Minutes of Board Meeting

Thursday 24th September 2026 – Wollen's Board Room

Meeting commenced at 2:00pm

ITEM	ACTION	BY WHOM
1	**PRESENT, APOLOGIES, MINUTES, MATTERS ARISING** **Present:** Chris Hart (CH) ERBID Chair, Chief Executive Wollens; Carolyn Custerson (CC) ERBID Chief Executive; Anthony Payne-Neale (APN) Vice-Chair ERBID, Owner of Court Prior Boutique B&B – online; Andy Banner-Price (ABP) General Manager Cary Arms & Spa; 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); Claire Flower (CF) Director, Beverley Holidays; Jason Garside (JG) Managing Director, TLH; Kelly Widley (KW) Food and Drink Hospitality Consultant; Alison Bayliss (AB) ERBID – minutes CC and JP attended the meeting via video link. Gemma Ross and James Murphy, representing Chalk & Ward, were in attendance for the relevant agenda item concerning the proposed 2027 marketing plan. **Apologies:** Tim Godfrey (TG) Partner, Bishop Fleming **Approval of Minutes:** The minutes of the August meeting were approved. **Matters Arising** Re: Historical levy credits – AD has queried with TC and their finance team will report back to him. Action: AD to update further at the next meeting. CC advised that any Operating Agreement with TC will be reviewed ready for ERBID3.	AD
2	**FINANCE AND GOVERNANCE** (CC) **Contingency Budget** CC advised that provision will be included for the development of new assets to be created in 2027, to support TV advertising in 2028. CC and Sheena Powe will carry out a full review to ensure that any potential surplus funds are spend prior to the year end, in accordance with BID legislation. An update will be provided at the October meeting.	

	Management Accounts The management accounts had been shared with the Board ahead of the meeting. CC noted that the levy collection rate is high and may be due to the collection of more historic debt. Torbay Council are undertaking enforcement proceedings. **Company Accountant** Applications have been received for the self-employed Accountant role, to take Sheena's place after she retires at the end of the year. A strong candidate has been identified, TG has been kept updated, and an engagement is expected to be finalised shortly. **CEO Recruitment** Applications have been received for the CEO role, as CC is retiring at the end of the year. Interview dates for shortlisted candidates have been arranged for 14 October with an interview panel consisting of CH, CC, CF and AD. **New Company Members** Two new applications for ERBID Company Membership were approved by the Board. **Board Election for ERBID3** AB updated on election planning. Twelve applications have been received for the seven seats. As agreed at the last meeting, all candidates have signed the ERBID Directors' Code of Conduct as a mandatory part of their application. Resumés and details are being gathered for the Election Prospectus. The postal ballot will be Mon 26 October – Fri 20 November. The Board discussed the potential process to be followed in the event of a tied election result. Action: AD will check what TC's procedure is in this circumstance. Action: CC to investigate and recommend an appropriate procedure for ERBID elections. **AGM and remaining 2026 Board Meetings** It was agreed that the AGM will be held on Thursday 26 November, between the board meeting and the announcement at 4pm of the Board Election results. Action: CC/AB to arrange. It was agreed there will be a final meeting of the existing board in December, date to be confirmed. **Meta** CC updated that the situation reported at the last meeting was now resolved and that permissions have been reinstated.	AD CC CC/AB
3	**DESTINATION MARKETING** 3pm - Gemma and James of Chalk & Walk attended to present an overview of 2026's Destination Marketing campaign and proposals for 2027. The Board officially approved the plans for 2027 Destination Marketing. 4:20pm – Gemma and James left the meeting.	

4	**EXTERNAL COMMS** (CH) CF, JG, KW, JP and AB attended the recent DMP Workshop. It was noted that it was a positive event and further workshops will be held. As a result of points raised at the workshop, CF requested that CC contacts Maureen McAllister (Tomorrow's Tourism consultant) with information on English Riviera research data – Action CC. The Board discussed data gathering and CC recommended that a data review takes place during ERBID3, and that the DMP should be kept on the agenda next year. **Strand development** AD advised that planning approval by TC went through yesterday for the proposed new hotel on the Strand, Torquay. **Tourism Tax** The Board discussed the national proposals for a Tourism Tax and agreed that its current official position is to support Visit Devon's stance in opposition to the scheme. Action: CC/CH to prepare a statement.	CC CC/CH
5	**EVENTS** (CC) **Agatha Christie Festival** Took place in September and was very successful with record ticket sales and visitors from around the globe. Visitor Information Centre footfall and retail sales of Agatha Christie merchandise were strong during the festival. **Seafood FEAST** Underway now, with many venues hosting events and running special offers. The ERBID is organising and selling tickets for three Seven Chefs events (one more than previously), with all profits being donated to The Fishermen's Mission. **Bay of Lights** An ERBID national press release has been issued by Four. TC are proceeding well with the planning of the Illumination Trail.	
8	**AOB** None	

Meeting closed at 5:00pm.