



# Making Tracks

THE NEWSLETTER OF THE BRECKS TOURISM PARTNERSHIP

## **BRECKS PARTNERSHIP TEAM NEWS**

You may be aware that there have been a number of staffing changes at the Brecks recently – to put it mildly!

The good news, however, is that the post of Project Manager for the partnership has just been advertised (see the SCC recruitment web site [www.suffolkjobsdirect.org](http://www.suffolkjobsdirect.org)), so we should soon be able to move forward with a new, full-time, permanent manager leading the way.

In the meantime, **William Wall** is continuing as acting Brecks Partnership Manager until the end of June; you can contact him at: [will.wall@et.suffolkcc.gov.uk](mailto:will.wall@et.suffolkcc.gov.uk) or tel: 01842 761569

**Michelle Turner** will still be with the Brecks Partnership until the end of May as Admin Support Officer; you can contact her at: [michelleturner@et.suffolkcc.gov.uk](mailto:michelleturner@et.suffolkcc.gov.uk) or tel: 01842 760116

**Lynne Finnigan** left the Partnership in February to take up a new job at Business Link. She sent this message to members:

*A big thank you for all your good wishes, cards and gifts when I left The Brecks Partnership at the end of February. I am really busy enjoying my new role as Business Advisor/Tourism and Leisure at Business Link East. My patch will focus mainly on Norfolk and Suffolk-obviously including The Brecks.*

*Business Link East aims to provide impartial advice, support and information to small- to medium-sized businesses on any business issue. There are too many services, tools and training events which could help you to list in this newsletter but please take a look on the website [www.businesslink.gov.uk/east](http://www.businesslink.gov.uk/east)*

*Importantly, the service is **free and confidential** and is funded by the government through EEDA.*

*As reported in the last Brecks Partnership newsletter, there is also*

## **April 2008**

Welcome to the Brecks Newsletter. Thanks to all those members who have continued their membership to the Brecks Partnership, we hope that this will enable us to support you all, encourage visitors to the area and of course help conserve the area for the future. Remember, It is not too late to continue or join as a member if you have not done so already. If you did not receive the information, please get in contact and we will send out the relevant documents you will need to join.

To any new members joining, welcome and please make sure you have given us all your details so they can be put in our promotional material.

And finally... **CONGRATULATIONS!** to Strattons Hotel in Swaffham on winning the Gold award in the Sustainable Tourism category of the national Enjoy England Tourism Awards for Excellence - the tourism "Oscars". More about this magnificent achievement below...

## **DESTINATION BRECKS**

### **Brecks Awareness Day, March 5th at BTO**

The last in the current series of Brecks Awareness Days was held at the BTO, Thetford, and welcomed over 20 members old and new to learn more about the Brecks area.

As well as getting to see the BTO's new visitor building, delegates were given the chance to work together to design itineraries for exploring the Brecks area without a car. They were also given a tour of the Nunnery Lakes, a walk through Thetford, a tour of the Ancient House Museum of Thetford Life and took afternoon tea at the new Lifestyle shops and cafe restaurant at Elveden.

Although there are currently no more Brecks Awareness Days planned, they have proved to be very popular and informative days and we hope to be able to offer more in the future.



***Delegates are given a tour of the Nunnery Lakes, Thetford***

### **Thetford Tourist Information Centre**

After the closure of the Thetford Tourist Information Centre in White Hart Street, we are pleased to say that '2New

*funding available for IT/websites- "Take IT on" which may be available for your business. If you employ more than 5 people and wish to improve your competitiveness through IT/Websites you could be eligible for a grant of up to £4,000! There are no catches.*

*I am here to continue to support your business, as I did in the past, but am now able to go much further. Please contact me by telephone or email if you would like an informal chat on any business issue or IT funding- Mobile 07717 398390 or email [L.finnigan@businesslinkeast.org.uk](mailto:L.finnigan@businesslinkeast.org.uk) Best wishes and take care of yourselves and our wonderful Brecks.*

Lynne

#### **LEADER: No News is Good News?**

A bid for funding for the Brecks from the LEADER programme was submitted to the East of England Development Agency earlier this year in March. If successful, this could bring in up to £3million in grants over the next six years to help promote, amongst other things, sustainable tourism.

The bids are competitive, and there's no guarantee that all the areas applying will get funding.

"No News is Good News" as they say, and at least we know that our bid is being considered and has not yet been rejected. We should have a formal response from EEDA some time towards the end of May.

For more information about LEADER, please get in touch with **William Wall** at the Brecks Partnership office on 01842 761569.

#### **Crayfish Project**

One of the many special things about the Brecks is that it still harbours populations of the native White-clawed crayfish in some of its rivers. Unfortunately, many rivers in the Brecks and elsewhere have suffered over the last 20-30 years from introductions of American Signal Crayfish. These alien invaders carry a Crayfish "plague" which though harmless to them, kills the natives.

