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AGENDA

## 1. Welcome new members and Guest Speakers - MG

MG to welcome new members...

Naomi Griffiths - Torbay Bookkeeping Practise,  
Trevor Branton and Richard Blake - Winkworth Estate Agents  
Susan Laurie - Key Educational Travel Ltd.,  
Peter Beresford - Brixham Pirate Festival  
Julia Lee - Brixham Art Society  
Ben Leach - Ben Leach Consultancy

...and guest speakers, namely Carolyn Custerson, Alex Foley and Nigel Makin.

### Apologies:

LizPippett, who is not very well but who sends her best wishes to Carolyn and asks me to say that she is very sorry that she could not hear her speak. She is very disappointed since she is, as always, very keen to keep up to date on all the marketing activities.

Lynne Peets and Sophie Bower who are also not very well.

Jackie Stockman, who is unable to attend but will be contacting the chamber soon with news regarding progress in the Mental Health initiative.

## 2. Guest Speakers – 20 minute presentations

Carolyn Custerson – update on tourism BID.

Carolyn updated members on exciting new initiatives undertaken by the BID, including international promotion in Germany and Holland and the development of its new website. She spoke about some of the operational constraints under which staff operate and stressed the importance of contributing levy payers paying up as soon after receiving their invoice as possible. This is necessary for the BID to be able to take advantage of offers and opportunities available to them to maximise the benefits for members. Carolyn pointed out two missed opportunities – both of which could have had exciting implications for the bay – which were missed because insufficient funds had been paid on time by the levy payers. She pointed out that she had to be able, in order to apply for match funding grants, which could considerably increase the bay's advertising impact, to have the necessary funds on hand there and then, which is of course dependant on businesses paying on time.

Her full presentation is available on the chamber website at:

[Mike – can you insert link here please.](#)

Alex Foley – Update on England’s Coastal Seafood initiative

## Seafood Coast – a big opportunity for Brixham!

Alex updated the audience on the Seafood Coast project and the opportunities this offers to local hospitality businesses. The Seafood Coast is a marketing promotion running alongside the ERBID targeting international (and domestic) customers, trying to bring more people into Torbay. Mitch Tonks was instrumental in the creation of this project, which is being taken forwards by Carolyn Custerson and her team; they have been won £100k to spend on marketing and are doing things like developing tours for German and Dutch guests, adapting and translating various marketing guides, making some digital films. There is also going to be a seafood festival (a spread of fishy events across the bay, rather than a central food festival like the one in Exeter) in autumn 2018, probably early October for 9 days Saturday to Sunday.

Alex pointed out that there is a huge potential for Brixham in this; as the heart of the fishing industry our town stands to gain hugely and if things go well there could be thousands of additional fish-loving tourists heading this way over the next couple of years. In particular for the seafood festival I can imagine the town thronged with high-value customers visiting the fish market and eating delicious seafood all day. I hope you might share my excitement and want to get behind this!

What you can do:

1. In your general promotion of your business, use the phrase “England’s Seafood Coast” wherever possible to refer to Torbay or this area
2. Keep in touch with the latest Seafood Coast developments – if you’re not getting these, Carolyn [carolyn.custerson@englishriviera.co.uk](mailto:carolyn.custerson@englishriviera.co.uk) can add you to the mailing list.
3. Right now we need to get a lot of businesses to come up with an event to offer during the seafood festival. This should be something which fits into your daily business but appeals to “fish tourists” – perhaps a special fishy set menu, or the chance to try some really unusual types of seafood? For other types of business it could be a guided tour around the fish market or a mussel farm, or a ride on a trawler. A whole programme of events will be published and advertised widely in early 2018 so at this stage we are looking for people willing to commit to being involved coming up with an idea. If you’re keen please can you contact Anna Trant who is coordinating the festival - [anna@atevents.at](mailto:anna@atevents.at).
4. I’m going to be working with a number of local businesses and organisations to develop some Brixham-wide events as well as the business-led ones. I’d love you to be involved – please let me know if you’re keen.

