

English Riviera Destination Management Group Minutes of Meeting

Date	Thursday 6 th December 2018
Venue	South Devon College
Attendees	<ol style="list-style-type: none"> 1. Carolyn Custerson, English Riviera BID Company Ltd (Chair) 2. Becky Davies, TDA 3. Nicky Harding, Conference English Riviera 4. Steve Reynolds, Torbay Business Forum 5. Matt Burrows, South Devon College 6. Cllr Nicole Amil, Torbay Council, Executive Lead for Tourism and Harbours 7. Martin Thomas, Torbay Culture 8. Nick Powe, English Riviera Global Geopark Organisation 9. Kevin Mowat, Torbay Council 10. Anna Matthews, Torbay Culture 11. Damian Offer, Torbay Coast & Countryside Trust 12. Alan Denby, TDA
Absent	<ol style="list-style-type: none"> 1. Pete Woodhead, TOR2
Supporting Documents	<ul style="list-style-type: none"> • Minutes from last meeting • Progress update report • Action Plan tracker • Issues Log

MINUTES

1.	Welcome and introductions	Action
	<p>CC thanked all for coming and welcomed new partners Anna Matthews, Great Place Scheme Project Manager and recently appointed Director of Torbay Culture, Martin Thomas.</p> <p>No apologies have been received, TOR2 not in attendance (note for Chair this is the second absence).</p>	
2.	Minutes and Matters Arising	Action
	<p>CC and BD confirmed all actions have been completed. Minutes from last meeting were accepted as accurate.</p> <p>CC asked for A.O.B items – Tourism Sector Deal, updates on inward investment, Tstats (measuring outcomes).</p>	
3.	Action Plan Updates	Action
	<ul style="list-style-type: none"> • <u>SUMMARY PROGRESS REPORT</u> <p>BD discussed the progress report with the Group. Good progress is continuing, particularly with developing the individual action plans as detailed in the report.</p>	

One of the main challenges we face, is bringing all the positive conversations together into meaningful and effective action plans, to maintain pace and focus on our objectives to deliver the DMP. With current challenging times and limited resources, we must continue talking to each other to develop effective collaborative working and making things happen.

Highlights from the report:

- Action 25, Business Support: Phase 1 is completed - first series of workshops focussing on developing digital skills through the ERDF funded Growth Support Programme. All workshops are advertised via TDA Business Eventbrite page and have sold out. This shows we are delivering what businesses want. Phase 2 is now taking place, including a review of Programme take up and planning the next phase of workshops, to include apprenticeships with SDC and digital toolkit with ERBIDCo.

CC commented how digital skills and increasing productivity aligns with VisitEngland VisitBritain and the new Tourism Sector Deal, with the need to evidence what 1% means to the economy. (The Deal to be discussed later on in the meeting).

- Action 27, Apprenticeships: This project is really progressing with a lot of enthusiasm from partners and exciting developments starting to take shape. Specifically, following BD's introductions Reach Outdoors and SDC are collaborating to launch a new apprenticeship standard in January (Outdoor Adventure Instructor level 3). This Standard will also reference with the UNESCO Geopark, making the most of our natural assets to develop skills and position an attractive career path.

National Apprenticeship Week is in March (4th-8th), BD asked all partners to please get involved and support activity, press release to follow in early 2019. The focus and social media campaign is an #ApprenticeTakeover, with businesses showcasing their apprentice's talent and putting them in the driving seat of the business for the day – an fun and engaging way to grab people's attention.

TDA are leading on co-ordinating a series of events which will include the Jobs Fair and free business information seminar on 8th, with myth busting and case studies. The concept of a 'shared apprentice' will also be promoted, which is often a barrier seen by seasonal businesses. Discussions by the group followed and BD will share the activity plan for further detail.

Torbay has also been chosen to take part in a new national pilot, Opportunities Through Apprenticeships which aims to increase the take up and value (level 3+) in disadvantaged areas. The work we are developing aligns with the pilot and we will benefit from the additional support and PR from the Education & Skills Funding Agency (National Apprenticeship Service).

PARTNER UPDATES:

- **Steve Reynolds** – Torbay Business Forum is supporting projects, specifically taking part in the #ApprenticeTakeover of the TBF Breakfast on 5th March, with SDC apprentices organising, promoting and taking part. The Breakfast has also supported the Airshow and January's event is hosting NP presenting on the UNESO Geopark. SR is also taking forward the TBF Dinner as a new offer.

TBF social media reach is growing, 11,000 over 3 months, presenting a good platform for the DMG.

SR discussed a business mentoring programme he delivers which could be a new opportunity to develop for tourism businesses, currently SR is supporting Reach Outdoors. MB commented the College used to offer this, but available time is a barrier.

