

TBAG Meeting Minutes

19 November 2008

Bedford Lodge, Newmarket

	<u>Present:-</u>	<u>Apologies:-</u>
	Jim Brown Noel Byrne – Chair Lynne Finnigan Lesley Humphries – minutes Alex Paul John Reeve - Guest Jenny Sheppard	Fran Bedding Sharon Fairweather Bob Kells Fiona Kerr Hazel Mackintosh Tracey Robertson
		ACTION
	Apologies given. As attendance was low it was agreed that meetings should be held more centrally and agendas circulated at least three weeks in advance. Alex will email the Group to reconfirm the commitment of the Partnership. John Reeve (STP Marketing Chair) was welcomed with an explanation that he would be presenting on item 4.	AP
1	<u>Matters Arising From Previous Minutes</u> Lynne apologised for not having circulated the number of tourism businesses that she and Christian Bone have contacted but will do so within the next two weeks. Jim has circulated a PTP promotional flyer from Leisure Manpower Services to 15 small businesses. He has emailed Leisure Manpower Services for an update. Lynne has also been recruiting for this programme.	LF
2	<u>TBAG Vision & Activity</u> Alex explained that STP has three key areas; media marketing campaigns, local expert advisory and training. These will be promoted by STP as well as working in partnership with other organisations. A link between the private and education sectors must be established. 13 / 14 year olds, although not forced into making a decision, should be made aware of what career opportunities the hospitality sector has to offer. It was felt that attending school open evenings would be a way of getting across our message. As the TLC Group no longer meets it is vital a representative from each Suffolk college should engage with TBAG by sitting on the group. The following actions were agreed; 1) The TLC mission statement to be looked at, to see if it's still appropriate, 2) Jim to draft a letter for Chris Bushby (STP Executive Chairman) to send to the colleges explaining the history and seeking their support. There is a list of colleges but contact names are required, 3) Noel / Alex will then visit the appropriate person at each college. It was mentioned that it would be interesting to see the college curriculums.	NB/AP/JB NB/AP
3	<u>Beyond 2010 Training Initiative</u> There is to be a Welcome Host on the 24 March at the Novotel, £80 per delegate. It was explained that training opportunities are circulated in the STP Newsletter and Alex has asked for them to be posted on to the website as well. In the morning John Atherton had presented, at a Tourism Officers / TIC regional meeting, on a draft project to provide sustainable tourism on food & drink, a green accreditation scheme and local produce. Further information to follow in the New Year. Jim attended a meeting of rural programme partners last week where this project was submitted for comment.	

	<p>2010 was launched at the beginning of November with no interest from Suffolk yet. This is for middle management training; level 4 for business with under 50 staff and level 3 for businesses with up to 250 staff. Providing £2,500 worth of training per business. It also included the Response to Redundancy programme. The Welcome to Excellence programme has a limited number of Management courses.</p>	
4	<p><u>Business Marketing & Communication Event Proposal</u></p> <p>John explained that he had been on EET's Smarter Marketing training course which provided a lot of information which can be used for his own resources. He introduced the event proposal which Jim had already circulated. Jim explained that the proposal is for a four hour event where small business can find out about different marketing subjects by attending short seminars followed by questions and answers. Sponsorship from presenters will be sought who will also be able to have an exhibition area. Any business in Suffolk will be encouraged to come giving the opportunity to recruit new STP members. It was suggest that 3 / 4 events take place across the county and Bedford Lodge has been offered as a venue. The proposal needs to be refined and given a high profile and not circulated with the minutes. Awareness of the event can be made but not launched until the STP Conference in March due to pressure of work on the spring campaigns. Although it was appreciated that businesses need the help now. John was thanked for his attendance.</p> <p>Action: Jim to liaise with John about identifying 10 suitable marketing subjects which could be delivered through this event. Once known Jim to liaise with George Ashford about developing a SNAP response questionnaire where businesses can select in priority order which of the 10 topics would be of value to them. STP would then focus on developing plans to deliver the top 6 or 7 subject areas at this event.</p>	JB
5	<p><u>TLC Group</u></p> <p>See Item 2.</p>	
6	<p><u>Business Link East Update</u></p> <p>Business Link has this year sponsored a Suffolk Tourism Award and expressed a wish to be involved again next year. They are also sponsoring the Waveney Tourism Forum with a stand and surgery. Anecdotaly, businesses appear to have had a better year this year than last. Elevedon Estate was suggested as a venue of the marketing event.</p>	
7	<p><u>Any Other Business</u></p> <p>Alex - The STP Annual Conference is provisionally booked for the 4 March. The profile will be raised this year with sponsorship. Tim Smith from the Eden project and the East of England Tourism Minister have been asked to speak. Training will be a key element. Business Link sponsored last year's Conference by way of helping with the bookings. Lynne - Felt they would sponsor again next year. Noel – Bedford Lodge has had its first Olympic enquiry.</p>	
10	<p><u>Date Of Next Meetings</u></p> <p>Date: Provisionally 13 January 2009 Venue: Felaw Maltings, Ipswich Time: 10am</p>	