



Minutes of Board Meeting

31st August 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; Anthony Payne-Neale (APN) ERBID Vice-Chair; Andy Banner-Price (ABP) Owner of 25 Boutique B&B; 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; Alison Bayliss (AB) ERBID – taking minutes. Present via Zoom: Martin Brook (MB) Owner of Pilgrims Rest</p> <p>Apologies: Lisa Tuck (LT) Divisional Director Economy, Environment, and Infrastructure for Torbay Council</p> <p>Minutes 27th July 2023 minutes – an amendment is required to include APN as present and chaired the meeting. Action AB</p> <p>Matters Arising Action point for LT to be carried forward from previous meeting – LT to review contract with Parkwood Leisure, regarding conference and business events at the RIC.</p>	<p>AB</p> <p>LT</p>
<p><u>2</u></p>	<p><u>FINANCE & GOVERNANCE</u></p> <p>Levy Collection - CC Collection for 2023 is at 89.3%. Expectations are that the 90% target should be met by the next meeting which means that all planned activity can proceed.</p> <p>Working with Wollens, final letters to debtors will now be prepared with the aim of sending them out by the end of September 2023. KH will supply the list of businesses to Wollens. The next step after the final letter will be summons. CC action – to liaise with Ian Westwood to see if going forward, summons can be issued within the same year, starting from 2023 debtors receiving summons within this year.</p>	<p>CC</p>

	<p>TG noted that this year’s process has been more efficient and caused greater engagement with levy payments. MB advised he is actioning within the Council for more examination of debt collection.</p> <p>AGM and Mosaic Meeting - CC The AGM for 2023 will be held after the board meeting at Wollens at 4:30pm on 28th September. All company members will be invited. Mo Aswat of Mosaic has been booked for the day of 28th Sept. Outline plans are for a round-table discussion with board and strategic partners in the morning, then the board meeting agenda in pm to include discussions regarding ERBID 3 options. Final details and attendance to be agreed. General discussion regarding possible involvement of retail in a future BID. CC noted growing concern about ASB in town centre areas and negative reviews, and that shopping is part of the visitor experience. MB referenced the Brighter Torbay work he is working on with Torbay Council.</p> <p>Legal Challenge We have received a Civil Money Claim for £600 via the HM Courts and Tribunals Service from a BID levy debtor, which the board feel is necessary to defend. A defence has been drafted and an application made to strike out the claim and seek costs. RC highlighted a need for a formal zero tolerance policy on abusive communications.</p>	
<p><u>3</u></p>	<p><u>RESEARCH</u></p> <p>Latest Trends and Insights The How’s Business Survey results for June had one of our highest responses (98) but trends were concerning. June had good weather but resort performance down on June last year. CC feels we may be 10% - 15% down on volume on last year and maybe more on visitor spend – we need to share this with businesses to help them adapt to current trends (shorter stays, later bookings). Discussion regarding latest trends and current business. Some key points: JG – families/mortgage holders are those hit hardest by higher interest rates and cost of living issues. CF – patterns have changed since Covid with people not planning so far ahead. JG – decisions are very weather related. ABP pointed out that some businesses have worse to face as they have not been able to build up the usual reserves over the summer months. APN – a large percentage of his visitors have been from overseas. The weather is looking good now so hoping for a stronger September.</p>	
<p><u>4</u></p>	<p><u>DESTINATION MARKETING</u> - CC</p> <p>July Marketing Report The report has been shared with the board and the board recognised all the good work being undertaken with the ER brand in front of potential visitors 4.5 million times. In September we will get B2B comms out regarding the year’s accumulative figures. Plus, over 5000 visitors were helped through the ERBID Visitor Information Centre.</p> <p>GF is carrying out a full review of this year’s campaigns and will report back at the October board meeting, so that decisions can then be taken about digital destination marketing for 2024.</p>	

