

ERBID Board Meeting
Thursday 29th June, Carlton Hotel

PRESENT: L Murrell T Smyth P Craddock C Custerson K Mowat
T Godfrey R Cuming M Salmon M Brook C Jeavons

ITEM	ACTION	BY WHEN	BY WHOM
1.	APOLOGIES • M Pugh, B Cole, C Hart, R Soundhom		
2.	MINUTES, MATTERS ARISING & OUTSTANDING ACTIONS • Minutes of the meeting 25 th May were approved • Matters arising covered in meeting agenda		
3.	<p>DESTINATION MARKETING</p> <ul style="list-style-type: none"> • <u>TV Advertising</u> Filming for advert has taken place during period of good weather. Work on editing has now started. Agreed that main TV promotion should be in spring 2018 and not this autumn. Money for media schedule will be carried forward to next year – approx. £60K. • Marketing group will review media schedule including looking at ITV as well as Sky Ad Smart. A social media campaign will be launched in the autumn. • <u>New website</u> Successful workshop held 30th May. Initial draft homepage produced and circulated. General feedback was that it looked old fashioned and the colours were weak. This has led to the view that the English Riviera branding should be reviewed. Agreed at meeting to carry out this review using RH. Marketing subgroup to review outcomes with other directors welcome to be involved. Needs to be signed off at next board meeting. • Website subgroup continuing with project, though branding exercise would delay finalising homepage. Currently working on site map. Important that all levy payers have an appropriate section of website for their promotion. Meeting planned for 12 July to discuss draft 2018 rate card. Will be circulated before next board meeting, which will be the only opportunity for discussion at a board meeting. Proposed launching rate card early September. The rate card will refer to new website, but that will not be live at that stage. Budget for website has been increased to allow for extra copywriting. Every page needs to be reviewed to meet current Google requirements. Will also use Insignia as backup for uploading data. Agreement on online booking options expected shortly. This will not include an extranet. Once decided, information to be circulated to industry to give advanced notice of any changes. • <u>SEO</u> Having selected Net Visibility as our new agent there is concern 	<p>Jul</p> <p>Jul</p> <p>Jul</p>	<p>CC/Marketing Sub Group</p> <p>CC</p> <p>CC/Website Sub Group</p>

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	<p>over their initial response. Decided to keep this service under review and if not satisfactory switch to another agent. (Net Visibility produced some useful work just after the board meeting)</p> <ul style="list-style-type: none"> <li data-bbox="209 327 1110 987"> <p>• <u>Social Media Strategy</u> Draft social Media strategy presented to meeting. Current arrangements are working and present a positive picture. Social media referrals to website are up over 100%. Existing arrangements cost £12k per annum. However, considered that improvements can be made. Results need greater evaluation to be able to report to partners. There was very little activity last year. After this first year need to set targets. Social media activities would benefit from a more coordinated approach, working from an overall plan. Agreed that we should consider for next year engaging the services of a social media/digital marketing executive to carry out the majority of this work. For this year need to ensure existing individual campaigns are coordinated. Propose that Maureen MacAllister is engaged for a limited period to ensure this work is coordinated and to help to develop longer term plans setting targets. Agreed to set up a closed Facebook Group for Tourism Partners.</p> <li data-bbox="209 1021 1110 1749"> <p>• <u>Contingency Marketing Plans</u> Feedback from industry indicates a varied picture of how bookings are coming in for this summer. Definitely a trend for later bookings which makes forecasting more difficult. Most recent survey shows 44% of businesses forecasting that main summer season is not looking as strong as 2016. Concern that competitor resorts are already engaged in late promotions which may divert bookings from the English Riviera. Any additional activities need to be commenced straight away to have a positive effect on the main season. Agreed to go ahead with £15K targeted Social Media promotion using the creatives of the successful Lifetime of Memories campaign from 2016. This means campaign can start immediately. Will target traditional areas along M5 corridor - East and West Midlands, South Wales, and Bristol. Will focus totally on families. Also agreed to commission Catalink to carry out additional destination guide promotion and this will have a longer lead in time, benefitting end of summer and autumn. This campaign will target an older market.</p> <li data-bbox="209 1783 1110 1973"> <p>• <u>Visitor Information</u> Torbay bookshop, which has acted successfully as an information point, is closing at the end of July. Therefore, there is a need to re-locat service in Paignton. Will use temporary site at Queens Park, but would prefer a sea front location if one can be identified.</p> <li data-bbox="209 2007 1110 2085"> <p>• <u>2018 Destination Marketing Plans</u> Starting to develop plans for destination marketing for 2018 which</p> 	<p>Jul</p> <p>Jul</p>	<p>CC</p> <p>CC</p>

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	<p>will be discussed at September's board meeting. Meeting arranged at Global Radio Studios 1st August, to understand their potential. Starting to develop structure of 2018 Food Festival – will be updated in September.</p> <ul style="list-style-type: none"> • <u>Remarketing</u> Results of online remarketing will be evaluated at the end of the Spring Break campaign and will be reported at the next meeting. 		
	<p>Governance and Finance</p> <ul style="list-style-type: none"> • <u>May Accounts</u> Accounts for May circulated and agreed. They present a strong picture with collected levy now standing at £470K, allowing the amount of the contingency sum to be reduced. Court orders had been obtained for non-payment on 75 businesses. The number of businesses that have not paid has now dropped to 52. There are a few late invoices that are still being processed and may result in additional court action. A meeting has been arranged for the Council for mid-July to discuss next steps in collecting outstanding levy. Board consider Council is doing a good job with collection. Currently preparing half year accounts and it may be appropriate to publish outstanding debtors at that point. • <u>Articles of Association</u> Previously agreed at last meeting. Final review has highlighted one clause that needs amending to ensure that company meets requirements of a mutual organisation and will not be required to pay any corporation tax. Board agreed to accept change. • <u>Associate Partners</u> Applications have started to be received and details are now being published on our website. Directors are to continue to promote associate partnerships. • <u>Company membership</u> Application forms and covering letters are being sent out to all levy payers with printed newsletter week commencing 3rd July. • <u>Offices</u> Executive team have now moved to top floor of Vaughan Parade. Computer changeover has been frustrating but is now nearly complete. 	<p>Jul</p> <p>Ongoing</p>	<p>LM</p> <p>Directors</p>
4.	<p>Communication</p> <ul style="list-style-type: none"> • Hard copy of newsletter sent out to all levy payers along with details of company membership. All printing and postage costs covered by sponsorship. • Directors need to support and promoted company membership and encourage their colleagues to sign up. 	Ongoing	Directors

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	<ul style="list-style-type: none"> Will continue to chase partners to sign up. <p>Recent coverage of ERBID Exeter campaign in the Herald Express</p>		
5.	<p>Any Other Business</p> <ul style="list-style-type: none"> It had been brought to the boards attention that Wimbledon had described Eastbourne as the English Riviera. Agreed that any misuse of the English Riviera trademark needs to be monitored and protected. Council to action appropriated letter. South Devon College hospitality and catering group seeking to establish apprentice charter to ensure good practice. See this is a way of addressing recruitment shortages within the industry. <p>Final applications are being sought for Herald Express Tourism Awards.</p> <p>Very positive feedback on Torbay's Air show. Provisional dates for 2018 show 1st-2nd June. Should be confirmed by council next month.</p> <p>Recent visit has highlighted how Bournemouth has moved forwards in recent years. Five new hotels in the last 5 years. Highlights the need for investment in Torbay.</p> <p>New arrangements need to be made to record Board minutes after October's meeting.</p> <p>Next meeting Thursday 27th July 2.30 at TLH</p>	Jul	KM