



DESTINATION MARKETING FOCUS GROUP MEETING

Thursday 22nd March 2018 at Paignton Zoo

Attendees: Pippa Craddock, ER BID Company (Chair)
 Claire Flower, ER BID Company (Deputy-chair)
 Andy Banner-Price, The 25 Boutique B&B
 Helen Brenton, ER BID Company & Osborne Apartments
 Carolyn Custerson, ER BID Company
 Nigel Ede, Heathcliff House
 Phil Harnett, Meadfoot Bay Hotel
 Vicky Hinchliffe, TLH
 Sharon Waring, Babbacombe Theatre

Item	Action	By when	By whom
1.	<p>Welcome and introductions Apologies: Helen Scholes Kelly Widley</p> <p>PC thanked everyone for agreeing to join the Focus Group and for attending today.</p> <p>CC gave some background on the BID Company Business Plan. CC explained that the content of Business Plan was developed after the initial consultation with the industry, and that the industry will judge the BID Company on its delivery.</p> <p>CC explained that she will be drafting next year’s marketing strategy for discussion at the September Board Meeting, so the main focus of the June meeting will be on marketing activity for 2019; the September meeting is prior to the Board Meeting so will be last chance to discuss ideas.</p>		
2.	<p>Overview of the focus group and ToR PC gave an overview of the sub-group and its objectives. The purpose of the Focus Group is to:</p> <ul style="list-style-type: none"> • gain a view on how effective current destination marketing campaigns have been, using the ERBID’s How Business survey to provide evidence • gather views on the priorities for future destination marketing campaigns and • consult on planned marketing strategies for future years, before they are agreed by the Board 		

	<p>PC explained that the membership of the group is currently around 12 people, and asked that gain views and thoughts from their networks and bring them to future meetings.</p>		
3 & 4.	<p>Marketing campaigns</p> <p>Whilst the focus of this group is to look forward, CC gave a presentation on the planned campaigns for 2018:</p> <ul style="list-style-type: none"> • Official Destination Guide • Spring day visitor campaign • Groups marketing (for domestic and overseas groups) • England's Seafood Coast • New pubs and bars guide • Visitor Information Centre • Campaigns targeting the over 55s and under 35s including TV adverts and digital activity • Last Minute Easter Break e-news campaign <p>CC explained that there is budget allocated for summer and autumn campaigns which are not yet planned as we will react as required. Last year a campaign ran during the summer to respond to low booking levels.</p> <p><i>Future target markets</i></p> <p>CC explained that there is budget allocated to make an additional TV ad to target the family market next year as there is a demand from the industry to not forget about the main 6 week summer holiday period. A discussion took place around this, and a campaign to target the extended families with children of pre-school age.</p> <p>Action: CC, PC & CF to discuss further the idea of using a cross-generation family for the next advert and bring this up at board meeting next week.</p> <p>Before any plans are taken forward regarding the making of a new TV advert, the results of the current campaign will be fully analysed to ensure a sufficient ROI.</p>	<p>CC, PC & CF</p> <p>CC & Digital Exec</p>	<p>March Board Meeting</p> <p>End of April</p>
5.	<p>English Riviera brand</p> <p>There was a consensus around the table that the ER brand needs to be refreshed and the focus needs to be on developing a distinctive signature for the ER brand.</p> <p>Action: CC, PC & CF to suggest to the Board that we need a separate brand visioning/development session to re-visit what the ER brand is, using an external facilitator.</p>	<p>CC, PC & CF</p>	<p>March Board Meeting</p>
6.	<p>The role of towns in communications</p> <p>There was a discussion of the role of towns in marketing activity, and this will be incorporated into the Brand Workshop.</p>		

	<p>It was felt that we should make more of our ‘cultural products’ rather than the towns and build campaigns around them e.g. Geopark and Agatha Christie, and major events e.g. Air Show, and BMAD & Brixham Pirate Festival, etc.</p> <p>Action: PC to add ‘cultural product’ based campaigns to the agenda for the June Focus Group meeting.</p> <p>Action: CC to discuss the idea of building digital campaigns around ‘events’, including an ‘events show reel’.</p>	PC CC	June Focus Group Meeting
8.	<p>Ideas for the 2019 marketing strategy Discussed throughout the meeting and noted above.</p> <p>In addition, digital activity was discussed and it was suggested that the new Digital Marketing Executive should:</p> <ul style="list-style-type: none"> • find influencers to help promote the ER • develop itineraries for blogs <p>Action: CC to brief Digital Exec when he starts.</p>	CC	April
9.	<p>What do members want from the ER BID Company in terms of communications and assets? There is a clear need for more videos in the image library; this includes the events show reel mentioned above.</p> <p>Action: CC to take this forward.</p>	CC	
10.	<p>AOB None.</p>		
11.	<p>Dates of next meetings:</p> <ul style="list-style-type: none"> • Wednesday 20th June, 2-4pm at Paignton Zoo • Tuesday 18th September, 2-4pm at Paignton Zoo • Wednesday 5th December, 2-4 at Paignton Zoo 		

The meeting closed at 4.00pm.