



Minutes of Board Meeting

24th November 2022 – Wollens Board Room

Meeting commenced 12:00 pm

ITEM	ACTION	BY WHOM/ BY WHEN
<p><u>1</u></p>	<p><u>PRESENT, APOLOGIES, MINUTES, MATTERS ARISING</u></p> <p>Present: Tim Godfrey (TG) ERBID Chairman and Partner, Bishop Fleming, Martin Brook (MB) ERBID Vice Chair, Owner of Pilgrims Rest, Pippa Craddock (PC), Richard Cuming (RC) Bygones, Claire Flower (CF) Director Beverley Holidays, Chris Hart (CH) Chief Executive Wollens, Kevin Mowat (KM), Torbay Council Director of Place, Kelly Widley (KW) Food & Drink Hospitality Consultant, Alison Bayliss – minutes.</p> <p>Apologies: Carolyn Custerson (CC) ERBID Chief Executive, Jason Garside (JG) Managing Director TLH, Simon Jolly (SJ), Anthony Payne-Neale (APN) Court Prior Boutique B&B</p> <p>TG welcomed everyone to the meeting and ran through the schedule, as the ERBID Board Election declaration will take place at 2pm after the meeting. New members to then stay on to discuss possible co-opted members.</p> <p>TG thanked the current Board for their support over the last 5 years. The Board thanked Simon, in his absence, for his service over this time.</p> <p>Approval of 27th October Minutes – approved.</p>	<p>TG</p>
<p><u>2</u></p>	<p><u>FINANCE & GOVERNANCE - TG</u></p> <p>2022 Management Accounts, Levy Collection Update This year, collection exceeded expectation. The Board will need to decide in the New Year about next steps regarding remaining debtors.</p> <p>2023 Budget Due to the financial challenges expected for businesses in 2023, the company needs to think carefully about cashflow for the next year and TG has proposed to Sheena that a budget forecast is calculated for 2023 based on a 90%, 80% and 70% collection rate. Agreement in room to err on the side of caution, as the economic climate for next year is uncertain. KW noted that some businesses have plans to close temporarily for the winter.</p>	<p>TG</p>

	<p>The Board agreed to adopt the existing 80% figures, so that a budget can be set, subject to a review of the economic climate and with the 70% figures being prepared. It was agreed that the Marketing group should get ahead for next year, before the January board meeting, to look at maximising impact for the minimum spend, thinking in terms of having the 70% budget to work with.</p> <p>Vaughan Parade Lease We have been given a 97-page draft lease by Torbay Council, which Wollens are looking at on the company's behalf. We are awaiting a rates assessment.</p>	
3	<p><u>DESTINATION MARKETING - PC</u></p> <p>Winter Marketing Campaign The Winter Campaign is focusing around the Bay of Lights, which is proving popular on our digital media channels.</p> <p>GWR Meeting CC had a productive meeting with GWR and RH to discuss event promotion with a 'Make a Weekend of It' theme. CC secured £5K sponsorship from GWR towards promoting air travel to the Air Show.</p> <p>Contractors Update Eddie Bent will no longer be working with ERBID after the end of December 2022. Gina Franchi will be working one more day a week for ERBID, managing the website. CC has asked Simpleview to undertake a review of the website which they have agreed to do FOC. CC proposing that SEO of the website is moved back to Simpleview for 2023.</p> <p>ACTION – Marketing team/PC to meet up in Dec/early Jan to look at what a 70% budget would look like. PC noted the importance of targeting the right places, and that these places may need reviewing.</p>	<p>PC</p> <p>PC</p>
4	<p><u>EVENTS UPDATE - MB</u></p> <p>Bay of Lights The Illumination Trail in Torquay has been launched, with £20K support from ERBID. The response from attendees and on social media has been positive and the opening weekend was busy. Seafront businesses such as Pier Point have seen increased business, but feedback from harbour businesses is that people aren't walking around it as part of the trail, and the harbour area seems darker than the seafront due to main lights removed and trail lights limited in power. Discussion in room regarding the trail and suggestions for future years. Agreement that the harbour needs to feature more strongly to attract footfall, and then with that in place, businesses need information further ahead of time, so they can commit to opening hours, planning support events and getting involved. KM agrees that investment is needed in the harbour area, but the Council had to cut plans this year. MB queried if some of the Town Fund budget could be used as, come January 5th when the trail ends, the harbour will have no lights at all which will be very bad for businesses. KM advised this is a conversation for ERBID to pick up with Alan Denby. ACTION – KM will feedback</p>	<p>KM</p>

to Alan Denby, who leads on regeneration and who is taking over from KM, that a conversation is required about the harbour lights and funding, as a matter of urgency.

KM advised that Bay of Lights funding is for 3 years. £60K has been set aside for a permanent lighting scheme in Brixham, and there will be projections across the harbour, so a different offering to Torquay. PC noted that it is important we are involved in discussions for next year. KM – we need a selfie point, for example at the Tree. MB – the QR codes need to feature more so that they are visible on social media.

