



Notes from the 2024 AGM Meeting

4.30 pm to 6 pm

Thursday 26th September 2024

Wollens Board Room, The Terrace, Torquay

Present

ERBID: Chris Hart (CH) ERBID Chair, Chief Executive Wollens; Anthony Payne-Neale (APN) ERBID Vice-Chair, Owner of Court Prior Boutique B&B; Carolyn Custerson (CC) ERBID Chief Executive; Andy Banner-Price (ABP) Owner of 25 Boutique B&B; 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; Tim Godfrey (TG) Partner, Bishop Fleming; Jim Parker (JP) Editor in Chief, Torbay Weekly; Kelly Widley (KW) Food and Drink Hospitality Consultant; Alison Bayliss (AB) ERBID – minutes

ERBID Board apologies: Jason Garside (JG) Managing Director, TLH; Lisa Tuck (LT) Divisional Director Economy, Environment, and Infrastructure for Torbay Council

Company members present: Simon Antill (SA), Hoburne Holidays; Gary Blackmore (GB), The Torcroft; Jackie Kelly (JK), Redcliffe Hotel; Maria Kerr (MK), English Riviera Custom Tours; Wendy Norris (WN), Berburry Hotel

Welcome - CH

CH opened the meeting and thanked everyone for attending.

Presentation of 2023 Accounts – TG

TG presented the accounts and advised that a filleted version had been submitted. Copies of the accounts had previously been circulated to all Company members.

The 2023 accounts were unanimously approved by all present. An additional 18 Proxy Votes from Company Members who were unable to attend the AGM in person, approving the accounts were also received.

Marketing Activity Summary 2024 – CC

2024 has been a challenging year for businesses with cost of living impacting our core visitor base and a notable negative impact from loss of bookings because of the CRYPTO Crisis stemming from Brixham back in May, for which the ERBID Company are in the process of trying to claim compensation following the extensive national media coverage. A Devon-wide impact study, and a Media Analysis, was carried out to assess the impact of the reporting of the

cryptosporidium outbreak, and was presented to South West Water as evidence of reputational damage.

CC reported that our market remains volatile around duration and spend. We forecast this year may finish around 15% down in numbers on 2023. Despite these challenges, investment in the resort is continuing which is very encouraging. Over £375k a year is invested directly in destination marketing by the ERBID Co on behalf of businesses. Levy collection is at around 95% and commercial income has doubled since the start of ERBID2.

ERBID2 runs until the end of 2026, at which time there will be a ballot to determine if there is an ERBID3 and what form that might take. There will be a mid-term ERBID2 survey this autumn, which is an opportunity for businesses to appraise and review how the BID is doing. The framework of the ERBID Business Plan is based on what non-statutory services the hospitality sector is willing to pay a levy. There is also a Destination Management Plan operating up to 2030 as a Torbay Council policy partnership document supporting overall economic growth. This aims to maximize opportunities for business growth, and to increase and diversify the visitor base, to extend the traditional season.

At the core of both is a strategic objective for the resort to be a year-round destination, offering year-round employment. New markets such as young actives (18-30+) and cultural explorers (50+) offer potential for the area.

Press and PR

The ERBID Co has commissioned Four Marketing Agency to deliver PR services and to help strengthen the power of the English Riviera brand. Quality press fam visits have been secured and press releases are reaching a wide media national audience.

Research and Data Collection

We continue to invest in research and data collection. How's Business survey results since 2017 are available on the ERBID business [website englishriviera.co.uk/bid](https://www.englishriviera.co.uk/bid). In partnership with Visit Devon, we successfully bid into the SWLEP to secure £500k of funding to develop the new South West Visitor Economy Data Hub to provide 'live' data for all businesses to access that contribute data.

TV advertising

Filming has recently taken place for new Family TV adverts to appear via Sky AdSmart next year.

Events

£100k per year is committed by the ERBID Company to Events. The ERBID have an events partnership with the Council. Sponsored events include: Walking Festival, Airshow, Torbay Pride, Pirate Festival, Agatha Christie Festival, Bay of Lights. The criteria for support are for the event to have potential to attract overnight stays. Significant success has been seen further to this increased investment in regards to numbers attending and visitor spend.

Cruise English Riviera

A cruise development expert is working with us to help promote us as an international cruise resort, representing us at events such as Sea Trade Europe and several new Cruise Companies have been attracted and now including Torquay in their itineraries.

Business Tourism

CC highlighted the importance of growing Business tourism again post COVID as it represents around 10% of our visitor volume and is important for shoulder season business. A new business tourism steering group has recently been formed between the Council, ERBID and key business venue representatives. ERBID to invest in new Business Tourism video to help attract new business.

Partnership working

The ERBID works with other partners and tourism organisations as part of the newly formed Devon and Partners LVEP (Local Visitor Economy Partnership), liaising with Visit England/Britain. This enables us to reach an international audience and to work together on shared themes such as film tourism. The ERBID Company also has a seat on the Visit Devon Board.

Communications

We continue to communicate regularly with businesses with updates, local news, and newsletters. We also hold an annual Destination Marketing Update for all partners and jointly stage the annual Riviera Connect EXPO.

Q and A (CH)

*GB asked where the 15% figure has been obtained from. CC advised it was from other comparable destinations' reporting such as Bournemouth, How's Business survey and VisitEngland Visitor Insights survey.

MK asked how the ERBID is looking to expand the international visitor market? CC advised that it is through our working with Visit England/Britain who target international markets. Sally Everton of Meet Devon does a lot of work in this field, attending events to represent the area.

JK advised that the over 50s market is huge and we need to keep tapping into it.

There was discussion around the importance of sharing #hashtag EnglishRiviera, and using assets such as images and videos in business's own marketing. ABP encouraged businesses to share news of events.

WN advised that Bridge Group members feedback is that they do not know what the BID is doing, so more comms needed.

JK would like businesses to be informed about the activities of the business tourism steering group. CC advised it will be included in future B2B newsletters.

CH formally closed the meeting at 5:50pm.