As part of our work on these issues, we've now produced a new leaflet giving advice on how people can help to protect our endangered native Crayfish. This is aimed mainly at anglers but is also useful for anyone whose work or play takes them near the Brecks rivers.

Horizons' travel consultants situated in the centre of Thetford near Market Square will be taking on Tourist Information in Thetford. Their contact details are; '2newhorizons', PAL House, Market Place, Thetford, Norfolk, IP24 2AH, T: **01842 751975**  
E: [david@2newhorizons.co.uk](mailto:david@2newhorizons.co.uk)

#### **Swaffham Picnic Site**

The Forestry Commission will be permanently closing the Swaffham Picnic Site car park and walk as of 1st April. The site is suffering from high levels of anti-social behaviour and the access track is routinely damaged by tractor and vehicle traffic outside forestry commission control. Consequently the site is no longer suitable as a destination for families and other legitimate users of the forest.

The freehold areas of the Swaffham forest block will remain open to people on foot, cycle and horse. For more information please contact Neil Kellett on **01842 810271**.

#### **LOCAL PRODUCE**

##### **FOOD MARKET** May 18th- WEST STOW ANGLO SAXON VILLAGE AND COUNTRY PARK

This will feature East Anglian producers of the finest fruit, bread, cakes, pastries, vegetables, salads, honey, and locally brewed beer, plus hot food to satisfy the hungriest shopper. 11am - 3pm, Free entry to the market

#### **GO GREEN FOR PROFIT**

##### **Cut Your Carbon!**

Cut Your Carbon is a new initiative from East of England Development Agency aimed at helping communities respond to climate change by reducing their carbon emissions. Groups taking part will be able to:

- measure their carbon footprint online
- take action to become more energy efficient
- seek up to £200,000 for carbon-cutting projects in a £2.5 million funding competition.

The definition of what makes up a "community" includes any group of people that live or work together or belong to the same organisation, a club, for example, and who have the same common goal of cutting carbon emissions. It can include schools and businesses so long as they are working with the wider community around them, and even groups of businesses based in the same location, although individual businesses on their own are excluded. Any eligible community can register for CYC and enter the competition, but a community must form a legally constituted entity to receive funding. For more information, visit [www.cutyourcarbon.org](http://www.cutyourcarbon.org)

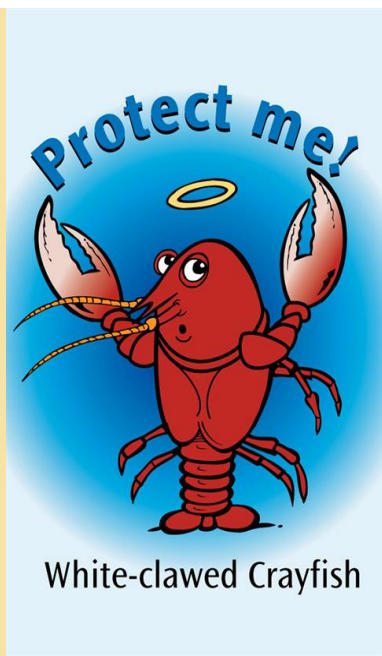
#### **MEMBERS NEWS**

##### **Strattons win Gold at Tourism 'Oscars'**

Once again **CONGRATULATIONS** to **Strattons Hotel**, Swaffham, who were awarded **Gold** in the new 'Sustainable Tourism' category at this year's national 'Enjoy England Awards for Excellence', held at a ceremony in Liverpool on April 23rd. Vanessa Scott, owner of Strattons, said *'Being a winner of the Sustainability category in this year's national Enjoy England Awards is a wonderful endorsement for the whole team at Strattons, our suppliers, our customers, the community in Swaffham and the wider Brecks area....'* to see the full article visit <http://www.eetb.org.uk/> for more information on Strattons visit; <http://www.strattons-hotel.co.uk/>

##### **Ancient House Museum welcomes piece of Sikh History**

In March Ancient House Museum of Thetford Life unveiled an important part of Anglo-Sikh history, a restored marble gravestone of Marharani Jind Kaur, mother of Duleep Singh



If you'd like to know more or would like copies of the new leaflets to give out to your members, guests or workmates, please get in touch with **William Wall** at the Brecks Partnership office on 01842 761569.

#### **HSBC Start-up Stars**

The eighth HSBC Start-Up Stars Awards has launched an annual search for the UK's most promising start-up businesses and the inspirational entrepreneurs behind them.

The awards, backed by the government and supported by Sky News and the Daily Express, welcome any fledgling firms less than 3 years old which can prove they have determination, dedication, creativity and business acumen for success. 'Start-Up Star 2008' will receive £50,000 courtesy of HSBC. The business scooping the Green Award and demonstrating they are putting the environment at the top of their business agenda will also receive a cheque for £5,000.

