



Minutes of Board Meeting

25th April 2024 – Wollens Board Room

Meeting commenced 2pm

ITEM	ACTION	BY WHOM
<p><u>1</u></p>	<p><u>PRESENT, APOLOGIES, MINUTES, MATTERS ARISING</u></p> <p>Present: Chris Hart (CH) ERBID Chair, Chief Executive Wollens; Anthony Payne-Neale (APN) ERBID Vice-Chair, Owner of Court Prior Boutique B&B; Andy Banner-Price (ABP) Owner of 25 Boutique B&B; Carolyn Custerson (CC) ERBID Chief Executive; Martin Brook (MB) Owner of Pilgrims Rest; Pippa Craddock (PC) Director, Business & Marketing Solutions Ltd; 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; Sheena Powe (SP), ERBID Accountant; Alison Bayliss (AB) ERBID - minutes</p> <p>Apologies: Richard Cuming (RC) Owner of Bygones; Tim Godfrey (TG) Partner, Bishop Fleming</p> <p>Approval of Minutes March 2024 meeting minutes – additional detail to SUP section required (Action AB)</p> <p>Matters Arising – No matters arising.</p>	<p>AB</p>
<p><u>2</u></p>	<p><u>FINANCE & GOVERNANCE - CC</u></p> <p>Managements Accounts - SP The levy collection rate is up in terms of percentage and amount, although the overall figure for collection is less this year. The target of 92% for collection is looking achievable.</p> <p>CC noted that there is £86k debt from 2023, which is less than half that of the previous year. The board discussed the date for sending chaser letters from Wollens and decided they should be pushed back by 2 weeks until the end of May.</p> <p>CC noted that £4k had been ringfenced for a new Airshow evaluation report (jointly with the Council), but this is not now required.</p>	

	<p>SP advised the events budget is now shown as £112,500, however there is £28,500 income to set against this in the form of Torbay Council event sponsorship and ticket sales for 7 Chefs (England’s Seafood FEAST events) and Walking Festival sales, so net event spend is within budget.</p> <p>An additional £1k has been put aside for ERBID3. Another £5k has been added for levy enforcement. Marketing - the reactive budget is £40.5k.</p> <p>Commercial income is doing well. CC advised that local recommended suppliers have been approached to be listed in the new Suppliers Directory, located on the B2B website. Action CC – to share link with board.</p> <p>TG had a constructive meeting with Partners& (insurance company) about sponsorship and will update at the next meeting.</p> <p>SP concluded that things are progressing well. A further £15k needs to be collected to cover all current commitments. Predicts the reactive budget may end at approx. £70k.</p> <p>2:25pm SP left the meeting</p> <p>ERBID3 Feasibility Study A quotation for £7560 has been received from Mosaic for undertaking a feasibility study, the results of which will inform the ERBID3 Business Plan. CC recommended that the quote is accepted, with a view to the study taking place in spring 2025, following a mid-term survey in October 2024. The quote is based on ERBID undertaking the bulk of the consultations and engagement, which the board agreed to support with. It was agreed that ERBID will write any accompanying text. Action CC – accept the quote and schedule a time.</p>	<p>CC</p> <p>CC</p>
<p>3</p>	<p><u>DESTINATION MARKETING</u></p> <p>2024 Marketing Strategy – CC/PC</p> <p>We will be holding an ERBID Destination Marketing Update at the Redcliffe Hotel, 15th May, to update BID businesses on our activity for 2024.</p> <p>The marketing approach this year, in alignment with the Destination Marketing Plan (DMP) is to attract new first-time visitors such as young actives and cultural explorers, and thereby extend the season and make the area a sustainable year-round destination. This is in additional to family summer holiday targeting.</p> <p>PC presented the 5 main themes: Nature / On the Water / Wellness / Culture / Food & Drink. An OOH poster campaign starts 25th April in Bristol supported by a digital campaign.</p> <p>The board discussed putting further funds into extra, later marketing for summer bookings due to the reported lack of forward bookings. The board discussed and agreed that going out as late as possible would be the correct approach, as bookings are being made very last minute, and that Birmingham was the likely location to target. Action PC/CC to look at options and see what can be achieved digitally and OOH with a budget of £10k and also £20k.</p>	<p>PC/CC</p>

