

**EASTBOURNE HOSPITALITY ASSOCIATION**  
**MINUTES OF EXECUTIVE COMMITTEE MEETING HELD: Tuesday 4<sup>th</sup> August'20**  
**Lansdowne at 12.30pm**

**Present:** Mark Cotman (Chairman), Kristian Hayer (Vice Chairman) David Brachtvogel, Ron Brooker, Catherine Clifford, Roger Cotton, Heidi Cowderoy, Gaynor Sedwick (via TEAMS), Shoes Simes, Mel Stratford, Chulin Xia, Jack Brownell (VE), Yvette Cowderoy (Secretary)  
**13 Attendees**

**Absent:** Alex Adam, John Squires,

<b>1</b>	<b>MINUTES</b> of the Executive Meeting held on <b>7<sup>th</sup> July'20</b> were passed as read. <b>APPROVED</b>	<b>Action</b>
1.1	<b>APOLOGIES:</b> Jonathan Webley, David Brachtvogel & Matt Huddart	
<b>2</b>	<b>VISIT EASTBOURNE UPDATE:</b> By Jack Brownell <ul style="list-style-type: none"> <li>• [See <a href="#">attached</a> Destination Update for full presentation]</li> </ul>	
2.1	<p><b>VisitEastbourne Highlights:</b></p> <ul style="list-style-type: none"> <li>• Acknowledged VE working closely with EHA, BID &amp; CofC on 1) Covid-READY &amp; 2) LoveEBN campaign</li> <li>• <i>Covid-READY:</i> Multi-sector quality assurance scheme; PPE Risk Assessment &amp; Social Distancing protocols</li> <li>• <i>LoveEBN:</i> More consumer facing; multi-stranded target audience; Social Media based campaign: Wedding   Family   Couples   Active   Wellness -&gt; <a href="#">Video No1</a></li> <li>• Already working on 2021 Eastbourne Holiday Guide; Meet with designers 6Aug20</li> <li>• VisitEastbourne.de: Aiming to go 'live' end of August</li> <li>• Competition: Win 3 nights at Hydro Hotel extremely successful; part of entry process, signup for Holiday Guide, because requests for guide were down</li> </ul> <p><b>Tourist Information Centre:</b>  Over last few years, explored options to relocate; current building built in March 1990; evolution change towards digital/technology; rethink providing TIC services; Closed during Covid lockdown, speed-up decision to permanently close Cornfield Rd site &amp; relocate to DQ Welcome building. This will significantly cut current costs vs budget restrictions. Relocation allows BDC to preserve TIC; Moved by Mid-September. Currently in consultation stage with staff, who will retrain &amp; be more digital focused; an extension to marketing team, supporting businesses through website.</p> <ul style="list-style-type: none"> <li>• Queries to email: <a href="mailto:tic@lewes-eastbourne.gov.uk">tic@lewes-eastbourne.gov.uk</a></li> </ul> <p><b>Event Highlights:</b></p> <ul style="list-style-type: none"> <li>• EBN Eye (big wheel) extended to end of September</li> <li>• Beachlife reshaped into Drive-in movies; Proved so popular; extending to 8 more shows; £25 per car</li> <li>• New Event at Hampden Park: 22<sup>nd</sup>/23<sup>rd</sup> August; EBN Summer Music Festival</li> <li>• EBN Walking Festival: 71 FREE Guided walks; capacity increased from 5 to 30</li> <li>• Kayak rental opening from 3<sup>rd</sup> August'20 located at Wish Tower beaches</li> <li>• Bandstand 2021 tickets go on sale in November'20; So will Redoubt Cinema</li> <li>• Downs Golf Course: Green fees -&gt; Junior £15 &amp; Adults £30; Clubhouse re-open</li> </ul> <p><b>Conference Highlights:</b></p> <ul style="list-style-type: none"> <li>• Accredited by both Visit England &amp; Covid-READY quality schemes</li> <li>• From 15<sup>th</sup> August, Gov guidelines allow pilot events up to 30 people; From 1<sup>st</sup> October all events of all types to restart</li> <li>• Exhibiting at Olympia, London from 19<sup>th</sup> to 21<sup>st</sup> October; focusing on Destination Resort together with Conferences; upgrade to larger/prominent stand</li> </ul>	
2.2	<p><b>Questions:</b></p> <ul style="list-style-type: none"> <li>• How can these events continue, while Bandstand cancelled? Jack confirmed they have robust Risk Assessment &amp; onus on them! Greater pressure on EBC than 3<sup>rd</sup> party; Shoes -&gt; mixed message regarding live entertainment.</li> <li>• <b>AP</b> Jack to investigate criteria with events team</li> <li>• Mel asked what the challenges are Re: Bandstand; Jack confirmed capacity issues; each ticket is c£8; not financially viable requires max occupancy vs SD restrictions; most difficult challenge how to control crowds outside</li> <li>• Heidi: Evident EBC will take money from 3<sup>rd</sup> parties presenting an event but will not</li> </ul>	<b>JB</b>

