

1. Welcome new members and Guest Speakers

Matt explained about Martyn standing down, and that he needed to spend time with his family at this time. Matt said he's considering taking on the role himself. New member ; Dennis, West Country Hygiene. Lives in Brixham, Chemical business. Julia Fensal, painter and Printmaker.

2. Apologies

3. Guest Speakers - 20 minute presentation

Carolyn Custerson –

Carolyn was absent due to recovering from an operation. Nigel Makin stood in for her.

Update on the ERBID destination marketing plans for 2018. Destination Marketing Company. Objective is to get people into the bay. 900 members in this bid. Each pays a levy worth 1.95% of business ratable value, and there is a legal obligation to pay this fee. The company is now a legal entity. They have £600,000 per year to spend on this endeavor. They set out a business plan. Regional and national marketing campaigns. Last year they focused on Exeter and attracting people here for the day or evening. Cost was about £25,000. Also they have had photographers take photos of the bay. Levy payers can use this resource. Digital marketing, £60,000 spent on this platform. All new content, and again anyone who comes onto the Riviera website can see what's on and book accommodation. Also there is the official destination guide. 100,000 produced. This guide is very popular and the numbers are up this year on last year. We need to know how successful these campaigns are. Nigel praised Carolyn for her TV presentation where she spoke about Torbay. £569,000 investment. Torbay council used to look after tourism, but it was dropped from their budget. Now the ERBID has a budget, they can look ahead and plan for next year. Summer months look after themselves to some extent..... so they are looking at spring and autumn. Shearings Holidays, thinking about how to encourage this type of business. England's Seafood Coast, 22nd Sep, 2 week Seafood Feast, promoting local seafood and restaurants. There is a new pubs and bars guide for visitors which can be obtained from the visitor information center in Torquay. Most people have pre-booked accommodation though they can find places through the Tourist Information Centre if

necessary. National TV Advertising was requested plus digital marketing. Not just in the UK, but also Internationally. 82,000 copies of the Guide were printed and distributed. Martin has put his B&B in the guide. When people see the TV advert it's hoped they will log on or request a guide. They are trying to get more day visitors, maybe retired people, campaign started on the radio and sides of buses. NEC, Birmingham, have a tourism exhibition. We need to have a presence there as other resorts are involved and we need to compete with them. The aim is to get German tourism companies interested. German visitors love our coastline, and there are lots of return visitors. Seafood Coast. New Seafood Festival 22nd September. The pub guide, 100+ people are involved in this. Purple Flag awards for Torquay (safe nights out). It's about getting the message across about all the events happening here. £135,000.00 investment in TV advertising, aimed to attract people from the Midlands. Many from the Midlands have always enjoyed holiday here. Martin said we need to build on this. The TV went live last Friday. 4 week advertising campaign ITV Central West. Aimed at age 55+ population. The advert is scheduled to come on within Coronation Street and Emmerdale (for example) to attract this age group. Also the ITV Hub to attract a younger audience. Estimated campaign is half a million people. Overall the TV campaign was seen by around 12m people. Most people will see the adverts between 3 – 4 times. Digital campaign, Facebook, Youtube, Twitter etc. Targeting specific groups of people. Fully mobile responsive as 60% of hits on a website will be from a phone or small device. 5 years ago it was all about being desktop friendly, but now things are different. There is a booking platform so they can do everything from the one place. It's all about making it easy for people to book. The ERBID company pays three people currently, but now a digital marketing executive will be recruited so they can get the crucial 'Search Engine Optimization' right. Martin invited questions. Q1, will you know whether the booking was from the platform? No, not specifically. Q2) Have you had any bookings? Martin says he had just one to be honest, though some customers might see the main platform and then come to his own website. Martin says the guide has been successful for him and he has had a lot of bookings. Q) What are the Hashtags? Martin says speak to Angela at the Tourist information in Torquay to help with this. Matt Crabtree says people without children tend to come outside of the summer months. The advert was played to the meeting on the big screen. At the end of the advert people are directed to the English Riviera Website. Alex Foley said that Carolyn said that people often are attracted by activities on offer, even though they might not actually do them when they get here.

Sebastian Mynott – Applied Genomics

Sebastian gave an overview of what they do. He says they are based in Brixham. He says organisms are continually being shed into the environment. His company has developed sampling kits that allow the collection of DNA left behind and that helps to understand the ecology. They provide the information to understand what's happening in the environment. They deliver 'environmental intelligence'. Environmental DNA services. There are 3 aspects to the service. Detection, Monitoring and Management. They can analyse the presence of different species in an environment. They have a test for species of bats, newts, crayfish, shrimp. They can also detect pathogens and diseases, including pathogens that might affect humans. The air, food and water we need all rely on biodiversity. Biodiversity can be assessed subjectively, but they go beyond this to produce a quantitative result. They can quantify biodiversity which inform clients of risks. Environmental DNA analysis can inform risk assessments and impact assessments. They isolate DNA from samples, which may be water, soil etc. They can identify species' definitively. Site by species can be measured. You can spot trends and changes. As you

move away from pollution points, the readings change. They can see how rich in species an area is. More polluted sites tend to be less bio-diverse. Where there are heavy metals such as Zinc, there are less species evident. Their aim is to develop real world solutions to improve eco-system health. Any questions, Dennis West Country Hygiene asked if they were doing work in the bay. He says they are serving clients internationally. Matt Crabtree thanked Sebastian for a very interesting talk.

