Minutes of Board Meeting

24th April 2025 – Wollens Board Room

Meeting commenced 2 pm

ITEM	ACTION	BY WHOM
1	**PRESENT, APOLOGIES, MINUTES, MATTERS ARISING** **Present:** Chris Hart (CH) ERBID Chair, Chief Executive Wollens;, Owner of Court Prior Boutique B&B; Andy Banner-Price (ABP) Owner of 25 Boutique B&B; Carolyn Custerson (CC) ERBID Chief Executive; Pippa Craddock (PC) Director, Business & Marketing Solutions Ltd; Richard Cuming (RC) Owner of Bygones; Claire Flower (CF) Director, Beverley Holidays; Kelly Widley (KW) Food and Drink Hospitality Consultant; Martin Brook (MB) Owner of Pilgrims Rest; Jason Garside (JG) Managing Director, TLH; Will Ford, (WF) Owner of several F&D businesses, Katrine Harrington (KH) ERBID - minutes **Apologies:** Anthony Payne-Neale (APN) ERBID Vice-Chair; Tim Godfrey (TG) Partner, Bishop Fleming; Lisa Tuck (LT) Divisional Director Economy, Environment, and Infrastructure for Torbay Council; Jim Parker (JP) Editor, Torbay Weekly **Approval of Minutes** March 2025 meeting minutes – circulated and approved with no amendments. **Matters Arising** **Social Media Communications** – agreed that ERBID Comms would focus on LinkedIn and Monthly Newsletters. **Brixham Pirate Festival** – the board discussed recent communications from the Pirate Festival Committee regarding requests for further funding for ERBID as a sponsor to film the event. WF offered to support ERBID communications to get any proposed cost waived.	

2	**FINANCE & GOVERNANCE** **Management Accounts** - were circulated. (CC) advised there were some cashflow concerns due to the delay with SWW not paying the first instalment until 30th April. **BID Levy Collection** – (CC/KH) some issues with allocating payments have now been resolved. Collection rate on par with 2024. **SWW Legacy Fund for Brixham** – (WF) Offered to liaise with Brixham Town Council and Brixham Chamber of Commerce as to how the legacy money should be spent. Many different projects have been suggested with no agreement to date. The money for the Legacy Project has to be invoiced by 31st December 2026. (CC) recommended appointing a Project Coordinator to oversee the Legacy project, agreed by (CF). (KW) mentioned there is an appetite from local F&D businesses to bring back Fishstock. **ERBID 3** – (CC) reported that Mo Aswat from Mosaic had been commissioned to work with us on preparing for the ERBID3 ballot in June 2026 and was working on current options to present to the ERBID Board May Board Meeting. **Future Format of Board Meetings** – (CH and CC) agreed Zoom worked at the last meeting for those unable to attend in person. (CC) suggested the next meeting should be Zoom with in person bi-monthly, (CF) and (KW) agreed. (MB) and (RC) prefer in person. It was also discussed that a Council Officer should be in attendance. (CH) to liaise with Alan Denby regarding this.	
3	**DESTINATION MARKETING – (CC)** **Easter Performance** The Board businesses shared Easter performance which was overall more positive than 2024. **National Campaign Update** - (PC) confirmed the Family Campaign is still running with over 7 million views of the advert. Everything is in place for the Stacey Sumner influencer visit for May Half Term. Next week filming will commence for the Over 50's Campaign which is scheduled to go live on 26th May. It is hoped elements of the Over 50's video will be able to be shared on 14th May at the ERBID Marketing Update. In addition, there will be a new dedicated Brixham video and Brixham in Pictures photo competition. (WF) offered a competition prize.	
4	**EVENTS** **Airshow** – (PC) advised the final programme is expected to be announced towards the end of next week and all enquiries are to be directed to the official Air Show website. Additional activity is planned for the Friday night, final details awaited. (KW) advised that TC's target for sponsorship had not been reached. (CC) highlighted that establishing an Events Forum maybe helpful to encourage future sponsorship. Scheduling the timing of final communications was discussed. (KW) confirmed the time of the ERBID Mercure hospitality event would be 1 pm.	

	Sardine Festival – (CC) sponsorship from the BID Company would be dependent on a change in the event name, rather than South West Sardine Festival it would be 'South West Sardine Festival in Brixham/English Riviera', a figure of £2,500 was suggested to come from the Recovery Fund and (CC) to write to the organisers with this offer.	
5	**KEY EXTERNAL COMMUNICATIONS** **Agatha Christie Limited Visit to the Pavilion** (CH) arranged a meeting with James Prichard, representatives from Torbay Council, the Arts Council, Lottery Heritage Fund and Anthony Payne the Interim Director of Place to discuss the shared aspiration for the Pavilion to become an International Centre celebrating the life of Agatha Christie.	
6	**AOB** **Britain in Bloom** – (KW) suggested encouraging businesses to have floral displays. Torbay won Britain in Bloom and the finals are to be held at the Riviera Centre in October. **English Riviera Visitor Guide** – (KW) this may be brought back in the autumn endorsed by the ERBID Company. Titled 'Out and About on the English Riviera' this will be a free printed and digital guide aimed at food and drink, winter events, attractions and things to do. The BID will assist with imagery, content and distribution. (RC) commented this may not be of interest to attractions as the Attractions Partnership produce a leaflet and DSSRB produce a South Devon Guide with out of season discounts. **Zonal Energy Pricing** – (RC) explained the price structure with the South West being the highest. He suggested the BID opposes this, (JG) agrees. (CC) to contact Steve Darling.	

Meeting closed at 4:45 pm