

**EASTBOURNE HOSPITALITY ASSOCIATION**  
**MINUTES OF EXECUTIVE COMMITTEE MEETING HELD: Tuesday 2<sup>nd</sup> June 2020**  
**Virtually using Microsoft TEAMS at 12.30pm**

**Present:** Mark Cotman (Chairman), Kristian Hayer (Vice Chairman) David Brachtvogel, Catherine Clifford, Roger Cotton, Heidi Cowderoy, Brid Phelan, Shoes Simes, John Squires, Mel Stratford, Chulin Xia, Jack Brownell (VE), Yvette Cowderoy (Secretary)  
**12 Attendees**

**Absent:** Alex Adam, Ron Brooker

<b>1</b>	<b>MINUTES</b> of the Executive Meeting held on <b>5<sup>th</sup> May 2020</b> were passed as read & all action points have been amended to. <b>APPROVED</b>	<b>Action</b>
1.1	<b>APOLOGIES:</b> Matt Huddart, Gaynor Sedgwick & Jonathan Webley	
<b>2</b>	<p><b>VISIT EASTBOURNE UPDATE:</b> By Jack Brownell  → [See attached Destination Update for full presentation]</p> <p><b>Website Highlights:</b></p> <ul style="list-style-type: none"> <li>• VE continuing to translate website into German expected to go live in July; then continue with French; translation traditionally used not ideal Google; this will now give own domain: xx.de / xx.fr for greater SEO ranking capabilities Kris pointed out that translator EHA sourced, with no cost implications</li> <li>• VE to add online restaurant reservations using OpenTable to interface with Itinerary Planner which is now live</li> <li>• Online accommodation booking currently open for visits from 4<sup>th</sup> July; worked with SimpleView to extend forward bookings to 2yrs in advance</li> </ul> <p><b>Social Media Highlights:</b></p> <ul style="list-style-type: none"> <li>• Content shared over multiple social media channels; striking balance between informative vs good news stories</li> <li>• Supporting local business &amp; VE members; Eg: Drusillas TV   Frusciardi's   Lansdowne Hotel</li> <li>• VE marked 75<sup>th</sup> Anniversary of VE Day with sharing recipes, cocktails &amp; war stories</li> </ul> <p><b>Event Highlights:</b>  Rescheduled cancelled/postponed events: Beach-Life-&gt;Drive-in Movie (£20 per car) capacity for 130 cars   Open Mic Night   Big Bike Event (22-28 June)   Magnificent Motors-&gt;cavalcade outside EDGH to support NHS   Walking Festival (18-27 Sept)</p> <ul style="list-style-type: none"> <li>• Market traders return early July after restrictions relaxed</li> <li>• Ran through events cancelled &amp; postponed; bandstand end of July</li> <li>• WalkFestival is likely to be 1<sup>st</sup> event in 2020; no printed program, all via VE website</li> </ul> <p><b>General Highlights:</b></p> <ul style="list-style-type: none"> <li>• Council's Seafront Services team take over running of Sovereign Centre from 14<sup>th</sup> June after Serco &amp; EBN Leisure Trust took decision to return centre back to Council due to Covid-19 &amp; reaching a suitable contract breakpoint</li> </ul> <p>Q: Dave asked about memberships -&gt; Jack to find out</p> <ul style="list-style-type: none"> <li>• EBN Downs Golf course reopened 13<sup>th</sup> May; Maintained greens throughout Covid-19 lockdown &amp; froze membership fees &amp; clubhouse open for takeaways</li> </ul>	<b>JB</b>
2.1	<p><b>Questions:</b></p> <ul style="list-style-type: none"> <li>• Toilets, as keeping them shut is causing extreme unhygienic chaos in recent hot weather spell; Jack confirmed that 3 disabled toilets had been opened up at Hollywell, Bandstand &amp; Water Treatment; with an attendant wiping between each usage; also confirmed lifeguards back on duty</li> <li>• Mark: Seafront road closure, heard not opening now until start of July <ul style="list-style-type: none"> <li>○ Confirmed: Opening <b>Monday 22<sup>nd</sup> June'20</b></li> </ul> </li> <li>• Shoes: Asked jack if the response to "Thank You NHS" stunt on Western Lawns <ul style="list-style-type: none"> <li>○ Confirmed: Huge success, but missed out on TV news coverage</li> </ul> </li> <li>• Dave: Notice gone out that NO Carpet Gardens this year; Jack to find out</li> </ul>	<b>JB</b>
<b>3</b>	<b>MATTERS ARISING FROM MINUTES (Action Points)</b>	
3.1	AP 2.6] Mark/Kris to speak to Phil Evans re: Recovery Sub-Group; <b>COMPLETE</b>	
3.2	AP 3.3] YC issued email to Passport advertisers of membership extension; <b>COMPLETE</b>	
3.3	AP 3.5] Business Rate Grants; Heidi has now received both; <b>COMPLETE</b>	