**EASTBOURNE HOSPITALITY ASSOCIATION**  
**MINUTES OF EXECUTIVE COMMITTEE MEETING HELD: Tuesday 4<sup>th</sup> August'20**  
**Lansdowne at 12.30pm**

	<p>themselves; Jack acknowledged how it comes across.  <b>AP:</b> Jack to investigate further &amp; report back</p> <ul style="list-style-type: none"> <li>Mel: Asked if Golf Course making profit; <b>AP:</b> Jack to ask Annie, but had 41+ new members join</li> <li>Heidi: Conference 30 attendees vs wedding; Gov. guidelines constantly changing; currently investigating 'hybrid' events, with a Brighton based company</li> <li>Heidi: Questioned Bandstand opening 11am-4:30pm; EBC not supporting; taking business away from other café owners in same location as not traditional practice</li> <li>Shoes: VEWebsite Food &amp; Drink section; <b>AP:</b> Jack to email imagery specifications</li> <li>Shoes: Seafront market vs white vans; Drop off only / parking elsewhere  <b>AP:</b> Jack to speak to Luke Johnson; Explore getting written into trader contracts; Stephen Holt also speaking to NCP for Vans to park there at discounted rate?</li> <li>Shoes: Pitch'n'Put at Princess Park: Several parties interested to rent/upkeep; could the council grounds team help initially restoring it?  <b>AP:</b> Jack will forward to Phil Evans &amp; Neighbourhood 1<sup>st</sup> Team who manages PP</li> <li>Mark: Part of VE/ EHA Partnership agreement have not received any booking stats  <b>AP:</b> Jack to email to Mark for distribution; then update monthly  <b>AP:</b> Jack to investigate why Guestlink+ is not live syncing with booking systems; Example: Mel uses Q-book &amp; received double booking</li> </ul>	<p>JB JB  JB JB  JB JB</p>
<b>3</b>	<b>MATTERS ARISING FROM MINUTES (Action Points)</b>	
3.1	AP 4.3: Confirmed Mel sent out draft Member Conduct Policy; See below section	
3.2	AP 6.2: Mark confirmed present time not conducive to invest in 'fogger' equipment	
3.3	AP 9.1: Confirmed Yvette sent out historical membership fee matrix; See below section	
3.4	AP 9.2: Still a few Passport members with overdue/outstanding invoices; Ongoing	
3.5	AP 11.2: Insurance; FCA completed closing statements; mid-September before judgement/result. Anticipate 60/40 in our favour at the moment but could all change!	
3.6	AP 11.3: AGM: Agreed to try again for <b>15<sup>th</sup> September</b> ; <b>AP:</b> Yvette to issue 6 weeks' notice of a 'hybrid' meeting; Explore holding at the View Hotel which is an EHA member	YC
<b>4</b>	<b>PARKING BAY REMOVAL VS PROPOSED CYCLE LANE UPDATE</b>	
4.1	<ul style="list-style-type: none"> <li>Member email for action &lt;Attached&gt; issued 28<sup>th</sup> July'20, with Generic Councillor letters; along with ESCC proposed route document &lt;Attached&gt;</li> <li>Kris enquired Chamber's position with Shoes; Only proposal outlined is on the Landside with narrowing of carriageway not a continuous advisory lane; Response: no decision made, openminded to forge best way forward for everyone</li> <li>Mark: Outlined idea; drawing from Tim Smit; with radical ideas, just go for it! Seafront closed for general traffic, landside becomes 'angled' parking, seafaring side becomes a 2-way cycle route, acknowledge this would put extra strain on Seaside Rd; Kris confirmed on 22<sup>nd</sup> July, ESCC plans due to time constraints Re: funding; will only consider Landside proposal; plus Seaside is already at capacity</li> <li>Kris stressed that throughout these talks/discussion EHA wants to engage constructively; ESCC required to implement all strategies due to how funding works</li> <li>Gaynor: Landside in current format destructive &amp; not fit for purpose; keep fighting</li> <li>Monday 17<sup>th</sup> August'20 ESCC meeting to vote next steps; Consultation &amp; put to an independent control board; which possibly will be rejected</li> <li>Heidi: Cycle routes proposed 3 times over last 18yrs with no solution; Who will benefit from this; no clarity or measure of success; waste of money; test traffic flow</li> <li>Shoes: ESCC working on a walking/cycling strategy for 5 years, but has not delivered report yet; Chamber actively lobbying for this; it is coming &amp; long overdue</li> <li>David Tutt's response to initial letter; an ESCC problem &amp; circumventing issue</li> </ul> <p><b>All</b> agreed that Landside proposal should be rejected &amp; continue with next steps. Everyone wants a cycle lane, but with a robust joined up constructive plan with ALL stakeholders; From concept stage, through to delivery; utilise newly formed Business Alliance in positive, engaging way forward.</p>	

