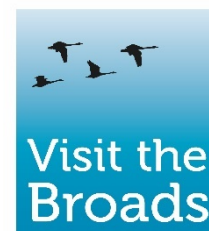


# Visit the Broads

## AGM & Members Meeting

Thursday 25 February 2021 2pm  
[Online](#)



## Minutes

Item	
1.	<b>AGM</b>
	<p><b>Chairs report</b></p> <p>Ruth Knight (Chair) welcomed members to the first digital AGM and members meeting. Ruth Knight will be stepping down as Chair today and current Vice Chair Mary Sparrow will be taking over the role. Daniel Thwaites will also be stepping down as Treasurer and Nigel Richardson will take over the role.</p> <p>Thanks were given to all board members and cooperate sponsors (Alan Boswell, Howes Percival, Hoseasons and Waterways Holidays) for their continued hard work. Any members who would like more information on being involved on the board can contact <a href="mailto:membership@visitthebroads.co.uk">membership@visitthebroads.co.uk</a>.</p> <p>Visit the Broads (VtB) continues to work in partnership with Visit Britain, Visit England, Visit East of England and local DMO's.</p> <p>Howes Percival provided 4 exclusive member workshops which have been recorded and are available to download:</p> <ul style="list-style-type: none"><li>• Employment Law – how to survive 2021</li><li>• The Challenge of Keeping Visitors Safe</li><li>• Cancellations, Frustrations and Common Contractual Issues</li><li>• Essential Planning and Licensing Law Update for 2021</li></ul> <p><b>In meeting poll</b></p> <p>Would you be interested in attending a workshop on any of the following subjects?</p> <p>Health and safety Legal compliance Hr and employment Marketing Financial planning Digital transformation Other</p> <p><b>Covid-19</b></p> <p>Covid-19 has changed the way of living and transformed working patterns for all. Bookings patterns indicate that many people are hoping to visit the Broads this summer, and future visitors are more digitally connected than ever before.</p> <p>Visit Britain are continuing the 'We're Good to Go' scheme, a free UK-wide industry standard and consumer mark to reassure customers that the business adheres to Government and public health guidance.</p> <p>Members were reminded to email their 'We're Good to Go' certificates and links to their flexible booking policies to VtB so that their website entries can be updated.</p>

### **Pocket Guide**

In a recent poll completed by members of VtB the Pocket Guide was considered well thought out, and businesses welcomed the content which could be given out to customers. The uncertainty of the 2021 visitor season meant that VtB could not confirm the advertisers needed for a printed version this year. The 2021 Pocket Guide will be a digital version with a supporting QR code and copies will be provided to members for distribution.

### **Treasurer report**

Daniel Thwaites provided the treasurers report for 1 October 2019 to 30 September 2020.

- A notable variance is the savings for producing the Pocket Guide. In 2018-2019 Archant were contracted to produce the Pocket Guide, last year VtB kept the production of the guide in house.
- 2019-2020 reported an operating loss of £12,600, government funded aid of £18,800 resulting in an operating profit of £6,200.
- Current bank balance stands at £43,594.
- Membership has increased from 114 to 120.
- 120 members have received £75 off their annual membership fee.

### **Digital marketing**

Adam Yardley presented last year's progress, the future of VtB digital marketing and reminded members of the VtB goals: bring visitors into the Broads, deliver those visitors to member businesses.

- Search trends for the Broads in March 2020 indicated an all time low. Once the first lockdown ended and there was an opportunity for domestic tourism, interest in the Broads reached an all-time high (July/August 2020).
- With a decline in printed media, social media became a priority and the #Safecation campaign was launched to market the Broads as a safe destination to visit.
- Social media adverts have been viewed over 1.5 million times and there are now over 16,000 likes on the VtB Facebook page.
- Member content is shared on Facebook and members can also use the VtB posts to promote each other. Members were reminded to ensure their websites are up to date.
- 7 visitor newsletters were sent to 3764 visitor subscribers, over 10,000 visitor emails were read.
- VtB website has received 205,350 visitors, this is up 61% year on year.
- 13 visitor blog posts have received 30,518 views.
- Since the Roadmap to Recovery was announced the early signs of staycation booking have begun.

## **2. Key Compliance Points during the Covid-19 Pandemic**

Gavin Dearsley, Director at Alan Boswell Group presented the key compliance points and experiences during Covid-19.

- At the end of 2020 HSE had received over 5000 complaints from employees and customers relating to the poor management of Covid-19 management and procedures. HSE will follow up each of these complaints.
- Good practises include adequate signage to sanitisers and washing stations. Use of fogging or disinfectant between customers in accommodation. Ensuring there has been enough time between customers sharing the same boats and that procedures have been recorded.
- Risk assessments must be completed for all members of staff and procedures are in place for keeping people separate where possible.
- Know your staff: be aware of who has underlying health conditions. Measures need to stay in place until everyone has had the opportunity to received their vaccine.
- If there is a Covid outbreak on site and staff numbers are low, ensure that staff are only picking up the extra tasks that they have been adequately trained for.

