

SUP HUB Working Group Meeting Summary (28 March)

Meeting Overview

The SUP HUB Working Group convened on 28th March at 6PM at Offshore Private Bar to strategise on various projects and initiatives aimed at promoting Torbay and the English Riviera as the Capital of Paddleboarding in the UK.

The meeting's core topics were an update on the SUP Grand Prix and Championship series with Paddle UK, creating a legacy for all of Torbay to benefit from elite sports, creation of a "SUP Map of the English Riviera," the development of "Inflation Stations" and information points for paddleboarders, and the assembly of a Digital Toolkit to support local businesses to attract SUP tourists.

Brendon advocates for a joined-up approach to promote Torbay as a paddleboarding destination, citing its unique geography and potential for various water sports. He gave an update on funding for the SUP Grand Prix, and other elite SUP competitions from Paddle UK. Brendon highlighted the importance of legacy and accessibility in the council's work, emphasising the need to join up different voices and perspectives to make an impact.

The group discussed:

The initiative of making Torbay the Paddleboarding Capital of the UK fulfils the 2022-2030 Destination Management Plan Theme 2: On the Water, and the action to develop a water sports hub and supporting the UNESCO Geopark.

A proactive approach to council funding, prioritising stakeholder support and legacy.

Improving water safety and accessibility.

The importance of choosing the right location for water sports, citing safety concerns and the need for accessible information.

Contacting Rt. Hon Anthony Mangnall, MP for Totnes for support (does anyone have an existing relationship with Anthony? Please reply.)

Inflation Stations

John Hibbard and George Shillito from Red Paddle brought along an inflation station to show how it could be used, the costs, and where it could be sited. He stressed the company's approach to promoting safety in water sports, including the use of personal flotation devices and waterproof phone cases.

We'd like to create a proposal for installing 10 or more inflation stations around Torbay.

To see a visual and get the specs for these units, check out PCL:

<https://www.pclairtechnology.com/stand-up-paddleboard-inflation-station>

Torbay Hospitality has [secured financing](#) for beach cafés for these units with loan payback through your card machine. We are working to put together a one-click package so businesses along the coast can access the machines and funding easily.

Inflation stations, safety, and community engagement.

The group discusses vandalism of the inflation stations.

Jan Tribble and Richard Maddock from Kay Elliott Architects sent their apologies. Jan rang earlier in the week to contribute to the discussion. He emphasised the importance of not hiding the inflation stations away and allowing people to interact and gather around them.

Health Benefits of water sports

Katie Smith from the Wave Project has compiled information on existing paddleboard programs and their mental health benefits to showcase the positive impact and get tourism stakeholders onboard.

An idea was put forward to put together a "library" of water sports and options in Torbay to showcase breadth of activities, including promoting the English Riviera as the main hub for open water swimming.

Public beach access and safety

It was suggested a cafe could take over managing watercraft at a beach, providing a safer alternative to relying on the council. There was a concern over accessibility of water access locations, citing seasonal closures and limited hours of operations at cafes.

Sean White suggested an app or website with up to date paddleboarding conditions like winds and currents.

Rob Parsons, the Harbourmaster wants to keep an open dialogue with the group and involve everyone in the discussion.

Creating a digital paddleboard map of the Bay

Jan shared an idea for a digital map on Google Earth Pro to pinpoint specific locations, such as escape routes, low tide beaches and hidden coves.

Jan at Kay Elliott offered to make the digital map for us, if we provide the points we want to include, and homework is assigned to think of additional locations.

A digital version of the Piste Map idea is unanimously popular and John from Luum Paddleboards offered to collate the communities' suggestions. A Google Drive with a shared document is **HERE**: <https://forms.gle/8DXAnhhahAB8aFYz7> Please populate the document with launch points, safety features, and aspirational locations like hidden beaches i.e. best seaglass, best wildlife, best views.

Recommended "App" for this type of work is Touchstay. Here's an example kindly shared by The Chesterfield: <https://guide.touchstay.com/guest/b5jqJAQzLAqm9/>

Creating a printed paddleboard map of the Bay

Treat Marketing suggests creating a simplified map with essential information like safety points, launch locations, and café and restaurant listings, which local businesses could pay to advertise on.

An illustrator could be hired to create the map, and featured businesses could contribute financially to the project. Custom Coffee Co was mentioned as a north star and we've been in touch with Leon and also Stella Issac Illustrations to find a way forward with a printed version.

Lyn from Treat suggested using QR codes to connect paddleboarding locations and hospitality businesses with locals and tourists, for Après SUP offers and more.

Further actions to take forward

Create a joined-up marketing approach across stakeholders to consistently promote the English Riviera and Torbay for water sports.

Identify key dates and decision points for securing events (volunteer needed)

Develop a database to compile all water sports assets, activities, and stakeholders in Torbay (volunteer needed).

Good news from the SUP HUB Community

Holly from Babbacombe Beach Café shared good news about a donation to help with emergency situations in the area, and a new defibrillator has been installed at Babbacombe Beach. *Thank you.*

Next meeting

The next meeting of the working group is confirmed on Wednesday 17th April at the Redcliffe Hotel from 18.30 to 20.00.

Huge gratitude to Offshore for their hospitality and to every attendee for making time to attend the working group.

Leaders are emerging within the Working Group – do you have time to volunteer?

Communications direct with the council: **Rob Parsons** is leading – thank you

Daily conditions update available in a digital format from **Sean White at Soak** – thank you

Add to the Torbay & English Riviera SUP “Piste Map”: Google Drive:

<https://forms.gle/8DXAnhhahAB8aFYz7>

Location pins compiled and curated by **John at Lumm Paddleboards** – thank you

Digital map of the pins compiled by **Jan Tribble at Kay Elliott Architects** – thank you

Inflation Stations provided by **John Hibbard and George Shillito at Red Paddle Co** – thank you

NEW Finance options for the Inflation Stations provided by **Churchill Private Finance** - [Link](#)

Add to the SUP HUB web page, share, encourage petition signatures and sign-ups:

<http://www.torbayhospitality.co.uk>

Note: While every effort has been made to accurately reflect the discussions and action items from the meeting, any omissions or errors are unintended and can be addressed in the forthcoming session.