



**Minutes of Board Meeting**

29<sup>th</sup> June 2023 – Wollens Board Room

Meeting commenced 2pm

ITEM	ACTION	BY WHOM
<p><b><u>1</u></b></p>	<p><b><u>PRESENT, APOLOGIES, MINUTES, MATTERS ARISING</u></b></p> <p><b>Present:</b> Chris Hart (CH) ERBID Chair, Chief Executive Wollens; Andy Banner-Price (ABP) Owner of The 25 Boutique B&amp;B; Pippa Craddock (PC) Director, Business &amp; Marketing Solutions Ltd; Richard Cuming (RC) Owner of Bygones; Carolyn Custerson (CC) ERBID Chief Executive; Tim Godfrey (TG) Partner, Bishop Fleming; 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 and Drink Hospitality Consultant; Alison Bayliss (AB) ERBID – minutes.</p> <p><b>Present via Zoom:</b> Anthony Payne-Neale (APN) ERBID Vice-Chair, Owner of Court Prior Boutique B&amp;B</p> <p><b>Apologies:</b> Martin Brook (MB) Owner of Pilgrims Rest</p> <p><b>Minutes</b>            27<sup>th</sup> April 2023 minutes – amendment requested at last meeting has been actioned.            April minutes approved.            25<sup>th</sup> May 2023 minutes – approved.</p> <p><b>Matters Arising - None</b></p>	
<p><b><u>2</u></b></p>	<p><b><u>FINANCE &amp; GOVERNANCE</u></b></p> <p><b>Lease for Vaughan Parade (CH)</b>            The lease has now been finalised.</p> <p><b>Levy Collection (CH)</b></p> <p><b>2022 Summons</b>            Summons notices have been dispatched by Torbay Council, relating to the court session scheduled for 17<sup>th</sup> July.</p> <p><b>2023 Levy Collection</b>            Well done to Katrine for her hard work. With £441k collected, the collection rate is</p>	

	<p>over 78% compared with 73.2% at the same time last year. A further £66k is required to reach a 90% budget target.</p> <p><u>2023 Final Notices</u> 421 final notices totalling £131k have now been posted out and £49.5k has been received as a result.</p> <p><u>In-Year Collection</u> A revised cost of £10k for Torbay Council to collect the levy year-round has jointly been agreed with Torbay Council and ourselves, to take immediate effect.</p> <p><b>2023 Budget (TG)</b></p> <p><u>2023 Management Accounts</u> CC and Sheena will undertake a detailed 6-month review of the 2023 budget and will both report back at the July board meeting. For the moment, it looks like we are in a good position due to a mix of positive support and hard work. Finances are at a break-even point whereby this year's costs have been covered. The board have now to decide whether to introduce new investment in the autumn or to consolidate for next year. To bear in mind - last year, there was a carryover of £170k which meant that the 'Ready for...' campaign could be invested in before any 2023 levy was collected. Also, next year it is expected to be £65k down due to the changes in rateable value. PC highlighted the importance of targeting businesses whose rateable value will drop them out, to continue to benefit by becoming voluntary contributors – all agreed, with October raised as possible time to action. CC advised that the new Mercure is still waiting for their Ratings value assessment. They are keen to be involved in Seafood FEAST but are not currently levy payers. <b>Action – CC</b> to discuss options with Mercure MD, such as becoming a voluntary contributor or paying provisional levy based on rates of similar properties.</p> <p><b>Visit by Mosaic (CH)</b> The board had previously discussed contracting Mo Aswat (MA) of Mosaic (BID Consultant) for a couple of days. A visit has been confirmed for 1 day on 28<sup>th</sup> Sept, to include a meeting with CC, CH, LT and possibly Councillor Chris Lewis, and in the afternoon time with the board at the September meeting, to explore options going forward. CC raised that there may be an appetite in the new Council for a DBID (Destination Business Improvement District – includes retail businesses) and that this could be raised with MA. The board discussed, with the feeling that it would be responsible to investigate it and further research would be required. CC advised that a DBID would not have a negative impact on possible future funding from tourism related bodies such as Visit Britain. <b>Action CC – will find out from MA how long it is into a BID term that an alteration ballot could be held.</b></p>	<p>CC</p> <p>CC</p>
<p><b>3</b></p>	<p><b><u>RESEARCH (CC)</u></b> CC advised that £500k has been agreed by the LEP (local enterprise partnership) for development of a new tourism hub, which should be the biggest set of data the sector has had. It should be a powerful tool which businesses will be able to log in and access.</p> <p><u>How's Business Survey</u> Businesses continue to be most concerned about the increase in the cost of living, energy costs, and booking levels. Anti-social behaviour in Torquay has particularly been highlighted as a barrier for businesses to attract bookings.</p>	

