

English Riviera Destination Management Group Minutes of Meeting

Date	Thursday 14 th March 2019
Venue	Occombe Farm, Torbay Coast & Countryside Trust
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. Lynn Squire, South Devon College 6. Martin Thomas, Torbay Culture 7. Nick Powe, English Riviera Global Geopark Organisation 8. Kevin Mowat, Torbay Council 9. Damian Offer, Torbay Coast & Countryside Trust 10. Alan Denby, TDA 11. Pete Woodhead, TOR2
Apologies	<ol style="list-style-type: none"> 1. Cllr Nicole Amil, Torbay Council, Executive Lead for Tourism and Harbours
Supporting Documents	<ul style="list-style-type: none"> • Minutes from last meeting • Progress update report • Issues Log

MINUTES

1.	Welcome and introductions	Action
	<p>CC thanked all Partners for coming and welcomed Pete Woodhead from TOR2, brief around the table re-introductions were made.</p> <p>Apologies from Nicole Amil who is off sick. Host Partner Damian Offer will be joining the meeting late.</p>	
2.	Minutes and Matters Arising	Action
	<p>Minutes from last meeting were accepted as accurate.</p> <p><u>Updates:</u></p> <ul style="list-style-type: none"> • CC – VisitBritain is investing £500k into Air BnB Experiences, the Managing Director is on the VB Board. Reach Outdoors are testing the experiences platform for kayaking and paddling boarding (the site takes 20% commission). • CC – Visitor pass and taking it online is under development with the new Attractions Group Chairperson. • CC – Geopark revalidation supported by ERBIDCo, the official logo is being distributed to all BID businesses to adopt. <p><u>Outstanding actions to carry forward:</u></p> <ul style="list-style-type: none"> • BD – Training and business support opportunities with South Devon College, to pick up as part of next stage planning (aligning to Action 25). 	BD

3.	Action Plan Updates	Action
	<p>• <u>PROGRESS UPDATE REPORT</u></p> <p>BD distributed the progress update report to Partners in advance of the meeting. Good progress is continuing and Partners are making progress and continuing positive conversations.</p> <p>BD highlighted a key project update relating to Apprenticeships (action 27). We have just delivered a fantastic, co-ordinated campaign and week of events for National Apprenticeship Week (4th-8th March) This included:</p> <ul style="list-style-type: none"> • An ApprenticeTakeover for the Torbay Business Forum Breakfast, with 94 attending. BD successfully secured attendance from Anne Milton MP, Minister for Apprenticeships and Skills. Note: Torbay was the only Pilot area to have a Ministerial Visit as part of NAW activity. • Successful Torbay Jobs Fair at RICC, with increased attendance from tourism business including large hotels. 700 job seekers and 60 business attended, supporting NAW 10% had apprenticeship vacancies. South Devon College and TDA Apprentices (and learners) helped with running the event. • Engaging round table business seminar highlighting the business benefits of Apprenticeships with TDA, and partners of the Working Group including South Devon College and Torbay Business Forum. • Celebratory awards evening for South Devon College Apprenticeship Awards, with over 200 attending. <p>Full evaluation is now taking place to measure the impact of our campaign and engagement on social media. Early top line stats show we have engaged with over 350 at events generating over 100 enquiries. BD will circulate the final report to partners.</p> <p>CC commented how successful the Jobs Fair was, after receiving feedback from the Imperial Hotel.</p> <p><u>PARTNER UPDATES:</u></p> <ul style="list-style-type: none"> • Lynn Squire, South Devon College – following attendance at the Geopark event The Rock Connects Us, SDC is aligning the brand and accreditation with the outdoor programmes, (agreed with partners). Module content has been rewritten, including research elements, giving the programme curriculum a USP and added value for learners and international reach. A sustainable tool, joint ownership and shared responsibility – effective partnership working from the DMG. • Nicky Harding, Conference English Riviera – busy time of events. Attended Confex, international b-2-b tradeshow in London, securing a heavily discounted stand (£7k to £1k), shared with the Imperial Hotel - resulting in £10m worth of enquiries for the destination. A pre-event mailing generated four big appointments at the show. Attendance stood out as a coastal conference/ business destination. <p>NH shared a confidential, pipeline report with Partners to show the value of conferencing enquiries. Includes the Police Federation, 850 delegates, a five year deal, worth £3.1m. ERBIDCo is supporting conferencing marketing activity with £5k sponsorship. All very positive for the English Riviera. NH asked for support from Partners for introductions with new hotels Sales Managers to aid enquiries. CC offered to introduce to contacts she has.</p> <p>AD asked what other destinations are doing to attract new business and can we learn anything. NH can share a report which includes visits new developments from modern hotels/conference centres. Many products/services support the eco-</p>	<p>BD</p> <p>CC</p> <p>NH</p>

