



# Making Tracks

THE NEWSLETTER OF THE BRECKS TOURISM PARTNERSHIP

## INTRODUCTION

Welcome to the first of the Brecks Partnership newsletters for 2010. This edition is packed full of training and event opportunities.

### Brecks Rural Development Programme funding update

The Brecks Partnership has developed to business case stage a bid for a Brecks wide comprehensive visitor guide to include attractions, accommodation and places of interest. It is now clear that a wider multi-project bid on behalf of tourism businesses would be considered under the scheme and we are rapidly developing those projects to concept stage for submission in March. Let us know what you would like to see developed to help tourism businesses in the Brecks. Projects could include local events, local produce, area promotion, tourism infrastructure etc. If you would like to be involved in the development of these projects on your behalf then please get in contact with us.

T: 01842 760116 or E:

[brecks.partnership@suffolk.gov.uk](mailto:brecks.partnership@suffolk.gov.uk)

### Distinctive Area Awareness Seminar-

In a world where attracting and keeping customers means making use of all the assets you have as a business, operating in and around The Brecks can give your business a competitive edge. This seminar will aim to furnish you with inside information on what it is that makes this place worthy of special status and how the landscape can add value to your customer offer. The seminar is taking place on **17th March 2010** at **St George's Distillery, East Harling 10am-2pm**, which includes a **whiskey tour**. Cost per delegate £25. Please contact Ingrid Marques,

E: [imarques@eet.org.uk](mailto:imarques@eet.org.uk), T: 01284 727482 to book your place.



St George's Distillery- England's Only Whiskey Distillery

### Destination Suffolk 2012: The opportunities for Suffolk

The 2010 Choose Suffolk Tourism Conference is being held on **Wednesday 3rd March** at **Trinity Park, Ipswich**. This year's event, including workshops and networking, focuses on the 2012 Olympic Games and the opportunities for Suffolk.

Speakers include - Simon Clegg, CEO of Ipswich Town Football Club, Sandie Dawe, Chief Exec of Visit Britain, Paul Simpson, Chief Exec of Visit Manchester, and **Keynote Speaker Great British Olympian Steve Cram MBE**.

To find out more and to book your place; <http://www.suffolktourismpartnership.org.uk/>

### Norfolk Tourism Training Courses

Norfolk Tourism in conjunction with East of England Tourism is offering a training seminar in March;

**Welcome Walkers and Cyclists 10th March @ The George Hotel,**

## February 2010

### Destination Brecks

#### Things you should know about the Brecks

#### Did you know?

- **Distinctive 'pine lines' of twisted and knotted pines** are a landscape feature in the Brecks that resulted from pine hedges, planted to prevent sand storms, falling out of regular maintenance.

- **Over 1600 species of plants and animals are either present in the Brecks and nowhere else in the UK or as a significant proportion of the UK population.**

- In 2006 staying and day visitors to the area generated almost **£213m supporting over 4500 tourism related jobs**, more than either **the Norfolk Coast** or the **Norfolk Broads**.

Because the Brecks is so special we want to help you tell people about it and have compiled a quick reference Word document for you to use for your own reference, make available to guests or send out to people that you think may find it of benefit, particularly if you are sending out press or media information. Simply follow the link to our website and you can download this document; <http://brecks.org/pr-brecks.aspx>

### Walking your way to health

The free walking your way to health scheme, has just extended their walks programme over the Forest Heath area. The new programme in Feb and March includes many more locations around the Mildenhall and Newmarket area. The walks cover the whole of the Brecks area, and are a good way of seeing the area, meeting new people and getting fit at the same time. For details on all the walks and how you can take part visit; <http://www.whi.org.uk/>

### Go Green for Profit



### Green Advantage Training Course

**1st April 2010 at the George Hotel, Swaffham 10am-4.30pm**

East of England Tourism offers many training courses and one day seminars for rural businesses. Green advantage is a one day seminar which aims to improve environmental awareness, to help participants develop their skills, knowledge and understanding of green issues and actions.

Areas covered during the day;

- What is sustainable tourism?
- The benefits of sustainable tourism
- Reducing, reusing and recycling
- Using local products, services and facilities
- Identifying customer expectations
- Developing an environmental policy
- Adapting your marketing
- Sustaining your green advantage

Cost per delegate £25 (normally £85) for more information contact Jenny Sheppard T: 01284 727493

E: [jshppard@eet.org.uk](mailto:jshppard@eet.org.uk) or to book; [www.eetsurveys.co.uk/sustainabletourismeast/booking.htm](http://www.eetsurveys.co.uk/sustainabletourismeast/booking.htm)

