



Making Tracks

THE NEWSLETTER OF THE BRECKS TOURISM PARTNERSHIP

Introduction

Welcome to The Brecks Newsletter.
Happy Valentine's day!!

BRECKS PARTNERSHIP TEAM NEWS

Lynne leaves The Brecks!

As many of you may already know, Lynne Finnigan will be leaving The Brecks Project on 14th February. Lynne has worked with the Project for 5 years, having been responsible for the delivery of the European funded Sustainable Tourism Programme, and then as Project Manager for both Tourism and Countryside. Lynne is to join Business Link as Specialist Business Advisor/ Tourism and Leisure in the Eastern Region and looks forward to working with tourism businesses within The Brecks in the future. If you interested in learning more about how Business Link can support and help your business call 08457 17 16 15 or visit www.businesslink.gov.uk

Lynne said "I have really enjoyed my time in The Brecks and am very grateful for the support of our tourism businesses. The Brecks is now on the map as a leading sustainable visitor destination and I look forward to seeing it develop in the future"

Julie Enefer will shortly be returning to Grimes Graves. Julie took over the role of Admin Support Officer on a temporary basis in November and will be sadly missed.

Michelle Turner, who has worked for The Charles Burrell Museum and at Thetford Tourist Information Centre, will be taking over the role as Admin Support Officer from 25th February.

The structure of The Brecks Project team is to be realigned. The new focus of the project will include Sustainable Tourism, Green Infrastructure and supporting LEADER funding.

William Wall will be working to deliver all of the above whilst the

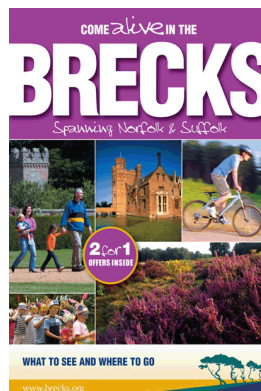
February 2008

DESTINATION BRECKS

The 2008 edition of Come Alive in The Brecks is now available. The leaflet again includes 2 for 1 offers for several of our attractions. 52,000 copies have been printed with 30,000 being distributed through Target Leisure across the East of England. Copies are also being posted to accommodation providers and delivered to attractions.

If you are coming into Thetford please help us by calling into The Brecks Project Office at King's House, King Street, and collecting copies for your business. Call us first on 01842 760116 and we will have them ready for you.

We shall also be distributing copies of Swaffham's new 2008 Visitor Guide with a foreword by Stephen Fry.



LOCAL PRODUCE

Narborough Trout and Coarse Lakes have recently opened The "Big Fish" Farm Visit and Nature Walk. Visitors can enjoy a gentle walk along the river to the trout farm. See www.thebigfish.org.uk or tel 01760 338005

St George's Distillery is now open 7 days a week for tours, unique gifts and over 150 different whiskies. www.englishwhisky.co.uk Tel 01953 717939

TRAINING

Free Workshop - increase your food profits!

East of England Tourism and People 1st are delighted to invite you to attend a **Free workshop** on Tuesday 26th February 2008 at the Ramada Hotel, Colchester from 1.30-6pm to help you increase your food profits. All delegates will receive a free Business Advise Toolkit and a free bottle of wine. Places are limited so don't delay, register today!

recruitment of a new Project Manager takes place. William can be contacted on 01842 761569 or email will.wall@et.suffolkcc.gov.uk

BUSINESS LINK ANNOUNCE IT FUNDING OPPORTUNITY

A grant fund from EEDA through Business Link East is available to SMEs to support their IT infrastructure. Up to 40% of project costs or a maximum of £4,000 may be available for projects that help businesses develop through the use of technology.

Businesses which employ more than 5 but less than 50 full-time equivalent employees and who have been trading for at least 12 months, may be eligible. There will be a need for businesses to demonstrate the potential and aspiration for growth and that the proposed IT investment is designed to improve their competitiveness. The project will not generally support the replacement of hardware, the purchase of basic Microsoft packages or staff salaries.

For further information on the eligibility and criteria for funding contact Bill Hamblin, IT & e-Commerce Specialist Advisor, Business Link East on 0845 641 9898 or email b.hamblin@businesslink.org.uk

LEADER

An expression of interest for the Brecks to gain LEADER funding was submitted in December 2007. The submission was successful and a full bid is now being prepared by Richard Rampton, Norfolk Rural Business Advice Service (NRBAS).

The Brecks is one of three submissions in Norfolk, the others being Waveney and North Norfolk Coast.

LEADER is a rural economic programme aimed at connecting local businesses with rural communities, raising competitiveness and encouraging entrepreneurs whilst considering environmental issues. Leader very much focuses on the land based sector.

There is likely to be around £3M of grant funding which would need to be match funded at 50% bringing the total potential fund to around £6M. The programme will run from 2008-2013.

