

How might we make Torbay the UK capital for Paddle Boarding?

On Wednesday March 6th, we brought together stakeholders from across Torbay to brainstorm the question "How might we make Torbay the UK capital for Paddle Boarding?"

In an energetic session, groups shared challenges, identified key stakeholders and target users before ideating and pitching 5 distinct ideas to make it happen. We have collated some shared themes in the following write up.



The idea that received the most "green dots" included the following aspects:

Centre for Professional Paddle Boarding

National Events/Races and Festivals

Home of National Paddleboarding School

Base of brands: retail, fashion, culture

Who's it for?

- Initially, existing paddle boarders & people currently involved in the culture.
- Eventually, anyone who wants to be connected to the culture/sport (e.g. Newquay national surf comp).

Why will it work?

- The geography allows for water access in most weather - one of earth's extraordinary places!
- 5 biggest SUP brands already exist in a 20 mile radius
- Connections and influence with Paddle UK
- Torbay already has the accommodation and *Après Paddle*.

What's needed to make it happen?

- Lobbying, Promotion, implementing all the things on the ground that make it feel like "the home of SUP".
- Signage / servicing stations/ warning lamps.
- Events - Torbay is designed for this.
- Ski patrol, visitor paddle guides & experiences..

Many ideas included some shared key themes:

Safety

You all emphasised the importance of safety, especially given the potential risks associated with increased visitor numbers and concerns over alcohol consumption. Many of you proposed solutions which included interactive access to real-time wind speed & direction data, and safety information through an app, billboards, or air pump stations,

Transport & Storage

To address access and convenience, you pitched shuttle buses with board racks to ease travel between beaches, especially those that are hard to reach or have limited parking. Secure storage (or pod rental) options at these locations would allow users to paddle to/from beachside destinations across the bay without compromising on ease & access.

Marketing

You discussed the development of a website or digital hub to effectively market Torbay as a prime destination for paddleboarding, and showcasing the area's beauty, rich history, and hospitality infrastructure. While marketing to the rest of the UK and internationally is key, you also emphasised the thriving SUP community, and the opportunity for social inclusion of Torbay residents that you want to provide.

Health & Happiness

Leveraging Torbay's motto *Salus et Felicitas*, 'health and happiness', many of you also agreed that there is opportunity for SUP to form part of a wider experience and wellness community that already exists in the bay.

Resources

Most pitches emphasised funding as a high priority need. Beyond this, buy in from the council, influential stakeholders and the local community will be tantamount to making Torbay the the UK capital for SUP, and potentially bringing the ISA worlds to The Bay.

What's next?

Keep in touch - the group contact info is attached to the email, we hope you'll continue to collaborate on these ideas and keep the energy you brought this week!

IMPACT Torbay - get in touch with charlotte@studiozao.com to find out about joining the IMPACT Torbay programme, either for your own business, or perhaps to work on this idea in a supported environment.