### Advisory Visits

East of England Tourism is also offering **free environmental advisory visits to rural tourism businesses in the Brecks**. Using the criteria from the renowned Green Tourism Business Scheme, the free service will offer you practical advice on how to improve the sustainability of your business' practices and make it more profitable. An initial visit will be followed with a bespoke action plan - priority actions, personalised recommendations in a written report suggesting actions and further recommendations to save money and improve the long-term sustainability of your business. The report will also identify sources of further specialist advice. Visits will be carried out by EET's qualified advisor and only take approximately two hours. **To request a free visit email Ingrid Marques [imarques@eet.org.uk](mailto:imarques@eet.org.uk) or call 01284 727482**

#### Swaffham, 9.30am-4.30pm.

- Understand the market- key facts about rural tourism, the walking & cycling markets, market segmentation, customer expectations & motivations, what walkers & cyclists buy and map skills
- Capitalising on the market- assessing your own business potential, SWOT analysis, identifying the walking & cycling product local to your area.
- The Visit Britain chartermark schemes- overview, Walkers Welcome charter checklist, Cyclists welcome charter checklist.
- Business growth through attracting walkers and cyclists- developing your products and services, marketing options.
- Action Planning.
- Countryside and rural tourism links. Places are limited and cost £29 per person, to book E: [louisa.loader@visit.norfolk.gov.uk](mailto:louisa.loader@visit.norfolk.gov.uk)

#### Business Link Training Courses

As well as offering free professional business advice Business Link also hold various free training events across the region. All are designed to give you useful skills and advice in your workplace as well as keeping businesses updated on important regulations.

#### Free training events coming up;

Appraisal Skills, Influencing Skills, Fire Regulations, Smart Networking, Motivating The Team, Asset Yourself, HMRC- What's new for business, An introduction to public sector tendering, Developing Management Skills, How to Attract customers using free/low cost internet marketing, How to write a winning tender.

To book your free place T: 0845 601 1000  
W: [www.bookevents.org](http://www.bookevents.org)

#### Olympics 2012 Conference for accommodation providers and venues

This half-day conference has been put together especially for accommodation providers and venues and will take place in the Marshall Auditorium, IWM Duxford on **Thursday 25th March 9.30am-1pm**. Delegates will be briefed on the opportunities that the London 2012 Olympic and Paralympic Games present-up to, during and post-event.

For more info contact Jane Cryer  
T: 01284 727495 E: [jcryer@eet.org.uk](mailto:jcryer@eet.org.uk)

#### Members News

#### Moving Stories Exhibition Making Thetford Home

Ancient House, Museum of Thetford Life is opening a new exhibition in its changing exhibitions room. Until **5th June** you will be able to explore some of the fascinating stories of some of the people who have moved to Thetford and made it their home, from pre-historic times to present day, investigating the lives of Neanderthal settlers, Boudica, Viking King Swein Forkbeard and an Anglo-Saxon moneyer. There will also be personal stories from Thetford residents from past and present and events to coincide with the exhibition.

For more information T: 01842 752599

E: [ancienthouse@norfolk.gov.uk](mailto:ancienthouse@norfolk.gov.uk)

#### St Edmundsbury Museum receives top museum accreditation.

Moyses Hall in Bury St Edmunds has received Accredited Status by the Museums, Libraries and Archives Council. Receiving accredited status means the museum has achieved the required standards for museums demonstrating good care of collections and service to the public.

For more information on the Museum, opening times and displays T: 01284 757160 E: [MoysesHall@stedsbcc.gov.uk](mailto:MoysesHall@stedsbcc.gov.uk)  
W: <http://www.stedmundsbury.gov.uk/sebc/visit/moyses-hall.cfm>

#### Top Events

#### Heritage Discovery Day 26th Feb 10.30am-10pm at Queens Hall, Watton

Part of the Wayland Partnership's three year Capturing our Wayland Heritage Project this event will give all those with an interest in Wayland History and Heritage. There will be displays and presentations on Local Crafts, Heirloom and Modern Textiles, Lace-making, Photography, Clay Pipes, Books and Directories, Hockham Barn Rescue, Railway and Postage, WWII Americans, Wayland Wood/Babes in the Wood and much more. Flint knapping expert John Lord will be on hand throughout the day with an evening talk from Dr. John Davies from the Norfolk Museums Service on Boudica's Norfolk. For more information, Contact; Sue White T: 01953 880216, E: [sue@wayland.org.uk](mailto:sue@wayland.org.uk)

#### Summer Concerts at High Lodge

Nearly all of the acts for the Summer Concerts have now been announced **Keane will play on Thursday 10th June, Doves on Saturday 12th June, The Saturdays on July 9th and Katie Melua on July 10th.**

For information on all the concerts, ticket prices and booking visit; <http://www.forestry.gov.uk/forestry/INFD-7NPLSX>

**Remember** if you have an event or news article you would like us to highlight in the newsletter, or our website, please let us know, contact;

Brecks Partnership T: 01842 760116

E: [brecks.partnership@suffolk.gov.uk](mailto:brecks.partnership@suffolk.gov.uk)



# The Brecks

