



THE NEW BRECKS PARTNERSHIP
From 1st April 2006 the Brecks Sustainable Tourism Project and the Brecks Countryside Project will become one - The Brecks Partnership. The Core Funding Partners are Norfolk and Suffolk County Councils, Breckland and Forest Heath District Councils, The Boroughs of Kings Lynn and West Norfolk and St Edmundsbury, as well as Brecks Tourism Partnership Members. A Core Management Group (CMG) will oversee the finance and work of the Partnership and will consist of representatives from the Brecks Tourism Partnership, Local Authorities and the Community. The wider partnership will include the CMG as well as Agencies and interested organisations such as The Forestry Commission, The Breckland Society, NWT, SWT etc. This new structure will ensure that The Brecks Tourism Partnership now have an opportunity to debate the issues of sustainable tourism and co-operation within a much wider framework of committed organisations to the conservation and economic prosperity of The Brecks.

PROJECT FUNDING - update Funding to continue The Brecks Sustainable Tourism Project has been confirmed by, Borough Council of West Norfolk & King's Lynn, Forest Heath District Council, Suffolk County Council, Breckland Council and St Edmundsbury District Council and Membership Fees.

MEMBERSHIP FEES
We have now received over £2,000 pounds from tourism businesses and relevant organisations which will help to continue the work of the tourism project. We still need another £3,000 pounds to meet our target. We are seeking a small fee from tourism businesses which will be used to promote The Brecks and tourism businesses. There are many benefits which have been included in our letter to you. Have you sent your membership application off yet?

Issue No.8 - March 2006
Dear Brecks Tourism Partnership Member

DESTINATION BRECKS New - 2006 Come Alive in the Brecks visitor guide.
Many of you will have received copies of the new Visitor Guide (don't worry if you haven't as they will be coming shortly!) and we hope you agree that it has a fresh new look! Thousands of copies are still available in our warehouse, so please let us know when you require more.

PR Toolkit - Free to all Members
Ever wanted to get into the papers but didn't know how? Our PR Agency, Shorthose Russell, has produced an information pack with examples of how to set out a press release and tips on how to attract media coverage. A public relations toolkit is available to all Members NOW. The toolkit is available in either electronic or paper formats - call us and we will get you a copy by return.

Brecks Events
Events are listed in the column on the left, as you can see there really is an event for everyone! To obtain further details go onto www.brecks.org and click on Events. Print out the list and hand them to your visitors or display in a prominent position. Visitors will be amazed by the variety of events and may even extend their stay or be inspired to come back.

GO FOR PROFIT
Congratulations to Strattons Hotel, Swaffham for winning the Considerate Hoteliers Association, Considerate Hotels Award. This prestigious award is open to all hotels (not including chains) and awards them for their wider community, environmental and visitor participation. Just another example of excellent practice and extra free publicity by entering a competition

LOCAL PRODUCE - opportunities for Producers
Local Producers may have another opportunity to attend the **Euston Rural Pastimes Event**. The date for this year is Sunday 11th June 2006. If you are interested please call us as soon as possible - Brecks Tourism 01842 760116

***13th Annual Larning Beer Festival**
Local Producers may also have an

Contact Brecks Tourism on 01842 760116 for further information.. **ARTS PROJECT** Keith Rand has been commissioned to produce a sculpture which it is hoped to have installed at Knettishall Heath Country Park. It is hoped that local oak will be used. Other pieces may be erected temporarily at other major sites within The Brecks. We will keep you informed of the artist's progress. **EVENTS IN MARCH** Daffodilly Day Wildlife Bunch Watch Club Understanding West Stow The English Patient Gardening for Wildlife Hedgehog Days Ramblers' Association Legstretchers in Thetford Forest Plant a Spring pot Farmers' Markets Crown & Crests Exhibition, Colour Art Workshop, Ramblers' Association Wretham walk, 'Beyond the Sea'. **EVENTS IN APRIL** Practical Conservation, Naturally Art, April Antics, Rangers' Guide to Spring Birds Tunnels & Burrows Learn to Fish, Underground Mammals, Wood Crafts of Anglo-Saxons, Spring Birds, Meet the Head Gardener, Easter Trail Eostre Gathering, Knights, Damsels & Dragons, Last Days of West Stow. **HAPPY EASTER FROM LYNNE AND NATASHA** Brecks Tourism Project King's House, King Street Thetford, IP24 2AP Tel 01842 760116 Email brecks.tourism@et.suffolkcc.gov.uk www.brecks.org

opportunity to promote their produce at this popular Beer Festival on Saturday 5th August. Again, if you are interested please call us. **Euston Hall** Euston Hall are relaunching and restocking their Shop which is open to the public during the summer. They want to offer visitors local products - food, drink, arts and crafts. If you are interested in an opportunity to promote your produce at Euston Hall please contact Jackie Brightwell at College House Farm on 01359 221512.

MEMBERS' NEWS Congratulations - to

John & Valerie Dove at Home Farm for their Farmhouse Breakfast initiative to raise funds for Guide Dogs for the Blind. Their community spirited efforts gained them publicity in the Eastern Daily Press, Radio Norfolk and Thetford & Brandon Times. They have been contacted by local walking and community groups to hold regular breakfast meetings. Another example of good quality local produce being used to promote a tourism business. **TRAINING - Green Advantage Training Course** A Green Advantage Training Course is being held on 24th March at Dove Barn, Groton, Sudbury at a subsidised fee of £23.50 and is available to any Suffolk business. Green Advantage adds a new dimension to customer care skills. It involves staff and management in identifying environmental improvements, supporting their implementation and promoting them to customers. Delegates are encouraged to understand the relationship between the environment and their business and how their personal input to environmental improvement can add to the customer experience. Please contact Mark Johnson on 01473 694416 **WHAT DO YOU THINK ABOUT THIS**

NEWSLETTER? We are keen to get your feedback on this electronic newsletter format. What would you like to see more of? Can you download this newsletter easily? Are you receiving it - if so just send us an email to confirm that you are? Please let us have your comments. We want to get it right. **Useful websites:** www.gooshing.co.uk - detailing ethical/environmental purchasing



THIS PROJECT WAS PART FINANCED BY THE EUROPEAN UNION



The Brecks