All

BD

	<ul style="list-style-type: none"> <p>Matt Burrows – SDC is feeding into projects for skills development. Lynn Squire and Emily Tucker, Apprenticeships Manager are part of the new group working with BD to increase take up and business engagement. Acknowledgement that the apprenticeships are in the more traditional tourism and hospitality subjects.</p> <p>The College are relaunching their foundation degree in hospitality and tourism, including focus on digital skills. CC commented this is very much welcomed by the sector and aligns with national priorities.</p> <p>MB is also in early discussions with BD to develop a business support programme, following take up of the Growth Support Programme. An action plan needs to be developed.</p> <p>MB to pick up edits with CC on an apprenticeships flyer.</p> <p>Lynne Squire - The College recently delivered a successful business breakfast which included the importance of digital skills with the tutor in attendance. The degree rebrand will include digital modules, a positive and exciting step forward.</p> <p>Anna Matthews – gave three main updates on the Great Place Scheme Programme;</p> <p>Cultural Tourist Project – phase 1 completed, research with the cultural and tourism sectors. The next meeting on 13th December will give results and feedback to businesses for new cultural products.</p> <p>Cultural activity next year - EyeView (June) Extra-ordinary places and Wavelength (Nov) light and sound; a programme of cultural projects, events and happenings, working with artists and communities to offer fresh perspectives on the places and spaces that make Torbay unique. All activity is supporting the DMP to extend the season and attract new visitors. These projects also include digital skills and event management skills for cultural organisations.</p> <p>CC commented how exciting this programme is and how lights are used by other destinations to extend the season. The English Riviera has one new product in this area, The Train of Lights.</p> <p>TheShorely.com – now reaching 1m on social media. It is funded to the end of March, Torbay Culture are now planning the delivery model for future sustainability.</p> <p>Martin Thomas – Having started in post this week, there is lots to understand and review. Lots of activity taking place under the Great Place Scheme, priority for Torbay Culture is governance, sustainability, strategic alignment and ensuring we are ‘fit for purpose and externally facing’.</p> <p>Nicky Harding – attending lots of business events, promoting the destination, including IBTM in Barcelona, on stand with VisitBritain VistEngland - the event had the highest number of pre-booked appointments (29), focus now is on securing those bookings. An important growing market is Incentives (lifestyle products), which NH is looking to develop and invited partners to get involved.</p> <p>Selling the destination beyond 2019 is challenging and NH needs some reassurance from the Council on the future of the conference centre. Business enquiries are in the pipeline for 20/21/22.</p> <p>KM – The Council does recognise the importance of having the conference centre but it can’t afford to continue subsidising it, it’s not a case it isn’t valued. There unfortunately isn’t an answer yet. A new potential operator/partner is being sourced, with an outcome likely in early 2019. NH commented she has sector contacts who may be able to support and will feed them through to KM to explore options.</p> 	<p>MB/BD</p> <p>MB/CC</p> <p>NH</p> <p>NH/KM</p>
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<p>NH is gathering conferencing data from 2016 for BD.</p> <p>NH commented on the recently announced Tourism Sector Deal, business tourism is highlighted as a priority for the Government, we therefore need the conference centre for the English Riviera otherwise we will lose out.</p> <ul style="list-style-type: none"> • Nick Powe – recently delivered a successful Geopark workshop (The Rocks that Connect Us), lots of opportunities for partners to be more involved with promotions and the designation. NP will be presenting at Torbay Business Forum’s January Breakfast. Feeding into the Cultural Tourist Project and Eyeview creative programme, has also submitted an outline for cross-channel funding for AV trails. May festival will include sustainable tourism offer which is a growing area. HLF bid in for a Stone Age festival (Feb half term) and a planning application submitted to Torbay Council to extend the caving experience. Christmas is sold out, carols and Santa in the caves. <p>NP also highlighted the work that has now started on the 2019 revalidation of the UNESCO Global Geopark designation which involves an enormous amount of work every four years.</p> <p>CC commented how the workshop revitalised Geopark discussions and how important the UNESCO designation is to the English Riviera. ERBIDCo gives full support for the shared partnership, picking up the sustainable tourism offer, eco-aware and under 35’s market and new product trails. As a destination we’re not innovative and bringing new products to market, aligned with skills development we need to have online bookable products.</p> <p>CC encouraged partners to look at Air B&B Experiences as example of easy and accessible products. Conversations followed into how as a destination we can pull these products together in one place to support businesses and with direct bookings. The official English Riviera website could provide this function, with ‘English Riviera Experiences’ and with the Tourist Information Centre proving a face to face service.