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3.4	AP 3.7]; Strand Hotel; Heidi seems to think this is getting worse since last Exec; Police patrols have drastically increased; Mark to raise again at next EBN Cobra; <b>ONGOING</b>	MC
3.5	AP 3.8]; Membership renewals; communication issued to nudge members; most have paid now; one extension granted to Oban who has end of July; <b>COMPLETE</b>	
3.6	AP 4.1] Insurance companies being taken to court in July by FCA, which includes some of our member cases [Hiscox & Argenta]; these will be test for others; In addition, & injunction with Caroline Ansell, Mark has written to the Chief Executive of the FCA; waiting for response; speculate this will go quiet until July's outcome; <b>ONGOING</b>	MC
3.7	AP 5.1] Job Description; Documents received from Matt; Being reviewed <b>COMPLETE</b>	
3.8	AP 8.3] Hippodrome; Once lockdown lifted, storage cupboard to be sorted; <b>ONGOING</b>	
3.9	AP 11.1] Guidance/policy for reopening; Mark has offered ones written by large Brand, should anyone need any risk assessment documentation; <b>COMPLETE</b>	
3.10	AP 11.2] Announcement that Self Employed to get another grant in August; <b>ONGOING</b>	
3.11	AP 11.3] Opening of seafront; Concerned pushed back now until July; Mark to raise in next Cobra meeting; <b>ONGOING</b>	
3.12	AP 11.4] Planning; Issued email to all members Re: Mansion Lions application; Consulted & submitted said response back to planners; 48/52 For/Against; Majority was NO objection, but EHA added some caveats to address 'against' points: 1) No HMO allowed 2) Parking to be addressed 3) Hotel frontage/façade restored to premium condition; Response-> Agreed to HMO & speaking to Conservational Team; <b>ONGOING</b>	
3.13	Minutes from Tuesday 5 <sup>th</sup> May <b>APPROVED</b>	
<b>4</b>	<b>INSURANCE POLICY TASKFORCE: Update</b>	
4.1	Covered under section <b>3.6</b> above	
<b>5</b>	<b>EHA WEBPAGES: Within VisitEastbourne</b>	
5.1	Mark questioned Jack with regards to accommodation searches & how it links with Guestlink; search criteria limited properties (c13) being listed comparable to BDC; Mel confirmed the same when testing dates; Jack to investigate	JB
5.2	Kris thanked Yvette for getting the main pages completed; asked for Exec feedback before officially informing rest of membership; shared screen to demonstrate <a href="http://www.eastbournehospitality.com">www.eastbournehospitality.com</a> as well as sitting within VE pages	
5.3	Launch event for Visit Eastbourne at DQ is still planned, when it is safe to so	
<b>6</b>	<b>CLOSED HOTELS (Coach Companies in Administration)</b>	
6.1	Relates to Shearings, affiliated to both aspects: coaches & accommodation (Burlington & Majestic Hotels) which has announced it has gone into administration	
6.2	Heidi: Asked about Albany Hotel, seems shut? Raised concerns living next door to Majestic & sitting empty; has c600 weekly guests, Burlington must take more; What is/will future be; Spoke to GrandUK/Holidays, Graham Burke, hinting at rescue package along with Britannia hotels. Debated if this actually was a setback for Eastbourne, considering coaching guests spend/contribute very little to local economy, as bused out daily; models based on volume; Mark confirmed YH still getting enquiries, suggests some future buoyancy. Heidi continued to express concerns; both are huge properties laying empty; going forward they <b>MUST</b> be managed sensibly; also stressed importance of customer confidence on coaches; should EBN change focus to a different customer demographic; Shoes suggested this could be an important opportunity by refocusing and not rely on heavily on an antiquated coaching market	
6.3	Chulin: Speaking to various coach companies, who have written off 2020, due to the impossibility to physically distance; Cumberland relies 50% on coach business; Based on this premise struggle to open; Positive note, 2020 bookings rolled into 2021, meaning fully booked for 2021 already; Further anxieties over quarantine measures for inbound guest from abroad; Caution over a second peak occurring; A-systematic vs testing; adhering to SD is impossible for businesses to operate effectively	
6.4	All agreed how coach companies in administration would affect overall trade & if these spaces would be taken up by the suggested/predicted 'Staycation' trade.	