	<p>Cruise Ship Marketing</p> <p>The Oceania Vista cruise ship is due on Saturday 2nd Sept. New marketing materials have been produced for Seatrade Europe, to be attended by Glen Gardner (contracted for 1 day a month for 6 months), and organising the VIC team’s ‘meet and greet’ service at the quayside led by Maria Kerr. Cruise ship guests have excursions booked for destinations including Bygones and Greenway. Torbay Pride and The Great Big Paddle Parade are the same day.</p>	
5	<p><u>EVENTS UPDATE</u></p> <p>2024 Air Show - CC</p> <p>CH thanked CC for circulating the cabinet’s decision on the future of the Airshow, following the overview and scrutiny meeting. The Council have settled on a 2-day event with reduced £100k financial support from TC meaning significant additional income now needed from sponsors etc.</p> <p>CC advised that PC will attend the first Council planning meeting next week. The Council want a business plan by the end of September.</p> <p>Discussion regarding Airshow possibilities – perhaps a patronage programme could raise funds? There was a feeling that plans need to start now and money-raising would need to be from a combination of business and the community. APN highlighted we need to understand our involvement from a destination marketing point of view.</p> <p>England’s Seafood FEAST - KW</p> <p>The printed programme is going out shortly. A press release will be going out about the Faces of the Feast.</p> <p>Torbay Pride – ABP</p> <p>The organiser has secured National Lottery funding for this year and there is already some funding for next year. They are hoping for 4 – 7k people if the weather is good.</p> <p>Riviera Connect EXPO – CC</p> <p>68 stands have been booked with over 200 delegates booked to attend.</p>	
6	<p><u>EXTERNAL COMMUNICATIONS</u> - CC</p> <p>ASB/Esplanade Hotel/Torquay Town Centre</p> <p>ASB continues to be an issue. CC was invited to attend a meeting chaired by the leader of the Council. This concerned ASB directly related to the current users of the Esplanade Hotel which has resulted in increased policing and increased communications with the Home Office concerning security and poor management of the hotel. An increasing number of complaints from staying visitors have been forwarded to us from neighbouring businesses and negative reviews have appeared online. CC has been asked to submit evidence to share with the Home Office in respect of the economic impact of continuing with the operation of the Esplanade. CC and ANP represented ERBID at a meeting with the Torquay Chamber of Commerce, the police, and Torbay Council to discuss continuing ASB challenges in Torquay town centre.</p> <p>CC reported that some attractions have lost business and operational days due to traveller encampments and disruption. CC Action – will contact David Thomas to confirm the economic impact on businesses.</p>	CC

	<p>Negative Media Coverage Several negative media articles have been published by Reach in recent weeks with potentially damaging headlines that are picked up by national papers. The board discussed actions including the possibility of CC requesting a meeting with the local editor to find out how we can work with them in a constructive way. There was agreement that positive publicity was required as a counter-balance, highlighting all the good things that are happening too.</p> <p>VisitEngland and Ministerial Meetings Representing ERBID and Visit Devon, CC joined a round table meeting that included Sir John Whittingdale, minister for Tourism and Anthony Mangnall MP, to discuss visitor economy issues and challenges. CC also attended a meeting hosted by Destination Plymouth, including Nick de Bois (Chair of VisitBritain) and Drew Stokes, CEO of VisitEngland. Key issues discussed included current trends and barriers to growth/recovery from Covid/Brexit with recruitment challenges top of the agenda. Ask to Government includes adopting the new agricultural amendment to visas to also apply to the hospitality sector.</p> <p>The board discussed ASB and negative press/reviews with agreement that we should share with BID businesses that ERBID is lobbying relevant bodies regarding issues that businesses are finding economically challenging. Action CC – to investigate options for obtaining PR support. Action CC – share meeting info with BID businesses via newsletter.</p>	 CC CC
<u>7</u>	<p><u>AOB</u></p> <p>None</p>	

Meeting closed at 4:30pm