



**Minutes of Board Meeting**

2.00pm on Thursday 30<sup>th</sup> January 2020, at the Riviera International Conference Centre

Present: Tim Godfrey (TG) – Partner, Bishop Fleming, Pippa Craddock (PC) – Marketing & Development Director, Paignton Zoo & Living Coasts, Kevin Mowat (KM) – Director of Place, Torbay Council, Anthony Payne-Neale, Court Prior (APN), Martin Brook (MB) – owner, Pilgrims Rest Cottages, Helen Brenton (HB) – Sales & Marketing Executive, Osborne Club, Simon Jolly (SJ) – RICC, Managing Director, Riviera International Conference Centre, Richard Cuming (RC) – General Manager, Bygones, Kelly Widley (KW) – Pier Point, Clare Flower (CF) – Director Beverley Holidays, Jason Garside (JG) – Managing Director, TLH Hotels

KM/CC/TG/CH/PC/RS/APN/MB/CF/HB/KW/JG

ITEM	ACTION	BY WHOM/ BY WHEN
1	<p><b><u>APOLOGIES, MINUTES, MATTERS ARISING:</u></b></p> <p><b>Apologies</b> – Carolyn Custerson (CC) – Chief Executive, ERBID Company, Chris Hart (CH) – Chief Executive, Wollens</p> <p><b>Minutes</b> - MB queried conversation discussed at last meeting about salary costs included in the Digital Marketing 2020 Budget as believes was recorded too high in the management accounts - to be discussed at the next meeting. CC was going to check.</p> <p>Pippa Craddock noted as PW not PC</p>	
2	<p><b><u>Governance and Finance:</u></b></p> <p><b>End of Year Accounts</b> - TG advised that the accounting records for the financial year are with Bishop Fleming and will be prepared in advance of the AGM.</p> <p><b>2020 Levy Collection</b> - Total of levy invoices at £556,341 advised by Torbay Council. TG requested that the increase be investigated to establish the additional Levy payers.</p> <p><b>2020 Management Accounts</b> - TG ran through the proposed management accounts for 2020. The reactive marketing budget is now £73,000.</p> <p>The salary increases were discussed and approved by the Board. The incentive scheme for staff was discussed as to how this is calculated, and the Board advised they would like further information on this.</p> <p><b>Commercial Income</b> - Target for commercial income for 2020 is £67,000. £45,000 has been secured to date.</p>	<p>CC</p> <p>CC</p>

	<p><b>ERBID2</b> - The meeting with Mo was discussed and it was agreed this was a very useful first meeting. It focused the Board on achieving a successful re-ballot for the existing ERBID and over the coming months the ERBID2 working group will look at various aspects including the new Business Plan etc. Next date to be set.</p> <p><b>Tourism Exhibition/Update</b> - There are 53 stands booked which will cover the cost of the exhibition. RC advised that feedback from an ERA meeting he attended was that the stands were generally made up of the usual businesses with few if any new exhibitors. With regard to the Group Bookings and Steve Reed, RC thought that having specific meetings diarised would add value and ensure those that wanted to do not miss out. TG asked RC to email CC with this feedback. Was discussed whether the format can be changed for the exhibition next year. Most believed the format was to be altered for this year's exhibition to be a morning only event with an October conference style event as well to give two "touch points" with the levy payers. The feeling was that the update presentation should be held over lunch to avoid attendees drifting off after eating.</p>	<p>CC</p> <p>TG/CC</p>
<p>3</p>	<p><b><u>Destination Marketing:</u></b></p> <p><b>Christmas 2019</b> - All agreed that the Christmas campaign was very successful. KW advised that at the latest food and drink focus group, that all the businesses commented on the promotion and how good it was.</p> <p><b>2020 National Advertising Campaign</b> - The TV campaign has just ended and TG advised CC will be able to provide feedback on the campaign at the next meeting.</p> <p>All agreed that the advertising on the bus sides looked very good.</p> <p><b>Events (Seafood Feast)</b> - TG advised that DEF funding for this event has now ceased. The event is going to continue and the management of the event is going to be organised in house. There has been some funding provisionally secured from Brixham Fish market to fund the bus stop advertising. The event is due to run this year from 18th September to 4th October. KW believes the ERBID will be contributing £5,000 towards this but it is not being funded by the events fund but from the Food and Drink budgeted amount. All agreed that they believe this is the case. PC commented if it is to be funded from the Events fund then the amount needs to be applied for through the normal event process. All agreed if required, to use £5000 from the reactive budget and to put in the Food and Drink budget.</p> <p>ACTION TG to speak to CC about this. All agreed that the Seafood Feast promotion should be starting now so accommodation businesses can promote the event to benefit from the event.</p> <p>MB commented that the Brixham Pirate Festival has applied for £3500 from the events fund.</p> <p>The new Riviera branded bike festival have submitted an application for £5000 and have been in discussions with Torbay Council.</p> <p>All agreed that there needs to be more promotion of the events in the Bay. Discussion was had over how this could happen and idea of an events forum being held was discussed. PC will speak to Becky from Destination Management Group to see if this can be organised.</p>	<p>CC</p> <p>CC/SP</p> <p>TG/CC/KW</p> <p>PC</p>
<p>4</p>	<p><b><u>Communications:</u></b></p>	

