 This project is co-funded by the European Union

**Seniors Go Rural** (SenGoR)

2nd project partner meeting in the Netherlands

15-17 March-2015

Nationaal Ouderenfonds | Regulierenring 2D | 3981 LB Bunnik

**MINUTES**

**Updates from all partners**

About Reporting:

 We are on time, everyone has sent their inputs for Feasibility Study. Criteria should be defined during this meeting.

 In this meeting we discuss our results and then it will take some time to amend the final document and prepare for submitting by end of the March.

Dissemination:

Asnate shows the website with project activities and asks everyone contribute and to send information and photos – so that we can all the time update this list.

**>**AgePlatform information from Klaus needed.

**>**Manona participated in the event in Pamplona, Feb 19-21. - also should sent description and photos.

Reminder – when partners doing dissemination presentations etc. -should remember always to put EU logo on.

Photos are especially always welcome for dissemination activities

 Italian partners:

Association has a very slow process of reorganization of the organization because of the president died in January. There is not new one yet – that affects the decision making process, signing papers, getting information etc.

Changes:

 Dissemination meeting in Norway has been changed to fit Eurogite's event in Cyprus.

For future – if we asking commission for changes – we have to be careful that changes doesn't exceed 10%.

If there is something from the next periods activities which should be changed – we need to report to commission about them beforehand.

> in operational systems there will be some changes

> in transnational tours we have to take out St. Petersburg and Poland because of the geopolitical situation.

> if there are any changes in planned workshops

Finances:

- If the new person who is coming in project activities is an employee of the organization then it can be put on “travel costs”. If it is outsourced one then it goes under “other costs”.

If there is a meeting where someone wants to go and it has not been planned in the project – better to ask for permission – if that involves international travel costs or local with overnight stay.

One day local travels in most cases goes under “product testing”

On time sheets we should not put anything on weekends unless it's ask for beforehand.

Surveys:

> From NL partner needs a copy of their survey itself (with logos). Since not any more online – in paper format.

We continue Eurogite survey as long as we feel necessary because it is not in project.

But it gives as very good results which we can compare and could report as “unforeseen results”

In the survey Klaus has asked the respondents their e-mails if they have an interest to be part of international Senior focus group which might form in the future.

Partner Budgets, spending:

Totally spent ca14% which is little but omission should not mind until results is fine. It is allowed to spend more at the later stage of the project if appropriate.

**Market research results by NL and IT partners, results from on-line survey from LV and Eurogites**

Presentation of the duch survey results

Presentation of Eurogite survey

Discussion on findings:

Green and Nature are the aspects people associate with rural tourism.

Assumption that women are those who decide where to go.

For single ones the motivator is go to trip to meet other people.

In survey- it seems that the money what people are spending on holiday does not reflect full speeding during the holiday. It seems very small. Assumption – it does not include extra spending like food, on stop activities etc.

Between those who are in the wheel chairs and those who are fully mobile – there is a group which might have some difficulties but they still quite active. Or if it is a couple – one of them might be more difficulty than the other. Perhaps this group should be taking in account too.

**Feedback on proposed Products for senior testing in Baltic, NO and BE:**

Many who prefer to drive their own cars don't use tour operators. How to reach them?

They are target group from the point of view of our rural associations' members..

Rich seniors are not in these senior organizations, those are mostly people with less income who are.

Does members of senior organizations really are our target market? Because there are probably more suitable market outside senior organizations. Many active, well off people travel a lot and independently are not part of organizations. How to reach them?

It looks like some of the segments NL presents fits well with the products we all first suggested.

Preparation for the holiday is a part of the holiday – it should be taken in account. Therefore seniors should be allowed certain flexibility to choose rather than offer only full package.

Seniors organizations could be helpful as an orientation for the senior customers because if there is their organization logo on – it makes the product more credible.

**Feasibility analysis regarding requirements for services and equipment in order to be attractive for senior travellers:**

>We will add into the Feasibility study product groups from this NL survey study.

> Need to add survey results from IT, until Cyprus meeting.

For this stage we use IT document what they sent for Feasibility study.

NL trainee will prepare information document on the subject how to book and where to distribute promotional informations in order to reach our target group which is active seniors.

Suggestion to cross reference and complement with Escape and Eurorail research materials.

> We will put reference and links to those documents instead of rewriting them

We need to describe more precise from where each part and each document within the Feasibility Study is coming from and maybe little summary paragraph for each.

