



Winchester Area Tourist Guides Association



Newsletter



June 2010



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Letter from the Chairman (Sue Coles)

The new season has started well, particularly for our themed tours. This must be due in part to the sterling work on the publicity front by Colin Cook. We now have an attractive leaflet containing our 2010 themed walks programme to complement our existing general flyer. I am sure all guides are very appreciative of the work that Colin is doing. The new website has been well received and is much easier to update than its predecessor.

Following the successful General Meeting at St. Cross, we ventured slightly further afield in early June and enjoyed a meeting in Marwell Hall followed by a guided tour of Marwell Wildlife. It was a glorious day. I particularly liked the sight of the male guides with their wide-brimmed hats. Holding meetings at different venues not only allows us to widen our knowledge but also raises the profile of guides.

The new Guided Tour service started operation on 1st April with WATGA taking over much of the administrative work previously done by WCC. Michael Fielding is doing the rota and Tina Reid is managing the payment system. Arrangements seem to be working well and some guides have commented that they value the opportunity to become more involved with the arrangements for group tours and to establish contact with a range of tour operators.

However, it does mean considerable extra work for the volunteers and we do need to make sure that those carrying out the administration are provided with the necessary support. Many thanks to Michael and Tina for their efforts to date. Their work is much appreciated and I for one do not underestimate the time this takes.

As you know, Winchester City Council is planning to introduce a Greeters Scheme and a meeting has been arranged for 1st July in the Guildhall at which Alison Woods and Ellen Simpson will outline the scheme and its relevance to the official guided tour service. Please come if you can.

The Blue Badge Course that Pamela Boyes is running is proceeding well and students will finish – hopefully on a successful note – in March 2011. As we all know, this involves a tremendous amount of work for the students. We have been fortunate this year that two of the BBG students – Clare Dixon and Tina Reid – have been able to combine the course with membership of the Executive Committee. However, they have both indicated that they will have even less time next year to help run the Association as they prepare for their final exams. Tina has indicated that she is willing to continue as Payments Office for another year in order to ensure to smooth out any problems with the new system. However, she will not be continuing as Treasurer. Other members of the committee are similarly not sure whether they can continue.

On a personal note, at the last AGM I agreed to stay on as Chairman for another year even though I had come to the end of my 3-year tenure as Chairman. I looked back at my files recently and I was amazed to see that I came back onto the committee in December 1999 as acting minute secretary before becoming secretary and then chairman. I have enjoyed this period but it is now time for me personally and for the Association that someone else takes up the mantle.

This means that next year's Executive Committee will be very different or in a worse case scenario it will have insufficient members on the committee to fill the various roles. I am sure members will not wish this to happen.

Wishing you all a successful few months and let's hope for some good weather to accompany our tours. Sue Coles

Dates for your Diary

Important meeting for WATGA members to attend (see above)

1 Jul (19:00) Proposed "Greeters" Scheme for Winchester (Wykeham Room).

Winchester Events:

1-4 Jul Winchester Hat Fair www.hatfair.co.uk
9-18 Jul Winchester Festival www.winchesterfestival.co.uk
11 Sept Guided tour of Law Courts (free but pre book on 814100)

Winchester Cathedral

until 31 Dec The Jane Austen Story (exhibition)
19 Jun Deanery open garden 10:00-12:00, 14:00-16:00
8 Jul "Romeo and Juliet" (Open air theatre)
16-18 July Jane Austen weekend (Regency dinner, music, themed lunch)
5-6 Aug "Pride and Prejudice" (Open air theatre)
<http://www.winchester-cathedral.org.uk/events/3/>

Local Special Events:

20 Jun "Big Guns for Fathers' Day" - Fort Nelson (free entry)
26 Jun Saint Cross Fete 14:00 – 17:00
18 Jul Alton Bus Rally (free) www.altonbusrally.org.uk
1 Aug Twyford Waterworks – Rural Crafts and Railway Day
www.twyfordwaterworks.co.uk
7-15 Aug Mid Hants Railway – Days out with Thomas
<http://www.watercressline.co.uk/mhralp/special10/events.html>

"CPD" Events (the following Cathedral special tours can be booked on 857225)

28 Jul (13:30) **PESTILENCE AND PENITENCE: A MEDICAL HISTORY OF WINCHESTER CATHEDRAL**
4 Aug (13:30) **MONKS AND THEIR MASTERS**
11 Aug (13:30) **THE MASTER MASONS CRAFT: THE ARCHITECTURE OF WINCHESTER CATHEDRAL**
18 Aug (13:30) **JUST WILLIAM(S)! - OR MAKERS, SAVIOURS AND DESTROYERS**
25 Aug (13:30) **700 YEARS OF STAINED GLASS**
1 Sept (13:30) **BEAUTY IN WOOD**
8 Sept (13:30) **THE CATHEDRAL CLOSE - THEN AND NOW**
15 Sept (13:30) **THE LIFE AND TIMES OF JANE AUSTEN**
29 Sept (13:30) **ARE THERE BONES BENEATH THESE STONES?**
6 Oct (13:30) **THE LADY WITH THE LAMP AND THE CRIMEAN WAR**
more info see <http://www.winchester-cathedral.org.uk/events/3/>

