



Making Tracks

THE NEWSLETTER OF THE BRECKS TOURISM PARTNERSHIP

***** STOP PRESS

Find out what your carbon footprint is - sign up for a free workshop. See Go Green For Profit

***** STOP PRESS

VAQAS

Calling All Attractions

The Visitor Attraction Quality Assurance Service (VAQAS) is available to all attractions throughout England and has been developed by VisitBritain to promote and develop quality throughout the industry. As far as we are aware, the only attraction to have this award is High Lodge Forestry Commission.

VAQAS was launched nationally in 2001 and a wide range of attractions of all sizes, both large and small, throughout England have benefitted from participation. If you would like to know more about the service, or see a full list of all current participants, visit the website www.vaqas.org.uk

Those attractions that offer an 'overall good level' of quality receive the accreditation of Quality Assured Attraction and the use of the national quality marquee.



QUALITY ASSURED
VISITOR
ATTRACTION

MEMBERS' NEWS

Many congratulations to **Jackie and Gary Marsh** at **Repton House** for being awarded 4 stars for their Bed and Breakfast accommodation in Swaffham.

Norfolk and Suffolk Marketing Awards

Vanessa Scott, received the overall Marketing Excellence Award for **Strattons Hotel, Swaffham**. Congratulations also go to Hannah and Dominic who are instrumental in the continuing marketing success of

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Welcome to this issue of the Newsletter for Brecks Tourism Partnership Member

The Brecks Tourism Partnership will be continuing to work hard, promoting the area to sustain visitors and working with our tourism businesses in 2007/08. A big thank you to all who who have sent us their membership fee, we are most grateful for your support. If you haven't already paid isn't too late.

DESTINATION BRECKS WHEN DID YOU LAST VISIT THE BRECKS WEBSITE?

The website has had over 1 million hits since its launch, Don't forget to add your events for the forthcoming Bank Holiday and half term - some of them will also be highlighted on the front page. Just go to the events page and click on the 'add your event' button.

Please contact Karen if you would like to change any of your current details in the entry for your business.

VisitNorfolk.co.uk

Brochure requests, as a result of a link to the Norfolk Tourism website, for the 2007 editions of Come Alive in The Brecks and Where to Stay leaflets, have increased by 50% over last year since March.

Please ask your visitors how they heard about you and if it is as a result of our marketing campaign, let us know.

Norfolk Shines on Screen

The first series of the new Stephen Fry drama, KINGDOM, which was filmed almost exclusively around Swaffham, is currently being aired on ITV at 9pm on Sundays. This is a major success story for The Brecks bringing enormous economic and cultural benefits for local communities.

Screen East offers a free service to register your property as a service supplier for the film industry. Visit www.screeneast.co.uk or email locations@screeneast.co.uk

PR

"THE GUARDIAN" VISITS THE BRECKS

The chief travel writer for The Guardian is visiting The Brecks on the weekend of 9/10th June. The focus of the visit is to write a feature on comparing the carbon footprint of a short stay in the UK compared to that in the Caribbean.

GO GREEN FOR PROFIT

FREE WORKSHOP - SAVE MONEY WHILST REDUCING YOUR CARBON FOOTPRINT - THE EFFECTS OF CLIMATE CHANGE FOR TOURISM BUSINESSES

The Brecks Partnership is holding a Climate Change Workshop on Thursday 12th July at the re-opened Tuddenham Mill Restaurant and Hotel. The event will run from 11am - 1.30 pm and aims to address the issues of climate change and its impacts on each of us. Please come and see us for what should be an informative and fun event at this new and inspiring venue close to Mildenhall, Barton Mills.

To make a booking telephone 01842 760116 or email brecks.tourism@et.suffolk.gov.uk

Eastex - Materials Exchange

This free service is a fantastic way for businesses to find free or cheaper sources of raw materials and improve their environmental performance by exchanging materials via the internet. Your waste could be another's raw material. To register, go to www.eastex.org.uk

Reduce, Reuse Recycle And Save Money!

A downloadable newsletter has been produced by Suffolk Tourism Partnership with low cost actions on how to be more resource efficient and reduce your energy bills. Download the newsletter at www.envirowise.gov.uk

What is the State of the Environment in East Anglia?

the hotel. The judges said that Strattons, which also won the Corporate Social Responsibility Award, stood out for its ethos "of offering luxury experiences without sacrifices to the environment" and carrying this message clearly through all of its marketing activity.

