



Minutes of Board Meeting

29th May 2025 – online via Zoom

Meeting commenced 2:00 pm

ITEM	ACTION	BY WHOM
<u>1</u>	<p><u>PRESENT, APOLOGIES, MINUTES, MATTERS ARISING</u></p> <p>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; Kelly Widley (KW) Food and Drink Hospitality Consultant; Martin Brook (MB) Owner of Pilgrims Rest; Jason Garside (JG) Managing Director, TLH; Alan Denby, Torbay Council, present on behalf of Lisa Tuck; Alison Bayliss (AB) ERBID - minutes</p> <p>Apologies: Claire Flower (CF) Director, Beverley Holidays; Lisa Tuck (LT) Divisional Director Economy, Environment, and Infrastructure for Torbay Council</p> <p>Approval of Minutes April 2025 meeting minutes – one name spelling correction required, Action AB to amend, otherwise approved.</p> <p>Matters Arising South West Water Brixham Legacy Fund: Appointment of proposed Legacy Fund Project Coordinator has been raised with Brixham representatives, CC to follow up as the Board continue to be concerned that great urgency is needed to complete the project within SWW spending timescales.</p>	AB
<u>2</u>	<p><u>FINANCE & GOVERNANCE</u></p> <p>Approval of 2024 Accounts (TG) Copies of the Accounts were shared ahead of the meeting. TG presented the details and the Board approved the Accounts.</p> <p>Levy Collection CC advised that final notices have been sent out by Torbay Council. The current collection is at 79.54% for 2025 and payments are still being received.</p> <p>TG noted, and the Board recognised, that the environment going forward could be challenging for businesses.</p>	

<u>3</u>	<p><u>ERBID ANNUAL UPDATE FEEDBACK</u></p> <p>The event went ahead successfully on 14th May and feedback from businesses and partners has been positive. Board feedback also positive, although it was noted that there was a lot of information to fit into one long session. Poor sound quality of mikes was noted, particularly during Q & A session.</p>	
<u>4</u>	<p><u>ERBID3</u></p> <p>2:30pm Mo Aswat (MA) of Mosaic Partnership joined the meeting.</p> <p>MA presented his first ERBID3 analysis (previously shared to Board), with a range of options and his recommendations.</p> <p>The Board reviewed the analysis and noted the necessity of increasing revenue, while emphasising the importance of maintaining a level playing field. Action MA to model further options in response to Board discussion.</p> <p>Next steps – Board aims to agree a favoured option in July.</p> <p>Summer 2025 – prepare draft Business Plan (CC/AB) Autumn 2025 – ERBID3 Consultation process (all) February 2026 – deliver final Business Plan (CC/AB) March 2026 – Business Plan despatched to levy-paying businesses Last week of June - Ballot</p> <p>3:40pm MA left the meeting.</p>	MA
<u>6</u>	<p><u>DESTINATION MARKETING</u></p> <p>The new Couples Campaign is due to go live on TV on 26th May.</p> <p>The planned influencer visit has been postponed until the summer, due to the forecast of wet weather for half term week.</p> <p>New Brixham photography and videography has been shot and is being edited.</p> <p>A new Brixham photo competition is being planned for this summer.</p> <p>The Visitor Information Centre continues to record days with a notable increase in international visitors. Agatha Christie continues to be the main ‘pull’ for overseas visitors.</p>	
<u>7</u>	<p><u>AOB</u></p> <p>CC advised that she met positively with a representative of the new Indigo hotel (InterContinental Hotels Group), due to open at Corbyn Head in the Autumn.</p>	

Meeting closed at 4:00 pm