



## Activities, Attractions & Events Group Meeting

Wednesday 1<sup>st</sup> May 2019

National Motor Museum, Beaulieu

### Attendees:

Adventure Wonderland – Janet Bentick  
Beaulieu – Rachael Goldstraw  
Beaulieu – Richard Morgan  
Eling Tide Mill – Helen Robinson  
Escape Yachting – Matthew Lawson  
Forest Forge Theatre – Laura Bean  
Fuzzaker Walks – Steve Adams  
GNF – Anthony Climpson  
Hurst Castle – Rachel Lewis  
Hurst Castle – Linda Scott  
New Forest Activities – Matt Kitcher  
New Forest Paddle Sport Co – Sean Scott  
Paultons – Rob Griffiths  
St Barbe Museum - Maria Ragan  
Sammy Miller Museum - Viv Brackett

### Apologies:

Longdown Activity Farm – Liza Datlen  
Minstead Trust – Matt Stroud  
New Forest Heritage Centre – Jennifer Pressnell  
New Forest Heritage Centre – Giles Gould  
New Forest Platinum Tours – Steve Perry  
Steamship Shieldhall – Nigel Philpott  
The Horse Raft - Sally Bennetts

**1. Introductions and Apologies** - as per the above lists

**2. Actions Arising** - No further actions arising from the previous minutes that were not covered by the agenda.

**3. The Following topics were discussed:**

- Brainstorming Event – this will now be split into two events – a practical workshop hopefully between the end of May and the summer holiday period for smaller businesses on individual business plans and how to better engage with audiences and GNF marketing activities. The blue sky thinking brainstorm event will be held on 3<sup>rd</sup> October at a venue to be decided and run by an external facilitator.
- Following the last Hotels meeting GNF are producing a short quirky film made by Velvet Pictures to be used across social media channels to raise awareness of the destination. GNF will share a link when complete so all members can share this content across their own channels – **Action: All AAE members & GNF**
- KPI's from the marketing report all looking very good and many exceeding their targets already.
- App – discussions are ongoing regarding the app development and the funding options for this.
- Activities Taster Day – Take up of bookings for the event have been disappointing so far with only one activity reporting any bookings at all. It was agreed that Easter being so close to the May Bank Holidays probably hadn't helped but it was also agreed to persist with further social media to try and encourage more interest. It would be helpful if all participating and the other AAE members also promoted the event via social media and ENewsletter - **Action: All AAE members & GNF**

- As only 9 GNF member businesses shared/liked or commented on THENEWFORESTUK social media accounts during April, GNF will seek to refresh the social media matrix and circulate to all members again to try and encourage more sharing and following across all the membership. Social media user names will be added to this matrix to further enable destination cross membership communication and collaboration - Action: All AAE members & GNF
- Request for more attractions-based posts on Instagram rather than just landscape shots, all members to provide at least one appropriate/interesting image via [contact@gonewforest.com](mailto:contact@gonewforest.com) for this purpose – Action: All AAE members & GNF

**Next Meeting:** 5<sup>th</sup> June, 12 noon, Cyclexperience (Hire Centre, Station Car Park, Brockenhurst)