



Minutes of Board Meeting

Thursday 27th August 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; 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); Jason Garside (JG) Managing Director, TLH; Tim Godfrey (TG) Partner, Bishop Fleming; Kelly Widley (KW) Food and Drink Hospitality Consultant; Alison Bayliss (AB) ERBID – minutes Apologies: Jim Parker (JP) Editor, Torbay Weekly; Claire Flower (CF) Director, Beverley Holidays Approval of Minutes: The minutes of the July meeting were approved. <u>Matters Arising</u> CC advised that all actions from the last meeting have been completed. Debtor process – further to the process discussed at the last meeting, the Board agreed that in future, promotion of debtors would be withdrawn from 31st March each year, unless a payment plan had been agreed. Action CC to update KH.	CC
<u>2</u>	<u>FINANCE AND GOVERNANCE</u> (CC and TG) CC and TG have reviewed and approved the job description for the self-employed Accountant role, in preparation for Sheena Powe’s retirement at the end of the year. Action AB: to circulate details to the Board. The role is being advertised with Indeed. <u>Management Accounts</u> The management accounts had been shared with the Board ahead of the meeting. TG advised there are no changes or concerns to highlight. ERBID3 costs have been less than forecast compared to ERBID2. All amounts due from South West Water have been invoiced and paid in full.	AB

	There is a need to ensure the ERBID2 budget is spent by year end, as only minimal carry over is allowed into ERBID3. As agreed at the previous meeting, pre-payments towards national advertising and website upgrades are now being arranged. <u>Levy Collection</u> TG noted that the July levy collection figure has been estimated pending receipt of the PO from Torbay Council (TC). Following discussions with TC's revenue team, CC recommends that £5k is ringfenced within the ERBID3 budget as a contingency in respect of historic unclaimed levy-related credit notes. Action AD: to discuss outstanding credits with TC and update at the next meeting. Action CC to check whether an existing agreement is in place with TC regarding the treatment of credit balances. If there isn't an agreement, consider putting one in place for ERBID3. <u>Meta</u> Despite secondary authentication measures being in place, unauthorised access has been gained to our Meta account. No payment details were stored on the account and no financial loss has been incurred. Our Digital Team and Chalk & Ward are taking urgent action with Meta to restore access, and will implement any additional security measures identified.	AD CC
<u>3</u>	<u>ERBID3</u> <u>CEO Recruitment</u> The news of Carolyn's forthcoming retirement and plans for transition have been communicated to levy-payers and partners by email from CH, and added to the B2B website. The CEO role is being advertised on LinkedIn, Indeed, and UK Inbound, and the job description has been shared with all contacts. The deadline for applications is 21st September. Specialist agencies have been consulted and will be considered further if required. <u>Company Membership</u> Communications went out in early August by post and email, encouraging levy-payers to become Company Members so that they can vote in Board elections and stand for election. The Board approved all new membership applications received. The Board also agreed to remove historical memberships relating to representatives of businesses that are no longer in existence. Action AB to update records. <u>Election of New Board</u> Following Board discussion, it was agreed that all candidates will sign the ERBID Directors Code of Conduct as part of their application. Action CC/AB to implement. An email will be sent to Company Members next week inviting applications to stand for election. Preparations for the election are underway with Torbay Council and Civica. Plans for the design and supply of the Candidates Prospectuses are in progress with Hedgerow (formerly Brightsea).	AB CC/AB

