



Minutes of Board Meeting

27th April 2023 – Wollens Board Room

Meeting commenced 2pm

| ITEM | ACTION | BY WHOM/ BY WHEN |
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| <u>1</u> | <p><u>PRESENT, APOLOGIES, MINUTES, MATTERS ARISING</u></p> <p>Present: Chris Hart (CH) ERBID Chair, Chief Executive Wollens; Carolyn Custerson (CC) ERBID Chief Executive; Andy Banner-Price (ABP) Owner of The 25 Boutique B&B; Tim Godfrey (TG) Partner, Bishop Fleming; Martin Brook (MB) Owner of Pilgrims Rest; Pippa Craddock (PC) Director, Business & Marketing Solutions Ltd; Richard Cuming (RC) Owner of Bygones; Claire Flower (CF) Director, Beverley Holidays; Jason Garside (JG) Managing Director, TLH; Jim Parker (JP) Editor in Chief, Torbay Weekly; Lisa Tuck (LT) Divisional Director Economy, Environment and Infrastructure for Torbay Council; Kelly Widley (KW) Food & Drink Hospitality Consultant; Sheena Powe (SP) ERBID Company Secretary; Alison Bayliss (AB) ERBID – minutes.</p> <p>Present via Zoom: Anthony Payne-Neale (APN) ERBID Vice-Chair, Owner of Court Prior Boutique B&B</p> <p>Minutes Approval of 23rd February 2023 minutes – at January’s meeting it was raised that two amendments were required. These have been actioned and the board approved the minutes. Approval of 30th March 2023 minutes – the board approved the minutes.</p> <p>Matters Arising</p> <p>Brand Research (CC): We have approached TDA with a request for £5k to co-fund the research, as there would be implications for a wide number of partners should research suggest a change in resort branding. A brief is to be written.</p> <p>Torbay Pride Update (ABP): ABP attended the latest Pride event meeting and was encouraged that the organisers have raised a good level of sponsorship and are actively pursuing further funding. Possible ERBID funding of £2.5k will be considered if organisers provide a suitable business plan and can raise 80% of event costs themselves.</p> <p>Office Lease (TG): TG is ready to sign the finalised lease. The landlord TDA agreed to include permission to use digital screens within the lease (which is separate to agreement by the planning dept.)</p> | |

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| <p>2</p> | <p><u>FINANCE & GOVERNANCE</u></p> <p>Formal appointment of Lisa Tuck (CH/SP) Lisa Tuck (present) was formally proposed as a member of the ERBID Board, in place of Kevin Mowat who has retired. All agreed and LT was duly appointed.</p> <p><u>Levy Collection (CC)</u> Collection is slightly ahead of last year at 67% compared to 61%. Final Reminder letters for 2023 have been despatched by Torbay Council.</p> <p>Revised In-year Collection CC, CH and Katrine Harrington (KH) met with BID consultant Mo Aswat, and representatives of Torbay Council’s Revenue Section (Ian Westward and Philippa Humphris), where it was agreed that with immediate effect the once yearly invoicing (January) will be supplemented with ongoing in-year invoicing from the point of occupation, as specified in the ERBID Business Plan. TC have advised this will result in additional administration costs. CH recommended that an amount be proposed to TC to cover these costs. The board agreed for Action CC to propose £10k, a 25% increase.</p> <p>2022 Summons and Enforcement At the meeting above, the final list of 2022 debtors was reviewed and a decision taken for TC to issue a summons to all eligible businesses, if still legally operating, for non-payment. TC have a court date of 19th June. After this, further discussions will take place to decide actions regarding enforcement using TC’s debt collection agency.</p> <p>Business Rates Review Further investigations have been made since the last board meeting regarding the impact of the 2023 Business Rates Review and the forecast is that BID levy-collection will be approx. £60k less for 2024. Further discussions by the Finance and Governance sub-group will be required to agree how to accommodate this in the 2024 budget. CC proposed that ERBID contracts Mo Aswat for two days (£1k) over the next few months, to support and advise as our BID Consultant – agreed by board. CC to Action. MB queried how many businesses are likely to drop below the £3k BID levy threshold – Action CC to find out.</p> <p><u>2023 Budget (SP)</u> CC and SP have looked at the forecast to make sure all is on track. Some items in the budget can be removed (approx. £25k) if collection is not as expected. Collection level at end March was 67% compared to 61% last year. The forecast is based on 90%. Last year achieved 94% so SP feels that 90% should be a conservative figure.</p> <p>Budget changes (CC): - The VIC budget has been increased by £3500 for 2023. - The social media budget has been put back up to 2 days a week, as additional support is required.</p> <p>CC notes that social media engagement is strong and we need to keep investing in our photography/videography. CC would like to see if there is movement in the photography budget to create fresh content for next year.</p> <p>Additional Income (CC) Greater focus has been placed in-house on achieving the £70k target and this is looking</p> | <p>CC</p> <p>CC CC</p> |
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| | <p>realistic.</p> <p>CC and KH met with the new MD of Stagecoach South West and secured £6k sponsorship for VIC support and discounted promotional ad opportunities on buses. Voluntary contributors are being added on an ongoing basis. The National Trust are yet to renew.</p> <p>Banner advertising on the website continues to be sold with £8k in the pipeline (£12k target).</p> <p>New retail opportunities are being explored for the VIC to stock Agatha Christie licensed merchandise.</p> | |
| 3 | <p><u>DESTINATION MARKETING</u> (CC)</p> <p>March Marketing Report The report has been shared with the board and was approved. Action AB – upload to B2B site.</p> <p>English Riviera Website Website traffic is back up to 2019 levels, boosted by the Ready for the Riviera 12-week digital campaign. The site performed well over Easter. Simpleview have advised that current key search trends include ‘last minute’, ‘deals’, ‘special offers’ and other money-saving terms. £5k has been invested in a Google search campaign, to boost traffic using key trending words and terms.</p> <p>Results of Ready for the Riviera Family Campaign (CC) It is estimated that 2.3 million people saw the OOH campaign, which had been extended and has now finished. The planning of this year’s campaign reflected insights gained in 2022 (i.e., reduced drivetimes and later booking). The digital campaign is due to finish 30th April. The digital campaign has so far received 3.5 million impressions and resulted in 31k clicks directly to the website. There were 141k video views on YouTube. Action CC – share the campaign analysis with the board.</p> <p>New Couples Marketing Campaign (PC) PC shared the campaign visuals with the board and was positively received. The campaign theme is to continue the ‘Ready for...’ tagline, adapting it to suit the 40+ age brackets, and reflecting different activities and moods. Gina is working on a landing page which will reflect the campaign tone of voice. There will be a YouTube campaign. CC – this campaign has a £10k budget. It will no longer be specific to spring, but will be ‘evergreen’. Expected to go live after the next bank holiday. Crowdriff was a great investment last year as it has produced strong imagery. Action CC/PC – once live, share links with the board.</p> | <p>AB</p> <p>CC</p> <p>CC/PC</p> |
| 4 | <p><u>EVENTS UPDATE</u></p> <p>Air Show (LT) A press release has gone out today with further details of the line-up and activities. CC – We have been invoiced and paid the £20k ERBID sponsorship. ERBID will have a stand at the Airshow, promoting the English Riviera with free ERBID maps and publications.</p> | |