Alex’s full presentation is available on the chamber website at:

[Mike – can you insert link here please.](#)

Nigel Makin – Brixham representation on the BID Board

At the moment, Brixham is unrepresented, which is a situation that needs to be addressed if Brixham is to achieve parity with other parts of the bay. We need your help and support if we are to address this situation and would strongly urge members to come along and find out what we need to do.

Secondly and again apologies if this sounds a bit boring but it’s very important. The ERBID main board is up for election. My view and that of others is that Brixham needs a voice on that board, otherwise we will not be heard and Brixham needs to be able to influence strategy and investment. I’m *considering* standing myself and would appreciate your input whether you would support me

in such a venture. This is an unpaid position and I would be doing it purely because a) I care what goes on in Brixham and b) I believe I can add value in a board role.

That aside, in the first instance YOU as a levy payer need to become a Company Member of the ERBID company, I understand this is to do with corporate law and governance, this will enable you to

- a) Vote at ERBID's AGM
- b) Can stand as a candidate in the ERBID elections
- c) Vote in the ERBID board elections

BUT YOU MUST DO THIS BEFORE 27<sup>th</sup> September. You can download the membership form ( the [www.englishrivierabid.co.uk/company-membership/](http://www.englishrivierabid.co.uk/company-membership/) )otherwise the above becomes irrelevant. So whether you would like to vote for me (if I decide to stand), vote for someone else or even stand yourself, then please become a member within the next few days. (Applicable members – levy payers – do however need to have paid their levy by 31<sup>st</sup> March 2017. This rule is to prevent people who have not paid their contribution becoming a board member.)

Levy payers wishing to become business members can contact Carolyn Custerson by email, who can then send the necessary forms electronically.

### **3. Wayfinding Project**

Although we need new signs around Brixham, especially those that relate to some of our tourist attractions, the Wayfinding project, which aims to get much more attractive and useful signs in place around the town, is in danger of folding altogether. Part of this is due to apathy and we need your help and support to give this project the impetus that it deserves.

If possible, please take the Survey Monkey questionnaire on the Brixham Future website and encourage your guests, visitors and friends to do so too. It can be found on:

[http://www.brixhamfuture.co.uk/bfexperiment1\\_022.htm](http://www.brixhamfuture.co.uk/bfexperiment1_022.htm)

Basically, if we are to improve the signage around Brixham, Brixham Future needs to have access to funds, which means applying for a grant. For this to happen, we need to demonstrate that we have talked to the local community and consulted widely to demonstrate a clear need for the project. This is why the Survey Monkey questionnaire, which is very simple and only takes a couple of minutes to complete, was set up. To date, however, so few people have taken the survey that it cannot be used to demonstrate clear evidence of need. Without more people taking it, Brixham Future will be unable to successfully apply for a grant.

While there are some basic 'housekeeping' chores that BF can ask different bodies to undertake, no new signage will be forthcoming if more evidence is not collected.

Paper questionnaires are available from Martyn Green, which can then be photocopied and distributed upon demand.

Examples of good practice in relation to Wayfinding can be found upon:

<http://www.streetwisesystems.com/WayfindingReport.pdf>

### **4. Executive updates on activities and responsibilities within respective roles (5 minutes each)**

Membership: With new members welcomed above, our membership now stands at 113.

Treasurer: Currently the Chamber's funds stand at just over £6,500. This sounds like a healthy amount however it is below the amount that we had budgeted to have at this time. The main reason for this is that the income from markets is down around £3,000 on that achieved last year. Most of this shortfall happened earlier in the year and was due to the number of markets that had to be cancelled due to bad weather - mostly high winds. While the income has recovered since then, it has not recovered enough to offset this deficit and so overall the income from the markets is still down on last year.

