



Making Tracks

THE NEWSLETTER OF THE BRECKS TOURISM PARTNERSHIP

BRECKS ITINERARIES

Eastern Regions Protected Areas Itineraries - The new itineraries will shortly be available on the www.brecks.org and will also be available on www.visitnorfolk.co.uk & www.choosesuffolk.co.uk. The itineraries will be sent out to tourism businesses as a pdf and will also be downloadable to send to visitors.

LOCAL PRODUCE National Food Weeks Why not tie in your promotions with National campaigns? This has the added benefit of being able to piggyback your advertising with a National campaign which is already being promoted!

15th - 21st May *British Tomato Week* www.britishtomatoes.co.uk
22nd - 28th May *National Vegetarian Week* www.vegsoc.org
27th May - 4th June *English Wine Week* www.englishwineweek.co.uk
29th May - 4 June *National BBQ Week* www.nationalbbqweek.co.uk
8th - 16th July *Cherry Week* www.brogdale.org

Look out for more *National Food Weeks* in our next newsletter!

Euston Rural Pastimes Event Brecks producers will be present at the Euston Rural Pastimes Event, taking place on Sunday 11th June 2006. Present on the day will be **All Natural Bakery, Popplylot Cheeses and Icen Brewery**, together with **Forest Heath District Council. Tastes of Anglia - Local Food & Drink Directory**

The Brecks is featured in a full page advertorial on local producers in our area. Highlighting the variety and quality of Brecks produce. **This is the perfect time to try Asparagus - available throughout the Brecks!**

WEBSITES TO CHECK OUT:
www.transportdirect.co.uk - connecting people and places
www.bike-art.com - don't forget Bike Art deliver bicycles to your accommodation!

AWARDS TIME! Tourism in Norfolk Awards 2006 These awards are open to all tourism businesses within Norfolk. As yet Suffolk have not announced their Award dates or categories. Norfolk businesses can enter into a number of categories Best - Attractions, B&B/Guesthouse, Hotel, Caravan or Holiday Park, Self-catering establishment, Visitor Information Centre, Sustainable Tourism, Innovation, Business Tourism, Customer Care, Marketing Initiative and the Outstanding Contribution to Tourism Award. So there should be something there for everyone! Remember last year

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DESTINATION BRECKSEETB & EEDA - following the recent review of regional tourism and tourism funding, EEDA (East of England Development Agency) is increasing investment in the work of the EETB (East of England Tourist Board). Congratulations to Dr Derek Langslow who is the new chair and Stuart Pinnell who is the new managing director appointed for EETB, they both have a wealth of tourism/hospitality/funding experience between them and we look forward to working with them in the near future.

PROJECT UPDATE* Public Art - Temporary pieces of art by Keith Rand can now be seen at West Stow Country Park & Anglo-Saxon Village and in the walled garden at Brandon Country Park.

*** Tourist Information Panels** - Two new tourist information panel can be seen at Brandon Train Station and in the main town car park. Look out for panels to shortly be erected at High Lodge Visitor Centre and at Bus and Train Stations in Thetford.

GO GREEN FOR PROFIT - BUSINESS NETWORKING Back due to popular demand! - **Brecks Awareness Days** The next Brecks Awareness Day is on Wednesday 13th September 2006 and will be held in Brandon. this event is open to all tourism related businesses within The Brecks. The day is free and will include the chance for you to network with other businesses, gather information on exploring the area without a car, learn more about the Brecks through workshops and a tour and enjoy a local produce lunch. To book your place on this popular event please email brecks.tourism@et.suffolkcc.gov.uk

PROFESSIONAL DEVELOPMENT FOR SUFFOLK ARTISTS - making art work was devised by Suffolk County Council and is part funded by ESF (European Social Fund) and Arts Council England Grants for Art. The scheme offers support, advice, training and information to visual artists at all stages of their career and will offer advice sessions, 'how to' training, events and lots more. Please phone **01986 798220** for more details.

MEMBERS' NEWS We would like to welcome the following people who have recently started business in The Brecks:

***Andrew & Denise Bull** at Breckland Meadows Touring Park in Swaffham
***Margaret Grimoldby & family** at The Six Bell Country Inn & Restaurant at Bardwell
***Darryl Stephens** who is the new Ranger at the Norfolk Wildlife Trust run East Wretham Heath
****Congratulations to F.L Edge & Son** who are opening a new shop in Thetford Town Centre on 8th June, they will be open everyday except Wednesdays & Sundays, opening hours 8am-5.30pm - the shop is located on King's Street, near to the Brecks Tourism Partnership offices

* The new **Brandon Country Park Visitor Centre**, will be opening shortly - congratulations to the park staff for all their hardwork!

TOP EVENTS There is a lot going on in the Brecks and your visitors can benefit from knowing about them!! Events help visitors plan their stay and may stay longer if they realise there's so much to do and see. For further details click onto www.brecks.org

May
27th May til 30th May - Saxon Fashions at West Stow Country Park & Anglo-Saxon Village
27th May - 'Relatively Speaking' at Westacre River Studios
28th May - Lyn Aylward 'Open Studio'
29th May - Open Day at Mildenhall Warren Lodge
National Den Building Day at High Lodge Forest Centre
30th May - Pond Dipping at Lackford Lakes
31st May - Puppet workshop & performance at Oxburgh Hall
June
2nd June - Children's Treasure Trail at Brandon Country Park
3rd & 4th June - Beowulf & The Saxons at West Stow Country Park & Anglo-Saxon Village
3rd June - Moth Night at West Stow Country Park
3rd June - Practical Conservation with Brecks

Strattons Hotel won Best Hotel in Norfolk, proving that you don't have to be a multi-national company to win. It's good PR, and if you're shortlisted you are mentioned in the EDP and have the opportunity to attend the awards ceremony which is an excellent opportunity for networking. For further information click on <http://www.edp24.co.uk/TourismAwards/Awards for Excellence 2006> Another opportunity for marketing could be through entering the EETB Regional Enjoy England Excellence Awards. There are several categories to enter into, please contact Jane Cryer at EETB on 01473 825602 or email jcryer@eetb.org.uk. Closing date for entries is Friday 30th June 2006.

Countryside Project 4th June - Embroiderers Guild Exhibition at Oxburgh Hall
4th June - Hockwold Country Fair
9th June - UB40 in concert at High Lodge
9th June - Learn to fish at Larkwood Fisheries (West Stow)
10th June - Living History 'Hands on the Past' at Oxburgh Hall
10th June - Embrace in concert at High Lodge
11th June - Euston Rural Pastimes Event at Euston Hall
SUSTAINABLE TRANSPORT Brecks Bus - Don't forget this bus service will collect you from your door and deliver you to your destination - and bring you home again!! Please ring **01842 816170** to pre-book. Service runs Mon-Fri 9am-4pm.
Peddars Wayfarer - The bus has secured funding for the current year, and still carries bicycles and will drop off/pick up along Peddars Way National Trail and villages between Thetford & Swaffham.



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The Brecks

