



MEMBERS' MEETING 25 SEPTEMBER 2019

- Date: 25 September 2019
- Time: 18.00 to 20.00
- Venue: [The National Diving and Activity Centre](#), Tidenham

We held our autumn 2019 Members' Meeting at The National Diving and Activity Centre, at Tidenham near Chepstow on Wednesday 25 September.

Attended by around 40 members the meeting was our first after the summer break and was an opportunity to meet new members, network and hear updates on our recent marketing activity.

Our co-chair Helen O'Kane welcomed everyone to the meeting, introduced the plan for the evening and welcomed our new members who were in attendance.

Sarah Orchard, our director who heads up our marketing team presented an update on our recent PR campaigns including the Forest of Teen from the summer and Leaf Peepers Welcome which launched earlier this month to promote our autumn colours, as well as updating us on PR results, on behalf of our PR agency Travel Tonic. [Download the Presentation.](#)

Then Alexandra Sore from our social media agency, [ALS Marketing](#) presented an update with information on how our social media accounts are doing, recent campaign results including from our tolls campaign summer photo competition #MyForestofDean, and guidelines and social media tips for our members. [Download the Presentation.](#)

Kelly Ballard, a freelance Destination Marketing specialist, then gave a short presentation to introduce herself and her destination management work undertaken for Bristol and Cheltenham. Kelly will be working with the Board on our Destination Management Plan and creating a 2 year action plan and marketing strategy for us. [Download the Presentation.](#)



Darren Bryce, the owner of The National Diving and Activity Centre, then spoke to us about the centre, its activities including scuba diving, zip wire, the aqua park and FearFest-Evil coming up this Halloween (it's scary, you have been warned!). He also told us about his work to create a new foot/cycling path along the old railway from the centre to Tintern. Work is progressing well on this and should be a great new trail for visitors to the area to enjoy without having to use their cars.

Finally, there was time for members to explore the centre, see the quarry and onsite accommodation, and enjoy the cafe and do some more networking.