



# The Suffolk Coast Tourism Conference

Tuesday 29 November 2022

## 08:30 REGISTRATION AND NETWORKING

### 09:15 WELCOME

Harry Young, Chair of  
The Suffolk Coast DMO

### 09:20 THE YEAR OF THE COAST 2023 & NATIONAL COASTAL INDUSTRY INSIGHTS & TRENDS

Samantha Richardson MBE -  
The National Coastal Tourism Academy  
& England's Coast

### 09:50 PRACTICAL WAYS TO LOWER COSTS AND REDUCE YOUR CARBON FOOTPRINT

Kim Gear & Paul Copsey - Auditel

Auditel are a local independent, award-  
winning cost, procurement and carbon  
solutions company.

### 10:10 UPDATES ON THE SUFFOLK COAST DMOS ACTIVITY, INCLUDING THE LAUNCH OF A NEW EXPERIENCES SECTION

Julian Evans - The Suffolk Coast DMO

### 10:30 MAKING THE MOST OF COST EFFECTIVE & FREE PROMOTIONAL TOOLS ON SOCIAL MEDIA

Beccie Amer - The Suffolk Coast DMO &  
Hot Gossip Media

### 10:50 TEA, COFFEE & PASTRIES

### 11:20 UPDATES ON SIZEWELL C AND OTHER ENERGY PROJECTS

Harry Young - The Suffolk Coast DMO &  
Paul Wood - East Suffolk Council

## 11:50 THE OPERATORS

Meet three of The Suffolk Coast DMO's  
Directors to hear more about how their  
businesses operate, along with the  
challenges and opportunities they face.  
We'd love to hear your own experiences  
during this session and will open the floor  
to questions and encourage discussion  
around best practice.

Nick Attfield – Adnams,  
David Scott – The Hotel Folk  
Tim Yeo – Yeogroup

## 12:10 SUCCESS ON THE SUFFOLK COAST

A celebration of creative projects, and  
innovative developments including East  
Suffolk Council's investments in Felixstowe,  
Lowestoft and across East Suffolk, along  
with First Light Festival & East Point  
Pavilion.

Paul Wood - East Suffolk Council  
Genevieve Christie - First Light CIC

## 12:40 CLOSE AND NETWORKING

We would like to thank our sponsors for  
supporting this event:



# Organisations on hand for advice and information



The Suffolk Coast DMO is the official tourism marketing and management organisation for East Suffolk. It is an industry led, not for profit organisation with over 250 members, representing businesses within the local tourism and hospitality sector.

[thesuffolkcoast.co.uk](http://thesuffolkcoast.co.uk) attracts nearly one million visitors each year, has an audience of over 40,000 across social media and over 30,000 subscribers.

Membership costs £125+VAT for the year which includes a whole host of benefits!

**Find out more:** [thesuffolkcoast.co.uk/join-us](http://thesuffolkcoast.co.uk/join-us)

**Email:** [annie@thesuffolkcoast.co.uk](mailto:annie@thesuffolkcoast.co.uk)



The National Coastal Tourism Academy is the centre of excellence for coastal tourism supporting the growth and recovery of the visitor economy through shared learning, good practice and the creation and interpretation of research that leads to exceptional visitor experiences.

The Academy delivers [Englandscoast.com](http://Englandscoast.com), a marketing and booking tool, showcasing the whole of England's spectacular coastline. It enables holidaymakers to be inspired, research ideas and book each element of their holiday at the coast directly with the provider(s).

To add your business for free visit [www.englandscoast.com/create-listing](http://www.englandscoast.com/create-listing)



First Light CIC's mission is to shine a first light on new and creative talent, building opportunities that support the creative talents of the community, with a vision that by 2030 Lowestoft and its hinterland will be bursting with innovation and creative energy.

They are leading the way with existing projects First Light Festival, East Point Pavilion, and the Marketplace Project among others.

**Find out more:** [firstlightlowestoft.com](http://firstlightlowestoft.com)



Auditel is an independent, award-winning Cost, Procurement & Carbon Solutions Consultancy, helping organisations achieve Carbon Neutrality to

BSI PAS 2060 Verification, whilst also reducing and managing overheads. Based at Brightwell, near Ipswich and established in 2000, they are still a family run business, taking pride in the relationships they nurture with their clients. As independent cost management specialists they work alongside an organisation's existing finance, operational and procurement teams, to deliver proven cost reductions, monthly reporting, and ongoing management in over 100 different cost areas across all sectors.

**Find out more:** [auditel.co.uk/connect](http://auditel.co.uk/connect)

**Email:** [connect@auditel.co.uk](mailto:connect@auditel.co.uk)

**Call:** 01394 334000



There are many ways New Anglia Growth Hub can support your business growth, they don't just offer support with grants and funding. The Growth Hub has access to experts and suppliers across several

different funding methods for various industries or projects. Their independent advisers will visit your premises to fully understand your business plans. And if they can't help with one project, funding may be available for something else. They can help you through the maze of funding sources.

**Find out more:** [newangliagrowthhub.co.uk](http://newangliagrowthhub.co.uk)

**Email:** [info@newangliagrowthhub.co.uk](mailto:info@newangliagrowthhub.co.uk)

**Call:** 0300 333 6536



Next year is designated 2023 Year of the Coast which will showcase the very best of England's Coast to make it a must-visit destination for domestic and international visitors. 2023 Year of the Coast is for everyone working in coastal tourism, both coastal businesses and destinations.

It will highlight a year-long programme of events, from major festivals to local food markets and volunteer experiences. Underpinning the campaign is the opening of significant sections of the England Coast Path, which, on completion, will be one of the longest marked coastal routes in the world, offering the opportunity to explore parts of the coast never before open to the public. Download the toolkit and be part of it!

**https://coastaltourismacademy.co.uk/resource-hub/resource/year-of-the-coast-2023**



The Coast & Heaths is one of 34 nationally designated Areas of Outstanding Natural Beauty which can provide a boost to tourism businesses by supporting an outstanding landscape to operate in. This conference has been part funded by the Coast & Heaths Area of Outstanding Natural Beauty

Community & Conservation Fund.

**Find out more:** [suffolkcoastandheaths.org](http://suffolkcoastandheaths.org)

**Email:** [schaonb@suffolk.gov.uk](mailto:schaonb@suffolk.gov.uk)

**Call:** 01394 445225



Digital Springboard offers free digital training for East Suffolk businesses including 1:1 coaching in social media, digital skills, marketing, and online presence, as well as advising on grants that are available.

The project is funded by East Suffolk Council and The Innovative Projects fund - support is delivered by MENTA.

**Find out more:** [thedigitalspringboard.co.uk](http://thedigitalspringboard.co.uk)

**THE SUFFOLK COAST**