

**Suffolk Tourism Officers' Meeting Minutes**

**Wednesday, 18 February 2009**

**Felaw Maltings, Ipswich**

<p><b><u>Present:-</u></b></p> <p><b>Simon Batey (FHDC)</b>  <b>Jim Brown (STP)</b>  <b>Karina Coghlin (BDC)</b>  <b>Helen Cutting (MSDC )</b>  <b>Sharon Fairweather (SEBC)</b>  <b>Lesley Humphries (STP) – minutes</b>  <b>Alex Paul (STP)</b>  <b>David Stainer (IBC)</b></p>	<p><b><u>Apologies:-</u></b></p> <p><b>Fiona Johnson (SCDC)</b>  <b>Darren Newman (WDC)</b>  <b>Ches Riches (MSDC)</b></p>
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		<b>ACTION</b>
1	<p><b><u>Matters Arising From Last Meeting</u></b></p> <p><b>Database Sharing</b> – Information collected from brochure requests does not give permission for a third party to use. There could be a tick box asking if they are willing to receive Visit Suffolk e-newsletters. If the Tourism Partnership is to send out a newsletter through the District data bases then the content has to be balanced to cover them all. A calendar of events will be drawn up, and circulated, to make sure this happens. It is envisaged that it will be a monthly newsletter. Although Visit Suffolk has its own data base it maybe necessary to buy in contact names, although the Let's Go contacts can be used. Sharon and Simon are willing for Visit Suffolk to email the newsletter on their behalf as this is something they don't already do but it was reiterated that it must be balanced. Alex will speak to Claire at Felixstowe Tourist Information Centre (TIC) to clarify the position on brochure distribution.                      The minutes were accepted as a true and accurate record with no matters arising.</p>	<p><b>AP</b></p> <p><b>AP</b></p>
2.	<p><b><u>SLA / EET</u></b></p> <p>This needs re-addressed as it was never finalised. It was felt that until the LGR has taken place it was worth staying members. The Tourism Partnership will stay members as this will benefit all the Districts as well as give a voice in the region together with having access to the campaigns, research etc. It was felt that the SLA does not give value for money and additional services should be provided as part of the core. All comments to Helen by Thursday, 26 February for forwarding to Jane Cryer in March. Could everybody reply including positive comments?</p>	
3	<p><b><u>Footfall Figures for the Tourist Information Centres</u></b></p> <p>Karina was interested to know the footfall of other TICs. There was a mixed result with Babergh and Forest Heath being down, Bury St Edmunds minimally down, Ipswich falling within what they would expect and Ely being extraordinarily good.</p>	
4	<p><b><u>Marketing Campaigns</u></b></p> <p>Progress in getting decisions for the campaigns is good, as is the take up from the private sector. Although Districts still get their core services for £8,000, funding is required for these extra activities. The Tourism Officers (TOs) will let Alex know their decisions. Waveney have a personalised proposal which Alex is willing to do for everyone.                      It was felt that all TOs should sit on the Marketing Group as they have different needs and are concerned that they will be left out of the loop. To make the Marketing Group more effective an alternative suggestion that 2 tourism officers may represent the whole group could be a workable alternative – ie one coastal and one countryside. It was expressed that it was very important that STOG meetings should still be held keeping the lines of communication open although these need to be clearly defined.</p>	<p><b>TOs</b></p>
5	<p><b><u>Any Other Business</u></b></p> <p><b>Sharon</b> – has requested that she receive her invoice for Let's Go before the end of March.  <b>Helen</b> – Questioned whether any campaigns had been bought into, which haven't due to lack of funds. Sponsors are not advertised on Visit Suffolk posters but have high profile on the website over a period of time.</p>	

6	<b><u>Date of next meeting</u></b> 8 April 2009, Felaw Maltings, 10am.	
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