

SUP HUB Meeting Notes - Food and Drink Subgroup

Date: 22 May

Participants: Kelly Widley, Lucy & Jeff Stokes (Anstey's), James (Meadfoot), Rachel Mayhew-Edwards (Reach Outdoors)

Meeting Topics Discussed:

1. Attracting paddleboarders
2. Events
3. Collaborations
4. Inflation stations
5. Support from other businesses

Decisions Made:

- **Events at Anstey's Cove and Meadfoot:** It was decided to organise events at Anstey's Cove and Meadfoot to attract and engage paddleboarders.

Action Items:

1. **Social Media Content:** Start incorporating SUP (Stand Up Paddleboarding) copy and content into your social media.
2. **Collaboration Outreach:** Reach out to other establishments for collaboration opportunities, for example, Reach Outdoors or SOAK.

Meeting Summary:

The Food and Drink subgroup discussed strategies to integrate Stand Up Paddleboarding (SUP) into their offerings and content. Key points included:

- **SUP Culture Development:** Emphasised the importance of fostering a SUP culture in Torbay, recognising the pivotal role of the food and drink industry. Suggested incorporating SUP themes into marketing materials, events, and menu items, such as SUP-friendly energy boosters in the morning and Après-SUP post-paddle food and drink offers in the evening.
- **Après-SUP:** Is currently running at Cantina with SheSupz (Reach Outdoors) on Goodrington every week. What could your offer be?
- **Inflation Stations:** Anstey's Cove was mentioned as a location for an inflation station, and since the meeting, they have had one installed.

Event Planning:

- **Anstey's Cove:** Proposed a 3pm sea shanty and barbecue event in the summertime, with the understanding that participants will be in the café's shade after 5pm.
- **Meadfoot Café:** James from Meadfoot Café expressed interest in hosting a family fun SUP event with pizzas, suggesting Friday nights as the best time.

- **Collaboration:** Rachel from Reach Outdoors is interested in supporting the food and drink providers across Torbay and joining the subgroup to support further events and special paddle nights.

Next Meeting:

Date: 18th June

Time: Evening (attendees could not commit to a daytime session this time.)

Mission: To develop a community-led culture of SUP within Torbay and the English Riviera.

We encourage all interested parties to join us at our next meeting to further our collective goals to make Torbay and the English Riviera the SUP capital of the UK.