

Update from the SUP HUB Working Group meeting on 17th April 2024 at the Redcliffe Hotel

Agenda:

- Updates from Brendon from PaddleUK and other key stakeholders
- Pop-up announcement from Carolyn Custerson from ERBid
- How can the hospitality sector tailor their offer to the paddleboarders? (hotels, B&Bs, bars, restaurants and cafes)
- A preview of the 2024 SUP HUB map
- Call for volunteers to take forward the printed map
- New easy-order system for inflation stations

PaddleUK Update from Brendon

Brendon had a meeting with PaddleUK on the 17th to show them around the bay in the sunshine. The bids for these elite sporting events are all in place and we are awaiting a decision. If these proposals are funded properly and accepted by the governing bodies in SUP, Torbay will host the UK Nationals 2024-2028, World Grand Prix in 2026 and World Championships in 2028.

Surprise announcement from Carolyn Custerson

Carolyn presented some facts about tourism in the Bay, and explained the Destination Management Plan for Torbay, and its key theme “On the Water”. The SUP HUB concept integrates into the destination management plans perfectly, and she pledged financial support for the 2024 UK National Paddleboarding competition event. Furthermore, she announced that this investment would be equally matched by Torbay Council, marking a significant advancement in positioning the English Riviera as the Paddleboarding Capital of the UK.

Community and commercialisation

Discussions centred around understanding and meeting tourist preferences. From creating SUP-friendly accommodation, Après' SUP dining offers to training and safety, the focus was clear: enhancing paddleboarders' experiences is essential to attracting more demand to The English Riviera. The prospect of marketing paddleboarding holidays in The English Riviera as "SUP-friendly adventures" garnered enthusiastic responses. Proposals included adopting 'SUP-friendly' amenities for accommodations, signposting to nearby SUP rental facilities, and generating tourism demand through water activities.

Preview of the Sup Hub digital map

A key takeaway was the preview of the crowdsourced digital map, 2024 SUP HUB map, kindly assembled by John at Lumm Paddleboards and Jan Tribble from Kay Elliott Architects. Suggestions were put forward for making this map more inclusive of local knowledge, businesses, and safety information.

This ambition opened a call for volunteers passionate about translating this digital innovation into a printed map that can reach even wider audiences.

To be involved in the printed maps project, please contact Rosie Bennett at 07807 101644.

Conservation of protected species and places

Conservation efforts, especially concerning the seal populations were discussed, highlighting the need to educate the public on respecting the places where wildlife need protection.

Accessibility for all

The theme of accessibility was strongly advocated for, with suggestions such as providing beach wheelchairs and ensuring basic facilities are available to all. Concerns were voiced about how to sustainably fund these initiatives, leading to a broader discussion on setting industry-wide standards for paddleboarder-friendly accommodations and services.

Inflation Stations are essential for accessible SUP

For more information about buying an Inflation Station for your coastal business, and secure your place on the SUP maps, visit <https://torbayhospitality.co.uk/inflation-stations>

General information about the SUP HUB initiative, why it is important and all the previous notes and ideas, visit <https://torbayhospitality.co.uk/sup-hub>

Towards a unified approach

Throughout the meeting, the creation of more granular working groups emerged as a pivotal step towards achieving our goals. These groups will focus on specific areas such as Accommodation, Food and Drink, Safety, Accessibility, Sustainability, and Governance. Each group will meet independently to develop project deliverables that will collectively push the SUP community into its next phase of growth.

It's time for you to get involved in one of the working groups - simply contact the Group Leader:

Accommodation: Wendy Norris, Chair of The Bridge Group and owner of The Berburry, chair@bridgegrouptorbay.co.uk, 07739 449180.

Food and Drink: To be confirmed

Safety and Governance: Brendon Prince, brendon@thelongpaddle.co.uk, 07974 243965

Accessibility: Katie Smith, The Wave Project katies@waveproject.co.uk, 07376 319281

Sustainability: Sarah Greenslade at The Seal Project sarahthesealproject@gmail.com

An invitation to contribute

Our plans for SUP HUB are expansive and inclusive, and we invite everyone within Torbay to join us. Whether it's volunteering for the printed map project, offering insights on sustainability, or joining a working group, your participation is valuable.

For those in the hospitality sector, now is the time to consider how your offerings can be tailored to meet the unique needs of paddleboarders. The preview of the 2024 SUP HUB map was just a precursor to the collaborative efforts we are planning. Together, we can create a legacy grounded in accessibility, community, and environmental respect.

Next meeting

The next SUP HUB Working Group Meeting has been re-scheduled **for Wednesday 22nd May at 18.30 in the Redcliffe Hotel**. Thank you to Jackie Kelly for kindly arranging this meeting space at no cost to our group.

Would your restaurant like to get involved?

If you would like to trial your "Après' SUP" restaurant offers to the working group, please get in touch to host the June meeting! We'll get all the bookings in advance for you.