



**Notes from the
Wiltshire Association of Visitor Attractions Meeting
Thursday 15 September 2016 at Salisbury Football Club**

Present

Amanda Newbery, Salisbury Football Club; Amber Rawlings, Salisbury Cathedral; Amy Nutland, Bowood House; Caroline Marcus, Kids in Museums; Charlotte Toop, Stourhead; Dave Gill, Inspirational Media; David Dawson, Wiltshire Museum; Fiona Errington, VisitWiltshire; James Dwyer, Salisbury Plain Safaris; Jenny Butler, VisitWiltshire; Julie Cooper, Skydive Netheravon; Lucy Johnson, Museum of Army Flying; Pamela Weeks, Crofton Beam Engines; Phil Lucas, Trowbridge Museum; Rachel Wheeler, Marlborough College Summer School; Rebecca Clay, Roman Baths; Roz Hannam, Longleat

Welcome and Introductions

Acting chairman Rebecca Clay welcomed everyone to the meeting, thanked Salisbury Football Club for hosting it, and invited attendees to introduce themselves. She then introduced Caroline Marcus, Project Director with Kids in Museums.

Opportunities to Work with Kids in Museums

Caroline's presentation gave an overview of Kids in Museums, highlighting the popular Take Over Days and explaining how a range of VisitWiltshire partners – not just museums – could work with them.

Action: Anyone interested in signing up to Kids in Museums to email takeoverday@kidsinmuseums.org.uk

Update on the Royal Artillery Museum

The Royal Artillery Museum were unfortunately unable to attend the meeting, but provided an update which was read out by Fiona Errington. Key points were as follows:

- The working title for the museum is Salisbury Plain Heritage Centre: Home of the Royal Artillery Collection.
- It will tell the story of the Royal Regiment of Artillery, explain the evolution of artillery and tell the story of Salisbury Plain where Gunners have trained for over 100 years.
- There will be a restaurant with views over the Plain, corporate conferencing facilities, shop, learning rooms, mini-assault course and external artillery demonstration area.
- There will be plenty to see and do, even if you don't buy a ticket, including a café with children's play area, bandstand and reconstruction of an old Larkhill Armstrong Hut.
- There will be three gardens: the Garden of Reflection, the Royal Artillery Garden and the Wiltshire Community Garden.
- Whilst the opening date is still 5 years away, a number of artillery-themed events are already being established, including an annual Artilleryfest and Gunnerfest.

How's Business

Most businesses reported a very successful summer, with August particularly good.

Update on VisitWiltshire Activity

Jenny Butler and Fiona Errington gave an update on VisitWiltshire activity including:

- A reminder to keep an eye on VisitWiltshire's monthly marketing updates and newsletters for details of all marketing activity, including partner opportunities.
- Last chance to advertise in 2017 Visitor Guide and/or Map – contact Jenny asap.
- Final call for 2016 Photo Competition entries – competition closes 30 September.
- Autumn marketing campaign now underway – includes new video (the second in a series of three aerial videos) which received over 100k views in its first 2 days.
- Travel trade autumn/winter advertising campaign also underway; Christmas editorial sent out; trade familiarisation visit taking place 2-4 October.
- VisitWiltshire is thinking of introducing a new attractions pass / online shop – the group discussed various different passes and their positive and negative aspects.
- VisitWiltshire has submitted a successful bid to the Discover England Fund (The Great West Way) and been involved in the submission of a second successful bid (England's Heritage Cities). VisitWiltshire has also submitted a further bid to the Arts Council's Cultural Destinations Fund.

Action: All to let [Fiona](#) have their thoughts on the idea of an attractions pass/online shop.

Action: All to contact [Jenny](#) or [Fiona](#) if they need further information on any of the above.

Update on Viator and Confederation of Passenger Transport Initiatives

The speakers from our previous meeting have received only limited interest from partners – if anybody is unsure of the concepts then do contact Katja or Alf.

Action: All to let [Jenny](#) know if they require more information on either Viator or the Confederation of Passenger Transport initiatives.

2016/2017 Marketing Opportunities

Fiona Errington highlighted a range of marketing opportunities, including digital and trade (see PDFs attached).

Action: All to email [Fiona](#) if they would like further information.

VisitWiltshire Training Opportunities

From the end of October VisitWiltshire's autumn training programme will include Beginners Website Marketing and Beginners Social Media courses, as well as more advanced IT courses – details will be included in the newsletter soon.

Action: All to email [Theresa](#) if they have any training courses they would like VisitWiltshire to arrange.

Nominations for Chair of WAVA

Fiona Errington thanked Rebecca Clay for chairing this meeting and asked if anyone would be interested in chairing in future.

Action: All to let [Fiona](#) know if they would like to chair future meetings, either on a permanent basis or as a one-off.*

*Since the meeting, Roz Mitchell from Salisbury Cathedral has agreed to take on the role of Chair of WAVA on a permanent basis and we look forward to working with her.

Any Other Business

Phil Lucas updated the group on forthcoming developments at Trowbridge Museum.

Date of Next Meeting

Thursday 19 January from 2-4pm

Action: If you would like to host this meeting, please let [Jenny](#) know.