

ERBID Board Meeting
Thursday 27th April, Toorak Hotel

PRESENT: L Murrell T Smyth P Craddock C Hart C Custerson K Mowat
 T Godfrey R Cumings M Salmon M Brook M Pugh C Jeavons

ITEM	ACTION	BY WHEN	BY WHOM
1.	<p>APOLOGIES</p> <ul style="list-style-type: none"> • R Sundhom and B Cole • Minutes of the meeting 30th March were approved. • Matters arising mainly covered in meetings agenda. • Blue Flag Scheme – potential sponsor in place. Request feedback on details from council. KM to follow up. • Presentation of Torbay. KM has raised this with appropriate council department and will pass feedback on to CC for circulation. 	May	KM
2.	<p>DESTINATION MARKETING</p> <ul style="list-style-type: none"> • <u>New TV Advert</u> Tenders were invited from Pulse, RH, Soundview, SW Film and John Tomkins. Pulse, Soundview and RH were shortlisted and each presented to board sub group in morning of 27th. All had strengths, but it was the clear view of groups that Soundview was most suited to this work. Agreed to proceed with Soundview. CC to finalise details & price with them. • TV advert sub group would now be PC, MP, CC, and MB. Sub group was impressed by Pulse and would consider them for future activity. • The media buying for TV advert needs to go out to tender as agreed at last meeting. Still under review is how we manage the social media campaign. This may be affected by decision on website. Yet to decide on TV transition date, but social media activity likely to commence first. • <u>New Website</u> Tenders were invited from Insignia, Brace IT, Nameless, New Mind, Clockwork, New Wave Media and Local World. • Brace IT, Nameless and New Mind were shortlisted and presented to board subgroup in morning of 27th. New Mind gave the strongest presentation and are the leading organisation for destination websites. The functionality of their new sites is much improved over our current site. Brace IT were very strong on the SEO side. New Mind was the clear favourite of the group. Issues of price, ongoing support and more detail on online booking system required. Agreed for CC to follow up negotiation with New Mind. Consider it very important to have good ongoing support for management of site. • Also need to follow up issues of cyber security of site and how the CRM system will comply with new GDPR data legalisation. • Everyone agreed that it had been a very positive morning reviewing tenders. • <u>Social Media Strategy</u> • SP is doing a good job managing face book page. Currently EB is carrying out maintenance on website. RH has allocated ERBID an 	May	CC

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	<p>account manager. Will now aim to involve New Mind in maintenance of current website. Looking to develop activity for the summer and go out to tender for overall social media strategy. RH is running next campaign.</p> <ul style="list-style-type: none"> • <u>Short Break Campaign</u> • Campaign for spring and early summer targeting under 35's and over 55's. Marketing sub group have had final drafts for sign off by Monday. Campaign to start 10th May. Campaign has highlighted need to refresh photo library. • <u>Exeter Campaign</u> • 68% uplift compared to last year in visits to website from Exeter. Should consider campaign for next year possibly targeting Bristol and or Plymouth. • <u>Destination Guide</u> • Distribution still up on last year. Caterlink mailing out to 50k additional emails as part of contracts (1st of two top up mailings). • <u>Consumer Newsletter</u> • Next newsletter to go out at same time as short break campaign with plans to review future management. • <u>International Marketing</u> • Potential to consider specialist Website Company targeting Chinese students in English. Further details to be circulated to marketing sub group. • <u>Photography & Videography</u> • Starting to plan new photography & videography with extra funding from seafood coast activity. Photographers appointed. Proposing to appoint an Art Director to manage new shoots. Feedback required to help identify any missing shots. Request to be put in newsletter and board to feedback. Photography will be linked to TV advert filming. • Should consider if we can identify one iconic image to help promote the bay. • <u>Business Tourism</u> • Conference Bureau going ahead with stand at TUC conference. • <u>Group Market</u> • Preparing for Group Leisure Show in Birmingham in October. Propose preparing a leaflet for businesses involved in group market to hand out. More of a listing than brochure. Proposing also to sub let presence on stand at a charge. • Also want to fix date for ER Spring Showcase Group Event. Proposal is for 2 day event with one night stay in different hotels. Would include fam visits. • <u>Visitor Information</u> • Slight increase in budget for seasonal staff due to training requirement. • <u>England's Seafood Coast Project</u> • About to start second stage. This focuses on the development of new products. A key output is a new seafood festival for 2018. Want this to be sustainable and not a one off. First meeting of Food & Drink subgroup May 9th at 9.30am. MS and CH will be joining CC. Opportunity to engage with businesses that have expressed interest already and to understand more of what they would like 	<p>Now</p> <p>May</p> <p>May</p>	<p>Marketing Subgroup</p> <p>Marketing Sub Group</p> <p>ALL</p>

