
AGENDA

1. Attendance

Apologies:

Invited: David Giles, Brixham Town Council

Attendees: M Green, Chair
M Crabtree, Treasurer
S Bower, Recording minutes
C Slack, Arts & Craft Market
E. Pippett, Tourism
Alex Foley, Hospitality
Ian Didlick, Sunday Markets
Nigel Makin, Urban Regeneration
Jacqui Shaw, Liaison Officer
L. Peets, Membership

2. Meeting notes – agreed

3. Officer's Code of Conduct, quoting:

An Individual Executive Officer should

- Attend 9 out of 12 meetings of the full executive.
- Document their role as below:
 - Main purpose of their role and responsibilities.
 - Any agreements made in the Chamber's name, ensuring that they have full executive support, in advance, for any proposal that has financial implications for the Chamber.
 - Any suppliers used for purchases and reasons why they were chosen, ensuring that:
 - Three quotes are obtained for any purchase exceeding £500 in total
 - Chamber members are given the opportunity to bid on at least two of the three quotes.
 - Any assets created or acquired.
 - Representation with external groups or organizations and named individuals with contact details.

The role must be approved by the Chair and logged with the Chamber Secretary.

- Volunteer in areas where their skills, work and life experience are best utilized.

- Take an active role in discussing and developing new policies and procedures for Brixham Chamber matters, including Chamber annual budget and spending plans.
- Take an active role in reviewing and evaluating any major programs designed to serve the membership.
- Prepare for each meeting by undertaking any background work necessary so as to be informed and prepared for each meeting to be productive.
- Ensure that opinions and information that are presented to the executive represent the interests of all the membership.
- Avoid any conflict between personal business interests and interests as a Chamber member and Executive member.
- Adhere to collective responsibility and support the majority Executive decision, even if argued for the minority view prior to vote.

Each individual Executive role will be reviewed annually.

All agreed

4. Feedback on Meeting regarding Parking

Following meeting with Councillors Haddock, Stockman and others re carparking tariffs, condition and evening tariffs. Kevin Mowatt stated he was unaware the evening tariff used to begin at 6pm. Buy in from Councillor Haddock and Mowatt that evening tariff could return to 6pm but would have to go back to full council. Nigel Makin is concerned that this will not be achieved before the end of this year. David Giles noted that all decisions do have to be ratified by full council and this is unlikely to happen before September as they do not meet in August, however the reduction has been endorsed by Councillor Excell.

New Tariff boards have been printed for throughout Torbay. The new design is a improvement however they haven't proposed changing the welcome boards and are unlikely to have the money to do that. Nigel and Mike Franchi have looked at a new design and Liz Pippit has a contact that may be able to provide lay overs for existing boards. It was suggested we could contact the BID company and other organisations to share funding. On the reverse of signs there could be directions to other carparks/long stay so that we don't lose visitors who cannot find a space. Action) Nigel will email proposals to Martyn and Liz will get quotes for signage and overlay.

David Giles input: Torbay Council will no longer have meetings with individual bodies/committees. All negotiations etc have to go through scheduled meetings between BTC and Torbay Council. He suggests we must keep Tracy C in loop and it may be prudent to look at funding for next year rather than this.

Jackie raised concerns re safety with faded markings in car parks.

5. Lights and Luminations

First Proposed we keep our contribution at £1000 but put on a bingo fundraising night in October and give proceeds to the Christmas lights. After discussion it was decided to ask for more information regarding the event and in particular the event company and what activities are proposed before committing to any financial support.

Quoting:

[Christmas 2017 update](#)

• The Community Services committee (responsible for seasonal display) budget has been reduced for the past few years: 2015/16 - £32,000 2016/17 - £27,000 2017/18 - £20,000 • BTC will contact all Brixham Businesses by the end of July to ask for donations towards the Christmas lights. • An events company has been employed 'Born Hectic' to work in partnership with BTC to create a vibrant event and street market. Born Hectic successfully ran Candlelit Dartmouth for the past 10 years. • Road Closures will be in place between 9am and 8pm; Middle Street, the Quay, the Strand, Kings Street and Fore Street. Bolton Cross will be managed and closed as the parade goes through (rolling road closure). A longer road closure will allow longer trading for the street Market between 11am and 7pm along Middle Street. • A free Lantern making workshop will be held on the day of the event. This was well attended last year.

Expenditure

This year several companies were approached and invited to submit quotes for the 2017 Christmas lights. It was agreed to proceed with Lamps & Tubes who are working closely with us to support the best display possible within our budget. We are also attempting to refresh the 2017 display.