> **In a week** NL sends their survey final results and how they reached the respondents.

Eva will include then presentation segments and other relevant information from the study.

>For Eurogite survey needs one more slide where we get the numbers from, where distributes the survey etc. - descriptive part.

>Put in Klaus operational system.

Feasibility Study is going to be submitted with the report on **31 March.**

**Definition of the Core criteria to be included in the accreditation guidelines:**

 Presentation and discussion based on the findings during feasibility study.

Price:

- off- season discount

Transport:

- does not need criteria. Those who are active seniors will likely make the bookings themselves

Assistance:

- need a provider contact number and local emergency services number,

- help with luggage at all stages

Language:

 –English should be obligatory.

In order to describe some things could be used drawings, symbols, prevaricators to describe the subject. For example, Italian seniors are not very good at English and in any case we can not ask providers to provide service in all languages.

Information:

- very clear and detailed information about the whole stages of trip, accommodation, facilities etc.

-information if this place is accessible for wheelchair or not, general explanation of the situation (light not enough, hard enter door, low ceiling etc. )

- provider provides a list of local activities and social activities (friendly)

Medical care:

- information on distance to the medical assistance

- medical first aid kit at the place must.

Location:

- information on accessibility, how to reach, GPS, who to contact

- special attention to safety and security (no crime, no angry dogs, slippery surfaces, railings along the stairs

Use: Satefur check list

Surrounding:

- well maintained

Accommodation:

 – bed should be at sitting level

- in bath room should be handles (maybe not all but one)

**Presentation of the existing Operative Systems, decisions which to include for testing.**

 Klaus presentation. Discussions.

BE example of guest cards. Flemish-Brabant providers can clear the vouchers online. Everyone has password – they can log in and clear. They sold in supermarket, online, kiosks etc. Very popular during Christmas as a present.

Idea after the project would be something like “club card” with which clients can get, for example 15% discount at Eurogite members.

But the system should be tested during the project.

Vouchers as a payment method but the usage of them is declining.

Loyalty cards which allows you discounts in many places often does not work when you try to clear them.

Gift card might work.

**How and when to proceed for testing the Rural tourism product for seniors**

Product testing should take place in September 15 – November 15.

There is no need for many products. Individual accommodation as well as a tour package.

We need to define the period for which the Sengor deal is valid.

Cancellation policy should be defined.

Weekends will be out because that's busiest period in rural tourism during low season but then we can plan trips so that clients arrive on weekend and stay in capital cities for those nights and then carry on to the countryside.

We can not offer the tours for the testing with discounts only on accommodation places because we won't be able to get customers. We should work with airlines, car rentals etc.

NO prepared to work with few hotels and get significant discount off the normal price and says that providers would be happy to give since this is good promotion for them. Besides in low season they might not get any customers at all.

**Operative Systems – formulate, apply, and testing:**

Products for Seniors could appear on Ouder Fonds website *evenementen2.oudernfonds.nl,*

<http://evenementen2.ouderenfonds.nl/uitje/470/7--daags-zomerarrangement-in-het-mooie-valken>

all this is operational system. It goes exactly to our target group.

Here we are bringing the Senior Card idea in.

We will have two product options:

1. one open list of accommodations

Only accommodation with the direct contacts of the provider. Seniors with their card could get there discount which we had managed to negotiate.

2) packages which include accommodation and services

They don't need to deal directly with accommodation and service provider, they could just get ready package which already include their discount.

Offering these two options we will have a chance to compare results and see what works best. What seniors prefer to book.

LV, LT, NO packages:

in our websites where we list our packages we also need to make a reference to “Senior Card” as well.

Senior organizations are not involved into selling process but they are promoting and giving the cards out.

They need to know who are people who're coming to test product – so that we can get feedback.

 Integration of all partners”, logo:

We create logo “Sengor” (Klaus is responsible!). Does not sound well in Dutch.

A symbol would work better since it does not involve translation in different languages.

On the Senior Card needs to put on senior organizations (IT, NL) logos.

>Eurogite, IT, NL together create the template for card and logo. Klaus is coordinating.

**Until 1st May the design should be ready**

We – need to translate products in Dutch and Italian before we sending to associations.

>NL should send us format what they need in order to put text and photos on their website.

> then LV,LT, BE, NO are sending templates and info to Nina to put on website. **Within couple weeks**

Products we are sending:

BE can not put together round trip packages but can put two small one base offers.