To reserve your place call Aida Hajderi on 01859 817043 or email aida.hajderi@people1st.co.uk

Quality Initiatives in the East of England

East of England Tourism is delighted that the East of England Development Agency (EEDA) has made available some funding to raise the quality standards generally and encourage participation in the quality assurance schemes. EET is able to offer the highly sought-after "**Successful Bed and Breakfast**" **one day Seminar, free of charge**

These courses provide an opportunity for operators to check their business against customer expectation, legal compliance and the processing of guests from the first enquiry until they leave.

The courses are only available to those accommodation providers that **ARE NOT** graded.

There are several venues and dates for these courses. The closest to The Brecks will be held at Girton College Cambridge on 5th March 2008. To receive a booking form go to www.eetsurveys.org.uk/successfulbb.htm Alternatively call Leigh on 01284 727497

Brecks Awareness Days

2 Brecks Awareness Days were successfully held in the autumn. On 2nd October, The Red Lion Hostel at Castle Acre hosted an Awareness Day which was attended by 26 delegates.

The second event was held on 7th November at RSPB Lakenheath Fen which was attended by 24 delegates.

A third and final event is to take place on Wednesday 5th March at BTO, Nunnery Lakes, Thetford. This event is now full but places may become available due to cancellations. If you would like to go on our waiting list please call 01842 760116.

EVENTS

Summer Season of Concerts at High Lodge Forest Park:

The Forestry Commission have announced that Crowded House will play High Lodge Forest Centre on Thursday 10th July 2008. For more information on summer concerts please go to www.forestry.gov.uk/music

14th Febuary:

Victorian Style Valentines Card Making The Ancient House Museum, White Hart Street Thetford, Family craft event, house alive drop in event. Make a card for your loved one. 11am-2pm Free admission Call 01842 752 599.

23rd Febuary:

Mother's Day Craft Event

The Wayland Partnership are holding a one day craft event, a unique opportunity for crafters to sell their wares and families to buy presents in time for Mother's Day on Sunday 2nd March. They are celebrating Motherhood and focusing on Mothers and Babies. Please contact Suzanne Hollingworth on 01953 880205 or email susan@wayland.org.uk for booking forms and more information.

Remember, you can find out more about events and advertise your own event by going to The Brecks website www.brecks.org

MEMBER NEWS

NEW Accommodation at The Olde Windmill, Great Cressingham

A provisional Local Action Group (LAG) which represents organisations within both the public and private sector is being developed and currently includes organisations representing community groups, NGO's and tourism businesses. The role of the LAG will be to define and implement a Local Development Strategy for the six-year investment programme for the local area. The accountable local authority will be NCC.

It is hoped that LEADER funding will support and continue sustainable tourism projects to be defined by the Brecks Tourism Partnership.

The final bid will be completed by the end of February. For further information please contact Richard Rampton at NRBAS on 01603 731241 mob: 07717290315, email richard.rampton@ruraladvice.co.uk

You can find out more information and see The Brecks expression of interest on www.ruraladvice.co.uk

GO GREEN FOR PROFIT

Sustainable transport

The Brecks Bus - The operation of The Brecks Bus has been transferred to the Newmarket-based Voluntary Network based at Newmarket. Bookings for the bus can be made between 9am-12 noon Mon-Fri and should be at least 24 hours before wishing to travel. The bus runs Monday to Friday between 9am-4pm.

FlexiBus - This bus comes to your door and links 14 villages with Watton, Attleborough and Thetford and acts like a taxi. Hours of operation are 07.30-18.00 Monday to Friday. To make a booking call 0845 600 2315 by 5pm on the day before wishing to travel.

Why not make your visitors aware of these services to collect and return to train stations or access the countryside?

The Olde Windmill Inn at Great Cressingham has recently launched new 6 bedrooms. They already had 2 Caravan Club CL sites each able to accommodate 5 caravans each. For more information see www.windmillinn-greatcressingham.com or tel:01760 756232

NEW SHOP at Grimes Graves for 2008 Season

Grimes Graves, Neolithic Flint Mines will open on 1st March 2008.

The existing shop has been refurbished making it much larger and will have a good range of books, souvenirs and gifts. For more information on opening times visit www.english-heritage.org.uk or call Grimes Graves tel:01842 810656

THETFORD Tourist Information Centre

Sadly, the Tourist Information Centre in White Hart Street, Thetford, is to close on 31st March 2008. We understand that the telephone number of 01842 820689 will remain www.exploretHetford.co.uk

Tourist Information Centres in or close to The Brecks can be found at:

Brandon Country Park 01842 814995 www.forest-heath.gov.uk

Bury St Edmunds, 6 Angel Hill 01284 764667 www.stedmundsbury.gov.uk

King's Lynn, The Custom House, Purfleet Quay 01553 763044 www.west-norfolk.gov.uk

Newmarket, Palace House, Palace Street 01638 667200 www.forest-heath.gov.uk

Swaffham, Market Place 01760 722555 www.aroundswaffham.co.uk

Watton, Wayland House 01953 880212 www.wayland-tourism.org.uk



THIS PROJECT HAS PART FINANCED BY THE EUROPEAN UNION

The Brecks