**EASTBOURNE HOSPITALITY ASSOCIATION**  
**MINUTES OF EXECUTIVE COMMITTEE MEETING HELD: Tuesday 4<sup>th</sup> August'20**  
**Lansdowne at 12.30pm**

4.2	<p><b>Next steps</b> for working group:</p> <ol style="list-style-type: none"> <li>1) Members to issue Council letters as stated above</li> <li>2) Letter to Councillor Dowling from EHA directly</li> <li>3) Formally write to ESCC &amp; EBC leaders</li> <li>4) Draft press release asking for clarity on main benefactors; target demographic; infrastructure will vary from tourist to residential</li> <li>5) Request talks through an independent facilitator with all key stakeholders aiming for a suitable &amp; viable solution benefiting all</li> </ol>	
<b>5</b>	<b>EASTBOURNE RECOVERY UPDATE</b>	
5.1	<p><b>Covid-READY:</b></p> <ul style="list-style-type: none"> <li>• 4<sup>th</sup> Aug'20, details on how members sign up to scheme was emailed &lt;Attached&gt;</li> <li>• 11 business sectors have now been released; next sector is offices Eg: Solicitors   Accountants</li> <li>• Mark reiterated; Risk Assessments always need to refer back to Govt advice</li> <li>• Shoes: Reason for delay? Mark: RA validation from ESCC Primary Authority</li> </ul>	
5.2	<p><b>LoveEastbourne Campaign:</b></p> <ul style="list-style-type: none"> <li>• First of five promotional videos launched Friday 7<sup>th</sup> August'20: <b>Video No1</b> -&gt; overarching destination video incorporating various profiles released in September</li> <li>• LoveEBN competition <a href="#">LoveEBN-3Night-ViewHotel</a>, includes beach hut hire</li> <li>• Wedding prize give away with Lansdowne; bespoke made wedding dress</li> <li>• Used Italian Gardens as setting; Drone, video &amp; photo footage; wedding journey to segment to different profiles: Family   Active   Wellness</li> <li>• £13k 4-day shooting Kris negotiated for FREE</li> <li>• Separate 2-day shoot; models from BritSchool who have c250k followers over various media channels; VE have added 195 images to their library stock</li> <li>• Kris showed small snippet of imagery created by ProPro Photography</li> <li>• Put together, week-by-week release schedule; focusing on different aspect/activity</li> </ul>	
5.3	<p><b>PPE Shop:</b>  Mark confirmed "Ticking along"; Still a requirement to promote though</p>	
<b>6</b>	<b>MEMBERSHIP: PRICE INCREASE FROM SEPTEMBER</b>	
6.1	<ul style="list-style-type: none"> <li>• Matrix showing historical membership fee from 2005 distributed ahead of meeting</li> <li>• Agreed EHA currently offering greater value to membership; updates during recent pandemic as an example; needs to be reflected</li> <li>• Previous invoices issued on pro-rata basis to start new September invoicing period</li> <li>• Agreed Trade Membership needs to increase from £100 to £125</li> <li>• Agreed Associate/Social Membership needs to increase from £17 to £25</li> <li>• Ron: Move into HRT was sold to members that fees would not increase; EHA in different times now</li> <li>• Derek charges by number of rooms he inspects; AA inspection, 10 rooms inspected</li> <li>• Mark questioned appetite for increase; all approved growth in fees; quandary is by how much? Suggestion was 10%</li> <li>• Roger: Is there a budget? Mark confirmed projected financial forecast; revenue from membership fees, look at 2021 budget &amp; increase fees proportionately</li> <li>• There must remain contingency levels in bank A/c for Kestrel House</li> <li>• Catherine: Not opposed to increase, considering extra work recently undertaken; Fine line being careful of current situation</li> </ul>	
6.2	<p><b>AP:</b> Create budget for next 2/3 year by acting Treasurer; Issue to Exec offline for approval &amp; Proxy vote for increase</p>	MC / YC
<b>7</b>	<b>TIC &amp; THEATRES</b>	
7.1	<ul style="list-style-type: none"> <li>• Gaynor: Feels very strongly; NO consultation with EHA; seems a done deal; TIC should be a prominent point of arrival in the town &amp; easily accessible. Showcase for what's on in area/town plus accommodation help; Used by both visitors &amp; locals.</li> <li>• Heidi: Agree with Gaynor; gone from 1 to 2 (TIC &amp; RHT) back 1 &amp; now to an office assisting on digital marketing</li> </ul>	

