



**Minutes of Board Meeting**

27<sup>th</sup> June, 2024 – Wollens Board Room

Meeting commenced 2.00 pm

ITEM	ACTION	BY WHOM
<p><b><u>1</u></b></p>	<p><b><u>PRESENT, APOLOGIES, MINUTES, MATTERS ARISING</u></b></p> <p><b>Present:</b> Chris Hart (CH) ERBID Chair, Chief Executive Wollens; Anthony Payne-Neale (APN) ERBID Vice-Chair, Owner of Court Prior Boutique B&amp;B; Andy Banner-Price (ABP) Owner of 25 Boutique B&amp;B; Carolyn Custerson (CC) ERBID Chief Executive; Pippa Craddock (PC) Director, Business &amp; Marketing Solutions Ltd; Richard Cuming (RC) Owner of Bygones; Claire Flower (CF) Director, Beverley Holidays; Tim Godfrey (TG) Partner, Bishop Fleming; Lisa Tuck (LT) Divisional Director Economy, Environment, and Infrastructure for Torbay Council; Kelly Widley (KW) Food and Drink Hospitality Consultant; Katrine Harrington (KH) ERBID – minutes, David Edmondson – Divisional Director – Planning, Housing and Climate Control for Torbay Council</p> <p><b>Apologies:</b> Martin Brook (MB) Owner of Pilgrims Rest; Jason Garside (JG) Managing Director of TLH Resort</p> <p><b>Approval of Minutes</b> May 2024 meeting minutes – approved.</p> <p><b>Matters Arising</b> Paignton Sea Defence – (LT) waiting for confirmation from Torbay Council for costings, expected to be £10m, the price could increase if there is a 6 week summer closure, work to commence Oct/Nov this year with completion expected by 2028.</p> <p>(CC) has concerns about the parking spaces that will be lost during the works and in increased parking pressure particularly around the seafront following the opening of the Mercure and IBIS Hotels and reduced capacity at Victoria Car Park. Accommodation providers and DSRRB are experiencing increased parking issues for guests and this needs to be kept under review.</p> <p>(KW) asked (LT) if access to the Geoplay Park will be interrupted by the works. It was confirmed access will be maintained.</p> <p>The Levy Payer Marketing Workshop has been postponed to the Autumn.</p>	<p>LT</p> <p>CC</p>

<p><b><u>2</u></b></p>	<p><b><u>FINANCE &amp; GOVERNANCE – (CC)</u></b></p> <p>Levy collection is now over 89%, which is just under £10K off the budget target.</p> <p>Debt collection schedule:</p> <ul style="list-style-type: none"> <li>• Mid-July – chasing letter from to be sent from Wollens, awaiting quote from Simon Bean</li> <li>• Enforcement process via Torbay Council for 11 debtors (very slow)</li> <li>• First court process – awaiting confirmation of date.</li> </ul> <p><b>2023 Accounts</b> were ratified by the Board.</p> <p><b>VIC Weekend Staff</b> – an additional £2,500 has been approved to stop lone working at weekends over the summer. The need for this followed ASB issues with some rough sleepers threatening the team.</p> <p><b>2024 Commercial Income</b> We are ahead of last year with ongoing sponsorship and an increased number of partnership marketing opportunities, just under £75k has been secured.</p> <p><b>(TG)</b> – confirmed sponsorship from Partners and About for £1k.</p> <p><b>Cruise English Riviera:</b> CC flagged the need to secure permanent match funding from TC for the Cruise English Riviera project. LT to review with thoughts that this budget could be allocated from TC’s Economic Development Budget. LT to confirm.</p> <p><b>ERBID/TC Events MOU until end of ERBID2.</b> (LT) Memorandum of Understanding – needs signing off by the end of July.</p> <p><b>ERBID3:</b></p> <p>Regarding BIDs elsewhere, it was noted that Bournemouth’s ABID was voted through with a very small majority and an appeal is likely. Bournemouth currently has 2 other BID’s. Yorkshire Coast BID as a definite no.</p> <p><b>UPDATE ON CORE INVESTMENT TOURISM AREA’S</b></p> <p>DE joined the meeting to run through a slide presentation to update on initial thoughts about the Core Tourism Investment Areas (CITA) boundaries as part of the Local Plan. The following points were raised from the Board: (CF) asked how we can the find accommodation providers using Airbnb. (CH) A bedstock audit is required, (JP, AP, and CC to form a sub group)</p>	<p>LT</p>
<p><b><u>3</u></b></p>	<p><b><u>DESTINATION MARKETING – (CC)</u></b></p> <p><b>Last Minute Summer Campaign</b> - Roadside posters were placed in the last two weeks of June in central Birmingham at a cost of £10K.</p> <p><b>New Positioning Campaigns</b> – Ready for Water, Ready to Relax and Ready for Nature are all live on Meta platforms.</p>	



