



Activities, Attractions & Events Group Meeting

Wednesday 6 March 2019

New Forest Heritage Centre

Attendees:

Adventure Wonderland – Janet Bentick
Beaulieu – Rachael Goldstraw
Cycl Experience – Jon Thurnell-Read
Eling Tide Mill – Helen Robinson
Escape Yachting – Matthew Lawson
Fuzzaker Walks – Steve Adams
GNF – Anthony Climpson
Hurst Castle – Rachel Lewis
New Forest Activities – Mat Kitcher
New Forest Classic Car Hire – Adam Gorgeon
New Forest Heritage Centre – Jennifer Pressnell
New Forest Paddle Sport Co – Sean Scott
New Forest Platinum Tours – Steve Perry
Paultons – Rob Griffiths
St Barbe Museum - Maria Ragan
Sammy Miller Museum - Viv Brackett
The Horse Raft - Sally Bennetts

Apologies:

Exbury Gardens – Celise Galloway
Fairweathers - Lisa Smith & Patrick Fairweather

- 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. Go New Forest Report and KPI Report**
 - (A) The group discussed the proposed app and the considerable benefits of being able to message potential customers with offers and information. There was also a brief discussion on the benefits of having a native app versus a web app or progress web app. Tony said the team were currently considering all the options available at this time and will look at the detail as soon as the funding for the project is secured. The group were supportive of the app development and viewed it as a good idea to progress.
 - (B) RG said that he had been contacted by an external agency offering advertising in an official new forest map publication – although this was not Go New Forest. Most members around the table had been approached by the same company and all had declined to take advertising. The group questioned whether this company are actually allowed to call the publication the official map publication but concluded that there was little we could do about it.

4. Spring Member Day and Literature Exchange – 27th March 2019

- The Spring Members day will now take place at the Beaulieu Hotel on Weds 27th March and will incorporate the members day. This venue is unfortunately not suitable to host the brainstorm session as well so it was announced that the brainstorm event would now take place separately on a date between the end of Easter and the beginning of the May Half Term Holiday. ML expressed concern that this would limit the attendance compared to holding the event within the members day. It was agreed that a date and venue be fixed asap so this could be clearly communicated both at the members day (the next up-coming event) and via email to the entire membership. Action: AC to fix date and venue for brainstorm and communicate to membership.

5. Activities Taster Day – Sunday 2nd June 2019

- 5 or 6 attractions have now agreed to take part. Action: AC to send out reminder to the relevant members to include producing marketing materials and an activities location map to be communicated via social media, PR and email. The group discussed the possibility of holding a similar event in March 2020 aimed at local residents.

6. Members update

- a generally upbeat start to the season largely aided by the mild weather experienced over February Half Term – good levels of business being reported.

7. Any Other Business

- NFBP**
- i) Pursuing an inward investment strategy and discussing with the local area as to where this significant investment should take place
 - ii) Have run recent events on Terms and Conditions and Time Management – have a LinkedIn Local event planned for 3rd April – 5pm to 7pm

Discover Guide - The Guide will be available for Members Day and there will be an additional PDF version.

Small Activity Providers – it was agreed that it would be helpful to both accommodation providers and small activities such as The Horse Raft and Fuzzacker Guided Walks if details of their services were more regularly communicated, so guests could both learn more about the Forest and key messages whilst enjoying themselves at the same time. Action: GNF to circulate accordingly.

8. New venues for future meetings: June - Cyclexperience (Hire Centre, Station Car Park, Brockenhurst)