</p> <p>BD suggested an early quick win could be to take the Visitor Passport of discounts online, commenting NH uses in with conferencing delegates, but by the time they visit it is too late (as they have planned their trip in advance). The Group agreed.</p> <ul style="list-style-type: none"> • Damian Offer – discussions around the question ‘why people come to the English Riviera’ and understanding their value- TCCT is looking to develop a model for heritage and sustainable infrastructure, given existing funding from Torbay Council will no longer be available. <p>TCCT are exploring options to develop a proposal for a robust working farm attraction, opening in April 2020. Not all funding is in place, the commercial and profitable venture will sustain TCCT without relying on the Council. DO is looking for help from partners with information to support this proposal, evidencing what the value is of heritage assets from the visitor economy. BD offered the 2016 visitor survey which gave evidence for the DMP which shows why visitors are coming here. CC offered support from the ERBIDCo to tailor some b2b research.</p> <ul style="list-style-type: none"> • Alan Denby – Update on the Productivity Strategy and Heart of the South West LEP work, confirming tourism is represented. TDA is progressing with exporting project, EPIC - with the Centre Director recently appointed (April opening). <p>Torbay Together discussions are positive with two meetings with senior Ministers, pushing hard for a town deal for Torbay. Town Centre developments are progressing with the Harbour View hotel project contract ready for 14th December.</p> <p>Funding: TDA was unsuccessful with the CCF5 bid, disappointing as it aligned to public realm projects and skills development. Looking at Future High Streets Fund, £25m per max bid, criteria TBC. SUFUSE (Interreg channel) is in the</p>	<p>CC</p> <p>BD/CC</p> <p>BD CC</p>
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4.	Measuring Outcome and Evaluation	Action
	<p>CC – the ERBIDCo have commissioned a new online monitoring and evaluation platform called T-Stats. Data is currently being uploaded for January 2019, which will include the visitor value and volume data (local and national), How's Business surveys, car park sales, the weather, airport and transport data, conferencing data.</p> <p>The new platform, to be launched early in 2019, will provide better insight into how the destination is performing and will also benchmark regionally and nationally. Businesses will be given their own login to enter their data on an ongoing basis, which will give us real time data for the first time and despoke reports. It's a flexible system and GDPR compliant. BD confirmed T-Stats will also support measuring the DMP outcomes and pulling multiple data sets together.</p>	
5.	Funding Opportunities	
	<p>Updates have been given by partners throughout the meeting, additional updates:</p> <ul style="list-style-type: none"> • We must join-up, the Group agreed how important it is to work together on funding applications, learning from recent experiences and feedback from unsuccessful bids. • SR offered the Torbay Business Forum as a platform to share the work of the DMG, CC accepted. • Grinagog feed-in, NA and NH agreed to meet to discuss further. • Discover England Fund future rounds. CC gave an update on the potential of future DEF funding is likely in 2020/21, calls to be expected autumn 2019. The current funding round ends 31/3/19, VisitEngland VisitBritain are likely to want new products, national reach and partnerships. We need to be ready to respond. Ideas discussed include UNESCO Geopark Devon bid, CC and NP to discuss further. • AM gave an update on the Arts Council People and Places Fund, which is for community lead projects. CPP is about creating joyful experiences for people, across the broadest reach of society, and must not be about any other agenda unless we can show that the community wants this. CPP is about innovation - it must be about doing new things, not more of the same. CPP is about excellence in terms of engagement process (and excellence in terms of art) and is about money going to communities to spend rather than to artists to spend. There is also a need to identify 25% match funding. There are also two levels of governance expected in the bid and the delivery of the programme: a core consortium operating at a strategic/commissioning level, and associates who will do the delivery. 	<p>SR/CC</p> <p>NA/NH</p> <p>CC/NP</p>
5.	A.O.B	

	<ul style="list-style-type: none"> Tourism Deal – as already touched upon in the meeting, the new deal has recently been announced, a big step forward from the Government to support and grow the sector. CC confirmed that she gave feedback into the deal, working closely with Kevin Foster MP. We need to consider the regional area, not just the English Riviera, and CC proposed she would like to lead on discussions. Torbay Together (AD) agrees that we need tourism deal. <p>The Deal focusses on core areas: increasing productivity, skills development, tourism zones and connectivity. BD will circulate the deal PDF either the minutes.</p>	<p>CC</p> <p>BD</p>
7.	Next Meeting	
	Thursday 14 th March 2019, 9.30am-12pm at TCCT, Ocombe Farm, Preston Down Rd, Paignton TQ3 1RN.	

Minutes recorded by: Becky Davies, TDA