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AGENDA

**1. Attendance**

**Apologies:**

**Invited:** David Giles and Jackie Stockman, Brixham Town Council  
Bob Higginson, Steam Packet Co.  
Sophie Bower, Brixfest Heritage Trail

**Attendees:** J. Shaw, Chair  
M. Choppin  
M Crabtree, Treasurer  
M. Green, Secretary  
C Slack, Arts & Craft Market  
Serena Jury, Retail  
L. Peets, Membership  
E. Pippett, Tourism  
Alex Foley, Hospitality

2. Meeting notes – agreed.

3. Sophie and Harry Bower– Brixfest Heritage Trail

Jacqui welcomed all and thanked visitors for attending. Sophie then went through a project summary of the proposed Brixfest Heritage Trail, advising that they are making a presentation for lottery funding in the near future.

Part of the presentation will focus on preserving accounts of the living history represented by the elder Brixham residents. This will be undertaken in conjunction with South Devon College students, other local groups and Emberlense Film. The proposed outcome will be a heritage trail that leads visitors through the physical landscape of the town and coastal areas, informing them of historical fact but also educating them about the social history of Brixham and about how people in the town have lived and worked throughout the years.

Audio, visual and ICT resources will be garnered throughout the project and then made available on the Brixfest website. There will also be an App providing downloaders with a virtual tour. There will be a booklet available for people who don't download the app and they also intend to have a living history day tagged on to the end of the Whitsun festival. This will feature historians dressed up in character and talking to visitors and residents. They want to be able to make all the data gathered freely available to anyone interested. Links on the website will also drive internet visitors to the various organisations taking part in the assimilation and storage of the data and resources.

Brixfest are putting in a lottery bid for £8000 but, if they are not successful, they believe that the project can go forward for £2000. (Basically this is by reducing the amount of leaflets being printed by half, from 12,000 to 6,000.) If the chamber donates this, the chamber would be credited with publicity but the heritage trail would also be used to push visitors around the town, increasing footfall for local businesses. They will know if the bid is successful by the end of March. They

would like the chamber to donate £1,000 towards Brixfest if the bid is successful but, if it is not, could we donate the £2,000 necessary to create the heritage trail.

Jacqui spoke about the necessity of this being linked to the love Brixham website, with our main aim being to increase footfall throughout the year. Harry responded that the resources would be registered under a separate domain name which we could then link the love Brixham website to. The proposal is also going ahead under the proviso that it will remain a visible web presence for at least the next five years.

The committee agreed with the proposal.

4. Bob Higginson, Middle Street, ref:

- Official Affiliation to the Chamber as the Middle Street Traders.
- Signage

Jacqui explained the chamber membership setup under the Chamber of Commerce rules. She also explained that signage was being explored by Brixham Future, to which both Martyn Green and David Giles are contributing.

- Christmas market on Middle Street - (needs to be discussed at beginning of the year)

Since the Christmas market was run by the council, this needs to be discussed with them. The general feeling amongst the executive committee was that there needs to be a lot of work done before this becomes a truly viable option with this year's event disappointing in terms of both numbers of traders and, as a consequence, appearance. There was a good atmosphere, particularly in regard to the lights, but there is a lot that needs to be done. Alex offered to contact Linda and Tracy Hallett, offering to spend half a day with them looking at ways in which they could raise more funds to help with paying for the lights and Christmas decorations. Serena raised the possibility of the pop-up shops agency sponsoring pop-up stalls on the day.

- Christmas parking
- Shops appearance standard.

Jacqui explained how we lobbied Robert Excel in regard to parking charges. She also outlined the steps that the chamber had made on behalf of the Middle Street traders to improve the appearance of shops in the area, particularly the one causing frustration amongst the other shops. Unfortunately, if a trader chooses to leave the appearance of his shop in a ramshackle manner, there is currently nothing further that the chamber can do about it without a change in the law.

Bob also questioned whether or not it is legal for a charity shop to sell new goods, since this gives them an unfair advantage over conventional shops. However the law, as it currently stands, allows them to sell a percentage of new goods.