	<p>the event was seen as one of the best Air Shows to date with lots of positive media coverage. The weather over the weekend really helped.</p> <p>A full report will be completed by the Events Team with the recommendation to repeat the event for 2025 (date to be confirmed) – clashing with other major air shows is being carefully considered with the aspiration to secure both the Red Arrows and Typhoon on both days.</p> <p>PC will be preparing a separate Visitor Marketing Evaluation report with the ERBID Company leading on Visitor Marketing for the event for this year. This report will be circulated to the Board. To support future marketing of the Air, show a new Air Show Video was filmed this year and new photography invested in jointly funded by TC and ERBID Company.</p> <p>Car Park data and How’s Business for June stats are still to be collated and will be added to the final report.</p> <p>As previous years economic benefit was mainly felt in Paignton. Accommodation occupancy for the weekend was strong including at the new hotels, with the new owners of the Redcliffe promoting an Air Show non-residents hospitality package.</p> <p>Specific issues included overcrowded trains coming into TQ &amp; PN with out of area marketing being increased for this year. GWR do not have more carriage capacity so this is a challenge going forwards and the need for a dedicated and publicised Park and Ride Service has been highlighted as needed for future Air Shows.</p> <p>The need for corporate/VIP hospitality did not happen this year and is considered necessary and another income stream. Adding a tiered (additional charged) seating area was also recommended in discussions.</p> <p>England’s Seafood FEAST – (KW) FOUR will be doing a press release and there will be an event every day. KW to update at next Board Meeting.</p> <p><b>ERBID Event Development Fund</b></p> <p>TRON are planning to organise more events and on request have been sent the ERBID event development fund application forms.</p>	<p>KW</p> <p>MB/CC</p>
<p><b><u>5</u></b></p>	<p><b><u>KEY EXTERNAL COMMUNICATIONS</u></b></p> <p><b>Cryptosporidium Comms and Proposed Actions</b> (CC), (CH) and Becky Davies will be meeting SWW on 18<sup>th</sup> July to discuss a marketing recovery campaign and loss of business profits as well as income. The results will shortly be available from the impact survey.</p>	<p>CH, CC</p>
<p><b><u>7</u></b></p>	<p><b><u>AOB</u></b></p> <p><b>Blue Flag</b> – After some debate around the continuation of Blue Flag Beach Awards (versus increased demands from dog owners to use the beaches all year round) Rob Parsons has reapplied. Our latest Visitor Survey showed that 94% of visitors are aware of the scheme and many choose to holiday here because we have Blue Flag beaches.</p>	<p>CH</p>

	<p><b>Torquay Parking</b> – Board debate around continued challenges regarding lack of TQ Harbour Parking made worse with the temporary closure of Harbour Carpark due to structural issues and poor communication to help allow some continued use via Museum Road. General ask that TQ Council Permits should be able to use in Fleet Walk Carpark which has over 300 spaces, which is currently not possible due to incompatible payment methods. Everyone worried about high summer demands on parking. CH to update at next Board Meeting.</p> <p><b>Backgammon Championship</b> – The organiser has approached (APN) to ask if they can call it the 'English Riviera Backgammon Championship,' the event will be held at TLH and they will complete 'Event Development Fund Form.' APN to update at next Board Meeting.</p>	APN
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Meeting closed at 5pm