

**Suffolk Tourism Partnership
Sustainable Tourism Working Group**

25 April 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 Officer
 Lynne Finnegan – Brecks
 Lesley Humphries – STP Tourism Co-ordinator - minutes
 Gayle McAndie – Suffolk County Council

Apologies

Sally Bendall – Hollow Trees Farm Shop
 Tony Butler – Museum of East Anglian Life
 Judith Phillips – Kentwell Hall

		ACTION
	A video was shown of last night's news item on tourism in Suffolk.	
1	Matters Arising A 'Tasty Suffolk' marketing plan has been started and will be circulated when finished. Also to be completed a policy for pubs to go on the website.	JB
2	Green Actions Fact Sheet This has now been circulated and 500 will be sent out to TICs for handing out. JB will send a Pdf to EB for printing, for her to send out with an accommodation mailing. There is no problem with Norfolk businesses having copies. Various launches will take place during March / April.	JB
3	Green Action Of The Year This year is to be toilet cistern water saving devices targeted at pubs and restaurants in particular, as they are more inclined to have the older, bigger devices. This will be publicised through a press release and contacts will be logged for forwarding to the appropriate water company. Details of the water companies sponsoring a participation sign for businesses is still to be finalised. It was suggested that the businesses could display a policy of their environmentally friendly activities. Hotels need to be encouraged to advertise their 'green' achievements with case studies being needed on the higher quality properties as to their green initiatives. JB will supply this action information in an emailable format to be used in promotions.	JB
4	Green Visitor Messages In Brochures Banner messages could be put in brochures informing visitors on how they can be environmentally friendly. The banners can be sized to fit the brochures and messages bespoke to each area. SCC will sponsor the design work as it will include transport messages.	
5	Tasty Suffolk Website Update Improvements are to be made within the next couple of days. It will be standardised with all other STP websites. Although the content is to be the same, the differences were explained which will make navigation much easier. The 'Producer's Gallery' should show, if appropriate, where produce can be purchased ie Farmers' Markets etc. There will be no charge to be in this area of the website but good pictures will be insisted upon. The 'Gallery' will start with 11/12 businesses	

	<p>with further development over time and their order will change to keep interest. Eateries, depending on their membership level will get entries but only if they meet our criteria ie sourcing local food. TICs do not meet the criteria. Events to be administered by STP with email being the preferred contact method. 'Box' schemes are a very good idea but expensive. KC will contact a self-catering accommodation provider who provides boxes for his own visitors to see if you will run a pilot. Encouraging supermarkets to have a local produce section will be undertaken when the website has been launched. It is envisaged that a launch will take place within the next 3 weeks and LF will investigate venues.</p>	<p>KC LF</p>
6	<p>Suffolk Breakfast Initiative Idea</p> <p>B&Bs and hotels supplying breakfasts using locally sourced food can have a logo in the area brochures which they will be awarded after meeting certain criteria. A firm statement as to the criteria needs to be drawn up. This will have to be run on a trust basis, relying on consumers letting us know of any non compliance. VisitBritain needs to be encouraged to make this part of the accreditation scheme. If this is to take place in next year's brochures then the information needs to be with the Tourist Officers by the latest September. A preferred supplier list could be produced. Hotels could be approached to carry this out for one week. This will be taken forward and consideration should be given to launching with the website and green action.</p>	
7	<p>AOB</p> <p>EEDA are running a competition for SREPS to think of a one year project for tourism. The initial ideas put forward included; a web based Green Audit Kit, training possibly from BLE (to be contacted by JB) and key messages to visitors.</p> <p>Stoke By Nayland, who also have a farm shop, was suggested as a meeting place for 5/6 accommodation observers to see at first hand green practices. KC to approach SBN.</p> <p>Tasty Suffolk is keen to get activities sponsored and hope to sell banner space.</p> <p>It was suggested that the green section in the EADT could print a list of the farmers' markets as a cut out.</p> <p>The farmers' market database could be emailed to all interested parties.</p> <p>Pat Edgar to be approached for a press release.</p>	<p>JB KC</p>
<p>Date of Next Meeting: 28 June 2007, Venue: To Be Confirmed, Time: 10am</p>		