4. Preparations for Elections

We need to get these underway but, as part of the process, will need to make a full end of year report to members in advance of the annual general meeting. This needs to be collated ASAP. MG to contact Pauline reference advice for elections. Forms to be emailed out to all members ASAP with MG to contact Mike.

5. Markets

Chris and Mark – Please could you email Martyn all the facts and figures necessary to put together a full end of year report on the markets with updates on market preparations for next year, including insurance renewals, changes, any amendments of conditions or stipulations requested by harbour authorities etc. This to be forwarded to Martyn for inclusion in the end of year report please. Saturday markets to start around 7<sup>th</sup> April 2017 and Wednesday markets to start three or four weeks after that. Total sum raised by the Wednesday and Saturday markets this year was £20,564.94 of which £5,200 went to boys for putting up and putting down the stalls. Other

expenses came to £51.72 for necessary fixtures, meaning that £15,313.22 was banked into chamber funds.

Sunday markets had a few cancellations but raised £4.545. Mark felt that he struggled to retain some businesses with some not making enough to keep going while a few others had health problems to contend with. He said that two markets were worth continuing with but, in response to the query of pursuing further markets, advised that it would not be wise to raise this number higher.

## 6. Tourism

Elizabeth Pippett: Executive Member for Tourism April 2016 till present day.

### Background:

From Jan 2016 till May 2016, this was being led by Gordon Gout. I joined the Chamber on April 2016 with a remit to focus on National Marketing, Social Media Marketing and other destination projects.

Gordon stood down in July of 2016 and the executive were happy for me to lead on this area.

#### 1. Visitor Guide :

Brixham for the first time has its own, information led, visitor guide, which was launched in Oct of 2016. Print run 30k.

### Distribution: National

The guide is being distributed nationally via Take One Media, which is one of the largest national distribution companies in England.

As of December 2016, 5002 guides have been requested by TIC's, Accommodation providers, Supermarkets and other attractions.

This number will rise sharply in Feb as the seasonal TIC offices open and a lot of smaller accommodation providers reopen for the season.

#### 2017:

1. Brixham Visitor Guide will feature as a news item on front page of Take One website, customers will be able to order via this article
2. An E Blast is planned for March to all local accommodation providers in Torbay and Teignbridge area, this again will feature just us and will have a link to order the guide.
3. All guides are on request, this is to stop waste and give a true picture of where the guide is working and not ...
4. Large push from March onwards in Little Chef and Motorway services, including Somerset, Dorset, Exeter Services, Supermarkets in Devon South, Local and Exeter. [This is to help capture day visitors.]
5. TIC, there is a massive market via this medium, example 61 possible outlets in London alone, 82 with Manchester Marketing alone.
6. The campaign runs till July 2017, then if required we can analyse and re book.

### Distribution: Local. 2016 / 2017

1. A stock of our guides are stored at Twit Twoo, so local business can feed as they wish.
2. Our guides are in the ERBC visitor centre in Vaughan Parade [This is closed at present.]
3. Guides are in any attractions that use Take One Media.

4. Full distribution to Torbay as a whole is recommended to start beginning of Feb 2017. Before this time a lot of small and medium accommodation providers are closed. This can be done via the chamber leaflet distribution company they use with data based from IMS. A letter will be included with all guide drops indicating where more can be obtained and thanking them for their support.
5. Guides will be on the Western Lady Ferry services and sales kiosks for 2017.
6. Brixham Town Hall and Library to stock the guide, also we hope any Information outlets in the town .i.e. Hobb Nobs
7. Support for stocking our guide has been given by Richard Cumming, chairman of ERA.
8. Priority should be given to Chamber members when requests are received.
9. Blanket distribution is not always the best way forward - sites such as Holiday Parks, large hotels, good quality self-catering should always be top of the list

#### Coaching in Brixham:

1. Very large article in Coach and Bus weekly issue 1272 has been achieved.  
2017
2. New coaching leaflet to go in Coach Drivers welcome pack being designed, time scale to delivery end of Jan, beginning of Feb 2017.
3. Liz Pippett happy to answer and help any coach companies, drivers with queries, email on article.

