

END OF YEAR REPORT, FEBRUARY 2017

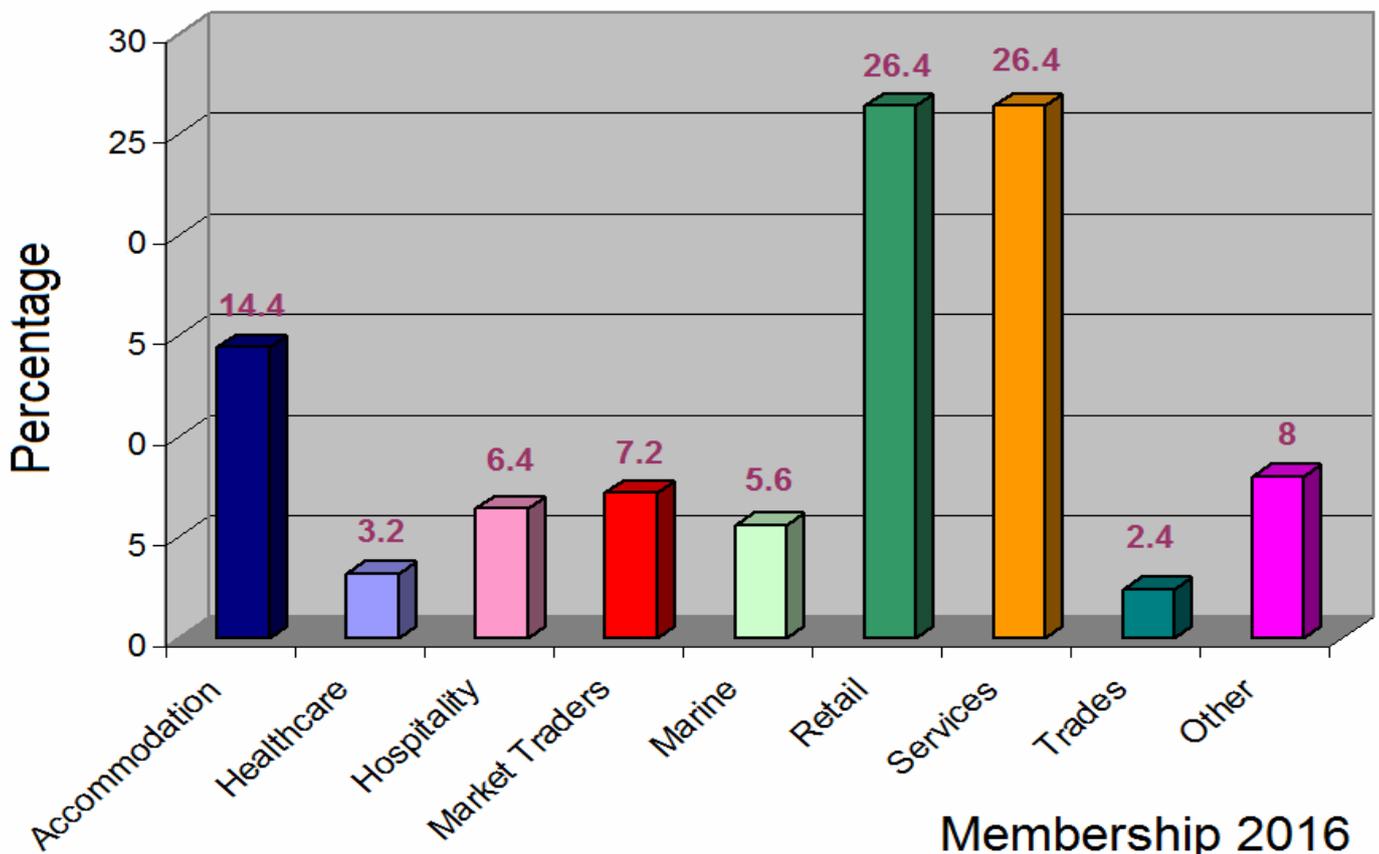
It is with great pleasure that we demonstrate the activity and commitment shown by the Brixham Chamber of Commerce during 2016. What a year it has been with much activity and all centred on driving business to Brixham. We have such a great community here in our town and we are delighted to work hand in hand with Brixham's community groups to help deliver a better experience for visitors, residents and businesses alike.

