



Minutes of Board Meeting

30th November 2023 – Wollens Board Room

Meeting commenced 2pm

ITEM	ACTION	BY WHOM
<p><u>1</u></p>	<p><u>PRESENT, APOLOGIES, MINUTES, MATTERS ARISING</u></p> <p>Present: Chris Hart (CH) ERBID Chair, Chief Executive Wollens; Andy Banner-Price (ABP) Owner of 25 Boutique B&B; Martin Brook (MB) Owner of Pilgrims Rest; Pippa Craddock (PC) Director, Business & Marketing Solutions Ltd; Richard Cuming (RC) Owner of Bygones; Carolyn Custerson (CC) ERBID Chief Executive; Claire Flower (CF) Director, Beverley Holidays; Jason Garside (JG) Managing Director, TLH; Tim Godfrey (TG) Partner, Bishop Fleming; Jim Parker (JP) Editor in Chief, Torbay Weekly; Kelly Widley (KW) Food and Drink Hospitality Consultant; Sheena Powe, ERBID Accountant; Alison Bayliss (AB) ERBID – taking minutes.</p> <p>Apologies: Lisa Tuck (LT) Divisional Director Economy, Environment, and Infrastructure for Torbay Council; Anthony Payne-Neale (APN) ERBID Vice-Chair, Owner of Court Prior Boutique B&B</p> <p>Approval of Minutes AGM 2023 minutes – amended as per last meeting and approved September 2023 board meeting minutes – amended as per last meeting and approved October 2023 board meeting minutes - approved</p> <p>Matters Arising None</p>	
<p><u>1</u></p>	<p><u>WILD PLANET TRUST GUEST PRESENTATION</u></p> <p>The CEO of Wild Planet Trust sent his apologies. The presentation will be re-scheduled.</p>	
<p><u>2</u></p>	<p><u>FINANCE & GOVERNANCE</u></p> <p>2024 Budget – TG CH, TG and CC met to review the 2024 Budget, as next year is expected to be a challenging year for the Company in aligning to the ERBID2 Business Plan Budget. TG presented the revised budget, which is based on 90% collection.</p>	

	<p>CC advised that key to next year is to increase commercial income. She proposed greater commercialisation of the consumer and business websites, social media channels and consumer newsletters to help achieve this.</p> <p>A proposed option for the B2C website is to offer chargeable enhanced listings, as per the Isle of Wight (also a BID). After general discussion, Action CC to carry out further analysis and speak to Simpleview about the consequences of changing the listings levels.</p> <p>Commercialisation of the B2B site was discussed further, including having a paid business directory and ads on the monthly newsletter. Action CC to put together a B2B strategy for the board's approval. TG is happy to be involved with this.</p> <p>A further proposal of the revised budget is that there will be no increase in core staff salary but a team-based incentive scheme instead, aligned to achieving new additional income.</p> <p>CC advised that an email had been sent to those businesses identified as falling below the £3k rateable value, due to RV changes, and therefore no longer liable to pay the BID in 2024. The email outlined the benefits that would be retained by becoming a voluntary contributor, but only a very small number of businesses have so far taken this option. PC/CF would like there to be another call-out for this. Action CC.</p> <p>Regarding RV changes, CF queried whether businesses who successfully appeal an RV increase, will receive a BID refund. It is thought not, but Action CC to check with Mo Aswat of Mosaic (BID consultant).</p> <p>ERBID3 Options/Next Steps - CC At the last meeting, it was agreed to look further into options for the future. To assist with this, Mo Aswat (Mosaic) has prepared a summary of potential retail value. Following board discussion, Action CC to ask Mo to recalculate using the already designated Core Tourism Investment Areas as the catchment area.</p>	<p>CC</p> <p>CC</p> <p>CC</p> <p>CC</p> <p>CC</p> <p>CC</p>
<p>3</p>	<p><u>DESTINATION MARKETING</u></p> <p>2024 Marketing Strategy and Budget – CC A revised 2024 Marketing Budget had been circulated to the board. Work is now underway to finalise the 2024 Marketing Plan. Due to budget cuts, there will not be a national OOH poster campaign. Instead, all campaigns will be digital, with some OOH activity planned for the Bristol area. £90k has been allocated to campaigns for 2024. Detailed discussions will take place to determine which agencies will be commissioned to undertake the different campaigns, to secure best value.</p> <p>CC has started talking to businesses about potential sponsorship of campaigns.</p> <p>A detailed campaign timetable will be presented in January.</p> <p>PC/CC/ABP will work on a review of brand guidelines which can be shared with levy payers. CF asked for follow-up on discussions about possible rebranding, which took place earlier in the year.</p>	<p>CC</p> <p>CC/PC</p> <p>PC</p>

	CC advised that the budget is not available to consider now and it may be something to revisit for ERBID3.	
<u>5</u>	<p><u>EVENTS UPDATE</u></p> <p>ERBID 2024 Events Fund Due to the budget constraints already highlighted, CC proposed that the additional ERBID Event Development Fund to support new events is temporarily withdrawn for 2024. It was noted that events not sponsored in 2024 will still benefit from ERBID's free digital marketing support. CH pointed out that if the company beats the additional income target, then more funds could be made available later.</p> <p>Air Show Update PC presented the updated Air Show website (sponsored by Big Wave), which is about to go live, to the board. Delivery of the Air Show will be determined on whether £50k sponsorship is raised by the end of January 2024. Sponsorship packages are ready to be launched.</p>	
<u>6</u>	<p><u>EXTERNAL COMMUNICATIONS</u></p> <p>Torbay Funding Update</p> <p>Levelling Up Funding – JP The government's levelling up team spent 2 weeks in Torbay, gathering insight into the local economy. Their recommendations should be announced in the new year. CC added that priorities are 1) better paid permanent jobs, 2) the visitor economy and 3) culture/heritage/events.</p> <p>Conference and Business Tourism – CC Conference business is less now in the area than it has been historically, which needs to be addressed. CC attended a meeting last week for hotels and RIC representatives to discuss the generation of conference business.</p>	
<u>7</u>	<p><u>AOB</u></p> <p>Devon Tourism Awards 2023 The board congratulated the VIC team who won gold for Visitor Information Service of the year, and to CF who received the Outstanding Contribution to Devon Tourism award.</p>	

Meeting closed at 5:00pm