

# Sub Hub Super Communities Meeting

May 22, 2024

Lyn welcomed all attendees and gave a brief introduction on the purpose of the Sub Hub Super Communities initiative to make the English Riviera the Stand-up Paddleboarding Capital of the UK. This initiative is community-led, meaning the messages from this group are shaped by the businesses, community leaders and organisations in Torbay directly involved in the visitor economy.

We had a brief presentation with examples of successful surfer accommodation, food/drink, and retail offerings from Newquay, known as the Surf Capital of the UK. The goal was to spark ideas for how similar concepts could be implemented in Torbay to attract more SUP tourists while protecting the local environment.

The attendees then split into five breakout groups to discuss key topics:

## **Food & Drink Group:**

Facilitated by Kelly Widley, this group generated ideas for SUP-themed events at beach cafes. A proposed event at Ansteys Cove featuring a sea shanty band and barbecue was well-received. Also Meadfoot Café was interested in a Friday Pizza event from 3PM. Questions about inflation station noise levels were referred to Red Paddle. Collaborations across businesses were encouraged. Marketing for all coastal businesses that there is a SUP Vibe and sup-friendly breakfasts, lunches, snacks and apres' SUP offers were encouraged for all.

## **Safety & Governance Group:**

The Groups Chair, Brendon Prince sent apologies. Rachel from Reach, John from NCI, Crispin from Waterborn and Chris Leaman held an extensive discussion occurred around insurance needs for events with varying participant skill levels. Attendee medical forms and emergency contacts were suggested. The Paddle Tracker app and designated egress points were recommended. Skill requirements and buoyancy aid policies require further review. Their list of requirements was comprehensive and will be forwarded to a group chair to take forward.

## **Sustainability Group:**

Led by Sarah Greenslade, this group focused on protecting local wildlife like seals year-round, and especially during pupping season. They recommended adding markers on the digital map to designate no-entry zones during critical months. Also 5 knot markers, water ski lanes, seagrass, and swimming buoys to be added to the sup map. Areas of nesting birds at Berry Head were also discussed. The group will work on distributing and making available important educational materials about minimising disturbance.

## **Accessibility Group:**

Facilitated by Katie Smith from The Wave Project, this group's discussion focused on various challenges and opportunities for enhancing accessibility in SUP. Key points from the discussion included the need for an improved Accessibility SUP Hub, particularly focusing on clarity and ease of navigation from mobile phones. Questions were raised about who would take responsibility for enhancing website accessibility. The group also discussed services for disabled adults and the possibility of accessible racing and Para SUP championships. Questions about the presence of Para SUPers and potential public health funding opportunities,

such as Active Devon initiatives aimed at older people, were explored. Additionally, they considered partnering with organisations like Reach to foster business growth inclusive of accessibility considerations. Steve Darling's work with accessible kayaks for the blind and the idea of implementing countdowns with hand signals for accessible starts were also discussed.

**Accommodation Group:**

Facilitated by Wendy Norris, this group discussed the survey recently launched for Torbay accommodation providers. The survey aims to evaluate each property's level of SUP friendliness. It was also raised that different levels of expertise and local paddleboard knowledge should be accounted for in marketing these providers. Notes from the session were not yet available at the time of drafting these notes. (27 May)

To participate in the Accommodation survey, visit: <https://forms.gle/5A71LA3XKS73ygoF7>

**Each group will receive their own copy of their discussion points to take forward with their peers and in the next discussions.**

The next meeting was scheduled for 18<sup>th</sup> June at 11.30AM at The Redcliffe to encourage attendance from Council members and to continue progress on the topics raised.

**Huge thanks to everyone that took time to attend and to have their voice heard. We appreciate your time and input into making this initiative a reality.**