



DESTINATION MARKETING FOCUS GROUP MEETING
Thursday 14th February 2019 at the RICC, Torquay

Attendees: Pippa Craddock (Chair), Claire Flower (Vice-Chair), Andy Banner-Price, Carolyn Custerson, Helen Brenton, Phil Harnett, Anthony Payne-Neale, Belinda Smith, Sharon Waring.

Item	Action	By when	By whom
1.	<p>Apologies Nathan Hoare, Vicky Hinchliffe, Kelly Widley.</p> <p>Anthony Payne-Neale from Court Prior and Belinda Smith from Nation Trust were welcomed to the meeting.</p>		
2.	<p>Round table update: Winter business and 2019 forward trends The consensus around the table was that winter 2018 business was good, although some establishments were closed during some of the winter months. Forward booking are looking ok, but there was caution regarding Brexit and how this will effect existing and future business this year.</p> <p>CC raised concerns that our destination marketing is trying to position us as a 'year-round' destination, and it is clear that currently we're not, with only limited facilities open over the winter. Last year, winter occupancy was up and has been steadily rising since 2011, especially for over 50s taking short breaks in serviced accommodation. Those people who are visiting in the winter are looking for activities and experiences.</p> <p>It was suggested that a What's On in the Winter section or Top 10 is added to the ER website highlighting the businesses that are open, and that a leaflet is produced for accommodation providers highlighting which attractions, cafes, bars and restaurants are open.</p> <p>Carolyn will continue to liaise with the beach team, so we can work out internally what we, the resort, means by 'winter' as currently everyone is defining it differently.</p>	<p>CC to speak to Nathan</p> <p>CC</p>	
3.	<p>2019 marketing plan update <u>Destination guide</u> The new guide was circulated. 90,000 copies have been printed and it has been well received. CC invited comments from the</p>		

	<p>Group as to what they liked about it and what could be improved on in 2020. The 2020 guide will be discussed at the June meeting.</p> <p><u>Family Fun campaign – Riviera Moments</u> Everyone is encouraged to share the social media posts using the #rivieramoments.</p> <p><u>Over 50s TV campaign</u> CC to email Group the link to the newly edited version of the advert which will air this spring on ITV Central.</p> <p><u>London Waterloo campaign</u> London Transport has rejected the original concept for our advert on the large digital screen, so a new concept is being developed.</p> <p><u>Events</u> There is £25k in this year’s budget for the BID Co to support events that will result in overnight stays, extend into the shoulder season and promote the whole Bay. We have already committed to support the Air Show, BMAD and the Pirate Festival.</p> <p>APN raised the fact that there is a lack of a shoulder month event in Torquay. A dog festival was discussed and agreed that this would be good idea in that it will appeal to our target audience. PC suggested that given there are many one-day events organised by various animal charities, that we could approach one of them to see if we could work together. CC will approach Animals in Distress in the first instance.</p> <p><u>Seafood FEAST</u> Now in its second year, the 2019 event will run from 20th September to 6th October. The strategic objective of the event is to engage with the Food & Drink sector, and provide a ‘hook’ for promotion of the resort in the autumn.</p> <p>It was suggested that a gazebo promoting the events was placed on the seafront. CC to investigate as we could use volunteers to staff it.</p> <p>All to promote the events on their websites and social media. CC will shortly be circulating the logo to everyone.</p> <p><u>Autumn campaign</u> Further to our discussion at the last meeting where we identified that the October half-term business was not as good as in previous years, CC has allocated some of the contingency marketing budget and commissioned new films using the family from the Family Fun campaign. These will be filmed in February half-term while it still looks like Autumn.</p>	<p>All to feedback to CC</p> <p>All</p> <p>CC</p> <p>CC</p> <p>CC</p> <p>CC</p> <p>CC</p> <p>CC</p>	
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	<p>New footage featuring couples has also been filmed by Skyflicks and will be available for businesses to use in their own marketing.</p> <p><u>Website</u> CC shared the performance report for January. Results were excellent in December due to the Train of Light, and again in January due to The 25 being rated the best B&B in the world.</p> <p>There was a discussion about the role of the website and the use of OTAs. The conclusion being that there was agreement around the table that the role of the website is to inspire, inform and influence people and that we are not in a position to compete with OTAs – especially booking.com as this is the trusted go-to for the majority of people booking holidays.</p> <p><u>Food and drink</u> The new Cafes, Tearooms and Restaurant Guide will be published in the spring.</p> <p><u>Reactive marketing budget</u> This will be discussed at each meeting.</p>		
4.	<p>Tourism exhibition, ERBID update and AGM The Group was asked to promote these events to their networks and encourage them to attend. Wednesday 27th March at the RICC.</p>		
5.	<p>Focus Group membership Twenty21 and MDL had declined the invitation to join the group, so we are still seeking a representative from the Food & Drink sector to replace Kelly who is currently on maternity leave.</p> <p>CC to send around an email to the F&D levy payers to ask for volunteers.</p> <p>Stagecoach is yet to appoint a new marketing manager, but when they do we will approach them.</p> <p>It was suggested that the Chairs of the other Focus Groups attend the DM Focus Group meetings for continuity. CC to raise at the next Board Meeting.</p>	CC	CC
6.	<p>Tourism Awards CC will be meeting with Robin Barker next week to explore how the ER can join the VE national awards scheme, so winners are automatically entered into the Visit Devon Awards, then the SW Tourism Awards and then the VE Awards.</p>		
7.	<p>Research, monitoring and evaluation</p>		

	<p>The BID Co will be rolling out T-stats over the next year. there are many advantages to using this system over the current How's Business. CC will circulate the details for the Group to look at.</p> <p>The How's Business will run until the end of the current BID and then we will switch over to T-stats.</p>	CC	
8.	<p>AOB</p> <p><u>Destination Marketing Campaign for 2020</u> CC would like to see one major, fully integrated (on-line and off-line), intergenerational, national campaign in 2020. Initial ideas suggest that this could be centred around food through the seasons.</p> <p>The next meeting will be used a brain-storm session to discuss this further. PC/CC will circulate their initial ideas ahead of the meeting.</p> <p><u>BID renewal</u> A new focus group has been established to discuss the options for the next BID, and CC will announce the plans at the Update in March.</p>	PC & CC	
9.	<p>Dates of next meetings All at 2pm until 4pm:</p> <ul style="list-style-type: none"> • Thursday 4th April 2019 – Paignton Zoo • Thursday 13th June 2019 – Paignton Zoo • Thursday 19th September 2019 – RICC • Thursday 14th November 2019 – probably National Trust (thanks to Belinda for offering) 		

The meeting closed at 4.00pm.