

Notes of Shotley Peninsula Tourism Action Group

19 April 2018

At Jimmy's Farm, Pannington Hall Lane, Ipswich IP9 2AR

<http://jimmysfarm.com/>

[Shotley Peninsula TAG](#) - Facebook group

4.30pm Update from Jimmy's Farm – Ali McMillan explained there have been lots of changes, including new staff, and offerings at the Farm. Now have Wildlife park with zoo licence. Now these things in place intend to build on making links with other partners, and promote and build their audience. JF has also introduced an 'Annual Pass' this links up to many other wildlife parks and provides discounts of entrance fees. AM asked anyone interested in finding out more about JFs or building better links with them to get in touch.

5.30pm Main SPTAG meeting

1. Photocall for press launch of New Guide – Press release sent to EADT - **TB to circulate to group.**
New Guides handed out. Copies have been distributed to approx. 118 locations. Plans to pay for wider distribution but need to check sufficient funding and if a reprint needed. Several additional businesses interested in being included if a reprint. Brand Guidelines produced by AAI (**attached**) to explain how the guide and the brand style can be used by others. **All encouraged to help promote the guide.**
2. Welcome and introductions – 16 people attended
3. AAI Marketing Proposal – Shotley Peninsula content on AAI.
TB confirmed that BDC have formally commissioned AAI to develop an online website for the Shotley Peninsula, which will include free membership for local SP businesses and organisations for AAI for 2 years. Thereafter we hope businesses will see the value and continue to support AAI by remaining members. Fiona Wright and Jack Cripps gave short **presentation (attached)** and explained how businesses/organisations can get their membership and listing set up. (**Checklist attached**). Confirmed that SP will have their own url www.shotleypeninsula.co.uk so we can promote ourselves independently of AAI and use it for other purposes.

Babergh visitor economy plans including TIC closures – TB explained that both BMSDC's TIC would close at the end of the current season (October). Members made the decision recently to cease operating a fixed TIC service. Members acknowledged that a fixed TIC offering was outdated, BMSDC are the last LA in Suffolk operating direct provision, and the cost of providing the service is unsustainable. Officers however will be working with all key stakeholders and those who have expressed an interest – to identify what if any future Visitor Info Services are needed, what these could be. (information points offered to businesses, attractions, some form of pop-up service. Services supported by volunteers, alternative online/digital offering). **TB asked anyone interested in supporting the development of other VI services to get in touch.**

AE explained that due to the proposed closure of Stowmarket TIC her involvement with the group would reduce as the TICs wound down over the summer.

TB advised that she is changing to a different role within BMSDC, but that this was a very recent decision so was uncertain what arrangements would be made for replacing her. The councils have a clear commitment to support and develop the Visitor Economy, but she was unsure what form this would take in the future. She would ensure the Group were however kept updated.

4. Peninsula promotional video – Paul Press of Offshoot Foundation – who produced the film for the Evaluation of the Arthur Ransome activity, has produced a short promotional video which was shown to everyone. BDC has covered the cost of this film which all will be welcome to use, and will be put on the Shotley website with AAI. There will also be some short 'hero' shots to highlight particular points of interest the peninsula has and again these will be available for all to use. **TB to share final version with TAG when ready and available online.**

5. Naval/WWI projects – Peta Hiller a local artist has been in touch with Nick Patrick from S to S project to suggest some ideas for Art type trails. Nick also attended the Shotley Pier group recently and strong links made – including utilising the refurbished pier for elements of the S to S project. Will be making further links with HMS Ganges museum who will be a key partner in the S to S project. Shotley Open Spaces are also continuing with their heritage trail. **All were encouraged to come forward with ideas and contact TB for support if needed.**
6. Cycle Route – LEADER bid for safe cycle route – AONB has been invited to submit a full application by mid August. Bill Jenman has left AONB, so CS holding the fort, but once replacement in post this will be priority for them. CS making links with David Falk in ROW. **TB to circulate the map of the route again for info.**

Contact has been made with Urbo who have set up a dockless cycle hire scheme in Ipswich. Potential of extending this into the SP will be investigated after the first initial trial period in Ipswich. Will work well if Cycle Route established.

7. Greater Anglia – community spaces – agreed to continue to investigate the potential of utilising space at stations. The work on developing other forms of Visitor Info Services will take these opportunities into account too.

<https://www.greateranglia.co.uk/about-us/community-space>

8. Mayflower 400 – 2020 – several aware of the work under way in Harwich to develop various offers around Harwich’s connections to the Mayflower. Need to maintain links with Harwich Tourism Group. They have commented positively on our latest Guide and are investigating doing something similar.
9. Other Updates –
 - Suffolk Day - 21st June - please organise something** - 2.5.18 key date 50 days to go. Dedicated website due to launch soon Suffolkday.co.uk
 - Stour and Orwell Soc - TV screen available to use - contact Oli.
 - Walkers are Welcome - 1st Anniversary 50 people did walk, treasure hunt, pig roast - involved in Suffolk Walking Festival
 - Shotley Pier - taken ownership, planning application in, LEADER bid – invited to full app, plus bidding for other external funding.
 - HMS Ganges getting digitisation of their film archive done as part of HLF bid secured by Stour and Orwell Soc.
 - AONB - Foot Ferries leaflet produced and available.
10. AOB – DW reminded people closing date for consultation on extension of AONB boundary is tomorrow – all encourage to confirm support
11. Date of next meeting June 12, Ask MDL marina could we see new cabins - or Anglian Water for new campsite.