

English Riviera Destination Management Group Minutes of Meeting

Date	Thursday 29 th September 2018
Venue	Riviera International Conference Centre
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. Juan Hernandez, TOR2 7. Cllr Nicole Amil, Torbay Council, Executive Lead for Tourism and Harbours 8. Kate Farmery, Torbay Culture 9. Nick Powe, English Riviera Global Geopark Organisation 10. Kevin Mowat, Torbay Council
Apologies	<ol style="list-style-type: none"> 1. Damian Offer, Torbay Coast & Countryside Trust 2. Alan Denby, TDA
Supporting Documents	<ul style="list-style-type: none"> • Minutes from last meeting • Progress update report • Action Plan tracker • Issues log • Measuring outcomes

MINUTES

1.	Welcome and introductions	Action
	<p>CC welcomed all partners to the meeting. Short introductions made by all and welcome to new attendee Juan Hernandez, Contracts Manager TOR2, in place of Pete Woodhead.</p> <p>Apologies received from Damian Offer, TCCT and Alan Denby TDA.</p> <p>Concern raised by CC that this is the second non-attendance by TCCT. The Group's Terms of Reference clearly state (section 3 Membership), all partners are required to attend all meetings and send a deputy in their place if they themselves are unable to attend.</p>	
2.	Minutes and Matters Arising	Action
	<p>Action from last meeting to carry forward - to remind all partners that all meetings must be attended and to assign a deputy to attend meetings in their absence. As the ToR state, if a partner is absent from three meetings then their membership will be reviewed by the Chair.</p> <p>CC and BD confirmed all actions have been completed.</p> <p>Minutes from last meeting accepted as accurate.</p>	All

3.	Action Plan Updates	Action
	<p><u>Summary Progress Report</u></p> <p>BD discussed the progress report with the Group. Considerable progress has been made this quarter with a focus on Torbay Council partner meetings. Important to note how valuable these face to face meetings are, giving greater insight into service delivery and how the DMP is bringing the visitor to the front of discussions which hasn't happened before.</p> <p>As the report details, potential collaborations and opportunities for improvements have already been identified including rail consultations, Agatha Christie signs, utilising Section106, maximising the beach awards in ERBIDCo social media campaign #RivieraBeaches, which reached 1m+ views.</p> <p>Also important to note that this is a five year Plan, with a step by step approach needed to engage in new conversations and identify how we can work together to develop the visitor, especially in the current economic climate and financial pressures the Council faces.</p> <p><u>Highlights from the report:</u></p> <ul style="list-style-type: none"> • BD is working with the Torbay Business Forum to engage with the business community with projects; • BD supported this year's Purple Flag application which has been successful. Torquay remains the only destination in Devon to hold this award; • BD organised a TDA Business workshop to support English Riviera businesses to enter the HE Tourism Awards. <p><u>Action Plan project updates:</u></p> <ul style="list-style-type: none"> • <u>Action 25, Business Support:</u> 46 businesses, 21 tourism related (46%) are now booked on to the free information session on 26th September. This TDA partnership event with ERBIDCo will inform businesses how they can access the ERDF Growth Support Programme to access 12 hours of funded support to grow their business and develop digital skills. BD will use this and other events to research what support businesses need, which will help to shape future workshops. • <u>Action 27, Apprenticeships:</u> BD has set up a new working group and is shaping up plans for a co-ordinated approach for National Apprenticeship Week, 4th-8th March 2019 to engage and inform with businesses. The idea is to hold a BIG event, combining the Jobs Fair with apprenticeships on Friday 8th March. The Jobs Fair is currently attracting 70 employers and 600-700 job seekers in its current format, utilising this success makes the most of resources. The theme for the week to engage with businesses will be to ask them to take the challenge and hold their own 'apprentice takeover', showcasing their apprentice talent during the week. • <u>Action 5, Torbay's cultural offer:</u> An exciting new commission to shape our cultural offer to attract new visitors, working with KF who will expand on this in her partner update. <p>BD urged partners to read the report and to contact her with any questions and if they would like to get more involved with any of the action plans.</p> <p>CC added skills and apprentices will be a feature of the ERBIDCo's annual conference in March 2019.</p> <p><u>Partner Updates:</u></p> <ul style="list-style-type: none"> • Nicky Harding – has recently supplied BD with the value of conferencing data for 2017, worth approx. £8m to Torbay, with 2018 looking to be higher. (2016 data will also be supplied for benchmarking). Also able to supply reports from 	<p>NH</p>

