



Minutes of Board Meeting

Thursday 23rd July 2026 – Wollen’s Board Room

Meeting commenced at 2:00pm

ITEM	ACTION	BY WHOM
<u>1</u>	<u>PRESENT, APOLOGIES, MINUTES, MATTERS ARISING</u> Present: Chris Hart (CH) ERBID Chair, Chief Executive Wollens; Carolyn Custerson (CC) ERBID Chief Executive; Martin Brook (MB) prev. Owner of Pilgrims Rest; Richard Cuming (RC) Owner of Bygones; Alan Denby (AD), Director of Pride in Place, Torbay Council (TC) - online; Claire Flower (CF) Director, Beverley Holidays; Jason Garside (JG) Managing Director, TLH; Tim Godfrey (TG) Partner, Bishop Fleming; Jim Parker (JP) Editor, Torbay Weekly; Kelly Widley (KW) Food and Drink Hospitality Consultant; Alison Bayliss (AB) ERBID – minutes Apologies: Andy Banner-Price (ABP) General Manager Cary Arms & Spa; Anthony Payne-Neale (APN) Vice-Chair ERBID, Owner of Court Prior Boutique B&B Approval of Minutes: The minutes of the June meeting were approved. <u>Matters Arising</u> SWW Brixham Legacy Project - CC advised that she met with Brixham representatives last week and received a full update. There are plans to move forward with the first project. AD noted that he will encourage Brixham Town Council to get in touch with TC as early as possible regarding any planning requirements. Campaign Stats - After request by JP at the previous meeting, CC advised that Chalk & Ward will now provide statistics with figures as well as percentages. Agatha Christie British Library Exhibition - Following the enquiry from Steve Darling MP which was noted at the previous meeting, CC advised that Four will be creating a national press release encouraging visits to ‘now visit her birthplace’ as a tie-in to the BL exhibition.	
<u>2</u>	<u>Local Government Reorganisation</u> AD gave an update to the boarding following the announcement on 17th July that Government have confirmed it will adopt a proposal for Local Government Reorganisation across Devon. This will see Torbay being served by a new council covering the existing area and extended across a further 21 surrounding parishes.	

	AD advised that TC have a lot to work through, noting that from an ERBID Events point of view, TC's budget will be facing increased pressure. Elections are expected to be held next year for a shadow authority. For now, all contacts at TC remain the same. The Board discussed the possible impact of the changed area for ERBID3 and a potential ERBID4. CH noted that it was something to consider for the future.	
<u>3</u>	<u>FINANCE AND GOVERNANCE</u> <u>Management Accounts</u> (CC) Debtors CC recommended that promotion of debtors for 2026 should now cease and that the relevant website product pages should be taken down. CC advised there wasn't a set procedure for when this takes place in the year but after discussion, the Board agreed it should be once a court summons is issued. Action CC: to formalise the process in writing. CC recommended that, following summons in May 2026, remaining debt is pursued by Wollens (while not conflicting in timing with any TC debt-chasing actions). CH declared an interest and withdrew from the conversation. CC advised that budget has been ring-fenced for this purpose. Recommendation agreed. South West Water Marketing Fund SWW have paid the June invoice, and SP has issued the invoice to them for the final payment. Contingency Budget There is an estimated £80k that must be spent by the end of 2026, as it cannot be carried over into ERBID3. (Note – any Additional Income may be carried over.) CC proposed the pre-purchase for 2027 of £50k national advertising work, and £30k for a website upgrade. The Board agreed, subject to the final numbers. Action: CC/TG to determine final spending decisions on 1st December 2026. ERBID3 Budget CC and SP have prepared a draft Budget, in line with the ERBID3 Business Plan. The details were circulated to the Board ahead of the meeting. CC presented the draft Budget, noting that as the SWW Marketing Fund will have finished, the national advertising budget for 2027 will be considerably lower than for 2026. The draft Budget allows £200k to be available for national advertising, which CC recommends is continued to be targeted at families and couples 50+. The Board agreed in principle to the £200k spend. Action CC: to obtain a proposal from Chalk & Ward for an advertising plan. CC noted that the Photo/Videography Budget allocation allows for filming that may be required for a new advert for 2028 onwards.	CC CC/TG CC