Winchester City Council Update (Alison Woods)

Staff update

As you are aware Winchester City Council undertaken a staff reorganisation and Eloise Appleby has now taken up her position as Assistant Director. This new role will focus on economic prosperity which is one of the outcomes of the Sustainable Community Strategy for the Winchester District.

Alison Woods, Tourist Information Centre Manager, has also been asked to cover a different role (on a temporary basis) within the Partnerships, Communications and Improvements division. Sarah Harfield, Senior Information Assistant, should therefore be your main point of contact for all operational matters.



I'm sure you will all join us in congratulating Julie Berry, Information Assistant in the Tourist Information Centre who has recently graduated with a BA in Language studies with first class honours from the Open University. Julie has been studying part-time for nine years and plans to study a higher degree some time in the future.

The Tourism Marketing Team is delighted to welcome our new Tourism Marketing and Events Support Assistant. Sarah Dack joins us from Hampshire County Council and brings with her a wealth of event co-ordination and administration experience. Sarah will be helping to promote all events across Winchester and will be responsible for maintaining the Winchester City Council events calendar and the Visit Winchester What's On listings. She will also provide a valuable point of contact for event organizers across the district.



And if that doesn't seem like a big enough job already, Sarah will also be supporting the busy tourism marketing team with day-to-day administration tasks, helping with web updates and the annual production of Winchester's Visitor Guide and Pocket Guide. She will also work closely with the tourist information centre so please do say 'hello' if you see her around.

Winchester tourism films to inspire visitors

The tourism marketing team is launching a series of innovative films to capture the attention of potential visitors in the UK and worldwide.

Four films, shot by Constellation Media, have been in production over the last 12

months. The first film, called Festivals in Winchester, was posted on the tourism service's own channel at www.youtube.com/visitwinchester last October. The film has already been viewed over a thousand times and has received glowing reviews. There are now three other films, including: Attractions, Christmas is here and Conferences.

Over the next six months, the films will be shown at various events across the District. The Council is also hoping that local businesses and residents in Winchester will help to 'spread the word' by recommending the films to friends and posting the link on their Facebook and Twitter sites.

See Winchester by rickshaw!

Sightseeing tours by rickshaw around Winchester City Centre will be peddling off from 31 May. Local entrepreneur, Jonathan Andrews from Otterbourne has been planning the business since he left university last year.

Visitors can choose from a main sightseeing tour taking in the city's highlights, a short "fun" ride or a leisurely trip to St Cross Hospital. The rides will operate from two signposted pick up-points in the Upper and Lower High Street.

As well as sightseeing tours, the rickshaw service will be available for weddings, proms, birthdays and other events. Local businesses can take advantage of advertising space and they will also be able to hire a rickshaw for use at marketing or promotional events.

For full details of all the rides/tours and potential advertising opportunities please log on to: www.thewinchesterrickshawcompany.co.uk, call 07716 330040 or pick up a leaflet from the TIC.

The new Guildhall Café

As part of the major refurbishment of the Winchester Guildhall a new street level café is being created, which will take pride of place on the front corner of the building adjacent to Abbey Passage and the Broadway. This wonderful new feature will not only have outdoor seating for those warm sunny days but also have fantastic views across Abbey Gardens.

This new contemporary space will be a great place for visitors to rest their feet after a guided walking tour. The new café will be opening by the Mayor of Winchester in June 2010.

The café's new name is being decided by the residents of the Winchester District.

Sher Kent is leaving

We are very sad to report that Sher Kent, Museum Services Manager, is leaving us on Friday 2 July 2010L.

You may be aware that Sher is getting married in August and taking time out to build (and I do mean literally build grand designs style!) a new house with her fiancé Greg in Surrey.

Sher has been working for Winchester City Council for nearly 10 years and during this time has been passionate about bringing our museums alive for visitors to Winchester. From making customer service a priority (including excellent VAQAS accreditations for the City Museum and Westgate) to ensuring the museums appeal to new and different audiences such as teenagers, her achievements are almost too numerous to mention.

However, those of us who work with Sher will miss her smile and contagious sense of fun. As well as having incredible dress sense and style she will always be famous for having a pashmina ready for every occasion!