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	from BID.		
3.	<p>GOVERNANCE & FINANCE</p> <ul style="list-style-type: none"> • March’s accounts had been circulated. Accounts approved. Accounts show a strong position. Important to note that Project Income is for specific activity shown under Project Expenditure and is not available to be used for other destination marketing activities. Year end taxation issue will be discussed at next governance sub group meeting. Levy income at end of March was £417k, 83% of total. At time of board meeting levy income stands at £433k. • Levy payment – First monitoring group meeting held. Consider council is doing a good job of collection. Summons about to go out to all non payers for court session on 22nd May. Current outstanding bill is about £55k. Judgement will allow council to take enforcement action and will result in an additional charge to non payers of £75 per business. ERBID will be supplied a list of business summons and will try and contact them. Any businesses paying before 22nd would be removed from court list and not face extra £75 charge. • Want to engage with business sectors that have not felt they are part of BID. Food and Drink Sub Group organised. CC has attended the licence forum. Aiming to talk with hotels that accommodate group business. • Discussion will take place at next board meeting about enforcement action. • <u>Associate Partners</u> Downloadable application form is now available on ERBID website. All Directors to encourage take up from non tourist business with board of directors to encourage suppliers and colleagues. • <u>Offices</u> Vaughan Parade lease is still with council legal department. DSSRB planning to move in for Whitson. Have agreed new signage. New IT arrangement progressing. • <u>Staffing</u> HR subgroup of BC, MS and LM met to finalise handbook and contract of employment. SSG has done an excellent job for us. Draft is with CC and team for comment. Articles of association will be revised by Governance sub group in May. Company membership will be on May’s Board agenda. Invite to join company will be posted to all eligible levy payers in June. Opportunity to include additional ERBID information in this posting. • <u>Communications</u> • B2B newsletter final draft circulated to communication group. Will be sent out w/c 1st May. 	<p>Ongoing</p> <p>May</p> <p>May/June</p>	<p>ALL</p> <p>Governance Sub Group</p> <p>CC</p>

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4.	<p>ANY OTHER BUSINESS</p> <ul style="list-style-type: none"> • <u>Great Place Scheme</u> A number of directors are attending presentation on this in Paignton. It is important to clarify the relationship between this scheme and the ERBID. We are working with scheme to increase overall funding available. It will help provide a cultural element on new website and help promote other cultural events. Kate Farmery has offered to attend a future board meeting. • <u>Herald Express Tourism Awards</u> The awards are just being launched with a dedicated new website. Date has been moved to prevent clash with Devon awards. South West Tourism Awards will be held in Torquay in February. These awards are very important to the industry and ERBID will encourage businesses to enter. All board members to help support. • Place/Vision Statement for Torbay. This has been developed to help the different agencies and sectors within the bay to work together. • <u>June Air show</u> Information is now starting to be circulated by Council's events team. For both days show site will open from midday and displays will take place between 2pm & 5pm. ERBID will have a visitor information stand at the event. • Board members need to forward their details for ERBID website as soon as possible. 	Ongoing	All
5.	<p>DATE OF NEXT MEETING</p> <ul style="list-style-type: none"> • Thursday 25th May at 2.30pm. Venue to be confirmed. 		