<p><b>Tourism Awards</b> - TG advised that at previous meetings the Tourism Awards were discussed. All agreed that the Tourism Awards should be held again but the issues over confidentiality from last year and the lack of transparency over the finances should be discussed. Meeting to be arranged with Services4Tourism ASAP.</p>	<p><b>CC</b></p>
<p><b>English Riviera Wheel and Priority Planting</b> - KM advised that there is a wheel returning to the Bay but it is going to be a smaller version of the previous wheel. KM advised that the previous larger wheel has been sold by the company so will not be returning. All agreed would be an idea to look for a permanent iconic structure to be introduced and that it is better to have the smaller sized wheel in situ for the Summer rather than nothing at all. KM spoke to Neil Coish who confirmed that it is a 30 metre wheel that will be located in the same location as last year. It will be in place by end of May and will stay till end of September. KM advised he has asked for a meeting to be held with the owner of Mellor's to discuss plans for future years.</p>	
<p>KM advised that a spreadsheet was sent to CC along with other groups which detailed the locations of planting this year and asked for assistance from various groups with maintaining the bedding planting areas. KM advised that he believes a small budget will be approved for Torbay Council to maintain some of the flower beds in key locations but not all. KM asked for feedback from the board to suggest some locations where they feel would have an impact on visitors if the bedding planting is not maintained. JG commented that he would like to know which locations are not planning to be maintained as he may be able to assist with some of his staff. KM advised he can arrange for the spreadsheet with the list of areas to be sent round to the board.</p>	<p><b>KM</b></p>
<p><b>Housing Strategy/Homelessness</b> - TG advised that CC circulated a link to the survey for completion. KM commented that the consultation ends tomorrow and the strategy will be going to full Council at the end of February. All agreed with CC comment that HMO's where possible, should not be located in the main Town Centre/Hotel Zones.</p>	
<p><b>HOSWLEP Business Resilience Research</b> - APN advised he attended a HOSW meeting on behalf of the ERBID and the organisation has been reorganised and there is now a member of the LEP who attends the meetings for Tourism discussions. KM advised that from the last LEP meeting he attended they want to hold an immersion day about Tourism and he has suggested CC to attend. Councillor Swithin Long who attended with Kevin suggested the immersion meeting be held in Torbay.</p>	<p><b>CC</b></p>
<p><b>Torquay Town Deal</b> - KM advised that a meeting was held recently and Kevin Foster was elected as vice chair. KM advised that they will be looking to elect a Chair person in the future as nominations have been requested.</p>	<p><b>KM/CC</b></p>
<p><b>AirBnB (Safe and Legal)</b> - As covered in CC briefing note. KM advised that a meeting is going to be held with himself, CC and Swithin Long to discuss this.</p>	<p><b>CC</b></p>
<p><b>2020 Blue flag and beach awards</b> - PC advised that herself, CC and Becky from the TDA met with Simon Pinder from Tor Bay Harbour Authority to discuss the blue flag and beach awards. PC has assisted SP to submit the application for 3 blue flag awards. PC advised that CC has contacted Tara Harris at Torbay Council to ask about extending beaches where dogs can be walked on due to the growing amount of holiday makers who visit the Bay with their dogs.</p>	<p><b>CC</b></p>
<p>A positive joint (council and ERBID) press release is being drafted about the Blue flags.</p>	

	<p><b>OYO</b> - TG is not sure if any meeting was held with CC. APN advised that he spoke to the company and he feels that this should not be rushed into as the sales people were not very convincing. TG asked APN to email CC with his experience with the company.</p> <p><b>Bridge Group</b> - APN commented that the main message from the Bridge Group committee is that they are very positive about endorsing ERBID2. The concern that they would like to express is not to increase the rateable value in case some of their businesses are not eligible to vote.</p> <p><b>SWTA Meeting</b> - TG advised will need to wait for feedback from CC as unsure if she attended so to be carried forward for the next meeting.</p> <p><b>IACF 2020</b> - As above to be carried forward to the next meeting.</p> <p><b>Press &amp; PR/British Travel Awards</b> - TG read out the notes from the briefing note provided by CC. KM and CC are meeting with relevant officer from Torbay Council to discuss filming in the bay.</p> <p>The Board agreed for application to be submitted for the British Travel Awards.</p> <p><b>Selfie Point (DMG)</b> - KM advised that he suggested at a recent meeting of the DMG to have a selfie point location in Torbay similar to other resort areas. A location was suggested at Rock Walk by CC but there have been some issues encountered through Planning and the Devon Gardens Trust who are not happy with the suggested location. A meeting is planned to explore locations.</p>	<p><b>CC/APN</b></p> <p><b>ALL</b></p> <p><b>CC</b></p> <p><b>CC</b></p> <p><b>CC</b></p>
<b>5</b>	<p><b><u>Any Other Business:</u></b></p> <p>Nothing to be discussed.</p>	