We hope that Sher will continue to work with us on major projects – so it's au revoir rather than goodbye

Winchester Guildhall refurbishment (from the Hampshire Chronicle)

The Guildhall is undergoing a significant (£3.2m) refurbishment. Approximately half of the finance is coming from a very unusual bequest. In 1952 a wealthy Indian lady, Bapsybonoo Pavry married the twice widowed Marquess of Winchester (who at that time was 90 years old). Within weeks of the marriage, the Marquess left her. It is reputed that, in 1953, Bapsy had made a bequest for a memorial hall to be built in her memory in or next to the Guildhall. In 1995, Bapsy died (aged 93) and the City Council received around £600,000. By the time the council had decided on an appropriate scheme the funds had grown to £1.4m.

The King Alfred Hall will be revamped with these funds and renamed in Bapsy's honour.

(from the feature article "Guildhall revamp offer a bird's-eye view of city" by Chris Harris Apr 1st 2010)

"Spring forward in 2010" (Colin Cook)

- Here are the key points from a seminar I attended in March organised by Tourism South East England and Business Link. **Colin Cook**

Are we seeing a 'seismic shift' in holiday taking? Those who thought the staycation was a uniquely 2009 phenomenon are being proven wrong. The continuing tight economic situation, coupled with the fact that families who chose to stay at home this year have been surprised about the quality, variety and value which a UK holiday now offers, means that many are clearly planning to repeat the experience. "We've seen a seismic shift in holiday habits...and it's likely that things will never go back to how they were, or at least for the foreseeable future." **Richard Carrick**, MD Hoseasons, Aug 2009

There are mixed signals though and up to date trend information is hard to find and not always helpful, so it is therefore doubly important to monitor what is happening locally, and in our own business, and compare it to what's happening in our sector/market niche(s).











Forecasts for 2010 - Visit Britain +0.8% : WTO +1%-3% : ITB 0% : IATA +4.5%

Positive market signals




Self catering, Caravan Club (bookings up 40%, and 9 new sites - Littlehampton and Isle of Wight), **Glamping'** (yurts and tipis), **Motor homes** (incl. vintage campervans on IoW), **Budget Hotels** (Premier Inn sold 215k room nights in 6 months from a £29 a night Lenny Henry promotion, **Travelodge** responded selling 55k rooms at £9 a night), **Domestic serviced bed space** occupancy averaged 43% in the 12 months to October 2009 (-1.1%), **Pontins** announced a £50m investment in UK holiday centres.

But customers are still anxious about the economic situation and spending priorities have changed.
Strategy and Planning

Spending top ten March 2008

Spend Money On	Rank	
Main Holiday	1	
Short Break	2	
Minor home improvement	3	
Eat and drink out	4	
Clothes	5	
Garden	6	
Pay off debt	7	
Repay mortgage	8	
Saving	9	
Buy car	10	

Spending top ten November 2008

Spend Money On	Rank	
Pay off debt	1	
Main holiday	2	
Minor home improvement	3	
Repay mortgage	4	
Saving	5	
Buy car	6	
Save for house	7	
Short break	8	
Occasion	9	
Garden	10	

By June 2009, the majority of the population claimed to be cutting back on holidays, short breaks, day trips, by 47%.

Research consistently shows that Britain's key strengths are heritage + culture + education + sport + London

<p>Products</p> <ul style="list-style-type: none"> • Self catering • Holiday centres • 'Glamping ' and caravan holidays • Budget hotels • 'Special' experiences • Casual dining 	<p>People</p> <ul style="list-style-type: none"> • 'High Streeters' • 'Discoverers' • 'Cosmopolitans' • Families • Those in retail, construction and finance
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So before reworking your marketing strategy, ask - What markets do I attract? What markets could I attract? What was the effect of recession? How can I reach them?

And of those fresh ideas for your business - "I don't know the key to success, but the key to failure is trying to please everybody" **Bill Cosby**

What messages will work with customers? - "There is a lot of complexity involved in travel which is difficult to manage from a user perspective... More needs to be done to offer alternative scenarios to users" **Jacob Nielsen**, web marketing guru – on travel websites, May 2009

Visit Britain research identified four types of proposition

Enhancing - Enabling - Stimulating - Self justifying

<p>Enhancing – Added value</p> <ul style="list-style-type: none"> • Recommendations or introductions to unique local retail outlets, activities or experiences • Personal service – from complimentary gift wrapping to provision of relevant and personalised information 	<p>Enabling – aspiration within reach</p> <ul style="list-style-type: none"> • 2 for 1 – entrance • Loyalty schemes – collecting vouchers/partnering with other non-tourism brands • Inclusive meal offer or discount voucher with entrance ticket • Use of psychological price points
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Offers bring the product within reach of new clients and emphasises good value. Blenheim Palace offered conversion of full price entry to house and grounds into an annual ticket. Result was 43% increase in turnover.

