



## **Food and Drink Focus Group – Tuesday 6<sup>th</sup> November 2018, 9.30am**

### **Grace Murrell Suite, RICC**

**Present:** Nathan Hoare and Sarah Hemingway (ERBID), Gayle Bettsworth & Adele Farrell (Below Decks), Alex Foley (Guardhouse Café), Katy Hulstone (The Elephant & Burridges), Charlie Harris (Cantina), Nick Evans (Revolution Bars), Annette Hunt (Hunts Cider), Martyn Strange and Laura Smith (Babbacombe Inn and Hamiltons), Jez Cort (Cavern on the Quay),

**Chair:** Kelly Widley (Pierpoint) and Simon Jolly (RICC)

**Apologies:** Angie Wright and Carolyn Custerson (ERBID), Ash Hamilton (Curious Kitchen)

### **Meeting Notes and Action Points**

#### **1. Minutes, Matters Arising**

The group approved the minutes from the meeting held on 18 September 2018. Simon Jolly reiterated the benefits of engaging with the monthly How's Business Survey.

#### **2. Welcome and Introductions**

Kelly welcomed the group.

#### **3. Update from Kelly Widley:**

£10k has been secured to develop the digital marketing food and drink campaign focussing on creating new photography and visuals.

An overview of the previous meeting included the app development no longer going ahead. Kelly is about to go on maternity leave and during this time marketing campaign themes will be developed following a similar format to the recent curry week campaign.

Ash Hamilton had reported to Kelly the benefits of being involved in an ERBID campaign, providing blog material and taking part in photography sessions which have helped raise the profile of the business, and contributed to a nomination for Chef of the Year award.

Proposed that the group brainstorm ideas of what aspects can be promoted and put into place in 2019 and encourage engagement with the sector. Work with Nathan to develop curated online content around national days and show the journey from where local produce is made through to where being served.

*Kelly left the meeting 9.45am, Simon chaired the meeting from this point onwards.*

#### **4. 2019 Draft Marketing Plan, Budget and rationale**

Confirmed marketing activity includes TV advertising, following good feedback from the last campaign.

There will be a 2-week digital advertising campaign in March 2019 at Waterloo train station with Motion in City company and Mostly Media, screening 20 seconds of footage during commuter times, with an estimated 4.5-5 million audience. There will be 10 bus-shelter sized posters in the station with an escape to the English Riviera, people and lifestyle focus.

Point raised that smaller, consistent activity would keep momentum building whilst the national campaign supports destination marketing activity and a combination with secondary content will generate business for the English Riviera. Businesses encouraged to take responsibility for retaining customers through experience led activity, to develop a recommend a friend initiative, and to use the English Riviera website to drive new business. Suggestion to create customer case studies from Hunts Cider customer database.

#### **5. Review of Food & Drink sector to date/ Round the table – season to date**

Round the table feedback reported that the early autumn trade had been better than anticipated, predominately with locals and some half term visitors. Schools and academies spreading their half term breaks across three weeks, good weather and Seafood Feast activity had extended the season.

Suggestion made to develop ERBID webpage with schools and academies holiday dates to guide businesses.

#### **6. Promoting your business /social media /website**

Nathan Hoare provided an update:

A digital marketing toolkit pdf has been developed to maximise ER website channels, support creation of better product webpages and increase event pages. A hard copy is being sent to BID levy payers.

The website receives good traffic views and login details can be accessed via Angie Wright. Businesses can benefit by providing quality webpages and images.

## **7. Update and views on the current and planned campaigns for Christmas 2018/19**

Nathan provided an update:

An Advent food and drink social media calendar is being developed with approximately 20 businesses providing giveaways to encourage the local audience to 'like' and share content. A Ginuary giveaway campaign in January is being developed.

A Facebook group has been set up and Nathan will use this to invite members to engage with national day campaigns.

*Kelly re-joined the meeting at 10.55am.*

Concern was raised that representation from the sector is too small and needs to be developed. It was proposed that another email should be sent to businesses to encourage them and for members to promote activities and invite others to join. It was agreed that an evening social event, Holly Ball or meet-the-maker style, subsidised by sponsors, for BID levy payers could increase engagement. The ERBID exhibition in March could include this.

### **I. Pub & Bar Guide**

The guide has been produced and distributed widely. Additional copies are available upon request. There will be a reprint of the guide. For any significant changes please let ERBID know.

### **II. Café & Restaurant Guide**

Work on the guide will begin soon with a planned launch of Easter 2019. The first print will be self-funded through food and drink advertising. Members encouraged to provide input or feedback.

### **III. English Riviera website**

### **IV. Seafood FEAST campaign**

It was felt that the season had been extended, especially evening trade, with a good response to special events and tours with SF focus. Supported mainly by locals with some German visitors. Feedback from locals was that advertising hadn't been seen and website content including event listings could be further developed. There is a need for greater brand development and wider mailshots. Post event reviews and articles in local media not seen and all year-round marketing activity required.

Members encouraged to put forward ideas or share interesting local profiles to create new content.

It was suggested that when local area filming for TV takes place that ERBID TV campaigns are aligned to this when broadcast. Look at engagement with influencers and ambassadors with an affinity to ER, such as Georgia Toffolo. Visit Jersey website is a good example of delivering this type of activity.

Further feedback from SF to be raised at next meeting with Carolyn.

#### **V. Digital Marketing and photography**

Matt Austin will come back next year for further F&D photography sessions including meat and cream tea themes.

SF photographs will be uploaded on to the ER library for members to access. The link will be shared by Nathan.

#### **8. Suggestions as to how we promote our sector / thoughts and ideas for 2019. APP / What's on for locals / Digital campaigns**

Seasonal produce themed digital campaigns will include meat (winter), cream teas (spring), ice cream (summer) and cider (autumn). Focus on levy payers' businesses with an option for ERBID voluntary contributors to become involved. Meat supplier suggestions welcome. Generally agreed that further involvement in developing brand awareness will create new opportunities with business profiles increasing trade. Suggestion to create a newsletter with case studies of F&D activity and use Ash Hamilton's profile to highlight benefits of SF engagement.

Clarity regarding future SF activity to members to develop further engagement. Google SF surveys to track engagement and public reviews are taking place at present. Nathan has produced a wrap-up of digital campaign to show impact.

#### **Action:**

Nathan to follow up ice cream supplier contact with Adele and Gayle, Below Decks.

#### **Action:**

All members to encourage a friend to join focus group

#### **Any Other Business**

Share each other's business posts, 'like' Facebook comments and use #EnglishRiviera in postings for ERBID to pick up and share.

**Date of next meeting:** Early March 2019, to be confirmed via email.