



Minutes of Board Meeting

29th September 2022 – Wollens Board Room

Meeting commenced 2:00 pm

ITEM	ACTION	BY WHOM/ BY WHEN
<p><u>1</u></p>	<p><u>PRESENT, APOLOGIES, MINUTES, MATTERS ARISING:</u></p> <p>Present: Tim Godfrey (TG) ERBID Chairman and Partner, Bishop Fleming, Carolyn Custerson (CC) ERBID Chief Executive, Martin Brook (MB) ERBID Vice Chair, Owner of Pilgrims Rest, Richard Cuming (RC) Bygones, Claire Flower (CF) Director Beverley Holidays, Chris Hart (CH) Chief Executive Wollens, Kevin Mowat (KM), Torbay Council Director of Place, Anthony Payne-Neale (APN) Court Prior Boutique B&B, Kelly Widley (KW) Food & Drink Hospitality Consultant</p> <p>Apologies: Pippa Craddock (PC), Jason Garside (JG) Managing Director TLH, Simon Jolly (SJ)</p> <p>TG welcomed everyone to the meeting. He thanked CC for chairing, and the Board for their support, while he had been on leave.</p> <p>Approval of 25th August Minutes – approved.</p> <p><u>Matters Arising – CC</u></p> <p>Action points from previous meeting: AGTO: CC to meet with them at Group Leisure Show in Milton Keynes 6th Oct, with a view to joining.</p> <p>GWR: Meeting arranged with ERBID/RH/GWR on 22nd Nov, to look into possible new train marketing campaign.</p> <p>Repair/replace A1 poster boards: Katrine obtaining quotes and looking into options to have a digital screen in the VIC window. Alex Bolton (Torbay Council) advised will need planning permission. ACTION – KM to look into possibility of an office decision rather than going to committee.</p> <p>CH raised issue of tired-looking ER signage on way into bay, particularly Maidencombe – ACTION – CC will follow up</p>	<p>CC</p>

	<p>Council funds for brown tourist signs: CC has been advised by Simon Pinder that these funds are no longer available due to TC budgetary constraints. ACTION - CC will liaise with SWISCo to see if audit work has started, with a view to getting a costing.</p> <p>Selfie sites: CC has emailed David Edmondson, awaiting response. Discussion about how we move this project on, as it needs to be costed as part of the draft 2023 Marketing Plan. The Board agreed that ERBID will look into providing the design, ACTION - KM to look into what permission is needed to move forward.</p> <p>Proposed meeting between ERBID and TC regarding future event partnership: CC and Alan Denby to meet on 3rd October.</p> <p>Food Festival tender: MB has shared the tender doc with the Board. No further notification from TC Events Team as to which supplier has been appointed.</p> <p>Celebrity Cruises: RC reported that he'd had conversation with a captain, been advised they are looking to N Europe for new destinations. RC recommends that we offer FAM visits to Celebrity and Carnival, noting that Agatha Christie is the key point of interest and that cruise operators work to long timeframes so we need to start targeting them now. KM confirmed that £5K is ring-fenced for Cruise Torquay. CC advised that Cruise Britain might bring in a FAM visit next year.</p>	<p>CC</p> <p>CC</p> <p>KM</p> <p>CC/RC</p>
<p>2</p>	<p><u>Finance & Governance</u></p> <p>2022 Management Accounts and Debt Collection Update - TG Accounts up to the end Aug '22 were circulated. The debt collection rate is now 86.7%, with another £16K collected in September. The board acknowledged the outstanding efforts by Katrine Harrington in getting the debt down, going above and beyond to achieve this result. The remaining debtors' details will now be handed over to Wollen's for final collection. Agreement across Board that this year's debtors list will help identify patterns of debt going forward, and it was important to take a strong stance to debt this year to have an improved situation in future. TG advised that we are in a healthy position going forward.</p> <p>Board Elections CC thanked those on the board who have come forward to stand in the next election and confirmed that Anne-Marie Bond (Torbay Council) will announce the results at the November Board Meeting. Discussion in room on the timings of this, noting that while the current board are in place until the end of 2022, some meeting attendees will not necessarily be re-elected. It was agreed that the board meeting will take place at the earlier time of 12pm, and the election results will be announced afterwards at 2pm. Once the new board are appointed, they will arrange to meet to discuss and agree the appointment of co-opted members, as required. The new Chair will be elected by the new board in January. ACTION – CC – prepare Code of Conduct for board members (2023) to sign. CC proposed a discussion at the next (October) meeting about possible new co-opted members. ACTION – CC – add agenda item for next time.</p> <p>AGM The Annual General Meeting is to follow this Board Meeting, at 4:30pm.</p>	

