



First Food and Drink Focus Group – 10am Tuesday 17th April 2018

Present:

[ERBID](#) - Kelly Widley (KW), [Focus Group Chair](#): Simon Jolly, [Vice Chair](#): Carolyn Custerson (~~ERBID~~), Angie Wright (ERBID),

Nick (Revolution Bars), JJ (Me & Mrs Jones), Adrian Crabb (Park Lane), Martyn Strange (Babbacombe Inn), Charlie (Cantina), Gayle Farrell (Below Decks), Ian (Offshore), Brett (Offshore), Alex Foley (Guardhouse Café), Paul Feasey (Pierpoint), Pete Salmon (Bays Brewery),

Apologies: Paul (No 7), Simon Hulstone (The Elephant), Eddie Bence (Berry Head Hotel) Ash Hamilton (Curious Kitchen)

Chaired by: Kelly Widley

Vice Chair: Simon Jolly

Notes taken by: Angie Wright – ERBID Operations Executive

Meeting Notes and Action Points:

1. Businesses unaware of how they can benefit from promoting their **events** through the **What's On** automatic submission link. KW to encourage more businesses to use this to help promote their Live Music events in particular. Increasingly businesses are highlighting the importance of Events and Programme Content providing a reason to visit and driving footfall and spend.
2. Kelly to encourage businesses to complete the **How's Business Survey**. Businesses looking for support outside the main season and see Torbay Residents as their key market and would welcome the ERBID focusing on undertaking more local promotions. For most F&D businesses trade is driven by 50% being local business.
3. Round Robin discussion on **business performance for first quarter** highlighted that for a number of businesses trade was down as much as 30%₂ with outdoor covers not being able to be used until very recently due to adverse -with-someweather. Some businesses having had their worst March from-for 4 years highlighting the impact of the severe weather and an early Easter. April 2018 is also currently behind April 2017. Lunch trade is currently stronger than supper/dinner trade with local

resident spend very important. Average spend seems to be down year to date with best value being sought value for money being the key factor for prospective customers. Footfall also continues to show a very high seasonal variance.

4. Most present were unaware of the **free full-page advert** that is available to them as a Levy Paying benefit to promote their business on the new English Riviera web site;

<https://www.englishriviera.co.uk/> Clearly more work is needed in this area from both the businesses, and the ERBID Executive Team, to help ensure that every eligible business is promoted on the new web site and listed appropriately in the different search options. ERBID to contact all businesses present with their respective Log In details and to be proactive in offering help with this issue in terms of collating and uploading new content to include copy and images.

5. Details of the new **Seafood FEAST** event (22nd September – 8th October 2018) was-were highlighted and the opportunity for all F&D businesses to be included with an appropriate event. 19 events have already been uploaded with many more planned

<https://www.englishriviera.co.uk/whats-on/englands-seafood-feast/englands-seafood-feast-all-events> Anna Trant is the FEAST coordinator and welcomes contract-contact from businesses that would like to be included. Anna's email is anna@atevents.at Please contact her to find out more.

The popularity of Sea Shanty's highlighted (St Ives Festival) with request to include in the Seafood FEAST programme. Popularity of Street Food was also highlighted for inclusion in the FEAST programme.

6. **To look at an APP for locals** – 'Riviera Live' concept discussed to promote What's On better and success of 'TLH for Locals' marketing campaign highlighted.

7. The draft **new Pubs & Bars guide** being produced by the ERBID Company was circulated. Publication received positively overall with the request for this to be promoted heavily to Torbay residents to encourage more local 'buy in.'

8. **F&D Communications.** Suggested that setting up an ERBID Food & Drink closed Facebook Page or What's App could be helpful in improving inter sector communications and ERBID Communications to businesses as so many Food & Drink businesses do not now have web sites. But in conclusion, email communications decided as best as allows circulation of attachments and marketing assets more easily.

9. Concluding discussions included the desire to really try and make the ERBID work and to all work more closely together as a 'BID Club' for Torbay.

Next meeting June 2018 (date TBC) 26th at the 10.00am-RICC