Membership

The total members at 31st December 2016 was 125 for the 2nd year running. Although some members did not renew their membership we have many new businesses.

In 2016, our membership was made up of:

Category	Number	Percentage
Accommodation	18	14.4
Healthcare	4	3.2
Hospitality	8	6.4
Market Traders	9	7.2
Marine	7	5.6
Retail	33	26.4
Services	33	26.4
Trades	3	2.4
Other	10	8



To make membership subscriptions fairer, we are proposing a change to the constitution so that, when members join or renew throughout the year, their renewal date will be 12 months from the date of membership and not from 1st January.

This will, we hope, be a fairer method and, with the option to sign up for an 'automatic repeat' membership available on the website, should, if adopted, make membership renewal easier for everyone in the future.

Hospitality

Hospitality remains an important part of Brixham's economy with 102 destinations to eat and drink (according to Tripadvisor). 2016/17 has seen several excellent new additions and the town enjoys a reputation for excellent food and drink. However the Chamber of Commerce has relatively few hospitality members and we are actively seeking new members from within this section of the economy.

Most of our hospitality businesses are at least partly dependent on tourism and the excellent weather in the second half of 2016 was helpful for tourism numbers to the town. Along with other members of Torbay, Brixham hospitality (and accommodation, and other tourism) businesses voted YES to the creation of a 'Business Improvement District' for 5 years, starting January 2017. This body will collect contributions from businesses across the bay, including most of our restaurants, pubs and cafes, to be used to fund the destination marketing budget for the English Riviera as a whole. The Chamber and our members support this initiative which was the only alternative to losing all tourism funding due to council budget cuts.

2016 saw some significant cost increases across the hospitality industry and this is likely to accelerate in 2017. The national living wage, auto-enrolment pensions, higher business rates, BID contributions and significant price increases in some raw ingredients (at least partly linked to the decrease in the value of the pound) are contributing to higher costs in what is generally a competitive industry with relatively low profit margins. Labour costs alone are increasing by around 35% over 5 years. It's not yet clear how our local hospitality businesses will cope with these changes but this is an industry-wide challenge and some major national players have already begun to increase prices to compensate for the cost increases.

As a Chamber, throughout 2016, we have been regularly communicating with the town's hospitality businesses (members and non-members) about upcoming industry-wide and more local changes, challenges and opportunities, from the Devon tourism awards to auto enrolment pension deadlines. We were also involved in the communication of the plans regarding the BID vote to local eligible hospitality businesses. During 2017 we intend to continue this communication channel and welcome more hospitality businesses into the Chamber membership. Our ambition is for Brixham to be known as the best 'foodie' destination in South Devon.

Arts & Craft Market

With the addition of the Wednesday market, the Chamber's revenue has significantly increased. This has meant that we have had more funds available to pursue projects to the benefit of Brixham residents and businesses.

Our markets for the year began on 2nd April, 2016 and finished on 29th October 2016. Although there were a few cancellations due to bad weather, primarily strong winds that would have made

trading unsafe, we were able to run 52 markets. These generated the following income and expenses:

Income: £20,745.00

Stall Erectors: £5200.00

Other Expenses: £51.72

Total Banked: £15,313.22

The Wednesday market, as with all of our events, was created with the intention of driving additional footfall to Brixham. As with the Saturday markets, we did not allow food items, a policy that we will be continuing for the coming year. Instead we insisted that all goods sold were created by the stallholders to avoid competition with local shops. This built on the current popularity of hand-crafted goods and resulted in keen interest from the public, which was evidenced by the significant numbers of complimentary comments received on our Facebook page. By linking the market to our coach operator's leafleting campaign, we also had a beneficial effect upon the number of coach operators bringing their vehicles to Brixham.

In addition to the positive effects of the markets, it should be noted that the stallholders themselves made a significant contribution to the people and good causes of Brixham. Every week saw a table populated with items produced by the traders, which were given away in return for voluntary contributions. All of these contributions were then donated in full to Brixham charities, raising hundreds of pounds in the process. The stallholders also contributed significantly towards other events, eg the Brixham bingo evening where their generosity was of considerable assistance in raising the money necessary to create 1000 metres of unique Brixham bunting.