#### Social Media Marketing:

1. Both twitter and FB accounts are doing well, biggest response on a FB post was 35.9k hits.  
2017
2. To continue to grow organic traffic but to add strategic paid posts to increase page likes. These will be targeted by social group, area, and age. [Using data already identified.]
3. Set up an Instagram account linking to FB and Twitter.

#### Web Site, 2017:

This has yet really to get off the ground but the hold pages do have our new guide as a download.

1. Agree what we want the site to do for our members and Brixham as a whole.
2. Decide on who will be designing and hosting.
3. Have control of content.
4. Look at who we wish to back line with
5. Get members to show links to Love Brixham on their own websites
6. Add pdf such as events, walking etc.

#### Display Boards:

During 2016 these were used for events and some advertisers

2017.

1. Analyses of best use of the boards to be discussed at Executive Meeting 10<sup>th</sup> Jan 2017 Liz to redesign and remove monthly inserts, leaving instead the main twelve footfall events for Brixham. She will pick out the other key points to make the events board work the best way possible and see that these are implemented. Branding to be followed from the destination

marketing leaflet. Map boards to be reorganised and pdf downloads made available on both our chamber and other willing websites. Liz will check contract situation ref inserts. In response to a member request (GG) we said no to this continuing but will check with the company concerned to see that no misunderstandings take place.

2. New strategy for use to be in place ASAP, this is to include large map board on Brixham harbour.

Note: Updated Campaign report has been requested by myself from Take One, so that I can look in-depth at area take up, date lines etc. and see if anything needs to be adjusted.

Brixham Town Council may be pursuing the setting up of a new manned TIC, I gave some independent advice on how this could be achieved, but have stepped back from project at the moment due to internal conflict with councillors and non-chamber members.

## 7. Hospitality

Alex – I have sent out emails on business information and events to the businesses on the hospitality register but have received no return emails or expressions of interest whatsoever. I have concentrated on a few small businesses, again without success, and will try to get some more interest, perhaps by emailing people to say that I could really do with their opinions on particular issues and inviting them to take part in a small event. Jacqui then gave some advice on handling small businesses, emphasising that we need their input without pressurising them into joining.

## 8. Any Other Business

Lynne – subscription dates and membership cards. MG to set up Lynne's spreadsheet to pick out renewals due in that month so that we can move system to annual renewal on date first paid. Lynne to ask MF to reinstate members removed from website and investigate cheaper cards.

Love Brixham website

MG to invite Mike to next Executive meeting. Matt to ask him to explain where the fee comes from and how it is made up. Alex is going to have a conversation with Mike and Angie to see if he can clarify some of the charges that have recently come up. We need to be clear on charges to avoid unnecessary expenditure when it is something that we can do, for free, by alternative means.

Bingo

Material packs being made ready. Samples shown with a dozen packs ready to go to Sandy's tomorrow. Evening raised £405 which has paid for material. WI helping out with cutting out pennants with thanks to Mary Constance and WI for all their efforts on our behalf.

AIR SHOW on 3<sup>rd</sup> and 4<sup>th</sup> June, 2017. Liz to have a look and see what she can do to attract additional footfall to Brixham. There is, for example, a great view of the air show from Berry Head. Accommodation opportunities definitely need to be explored.

18<sup>th</sup> – 20<sup>th</sup> April Tall ships starting from Berry Head.

1<sup>st</sup> and 2<sup>nd</sup> July, 2017 - Super Cars Weekend at Torre Meadows.

### **Date of next meetings:**

- Executive Meeting: 14<sup>th</sup> February, 2017, Brixham Yacht Club, 6.00 pm
- Annual General Meeting: 28<sup>th</sup> February, 2017, The Berry Head Hotel, 7.00 pm