

## STP Executive Meeting Minutes

28 October 2008

Chamber of Commerce Conference Room, Ipswich

**Present:-**

**Fran Bedding  
 Jim Brown  
 Chris Bushby (CB1) – Chair  
 Jane Cryer  
 Keith Brown (part)  
 Asa Morrison  
 John Reeve  
 Jim Brown (minutes)  
 David Ball  
 Noel Byrne  
 Helen Cutting  
 Alex Paul  
 Celia Hodson  
 Ros Green  
 Nicola Groom (part)**

**Apologies:-**

**Christian Bone  
 Tony Butler  
 Sarah Friswell  
 Karina Coghlin  
 Robert Gough  
 Thomas Jarrett  
 Dee Ludlow**

		<b>ACTION</b>
	<p>Apologies given.</p> <p>The Chairman welcomed Celia Hodson (new Chief Executive of the Suffolk Development Agency) and Alex Paul (new Tourism Manager of the Suffolk Tourism Partnership). Both gave a brief introduction. Celia explained the need for the SDA to become product service led and its rebrand to Choose Suffolk. Alex explained his initial thoughts and work with regards to developing a tourism marketing plan.</p>	
<b>1</b>	<p><b><u>Minutes And Matters Arising</u></b></p> <p>The minutes from the last meeting were accepted as a true and accurate record.</p> <p>a. <u>Brand East Anglia</u>. Keith explained his reasons for STP not to pursue a strategy of developing the East Anglia tourism brand. Essentially there were two key issues: funding to develop and sustain the brand, and its relationship with/against the East of England region marketing.</p> <p><b>Action:</b> To focus on existing tourism brands. Alex to liaise with Keith at EET to see if funding could be made available to look at conducting some independent consumer research</p> <p>b. <u>Training and Business Advice Group (TBAG) – Training, Learning and Careers (TLC) Sub-Group</u>. The key contacts in each of the colleges have been identified and a letter has been drafted regarding the future interest in sustaining this sub-group.</p> <p><b>Action:</b> see Agenda Item 4 below</p> <p>c. <u>Conference Bureau</u>. No further activity – see Item 5 below</p> <p>d. <u>STP Steering Group</u>. This group comprises of Tim Rowan-Robinson, Robert Gough, Noel Byrne, Chris Bushby and Alex Paul, and has been looking at the future direction of the STP. One meeting has been held and future developments will be reported to the STP Executive in due course.</p>	<b>Alex</b>
<b>2</b>	<p><b><u>Marketing Group Update</u></b></p> <ul style="list-style-type: none"> <li>• The Visit Suffolk website is being changed to reflect our campaigns and present an action consumer orientated approach. It will also incorporate the DMS system, which is being rolled out regionally</li> </ul>	

	<ul style="list-style-type: none"> <li>• For the Day Visits market, STP has been working closely with the Visit Suffolk Attractions Group on the development of one main Days Out publication, which will lead to a programme of joined up activity for the Day's Out market</li> <li>• Pat Edgar (PR Consultant) attended the last marketing meeting and presented her work as well as requesting information from partners. It was agreed that this PR service works very well for STP</li> <li>• Saturday's Independent Traveller supplement was shown and this featured two main stories on the county: Lavenham, Bury and Ickworth; and Southwold and area. This was carried out in partnership with EET as part of their culture campaign</li> <li>• Alex provided a brief heads-up in terms of his ideas that will filter through to the forward marketing plans which will be discussed with main partners. Great Days Out and Short Breaks would include: inspiration, fun, participation, doing what the locals do, indulgence and food and drink. Asa mentioned that in the North East of the county, there was evidence that many visitors actually stayed longer than the typical 1-3 night short break experience</li> </ul> <p><u>Action:</u> Alex to distribute the draft marketing plan to the STP Exec</p>	<b>Alex</b>
<b>4</b>	<p><b><u>TBAG Update</u></b></p> <ul style="list-style-type: none"> <li>• At the last STP Executive meeting a proposal from the TBAG was tabled to develop two Marketing and PR events (East and West) to help tourism businesses from all sectors to understand more about the range of marketing disciplines. The marketing group has since agreed this would be a good idea and the proposal needs to be developed</li> <li>• Numbers attending the TLC sub-group of TBAG were very low and Ianis from West Suffolk College who was Sub-Group Chairman has now left. New contacts (i.e. college heads of hospitality) have been identified and should be invited to the next TBAG meeting rather than trying to re-establish a TLC sub-group at this stage</li> </ul> <p><b>Action:</b> Develop Business Marketing and Communications event proposal and present to TBAG</p> <p><b>Action:</b> Liaise with Noel about inviting the college contacts to the next TBAG meeting on 19 November at Bedford Lodge Hotel (2pm)</p>	<b>Jim Noel/Jim</b>
<b>5</b>	<p><b><u>Conference Bureau Update</u></b></p> <p>There haven't been many enquiries to the Conference Bureau service. This reverts to the available marketing funds available to promote this and the conference product in the county. Alex asked Keith about EET's plans on business tourism. The EET Business and Meetings website developed last year attracts some 3,000 visitors per month, many of which are returners – this campaign will be evaluated in due course. The East of England Development Agency has recently conducted a Business Tourism research project and has made approximately £60k available to EET to support activity. EET has developed a Business Tourism Action Group which Alex will sit on and this group will guide the regional priorities for this activity.</p> <p>Discussion took place as to the effectiveness of the Conference Bureau without sufficient marketing support and it was asked whether there might be a role for a regional conference bureau service. Noel advised that from his experience, conference buyers didn't know where the East of England region, its counties or major towns were located and a regional conference bureau would assist in that. It was agreed to continue with the existing Suffolk conference and meetings activity.</p> <p><b>Action:</b> Alex to liaise with EET about the regional Business Tourism strategy.</p>	<b>Alex</b>
<b>6</b>	<p><b><u>Regional Update</u></b></p> <ul style="list-style-type: none"> <li>• The Regional Enjoy England Awards for Excellence took place last week and the link up with the Tourism in Suffolk Awards proved extremely beneficial</li> <li>• E-Business training on the Guest-Link system has been planned for Suffolk businesses: Hadleigh, Needham Market and Newmarket. All partners are encouraged to assist in promoting these training opportunities to businesses. Leigh Evans at EET is co-ordinating</li> <li>• Research – Regional Business Confidence Monitor. A separate report is created for Suffolk</li> </ul>	