**EASTBOURNE HOSPITALITY ASSOCIATION**  
**MINUTES OF EXECUTIVE COMMITTEE MEETING HELD: Tuesday 4<sup>th</sup> August'20**  
**Lansdowne at 12.30pm**

	<ul style="list-style-type: none"> <li>We should be making a comment on this; specially on how the U21 think</li> <li>U21 meeting recently, Jack mentioned “pop-up” points for 6 months; might be viable option/solution going forward; located at Train Station &amp; Beacon; needs EHA input</li> <li>Downland Plan: An idea is to incorporate TIC hub at Beach Head Shop, who receives c900k visitors; A way to push towards EBN instead of back to Brighton</li> </ul>	
7.2	<b>AP:</b> Mark to raise an objection to EBC; not being consulted; look to engage with follow up with ‘pop-up’ idea; Also include Theatres being closed until June 2021	<b>MC</b>
7.3	<ul style="list-style-type: none"> <li>Heidi: Explore with Business Alliance a working party to create an enterprise/funds for a seasonal ‘pop-up’ for hospitality</li> <li>Suggested locations for a Pop-up: Station, Beacon (opp. Holland&amp;Barret) or Kiosk, Hotel, Enterprise Centre; Seems EHA is more creative than EBC!</li> <li>Jack also mentioned Street Ambassador similar to BID vs fixed satellite locations</li> </ul>	
7.4	<b>AP:</b> Approach a working group & trial a Business Alliance meeting to progress EHA questions; The plan for tourism going forward -> EBC to share emergency strategy	<b>MC / KH</b>
<b>8</b>	<b>MEMBER CONDUCT POLICY</b>	
8.1	<ul style="list-style-type: none"> <li>Discussed draft Code of Conduct create by Mel distributed ahead of meeting (Thank you to Mel for the time invested in working on this)</li> <li>All agreed wording sufficient, but online activities need to be included, as we do not have a Social Media policy; problematic area, need to be careful on how we phrase</li> <li>EHA view vs personal view; which one is being represented; problem arises when bringing EHA into disrepute or harming reputation / image of EHA</li> <li>Either in Constitution or EHA mission statement should include: Encourage members to write &amp; promote positive values</li> <li>Not a rule but a value</li> <li>This interim document will be used until the Constitution is reworked in September</li> </ul>	
8.2	<b>AP:</b> Shoes to share Chamber’s Constitution AND Code of Conduct documents	<b>SS</b>
8.3	<b>AP:</b> YC to modify: Under Members Must section; inset “... in ALL forms of communications.” Then upload to the members area on the website	<b>YC</b>
8.4	<b>AP:</b> Mark to look at July’20 Minutes & then upload to members area on the website	<b>MC</b>
<b>9</b>	<b>BANK UPDATE</b>	
9.1	<ul style="list-style-type: none"> <li>Metro Bank: <ul style="list-style-type: none"> <li>Current A/c 1: £18,405.71</li> <li>Current A/c 2: £6,000</li> </ul> </li> <li>Petty Cash: <ul style="list-style-type: none"> <li>£149.76</li> </ul> </li> </ul>	