Linda Village – Brixham Cottages / The Travel Chapter

She said that Patrick from the Travel Chapter will join her later. She says she first purchased a house her with a sea view in 2006. Since then they have grown to 83 cottages. They moved down to Brixham in 2012, and her guests really appreciate her local knowledge. Her business is based in Brixham and they have turned down offers of expanding to Torquay and beyond. They are proud to be sponsors of Brixfest. The industry has changed hugely since they started. Expectations have rocketed. People want 'better than they have at home', they want high standards, hotel standard bedding and welcome packs nowadays. She says this is now a 'digital industry'. Last year they spent money making their website mobile friendly. People want to buy things on their phones in the supermarket queue. The holiday cottage industry must be dog friendly as this is a great place to bring dogs. Many people return year after year once they get to know Brixham. They partnered with the Travel Chapter as they love Brixham and can see its potential. They sponsor Brixfest and invested in the pirate Festival. Patrick says they are a 'technology driven' travel organization. 4th largest letting agency in the UK. Head office is in Bideford where they have 100+ staff plus 2 more regional offices. Holidaycottages.co.uk is their main brand. They can market your property if it's suitable. Why did they partner with Brixham Cottages? Great location, strong brand and evolving market which is becoming more discerning. It fits with their business model. They want to build on past success. Their vision? More guests. Results so far, from Dec to March are up 97%. 70% have taken more bookings so far. How will this impact Brixham? It will increase the profile. They are focusing on the short breaks market in the 'shoulder' seasons. Advantages include greater footfall in the town and demand for local services. Any questions? Air bnb has driven some people to the market. ¼ people choose to stay in self-catering. Most though stay in hotels. He pointed out that there are quite a lot of regulations that need to be adhered to such as fire regulations and mandatory insurance requirements.

Jess Churchhill Torbay – Cleaner Costs Initiative

Jess absent this evening.

2 Mikes 1 Boat

Mike Gibbons addressed the meeting. Hius rowing partner Mike Manningboot was absent from the meeting. They are Brixham's very own Ocean Rowing team. They will be sailing the Atlantic. Mike lives in Brixham and has been coming here since he was a small child on family holidays. Tallisker Whiskey Atlantic Challenge is coming up this year. He works as a rugby medic, serving local and national teams. Ocean rowing is a great holiday, and many people do it for charity. They are raising funds for two charities. The Ben Cohen Foundation and the charity called Prostate Cancer. They are going from the Canaries to

Antigua in about 90 days, weather depending. They are trying to raise £100,000. He says he's never held hands with a lover in public, not because he didn't want to but because he felt uncomfortable. When he was younger, he didn't understand being gay. Now though he is proud to be gay. Why didn't he feel comfortable with this..... he hit the floor with a hockey stick hard a few times and said 15 years ago that would have been his head. He said that's why gay people can't hold hands in public. Gay people always look around, who's looking, is it safe, will anyone make trouble? That little intimate gesture can't be casual. That intimacy is taken away from a person. He would like it to be a gesture that's not remarkable, just like any other couple. One negative comment, like 'faggot', ruins the day and makes it one you want to forget. What does this have to do with his Atlantic challenge? He wants to stop people from being bullied in sports and that is what the Foundation is about. The boat is an ocean rowing boat with a cabin on the back for sleeping. They will be on and off, alternating between rowing and sleeping every two hours between them. People can track and follow them as they go. He asked people to look out for them. They aim to make local people proud of them. Food and water on board will consist of rehydratable food. In calorific terms they need the equivalent of 50 Big Macs daily. He asked for people's help. They need money to fund the charities. They would like businesses to sponsor them to fund the kit and insurance etc. There will be logos and advertising on the boat. They have done many fundraising events including a nude calendar and being featured on Devon Live. 150,000 photos are taken of each boat on average as they come into Antigua. The value of the boat is worth £10K though new boats cost around £40-50K. They need to raise £30,000.00 before September. People can follow them on Facebook, look for 'Two Mikes One Boat'. Question, how unusual is it for 2 people so inexperienced in rowing at sea. Mike said you need mental agility to do this rather than technical expertise/experience. The rowing is a slow process and monotonous but it is keeping awake and looking after oneself onboard, staying well, hydrated etc that is crucial and challenging. Mental stability and determination is key. They are learning lots about physiotherapy in preparation. They are hoping to set off on 12th December 2018, weather and funds permitting, so they will have Xmas and New Year at sea. Matt thanked Mike for his presentation.

4. Executive updates

Alex spoke about the guide/leaflet about Brixham. The leaflets are aimed at getting outsiders in to Brixham, people who haven't been here before. He also spoke about car parking and said that the committee are keeping an eye on the Oxen Cove development.

5. Meeting close

**Next Chamber executive meeting : Tuesday 10th April, The Conservative Club
1800hs**

Next General Meeting : Tues 22nd May 1900-2100hrs