	<p>and will be sent to Alex for information. This should be forwarded to the STP Exec group. EET are keen to encourage further business participation in their surveys and would appreciate any assistance from local partners in signing up businesses to participate in these.</p> <ul style="list-style-type: none"> <li>• Research Volume and Value. The regional report for 2007 has been produced and EET is finishing off the county/destination reports</li> <li>• Training: Beyond 2010 is the business training fund which replaces the Towards 2010 programme. Business will be able to access 50% funding contribution for training courses.</li> </ul> <p><b>Action:</b> STP to forward the Suffolk Business Confidence Monitor report to STP Exec members with minutes</p> <p><b>Action:</b> STP to liaise with EET Research Team about their business survey activity in order to include it in the STP e-newsletter</p> <p><b>Action:</b> Invite Jenny Sheppard (EET) to present on the Beyond 2010 programme at the next TBAG meeting</p>	<p>Jim</p> <p>Jim</p> <p>Noel/Jim</p>
7	<p><b><u>STP Membership Update</u></b></p> <p>Current income from membership subscriptions is £10,600. A great deal of work is being done to use a CRM database system and improve STP's communication with the industry. This incorporates data from four different excel database sources and should lead to better communication and increased membership contributions in due course. The database system will enable STP to target certain industry sectors more effectively.</p> <p>The marketing plans being developed will also provide a route to presenting STP to businesses it currently does not liaise with. The closer working relationship with the Visit Suffolk Attractions Group is a major step forward and membership is an area being discussed.</p> <p>Finally, STP membership subscription invoices are currently produced on an anniversary date basis and this will change to 1 April basis once the database systems have been established.</p>	
8	<p><b><u>Financial Update</u></b></p> <p>Nicola Groom (SDA) provided a summary of the STP income and expenditure for this financial year. Chris Bushby requested that a comparison to the previous year is included in future reporting.</p> <p><b>Action:</b> STP to liaise with SDA Finance Controller</p>	<p>Alex</p>
9	<p><b><u>Any Other Business</u></b></p> <p><u>Arts and Heritage</u> Forum event: Yesterday (27 October) an Arts and Heritage Forum event was held at the New Cut, Halesworth. This was an opportunity to link up a number of arts and culture venues and groups, and to present a series of ideas linked to promoting the arts, especially as a result of the cultural Olympiad. A range of ideas were submitted from the breakout groups and a small number of actions need to be identified. These will be discussed at the next Arts and Heritage Marketing Group. There is a need to liaise with Suffolk County Council and specifically the Cultural Officers' Group.</p> <p><u>STP Annual Conference.</u> Plans on the next annual conference need to be developed. It was mentioned that Peter Funnell at University Campus Suffolk would be prepared to host this in its new iconic building on the Ipswich Waterfront. February 2009 was identified. A key note speaker needs to be sought.</p> <p><u>Channel 4 TV series.</u> Ch4 are researching for new hotel businesses being developed as they are keen to produce a TV series on the subject in partnership with Ruth Watson of Hotel Inspector fame.</p>	<p>Ros</p> <p>Chris/Alex</p>
<p>Next Meeting</p>		

To be confirmed