Christmas lights expenditure:

2015 £21,180.00 +VAT. (Rental, installation, removal & event support)

2016 £19,030.00 +VAT

2017 £14,544.00 +VAT

These figures are not including

- Repairs – unknown at this stage
- Fireworks £3,000+VAT
- Event Company Management fee £3,000
- Christmas tree on Kings Quay £600 (based on last year's cost)
- Parking suspension - unknown at this stage.
- Medical cover £262 +VAT
- Lantern workshop £500 • Advertising - unknown at this stage.
- Bunting £750 erect & removal.

What can the chamber do?

We are asking for a Financial contribution. The 2016 event was attended by thousands and was a huge success with many businesses reporting a significant rise in footfall. We are often told this is the best Christmas event in the Bay and enquiries are received from all over the country, with visitors requesting the date to book accommodation.

Encourage businesses to open late and be festive on Saturday 25th November 2017.

Encourage businesses to make donations – lights may not be on their street, but increased footfall in the town will benefit all.

volunteers are needed to help with the road closures and stewarding.

Promote the event – talk about it on social media sites, talk to your customers. Make everyone feel that the whole town is buzzing about the event. It will work better if we all work together.

Executive Updates: Membership, Hospitality, Tourism and Treasurer

Brief reports: Other areas

Treasurers Report

Our income, excepting memberships is down on last year. Our market income is down nearly £4000. April and May were worse but June improved and July looks better. Some markets were lost due to weather and we are also down on traders.

Expenditure is up slightly due to tourism such as leaflets etc.

Currently down to £2200 but there are no invoices/bills to pay. We are expecting pessimistically to take £8000 further on markets. Our committed costs for rest of year are £3150 including a possible donation for lights.

All considered we will be down on last year at the end of 2017 however our predicted costs for beginning of 2018 are significant including website fees, market licences etc and will have to be paid before we start getting markets income.

Seafood Coast report from Alex,

£100,000 has been secured for international branding/initiatives. So far they have done walking guides, some digital films, visited international trade shows and are working with large hotels here and fish market for tours. They also propose an English Riviera Seafood Coast Food Festival. Where individual restaurants/areas put on individual events/special menus etc. Alex has contacted local restaurants and the project is being coordinated by a specific Seafood Coast employee Anna. Alex has also spoken to Gordon. Alex has been emailing out to all hospitality businesses but has little response so is now emailing direct.

Membership Lynn

Some new members pending but current membership is 110.

Paignton have set up their own Chamber of Commerce.

Markets

Chris is hopeful of increased stalls for craft market.

Quote from Harry for new Market flyer £25 design fee and £65 for 5000 double sided agreed Chris to liaise with Harry Bower.

Chris also requests a plastic storage box is purchased for market materials. Also proposed we could offer a taster stall for new stall holders/ local craftspeople etc.

Also suggested we purchase flags for bottom of Fore Street to direct visitors who are around the harbour.

Tourism:

Mini Guide:

We have all but exhausted our stock of the Brixham Mini guide via our national distribution agents, **Take One Media**.

Latest's update from them today was.[17th July 2017]

Nil: Left in warehouse.

Stock on vans: 296

Out on display: 968.

Now out of stock

Now it is in the top ten guide requested – Liz to give data to Martyn.

Local Distribution: Westwood Marketing.

3426 left in warehouse out of 10K. Van drops are now twice a week until September.

Social Media Marketing:

Facebook: Following us 1760: Steady growth:

Twitter: 511 followers. Good growth.

Both in line with just organic posting. Worth considering paid posts in shoulder season to boost likes.

Suggest: Any member who a public or visitor has led business, if possible advertise the FB page and twitter.

Egg: B & B, cards in bedroom or poster notice, restaurant poster, shops poster??

English Riviera Bid Company:

Performance Monitor. May

Latest's was for May and showed a -0.45% decrease in visitors but a 1.13% increase in turnover compared to May 2016. This was slightly better than Devon as a whole.

I have a full copy of all stats and narrative, just let me know if anyone would like to see it.

Suggest : We look at becoming an Associate Partner of the Bid Company , pros and cons need to be discussed.

Other topics.

Events calendar for next year is building.

Will be looking at how we can deliver a new mini guide, event boards etc. at reduced costs but keeping the same professional look and style.

6. September General Meeting

7. Any Other Business

Business cards and holders for market managers

Date of next meetings:

Executive Meeting: Tuesday, 19th September, Millie and Me, 6.00 pm – 8.00 pm

General Meeting: Tuesday, 25th July, 2017, The Berry Head Hotel, 7.00 pm – 9.15 pm

Tuesday, 26th September, 2017, The Berry Head Hotel, 7.00 pm – 9.15 pm