



**Notes from the Wiltshire Association of Visitor Attractions Meeting
Tuesday 10 October 2017 at the Museum of Army Flying, Middle Wallop**

Present: Bethan Seymour, Bowood; Clare Lyall, Trowbridge Museum; Debby Edwards, Bowood House; Hannah Lyddy, Trowbridge Museum; Jenny Butler, VisitWiltshire; Jo Hutchings, Wiltshire Museum; Louise Cox, Hawk Conservancy Trust; Louise Tunnard, The Salisbury Museum; Lucy Johnson, Museum of Army Flying; Rachel Wheeler, Marlborough College Summer School; Roz Mitchell, Salisbury Cathedral & Magna Carta; Sarah Boyle, The Merchant's House; Sophie Costard, The Merchant's House; Sue Gibbins, Cholderton Charlie's Farm and Bluestone Vineyard; Theresa Hopwood, VisitWiltshire; Xavier Faux, VisitEngland.

Welcome and Thank You: WAVA Chairman, Roz Mitchell, welcomed everyone to the meeting, including the guest speaker, Xavier Faux, and thanked the Museum of Army Flying for hosting it.

Introductions and How's Business: Attendees introduced themselves and provided a brief update on 2017 to date. Most businesses reported a very good summer. At one attraction visitor numbers were 'through the roof' due to a very popular exhibition. Of the places that had not fared so well, poor weather, in particular rain, was felt to be a contributing factor. Businesses were looking forward to Halloween and half term events, and busy gearing up for Christmas.

VisitEngland Presentation: The group was very pleased to welcome Xavier Faux, Insights Consultant at VisitEngland, to the meeting. As well as a general tourism update, Xavier's presentation covered VisitEngland's Attractions Survey results and perceptions of Wiltshire highlighted by recent research. Xavier's presentation can be viewed on our website [here](#).

Update on Trowbridge Museum's Successful Heritage Lottery Fund Bid: Attendees congratulated Trowbridge Museum on their award of £1,172,500 from the Heritage Lottery Fund. Clare Lyall and Hannah Lyddy explained that this will enable significant expansion for the Museum, transforming it into a different type of experience. Packing up of exhibits will begin in June 2018 and they hope to reopen in May 2020. As part of the work the original brickwork of the mill building will be exposed. Inside, they will be able to make more of people's stories, create a new learning and outreach space. Exhibition space will be quadrupled, enabling some of their amazing machinery, including a very rare Spinning Jenny, to be put on show, and a digital app will be also produced.

Update on VisitWiltshire Activity from Jenny Butler and Theresa Hopwood:

- **Online shop:** went live in July and currently features 18 businesses, with more to be added shortly. Next steps will be to look at packages, offers and joint promotions.
- **Days out campaign:** ran from July to August to help promote the digital shop, pushing days out in Wiltshire, activities etc. This was a combination of paid search, display and Facebook activity.
- **Autumn Marketing Campaign:** based around the core messaging of 'Wiltshire, the home of timeless experiences'. Launched mid-September and runs for two months targeting Mature Mainstreams and Experience Seekers within a two-hour drive of Wiltshire, including London. Campaign activity includes lead generation, digital advertising, social media and PR.
- **Food and Drink Campaign:** launching February 2017, still time to take part. Activity includes 100,000 copies of a printed Food and Drink Map plus a wide range of digital activity, all of which will drive visitors to the food and drink section of the VisitWiltshire website. Details attached.
- **2018 Publications:** still time to advertise in the Visitor Guide and Visitor Map – details attached. Attractions/Towns invited to send in information for events calendar in Visitor Guide.
- **Photo competition:** finished end September with record numbers of photos received.
- **Photo library:** an additional resource to promote partner businesses

- **PR:** for 2017 to date VisitWiltshire's PR activity has reached over 125 million people – an increase of +10% on Jan-Sep 2016.
 - **Great West Way Update:** Phase 2 £1million funding now confirmed and four programme areas identified in Business Plan – Developing the Great West Way Experience; Bringing the Great West Way to Life; Getting the Great West Way talked about; Taking the Great West Way to Market. Details can be found [here](#).
 - **Group & Travel Trade Update:** 2018 plan now finalised, and Travel Trade Guide goes to print in November. Florence attended Destination Britain North America event, meeting 59 US and Canadian buyers. Flo and Fiona attended VIBE in London. Christmas trade newsletter and advertising campaign launched. VB have new trade website. ETOA showcase event in Bristol in November, £125 to attend.
 - **Reminders:** special offers, events, Showcase South West, key account meetings
- Action:** All to contact [Fiona](#) asap if you are interested in selling tickets via our new online shop.
- Action:** All to contact [Fiona](#) by Friday 3 November to sign up for the Food & Drink Campaign.
- Action:** All to contact [Jenny](#) by Friday 27 October to advertise in 2018 publications.
- Action:** All to contact [Jenny](#) to request or supply photos for the online photo library.
- Action:** All to contact [Louisa](#) with Special Offers.
- Action:** All to complete [Event Form](#) with any upcoming events.
- Action:** All to click [here](#) to register for Showcase.
- Action:** All to contact [Theresa](#) for key account meetings.

Discussion on Future Collaborative Activity

- **Sharing of Market Intelligence:** It was agreed that WAVA would begin recording attractions' visitor numbers monthly from April to March each year. For reasons of confidentiality this information would be supplied as % increase or decrease rather than the numbers themselves. To enable identification of trends and year on year comparisons, historical figures from 2015 would be included. External factors such as the weather would be noted to give context where relevant. Data would be top line, combining domestic, overseas, consumer and travel trade visitors. Reporting would be at the quarterly WAVA meetings. Debby Edwards drew attention to the survey already being undertaken by Destination Bristol, to which Bowood have signed up.
 - **Data Protection (GDPR):** Roz Mitchell highlighted analysis compiled by Salisbury Cathedral investigating the new regulations and what businesses need to do to comply. The Cathedral will be working with a consultant to ensure they meet their obligations. Salisbury Museum are currently doing a survey of what data they hold and what the implications are for them. The Museum of Army Flying are already mostly compliant but have attended a seminar on the topic.
 - **Social media data/trends/analytics/best practice:** Salisbury Cathedral finds social media useful for promoting events and have trebled their Facebook budget recently. Audience Finder is a useful development tool for them, for arts audiences. Trowbridge Museum have just discovered the usefulness of boosting posts and will be analysing their data more closely.
- Action:** All to email [Jenny](#) with details of visitor numbers (ie % increase/decrease not actual figures) month by month from March 2015 for collation and presentation at the January WAVA meeting.
- Action:** Bowood to email [Jenny](#) with details of the Destination Bristol survey.
- Action:** Roz to provide Data Protection and Audience Finder information to [Jenny](#) for circulation.
- Action:** All to email [Jenny](#) with details of any potential Data Protection seminars they are aware of.
- Action:** VisitWiltshire to look for a speaker on Data Protection for the January meeting.
- Action:** All to feed back to [Jenny](#) with items of interest for inclusion on future meeting agendas.

Dates of Next Meetings

Tuesday 23 January 2018 from 2-4pm at Castle Combe Circuit

Thursday 26 April 2018 from 2-4pm – venue tbc

Tuesday 17 July 2018 from 2-4pm – venue tbc

Thursday 11 October 2018 from 2-4pm – venue tbc

Please let [Jenny](#) know if you would like to host the April, July or October meetings.