Closing date is **May 16th**, for more information please contact the Start-up Stars office on **0800 434 6694**  
[www.startupstars.hsbc.co.uk](http://www.startupstars.hsbc.co.uk)

#### **Brandon Country Park Open Day**

On Sunday 18th May 2008 Brandon Country Park will be holding an Open Day to raise awareness of the services and facilities they have to offer and to promote the work of the other sites, organisations and businesses in the surrounding area.

From 11am-4pm they will be offering a series of guided nature and heritage walks while on the main lawns they

. Duleep Singh lived at Elveden Hall, was buried at the village church and his son Prince Frederick Duleep Singh gave Ancient House to the townspeople of Thetford, making his family and the Anglo-Sikh story an important part of the Brecks heritage. For more information contact;  
**T: 01842 752599** **E: [ancienthouse@norfolk.gov.uk](mailto:ancienthouse@norfolk.gov.uk)**

#### **Charles Burrell Museum, steaming in the snow**

The Charles Burrell Museum, Thetford held their annual Miniature Steam Engine Rally on Easter Sunday. Due to the bad weather only 10 out of 40 planned engines were able to make an appearance, but despite the arctic conditions the museum had over 230 visitors on the day. The museum also Celebrates being awarded Accredited Museum Status, a nationally recognised award, which means it has proven it reaches high levels of museum standards. For more information on the Charles Burrell Museum, contact;  
**T: 01842 765840** **E: [burrell@thetfordtowncouncil.gov.uk](mailto:burrell@thetfordtowncouncil.gov.uk)**



*Even the snow didn't put off some engine owners*

#### **Access for all in the Forest**

In March the 'Friends of Thetford Forest' launched the latest edition to their collection of all ability bikes available from Bike Art at High Lodge visitor centre. They launched 7 all-ability bikes in 2004, which have all proven very popular and have enabled people of all abilities to enjoy the forest to the full. The latest bike was purchased though funds raised by the Friends themselves. For more information on hiring these bikes contact Blke Art on: **01842 810090**,  
[www.bike-art.com](http://www.bike-art.com)

#### **EVENTS**

##### **The Zutons, KT Tunstall and McFly performing at High Lodge, Thetford Forest.**

The last three concerts taking place at Thetford Forest this summer have now been announced -**The Zutons on June 5th, KT Tunstall on June 6th and McFly on July 11th**, concluding this Summer's line up which already includes Katherine Jenkins, Status Quo and Crowded House. Tickets on sale now, to book and for more information including ticket prices and availability visit:  
<http://www.forestry.gov.uk/music>

##### **Ancient House events**

Two walks, guided by Frank Meeres of Norfolk Record Office have been organised by Ancient House, Museum of Thetford Life:

**Thetford 100 years ago-** Thursday May 8th, 2-3.30pm; uncover Thetford's hidden past using photos and maps.

will be hosting a variety of stalls, exhibits and activities including a performance by the popular Breckland Brass Band.

Entry to the event will be free for visitors. All companies and organisations wishing to take part are asked to pay a small booking fee of £5 (returnable on the day to those who attend).

The event will be publicised in the local press, on a number of websites and with flyers and posters displayed at the park and by local businesses.

This will be an excellent opportunity to promote the work of local organisations and raise awareness of what the wider Brecks region has to offer.

For more information or to book a space at the event for your organisation please telephone 01842 810185 between 10am-5pm and ask to speak to Wendy, Lucy or Leigh or email [leigh.driver@et.suffolkcc.gov.uk](mailto:leigh.driver@et.suffolkcc.gov.uk)

#### Calling all members.....

The next newsletter will be out in June, if you have anything you would like us to include in it please get it to us by the first week in June.

**T: 01842 760116**

**E: [breck.tourism@et.suffolkcc.gov.uk](mailto:breck.tourism@et.suffolkcc.gov.uk)**

**A:** Brecks Partnership, Kings House,  
King Street, Thetford, Norfolk, IP24  
2AP

**Thetford in the time of Thomas Paine**- Thursday June 5th, 2-3.30pm, take a look at Thetford as Thomas Paine would have known it.

for more information contact;

**T: 01842 752599 E: [ancient.house@norfolk.gov.uk](mailto:ancient.house@norfolk.gov.uk)**

for more Ancient House events throughout the year, look on the events pages on <http://brecks.org/events.aspx>

#### Elveden Estate Shops

Elveden Estate and Farms have released a calendar of events throughout the year, including **Iceni MG Rovers Club** on May 11th, **Flower Arranging** on May 20th, **Pudding Evening** on May 31st and **Champagne Evening** on June 21st.

For info on these events and others throughout the year contact: Elveden Estate Shops and Cafe Restaurant, Elveden, Thetford, Norfolk, IP24 3TQ

**T: 01842 898068 E: [estate.shop@elveden.com](mailto:estate.shop@elveden.com)**

**w: <http://www.elveden.com>**

**Remember**, you can find out more about events and advertise your own event by going to The Brecks website [www.brecks.org](http://www.brecks.org)



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# The Brecks