<p>tourism and plastic free agenda, so funding dependent.</p> <ul style="list-style-type: none"> Martin Thomas, Torbay Culture – activities relating to the cultural tourism offer and Great Place Scheme. The business offer to develop new cultural guided tours is open, with a longer deadline to attract more interest. Closes 31 March. Conversations flowed on how there is a shortage of guides across the destination, there are pockets of specific interest but they aren't joined up for the visitor offer. LS offered to support future conversations and suggested accessing the adult education budget to develop a training programme. AD suggested a social enterprise model could be adopted if interest was there. The Group agreed this could be a model to look at. MT and BD agreed to review interest at the end of the call and take forward conversations from there. <p>Eyeview – new cultural programme launching, the programme is 10 days in June (7th-16th) by artists and communities - a series of performances, events and activities that will animate unexpected places, cultural treasures and natural sites across Brixham, Paignton and Torquay.</p> <p>Wavelength – 8th-10th November, theme of light and illuminations, CC commented this aligns with ERBIDCo Winter and Christmas 6 week's campaign.</p> <p>The cultural programmes supports the DMP to extend the season into the shoulder months and attract new cultural visitors.</p> <p>Torbay Culture has a newly elected Chairperson, Jacob Brandon (Artizan Gallery) who will bring a new dynamic to the group.</p> <ul style="list-style-type: none"> Alan Denby, TDA – updates on funding application for Sufuse, an Interreg European call which includes funding for Geopark, outcome expected around Easter. <p>Harbour View hotel development update – open exhibition this week for a Premier Inn hotel, 120/126 beds, aim for planning application end of March for October start.</p> <p>Lots of new branded hotels in progress referred to in BD's report, including Fragrance Group hotels; Park Hotel Paignton has planning approved, Palace Hotel Torquay at design review stage (consultation exhibition this month), Corbyn Head at pre-planning application stage. Asked Partners to consider is this enough, what about Brixham?</p> <p>Expression of Interest being submitted to MHCLG for Torbay Council for the Future High Streets Fund, a new £670m fund. Expected bid for £10-15m, and to include focus on Paignton which needs help and investment. CC supplied ERBIDCo letter of support, as well as others including FSB, Kevin Foster MP and Heart of South West LEP, Torbay Together also feeds in. Est June outcome from the EOI, 6-9 month process to work on the full bid application.</p> <ul style="list-style-type: none"> Kevin Mowat, Torbay Council – updates in BD's report includes lead Council Officers including Parking Services. BD confirmed regular meetings with CC and Susie Hayman are taking place. Request from KM to Partners to support planning applications for new hotel developments as they come through. <p>Corporate Plan, is starting to get worked on (new Council administration may well determine changes), KM will share at the next DMG in June.</p> <p>Resubmission of Torre Abbey HLF bid which Martin Thomas is feeding into to strengthen the application.</p> <p>Oldway Mansion – the new working party is making progress, an April open day is being planned for public and community groups. A new CIC is being formed to look at viable options for the building e.g weddings, events, community café. No final decisions have been made by the Council.</p> <p>BD asked about what is happening to the Pavilion: KM updated that the Council</p>	<p>MT/BD</p> <p>KM</p>
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	<p>is the freeholder, Steve Parrock is the Leading Officer for the building's future, is looking at a 'plan b', as the current appeal on the planning application is to run its course. The project is subject to political review.</p> <ul style="list-style-type: none"> Nick Powe, English Riviera Geopark Organisation – update on the UNESCO revalidation process. Following the application, there should be an update in April/May from the validators and notification of a summer visit. Lots more engagement and awareness of brand since the November briefing day event. <p>Exciting development with South Devon College (as mentioned earlier by LS). The Palace Hotel plans included Geopark values and consideration in style in architecture. Recently attended ITB Berlin in the Geoparks adventure hall for geo tourism and English Riviera Tours, a niche targeted audience. New joint project with China and Kents Cavern, working collaboration on product development, Geoparks and geo tourism. Kents Cavern looking at new experiences for visitors and trying the Air BnB Experiences for private tours. New social media influencer's event also being planned in September with international reach.</p> <ul style="list-style-type: none"> Steve Reynolds, Torbay Business Forum – The two most recent TBF speakers have been from DMG Partners, NP in January and CC in February, both very well attended with the destination and visitors at the heart of presentations. The TBF Breakfast in March was taken over by Apprentices to support National Apprenticeship Week, excellent attendance and with the confirmation of the Minister this helped to boost numbers. A very successful event for all involved, taking a leap of faith into handing over the event at every stage and to a different venue. It worked! <p>Steve is reviewing the structure and focus of the TBF, its key themes are business, infrastructure and skills. TBF events and communications can support partners with projects and reaching businesses. The speakers for breakfast's are booked April-July, open invitation for content Aug-November. A new dinner is being planned for 9th May, invites to follow. 9th October is the Business Festival.