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	Mark mentioned evidence of German restaurant books back to same levels pre-Covid; Shoes agreed, countries ahead of UK in this crisis, restaurants & bars are FULL; reports of business back to normal (Copenhagen / Hong Kong / Part of USA)	
6.5	Mel suggested the welcome return of a “Bring back British Seaside Holiday” campaign; strong/robust marketing strategy; Kris agreed excellent idea which is covered in <b>AP 12</b> ; currently talking with Annie & Phil Evans in how to utilise our market by linking other business in Eastbourne/London, focusing on health & wellbeing; Looking at how to connect accommodation with other hospitality, making our offering more attractive	
6.6	Roger: Post Covid-19; have received enquiries for commercial, larger properties that will become empty; Enquires for vacant vs different uses, unfamiliar to costal planning restrictions naturally protecting bed spaces, Eg Permitted Development; Another example is Mansion taking non-seafront section to make into residential; If coach industry is in question; change of use will be on the rise [Hotels into Residential]; parking will still be a major problem; Mark confirmed the current council policy is limited approval of residential development, however if serviced apartments EG: self-catering higher probability to be agreed/approved; all we can do is consult & submit objections	
6.7	Parking; If coach companies pulling out & being replaced by extra visitors travelling by car, Councils need to get thinking caps on for suitable ideas; Park & ride schemes along with improved rail infrastructure; Shoes to report back on Council plans	<b>SS</b>
<b>7</b>	<b>BANK UPDATE</b>	
7.1	<ul style="list-style-type: none"> <li>• Metro Bank: <ul style="list-style-type: none"> <li>○ Current A/c 1: £20,859.67</li> <li>○ Current A/c 2: £12,000</li> </ul> </li> <li>• Petty Cash: <ul style="list-style-type: none"> <li>• £149.76</li> </ul> </li> </ul>	
7.2	Shared bank statement; incoming/out goings Highlights: <ul style="list-style-type: none"> <li>• Encouraged to see memberships subscriptions being received after communication went out</li> <li>• Kestrel House Insurance renewal of £296.78</li> <li>• Mark reiterated EHA is in a healthy, fortunate position compared to others</li> </ul>	
7.2	Dave questioned Banners; should have been dispersed equally across seafront, not just small Royal Parade cluster; Agreed ideally, but given to Chair, ViceChair & Secretary – MC Donated to EHA and as there were only 4 it was logical to keep to Chair, Vice Chair and Secretary.	
<b>8</b>	<b>CONFIDENTIAL</b>	
8.1	Confidential	
8.2	<b>CONFIDENTIAL MAJORITY APPROVED</b>	
<b>9</b>	<b>LOGO/SIGNAGE</b>	
9.1	Point raised by Mel that signage needs to be update with new logo relating to general publicity, membership plaques/stickers; Mel & Mark to take off-line	
<b>10</b>	<b>INSPECTIONS: Start Date with Social Distancing in place</b>	
10.1	Inspections suspended due to 1) Derek’s illness 2) Covid-19; requested Exec leadership to start again, now restrictions lifting & Derek healthy/able; <b>ACCEPTED</b>	
<b>11</b>	<b>MEMBERSHIP: Price Increase from September</b>	
11.1	Moved into next Exec meeting in July	<b>YC</b>
<b>12</b>	<b>EASTBOURNE RECOVERY GROUP: Survive   Revive   thrive</b>	
12.1	Shoes gave <u>general update</u> : various sectors of Town come together undertaking analysis first; current stage now working on projects; impressed with work so far	

