



Minutes of Board Meeting

30th January 2025 – Wollens Board Room

Meeting commenced 2pm

ITEM	ACTION	BY WHOM
<p><u>1</u></p>	<p><u>PRESENT, APOLOGIES, MINUTES, MATTERS ARISING</u></p> <p>Present: Chris Hart (CH) ERBID Chair, Chief Executive Wollens; Anthony Payne-Neale (APN) ERBID Vice-Chair, Owner of Court Prior Boutique B&B; Carolyn Custerson (CC) ERBID Chief Executive; Martin Brook (MB) Owner of Pilgrims Rest; Pippa Craddock (PC) Director, Business & Marketing Solutions Ltd; Richard Cuming (RC) Owner of Bygones; Claire Flower (CF) Director, Beverley Holidays; Tim Godfrey (TG) Partner, Bishop Fleming; Kelly Widley (KW) Food and Drink Hospitality Consultant; Sheena Powe (SP) ERBID Accountant; Alison Bayliss (AB) ERBID – minutes Representing Torbay Council as LT unable to attend: Becky Davies (BD) Economic Development Manager, Torbay Council</p> <p>Apologies: Andy Banner-Price (ABP) Owner of 25 Boutique B&B; Jason Garside (JG) Managing Director, TLH; Jim Parker (JP) Editor in Chief, Torbay Weekly; Lisa Tuck (LT) Divisional Director Economy, Environment, and Infrastructure for Torbay Council</p> <p>Meeting plan: The attendees above met for a shortened board meeting 2pm – 3pm. The following attendees joined at 3pm for a presentation of the new <u>Recovery Marketing</u> plans by marketing agency Chalk & Ward: Matthew Crabtree (MC), Chair of Brixham Chamber of Commerce; Vince Flower (VF), Chair at Visit Devon; Alex Foley (AF), Brixham Chamber of Commerce; Will Ford (WF), The Greenway Group; Tracey Hallet (TH), Town Clerk at Brixham Town Council. For Chalk & Ward: Alister Tickle (AT) and Lauren Peters (LP).</p> <p>Approval of the previous meeting’s minutes: The minutes of the November 2024 meeting were approved.</p> <p><u>Matters Arising (CC):</u></p> <p>B2B newsletters are going out monthly. Action: Additional methods of B2B comms, with a view to increasing comms and reach, and improving engagement, to be investigated.</p> <p>SWW recovery funding agreement – the agreement was received in mid December. ERBID requested minor amendments which have been verbally confirmed and now awaiting the final version.</p>	<p>CC/PC/AB</p>

<p><u>2</u></p>	<p><u>FINANCE & GOVERNANCE (CC)</u></p> <p>2024 (CC) Levy collection is higher than anticipated, at 93.8% for 2024. The carry forward / contingency is higher than expected at £97,209.</p> <p>2025 Budget The final draft budget was circulated to the board ahead of the meeting. The budget allows for a 93% collection rate. It is noted that the number of eligible businesses for 2025 has decreased since the start of the BID due to changes in business rates, and further impact is expected from changes in furnished holiday lettings tax. We have doubled commercial income to help counteract this decrease. The board approved the 2025 budget.</p> <p>ERBID 3 CH and CC had an initial call with Mosaic regarding ERBID3 planning. In April, updated rateable values will be requested from Torbay Council, to help evaluate possible options/BID models for ERBID3. After consideration of possible options, a formal consultation process will begin in September and then a first draft ERBID3 Business Plan will be produced. The final date of the ballot is TBD. Action CC will share information re proposed CITA boundary changes. Action CC will speak with Vince Flower re support for liaison with larger ERBID coaching hotels following the failed Bournemouth ABID.</p>	<p>CC</p>
<p><u>3</u></p>	<p><u>EVENTS UPDATE</u></p> <p>Seafood FEAST (KW) 4 events have already been confirmed for 2025 and some sponsorship has been secured. A Seafood Breaks landing page is planned, pending new assets which are in hand.</p> <p>SUP £15k was agreed by the board to support plans to bring international level SUP to the English Riviera in 2026 with the World Cup which we are to bid for to host working with Brendon Prince and UK Paddle. This is expected to be match-funded by Torbay Council. The feeling of the board is that any plans should result in a strong legacy, helping make the English Riviera the SUP capital of the UK. Action: Further discussions with Brendon Prince necessary.</p>	<p>CC</p>
<p><u>4</u></p>	<p><u>DESTINATION MARKETING – RECOVERY MARKETING UPDATE</u></p> <p>Attendees, as detailed in the Meeting Plan above, joined for a presentation of the new Recovery Marketing campaign by marketing agency Chalk & Ward.</p> <p>Action PC to circulate Recovery Marketing plan including key objectives and target audiences.</p> <p>Action AT to share the C & W presentation with the attendees (send to PC or AB to circulate)</p> <p>Part of the SWW funding is for a legacy project for Brixham. This was discussed by the group. Brixham representatives to meet and plan next steps.</p>	<p>PC</p> <p>AT</p>

Meeting closed at 5.00 pm