9.2	PPE Shop purchases vs PPE payment received for orders PPE Shop two partial payments made to Beach Front because he procured stock on his personal credit card; Kris explained this has now been handed over to the office; before doing so completed an income/expenditure report -> taking sock-in hand & sales received, there is £1,300 profit; Kris reiterated that exit strategy has always been, once a line sold-out, take off sale & not reordered; remaining stock either ‘sale on return’ basis or sell on eBay etc; therefore kept to a tight product line	
<b>10</b>	<b>DATE OF NEXT EXECUTIVE MEETING</b>	
10.1	<ul style="list-style-type: none"> <li>Date agreed: <b>Tuesday 1<sup>st</sup> September ‘20 @ 12:30pm</b></li> <li>Venue: <b>York House Hotel</b></li> </ul>	
<b>11</b>	<b>ANY OTHER BUSINESS</b>	
11.1	<b>AP:</b> Ask Phil Evans what EBC strategy for tourism is going to be, as theatres not opening until June 2021; Plus Bandstand remaining closed; check Cabinet Minutes: <ul style="list-style-type: none"> <li><b>EBC Cabinet: Wednesday 15th July’20</b></li> </ul>	
11.2	Shoes: Update from BID & Chamber: <ul style="list-style-type: none"> <li>Had some money signed-off from BID &amp; EBC to invest in some urban art for the Town Centre. Questioned if this could be linked with LoveEBN -&gt; LoveART; 1) Creative group led by Towner advertised for pieces of artwork; 11 vinyl’s to be</li> </ul>	

**EASTBOURNE HOSPITALITY ASSOCIATION**  
**MINUTES OF EXECUTIVE COMMITTEE MEETING HELD: Tuesday 4<sup>th</sup> August'20**  
**Lansdowne at 12.30pm**

	<p>placed on Debenhams window all around nature. 2) Piece of Art on TJ Hughes</p> <ul style="list-style-type: none"> <li>- Monster Hero Safari started early August to bring families into town centre</li> <li>- Continue working with ESCC for road closures</li> <li>- Brighton Fringe; more detail will follow</li> <li>- Chamber focused on EBN recovery with ESCC who has finally produced their document; if anyone requires a copy to let Shoes know:  <b>AP:</b> Shoes will email office</li> <li>- Also focusing on Anti-social behaviour; EHA &amp; Chamber need cross-pollinate &amp; work together on as affects both organisations</li> <li>- Chamber's new President is Nicky Fisher an insolvency practitioner</li> </ul>	<b>SS</b>
11.3	<p>Ron: Concerned over NHS walk-in clinic at Station; need to fight to keep it; Mark mentioned that this has been on EBN Cobra Agenda; strong appetite, national &amp; local to keep it, therefore expecting it will stay.          Consultation Questionnaire: <a href="https://online.ors.org.uk/questionnaire/4784CE">https://online.ors.org.uk/questionnaire/4784CE</a></p>	
11.4	<p>Yvette: EHA to make a BID application for Seafront -&gt; future idea</p>	
11.5	<p>Yvette: OYO operating in too many properties vs Stealth HMO status since lockdown &amp; accommodation providers housing people with anti-social behavioural issues</p>	
11.6	<p>Mel: Bi-monthly meetings; currently paused dealt within Cobra meetings; But will start again soon with David Tutt; Next Cobra meeting not until September due to holiday</p>	
11.7	<p>Chulin: If there is a second Covid-19 wave, is there a strategy in place?</p>	

**Meeting Closed at 15.07pm (2hr:20mins)**