</p> <p>TBF is supporting TDA with its Business Barometer survey, to help with the promotion and completion. Offer to include any targeted questions on the next one. Discussions around sharing learnings with ERBIDCo, who also conduct a monthly How's Business survey to track industry trends.</p> <ul style="list-style-type: none"> Peter Woodhead, TOR2 – busy time for TOR2 in preparations for Easter, parks and gardens work including planting beds, grass cutting, beach raking, all of which are important to the visitors and making the destination welcoming and attractive. The challenge for PW is costs and resources, managing the contract and Easter to summer schedules where we see the highest level of visitors. <p>KM added here that Torbay Council has cut budgets for hanging baskets, illuminations, and is working closely with Simon Wallace effectively manage beach services. The Council and TOR2 are working together on the remainder of the contract to July 2020. Torbay Council is taking back services in house and will own the Company 100% (currently 80% Kier, 20% Torbay Council). There will be a seamless process and tupe of staff, rebrand TBC. PW offered to meet with CC and BD to review plans and how this aligns with the DMP.</p> <ul style="list-style-type: none"> Carolyn Custerson, English Riviera BID Company – The promotion of the destination is in full swing, 88% of ERBID budget is spent on marketing. An ITV campaign is happening this week. The official destination printed guide is going out, 52,000 copies have been requested since Christmas so still in high demand by visitors. A better quality guide, high impact quality images, outdoor Geopark themes, seasons for all year round marketing and includes cultural content. The cost of the guide is £130k (design, print, marketing), £90k raised in advertising income and the BID sponsors the rest. Website is the clear call to action. The website content has had huge investment, plus a digital marketing expert the BID has invested in digital skills. 	<p>PW/CC</p>
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	<p>Other marketing activity includes digital screen campaign at London Waterloo Station for two weeks in April, utilising the Riviera Beaches campaign. New campaign called Riviera Moments is currently live (30 secs) for Facebook and YouTube. Going really well focussing on family fun, attracting 200,000 views so far. An Autumn campaign is planned for October, last year's numbers were disappointing, so planning ahead for the shoulder months. A new guide for cafes, restaurants and tea rooms is being worked on, gathering content from businesses however is challenging.</p> <p>Wednesday 27th March is the ERBID Exhibition, Conference and AGM at RICC, 70 exhibitors. 50 Group operators are attending and a new 'meet the buyer' session is taking place.</p> <p>77% of the Tourism Levy has been collected so far.</p> <p>AD asked about the Tourism Sector Deal, CC confirmed this was on hold for the time being.</p> <ul style="list-style-type: none"> • Damian Offer, Torbay Coast & Countryside Trust – presentation to Partners on the proposed development plans for Ocombe Farm. A new vision to become a leading farm visitor attraction, diversifying and strengthening the offer for a sustainable model for TCCT. Approx June 2020 opening, 48 FTE jobs, all year round offer including indoor and outdoor children's play, improved retail shop with quality locally sourced products. The plans haven't been submitted to planning yet and DO has recently met with Torbay Council Capital Projects. 	
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4.	Issues Log	Action
	<p>Circulated in advance of the meeting, the issues log is an informal document which Partners can use to record any destination issues. BD is managing the document and is meeting with relevant personnel to review and resolve.</p> <p>CC raised the issue of winter openings, with many of the destination's services are summer only, we aren't meeting visitor expectations in the winter months. Discussions around how we are a destination in transition and how we need to encourage and support businesses to adopt seasonal openings, to align with our aim as an all year round destination. Marketing the destination using the seasons and a clear communications plan is needed. CC will be raising this point at the conference.</p>	CC
5.	Funding Opportunities	
	<ul style="list-style-type: none"> • ERBIDCo Development <p>CC updated Partners that the ERBID Board has set up a new funding renewal group to look at the future options, the current BID ends 2021:</p> <ol style="list-style-type: none"> 1) Repeat the current BID structure 2) Tourism +, combine with another sector e.g retail 3) A destination BID, combine with retail and office (as Yorkshire Coast), which could double the value of investment. <p>Two consultation surveys are planned. The first after the tourism event on 27th March to current levy payers with voting options to test market appetite. If there is an appetite to include retail (option 2), CC will take this forward.</p> <p>A larger destination BID could include place making activity, as well as marketing, so the organisation would have a larger remit (but won't include statutory services).</p>	

	<ul style="list-style-type: none"> Discover England Fund <p>CC confirmed funding for England's Seafood Coast ends 31 March. It's doubtful the project will gain more DEF funding as it is part of the larger England's Coast Project, providing the 'foodie' element. There will be future rounds of DEF and it's expected there will be an opportunity to align with the UNESCO designation.</p>	
5.	A.O.B	
	<p>CC announced to Partners she does not want to continue being Chairperson, due to needing to focus on ERBID development priorities and will be stepping down at the next meeting.</p> <p>BD will issue communications to start the process for nominations.</p>	BD
7.	Next Meeting	
	Thursday 6 th June 2019, 9.30am-12pm at TDA, Tor Hill House, Union Street, Torquay, TQ2 5QW.	

Minutes recorded by: Becky Davies, TDA