



RURAL NETWORK

E A S T M I D L A N D S

'Tourism Matters'

A FREE network event to consider how Tourism is developing in our area and what the network could do to help stimulate this further

Thursday 4th October
Belvoir Brewery, Melton Mowbray

9.30 – Tea and coffee on arrival

10.00 – Welcome – Geoff Stevens Chair of Rural Network East Midlands
Purpose of the day

10.15 - Rural Policy Unit – Defra - tbc
The big picture – Government priorities and how tourism is integrated

10.30 - Visit England – Jason Freezer, head of destination management
A national perspective

10.45 – Northants Enterprise Partnership – Rob Purdie
How Leps are involved

Q&A

11.30 – Case Studies: Leicestershire Rural Partnership – Sarah Carter
A look at how promotions can develop locally including the Food and Drink Fortnight

- **Belvoir Brewery – Diane Login**

12.00 – Case Study: Canoe 2 – Ian Blackwell

12.15 The role of the Rural Network East Midlands
Round table discussions

LUNCH, networking and optional tour of the brewery

Join the Debate – book your place – email jbowers@rcan.org.uk

This event is supported by:

