

2020 - 2021 LEVY PAYERS REPORT



ENGLISH RIVIERA

BID COMPANY

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Company number 10237792



Chairman - Tim Godfrey

Dear ERBID Partners & Levy Payers,

As we approach the final year of operating the first English Riviera Business Improvement District (ERBID1) I would like to recognise how hard everyone has worked, in what has been the most challenging operating year any of us has ever seen. Never before have our businesses been so hard hit, with two forced closures seriously impacting our turnover and resulting in unnerving job losses. It's been an extremely worrying time.

The role of the ERBID Company is to lead on Destination Marketing. Back in January we did just that, investing in a high-profile national advertising campaign on London Underground, complemented with Bus Advertising in a number of our major cities. This activity reached over 6 million people and resulted in a 58% uplift in website traffic. With forward bookings strong, 2020 looked like another good year.

And then...COVID-19 hit; a devastating world health crisis that resulted in the first national lockdown and a frightening forecast that 30% of Tourism and Hospitality Businesses would not survive.

Overnight the ERBID Company changed direction and took on the role of advocate for the 1,200 businesses that ERBID1 represents. Working with strategic partners, our local MP and the Tourism Minister we lobbied hard to secure more financial support, including the reduction in VAT, a Business Rate 'holiday' and Furlough extensions.

We quickly established regular communications, sharing in advance the 4th July Draft Guidelines to help those businesses that were able to re-open safely. Over 350 local businesses signed up for the Good to Go National COVID-Secure accreditation and the ERBID Responsible Riviera Campaign was launched to help rebuild consumer confidence.

To support the resort's re-opening and using the ERBID's 'Reactive Budget,' we launched the WELCOME BACK advertising campaign and also took part in the Government's Enjoy Summer Safely national campaign. As a result, many of us saw a busier summer than we were expecting.

The fact is however, despite everyone's efforts, COVID-19 continues to have a massive negative impact and has cost the Torbay Economy over £190 million in lost visitor spend. Even with the hope of a vaccine, we have a long road to recovery and we need to work together to achieve this.

We plan to keep investing in Destination Marketing for 2021, but the timetable will obviously be determined by the developments of COVID-19 and the amount of Levy collected. Investing in a high-profile 2021 National Marketing Campaign is still very much our aspiration but comes at a high cost. For this reason, it is really important that you pay the 2021 ERBID Levy promptly.

Please note that in the New Year you will be receiving a copy of the ERBID2 Draft Business Plan. A new 5-year plan (2022-2027) that could secure a further £4 million for marketing the English Riviera. ERBID1 will end on December 31st 2021. I am sure you all value the work of the ERBID Company and want to see a second 5-year term, so please vote YES in the renewal ballot next Summer.

With over £200 million currently being invested across the English Riviera I remain very positive about our future, and I believe, that continuing to work in partnership as an ERBID is the right way forwards.

I wish you all the very best

Tim

Tim Godfrey
Chairman

Please note that 2020 Marketing Activity was seriously impacted as a result of COVID-19 with the need to continually revise plans, resulting in amendments to the original budget. Under spends will be carried forward to 2021 for investment in Destination Marketing.

£155,800 INVESTED (£165,000 ORIGINALLY COMMITTED) IN NATIONAL ADVERTISING INCLUDING THE FOLLOWING ACTIVITY:

- National TV advertising across ITV Central, West and Thames Valley
- London Underground Advertising – Cross Track Posters)
- Bus Advertising across Midlands, Bristol and Reading
- New Accommodation Directory mailed out nationally

£90,000 INVESTED (£120,000 ORIGINALLY COMMITTED) IN DIGITAL MARKETING INCLUDING THE FOLLOWING ACTIVITY:

- Further development of www.englishriviera.co.uk providing a free page for every Levy Payer to advertise their business
- Promotion of English Riviera Facebook and Instagram pages
- COVID-19 WELCOME BACK Marketing Campaign
- COVID-19 Enjoy England Safely Marketing Campaign
- COVID-19 Responsible Riviera Marketing Campaign
- Autumn Adventures Campaign - October Half term
- Christmas time on the English Riviera

£50,000 INVESTED (£59,000 ORIGINALLY COMMITTED) IN THE YEAR-ROUND OPERATION OF THE ENGLISH RIVIERA VISITOR INFORMATION CENTRE INCLUDING THE FOLLOWING ACTIVITY:

- Operation of the English Riviera Visitor Information Centre/Points
- Management of the What's on Calendar
- Publication of FREE Visitor Maps
- Year-round email, telephone and Facebook messenger visitor enquiry service

£40,000 ORIGINALLY COMMITTED (£0 ACTUALLY SPENT DUE TO CANCELLATION OF EVENTS) INCLUDING:

- English Riviera Air Show
- Seafood FEAST
- English Riviera Tourism Awards

£12,000 ORIGINALLY COMMITTED AND INVESTED IN RIVIERA IMAGE AND VIDEO LIBRARY

- Including production of a new Naturally Inspiring Film/TV advert for 2021

£11,000 INVESTED (£12,000 ORIGINALLY COMMITTED) IN RESEARCH INCLUDING THE FOLLOWING ACTIVITY:

- COVID-19 Impact Surveys
- Monthly How's Business Survey
- Annual Regional Volume and Value Statistics
- Operation of T-Stats Benchmarking Platform

£5,095 INVESTED (£10,000 ORIGINALLY COMMITTED) IN THE FOOD & DRINK SECTOR INCLUDING THE FOLLOWING ACTIVITY:

- Sponsorship of the Best Bar None Awards
- Reprint of Pubs, Bars, Restaurants, Cafés and Tearooms Guides



£8,000 ORIGINALLY COMMITTED (£0 SPENT, EVENT CANCELLED DUE TO COVID-19)

- 2020 Tourism Exhibition scheduled to be held on 18th March 2020

£7,500 ORIGINALLY COMMITTED (£0 SPENT DUE TO COVID-19 RESTRICTIONS) TO PRESS & PR

- Not possible to host journalists because of COVID-19 restrictions

£7,000 ORIGINALLY COMMITTED (£1,260 SPENT DUE TO CANCELLATION TO PROMOTING DOMESTIC GROUPS

- 2020 Groups Showcase cancelled due to COVID-19

£5,000 ORIGINALLY COMMITTED (£0 SPENT, ON HOLD DUE TO COVID-19) TO PROMOTING ATTRACTIONS & LEISURE FACILITIES

- New Attractions Visitor Guide to now be produced in 2021 with an increased budget

£6,000 INVESTED (£6,600 ORIGINALLY COMMITTED) IN INTERNATIONAL MARKETING INCLUDING THE FOLLOWING ACTIVITY:

- Advance partnership working with VisitDevon to reach expanded international markets

£1,260 INVESTED (£5,000 ORIGINALLY COMMITTED) IN BUSINESS TOURISM INCLUDING THE FOLLOWING ACTIVITY:

- Support for English Riviera Conference Bureau to secure new Conference Business

For more information about the ERBID Company please visit www.englishrivierabid.co.uk

DESTINATION MARKETING PROJECTS PLANNED FOR 2021 (YEAR FIVE):

Please note that 2021 Marketing Activity will be continuously reviewed with the companies Destination Marketing plans dependent on the development of COVID-19. Below are our draft plans including our desire to continue to invest heavily in National and Regional Advertising.

£150,000 TO BE INVESTED IN NATIONAL ADVERTISING INCLUDING THE FOLLOWING ACTIVITY:

- National TV Advertising – featuring the new Naturally Inspiring Film/TV Advert
- Targeted Radio Advertising
- Targeted Bus Advertising

£100,000 TO BE INVESTED IN DIGITAL MARKETING INCLUDING THE FOLLOWING ACTIVITY:

- Continued development and promotion of www.englishriviera.co.uk (providing a FREE page for Levy Payers to promote their business and online booking functionality)
- Continued development and promotion of the English Riviera Facebook and Instagram Pages
- Continued investment in dedicated and targeted Seasonal Campaigns: Spring, Summer, Autumn, Christmas to reach new visitors

£50,000 TO BE INVESTED IN THE YEAR-ROUND OPERATION OF THE ENGLISH RIVIERA VISITOR INFORMATION CENTRE INCLUDING THE FOLLOWING ACTIVITY:

- Year-round operation of the English Riviera Visitor Information Centre/Points
- Management of the Official What's on Calendar
- Publication of FREE Visitor Maps
- Year-round email, telephone and Facebook messenger visitor enquiry service

£25,000 TO BE INVESTED IN EVENTS THROUGH THE ERBID EVENT DEVELOPMENT FUND INCLUDING:

- Brixham Pirate Festival (TBC)
- Seafood FEAST
- English Riviera Tourism Awards

£14,000 TO BE INVESTED IN RIVIERA IMAGE AND VIDEO LIBRARY

- Management of Riviera Images Photo and Video Library
- Refreshed Photography

£15,000 TO BE INVESTED IN RESEARCH INCLUDING THE FOLLOWING ACTIVITY:

- Monthly How's Business Survey
- NEW Visitor Satisfaction Survey
- NEW Visitor Source Research
- Annual Volume and Value Statistics

£12,000 TO BE INVESTED IN THE FOOD & DRINK SECTOR INCLUDING THE FOLLOWING ACTIVITY:

- Sponsorship of the Best Bar None Awards
- Pubs, Bars, Restaurants, Cafés and Tearooms Visitor Guides, to include all Levy Paying businesses FREE of charge

ERBID INCOME AND EXPENDITURE 2020/21

	Business Plan	2020 Budget	2020 Forecast	2021 Budget
INCOME	£	£	£	£
BID Levy Income	475,000	509,600	457,000	500,000
Other Income	100,000	65,000	61,000	20,000
Total Income	575,000	574,600	518,000	520,000

EXPENDITURE

Marketing	465,000	456,600	412,000	402,000
Overheads	110,000	118,000	106,000	118,000
Total Expenditure	575,000	574,600	518,000	520,000

£7,000 TO BE INVESTED IN PRESS & PR

- Hosting high profile journalists and Bloggers
- Participating in strategic partnership opportunities (VisitEngland/Britain)

£7,500 TO BE INVESTED IN PROMOTING TO DOMESTIC GROUPS

- 2021 Groups Showcase
- Group Operators Familiarisation Visit

£8,500 TO BE INVESTED IN PROMOTING ATTRACTIONS & LEISURE FACILITIES

- New Attractions Guide to include all Levy Paying businesses FREE of charge

£8,000 TO BE INVESTED IN INTERNATIONAL MARKETING INCLUDING THE FOLLOWING ACTIVITY:

- Partnership working with VisitDevon to increase international market reach post Brexit

£5,000 TO BE INVESTED IN BUSINESS TOURISM INCLUDING THE FOLLOWING ACTIVITY:

- Support for attendance of key business events to promote the English Riviera

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