	<p><u>Summer Visitor Survey</u> A face-to-face survey is being undertaken in the VIC. Results so far are positive overall, with negatives including poor signage and derelict buildings.</p>	
<b>4</b>	<p><b><u>DESTINATION MARKETING</u></b> (CC)</p> <p><b>May Marketing Report</b> In May 2023, the English Riviera brand was in front of potential visitors 4 million times through a variety of digital marketing activity. This led to over 120k website users.</p> <p><b>Current Campaigns</b></p> <p><u>Couples Marketing Campaign</u> Via Bigwave Media. This is running from 5th May – 16th July with a £10k budget. Across Facebook, Google Search, Google Display and YouTube. Aims to raise awareness of the English Riviera to couples aged 40+ within a 2-hour drivetime. So far, this campaign has generated an additional 25k click throughs to a dedicated landing page on the englishriviera.co.uk website.</p> <p><u>Last Minute Campaign</u> Via Bigwave Media. £10k budget. It took a little later than expected for the design and narrative brief to be met but the campaign went live this week. An upgraded Special Offers page supports the Last Minute campaign and businesses have been encouraged to submit their offers to fill last minute summer space. With 40% of the domestic holiday market yet to decide on their summer holiday, and the trend for last minute bookings, CC has invested a further £5k on an additional dedicated Google Search campaign. This additional activity will complement the Last Minute Campaign.</p> <p>The board discussed the current visitor situation. Points mentioned: Booking levels are now changing very rapidly, going from empty to full over days. A report out today indicated the cost of all-inclusive foreign holidays has risen by 30% year on year. Bookings.com reported a 30% uplift in international visitors. We have seen an increase in international visitors/students in the VIC and at attractions including Kents Cavern and Bygones -individuals and groups. More families with school-age children visiting in term time, during the week? 40% of the domestic holiday market reported as yet to decide on their summer holiday. Businesses have higher staffing levels as post-Covid, staff demand more flexible working.</p> <p><b>Action CC/Gina</b> - CC and Gina will undertake analysis after the campaigns, including costs per click, and how much impact more and smaller campaigns (eg £10k each) have, compared to fewer, more intense large campaigns (eg Ready for... at £100k). They will report to the board, to help plan for next year.</p>	CC/GF
<b>5</b>	<p><b><u>EVENTS UPDATE</u></b></p> <p><b>Action LT</b> - LT will be prompting the Council for the purchase orders for £10k each Seafood FEAST and Walking Festival.</p> <p><b>Air Show (LT)</b> The agreed Economic Impact Survey has been circulated to 3 audiences: attendees,</p>	LT

	<p>traders and local businesses. LT is waiting for the interim report, with the final report due in mid July. LT will then be preparing a report for the Council’s Overview and Scrutiny Review which is meeting on 5<sup>th</sup> August with a decision due 15<sup>th</sup> August. Certain groups, including ERBID, will be invited. LT invited CC to contribute to her report, from a Marketing and Promotions point of view. The board set an agenda item for the July board meeting to discuss the results of the Economic Impact Survey has been received, to decide on ERBID’s views regarding the Air Show, which CC can feed back into the report.</p> <p><b>Walking Festival (CC)</b>  CC shared the Spring 2023 Walking Festival budget with the board.  The Autumn programme is now live, featuring more longer coastal walks as asked for in the survey conducted after the last festival. Torbay Ramblers’ Association are now helping provide some guides. Initial bookings for Autumn have been slow. Marketing activity has started and includes: digital marketing campaign, posters, newsletter, press release, new photography.  The board discussed the Walking Festival generally, points mentioned:  The future – should it be once a year in future, or invest more in the two?  Further afield walks are being considered, such as Dartmoor - transport being an issue.  More targeting of groups as well as individuals?  More involvement of the Accommodation sector.</p> <p><b>England’s Seafood FEAST (KW)</b>  KW has been chasing venues, who have been very busy due to the good weather, to confirm event details. Events are being added to the website as we get them. KW is pressing Raw PR for more national coverage. There will be a digital marketing campaign via Bigwave. The 7 Chefs events are almost sold out at £130 per ticket and KW would like to hold a Paignton one if venues could be secured, as Paignton is the least engaged area with Seafood FEAST.</p> <p><b>Bay of Lights (LT)</b>  The Council have received the final proposal which LT will share with CC. The event is set to be bigger and better, with the aim to grow every year. They are looking at moving into a 3 year contract with FTS from next year. The idea of the Council purchasing some of the equipment is being looked into – storage costs may be prohibitive. Rental or part-rental ensures fresh material every year.  CC advised that Paignton Zoo are planning a major Christmas lights this year.</p> <p><b>Riviera Connect (KW)</b>  All silver sponsors have been secured. 100 delegates have signed up so far. Business Coach Vic Williams will run LinkedIn workshops throughout the day. TDA are sponsoring an Enterprise Zone. Bigwave emailed out to a combined database of ERBID and TBF contacts which had a 57% open rate.  CC – local high tech businesses should be involved – <b>Action JP</b> will look into this and liaise with KW.</p>	<p>CC</p> <p>LT</p> <p>JP/KW</p>
<p><b>6</b></p>	<p><b><u>EXTERNAL COMMUNICATIONS</u></b></p> <p><u>Torbay Leadership Board (JP)</u>  Torbay has been picked as one of 20 new levelling up partnerships. The TLB met with government officials to discuss how the scheme can help the area complete projects and get more funding. Next step – the TLB will meet to discuss priorities. As there are 21 projects underway in the area, prioritisation is key. LT advised that Levelling Up is</p>	

	<p>across all government departments, linking up with the place, rather than with Torbay Council. It could help in ways other than just financial, in terms of links with the different departments.</p> <p><b>Focus Groups dates</b>          Dates for diaries:          Accommodation – Tues 4<sup>th</sup> July: 2pm – 4pm          Food and Drink – Wed 5<sup>th</sup> July: 9:30am – 11:30am          Attractions – Thurs 6<sup>th</sup> July: 10am – 12pm</p>	
<b><u>8</u></b>	<p><b><u>AOB</u></b></p> <p><b>Torbay Pride</b> – ABP advised that the organisers have achieved over £17k of the £20k they need to reach so it is looking positive.</p> <p>CC – as MB is away for this meeting, his action point from the last meeting, regarding the paddle-board event, is to be carried forward to next time.</p>	MB

Meeting closed at 4pm