It is our aim to have funds of around £8,000 at the end of the year in order to cover our expected expenditure in the first part of next year, including the licenses for the markets and insurance. We are on track to achieve this however we still need the income to continue from the markets and, if this once again falls short of expectations, we may still not meet this target. If this happens then we can adjust our spending plans accordingly but we need to make sure we have at least enough to cover our committed costs. Given the pressure on our budget this year we are currently not committing to any further expenditure until we know how much income is actually achieved in the next couple of months. This will mean that even if the income is less than we would hope we will still have enough to cover our costs in the first part of next year.

Matt also gave a quick update on the tax changes due to come into play through 2019/2020. He also reminded people of the importance of checking their dates on auto-enrolment. He also advised members that assisting tax evasion will, from the end of the month, become a fineable offence.

Sunday Markets: Ian gave a quick rundown on the market's performance and extended the invitation for new traders to come forward. It was pointed out that people with existing businesses could have a stall from where they could promote their businesses and, hopefully, find a new and productive retail outlet in the process.

## **5. Special announcements from members on their business activities**

None put forward.

## **6. AOB:**

### **Mental Health within Business**

The following was received from Jackie Stockman. Unfortunately, I cannot attend tonight's meeting but a leaflet on the initial sessions to be held in Brixham is available for interested parties.

There will be a taster session held at the Astra Zeneca Building this Friday between 1pm and 5pm and then the actual course starts in October.

We are currently setting up a short training course with Public Health using the MECC system (Make Every Contact Count). This is aimed at Employers, Businesses and hopefully Teachers.

We are hoping to have a tailor made course that suits our Town and hold it outside of normal Office hours to give the maximum opportunity for people to attend.

To date good progress has been made by the Brixham Community Health Care Group on this Project. We have partnered with the Devon Partnership Trust, Torbay and SD Health Care Trust Public Health, Step One, Youth Organisations, Churches, Brixham Does Care, Volunteers and also have many Cafe's offering their facilities. We are working with South Devon College to produce an App for Mobile Phones and we will also have our own Logo.

Mental Health is an important aspect to everyone and unfortunately we have seen many peoples lives either lost or badly affected by having health issues in this particular aspect. I am hoping that the Chamber of Commerce will be totally behind this Project as we move forward.

I have received the following from Charlotte Lundrigan, Trainer, Daybreak Community Learning Centre, Tel: 01803 557801 (Mon-Fri: 9am-5pm):

I can now confirm the venue for the Brixham Project will be Brixham Laboratory (formerly Aztra Zenica). The open day for sign-ups and meeting the team will be Friday 29th September from 1pm-5pm, taster courses and craft sessions will then begin Friday 6th October again 1pm-5pm.

### **Brixham Business Show:**

Jacqui has asked for the following to be read out:

Ben and Naomi both exhibited at the show, so it's great that they have joined and they thought the show was marvellous, as did the other exhibitors. It is a wonderful example of what we can achieve in Brixham and demonstrates the variety of businesses that we have in the surrounding area.

The showcase from BMW out the front with their cars was a really good addition.

We are already planning for next year and will be working with Scribble and Ink to promote the show next year to maximise the visitor attendance.

We have had lots of good feedback on the show and have planned a date of 18th September 2018 for the show next year and this has been provisionally booked with the Berry Head.

Pauline did a terrific job to showcase Brixham and the surrounding South Devon businesses. Next year we will have a plan to draw more Brixham businesses into exhibiting.

Best stand went to Scribble and Ink.

A big thank you to Liz Pippet and Claire Talbot from Devon Chamber for their assistance on the day, which enabled a really smooth running of the day.

**Angie Franchi** raised the issue of the Torbay Business Forum for anyone who wished to attend. It is to be held at the Riviera Centre with four useful seminars including representatives from Barclays Bank on preventing Cyber Crime. Marketing magic is another one aimed at digital marketing. At four o'clock anyone still there can get a free pint of beer!

Details can be found at:

[Mike – can you insert link here please.](#)

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

**Next Chamber executive meeting : Shortly to be announced.**

**Next General Meeting : Tuesday 28<sup>th</sup> November, 2017, Berry Head Hotel, 1900-2100hrs**