

**The Broads Society  
Publicity Committee Meeting  
Tuesday 7<sup>th</sup> January 2020 at Wayford Bridge Hotel**

Present: Peter Smith, David Edleston, Robert Paul, Jill Wickens, Sarah Vergette

Apologies were received from Paul Rice.

Jill attended the meeting as Editor of Harnser. David stated that Harnser is very important as it is the main way of communicating with the members. The Editor needs to be involved and has an open invitation to Publicity Committee meetings. It is important to put together constructive ideas to improve communication and obtain new members.

Robert Paul proposed that Peter Smith should remain as Chair, this was seconded by David Edleston and agreed. David would consider taking on the role next year but would prefer not to attend all the Main Committee meetings, a report could be sent in.

Peter suggested that the name of the Committee should be updated to Publicity and Events Committee, this was agreed. (It better reflects what we do)

The budget for publicity comes from profits made from the sale of Christmas cards and calendars, this will be calculated once the bank statements for December have been received. Robert Paul said that we should be aware of sustainable resources when ordering merchandise.

Peter Smith was sent a reduced quote for an advert in Broadcaster in the sum of £171 plus VAT. An advert has already been requested for the Pocket Guide so it was agreed not to use Broadcaster this year.

**Harnser**

David made some suggestions on future editions, for discussion :-

- Full page photo to front cover to continue as Jan 2020 edition. There had been positive comments so his format will continue.
- Include deadline for submitting articles to Editor for next issue. Jill agreed to reinstate this. (10<sup>th</sup> March for the next edition)
- Consider updating text throughout with more modern font e.g. Arial. Agreed.
- New article on 'Meet the Committee'. This has been done before but some considerable time ago. Would include a photo and information about a Committee Member in each edition to include Main Committee and North & South Rivers Committee Members. Agreed.
- Publicity Committee to provide list of events (with dates) that the Society will be attending throughout the year for the Spring (April) editions with an invitation for further volunteers to help. David agreed to write something for Harnser, there will also be a note to try and encourage people to help at events.
- Merchandise for sale such as Broads Society Cards and any other items, to be promoted in Winter (January) and Summer (July) editions. Robert will look into options for merchandising.
- Christmas Cards and Calendars to be advertised in Autumn (October) editions. Agreed.

- Book Reviews of interest to Members as and when published. David has three books which he will review.
- List of forthcoming events and dates in and around the Broads that may be of interest to Members and visitors. Agreed.
- Review of key events e.g. 2020 is the 200th anniversary of Thurne Mill with an exhibition starting in March and lots of other events planned; Museum of the Broads Annual Exhibition which is to be on Holidays on the Broads etc. Jill attended an event at Thurne Mill and has a contact. (Jill will also ask about BS attending the Wind Museum which is in the same ownership)
- More 'Then' and 'Now' photographs. Agreed.
- Updates on projects being undertaken within the Broads such as The Broads Landscape Partnership Scheme (Water, Mills and Marshes Project), Hoveton Great Broad Restoration Project and Stracey Arms Mill (The Mill & The Marsh Folk Project). David agreed to write a summary, as a visitor, about the exhibition on holidays which will be at the Museum of the Broads this year. It was suggested that the Museum could take an advert in Harnser. Robert suggested that perhaps anyone taking a membership subscription out for the Broads Society could receive a discount or free entry to the Museum.
- Key issues considered by the Committees. Flooding.
- Invite other organisations to submit occasional articles to promote their work e.g. Norfolk Wherry Trust, Museum of the Broads, Wherry Yacht Charter, How Hill Trust etc. Agreed.

David also has some articles on churches which can be published in Harnser, these include both northern and southern rivers areas,

Peter had previously written an article on recycling at Neatishead Staithe which David thought very interesting, this should also go in Harnser

Peter has drafted a parish newsletter which has gone to Paul Rice for review.

The website was discussed. Peter Smith thinks it should be updated, there is some out of date material on the website. Jill said there needs to be a discussion with Nick Balls as he manages the website. There was discussion regarding online payment, again discussion with Nick Balls is needed. (Jill agreed to speak to Nick and it was confirmed that we were keen for Nick to remain as Webmaster). The membership leaflet also needs to be updated, David suggested that as there should be funds available from the Publicity budget a graphic designer should be consulted, this was agreed.

Events pending # & booked\* so far:-

Thorpe St Andrew # St Georges Day so likely to be 26 April or Sunday before

Horning Boat Show Sat 2 May\*

Brundall Boat Show Sat 16<sup>th</sup> May\* - 9am for 10am till 4pm

Burgh Castle Fun Day\* Sun 28<sup>th</sup> June

Stalham #

Hoveton #

Royal Norfolk\* Tuesday 30<sup>th</sup> June Set up. Wednesday 1<sup>st</sup> July 8am till 5pm Thursday 2<sup>nd</sup> 8am till 5pm

Fri collect. (Trying for bank between lake & main arena) Museum of the Broads #  
Wind Museum#

Thurne Evening Fete Sat 25<sup>th</sup> July # 5.30pm -

Paul Rice had donated some display stands for leaflets.

Peter asked for permission to get rid of the correx boards, this was agreed.

David said that the EDP has a section at the weekends which has large articles in it, perhaps this could be an opportunity for an article on the Broads Society. Robert has a contact at the EDP.

David said that it is important to get the right speaker for the AGM he suggested contacting Thurne Mill as it is their 200 year anniversary this year.

The next meeting was set for 27<sup>th</sup> April and a further meeting for 2<sup>nd</sup> November.

The meeting closed at 9.15pm