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AGENDA

**1. Attendance**

**Apologies:** David Giles and Jackie Stockman, Brixham Town Council  
Mark Choppin, Serena Jury

**Invited:** David Giles and Jackie Stockman, Brixham Town Council  
Mike Franchi  
Gill Vosper, Absolute PR

**Attendees:** J. Shaw, Chair  
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. Love Brixham Website – Brainstorm/discussion of Ideas, Services and Development with Mike Franchi present to help with advice ref. ICT issues

Mike raised the possibility that the website may look a little bit dated and explained the original philosophy behind it. He commented that, in regard to the structure of the website, it would be worth looking at its performance when viewed on smart phones and tablets. All commented on how well the website works and how well it does in getting hits and directing traffic to where we want it. Mike pointed out how well the newsletter does in driving traffic to the relevant pages on the chamber website.

Mike also pointed out that Google has started ranking websites which have a filtering address (secure sockets, ie https addresses etc) higher than sites that do not. It's not hugely expensive to get such a certificate either – about £50 per year – with the certificates available from the server. The possibility of having a 'forward to a friend' button accompanying the newsletters was also raised since it may help to drive other (business) traffic to it.

The possibility of adding videos and photographs, especially relating to local wildlife, actions undertaken by the chamber etc, were discussed with the aim being to raise interest concerning the chamber itself. Apparently the use of animal graphics significantly raises the number of people viewing a particular post or article, apparently regardless of the fact that it may or may not have anything to do with the subject of the post. Other ideas as to potential new target audiences for the chamber were also reviewed.

The Love Brixham website was discussed with events, holiday route planning, research on ways to improve the tourist experience for visitors (eg survey monkey questionnaires) etc. Mike explained about the original rationale that the originating committee members were operating to and raised possibilities about its future.

He spoke about the ERBID website and the massive investment that is going into it, pointing out that it has a micro Brixham platform within it that we can contribute to. The possibility of specific articles relating to Brixham drilling interest further down to both locals and visitors was a key point.

We finished by agreeing that the website would be used to drill down local information. Martyn and Liz to set up a meeting with Carolyn Custerson to discuss details of the micro Brixham website before meeting with Mike.

#### 4. Proposal from Gill Vosper, Absolute PR

Quoting:

‘I wanted to follow up on the possibility of Absolute PR providing a speaker for a C of C meeting. If it is particularly the hospitality/tourism sector you’re interested in, Absolute has a strong track record in this sector having created and implemented national and regional destination campaigns as well as raising the profile of travel businesses from holiday cottages to hotels. If a generic PR/marketing communications approach would be more appealing, we’d be equally comfortable to pitch a presentation at a more mixed audience.’

Regrettably no progress on this front since Gill Vosper was absent from the meeting.

#### 5. Preparations for Elections

We need to make a full end of year report to members in advance of the annual general meeting. This needs to be collated ASAP.

6. Consideration was made of nominations with contingency planning for executive roles in the forthcoming year.

#### 7. March Market (Sunday)

Due to the extended nature of some items, this was not discussed but Martyn will talk to Mark Choppin and other interested parties regarding whether or not this will take place and report back at a later date.

#### 8. Tourism Updates

Liz – Updates, running of stall at the ERBC exhibition and any proofs please.

Liz to man the tourism stall on 14<sup>th</sup> March, 2017. Alex to help although Liz may have to disappear for an afternoon appointment. Anyone else who could help to man the stall would be much appreciated.

Liz will sort out a new roll-up for the event and JS to pass on to her the existing chamber roll-ups.

#### 9. Any Other Business, eg Change of Exec Meetings to Monday night

Gordon Gout’s local business directory was discussed. Members of the chamber were delighted to see him putting his expertise to good use. The offer was made that, if he wants to use any of our resources to aid his publication, he is quite welcome to ask. It would be nice, in return, if he could please mention the chamber and love Brixham website.

Jubilee Gardens – Martyn to write to the mayor and tell him that we are ‘relieved at his excellent decision’.

Mike to promote the forthcoming job fayre – details passed to him already.

Pauline very kindly offered to keep going with the social accounts. All thanked her for her efforts.

Business show to take place on 19<sup>th</sup> September 2017 with Pauline and Jacqui kindly offering to keep going with that although they will need help from the executive.

Liz went through some of the changes to the coach drivers’ information leaflets, which were agreed by the members present.

**Date of next meetings:**

- Executive Meeting: (TBD) 13<sup>th</sup> March, 2017, Brixham Yacht Club, 6.00 pm
- Annual General Meeting: 28<sup>th</sup> February, 2017, The Berry Head Hotel, 7.00 pm