



Minutes of Board Meeting

2pm on 30th June 2022 – Wollen’s Board Room

Meeting commenced 2pm

ITEM	ACTION	BY WHOM/ BY WHEN
<p><u>1</u></p>	<p><u>PRESENT, APOLOGIES, MINUTES, MATTERS ARISING:</u></p> <p>Present: Carolyn Custerson (CC) – Chair - Chief Executive, Claire Flower (CF) – Director Beverley Holidays, Martin Brook (MB) – Vice Chair, Owner of Pilgrim’s Rest, Richard Cuming (RC) – Bygones, Jason Garside (JG) Managing Director TLH, Simon Jolly (SJ) – Managing Director, RICC, Kevin Mowat (KM) – Torbay Council Director of Place, Anthony Payne-Neale (APN) – Court Prior Boutique B&B</p> <p>Apologies – Tim Godfrey (TG) – Chairman and Partner, Bishop Fleming, Pippa Craddock (PC), Chris Hart (CH) Chief Executive, Wollens, Kelly Widley (Food & Drink)</p> <p>CC welcomed everyone to the meeting.</p> <p>Approval of 26th May Minutes – not approved, amendment required to show that MB was in attendance.</p> <p>Matters Arising – CC advised she will have a Cruise Ships update at the next meeting in July. Brief update - she had a good 2nd meeting with the Harbour Authority. Amy Blackburn and Karen Annis are working with Cruise Britain with the aim of obtaining a FAM visit next year. cruisatorquay.com has been registered.</p>	<p>CC</p>
<p><u>2</u></p>	<p><u>Finance & Governance</u></p> <p>6 Month Management Accounts The Management Accounts are in a healthy position overall. Torbay Council have sent levy reminders and BID collection has risen to 74.2%. 85% needs to be reached to achieve the 2022 budget. Additional income is exceeding budget due to the pursuit of banner advertising and also the Walking Festival.</p> <p>6 Month Destination Marketing Accounts CC noted that: the Reactivate budget has been included under National. The figure for Visitor Information may come in lower. The figure for Photography and Videography may come in higher.</p>	

	<p>If target levy collection is reached, the Reactive Marketing budget is set to be £59K.</p> <p>Now that final accounts have been prepared for the last financial year, the company is legally required to hold an AGM by end September 2022 and is scheduled now for 29th September.</p> <p>JG raised issue his business had in getting levy invoice from the Council, and once obtained it showed a 3-month payment schedule. Query – how many others in a similar position? CC has asked Ian Westward to advise.</p> <p>CC advised that a debtors list has been sent to Wollens to quote for providing further Debt Resolution Service as previous which was very successful. Discussion in room if similar investment should be made again. Agreement that the option of a debt collection agency should be looked into. CC is aware that the Isle of Wight pays £14K to their local council and gets active enforcement support, resulting in a 94% payment rate. Enforcement support in Torbay is currently lacking.</p> <p>ACTIONS CC</p> <ul style="list-style-type: none"> • Liaise with Susie Hayman to look into using the private collection team used by the Council’s Parking Dept. • once the quote from Wollens has been received, a decision to be made at the next meeting in July • ensure that current debtors are archived from the ER website and that they are advised of this • Share debtors list with the Board <p>Staffing Update All contracts for ERBID2 have been signed and returned.</p> <p>Board Elections The last board election was 2017. The Council will run the next election at a cost of approximately £1500 supported by CIVCA. If held in October with declaration on the 20th, the printers would require the prospectus artwork of Levy Payers/Company Members wanting to stand by 1st September. The board discussed best methods of communication to businesses. It was agreed to send info by email, followed by a postcard stating the deadlines and directing recipient to the B2B site for further details. The board discussed whether to keep the suggested timetable. It was felt that applicants would struggle to meet deadline during their busiest time. CF queried if there is a legal deadline – CC confirmed that the election needs to be held within the first year of ERBID1. Agreement made to discuss with Governance & Democratic Services at Torbay Council and put back as far as is possible to allow a new Board to be appointed by the end of the year.</p>	<p>CC</p> <p>CC</p> <p>CC</p> <p>CC</p> <p>CC</p>
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<p>3</p>	<p><u>Destination Marketing</u> – CC</p> <p>Reactive Digital Marketing Campaign The campaign with RH Advertising has had a very positive impact with over 100K clicks generated to the ER website. At a cost of £30k this 6-week campaign ends on 17th July. Visit England research shows affordability as the number 1 concern right now. RC noted that Bygones has more visitors coming in off the street to check entry cost, same with other attractions. RC’s research indicates that families are visiting less attractions per visit than in the past. CC advises had similar feedback from Cornwall and Somerset. CF noted that her business is thinking of targeting closer to home, as people are not travelling so far because of increased fuel costs. APN noted that visitors are booking much later. While acknowledging that cost of living issues is not within ERBID2’s control, there is a feeling that we need to keep our profile up, with the message that visitors don’t need to go abroad. CC emphasised that social media awareness is key and that it will emphasise the elements that visitors typically find attractive abroad such as beaches and the mild climate. MB noted that potential visitors may be waiting for financial support payments to come through in July before booking.</p> <p>Groups Marketing Update CC thanked Richard and Jason for their help since last time. CC advised that we are staying as a partner with DATA and will partner with them at exhibitions. Alison and CC working to update Groups Brochure to take to these exhibitions. Xmas FAM visit – discussion whether to work with Steve Reed but possibly too expensive. Provisional budget is £4K. Train of Lights has been given for exclusive use on night of 8th Dec ’22. Decision to go ahead at £4k if complimentary accommodation for GTO’s and Coach Operators attending FAM visit can be secured. RC highlighted the need for the participants to be carefully vetted.</p> <p>2023 Photography CC advised that Soundview Media have been commissioned to take the 2023 National Advertising Poster ‘Hero’ shot after an unsuccessful test with a local drone company. CC highlighted it will be a sound investment for the next 3 – 4 years.</p> <p>A ‘Faces of the Riviera’ Photoshoot/Facebook campaign has been launched and there has been a great response. This is to secure some new Family Beach Images for our marketing going forwards. Agreement that this is good local engagement. KM noted that the Council are investing in a drone and there could be collaboration. CC ACTION – to liaise with Andrea.</p> <p>CC also advised the Board that the new ER Attractions Video to feature 19 attractions in partnership with the England Riveira Attractions Group had started. The ERBID were investing £8k in this project.</p>	<p>CC/RC</p> <p>CC</p>