<u>3</u>	<u>ERBID3</u> CC advised the Board of her intention to retire at the end of year. Following the positive outcome of the ERBID3 ballot in June, and Carolyn's news, the Board discussed next steps regarding future staffing and board changes, and an approximate timetable. CH proposed that elections for Board Directors are held in 2026, potentially late November/early December, to enable the new Board to be established and take office from 1 January 2027. The Board approved this proposal. Following its appointment, the new Board will review its composition and determine co-opted roles. The Board structure comprises 13 Directors: • 7 elected Directors • the ERBID CEO • the Torbay Council officer responsible for tourism • 4 co-opted Directors, appointed to fill skill/sector representation gaps Action AB: draw up a timetable for next steps/election. In order to stand for election, a levy-payer must first be a Company Member. Action CC/AB: arrange levy-payer comms to go out w/c 27th July by email and by post w/c 3rd August. 3:15pm - AD, who had participated in the meeting online, left the meeting.	AB CC/AB
<u>4</u>	<u>DESTINATION MARKETING</u> (CC) <u>Campaigns Update</u> CC shared a June 2026 National Advertising Update from Chalk & Ward with the Board. The highlights are: Families Campaign: • GoogleAds showed a 55% increase compared to June last year in Search, Plan and Book button clicks, indicating we're reaching the right audience. • TikTok launched end June. It has been a very successful start and we will continue to use the platform in campaigns. • 'Summer Holidays' campaign – showing a high click-through rate and low cost-per-conversion. • 'Heatwave' campaign (capitalising on the good weather) – high click-through rate, well ahead of travel industry average. • ITVx has over-delivered on impressions. The families TV campaign will finish on 18th August. Couples Campaign: • While we have spent less than last year, the ads have been more cost-effective and continue to find the right audience.	

	• Dog-friendly asset groups have performed particularly well and C&W recommend this remains as a key focus in future marketing. • The linear TV campaign for couples finished at the end of June and delivered over 4.7 million impressions. • The Video on Demand (VOD) campaign saw over 28.5k unique viewers in June, and will finish at the end of July. • The new Couples South East campaign showed marked increases in traffic from Reading, Slough and London. The campaign has now ended. An additional £3k budget (£6k total) has been put into enhancing the Bay of Lights marketing campaign, which is being prepared by C&W now. This is to put greater focus on the 'staying over' message.	
<u>5</u>	<u>PRESS AND PR</u> (CC) Positive national press releases promoting the summer for families, 'water adventure', and the Agatha Christie festival have been on-going. 'A Taste of the English Riviera' Seafood FEAST press release is being prepared. There has been some negative national press coverage in the Sun and the Daily Express, which Four are working to address.	
<u>5</u>	<u>EVENTS</u> (CC) SUP World Cup and SUPER Festival A wash-up meeting with stakeholders has been held and was positive. Walking Festival CC held a wash-up meeting with the festival organiser. It was a positive event but the low overall number of participants suggests it is rested for next year so that resources can be put into other events. Seafood FEAST (KW) KW advised that there will be three 7 Chefs events this year (one in Brixham and two in Torquay) to support demand. KW is pleased with how many events and venues are taking part, although this is a busy time of year for businesses to make plans. There is potential to change the food event offering for next year, with many more untold food stories to be tapped. Riviera Connect (KW) Plans are going well and 78 stands have been sold. A new app is being developed. TC will be a gold sponsor. Bay of Lights CC advised that TC are on schedule regarding procurement. ERBID have invested in an enhanced campaign to encourage overnight stays. Airshow 2027 TC have confirmed dates for next year as Friday 4th June to Sunday 6th June 2027.	

<u>6</u>	<u>RESEARCH</u> (CC) Data supplied by Granicus (ERBID's website/digital platform provider) showed that the English Riviera website saw a 1.28% year-on-year increase in sessions during May, while UK coastal destinations overall experienced a 17.9% decline.	
	<u>EXTERNAL COMMUNICATIONS</u> (CC) Triathlon – while not an ERBID-sponsored event, some local businesses reported operational and access issues caused by the road closure earlier this month, resulting in loss of income. CC has raised the businesses' concerns with TC. Paignton Zoo – CC, KW and JP attended the re-launch event. Significant improvements are being put in at pace by the new owners. Princess Pier – CC has supplied a letter of support for a restoration funding project. Devon & Partners LVEP meeting (online) – VisitEngland budget pressures are likely to lead to reduced activity, potentially affecting MeetEngland.	
	<u>AOB</u> No further business.	

Meeting closed at 4:10pm