

STP Marketing Meeting Minutes

Tuesday, 25 November 2008

Mid Suffolk District Council, Needham Market

Present:-

Jim Brown (CSTP)
Helen Cutting (MSDC)
Jemma Finch (National Trust)
Ros Green (CSTP)
Lesley Humphries (CSTP) – minutes
Gemma Hussey (Newmarket Racecourses)
Fiona Johnson (SCDC)
Alex Paul (STP)
John Reeve (Laxfield Leisure) – Chair
Tarnia Robertson (Ufford Park Hotel)

Apologies:-

Catherine Anderson (EET)
Simon Batey (FHDC)
Karina Coghlin (BDC)
Marc Ernesti (Aldeburgh Music)
Julian Evans (Archant)
Sharon Fairweather (SEBC)
Robert Gough (Gough Hotels)
Brigit Parker (VSA)
Ches Riches (MSDC)
David Stainer (IBC)

ACTION

1	<p><u>Apologies</u></p> <p>Apologies acknowledged.</p>	
2	<p><u>Matters Arising From Last Meeting</u></p> <p>Item 6 – The membership newsletter has been delayed due to the SDA's re-branding to Choose Suffolk. It will be sent by Christmas and then on a monthly basis.</p> <p>The minutes were accepted as a true and accurate record with no matters arising.</p>	AP
3	<p><u>STP Update</u></p> <p>a The remit for The Great Days Out and Short Breaks campaigns have been submitted to four creative designers, of which two are still to present. Our chosen partner will be invited to the January Marketing meeting. Quotes from four media companies have been requested. The budget is £100,000 with investment from the public and private sectors being sought to increase this figure. The launch of the campaigns will probably be in March next year at the CSTP Conference, which will be held at Trinity Park and taking the format of guest speakers and 'break-outs' on subjects such as training. More details to follow. The exact plans on the campaigns will be available at the next Marketing meeting in January. New Vision and EET have agreed funding for ROAR to update the CSTP website.</p> <p>b Established PR contacts are still being maintained with several new publications being contacted to build good relationships. More is being done to maximise the offer for Silver and Gold members. CSTP will work more closely with Pat Edgar when the new campaigns are launched. Members are not letting the CSTP know when they have special offers such as 'Winter Warmers'. They also need to tell all of the tourism industry. This will be raised in the CSTP newsletter.</p> <p>c Most of EET's activity is around the Let's Go campaign which the districts and CSTP are buying into. Food & Drink is still ongoing with capacity on their website for more input.</p> <p>d A preliminary report on Suffolk's Big Weekend has been received but the financial impact details are still awaited. Spend worked out at £15 per head. Although the feedback was very positive two criticisms emerged; there were not enough partners and it didn't reach enough people. All though the consensus was that the SBW should be at the beginning of the year a month could not be agreed upon. The CSTP will canvass their membership and circulate the results before the next Marketing meeting.</p> <p>e CSTP with partners are again attending Excursions next January. A more planned approach is proposed by providing printed out sample itineraries to be used as part of a pack. LAs were asked to provide ideas of places to visit by 5 December 2008. CSTP are trying to build upon their Group Travel database and have asked for any contact details, who will receive regular updates from the Partnership.</p>	<p>AP</p> <p>AP</p> <p>AP</p> <p>All TOS</p>

4	<p><u>Expanding The Audience</u></p> <p>The Marketing Group was asked for their help to get the Suffolk tourism message out to consumers. As the CSTP's database is not very strong, could the Group members send out the message to their databases directing consumers to the CSTP's website? Databases could be purchased but there is only a very small budget. EET want payment for theirs. Every member could have a link to CSTP's website which would be reciprocated. A travel operator would be a good source of information, Lesley to check if there is one as a member. SCC's Transport Team may be able to supply contacts. The Let's Go campaigns generate contacts, Helen will check with the other Tourism Officers to see if they are willing for these to be used. This will be an agenda item for the next meeting for everybody to give some thought to and report back.</p>	<p>LH HC JR / AP</p>
5	<p><u>TBAG Update</u></p> <p>The key element is to re-engage with the education sector and encourage the private sector to work more closely with the colleges.</p> <p>It is proposed to have two, one day marketing seminar events in the east and west of the county, to provide marketing awareness. Throughout the day organisations can attend short talks from experts on different marketing aspects, each one followed by a question and answer session. CSTP re-affirmed their commitment to training and for next autumn are planning training modules specifically designed for the tourism industry. There is also to be a CSTP website page dedicated to training.</p> <p>Business Link courses are now free.</p>	
6	<p><u>Arts and Heritage Group Update</u></p> <p>The Arts, Heritage and Tourism Forum took place in October at the New Cut in Halesworth. It proved very successful with 40 key stake holders attending. It is planned for this to be an annual event. The main outcomes; improve our communication on Arts & Heritage, develop more Arts & Heritage short breaks, develop a programme of events with the CSTP taking the role to co-ordinate.</p>	
7	<p><u>Any Other Business</u></p> <p>Ros – Has been in contact with the Bildeston Crown who won this year's Small Hotel Award.</p> <p>SnOasis – Want to engage with the tourism sector. There is provision for a TIC to be situated outside of the main entrance. Godfrey Spanner will be speaking at the Tourism Conference. A member of the SnOasis should sit on the Marketing Group.</p> <p>Jemma – During March / June next year The National Trust in partnership with EET will be having a Constable exhibition. It was suggested that this could tie in with Open Studios.</p>	
8	<p><u>Next Meeting</u></p> <p>7 January 2009, 10am, The Angel Hotel, Bury St Edmunds</p>	