<p>MIA (Meetings Industry Association) to evidence how the SW is performing and the opportunities in the business sector. NH has secured recent PR success for top seaside venue with Conference News, the national industry leader. Potential markets for growth are being reviewed for opportunities and to recoup lost revenue from the decision by National Farmers not to hold their event <i>anywhere</i> in the UK. Early discussions indicate however there is the opportunity for a regional family convention in 2020 and we are in their thoughts.</p> <ul style="list-style-type: none"> • Steve Reynolds – Torbay Business Forum continuing to work with the RICC hosting business breakfasts and the Festival. SR has been supporting BD with promoting the 26th Sept information event and feeding into the apprenticeships working group. BD asked if any analytics from the newsletter can be shared for lead follow ups, SR will look into. <p>TBF are reviewing the format and content of their events and how they engage with businesses, there is huge potential. Agreed that a dinner could be an option to better engage with the tourism sector, who are often working with the breakfast events are taking place and will take this idea forward.</p> <p>SR also in discussions with the LEP for David Ralph’s return and attendance in April. Productivity, jobs and regeneration all priorities. TBF fed into the recent rail consultations and the importance of retaining services to all three town stations.</p> <p>CC and KM stressed the importance of partners sharing the same messages and approach for any consultations, which is an approach adopted by Torbay Together and is working. AD and KM are the main points of reference.</p> <ul style="list-style-type: none"> • Matt Burrows – focus on skills, apprenticeships and training for SMEs. Working with BD, South Devon College has given training for TDA’s economic and enterprise team to support businesses. Emily Tucker, Apprenticeships Manager and Lynn Squire, Tourism and Hospitality Section Head are members of the new apprentices working group. Early discussions with BD for SDC to build a ‘phase 2’ training programme for visitor economy businesses, following their take up of the ERDF programme of 12 hours support. CC agreed that information to industry needs to be clear and easy to understand, such as a one pager. BD confirmed this approach is being looked at. • Juan Hernandez – is interested in opportunities to improve the visitor experience and modernisation of contract terms. Apprenticeships is an area JH is very keen to peruse, but there are some local challenges to overcome with delivery of what the business needs. Discussions around resort management residents:visitors and the importance of visible TOR2 staff who are often the visitor’s first point of contact. Opportunity and offer from ERBIDCo training with TOR2 staff for visitor information, which could be delivered and a ‘quick win’. • Nicole Amil – works closely with KM for areas of responsibility, including harbours, culture and events. KM stressed the importance of having NA as the political lead fort the Group, ensuring wider Members are aware of the DMP, the Group and its partnership approach. • Kate Farmery –Torbay Culture and the Great Place Scheme, feed into developing the destination and Torbay’s cultural offer. Contributing to extending the season and attracting new visitors. New appointment for new cultural tourism product for the ‘cultural tourist project with Wonder Associates and Canny Marshall, both companies are experts in cultural tourism. Focus of the project – how to make more use of our cultural and heritage assets including Agatha Christie and UNESCO Geopark. <p>Wonder Associates also deliver TheShorely.com, the insider’s guide to Torbay culture. Working with ERBDICo they are repackaging cultural content for the</p>	<p>SR</p> <p>SR</p> <p>All</p> <p>JH/CC</p>
--	---

