



Minutes of Board Meeting

29th February 2024 – 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; Andy Banner-Price (ABP) Owner of 25 Boutique B&B; Carolyn Custerson (CC) ERBID Chief Executive; Claire Flower (CF) Director, Beverley Holidays; Kelly Widley (KW) Food and Drink Hospitality Consultant; Cllr. Martin Brook (MB) Owner of Pilgrims Rest; Pippa Craddock (PC) Director, Business & Marketing Solutions Ltd; Richard Cuming (RC) Owner of Bygones; Jim Parker (JP) Editor in Chief, Torbay Weekly; Lisa Tuck (LT) Divisional Director Economy, Environment, and Infrastructure for Torbay Council.</p> <p>Apologies: Jason Garside (JG) Managing Director, TLH; Tim Godfrey (TG) Partner, Bishop Fleming</p> <p>Approval of Minutes January 2024 meeting minutes – approved.</p> <p>Matters Arising – No matters arising.</p>	
<p><u>2</u></p>	<p><u>FINANCE & GOVERNANCE</u></p> <p>2024 Budget – CC Being so early in the year there are no significant changes to budgeted figures.</p> <p>2024 Levy Collection Update - CC Levy collection reported at 56.26% which is higher than 2023 when the January collection was 36.5%. Reverting back to a one instalment payment has helped the 2024 collection rate so far with full payment due 20th January. An 80% collection is what we are currently budgeting for, with 90% collection hoped for.</p>	

	<p>KH and CC met with IW on 15th Feb with the following actions agreed in respect of the 2024 Recovery Timetable, which is bringing everything forward now we do not have instalment payments hindering the process.</p> <ul style="list-style-type: none"> • 20th Feb – First reminder letter to be sent from Torbay Council • w/c 2nd week of April – Final Notice Letter • Mid-May – Wollens Chasing Letter • June – First Court Session <p>£159k was outstanding on the 15th Feb, from those invoices dispatched in Dec 2023 for 2024, 496 invoices in total. Reminder letters to be sent by Torbay Council next week.</p> <p>2023 Debt Recovery IW is to provide a list of businesses having been served a liability order that is still outstanding and F&G Committee to decide action to be taken.</p> <p>Commercial Income – CC CC reported that this is currently ahead of budget with some buy in from the new Advertising Rate Card and increased number of Voluntary Contributors compared to previous year. (VC’s) Board approved recommendation by CC to invite shared suppliers to also become VC’s. South West Water have recently joined as a VC.</p> <p>Alteration Ballot/ERBID3 - All Following further Board discussions and recommendations from Mosaic the decision was taken to not proceed with an Alteration Ballot later this year but to wait and hold the ballot for ERBID3 in 2026 as originally scheduled. The Board expressed concern that Mosaic had not conducted an Alteration Ballot before. This will allow more time to consider all options as to how the makeup of ERBID3 could look, with everyone agreeing that maximising funds for Destination Marketing & Events are a priority. Other destinations are increasingly looking at hybrid BID models such is happening in Bournemouth who are looking to introduce the first seaside resort accommodation-based ballot involving a visitor levy to be paid per night. Everyone agreed that undertaking a Feasibility Study would be extremely helpful in identifying whether the town centres and retail sector could or would want to be included in ERBID3 and work more closely promoting the resort and whether there was any appetite to include the Bournemouth model as part of ERBID3 if their ballot is successful in April. Board asked LT if she could explore Torbay Council assisting with the costs of undertaking a Feasibility Study. The last time Torbay undertook a BID based Feasibility Study was 7 years ago.</p>	<p>CC/CH/TG</p> <p>CC</p> <p>LT/CC</p>
<p><u>3</u></p>	<p><u>DESTINATION MARKETING – CC</u> CC reported to the Board that all of the agreed 2024 Destination Marketing plans were now being executed with the first campaigns live and referred to full details in her report.</p>	

	<p>Social Media Budget CC thanked the Board for their feedback at the last meeting and advised that she has commissioned an independent review of our Social Media Content and met with SP to discuss how we can maximise our activity on the major platforms. More resource is necessary but the results of the review will be awaited before any further decisions are made. For ERBID3 a full time post dedicated to social media and Content Creation is considered necessary.</p> <p>Photography Budget CC confirmed that she had given notice to TS in order to release funds for more investment in Digital Photography and PR.</p> <p>PR The Board discussed CC’s proposal to commission FOUR as a professional PR agency to help with raising the positive profile of the resort. FOUR’s submission was very favourably received by most of the Board with a majority decision to contract them for 12 months. CC, PC and CF to meet with Agency to discuss details of the contract.</p> <p>Brand Strategy Board discussed the preference to involve FOUR in this work and not proceed as a separate project at this stage.</p>	<p>CC</p> <p>CC/PC/CF/ABP</p> <p>CC/PC/CF/ABP</p>
<p>5</p>	<p><u>EVENTS UPDATE</u></p> <p>Air Show PC gave an update on the Air Show and the work of the Air Show Marketing Group that she is leading including a new dedicated Visitor Marketing Strategy. Shared Creative Assets are being finalised to share with Levy Payers with everyone agreeing the headline all marketing (resident and visitor) to be ‘Make a Weekend of It.’</p> <p>Pirate Festival & Torbay Pride CC advised that both organisers had agreed the additional conditions of our sponsorship.</p>	<p>PC</p>
<p>6</p>	<p><u>EXTERNAL COMMUNICATIONS REPORTED ON:</u></p> <p style="text-align: center;">South West Visitor Economy Data Hub Bridge Group Meeting Strand Regeneration Appointment of Cllr. Jackie Thomas as Tourism Portfolio holder Devon LVEP Application New Registration Scheme for Short-Term Lets March TBF Breakfast – CC Guest Speaker</p>	<p>CC</p>

<p><u>7</u></p>	<p><u>AOB</u></p> <p>MB updated on the new Brighter Bay initiative being invested in by TC taking place from May 2024 to improve pot holes, grass verges etc plus the new Operation Town Centre initiative which will focus on managing ASB, with new legislation to stop drinking in the streets, with enforcement to apply.</p> <p>CH updated on the position regarding Torquay United.</p>	
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Meeting closed at 5:00pm