	<ul style="list-style-type: none"> <li>• Communicate procedures regularly with staff, make sure they are monitored and follow up with disciplinary procedures for non-compliance.</li> <li>• Listen to staff and customer concerns and ensure that they are investigated.</li> <li>• Members can contact <a href="mailto:riskmanagement@alanboswell.com">riskmanagement@alanboswell.com</a> for any further queries.</li> </ul>
<p><b>3.</b></p>	<p><b>EXPERIENCE Project</b></p>
	<p>Katy Owen, project manager at Norfolk County Council (NCC) presented to members the EXPERIENCE project. EXPERIENCE is a €23million sustainable tourism project aimed at increasing the number of visitors or tourists between October and March, boosting local economies and year round jobs. NCC is the lead partner, working with 13 other organisations across 6 pilot regions in France and England. Norfolk has been selected as one of the pilot regions and allocated €6million.</p> <p><b>Aims</b></p> <ul style="list-style-type: none"> <li>- Extend the visitor season</li> <li>- Develop unique experiential tourism products based on Norfolk’s natural and cultural assets</li> <li>- A bottom up approach, with non-traditional stakeholders</li> <li>- Inclusive, accessible low impact activities</li> <li>- Create lasting, sustainable, economic, environmental and social benefit.</li> </ul> <p>The projects 5 work areas are:</p> <p><u>Engagement + training</u></p> <ul style="list-style-type: none"> <li>• Experiential tourism database</li> <li>• Networking events to connect sectors.</li> <li>• Creating and delivering training</li> <li>• ID knowledge/skillset gaps</li> </ul> <p><u>Product development</u></p> <ul style="list-style-type: none"> <li>• Public consultation to ID Norfolk unique selling points</li> <li>• Asset mapping <ul style="list-style-type: none"> <li>○ Norfolk Way</li> <li>○ Art Trail</li> <li>○ Norfolk Treasures</li> <li>○ Light/dark based events</li> </ul> </li> </ul> <p><u>Place making infrastructure</u></p> <ul style="list-style-type: none"> <li>• Innovation incubator- unique off-season tourism infrastructure ideas</li> <li>• The Norfolk Way -250-mile circular + cycling route</li> <li>• The Norfolk Way Art Trail – 7 new permanent structures</li> </ul> <p><u>Product testing, marketing + promotion</u></p> <ul style="list-style-type: none"> <li>• Consumer groups for product testing</li> <li>• Pre-visit inspiration</li> </ul> <p><u>Sustainability: people place, environment</u></p> <ul style="list-style-type: none"> <li>• Data review exercise</li> <li>• Visit Norfolk/Visit East of England Business survey collaboration</li> <li>• Norfolk Residents ‘Perceptions of Tourism’ Survey</li> </ul>

4.	<b>Boating Holiday Trends, Risks and Opportunities</b>
	<p>Nigel Richards, Waterways Holidays and Ryan Day, Hoseasons have come together to share current market trends to VtB members.</p> <p><b>2021: Broads Boating Market</b></p> <ul style="list-style-type: none"> <li>• International travel restrictions= more staycations</li> <li>• More staycations= More first-time boaters</li> <li>• Broads= first choice for first time boaters</li> <li>• Previously 45% of boaters were newcomers, last year 57% newcomers</li> <li>• Wide range of boating experience, training provided needed to reflect this</li> <li>• Many of the 2020 first time bookers are looking to book in 2021</li> </ul> <p><b>Summer 2021</b></p> <ul style="list-style-type: none"> <li>• Hoeseasons and Waterway holidays are 89% fully booked.</li> <li>• Longer breaks (10+ nights) being booked</li> <li>• Strongest demand for luxury high end boats</li> <li>• Reviews are important for choosing boat/locations</li> <li>• Increased demand for UK pet friendly holidays</li> <li>• Most newcomers are younger affluent families and couples</li> <li>• Strong 2022 advance bookings</li> </ul> <p><b>2022 opportunities and threats</b></p> <ul style="list-style-type: none"> <li>• Increased awareness of nature though lockdown makes the Broads a great choice</li> <li>• Overseas holidays will comeback</li> <li>• The return of largest multi-household groups already evident for 2022</li> <li>• Early and late season short break market expected to be strong</li> <li>• Full return expected of most waterside restaurants and activities</li> </ul> <p><b>Meeting future guest expectations</b></p> <ul style="list-style-type: none"> <li>• Smart TV with onboard streaming</li> <li>• Internet access</li> <li>• Bluetooth speakers/USB charging points</li> <li>• 4G/5G more coverage</li> <li>• Welcome aboard pack of local produce</li> <li>• Promote Eco credentials</li> <li>• Increased pet ownership post lockdown</li> <li>• Appeal to whole family to encourage the next generation</li> </ul>
5.	<b>Member Slot - Cooking Demonstration - Oakfired Pizza</b>
	<p>Paul Jackson, Oakfired Pizza provided members with a cooking demonstration of True Neapolitan Pizza.</p> <p>Neapolitan Pizza is a Traditional Speciality Guaranteed product recognised by the gold and blue mark. Its authenticity is regulated by the Associazione Verace Pizza Napoletana (AVPN), Naples who inspect the restaurant each year.</p> <p>In August 2018, Oakfired became the third restaurant in the UK, and the 743rd restaurant worldwide, licensed to make True Neapolitan Pizza.</p>
6.	<b>Poll</b>

Mary Sparrow concluded the meeting with a poll and proved the following results:

Which of the following membership benefits are you aware of?

- Premium website listing 73%
- Inclusion on the Visit the Broads social media 82%
- Inclusion in Visit the Broads newsletter 64%
- Members networking meetings 91%
- Third party marketing with Visit East of England 45%
- Monthly Member Newsletter 100%
- Access to market research and industry highlights 36%
- Use of Visit the Broads branding 73%
- Discounted services with corporate partners 27%
- Discounted advertising rates in Visit the Broads publications 55%