

	<p><u>Destination Suffolk – Choose Suffolk Tourism Conference.</u> This is a major event for tourism in the county. Two keynote speakers (Tim Smit – Eden Project and Godfrey Spanner – SNOASIS) are confirmed. A marketing plan has been developed and sponsors sought. Celia informed the group that Barbara Follett MP (Minister for Tourism and the East of England region) had been approached but was unavailable. As an alternative it was suggested that an Economist provide an overview of the current economic situation (Graham Leech – via IOD Suffolk). Chris suggested Tobias Ellwood the Shadow Tourism Minister.</p> <p>Action: Since this Exec meeting, Choose Suffolk has been informed that Barbara Follett MP is now available and would like to attend the conference.</p>	
2	<p><u>Marketing Group Update</u></p> <p>The Marketing and Communications Plan for 2009 was distributed and Alex presented a series of creative's which would present the design concept for the campaigns. These were shown as examples and not the final proofs. John welcomed the use of the strap-line "Come to your Senses".</p> <p>Photography is the key issue and there is a priority to source or commission quality lifestyle images of the county. Alex has approached Suffolk County Council about this as part of a Suffolk ICONS project. Fran advised that Rob Simpson from Suffolk County Council has some good images of the county. Equally John advised that he knew some good local photographers that may help. It was mentioned that the team had been looking at various image libraries and most didn't reflect the style or quality that they are seeking to use.</p> <p>The marketing group has been discussing how to grow a central pool of consumer contact data where possible.</p> <p>Action: Alex to distribute the draft marketing plan to the Exec Group with the meeting minutes</p>	<p>Alex/Jim</p> <p>Alex/Jim</p>
4	<p><u>Training and Business Advisory Group Update</u></p> <p>Numbers attending the TBAG groups have been falling, therefore, Noel as Chairman has written to all concerned requesting them to advise their commitment to the group:</p> <ul style="list-style-type: none"> • FE/HE Colleges regarding their future participation in the TBAG Tourism Learning and Careers sub-group • TBAG group members <p>Additionally it was decided that all future meetings to be held in Ipswich which is more central. It was stressed that TBAG is an important function in terms of getting business support information to Suffolk's tourism industry.</p> <p>Action: Discuss at next TBAG meeting (12 Feb) and revise TBAG mission statement to include reference to business skills and advisory services</p>	<p>Noel/Jim</p>
5	<p><u>Conference Bureau Update</u></p> <p>There have been no enquiries to the conference bureau since the last meeting and it was agreed that the bureau telephone number be relocated to the Choose Suffolk office.</p> <p>Noel is keen for EET to consider a regional conference bureau which could promote the destinations within the region to an unaware conference buyers market. EET has established RESTART a business tourism advisory group of which Alex is part.</p> <p>Action: Alex to liaise with Dee Ludlow at Hintlesham Hall</p>	<p>Alex</p>
6	<p><u>Regional Update</u></p> <ul style="list-style-type: none"> • Following the link developed between EET Regional Awards and the Tourism in Suffolk Awards, Archant Publishing Group are now discussing county awards with Essex and 	

	<p>Hertfordshire and linking them to the regional awards.</p> <ul style="list-style-type: none"> • Best of Britain Exhibition, EXCEL London, March. EET is attending the first two days of this new 4 day exhibition. • EEDA have awarded EET with funding to develop a business support conference in March. It is expected to be held on 25 March at a central location regionally. It is hoped that the conference will attract approximately 200 delegates and be offered free of charge. Celia asked whether there is an opportunity for Choose Suffolk to promote this conference at the Destination Suffolk – Choose Suffolk Tourism Conference. • Discussion took place with regards to low levels of investment in tourism in the region and the general lack of positive recognition that the regional economy has on the country. • EET Business Confidence Monitor Survey. It is requested that Choose Suffolk help promote participation in this survey. <p>Action: Choose Suffolk to liaise with EET Research Team about their business survey activity in order to include it in the Choose Suffolk e-newsletter/website.</p>	Jim
7	<p><u>Membership Update</u></p> <p>Current income from membership subscriptions is £11,000.</p> <p>Over the last few months the tourism team has transferred all membership data onto a CRM database which also includes non member tourism, leisure and hospitality businesses. This provides a far more effective communication tool for future activity. Some analysis has also taken place in order to identify gaps within membership. Membership subscriptions are also being produced on a 1 April renewal basis (pro-rata).</p> <p>Action: Jim to provide an income summary at each Exec meeting.</p>	Jim
8	<p><u>Financial Update</u></p> <p>A financial update wasn't available for the meeting. Chris requested that one be sent to him and for it to be included in future Exec meetings.</p> <p>Chris asked if there was an update on the GENIX situation. Celia advised</p> <p>Action: Alex to liaise with Choose Suffolk Finance Controller</p>	Alex
9	<p><u>Any Other Business</u></p> <ul style="list-style-type: none"> • Christian advised that a report on regional business support initiatives is being submitted to Barbara Follett MP (Minister for East of England region). Also, the Federation for Small Business has organised a tourism industry advisory event in Holland on Sea, Essex. • Local Authorities are looking at ways to support businesses • Business Link East has established a helpline for anonymous enquires • Noel mentioned Christopher Rodrigues's (Chairman of Visit Britain) damaging comments in the press regarding poor hospitality service in the UK. Whilst Noel had responded positively to a local media request, all members of the hospitality industry should take steps to be proactive by responding to like comments. 	
<p>20 April 2009, 10am</p> <p>Chamber Conference Room, Felaw Maltings, Ipswich</p>		