<p>Stimulating - Are these activities deserving wider awareness?</p> <ul style="list-style-type: none"> • Markets and craft centres • Heritage open days • Wildlife encounters • Boat trips • Living history/tradition • Themed walking tours • Specialist retailers, pubs and restaurants • Factory shops and tours • Visual/performing arts events 	<p>Self Justification – reward hard work</p> <ul style="list-style-type: none"> • Variety of motivations • Because you're worth it • We don't know what's coming, so we should spoil ourselves while we can • It's been a hard year and we deserve a treat <p>Become a local expert!</p> <p><i>[I have highlighted in red activities WATGA is currently engaged in]</i></p>
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What other action can you take?

Public Relations

Editorial coverage - Tourism South East offer tactical opportunities - Get coverage for good news stories - Consider blogging, podcasting or viral videos

Maximise online marketing benefits

A cost effective way of *reaching* more customers - *Wider distribution* - *Social media channels* – consider incorporating blogs, Twitter, Facebook, etc in online activities to add more interaction and dialogue with customers + prospects

Quality

Customers are less forgiving - Mistake spotting and risk assessment is essential - Solicit feedback and act on comments - Obtain permission to use testimonials - Be proactive and suggest commenting on review websites - Enter award schemes

Reward Loyalty and promote repeat custom

Use and segment your customer database - Offer low deposit to secure reservation - Attractions can recruit 'friends' or offer annual pass holder benefits - Use free e-newsletter templates (eg Vertical Response)

London 2012 is coming!

Britain will become the focus of world attention - Increased PR opportunities – media hungry for stories - International marketing opportunities - Now is the time for planning translation of website menus for key inbound markets

Reasons to be cheerful

People want to buy what we're selling - People still want their treats and holidays - People want to escape from everyday pressures - *Not forgetting that we still spend £20Bn more on holidays abroad than at home.* "If every holidaymaker stayed in the UK and spent the average amount on a UK holiday*, then not only would it add almost **£10 Bn** to the UK economy; but **each person would save an average of £346.**" **Andy Edge**, member of the UK Tourism Advisory Council

*52 million domestic holiday trips were taken in 2008, average spend £219.

Out and about with the Winchester Guides (some photos from Colin Cook, Denis Howe)



Before the WATGA General Meeting at Marwell Hall

Colin Cook



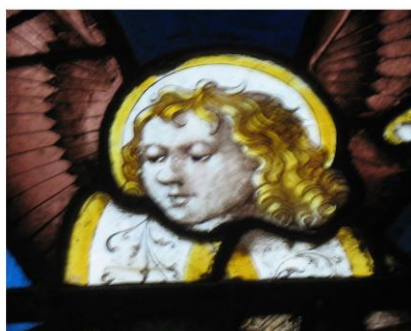
Ann Johncock being introduced to one of the residents by Bill Hall Colin Cook



Elizabeth Proudman leading the Hursley Village walk on 8th June Denis Howe

Some words from the Editor (Denis Howe)

In the previous edition of the Newsletter, I asked if anyone recognised this person.



Well, his name is “Goldilocks” and he is now a resident of Queensland, Australia!

To be more precise he and some other medieval Winchester angels can now be seen at the Abbey Museum of Art and Archaeology near Caboolture, Queensland.

<http://www.abbeymuseum.asn.au/home.htm>

My daughter, Carolyn, now lives and works in Queensland and my wife, Ann, and I visit her and her family regularly. One of the places we like to visit in Queensland is Bribie Island on the beautiful "Sunshine Coast" north of Brisbane. The road from Caboolture to Bribie goes right past the Abbey Museum and we have stopped there several times. The first time we visited, we were unaware of the Winchester connection and were amazed to see the glass collection and Goldilocks' face...

Since then, we have become aware of the work of Mary and the late Michael Callé in documenting the collection. The story of how Goldilocks and his fellow angels came to travel to Australia is a story in itself and is documented in the "Winchester Cathedral Record" No 72, 2003. There is also an article in the Journal of Stained Glass, Vol XXVI pp 67-74. with beautiful colour pictures of the collection.

In brief, the beautiful medieval glass was removed from the Cathedral by Charles Eamer Kempe when the windows in the Lady Chapel were renovated to commemorate Queen Victoria's Diamond Jubilee. One of Kempe's glaziers set the fragments into display panels which were kept at Kempe's studios for study purposes. When Kempe's studios closed in 1934 the panels were bought by the Rev. John S M Ward who was the founder of Britain's first social history museum, the Abbey Folk Park in New Barnet. In 1946 the Folk Park closed and the Rev Ward, together with some of his followers and part of the Folk Park collection, moved to Cyprus (where he died in 1949). The collection was then moved to Australia and the Abbey Museum was eventually re-founded there in 1986.

Many thanks to the contributors to this edition. I'll be looking for some interesting reports on your summer activities for the September edition. Happy Guiding!