For others - 1 package together LV, LT. One for LV and one for LT – weeks long.

NO – 2-3 products.

Each country negotiate what services they can provide to NL (in terms of booking)

Card discount to be decided in each country separately. We need to create booking, cancellation rules for these accommodation places, for example – have to stay at least minimum 2 days.

> LC will prepare 2 sets of general booking rules for accommodation and for packages. These later will be included into brochures. Others are rules for providers (can look at LC Statoil campaign example)

We should start marketing as soon as possible.

> We need to create a Product Communication Plan where is identified all channels as well as number of people the promotion will reach. This is then excellent work material with what to go to providers and negotiate discount. It's good advertising for them.

NL trainee will work in that for next two weeks.

IT is thinking about creating 1/2 page advertising within their organization's magazine because it might get better results than just sending out product brochure. Magazine monthly is printed in 5000 copies. It's possible to repeat advertising. + each association filial has their own facebook profile which works well.

**Promotional product leaflet “SenGoR – Rural Tourism for Seniors in Europe”**

Format: A5, 8 pages in total:

 1 page – Be, 1 – NO, 2 opening – Baltic.

General booking rules, general info. Introduction about destination and then products.

Information on Senior organization, Eurogite logos on last page.

Short description about what is Sengor about.

Letters should be bigger, text clear.

The leaflet will be more like an advertising tool which include website, short description, motivation, nice photo, not full itineraries and big descriptions of services.

NL Magazine goes out on **22 June.** Our leaflet needs to be ready at the beginning on June.

Format of magazine is smaller then A4, bigger than A5.

Budget:

>LV will find out design cost in Latvia.

>NL will find their design and printing costs.

Because it seems very little budget for design and printing.

>We need to make a list of budget what needs to be printed and ask commission to allow to put everybody printing budget together in order to pay service provider and also to make one joint brochure

NL needs to find out postage costs.

IT will find out the costs of inserting page in their senior organization and additional 2000 IT brochures for distribution

**Proposal for brochure “Guideline for the senior-friendly product “Seniors Go Rural””**

Sengor makes not tangible product but meta- product or system. The description of this system is what we need sent to trade. It is a project brochure not products. The aim is that our created system works all across Europe after project.

It include: criteria list, check-list for evaluation, and best practice cases, exploitation plan etc.

**Website presenting the pilot products and website with public access**

Klaus reporting on ongoing website tender.

Public Sengor page could perhaps be integrated into Eurogites website.

Text on the website we can use the same what in brochure. We don't need to have content in all languages, needs just interface.

We will use website for presenting pilot products Ouder Fonds' website *evenementen2.oudernfonds.nl*

Online on NL website:

It is possible to insert direct links to accommodation places. 5 could be enough + packages from each trade partner.

BE does not provide packages because can't book but provide suggestions what can be combined.

Text will be general description and description of the senior discounts.

Languages: in EN, NL, IT

> NL sends templates and how many words per text

**Deadlines:**

> **15th May** Each trade partner provide ready translated product texts for Ouder Fond website

**>24 March** needs to send all extras for Feasibility study

Survey **will not be** translated in NO, BE

**> 24 March** Eva is sending out minutes.

**> 20 May** – guidelines draft version

**> 1 June** -Rules and conditions ready (for customers and providers)

Testing period 15 September -15 November

It is necessary to get feedback from customers as soon as they return from holidays

> **31 January** feedback report of customers who have travelled

**>1 May** - Sengor logo ready

Other trade partners discuss how to incorporate and promote into our systems

**Next events**

For regional workshop:

Need to have - participation list, logos, signatures, presentations, photos.

Cyprus: 4-5 June, 2015:

>Asnate needs travel dates from everybody then she will communicate with Project supervisor.

Thursday, will be project meeting or workshop. Need meeting on how it is going with product development, testing etc.

Friday morning should have a meeting, in afternoon starts study tour.

For IT and NL partners is important to be in this meeting.

>Asnatesends the e-mail to Project supervisor and asks permission to make partner meeting and have permission for IT to come.

We have meeting with Escape and on Saturdays – field trip.

Invoice for organizing this meeting will go to Hannen who has budget planned for this.

Belgium: 1**6-17 November, arrival on 15th Nov.**

International seminar then

**Next reporting: end of September**

Final report submit end of April

- Klaus sends Asnate AgePlatform points

- NL sends Pamplona things