
MINUTES

1. Attendance

Apologies: Chris Bryson, Liz Pippett

The chairman Matt Crabtree (MC) welcomed the audience and our speakers for the evening. MC welcomed new member businesses to the Chamber since the last general meeting:

- Flour Flower

2. Carolyn Custerson - ERBID

The ERBID is a destination marketing organisation, promoting the English Riviera to new customers, funded by a compulsory levy on qualifying tourism businesses. We are in the third of five years and each year the ERBID team are able to invest over £500,000 on destination marketing.

Carolyn outlined many of the aspects of the BID which benefit its members and bring new visitors to the region:

- High quality, large website with page for each member business
- Social media campaigns
- Printed guides for pubs & bars, restaurants & cafes
- The Seafood Feast
- ITV advert, screened in March, targeting the over-55s
- Drone photography for videos and stills
- Waterloo station video screen advert

In 2020 the advertising plans include much of the above, with a widening of the target regions for the ITV adverts and buses ‘wrapped’ in beautiful pictures at the same time; and London Underground advertising.

The levy is 1.95% of the rateable value of a business property with a RV of at least £3,000, within certain classes of business, with a minimum of £150 per year. Other businesses may join on a voluntary basis. The National Trust is an example of this, as their properties lie outside the English Riviera region.

Carolyn outlined initial thoughts for the bid “version 2” which, if approved, would run from 2022-2026. One option is to expand the number of business types involved in the BID, for example to include certain service industries which benefit from the visitor economy.

3. Christmas Social Evening

The Chamber’s Christmas networking evening this year will be a tour of Bay’s Brewery, on Wednesday 11th December, with an option of a meal out afterwards. There will be a booking system set up but in the meantime if you want to reserve a place please email hospitality@brixhamchamber.co.uk. There are a maximum of 30 spaces available and the tour is free.

4. Stephanie Knight and Reece Small – Lloyds Bank

Lloyds is now Brixham's last remaining bank branch. Stephanie and Reece are local business managers and are responsible for setting up and looking after business customers.

The bank has a business account available which includes 1:1 contact with business manager, 6 months' free banking for those switching (and 18 months for new businesses), opportunities to borrow etc.

5. Tanny Stobart and Carmen – Play Torbay (Member presentation)

Play Torbay is a charity providing play-based learning through Torbay. They have 3 adventure playgrounds including one at the Chestnut centre in Brixham. They are based at the Barn, Brixham.

They provide fun sessions for children, often with challenging behaviour or behavioural needs, after school and in school holidays. This includes hot meals and support for parents. Each 4-hour session costs approx. £200 to run.

With Lottery funding running out soon, they are setting up a 'business' proposition for schools to pay for 1:1 support, and any profits will then be reinvested back into the rest of their organisation.

6. Tracy Clarke – Ella's (Member presentation)

Tracy first visited Brixham in 2010, and moved here in 2016. Her Chocolate Empire is developing! Her first business here, Chocella, was on Middle Street. Since husband Ian has retired she has moved to a much busier Fore Street location with Ella's chocolate emporium and tearooms.

The menu includes savoury options as well as many forms of chocolate – chocolate breakfast, chocolate toastie, strawberry hot chocolate...

Everything is homemade (including the chocs, which Tracy has studied and researched extensively) and uses local suppliers and focuses on quality.

In coming years Tracy hopes to expand the business, growing web sales and expanding the brand.

She thanks Vix Pritchard-Davies for her support through busy weeks, and Scott Roberts of CL Digital for his marketing and photography support.

7. Samantha Bowden – Salty Sparrow (member presentation)

Samantha fell in love with Brixham and moved here, setting up the Salty Sparrow in the former Millie and Me café. She has always wanted to be a chef and now achieved her dream! Husband John is front of house. They have 12 seats and create an intimate environment for customers, "we want to create the experience of being invited into our home for dinner".

The bistro has been running for nearly 1 year and going well.

8. English Riviera Tourism Awards

Congratulations to five of our members: The Salty Sparrow, Ella's, Driftwood, the Brixham Pirate Festival and Brixfest, for being shortlisted into the finals at the ERBID tourism awards. The finals are on Thursday 3rd October. Tickets are for sale from the ERBID team if you want to attend.

Date of next meetings:

Executive Meeting: Tuesday 8th October, the conservative club 6pm

General Meeting: Tuesday 26th November, Berry Head Hotel, 7pm