	<p>Four PR Update - CC A press release announcing ERBID’s new relationship with Four has been released and regular meetings are being held with them to draw up a timetable of planned PR activity, and to determine themes and angles for proposed spokespersons, and a toolkit for stakeholders re branding guidelines/messaging. CC has circulated details to the board. CC proposed a spokesperson strategy which is: draw up list of proposed spokespeople, approach candidates, then Four will brief them on core messaging. The board agreed the spokesperson strategy.</p> <p>Four feel strongly that ‘English Riviera’ is the correct branding name. Their initial brief is to neutralise negative perceptions and to attract new audiences.</p> <p>Social Media Review Management of the company’s social media was discussed, with consideration to how capacity could be expanded for the future.</p> <p>Research Update - CC The monthly How’s Business Survey results continue to highlight the challenges that businesses are facing and we are yet to see any full recovery compared to visitor numbers pre-Covid.</p> <p>Easter Research – BID businesses were contacted by email for feedback on how Easter was for them. The results showed a very mixed and overall disappointing picture for the accommodation sector, with generally low occupancy even over the Easter weekend. It was noted that early Easters are always disappointing with the wet weather and cost of living concerns having an impact.</p> <p>The board discussed how to give further marketing support to businesses, with a proposal to look at holding marketing workshops and supplying ‘top tips’ such as how to use our assets in their own marketing.</p>	
<p>4</p>	<p><u>EVENTS UPDATE</u></p> <p>England’s Seafood FEAST – KW KW has secured 40+ venues. Following feedback from venues, the event will be held across 3 weekends/2 weeks. Branding is being brought into line with existing ERBID branding. There will be a marketing toolkit. KW asked the board for their support with hosting events, particularly 7 Chefs. Action KW – will share dates for board members to sign up to.</p> <p>Airshow - PC Marketing plans are progressing well. The PPC campaign has started. Posters have been signed off. Comments on social media regarding VIP area refunds if wet weather were mentioned, with a view that Council responses haven’t been worded well – Action LT will look into this.</p>	<p>KW</p> <p>LT</p>

<p><u>5</u></p>	<p><u>KEY EXTERNAL COMMUNICATIONS</u></p> <p>LUP Approval LT updated the board on levelling up long-term planning for towns. There is a new government initiative for Torquay, to have the same boundary as the town deal. Torquay is the only town in the South West to receive this funding. There is a 3 year action plan and a 10 year vision, a lot of community consultation will take place. There is £20 million for delivery of projects over 10 years, covering areas including security and safety, town centres (culture, heritage, regeneration) and connectivity.</p> <p>CC advised that we have asked for £5k for our sector. There is a lot of scope around areas such as renovation, signposting, shopfronts, possibly funds to reignite the Agatha Christie mile. CC has been invited to the 1st meeting next week for a roundtable discussion. The deadline for the business plan is 1st August.</p> <p>Paignton Sea Wall – LT Responding to the board’s previous request, LT advised that the Council are looking at costings for stopping works during peak summer season compared with running throughout. They will know more over the coming months and LT will keep the board updated.</p> <p>Strand Regeneration – CC CC has continued to attend meetings with harbour traders. The Council has agreed to open the road to two-way traffic for the May half term, including the Airshow weekend.</p> <p>The board’s feedback to LT is an ask for the Council to improve messaging and signage for traffic, to keep people informed about what is happening. The same for when the Paignton sea defences work begins.</p> <p>Government Lobbying - CC The board agreed to CC’s request to invite Kevin Foster MP to a board meeting, so that the board can be a voice for business concerns and to remind him of our sector’s challenges. Action CC to approach KF with dates.</p>	<p>CC</p>
<p><u>7</u></p>	<p><u>AOB</u></p> <p>English Riviera Wheel The board discussed the view of some Council planning objections to the Wheel returning in 2024. MB left the room while the board agreed to continue in its agreed stance of not getting involved with planning permissions. Instead, they took the decision to share their views with Council’s cabinet member for Tourism, Culture and Events.</p>	

Meeting closed at 5pm