

SUP Hub Meeting Notes - 18 June 2024

Attendees

Over 20 representatives from Accommodation, Food and Drink, Safety, Accessibility, and Sustainability (and more) attended the meeting held at the Redcliffe Hotel.

Agenda

1. Status updates from working groups
2. Update on the SUP Hub map
3. Announcements about inflation stations and upcoming events
4. Workshop on engagement ideas to attract wellness, retail, transport, culture, and events

Status Updates from Working Groups

Food and Drink

- **Inflation Station:** Anstey's Cove Cafe now has an inflation station.
- **Après' SUP events are being held** at Cantina in Goodrington with Reach Outdoors and Cafe Rio in Maidencombe with SUP Torbay
- **Social Media Marketing:** All members are encouraged to add paddleboarding images and wording to their social media marketing. Consider offers for people on the water, such as energy boosting breakfasts and snacks, smoothies, and after-SUP offers like pizza, burgers, beer and cocktails.
- **Special Events:** Meadfoot Beach Cafe is interested in hosting Paddle and pizza events on the water, and Anstey's Cove is interested in weekend paddleboarding events.
- Soak Lifestyle is currently working through a massive calendar of events here: <https://soaklifestyle.co.uk/activities/>

Accommodation

- **Ranking System:** Introduction of a one-board, two-board, three-board ranking system based on facilities such as sand removal, storage, parking, and indoor equipment storage.
- **Survey:** A survey has been sent out to accommodation providers to complete.

- **Digital Badges:** Proposal for badges or digital badges for accommodation providers to display on their websites.

Sustainability

- **Dynamic SUP Hub Piste Map:** Plans to make the SUP Piste Map more dynamic with monthly updates, particularly for where seals are pupping in August and September, locations of five-mile-an-hour buoys, and waterski lanes. The map will also include no-go areas.
- **Free Pins for All:** The map will be updated to include participants in accommodation, food and drink, safety, and accessibility.
- **Map Improvements:** Lynn has started work with Jan Tribble to improve the map layers to ensure all types of businesses and events can be added (right now, there is a limit of 8 layers and they are all being used.) We are consolidating the map layers to make room for all of the SUP Hub offers, in every sector.

Safety

- **Racing and Elite Sports:** A focus on emergency contact information, buoyancy aids, and carrying mobile phones.
- **Weather Forecasting:** Integration of hourly weather forecasting from the NCI website into SUP Hub information.
- **Intro to Racing Events:** SOAK is hosting "Intro to racing" events. Interested parties should contact Sean at SOAK or Brendan from Super Champions.

Workshop

- **Engagement Ideas:** Participants provided contact details and ideas for engaging with wellness, retail, transport, culture, and events sectors.
- **Torbay Hospitality:** Lyn and her team will identify decision-makers in these sectors and invite them to the next session.

Announcements

- **Council Involvement:** The economic development team at Torbay Council has expressed interest in attending the next session. Dates are to be confirmed.
- **Press and Media Engagement:** John Hibbard from Red Paddle and Jason Parry from Mercure have proposed a PR initiative to attract national and international press attention to Torbay. This will involve hosting press and media for a weekend, including paddleboarding tours, accommodation at the Mercure, and food and drink offers from local SUP Hub supporters.

Next Steps

- Each working group leader will contact their members to address questions and issues during July.
- All working groups are encouraged to expand their reach and involve more people in the SUP Hub initiative.
- Lyn at Torbay Hospitality will gather contact details for leaders in wellness, retail, transport, culture, and events to bring them onboard with the SUP Hub mission.
- Plan the next meeting with the economic development team at Torbay Council.

Closing Remarks

John Hibbard, co-founder of Red Paddle praised this community's unique dedication and alignment towards promoting leisure paddleboarding in Torbay. He offered to connect SUP Hub with paddleboarding publications and influencers to enhance visibility.

Lynn will speak at the Paignton Chamber of Commerce on 25 June to discuss SUP Hub with local business leaders.

Stay tuned for further meeting announcements.

Appreciation

A special thank you to every participant for their contributions and for giving up their time to participate. We would not be where we are without the drive and determination of this community. Our thanks to Jackie and Amanda at the Redcliffe for kindly providing this meeting space.

Thank you.