	Election Timetable: <table><tr><td>Monday 14th September</td><td>Deadline for election candidates to come forward</td></tr><tr><td>Monday 28th September</td><td>Deadline for election candidates to provide their resumé, photo and contact details for Prospectus</td></tr><tr><td>Monday 26th Oct – Fri 20th Nov</td><td>Ballot period (postal)</td></tr><tr><td>Thursday 26th November</td><td>Declaration of result at November board meeting</td></tr></table>	Monday 14 th September	Deadline for election candidates to come forward	Monday 28 th September	Deadline for election candidates to provide their resumé, photo and contact details for Prospectus	Monday 26 th Oct – Fri 20 th Nov	Ballot period (postal)	Thursday 26 th November	Declaration of result at November board meeting	
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4	<u>DESTINATION MARKETING</u> (CC) Representatives from Chalk & Ward will attend the next Board Meeting to present a recap of this year’s work and to present the plans for next year. <u>2026 Campaigns</u> The 2026 campaigns continue to perform strongly, delivering growth on 2025, despite operating with a reduced budget. This suggests that the investment and groundwork undertaken in the previous year have contributed to improved campaign effectiveness and performance. The English Riviera reportedly outperforming the wider region. Following our email request for feedback, a large number of businesses responded, reporting a strong summer season. Overall, the feedback received was overwhelmingly positive. The Families campaign runs until the end of August. The Couples campaign had been tested in the South East this year. It performed well but with a reduced budget next year, activity will be focused on the strongest-performing areas such as Bristol/South West. Chalk & Ward will produce a full year-end report. <u>Upgraded Website/LGR</u> In light of potential changes arising from plans for local government reorganisation (LGR), it was discussed and agreed that the terms ‘South Devon’ and ‘Devon’ could be incorporated more into our website and advertising in future. <u>National Advertising Proposal for 2027</u> CC highlighted that the budget for 2027 will be less than 2025 and 2026 now that the South West Water funding has finished. The Board discussed target audiences for 2027, taking into consideration visitor spend, cost of living issues, visiting periods and potential for growth. It was agreed to continue running two campaigns: Families and Couples. The budget split was discussed and agreed as 65% for Couples and 35% for Families. Action: CC to update Chalk & Ward, ahead of them producing a plan for 2027. CH mentioned there could be an opportunity for English Riviera branding to be used on Torquay United’s support vehicle, which travels the country for matches. Action CH: will put their GM in contact with CC.	CC								

<u>5</u>	<u>PRESS AND PR</u> (CC) There was negative coverage in a Channel 4 programme and associated online content, which also targeted other coastal areas. It was noted that other media coverage has been positive. The Board discussed the reduction in next year's PR budget and decided to end the existing arrangement with Four.	
<u>6</u>	<u>EVENTS</u> (CC) Sardine Festival CH and CC attended the event, which ERBID sponsored by £2.5k, and reported that it was well organised and well attended. Seafood FEAST (KW) KW reported that plans for Seafood FEAST are progressing well, with 24 events and special offers confirmed to date. Digital marketing activity is underway, and a dedicated email campaign will be issued to promote the Brixham 7 Chefs event, for which places remain available. KW also advised that local eateries have reported a strong summer season. Bay of Lights CC advised that, as previously agreed, investment has been increased this year, with focus on a 'Stay for the Magic' message to encourage overnight stays. Action AB: share provisional artwork with the Board. AD updated that this year's Illumination Trail will include more stalls, some new installations, and a bigger ice rink.	AB
<u>7</u>	<u>EXTERNAL COMMUNICATIONS</u> (CC) Paignton levy payers contacted CC to share disappointment at the closure of south promenade parking over bank holiday. CC raised with TC and was advised that no alternative action could be taken due to the sea defence works ongoing. Further contact from Paignton re ASB on seafront. David Thomas supporting but issue has been ongoing. CC raised concerns with TC regarding the timing of partial closure of Torbay Road in Torquay during September, noting that this remains a peak visitor period.	
<u>8</u>	<u>AOB</u> CC noted the concerns regarding the potential introduction of a tourism tax, which has been the subject of national discussion, although no specific proposals at local level. CF has been monitoring the issue and will update the board to inform further discussion. AD reminded the Board of the forthcoming Destination Management Plan workshop, encouraging them to attend. Action: AD to share booking link.	CF AD

Meeting closed at 4:50pm.