present the item was deferred to the following meeting.

6. SCARBOROUGH TOURISM ECONOMIC ACTIVITY MONITOR – STEAM

David James, the Managing Director of Global Tourism solutions gave a presentation on the STEAM model with particular emphasis on its application to measuring tourism activity in the Broads.

Modelling was appropriate for tourism as it represented a cost efficient way of providing information relatively quickly. The alternative was to have ongoing visitor surveys the cost of maintaining would be excessive.

Generally speaking the information people wanted to be provided was:

- the revenue generated from tourism;
- tourist days and tourist trips;
- employment supported by tourism; and
- traffic generated by tourists.

What is STEAM?

- a supply side model;
- built up from local information;
- inputs provided by local tourist professionals;
- benchmarks provided against local, regional national data (where sufficiently robust); and
- it does not rely on disaggregated information.

The STEAM model provided local information on a monthly basis.

Measures included tourist days, visitors in serviced and non serviced accommodation, day visitors and visitors with friends. The gap in the data at the moment was the number of people staying on the water.

STEAM relied on:

- bed stock for each type of accommodation within the region and sub regions;
- information on occupancy percentage of each;
- attendance at major events/attractions each month;
- TIC visitor figures per month
- Population data

Over a period of time this built up information from which discernable patterns could be detected and appropriate measures undertaken to improve outcomes.

The model was being used by 160 clients around the world and this included most of the National Parks in this country.

The Vice Chairman thanked David for his informative presentation.

7. A DAY IN THE BROADS: 2008 Campaign

Further to the previous meeting, Clare Packer the Head of Marketing at Visit Norwich provided an update on plans for the Day in the Broads Campaign 2008.

Following discussions with the Chairman of the Forum the intention was to produce a 20 page stitch guide on a print run of 175,000. Although the quality of the publication would be higher it would be the same cost as last year. It was anticipated that it could be produced by the beginning of May. There was however a shortfall in funding and Visit Norwich were seeking £1,663 from the Forum to cover that.

David James indicated that his Company would be happy to match fund the Forum on the shortfall up to a level of 50 percent. The Form thanked David

for his very generous offer and agreed, subject to the approval of the Chairman, to provide up to £850 to help meet the shortfall. DT

Nigel Dark indicated that some monies might be available from the Sustainable Development Fund provided the content of the publication reflected the aims of the fund in promoting sustainability. A small grant could be agreed with very little lead in time. It was agreed this be left to the discretion of the Chairman. CH

8. FESTIVAL OF THE BROADS

DT reported on behalf of the Chairman that the intention was to run the event at Clippesby from 13 – 20 September. What was needed now was an estimate of how many people/businesses would be able to contribute.

It was agreed that members of the Forum would give the issue some thought and that there would be a thorough discussion at the next meeting. All

9. ANY OTHER BUSINESS

Visit by EET Chief Executive

BH referred to a recent visit by the Chief Executive of the East of England Tourism. He had been very impressed with what he had seen. One small bonus that had emerged from working with the EETB was that through monies secured by them from EEDA a workshop would be held on 18 March at the Norfolk Mead Hotel on the theme of using the local environment to boost business.

Broads Interpretive Project

PH enquired what was happening in relation to the Broads Interpretive Project and the Signage Sub Group. BH reported that the interpretive signage project was going ahead with John Deverca and the first of these were being installed at Whitlingham Country Park.

It was agreed to request Chris Enders from Visit Norfolk to report on the issue of signage to the next meeting. CE

Green Tourism Business Scheme

PH enquired about the Green Tourism Business Scheme. BH reported that a meeting in relation to the Tourism Business Scheme “greening the Broads” an initiative aimed at businesses, had been successfully held last Thursday. Forty five people from approximately 20 different businesses had been in attendance. BH also referred to a leaflet that had just been produced entitled “Greening the Broads” which was a guide on sustainability for businesses. This would be distributed shortly.

Visit Norwich – Loss of Funding from Broadland District Council

CP from Visit Norwich reported that Broadland District Council had cut its

grant of £19.5k to Visit Norwich. This followed South Norfolk withdrawing its grant the previous year and a cut from Norwich City Council. Visit Norwich's was currently 40% funded by Local Authorities and 60% from the Private Sector. It worked for 285 businesses in the area. She understood the decision by Broadland DC might be subject to reversal if enough pressure was brought to bear.

The Forum agreed that a letter should be sent to Broadland District requesting it to reconsider its decision with respect to the cut of funding to Visit Norwich.

RLH/CH

10. DATE AND VENUE OF NEXT MEETING

It was agreed that the next meeting would be held on Wednesday 23 April 2008 – (venue tbc)