Because of the unique nature of the products sold, every week saw visitors come to the event from an extremely widespread area, which was very pleasing in the light of our aim of generating additional footfall.

The Wednesday market for this year begins on 3rd May 2017 and concludes on 25th October 2017. The Saturday market starts earlier - 8th April, 2017 - and concludes on 28th October 2017.

Sunday Market

Over the course of the year, there was a total of 16 markets held. The gross revenue that this produced was £4545.

Donations to Good Causes and Community Projects

Donations made by the Chamber this year were as follows:

Pride in Brixham - flower baskets in Middle Street	£1,250.00
Friends of Furzeham Green	£200.00
Pirate Festival	£1,000.00
Christmas Market	£726
Brixham Arts and Theatre Society	£570.00
Richard Fowler DIFIB (defibrillator)	£1,000.00
Respect Competition prizes	£200.00
Christmas Lights	£1,000.00
British Legion	£40.00
Brixham Seawatch	£350.00

Projects

RESPECT Competition

Following concerns about antisocial behaviour and drug abuse raised by Brixham residents and businesses, the chamber engaged the help of the local police, Youth Genesis, who took a very active stance within both the College and the local shopping area, and Brixham College to try and tackle the problem. We sponsored a competition to promote respect for self and others within Brixham while simultaneously lobbying Torbay Council and the police for assistance with CCTV. As a result complaints about behaviour have significantly dropped and TBC are reviewing, with a view to improving, the CCTV system within Brixham. Signs are positive that our concerns were taken seriously and we are hoping to be able to hear more about this shortly.

Brixham Bunting Competition

On 16th December, 2016, the Brixham Chamber of commerce, supported by local businesses and the Women's Institute, who very kindly baked a selection of mouth watering goodies for the occasion, held a bingo evening to raise the funds necessary for the materials to make one hundred strings of unique BRIXHAM bunting. It proved to be a very enjoyable evening and, as a result of the generous donations of Brixham Chamber members, just over £400 was raised, which was sufficient to buy what was needed.

Having secured the necessary materials, the WI once again very kindly pitched in with their members helping to cut out the 2,300 pennants necessary to make all of the required bunting. These were then made up into handy packs – each containing all you need to make a ten metre string of bunting - that are being distributed by Sandy Richards, owner of local Brixham business the Brixham Sewing Box, who very kindly offered to help with the project.

Following this, the Chamber has launched the Love Brixham Bunting competition, the aim of which is not only get the 100 strings made, which will release £1,000 for other community projects, but also for the bunting to be a platform from which proud lovers of Brixham can share their ideas as to what makes their wonderful town so special.

If successful, the bunting project will not only, we believe, be a community first, but will also help to make Brixham even more cheerful than it usually is. Just imagine going down the street picking out those wonderful designs, each of which celebrates the unique character of this beautiful area!

While there is currently one main prize on offer from www.somethingnice4gardens.co.uk, the Chamber would be grateful to any other business that might like to offer further prizes.

Tourism

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

Visitor Guide :

Brixham has, for the first time, its own information-led visitor guide, which was launched in October 2016 with a print run of 30,000. Its distribution is national.

The guide is being distributed 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 is expected to rise sharply in February as the seasonal TIC offices open and a lot of smaller accommodation providers reopen for the season.

For 2017:

1. Brixham Visitor Guide will feature as a news item on the front page of the 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 both Torbay and Teignbridge areas. This will feature just us and will have a link for people to order the guide.
3. All guides have been placed on request so as to stop waste and give a true picture of where the guide is working and where it is not ...
4. There will be a large push from March onwards in Little Chef and Motorway services, including Somerset, Dorset, Exeter Services, Supermarkets in South Devon, Local attractions and Exeter. (This is to help capture day visitors.)
5. TIC: There is a massive market via this medium, for example 61 possible outlets in London alone and 82 with Manchester Marketing alone.
6. The campaign runs till July 2017, then, if required, we can analyse and rebook.