<p><u>3</u></p>	<p><u>Destination Marketing - CC</u></p> <p>2022 Marketing Update The Autumn/Winter campaign is currently running. A powerful digital campaign has been put together for the Bay of Lights, with £5K ring-fenced for getting strong images. Bookings and marketing for both Seafood FEAST and the Walking Festival are going strong, with digital campaigns driving awareness.</p> <p>2023 Marketing Update CC has costed out the Destination Marketing Plan for 2023 at a total of £205K – a breakdown was presented to the Board, and includes: A new national poster campaign for summer, for mid Feb to March - £100K investment. New proposal – GWR What’s On campaign, possible locations Exeter, Taunton, Bristol. A Re-activation budget to be reserved and called on as needed. Events – a continuation of existing events plus the Bay of Lights. CC proposed a £10K investment in the Air Show, to aim at increasing overnight stays, noting that if this isn’t successful then there needs to be discussion as to how much we continue to sponsor the event in future. Proposal to bring in a dedicated Agatha Christie campaign of £5K. CC asked the board to review the draft campaign plan and let her know if anything else should be included. There is a potential £120K carry forward to help with the plan. MB suggested a budget for a proposed Spring Walking Festival, but it was agreed that Spring is a difficult time to sell an event for, and to stick with Autumn only for a few years, to get the event established. CC presented the proposed new hero image of Elberry Cove. The Board agreed the image in principle. ACTION – CC to prepare a draft budget for the whole company, for the board to sign off in principle in October.</p>	<p>CC</p> <p>CC</p>
<p><u>4</u></p>	<p><u>Events Update - CC</u></p> <p>International Agatha Christie Festival The event has taken place and was successful, with over £20K ticket sales. CC noted the great job done by Heather Norman-Soderlind, Chair of the IACF. CH advised there had been an agreement that next year’s Festival should be shorter, concentrating on quality and with less events. The ‘I’ in ‘IACF’ will be dropped in future.</p> <p>Discussion in room regarding the importance of the Agatha Christie connection, with KM noting that it is important to keep it in the local conscience and not just for visitors. APN highlighted the need for public transport options to get to Greenway.</p> <p>ERBID have produced the new Agatha Christie Mile leaflet and have identified a need for a similar leaflet for Cockington, incorporating both the village and the Court.</p> <p>England’s Seafood FEAST - KW This year’s event is about to begin. KW reported that things have been happening last minute, with some businesses joining only at the last opportunity. Issues such as chef changes and staff shortages have meant that some events didn’t happen, but that in terms of engagement the Feast has been very positive, with 32 venues involved.</p>	

	<p>Participants were appreciative of the whole concept and there is the potential to do a lot more next year, building on the momentum of this year. The venues that are self-promoting are doing well, but those who aren't are not getting such good results. The Board agreed that the programme is very good.</p> <p>KW noted a negative point that the website was too long-winded to navigate, it wasn't easy to find all the events. Positive feedback is that some businesses are already signing up for next year. KW noted that there should be new photography for next year.</p> <p>CF queried if the participating venues could gather info on how many locals/overnight visitors etc. KW observed that the accommodation sector didn't particularly embrace the festival; if they had had content earlier then they could have arranged special deals. MB highlighted that it was important for next time to get the venues and accommodation to be organised a lot earlier, so that the festival can be marketed and targeted at overnight stays as well as local participation. KW thinks we should combine the Seafood FEAST with a Food & Drink Festival, and get other businesses involved, for example a Steam Train special. Make it a bigger offering for overnight stays and get more hotels involved. KW advised need for the board to work with PR agencies and get journalists on board. CC mentioned possibility to appoint a dedicated PR agency for the English Riviera for next year.</p> <p>CC advised that once this year's festival is over, it was important to digest feedback and plan for next year, noting that the festival provided invaluable engagement with food and drink businesses.</p> <p>The Board congratulated KW for successfully delivering the Seafood FEAST.</p> <p>English Riviera Walking Festival</p> <p>Promotional activity is up and running, including bus stop posters and digital marketing. Approx 200 walkers have booked. The aim for this inaugural year is for ticket sales to cover the cost of the tour guides.</p> <p>The Great Big Paddle Parade</p> <p>MB is to meet with Sean (WeSUP) next week. The event went well, despite poor weather, with over 500 paddleboarders taking part. The event started earlier due to the weather, which meant more people booked overnight stays. Sean wants to do it again and is going through the process of applying to hold a World Record Attempt next year. Discussion that the event will bring people from all over the country, with APN noting that it would be good to make it into a bigger event incorporating other activities that all the family can take part in.</p> <p>2023 Food Festival</p> <p>CC advised that the Council gave ERBID a further opportunity to be involved with holding the event, but this was declined. CC's view is that the company puts full support behind the Seafood FEAST instead, making it a larger Festival-format event with possibly a central marquee, chef presentations etc. and building on the unique 'England's Seafood Coast' title. KW suggested that the feedback from Brixham is that there is an opportunity to bring FishStock back.</p> <p>Reintroduction of ERBID Funding Applications</p> <p>CC & MB proposed the reintroduction of funding applications for next year. The company has already been approached by Pride for 2023.</p>	

<p><u>5</u></p>	<p><u>Key Communications</u></p> <p>Esplanade Hotel - CC Both the Council and local businesses in Paignton have written to the Home Office, expressing concerns regarding the hotel, which is located in a Core Tourism Area, being used to house asylum seekers. The Council has served a Planning Contravention Notice on the establishment. CC advises that the best outcome is if the management company, Clearsprings, utilises the 3-month break clause.</p> <p>Government’s Call for Evidence - CC ERBID has sent a strong response. TDA also sent a response, regarding the effect of Air BnBs on private housing. DCMS had 4200 responses which have now been passed on to evaluation consultants. CC commented that there has been an explosion of Air BnBs, many of which are under the radar of the BID levy. If the Government don’t decide to do a registration scheme, and we want to capture more of these properties then we may need to think of lowering the rate. APN noted that going forward, issues such the Call for Evidence and asylum-seekers are the issues that small businesses want to address.</p> <p>DMO Review - CC CC is meeting regarding this next week and will report back at the next meeting.</p> <p>Torbay Council The Council are discussing the issues with starting new projects in these more challenging times. The Council are continuing with projects already committed to. Other projects can go ahead if viable but others may be paused. Where external grant funding exists, projects can be managed, but the council are having to revisit all business plans.</p>	
	<p><u>AOB</u></p> <p>No further business.</p>	

Meeting closed at 4:10pm