Thetford Forest, Puddledock Farm
Welcome to the new owners of this Camping and Caravanning Club site, **Rob and Dawn Muggeridge, Neil and Julie Purnell**. They have improved the site, are currently putting together local walks for their visitors to get the most from the surrounding forest and are looking forward to a busy summer.

Tuddenham Mill
This Boutique Hotel, Near Barton Mills, has reopened this year with restaurant, bedrooms and meeting rooms. We wish Rebecca Bell, General Manager every success for the future. Visit their website at: <http://www.tuddenhammill.co.uk>

Fanastic Event at Fantastic Days
Giles Brockman, Forestry Commission is pictured below with Tim Dockerty, Managing Director of Fanastic Days at the recent Networking Event at this attraction in West Tofts, Mundford. Giles won the chance to drive a military vehicle on the day and had great fun doing so!



20 members of The Brecks Tourism Partnership attended this networking event and learned about the area and the Fantastic Days organisation. Our grateful thanks to Fantastic Days for a great event

New Lifestyle Shop at Elveden Estate

The official launch of the new shopping experience is from 26 - 28th May and includes a Food Festival during the day on Saturday. Their website is <http://www.elveden.com>

1 July 07 Smoke Free England
If you need information on how the law will affect us all, go to the official website (link below) which has a quick guide.

You can find out information on topics such as wildlife, sustainable development and climate change on the website of The Environment Agency. Cut and paste the link below for the relevant page: <http://www.environment-agency.gov.uk/regions/anglian/830408/842762/?version=1&lan>

LOCAL PRODUCE

EDP Norfolk Food Awards 2007

Get your nominations in by **27 May** for your favourite local producers and restaurants. This year there are 14 different categories - from Baker of the year to Restaurant of the year. If you don't have a form, you can submit your nominations electronically at www.edp24.co.uk.

Forest Heath Food Festival 22 - 29 September

This event aims to bring together hotels, pubs, restaurants and retailers as well as food and drink producers to promote the tasty, healthy, seasonal and locally distinctive food available in the Forest Heath District. If you would like to take part, contact Emma on 01638 719471 or email: emma.cooney@forest-heath.gov.uk

Top Events

10 June Euston Rural Pastimes Event

This annual fundraising event is a 'great day out for all the family' with rural crafts, horses, demonstrations, classic cars and much more.

2 September Dragon Boat Festival

This event, organised by Thetford Town Council, is back for a second year. Last year was a fabulous event for all the family and this year should be too!

Teams of up to 11 people can enter the races (cost 200). Contact Susan Glossop on 01842 754038 for further information and a booking form.

Perhaps we could put together a Brecks Tourism Team? If anyone is interested, please contact Karen on 01842 760116.

National Weeks

Why not use these events as part of the promotions for your venue? There are many more that can be revealed by a quick search on the internet by typing National Week into a search engine.

16-24 June National Bike Week

<http://www.bikeweek.org.uk/>

11-17 June National Food Safety Week

<http://www.foodlink.org.uk/nfsw.asp>

14-22 July National Archaeology Week

<http://www.britarch.ac.uk/naw/index.html>

TRAINING

Would you like new ideas, tools and techniques to gain a competitive edge for your business?

Business Link East, funded by the East of England Development Agency (EEDA) are offering mostly free workshops to help small and new businesses, grow and develop. Courses include

- * Starting a business
- * Money and finance
- * Legislation
- * Using IT and the Web
- * Family Business Issues
- * Women in Business

for information and bookings call 0845 601 1000 or go to www.bookevents.org

And finally....

Please do keep in touch with us. If you have any information about your local area or your own venue to share with other tourism partner members, please do let us know and we will pass it on.

<http://www.smokefreeengland.co.uk>

BRECKS TOURISM BUSINESSES SUPPORT GREAT CRESTED NEWTs

Brecks Tourism Partnership members have contributed through their membership fees to help provide a much needed additional pond for Great Crested Newts near Banham. As you may know, Great Crested Newts are a Biodiversity Action Plan species with quite specific habitat requirements. This particular population has been making do with a water storage facility on an industrial site, although The Brecks Countryside Project have been aiming to provide additional habitat for some time.



These are the conditions that the newts are currently living with. The new pond will be a significant improvement on this!

Funding has also been provided by the Herpetological Conservation Trust with the support of Air Products.



THIS PROJECT WAS PART FINANCED BY THE
EUROPEAN UNION

The Brecks