Local Distribution, 2016 / 2017

1. A stock of our guides is stored at Twit Twoo so local business can be fed as they wish.
2. Our guides are in the ERBC visitor centre in Vaughan Parade, which is currently closed.
3. Guides are in any attractions that use Take One Media.
4. Full distribution to Torbay as a whole is recommended to start at the beginning of February 2017. Before this time a lot of small and medium accommodation providers are closed. The intention is for this to be done via the chamber leaflet distribution company with data based upon figures 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 placed on the Western Lady Ferry services and sales kiosks for 2017
6. Brixham Town Hall and Library are to stock the guide. We hope any Information outlets in the town, ie HobbNobs, will also stock it.
7. Support for stocking our guide has been given by Richard Cumming chairman of ERA.
8. Priority will 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 and good quality self-catering accommodation should always be top of the list

Coaching in Brixham:

A very large article featured Brixham in 'Coach and Bus' (weekly issue 1272).

For 2017 a new coaching leaflet is being designed to go in the Coach Drivers welcome pack. Our anticipated time scale is for delivery around the end of January to February 2017.

Please be aware that Liz Pippett is happy to help any coach companies or answer any driver enquiries either by email or other means.

Social Media Marketing:

Both twitter and FB accounts are doing well. The biggest response on a FB post was 35,900 hits.

For 2017 we aim to continue to grow organic traffic but also add strategic paid posts to increase page likes. These will be targeted by social group, area, and age using data already identified. We will also be setting up an Instagram account linking to FB and Twitter.

Web Site:

The Love Brixham website offers us exciting possibilities for development throughout 2017. We currently have our new guide available as a download but are currently exploring what the site is capable of achieving for both our members and Brixham as a whole. We have a number of ideas that we are currently pursuing, which will include content, links and useful pdf downloads on issues such as events, walking etc.

Display Boards:

During 2016 these were used primarily for events. However for 2017 we will be exploring the best use of the boards and will be revising their format with the intention of including a large map board on Brixham harbour and other visitor maps in other locations.

Treasurer's Report

Brixham Chamber of Commerce Movement Of Funds For The Year Ended 31/12/16

Opening balances

Barclays	10,661.28	
Paypal	1,814.56	
Petty Cash	0.00	
Total Funds At 01/01/2016	<u>12,475.84</u>	12,475.84

Add:

Deficit	<u>(1,625.29)</u>	(1,625.29)
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Total Funds At 31/12/2016	<u><u>10,850.55</u></u>	
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Closing Balances

Barclays	6,683.52	
Paypal	4,167.03	
Petty Cash	0.00	
Total Funds At 31/12/16	<u><u>10,850.55</u></u>	

Brixham Chamber of Commerce
Income and Expenditure Statement For The Year Ended 31/12/16

	2016		2015	
	£	£	£	£
Income				
Members Subscriptions	3,990.00		3,990.00	
Sunday Market	4,545.00		3,011.00	
Arts and Craft Market	20,745.00		14,250.00	
Business Show	725.00		764.20	
Donations	0.00		5,156.41	
Xmas Party	479.40		1,169.90	
Marketing & Adverts	0.00		450.00	
	30,484.40		28,791.51	
Expenditure				
Sunday market expenses	771.20		2,110.97	
Saturday market expenses	9,161.78		5,829.87	
Street market	0.00		0.00	
Town centre expenses	630.45		957.44	
Tourism	6,628.00		2,224.20	
Signage Project	0.00		864.00	
Postage & stationery	358.58		177.27	
Business Show	806.00		1,169.96	
Paypal fees	106.93		101.47	
Website	3,313.00		1,456.00	
Subscriptions	390.00		313.20	
Insurance	928.00		425.00	
Vouchers	0.00		295.00	
Promotion	1,096.00		1,137.24	
Meeting expenses	969.75		285.75	
Xmas Party	499.00		1,491.85	
Donations	6,326.00		2,710.00	
Wreath	0.00		0.00	
Sundry	125.00		0.00	
	32,109.69		21,549.22	
Total Expenditure	32,109.69		21,549.22	
Total Surplus/(Deficit)	(1,625.29)		7,242.29	