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| | <p>Once the schedule is available, we will share a social media template and creative assets with levy payers, as this was found to be successful with the Walking Festival. Action LT – will chase up the Airshow flight schedule.</p> <p>Discussion in room regarding ways to improve live event tracking/commentary outside of Paignton, to engage Brixham and Torquay. LT noted that extra facilities would require a bigger boost in sponsorship to pay for it.</p> <p>CC/LT have discussed the need to invest in a joint economic impact survey regarding the Airshow, in order to make evidence-based decisions about the future of the event and to determine possible alternatives such as having a series of events instead of this single one. The board discussed and agreed that evaluation is needed. Lisa estimated the survey cost at £8.5k but this is to be confirmed. CC initially considered a 50% ERBID contribution but the final agreement by the board was to a £4k investment, which would be from the Research budget.</p> <p>England’s Seafood FEAST (KW)</p> <p>Video footage has been shot in Brixham with good results, and there will be further filming in May. ERBID have the rights to immediately use any footage for reels and social media, rather than waiting for the film (with poem accompaniment) to be completed mid-June for release July/August. Video costs has been covered by sponsorship from Kingfisher which last year was used for bus stop advertising. KW has booked food photographer Guy Harrop for two days to get some hero shots, as a previous attempt was unsuccessful due to poor weather.</p> <p>RAW PR have been appointed to assist with PR and photography.</p> <p>KW has been working with local businesses to put together a strong programme of events. Awaiting final details and then products will be put on website. KW would like to tap in with the accommodation sector to tie into the ‘make a weekend of it’ tag, and has also been in touch with non-food businesses such as Dartmouth Rail River to host/engage with events.</p> <p>Bookings are already coming in for the 7 Chefs events. CC advised there may be a ‘Paignton Mile’ event also.</p> <p>English Riviera Spring Walking Festival (CC)</p> <p>The Festival began on 22nd April. Nearly 200 walkers have booked and income is expected to cover the cost of the tour guides, which was the aim. The new ‘basket’ software on rivierawalking.co.uk is working well with multiple purchases of walks now taking place.</p> <p>There will be a follow up survey with walkers to gain feedback.</p> <p>A post event meeting with the ERBID executive team and the walking leaders has been arranged for 10th May. This meeting will inform next steps regarding the Autumn Festival and for 2024.</p> | LT |
| 5 | <p>RESEARCH (CC)</p> <p>Jan/Feb How’s Business</p> <p>Businesses are still experiencing very challenging times with optimism at 5.24%. Escalating operating costs, particularly energy, are restricting opening times. Businesses have significant concerns for the future.</p> <p>Easter Weekend/Holidays Feedback</p> <p>Overall, a better Easter weekend than expected with 9-10% up on 2022 being quoted by the food & drink sector. Attractions and food/drink fared best, but cold evenings had a negative impact. The accommodation sector continued to see late bookings and shorter stays, with disappointing occupancy overall and some establishments describing</p> | |

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| | <p>National Government Registration Scheme (CC) As a result of lobbying over the past two years, two new consultations have been announced by the government. One is regarding Statutory Registration and the other on a new Change of Use planning policy for short term lets. The deadline for responses is 8th June. The board agreed for CC to respond on ERBID’s behalf, in support of the scheme and in support of all businesses being required to comply with the scheme, with no exceptions.</p> <p>Riviera Connect EXPO (KW): The new joint ERBID and TBF expo on 3rd October 2023 will be called Riviera Connect. KW/CC are working with Bigwave Marketing to market the event. Flyers are in preparation and a holding page is live for pre-registration on the website riviera-connect.co.uk KW/AB will be preparing copy for the website.</p> | |
| <p><u>7</u></p> | <p><u>AOB</u></p> <p>CC reminded board members to RSVP to DSRR’s anniversary event invitation.</p> | |

Meeting closed at 5:15pm