

## Choose Suffolk Tourism Marketing Meeting Minutes

Wednesday, 7 January 2009

Angel Hotel, Bury St Edmunds

<p><b><u>Present:-</u></b></p> <p>Catherine Anderson (EET)  Simon Batey (FHDC)  Jim Brown (STP)  Karina Coghlin (BDC)  Helen Cutting (MSDC)  Marc Ernesti (Aldeburgh Music)  Julian Evans (Archant)  David Falk (SCC)  Robert Gough (Gough Hotels)  Lesley Humphries (STP) – minutes  Fiona Johnson (SCDC)  Darren Newman (WDC)  Brigit Parker (VSA)  Alex Paul (STP)  John Reeve (Laxfield Leisure) – Chair  Ches Riches (MSDC)</p>		<p><b><u>Apologies:-</u></b></p> <p>Sharon Fairweather (SEBC)  Jemma Finch (National Trust)  Ros Green (STP)  Tarnia Robertson (Ufford Park Hotel)  David Stainer (IBC)</p>
		<b>ACTION</b>
1	<p><b><u>Apologies</u></b></p> <p>Apologies given.</p>	
2	<p><b><u>Matters Arising From Last Meeting</u></b></p> <p>The minutes were accepted as a true and accurate record with no matters arising.</p>	
3	<p><b><u>Choose Suffolk Tourism Update</u></b></p> <p>a) Four agencies had been asked to present creative concepts to deliver the Great Days Out and Short Breaks Campaigns. Spring has now been appointed. The website will be re-vamped to be more inspirational and mirror the overall campaigns. The Great Days Out brochure is almost ready with the Short Breaks brochure due in March. Designs will be uniform across all media. The creative concepts were shown. New images are being sourced with funding from SCC. Partners were asked to review their own image libraries for suitable photos. A major part of the campaigns will be to encourage repeat visits to the website; engaging consumers by newsletters, PR and advertising. The next stage is to format the campaigns to take it to partners to present for sponsorship. A launch of both campaigns is being planned.</p> <p>b) The media database is being updated. Ros and Alex are to meet with Arts Angle to discuss establishing a distribution network for the arts and heritage venues. Ros is writing copy for the website and short breaks brochure as well as organising the PR for the Tourism Conference.</p> <p>c) EET updated on their campaigns with activity centred on Enjoy England short breaks and special offer promotions with attractions. They will shortly be asking for offers from attractions in conjunction with the 2 for 1 Walkers crisps campaign. They are also looking to work in conjunction with Muller on a similar theme. This could also be tied in with a Muller presence at County Shows.</p> <p>Blighty TV will be launched in February which will show re-runs of old British programmes and may produce opportunities for destination profiles.</p> <p>The Let's Go campaign will launch at Easter. Changes have taken place at National Express but indications are that they will continue to be supportive of Let's Go. The Seaside campaign is underway with 3,000 brochure requests in response to the TV Times advert. An A5 cultural guide is being produced for the summer season and content is needed. Activity centred on walking and cycling is ongoing with an RDP bid to EEDA to produce cycling routes.</p> <p>EET are attending Confex with a smaller stand but more central location, which will be launched by a newsletter. Their new PR company is in place and working well. Journalists are keen to hear about any quirky, especially if they are free, activities and these should be sent to EET. A newsletter is being sent out monthly to a database of 35,000 with competitions being a good way to capture names.</p> <p>d) The Choose Suffolk Tourism conference will be held on 4 March at Trinity Park and is a key activity for The Partnership and Choose Suffolk. Keynote speakers will be Tim Smit of the</p>	<p style="text-align: center;"><b>ALL</b></p> <p style="text-align: center;"><b>AP/ RG</b></p>

	<p>Eden Project, Godfrey Spanner and Barbara Follett MP, yet to be confirmed.</p> <p>e) The Tourism Partnership is attending Excursions with several partners. An advert has been placed in the Group Travel Organiser and contacts requesting further information are being added to the group travel database. The Tourism Partnership is attending Confex in February, although the response from partners has been disappointing. Next year will probably be attended by partners in conjunction with EET. The Ipswich and Suffolk Conference Bureau has received 9 calls over the past year.</p>	
4	<p><b><u>Expanding the Audience – Part 2</u></b></p> <p>The Marketing Group was asked to consider how to increase the Choose Suffolk Tourism consumer database which currently stands at 4,000. Increased traffic to the website will add to the database by signing up to newsletters etc. There is much to be gained by sharing databases between the districts and concern was expressed that we may be confusing the consumer with too many newsletters. One database and one newsletter co-ordinated by Choose Suffolk Tourism was agreed in principle and this will be discussed further by the Tourism Officers. As shopping is the second most popular activity on a short break, retail partners should be engaged in campaigns.</p>	
5	<p><b><u>TBAG Update</u></b></p> <p>There is a need to refresh the terms and conditions of the Group. Choose Suffolk Tourism see training as a high priority and will take a more pro-active approach to providing support for tourism business through TBAG. In the future the Tourism Partnership will also provide their own training courses. Business Link has free courses which would suit tourism organisations and LSC are looking to the Tourism Partnership to pilot promoting some of their services. The Choose Suffolk Tourism website is being re-vamped to achieve a higher profile. Re-engaging with the colleges has not happened.</p>	
6	<p><b><u>Arts and Heritage Group Update</u></b></p> <p>A suitable infrastructure needs to be established for distributing information relating to the arts. This could be done by Angle Arts (see agenda item 3b).. Transport and ticket offers to venues are being considered.</p>	
7	<p><b><u>AOB</u></b></p> <p>The new newsletter will incorporate all departments of Choose Suffolk.</p>	
8	<p><b><u>Date of next meeting</u></b></p> <p>Brought forward to 18 February 2008, 10am, Felaw Maltings</p>	