<p>4</p>	<p>Events Update - CC</p> <p>English Riviera Airshow CC advised there has been a mixed response from the industry. Businesses have asked for the Airshow to not be held on a Bank Holiday weekend, when the area is already very busy. The RAF can't move to later in June due to other bookings. Next year's event won't fall on a Bank Holiday. Discussion that there are a lot of day visitors rather than stay-overs with the perception that it is mainly locals who visit. Feeling in room that wider advertising and more marketing is required to raise awareness. KM and CC to investigate with Council whether the Airshow Parking online booking information could be used to determine where visitors came in from? APN noted that bars and restaurants benefit from Airshow visitors, whether local or not, and there is a ripple effect outwards from Paignton to the other areas. It was suggested that the contract with REM is reviewed. The board agreed to support the Airshow in 2023, repeating last year's investment of £20K.</p> <p>Events Strategy Meeting Update – MB MB advised that he had a meeting 14th June with Alan Denby and Phil Black. Walking Festival – the Council kindly supporting and investing £10k. Food Festival, potentially in 2023 – discussion about the challenges of getting plans through Council procurement. KM advises that the Council are working to get the process more streamlined. MB advised there is concern that we can't deliver on pledge to deliver new events, thereby damaging our reputation because of the delays in procurement. CC advised that the BID Co. will help promote and market the new food festival in a supporting role while the Council takes the lead. CC noted that Torre Abbey will likely be scaffolded due to restoration work in 2023, so the festival would be confined to the Spanish Barn and green to that side of the building but, that this would be suitable for the first year of the event. It was noted that a food festival needs a long lead-in time and needs to avoid other local food festival dates many of which are well established. Easter weekend had previously been proposed as first choice but time is running out due to procurement. ACTION – KM will chase up procurement at the Council.</p> <p>International Agatha Christie Festival Strategy Day CC will supply full feedback at the next meeting but notes that bookings this year are strong, with some international bookings.</p> <p>General discussion regarding overseas visitors – LAL and Devon School of English have ceased trading. On a positive note, we are seeing an increase in overseas visitors and students, noted both in the VIC and with local businesses. JG noted that TLH had their 1st international student group of the year.</p> <p>England's Seafood FEAST There are 35 proposed events in conjunction with local businesses, however 10 have not paid their levy so cannot at present be included. The remaining 22 events will be going live then can be marketed.</p> <p>English Riviera Walking Festival There has been a two-week digital campaign and walks are now 20% booked. Late bookings can be expected in line with market trends.</p>	<p>KM/CC</p> <p>KM</p> <p>CC</p> <p>CC</p>
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	<p>Key Communications</p> <p>CC advised she has met with Laura Backhouse from DCMS and Visit Devon, and notes two Government updates:</p> <p>The 'County Deal' – Plymouth, Torbay & Exeter are working together to bid for funding. The first stage has been prepared. Feedback is that the Government are disappointed that the visitor economy has been presented as a 'golden thread' but it is not strong enough and needs to be made more of, compared to other county drafts that have been seen.</p> <p>Also, the government had previously suggested a compulsory registration scheme for all accommodation. There is a feeling that this idea has now gone cold. It was announced that there will now be a 'Call for Evidence' and we will be asked to take part in this consultation. Board members felt that their disappointment should be expressed at a national level – ACTION CC/RC to arrange joint meeting with Kevin Foster.</p>	CC/RC
	<p>Destination Marketing Focus Group</p> <p>CF noted that the focus group felt really positive and enthusiastic. CF and CC highlighted that issues with getting planning through the Council had been raised as a concern. KM fed back that the Council is aware that it is an issue and is working on improvement.</p> <p>Torbay Business Awards</p> <p>Agreement by board members to support the Awards in future, noting that it was good for engagement and the 'feel good' factor. It was agreed that no board member should be a judge going forward to avoid possible conflicts of interest.</p>	
	<p><u>AOB</u></p> <p>MB noted a concern about Air BnBs flooding the market and is the bubble bursting on staycations? KM noted a possible impact on the housing market also. Discussion whether Devon could have its own local registration system? KM noted there would need to be a lot of infrastructure to get that in place. CC will catch up with Malcolm to see what Cornwall have in place. Agreement that there needs to be a national solution.</p>	CC

	<p>SJ advised that the full-time vaccination service at the RICC is coming to an end and that events are starting again from July. The British Chess Championship is due to be held there in August, with the Brass Band event also booked. Their diary is looking healthy for the Autumn.</p> <p>CC raised issue of Torbay Council's litter enforcers. Officers in Belgrave Rd have reportedly been going onto hotel land to fine coach drivers. Agreement that this behaviour is not acceptable. ACTION KM/CC to email the relevant council contacts.</p> <p>MB queried if company membership rolled over from ERBID1 to ERBID2. CC to clarify with Mo Aswat but believes it will, as although it is a new BID it is not a new company.</p> <p>The Board agreed to hold an AGM on 29th September 2022.</p>	<p>KM/CC</p> <p>All</p>
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Meeting closed at 4:20pm