

English Riviera Destination Management Group Minutes of Meeting

Date	Thursday 7 th June 2018
Venue	TDA, Tor Hill House
Attendees	<ol style="list-style-type: none"> 1. Kevin Mowat, Torbay Council (Chair for first meeting) 2. Becky Davies, TDA 3. Nicky Harding, Conference English Riviera 4. Matt Burrows, South Devon College 5. Kate Farmery, Torbay Culture 6. Steve Reynolds, Torbay Business Forum 7. Carolyn Custerson, English Riviera BID Company Ltd 8. Alan Denby, TDA 9. Cllr Nicole Amil, Torbay Council, Executive Lead for Tourism and Harbours
Apologies	<ol style="list-style-type: none"> 1. Pete Woodhead, TOR2 2. Damian Offer, Torbay Coast & Countryside Trust 3. Nick Powe, English Riviera Global Geopark Organisation
Supporting Documents	<ul style="list-style-type: none"> • Terms of Reference • DMG Approach • Summary Progress Report • Measuring Outcomes • Action Plan tracker

MINUTES

1.	Welcome and introductions	Action
	<p>KM welcomed all partners to the first English Riviera Destination Management Group (DMG), with short introductions made by all.</p> <p>Apologies received from Pete Woodhead, TOR2 and Damian Offer, TCCT. (Late apologies after the meeting were also received from Nick Powe).</p> <p>KM set the scene for the purpose of the Destination Management Plan (DMP) and the formation of the Destination Management Group (DMG):</p> <ul style="list-style-type: none"> • DMG is a new way of collaborative working for developing the visitor economy • Quarterly meetings with a partnership approach and strategic focus • Meetings to maximise opportunities with partners, discussing issues, opportunities and forming linkages for collaborative working • Partners will be developing their actions plans, supported by TDA (Becky) 	
2.	Election of Chair	Action
	<p>KM recommended the new Chair will have a term of 12 months (as referenced in the Terms of Reference) and that he had received one expression of interest from Carolyn Custerson. KM asked the Group if anyone else was interested in the position - no other nominations received. Carolyn was formally nominated and elected to the position of Chair.</p>	

	<p>Carolyn confirmed her commitment to the Group and the importance of collaborative working to make this approach a success.</p> <p>Each partner will be asked to assign a deputy to attend meetings in their absence, which will be added to the terms of reference.</p> <p>Carolyn will visit those partners absent from the meeting to re-engage and gain their commitment to the plan.</p> <p>Dates for future meetings will be set for the year and issued to partners in advance.</p>	<p>All/ Becky</p> <p>Carolyn</p> <p>Carolyn/ Becky</p>
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3.	Terms of Reference	Action
	<p>Issued in advance of the meeting, the Terms of Reference set the remit of the group and commitment required to take the destination forward. With strategic focus, the DMG should be a safe space for open discussion of issues of the destination.</p> <p>Alan confirmed the resource available from TDA (Becky) to support partners with developing actions plans forward. Any new funding/resources if needed would need to be found. The DMG approach should amplify and complement the work of partners and national partners, giving the opportunity for ambition and success, not just 'lip service' to the Plan.</p> <p>Carolyn clarified her open and honest approach as Chair, this partnership collaborative working is new for Torbay, we need to gain the trust of partners and industry to work together to manage the destination.</p> <p>Carolyn requested a resort calendar which can be issued to businesses, plotting the school holidays (local and national), to help businesses plan for busy times and delivering the best visitor experience.</p> <p>A digital platform will be used to share DMG documents and ideas, adapting modern agile ways of working. E.g Basecamp.</p> <p>The 2016 visitor survey will be shared with the group to focus on the issues experienced by visitors and where there are opportunities to improve as a destination and build on our successes.</p> <p>Torbay Together - the DMG can feed into Torbay Together and should be referenced. Later in the meeting it was agreed Alan Denby is the main link for this work.</p>	<p>Becky/ Carolyn</p> <p>Becky</p> <p>Becky</p> <p>Alan/ Becky</p>

4.	Structure of meetings	Action
	<p>Discussion on meetings structure and future agenda format, with reference to the DMG Approach supporting document.</p> <p>It was agreed:</p> <ul style="list-style-type: none"> • Meetings to be quarterly and dates set in advance, starting at 9.30am for half a day, avoiding Fridays • Venue to rotate between partners so to reflect partnership working, the group agreed (RICC, South Devon College, TOR2 already offering to 	<p>All</p>

	<p>accommodate).</p> <ul style="list-style-type: none"> • Becky to provide a summary progress update report. • Partners to make round table updates on their action plans to share and cross collaborate. • Issues log to be set up for discussion and group resolution. • Funding opportunities to be added as a set agenda item for all DMG partners to contribute and share opportunities. • Focus topic for group discussion to include industry concerns such as Brexit. • A.O.B to be pre-registered with Becky in advance of meetings. • Meetings to maintain a strategic focus. 	
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5.	Action Plan and Group Actions	
	<p>Partners will develop their lead actions of responsibility with support from Becky. Other partners or other organisations can also be invited to develop effective action plans and to add value to the DMP.</p> <p>There are DMG actions of responsibility within the plan. Following recommendation from Becky and group discussion, it was agreed each partner should weave these cross-cutting themes into their actions plans to ensure they are delivered.</p> <p>Becky also updated the group that DMG action 27, (apprenticeships) is now being led by TDA with an action plan in place.</p> <p>Becky updated the group with a summary progress update report for work achieved so far, detailing the three action plans in place.</p> <p>All agreed the need to identify and work to delivering some 'Quick Wins' and 'Priorities' in helping to establish the DMG.</p>	All

6.	Measuring Outcomes	ACTION
	<p>Becky summarised the working document spreadsheet developed bringing together what data is available to us from a variety of sources to measure the DMP outcomes – to be circulated for future discussion.</p> <p>Carolyn discussed the option of the ERBIDCo commissioning Tstats software package to help us effectively measure progress and developing the destination on one platform. Other destinations such as Liverpool and Manchester use it. The tailored tool will also allow partners to easily share their data. The group agreed to this approach.</p> <p>Alan asked what the opportunities are to have real time visitor surveys, face to face across the destination. Carolyn suggested exploring the idea of working with accommodation providers to take part with short check in and check out visitor</p>	<p>Becky</p> <p>Carolyn</p> <p>Carolyn</p>

	surveys. The ERBIDCo Accommodation Focus Group could help shape and delivery this task for the DMG.	
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7.	A.O.B	
	<p>It was agreed documents relating the DMG should be without logos. At this time no press releases to be issued, further discussions are needed on sharing promotions. Becky made reference to a document she had started which will be shared with the Chair to take forward.</p> <p>Steve offered the TBF as a communications channel for delivery to support action plans – Becky asked for help with the business support programme (action 25) and will take this offer forward.</p>	<p>Becky</p> <p>Becky</p>
8.	Next meeting and focus topic	Action
	Date and venue - TBC	Carolyn/ Becky
	Action plan delivery –to identify and agree 3 quick wins and 3 priorities	All

Minutes recorded by: Becky Davies, TDA