England’s Seafood FEAST

This year’s event went really well. KW advised that the businesses who were involved this year got a good return on it. KW – next year the event will be over two weeks, with each weekend spotlighting one of the three towns. It is hoped that Fishstock will be revived, with possible sponsors already lined up. KW is going to meet with Jim Portas. We have engaged with Raw PR who are putting together a proposal and we are looking at other PR companies as well to see what they can do for us. This is being worked on now, looking ahead to next year.

Walking Festival

It was a successful first year and the event covered the cost of the tour guides, which had been the aim. The goal is to highlight the English Riviera as a walking destination year-round. Next year it will be held twice, once in Spring and once in Autumn.

Agatha Christie Festival

Matt Newbury has been appointed as the festival director for 2023. .

English Riviera Air Show – PC

CC and PC met with Phil Black (Torbay Council) and REM Events about our objectives for 2023. ERBID have a £20K sponsorship budget. The result of the meeting is that CC and PC will be putting together a ‘Make a Weekend of It’ marketing campaign aimed at encouraging overnight stays, targeting the 55+ age group and families all within a 3-hour drive time. ‘Make a Weekend of It’ is the call to action for all events next year. RH and Plaster have both been approached to come up with a plan based on a £10K marketing budget, with a deadline of end December. PC noted that the Council’s brief around marketing is different but that is for them to arrange. We need our marketing to be done beforehand. Also, we are mindful of conditions such as the economy and rainy days, so it’s important to use the ER website to feature what else can be done in the area. RC agrees it is important to promote that. PC advised that we build suggested itineraries for the target audiences.

	<p>Event Development Application Form – MB</p> <p>There will be a new Event Development Fund application form for 2023. The fund aligns with one of the key objectives of the BID which is to increase investment in events. The maximum amount that can be applied for any one event is £5K (in general). Event proposals will be considered particularly where they are across multiple days, are outside of the main summer holidays, and support the promotion of the English Riviera brand.</p>	
	<p><u>KEY COMMUNICATIONS - TG</u></p> <p>Asylum Seeker Accommodation</p> <p>TG had an update from Steve Darling and Anne-Marie Bond that Torbay Council are seeking a Judicial Review of the decision of the Home Secretary to use Torquay hotels as accommodation for asylum seekers. ACTION – The Board agreed there should be more contact with Anthony Mangnall (MP for Totnes and South Devon, which includes Brixham) in addition to Kevin Foster (MP for Torbay), to raise as much political noise as possible around both seats. KM and KW emphasised the importance of keeping levy payers informed about what we are doing. PC advised we should review our communications and we need to give more regular email updates. KM queried if the hotels being used for asylum seekers had paid their levy. ACTION for CC to check if paid and action for pursuing if required next year.</p> <p>Energy Costs</p> <p>Discussion in room about the increase in energy costs. TG emphasised that as a company we need to be aware of and sensitive to concerns about it and be as supportive as possible. He asked if anyone has good ideas about energy saving to share them.</p> <p>Accor Hotels</p> <p>CC will be meeting with Accor’s Director of Sales to discuss the two new hotels in Paignton; Mercure and Ibis Styles.</p> <p>Climate Control</p> <p>CC had a meeting with Jacqui Warren, Torbay Council’s Climate Emergency Officer to hear about the development of the Carbon Neutral Torbay Action Plan. KM – the advice is to build efficiency by insulation, solar panels, tesla batteries etc. Jacqui is hoping to have funding next year for support information for levy payers. More electric vehicle charging points are planned next year for Council car parks.</p> <p>Geopark UNESCO Accreditation</p> <p>PC – reaccreditation is taking place next year. KM – Torbay Council will have budget ready for next year, it is important for the area to have the UNESCO accreditation.</p> <p>Brixham Road Closure</p> <p>CF advised she has been active in emailing concerns about the proposed long-term closure and the disruption it will have on businesses and the community.</p>	<p>Board</p> <p>CC</p>

	<p>KM – the Highways Team are working to minimise the length of the development and discussions are on-going.</p>	
	<p><u>AOB</u></p> <p>Food & Drink Event 2023</p> <p>KM raised the subject of the possible Food & Drink event - ERBID had raised concerns around the latest proposals for it and now Phil Black is unsure of our intentions regarding funding. MB advised that ERBID support had been for an out of season event, but the proposed date is now for around the peak spring bank holiday in late May. KW advised that she and CC had met with the contractor and there were concerns that the proposed visitor numbers and pricing were unrealistic and there had been no engagement with local food and drink suppliers. ERBID wants to be supportive but there are concerns about where our funding would go and it seems the event needs more thought and planning. KM and TG agreed that further conversations are required.</p> <p>ACTION – MB to arrange a meeting between Phil, Alan, KM and ERBID.</p> <p>CH thanked TG on behalf of the Board for his sterling work and efforts during the last BID term.</p>	<p>KM</p> <p>MB</p>

Meeting closed at 1:55 pm