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12.2	<p><u>Kite Mark: ESCC &amp; PA:</u></p> <ul style="list-style-type: none"> <li>• Mark acknowledged Kris' idea; marketing message to reassure public that EBN safe zone to visit; currently no other town is doing this</li> <li>• Using our partnership have approached Primary Authority which is through ESCC (Trading Standards, Environmental Health, &amp; Fire &amp; Rescue)</li> <li>• Shared initial 6 concept logos; R.E.A.D.Y. created by Lucy from VE; PA strict on acronym wording had to revise R; YC to email out logos for Exec feedback</li> <li>• Will be applied across town who wish to join scheme FREE</li> <li>• EBC has budget via VE as it is a Tourism initiative: stickers, all forms of social media relaunching EBN once our sectors allowed to reopen; Developed &amp; agreed by 4<sup>th</sup> July</li> <li>• Shoes: Update from meeting with EBC; budget to make town centre ready, consultations with BID; Keen to get READY logo all around Town Centre using cross street banners/posters</li> <li>• Budget: Kris confirmed negotiations with Annie Wills &amp; Phil Evans, should they see this as a tourism benefit, potential budget available in addition to BID funds</li> <li>• Kris declared open conversations proving extremely positive around budgets; acknowledged working together with cross party teams, covering whole of EBN</li> <li>• Kris working with Jack Brownell (VE) addressing all implementations, both physical &amp; digital across town</li> <li>• Mel asked who will be ratifying accreditation; Mark confirmed current negotiations with PA, not essential for them to ratify, because it is a campaign for EBN; Kris confirmed subscription not mandatory; subscribe to standards being suggested</li> <li>• In terms of marketing messaging, when EBN opens, your safety is our priority; restaurants, attractions, accommodation pledge to these enhanced standards</li> <li>• Chulin asked how to subscribe; discuss this in next stages; opt-in option</li> <li>• If execute well, fabulous press coverage for Eastbourne</li> <li>• Dave asked if this will be rolled-out externally; no as an Eastbourne initiative</li> </ul>	YC
12.3	<p><u>On-line shop via Website for PPE:</u></p> <ul style="list-style-type: none"> <li>• From recovery groups all pulling together, PPE always high on agenda</li> <li>• 94% of EBN businesses are micro ones with under 10 employees</li> <li>• Purchasing PPE cost affectively &amp; how can they be supported; Buy in bulk vs Amazon high prices vs sourcing responsibly; issued feasibility questionnaire</li> <li>• See attached: &lt;Supporting Eastbourne businesses with PPE - Kristian Hayter v2.pdf&gt;</li> <li>• Demonstrated how it would look like: <ul style="list-style-type: none"> <li>➔ <a href="https://www.visiteastbourne.com/eastbourne-hospitality/shop">https://www.visiteastbourne.com/eastbourne-hospitality/shop</a></li> </ul> </li> <li>• Collective buying power equates to lower prices; responsibly sourced not taking away from much needed NHS supplies</li> <li>• Draw down products in batches, rather than buying large volumes of stock</li> <li>• Shoes: Feedback positive &amp; helpful; wanted timescales -&gt; Little Chelsea x 150 businesses, 650 for BID &amp; c700 Chamber. See attached flyer</li> <li>• Once approved; stock ordered from local suppliers (BuyLocal) to York House and start taking orders from 3<sup>rd</sup> June'20</li> <li>• Dave: Asked if full face/visors be available; Yes -&gt; TechResort CIC (Miles Berkley) has been producing; who also sits on the Recovery Group</li> <li>• Heidi: Quality Services -&gt; are they going to be a member -&gt; yes, invoice raised</li> <li>• See Attached: Questions from Mel</li> <li>• Perhaps a 2<sup>nd</sup> phase to this enterprise offering from PPE, is SD room breakfast packages; economy to scale; packaging up breakfast boxes</li> <li>• Mel raised PlasticFree; as this is a consortium of suppliers, have all technical specifications listed; packaging will be Eco friendly; dispose of responsibly</li> <li>• Shoes: Possibilities now &amp; future; clever thing to do; technology is there even after the shop is closed/stopped; completely setup to be scalable; no subscription fee</li> </ul> <p><b>VOTED: APPROVED</b></p>	

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<b>13</b>	<b>DATE OF NEXT EXECUTIVE MEETING</b>	
13.1	<ul style="list-style-type: none"> <li>• Date agreed: <b>Tuesday 7<sup>th</sup> July '20 @ 12:30pm</b></li> <li>• Venue: <b>York House Hotel</b></li> </ul>	
13.2	Proposed face-to-face meeting; Asked for objections; None received	
<b>14</b>	<b>ANY OTHER BUSINESS</b>	
14.1	Brid: Toilets-None open East of the Pier; Pavilion Café open for takeaway only but cannot use their toilet; unfortunately, gardens & bushes heavily being used!! Mark: Raise at EBN Cobra meeting Wed 3 <sup>rd</sup> June'20	
14.2	Chulin: Asked what the consensus is on 4 <sup>th</sup> July opening; All planning on that date to open again	
14.3	Dave: Raise at Cobra meeting 1) Parking Charge Increases; this hinders tourism recovery 2) Coach companies;	
14.4	Heidi: Further question over 14.2; is the 4 <sup>th</sup> July an actual date by the Government? Concrete or aspiration date? Political term > Subject to all conditions being met, then subject to Government guidance	
14.5	John: Has turned down a couple of enquiries from EU people wanting to use their apartments to self-isolate; Said no, as they are closed. However, if you look on gov.uk website, states up to 10 people can self-isolate in hotels & Guesthouses; seeking clarity-is this now an inclusion for people to stay? Does not specify this is exclusively for keyworkers; seems to contradict other advice out there Mark: Moving target & valid point, will raise at EBN Cobra meeting Wed 3 <sup>rd</sup> June'20	
14.6	Yvette: Passport offering for 4 <sup>th</sup> July opening; Mark to take offline with Dave & Allison Dave asked for suggestions, as still some gaps	MC/D B/AB
14.7	Heidi: Arrange an over 21 meeting/gathering; Heidi to lead organisation	HC
14.8	Catherine: Well done on PPE shop; Asked when going live -> 3 <sup>rd</sup> June'20	
14.9	Mark: Good end to the meeting with lots of positives & thanked everyone for their time	

**Meeting Closed at 14.47pm (2hr:13mins)**