



DESTINATION MARKETING FOCUS GROUP MEETING
Thursday 20th June 2019 at the RICC, Torquay

Attendees: Pippa Craddock (Chair), Carolyn Custerson, Andy Banner-Price, Nigel Ede, Phil Harnett, Vicky Hinchliffe, Kes Osborne, Anthony Payne-Neale, Dany Richmond, Belinda Smith, Mark Warden, Sharon Waring,

Item	Action	By who
1.	<p>Apologies Claire Flower (Vice-Chair), Nathan Hoare, Helen Brenton, Kelly Widley, Richard Cuming, Becky Davis.</p> <p>Approval of minutes of last meeting Approved.</p> <p>Matters arising</p> <ul style="list-style-type: none"> • Air Show. The BID Company gave £10k to support the Air Show this year. There was agreement that we should look to increase this to secure the 2020 Air Show. 	
2.	<p>Round table update: 2019 trends There was a mixed picture around the table on the outlook for this year. Whilst some businesses were having a very good year, some are having poor one.</p> <p>CC reported that the domestic market reflected this and is looking very patchy, making it even more important that we create reasons for people to visit e.g. events and experiences.</p> <p>There was a concern raised again about Air B&B, and CC confirmed that the BID Co will join the “Safe and Legal” campaign.</p> <p>There is a trend that bookings via OTAs is decreasing, and repeat visitation is on the increase.</p>	
3.	<p>2019 marketing round up</p> <p><u>Over 55s TV campaign</u> A re-edited version of the existing TV advert aimed at the over 55s market ran on ITV Central from 9th March to 17th April. Early indications are that it was successful. A full report will be circulated in due course.</p> <p><u>London Waterloo campaign</u> This campaign ran in May. Results will be circulated on due course.</p>	CC

	<p><u>Events</u> A total budget of £25k has been allocated to support events this year: so far £10k for the Air Show and £5k each to BMAD and the Brixham Pirate Festival.</p> <p><u>Autumn campaign</u> Further to previous discussions and a request from the Attractions Focus Group, a campaign will run starting in July to encourage bookings for the Autumn and October half term.</p>	CC
4.	<p>2020 marketing plans</p> <p><u>National advertising campaign</u> It was proposed and discussed that we run a major national advertising campaign for 2020 comprising TV, Out of Home and digital, and that a new advert is made and all creative is integrated. A draft plan was presented and there was broad agreement. CC and PC to meet with the media buyers to discuss further.</p> <p>Various ideas were discussed, and it was concluded that we must promote the natural beauty of the English Riviera, outdoors and wellbeing, and the element of surprise that all this is in South Devon. CC and PC will take all of the ideas and shape them into a brief and circulate ahead of the next meeting.</p> <p><u>2020 guide</u> There was a discussion around the format and design of the guide for 2020. It was felt that no major changes were required, however, there was a suggestion that the advertising options are looked at, so that a stronger 'digital without print' option could be offered.</p>	CC & PC CC & PC CC
5.	<p>Christmas 2019 and New Year CC impressed the importance of this period and that more events are needed to draw staying visitors. There are some new events in development:</p> <ul style="list-style-type: none"> • Festival of Light in Brixham – the BID Co will support this from the events budget • MDL Christmas Market 	
6.	<p>AOB</p> <p><u>BID Renewal</u> We are due to go re-ballot in Spring 2021. The Board are currently considering various options to take to ballot:</p> <ul style="list-style-type: none"> • Tourism only • Tourism+ - this would include other businesses who benefit from tourism e.g. professional services • Destination BID – Tourism and Retail <p><u>English Riviera Tourism Awards</u> To date we have received 72 entries over 14 categories. The Awards dinner will be on Thursday 3rd October at The Imperial. Winners will automatically</p>	

	go through to the Devon awards, the if successful to the South West awards, and then finally to the Visit England Awards.	
9.	Dates of next meetings All at 2pm until 4pm: <ul style="list-style-type: none">• Thursday 14th November 2019 – probably National Trust (thanks to Belinda for offering)	

The meeting closed at 4.00pm.