



### Minutes of Board Meeting

27<sup>th</sup> March 2025 – this meeting was conducted online.

Meeting commenced 2pm

ITEM	ACTION	BY WHOM
<u>1</u>	<p><b><u>PRESENT, APOLOGIES, MINUTES, MATTERS ARISING</u></b></p> <p><b>Present:</b> Carolyn Custerson (CC) ERBID Chief Executive; 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; Martin Brook (MB) Owner of Pilgrims Rest; Claire Flower (CF) Director, Beverley Holidays; Jason Garside (JG) Managing Director, TLH; 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</p> <p><b>Apologies:</b> Pippa Craddock (PC) Director, Business &amp; Marketing Solutions Ltd; Richard Cuming (RC) Owner of Bygones; Chris Hart (CH) ERBID Chair, Chief Executive Wollens; Lisa Tuck (LT) Divisional Director Economy, Environment, and Infrastructure for Torbay Council</p> <p><b>Approval of the previous meeting's minutes:</b> The minutes of the February 2025 meeting were approved.</p> <p><b><u>Matters Arising (CC)</u></b></p> <p><b>B2B comms</b> Investigations ongoing, looking into Facebook and WhatsApp group options</p> <p><b>South West Water - Brixham</b> CC has updated the Chair and Vice Chair of Brixham Chamber of Commerce, on Recovery Marketing and SWW Funding. They advised CC that legacy project ideas are still being considered and discussions are ongoing. The SWW funds for this must be spent by end December 2026.</p> <p><b>Image Licensing re Recovery Marketing</b> AB advised that Wollens had approved the proposed licence form and a system was now in place whereby a levy-paying business requests access to the images/videos, and on completion of the Licence Form via Docusign, are sent the assets by WeTransfer.</p> <p><b>Additional Filming</b> Capturing new film assets of the three towns had been discussed previously. After considering the budget and schedule, CC advised that this will take place for Brixham, but</p>	AB

	<p>it will not be possible to include Torquay and Paignton in 2025. This could be reviewed for next year.</p> <p><b>ERBID Annual Update 2025</b> This is planned for 11:30am on Wednesday 14<sup>th</sup> May at the Riviera International Centre. CC requested board members to attend, and to arrive at 10:30am, ahead of the event, so that new photography can be taken by Poppy Jakes.</p> <p>Events – CC and KW to meet with the organiser of the proposed new Sardine Festival. The board consensus is that the proposed timing and product make it unviable for BID funding support.</p>	
<b><u>2</u></b>	<p><b><u>FINANCE &amp; GOVERNANCE (CC)</u></b></p> <p><b>Management Accounts Update</b> The latest Management Accounts had been shared with the board ahead of the meeting, with no concerns to report.</p> <p><b>Levy Collection</b> Collection is slightly down on last year. TG advised no cause for concern at this stage, a later Easter and the tough economic situation may be factors.</p> <p>Final reminder letters have been despatched.</p> <p><b>South West Water Update</b> SWW have advised that the agreement has been signed and is now with their legal team, and assurances have been given that their first payment will be made by 31<sup>st</sup> March. CC advised that funds have not been over-committed but that the F&amp;G team will meet urgently if the agreement and funds are not forthcoming next week.</p> <p><b>ERBID3</b> CC and KH met with Torbay Council's Business Rates Department who will be running reports to help inform ERBID3 planning proposals. Mosaic are to run further reports once the new rateable values have been confirmed after 1<sup>st</sup> April.</p> <p>The board discussed options for an ERBID3 and possible timings of a ballot. To be discussed further.</p>	
<b><u>3</u></b>	<p><b><u>DESTINATION MARKETING (CC)</u></b></p> <p><b>National Campaign Update</b> Performance of the Family Campaign is positive and performing well as a brand awareness campaign. The video has been viewed over 2 million times. The first run of Out of Home advertising saw an uplift in direct traffic to the englishriviera.co.uk website, and the second run of OOH will start later in April.</p> <p>A family-targeted influencer has been chosen and will visit during May half term.</p> <p>The actors have been chosen for the next phase of the National Campaign, which targets Over 50s couples and will be in the same style as the Family Campaign. Filming is due to start week commencing 28<sup>th</sup> April with TV advertising due to go live in mid-May. There will be increased tactical digital campaigning in the South West in response to a rise in</p>	

	<p>holidaymakers opting for shorter journeys, as identified by the South West Visitor Economy Data Hub.</p> <p><b>Groups</b> AB attended the British Tourism &amp; Travel Show 2025 in Birmingham, representing the English Riviera as part of Devon's Top Attractions' group of stands. JG confirmed that group volumes are still very important for business, and CC noted that inbound international groups, including students, are looking strong and it feels like we are seeing more footfall.</p> <p><b>Business Tourism</b> £3k which was budgeted for a business tourism video will now be used so that Meet English Riviera can exhibit at the Meetings Show, which is a key trade tourism event.</p> <p><b>Cruise English Riviera</b> There was a useful fam visit by Saga Cruises, ahead of their two arrivals scheduled this year.</p> <p><b>Press and PR</b> Four Marketing Group hosted the first ERBID Ambassador Programme online session, which was well attended and resulted in some inspirational new stories for future press and PR activity.</p>	
<b>4</b>	<p><b><u>EVENTS (CC)</u></b></p> <p><b>Pirate Festival</b> - a new Pirate Festival video will be produced. Action: KW to reach out to the festival organisers to see how plans for this year are going.</p> <p><b>Bay of Lights</b> – first press release despatched, dates for 2025 confirmed (28<sup>th</sup> November to 2<sup>nd</sup> January)</p> <p><b>Air Show</b> – the Red Arrows are confirmed and the programme is looking good. Torbay Council are seeking new sponsorship - KW is now assisting where possible.</p> <p><b>SUP World Cup 2026</b> – the English Riviera has been confirmed as the winning location. First press release despatched.</p> <p><b>Walking Festival 2025</b> – booking value is increasing and a digital campaign is being prepared.</p> <p><b>England's Seafood FEAST</b> – KW is working on the programme with 8 events already confirmed and a further 12 in the pipeline.</p> <p><b>Agatha Christie Festival</b> – tickets for September have been released and sales are strong.</p> <p><b>Food Festival (2026)</b> – the ERBID are sponsoring this year's Bays/Offshore event on 11<sup>th</sup> May by £1k seed funding. It is taking place on the Banjo/Princess Gardens this year, and may have potential to because a new Torquay Food Festival in the future.</p>	KW
	<p><b><u>EXTERNAL COMMUNICATIONS (CC)</u></b></p> <p>JP has launched a new Torbay Tomorrow business magazine in which CC contributed a feature about the ERBID.</p> <p>CC is meeting with Steve Darling next week. KW fed back that the Food &amp; Drink sector would like the minister's support, and the board agreed they would like to see more support for tourism as a whole, as one of the area's major employers.</p> <p>CC was a guest speaker at the Torbay Business Forum breakfast in March, and at the</p>	

	<p>English Riviera Film Festival.</p> <p>The ERBID sponsored a category at the Best Bar None Awards, in support of the English Riviera's nighttime economy and Food &amp; Drink businesses.</p>	
	<p><b><u>AOB</u></b></p> <p>ABP will be a contestant in Strictly Rowcroft on 17<sup>th</sup> May, helping to raise funds for the Rowcroft Hospice.</p> <p>The board discussed the forthcoming local authority reorganisation, considering the potential impact on possible future terms of the BID.</p>	

Meeting closed at 3:30 pm