



ARTS, HERITAGE & TOURISM FORUM

27 OCTOBER 2008

THE CUT, HALESWORTH

Notes from the 'Communicating the Suffolk's Arts / Heritage

Workshop:

Suffolk needs a good leaflet distribution network, something similar to the Norfolk model, but in the past this has proved unworkable due to geographical problems.

Normally an event covers a catchment area of around a 45 minute drive time and Norfolk's distribution system would specifically target these areas. Most organisations around the table said they would be willing to sign up and pay for a van to do their distributing.

Technology was suggested as a way forward as the first place most under 35s look is on the internet, although it was felt that there are still a lot of people who like to have leaflets etc to be able to read in them in their own time. The STP website could be used as a portal.

A new DSM system for Suffolk will be in use by the end of the year. This will allow organisations to input their own events which will then automatically be uploaded onto several other systems, ie EET's website.

Events could be collated and press releases sent to as many media publications as possible. Archant could be contacted to identify free supplements / advertising space. Papers are always looking for good copy.

Any good images should be sent to jim@sda.org.uk and Andrew.kitchen@waveney.gov.uk for future use should there be an opportunity for PR.

Arts / heritage organisations could team up with local accommodation for a joint activity of an event with an overnight stay. Although perhaps the word 'Arts' can put visitors off.

STP would be interested to hear how organisations communicate – jim@sda.org.uk.

In the east of the county each year a leaflet swap is organised. All brochures / leaflets are pre-ordered and attractions / accommodation delivery their requested literature while picking up what they have ordered.

Training on how to promote themselves could prove useful although PR and promotions were the first to suffer money cut backs.

The New Wolsey Theatre has offered to help in communication and promotion.

Most districts have an arts development officer who should have an email distribution list.

It was felt a regular forum was a good idea, just to meet and swap ideas. Although it needed to be moved around the county in order to be more effective.

Notes from the Workshop Feedback:

Suffolk's Cultural Olympiad – Any programme needs to leave Suffolk with a legacy. There should be a strong culture brand which needs to be identified and then built upon with what Suffolk already has to offer. This would give a good opportunity for diverse activities as well as finding a connection between the Olympics and the Para-Olympics to develop and be built upon. Work on themes to be fed into the bigger picture.

Suffolk's Short Breaks Culture Package – The uniqueness of Suffolk is a story to build on by packaging up particular themes, creating trails and itineraries which appeal to personal interests. The STP website to be used to get the message across.

Communication in Suffolk – It is difficult to spread the word because of the geography of the county. Arts & Heritage possibly not the best name as 'Arts' tends to put people off. Suffolk needs a distribution network although the website can be used to reach the younger generation. The STP website could be used as a portal to encourage visitors. Organisations could pay to have a collated listing advertised. A good idea to have forums to discuss these issues on a more regular basis.