<p>English Riviera website including the 'Be Inspired' pages and Meet the Makers short films.</p> <p>Recent new appointments to develop and extend the cultural programme May-September (GPS funded), with shoulder activity focusing on two new cultural events May/June and November; A new cultural ambassador programme is just starting, based on the Geopark conference ambassadors.</p> <p>SR offered for TBF to help promote The Shorely.</p> <ul style="list-style-type: none"> • Nick Powe – feeding into new itineraries and cultural product development. Working on a partners drive for Geopark engagement with the UNESCO revalidation in June 2019. Discussion around that we shouldn't take it for granted, they are looking for greater engagement and awareness. NP is hosting a stakeholder's event at the RICC on 21st November, also taking a stand at the TBF Festival and NP a speaker at January's TBF breakfast. Responsible tourism and the environment is important, we are under greater scrutiny from UNESCO. <p>NP interested in pursuing an Interreg project and electric vehicles charge points.</p> <ul style="list-style-type: none"> • Kevin Mowat – now a Board member of the Agatha Christie International Festival, has identified that we don't do enough with her heritage and is leading on a project to update road signs with 'welcome to the birthplace of Agatha Christie'. KM confirmed Section 106 funding is available and cannot be used by the Council for its own purposes. This is great news, KM is working with colleagues to do quickly and ready for next year summer season. BD will liaise with KM for any assistance. <p>KM also likes the idea of having central points for group photos/selfie spots in all three towns, developing our digital visibility for English Riviera and UNESCO Global Geopark engagement.</p> <p>KM confirmed investment developments with the Fragrance Group (The Park Hotel, Corbyn Head and Palace Torquay); close to starting a new 150 bed hotel at the Terrace Car Park; the work on Torwood Street for a new Hilton Hotel has now started.</p> <p>The Pavilion development has gone quiet following the judicial review challenge, the project operator will review/adjust their offer for consideration.</p> <p>New toilets are being rolled out across Torbay, new in Torquay high street and Goodrington Sands. There doesn't seem to be much negative feedback on the charge, which is positive news.</p> <p>Anstey's Cove – working with a new working group and collaborative approach to mend the repairs needed. Utilising the café owner's offer of free labour and limited Council funds for materials. KM explained about the Shoreline Management Plan and the pragmatic approach needed for our 22 miles of coastline.</p> <p>Announcement of new appointment – Assistant Director of Planning and Transport, an exciting appointment bringing new ideas/approach and a 'breath of fresh air. Previously at Bournemouth/Cornwall, Starting in December.</p> <p>[Note - there was an adjustment to the agenda at this point]</p> <ul style="list-style-type: none"> ➤ Issues log – partners should send any destination issues to BD to record on the issues log ➤ 3 priorities and quick wins – CC took the decision not to do this following good discussions today. The Group is still building momentum and should continue in its approach. 	<p>SR</p> <p>NP</p>
---	-----------------------------------

	<p>Updates from partners continued:</p> <ul style="list-style-type: none"> • Carolyn Custerson – ERBIDCo update. £500k on promotions this year, with additional funds from England’s Seafood Coast (Discover England Fund project). Highlights include a new over 55’s ITV1 advert to 3m in the Midlands (by 2020, a third of the population will be over 50). The campaign resulted in increase in web traffic and visitor guide requests. There was a cross over with Storm Emma however which didn’t help, but that couldn’t have been avoided. Testing shows scenery was a winner, but negatives on some advert composition/styling. Edits will be made for a repeat advert in 2019. <p>Beach campaign will be taken to London mainline stations digital screens; The new website is developing; Facebook is growing; Days Out campaign seeing increase in day visitors (Plymouth important new area); PR for the Seafood FEAST including double page feature in The Guardian, a first for the destination; new photography.</p> <p>Strong year as a whole for the destination, some negatives for indoor attractions as the sunny weather has been so good. The English Riviera has outperformed the South West with growth since May and the only destination to do so. We had a slow start due to the snow, food and drink have had an amazing summer, improving margins and quality of product. Huge momentum for Seafood Coast with the English Riviera the seafood capital of England, and The FEAST.</p>	
--	---	--

4.	Measuring Outcome and Evaluation (new agenda item)	Action
	<p>Update from CC on the ERBIDCo’s new investment in T-Stats an online monitoring and evaluation software platform in real time.</p> <p>The new system 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 a monthly basis, which will give us real time data and reports. We will be able to add additional local destination data such as bed occupancy, weather, car parking sales, conferencing data, regional airport data etc. 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.	A.O.B	
	<p>Kate Farmery confirmed she is leaving Torbay Culture at the end of November to start a new position in Plymouth, as Head of Business at The Box, Plymouth’s £40m new museum and art gallery. This will be her last DMG meeting and confirmed Great Place Scheme Project Manager Anna Matthews will be attending the next meeting. NM and the Group thanked KF for all her work and progress made with Torbay Culture.</p> <p>KM gave a latest announcement from the Transport Secretary that the review of rail and the Cross Country Rail Franchise is now on hold.</p>	
	<p>Next meeting Thursday 6th December 2018, 9.30am-12pm, South Devon College</p>	

Minutes recorded by: **Becky Davies, TDA**