

**Suffolk Tourism Partnership  
Sustainable Tourism Working Group**

**28 June 2007**

**Chamber of Commerce Conference Room, Ipswich**

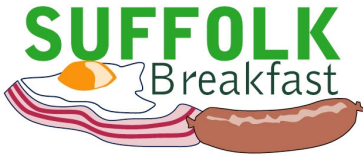
**Present**

Jim Brown – STP Sustainable Tourism Officer - Chair  
Emma Black – Dedham Vale AONB Sustainable Transport & Tourism Officer  
Karina Coughlin – Babergh District Council Tourism and Arts Manager  
Gayle McAndie – Suffolk County Council, Rural Development Manager

**Apologies**

Sally Bendall – Hollow Trees Farm Shop  
Judith Phillips – Kentwell Hall  
Simon Hooton – Suffolk Coastal AONB  
Chris Elmy – Suffolk County Council

		<b>ACTION</b>
<b>1</b>	<p><b>Matters Arising</b></p> <p>To be discussed as agenda items.</p> <p>(Jim didn't touch on the issue of trying to recruit more private sector representation and this needs to be discussed more in due course – he did make contact with a B&amp;B provider in Lavenham however, she advised that she was really too busy to commit ).</p>	<b>Jim</b>
<b>2</b>	<p><b>Green Action of the Year – Water Efficiency action</b></p> <p>Jim highlighted that 15 businesses had requested water saving devices, thus far, since the initiative was launched. Adnams had included the factsheet in a mailing to their Suffolk pubs, which has proved extremely useful. Greene King has been approached to distribute the factsheet to Greene King pubs in Suffolk – Jim awaiting response. Michelle Barr has mailed out the factsheet with a mailing to pubs and restaurants she is doing for the Suffolk Coastal Eating Out guide.</p> <p>The most pro-active way of promoting the initiative would be via one-to-one communication, i.e. posting the factsheet to pubs and restaurants, however, Jim advised that lack of funding doesn't make this possible at present. Karina advised that STP should contact the tourism officers in the districts to see what mailing support they can provide and inform the Environmental Health Officers via the tourism officers to raise awareness of this initiative.</p> <p>The draft design of the enlarged beer mat memento to show business participation was shown and discussed. A number of ideas were discussed with regards to having more overt promotion of the initiative in participating establishments however Jim advised that lack of funding negated any further promotion.</p>	<b>Jim</b>
<b>3</b>	<p><b>Tasty Suffolk (<a href="http://www.tastysuffolk.org.uk">www.tastysuffolk.org.uk</a>)</b></p> <p>The official launch of the Tasty Suffolk website will be carried out on Mon 9 July 2007 at Elveden Estate. Jim explained who had been invited and the format of the launch event. Karina and Emma advised that all should provide a weblink to the Tasty Suffolk website and that some editorial on Tasty Suffolk should be included in tourism brochures as well. Jim to send the Press Release to all tourism officers, AONB's and the Brecks.</p> <p>Jim advised that should funding or sponsorship fees prove fruitful this funding would be used to</p>	<b>Jim</b>

	promote the website.	
4	<p><b>Suffolk Breakfast Initiative</b></p> <p>The factsheet has been produced for this initiative and a logo designed.</p>  <p>It is expected that the factsheet will be mailed out to tourism businesses by Tourism Officers when they start to compile their next tourism brochure. Karina asked if there would be a launch for the Suffolk Breakfast initiative. Jim advised that this hasn't been discussed yet.</p> <p>The logo was discussed. Karina advised that it wasn't in a format that could be easily used in tourism brochures as a thumbnail graphic and that it needed to be more succinct. Jim advised that he was keen to maintain the design as it would be used on the production of a certificate and possibly a tent card, but agreed that a basic logo would need to be created using the words <b>Suffolk Breakfast</b> as this could be resized easily enough to be shown on an accommodation entry in tourism brochures.</p> <p>Jim to investigate the production of a logo to state 'Suffolk Breakfast' in a square and rectangular format.</p>	Jim
5	<p><b>Sustainable Visitor messages in brochures</b></p> <p>Jim showed all the examples of the visitor information panels produced for each brochure which have been developed to communicate sustainable visitor considerations/actions.</p> <p>Karina advised that she expected to print the two panels on one single brochure page, with one on top of another. Emma suggested as an alternative that they could be printed on a double page section so that all the messages could be presented in a uniform fashion (a panel printed at the bottom of two pages sitting opposite each other).</p> <p>Jim to communicate these ideas to the other tourism officers.</p>	Jim
6	<p><b>Green County and Green County Conference</b></p> <p>Jim briefly explained the Green County initiative and the website (<a href="http://www.greensuffolk.org">www.greensuffolk.org</a>).</p> <p>It is expected that the CRED Suffolk Business and Environment website would be hosted within the Green County website and much work needed to be done on this.</p> <p>Jim explained that the Green County conference was going to include a Sustainable Tourism workshop/seminar, however, a number of issues about cost implications were made to the Conference Working Group and that due to the Suffolk Tourism Partnership's Annual Conference being held around the same time, it was agreed that this workshop would be withdrawn.</p> <p>More to follow on the Green County Conference in due course.</p> <p>Jim to highlight the Creating the Greenest County initiative at the STP Annual Conference.</p>	Jim
7	<p><b>Promoting Business Advisory Services</b></p> <p>This item was referred to the next meeting.</p>	
8	<b>AOB</b>	

Food Trails – Jim raised the question of What is a Food Trail? Karina mentioned that as part of the planned Suffolk Walking Festival (Mid and South Suffolk) this is something she is keen to investigate and develop. Emma advised that Dedham Vale staff do public walks which include landscape interpretation. Jim advised that Natural England (East) is keen to look at developing some food trails in the region under the title Amazing Grazing.

**JB**

Golf Courses and Conservation – Jim advised that he had visited the Suffolk Wildlife Trust stand at the Suffolk Show and that they can provide free advisory visits to commercial businesses regarding conservation issues. Jim advised that it would be interesting to see what golf courses are doing with regards to conservation issues and see if STP can promote wildlife advisory services to these businesses. The development of the Golf Suffolk website may help provide closer links with golf clubs in the county. Karina advised that Stoke by Nayland Golf Club has carried out a number of conservation projects, but communicating these actions to the general public doesn't seem to have been carried out.

Car-free Days Out Itineraries – Jim explained that Chris Smith from Natural England had made contact about this project. Jim has read the consultants report and has commented to Chris. Essentially asking if these itineraries are being used, how they are being used, whether the format is suitable and whether any businesses have tried to create their own. Emma advised that they seemed a popular download from the Dedham Vale AONB website.

**Date of Next Meeting:** 27 September 2007, **Venue:** To Be Confirmed, **Time:** 10am