

## Suffolk Tourism Officers' Meeting Minutes

Wednesday, 7 January 2009

Angel Hotel, Bury St Edmunds

<b>Present:-</b>		<b>Apologies:-</b>
<b>Simon Batey (FHDC)</b> <b>Jim Brown (STP)</b> <b>Karina Coghlin (BDC)</b> <b>Helen Cutting (MSDC )</b> <b>David Falk (SCC)</b> <b>Lesley Humphries (STP) – minutes</b> <b>Fiona Johnson (SCDC)</b> <b>Darren Newman (WDC)</b> <b>Alex Paul (STP)</b> <b>Ches Riches (MSDC)</b>		<b>Sharon Fairweather (SEBC)</b> <b>David Stainer (IBC)</b>
		<b>ACTION</b>
	David Falk from SCC was welcomed.	
1	<b><u>Matters Arising From Last Meeting</u></b>  The minutes were accepted as a true and accurate record with no matters arising.	
2.	<b><u>Database Co-operation</u></b>  It was felt not to be acceptable to send e-newsletters from both the districts and the Partnership which could cause confusion for the recipients. Once the database is set-up, it was proposed to have one generic e-newsletter. If it is agreed to pool data, the Visit Suffolk website will have a click through to the district sites. Waveney will need to get approval from their forum before they can give agreement. If this is to proceed a more structured agreement is needed i.e. that The Partnership will send out a newsletter each month, profiling each district in turn and providing information on the number of hits by district. Alex will create a years schedule so everyone gets equal coverage and can use it as a vehicle to advertise their main events and offers. Tourism Partnership members will be contacted to ask for any special offers. All databases are very weak in the area of good restaurant contacts.	<b>AP</b>
3	<b><u>STP campaigns – content for campaigns</u></b>  Districts need to supply content to support the main campaigns. There is no need to write copy as Ros can do this based on bullet points. The email requesting information will be re-sent with an answer required by the end of January. Only key events are needed. All events will be covered by the new DMS system.	<b>ALL AP</b>
4	<b><u>Lets Go – EET</u></b>  Some content is still being awaited and one of the key issues is around how we are going to collate it. The suffix 'Suffolk' needs to be across all Suffolk entries. There needs to be a strong link on the home page of Lets Go to the Visit Suffolk website. Discover Suffolk will also become part of this campaign. It will be of interest to benchmark this year against previous years.	
5	<b><u>Discover Suffolk – David Falk</u></b>  David gave an explanation on his background. The Discover Suffolk website is about to be re-launched and feedback was requested. There will be bespoke downloads for the consumer which show quality assured accommodation, walking and cycling information plus details of attractions. There is a click through to the Visit-Suffolk site for more comprehensive lists. The days out section will provide information on how to get to Suffolk and once here how to get around. The Walking Festival will also be included. The home page images will hopefully change seasonally. Once the website is running smoothly, David would like feedback on how to promote. Access Suffolk is community based and provides guidelines on how to produce good local leaflets.	

6	<p><b><u>AOB</u></b></p> <p>Daren – Questioned what VisitBritain are doing to promote VAQAS and the Code of Practice. They need to agree that the Code of Practice is the minimum standard but encourage VAQAS where appropriate. It would need to be a local decision for smaller businesses that are not classified as an attraction.</p> <p>Karina – Communication regarding the SLA / EET needs to be taken forward. Alex and Helen to contact Jane Cryer for a copy of the revised offer letter to be able to do this. It was agreed that there needs to be more tangible offers.</p> <p>Alex – Attended the Visit England meeting, who are still experiencing an internal re-organisation which is causing them to have no strong direction. Their main focus is to be on PR and breaks in England and how to take the message to Europe.</p>	<b>AP / HC</b>
7	<p><b><u>Date of next meeting</u></b></p> <p>Brought forward to 18 February 2009, Felaw Maltings, 10am.</p>	