



Minutes of Board Meeting

Thursday 28th August 2025 – online

Meeting commenced at 2pm

ITEM	ACTION	BY WHOM
<u>1</u>	<u>PRESENT, APOLOGIES, MINUTES, MATTERS ARISING</u> Present: Chris Hart (CH) ERBID Chair, Chief Executive Wollens; Anthony Payne-Neale (APN) Owner of Court Prior Boutique B&B; Andy Banner-Price (ABP) Owner of 25 Boutique B&B; Carolyn Custerson (CC) ERBID Chief Executive; Pippa Craddock (PC) Director, Business & Marketing Solutions Ltd; Alan Denby (AD), Director of Pride in Place, Torbay Council; Claire Flower (CF) Director, Beverley Holidays; Jason Garside (JG) Managing Director, TLH; Tim Godfrey (TG) Partner, Bishop Fleming; Kelly Widley (KW) Food and Drink Hospitality Consultant; Jim Parker (JP) Editor, Torbay Weekly; Sheena Powe (SP), Accountant for ERBID; Alison Bayliss (AB) ERBID - minutes Apoloiges: Martin Brook (MB) Owner of Pilgrims Rest; Richard Cuming (RC) Owner of Bygones; Will Ford, (WF) Manging Director of the Greenway Group (observer for Brixham) Approval of Minutes The minutes of the July 2025 meeting were approved. Matters Arising Agatha Christie sculpture – AD will follow up with Council re progress on a name plaque and give an update at next meeting. CC has asked the Council’s Business Rates team to provide data on levy charges for different size businesses, at proposed increased levy rate, so she can share as part of the ERBID3 consultation process.	AD
<u>2</u>	<u>FINANCE & GOVERNANCE</u> Management Accounts (SP) Levy collection up to the end of July is slightly down on the previous year, but has reached over 90%. Court summons letters have been issued and late payments are being received. SP is liaising with Torbay Council re a slight difference between their figures and ours, we have possibly been underpaid but will be investigated and resolved.	

	SP presented an update on the accounts to the end of the year. While there will be less additional income than planned due to reduced poster site opportunities, there has also been a saving on levy collection costs. SP advised we are waiting for a revised rates bill on Vaughan Parade due to a rates change on room 17. South West Water – we are expecting the next payment by the end of the month. Prompt payment is required to ensure smooth cash flow. Action: CC/SP will monitor and follow up if required. SP advised that Companies House now require all directors to complete and share proof of identity. A verification statement and personal code has to be provided to the Company Director (CC). Action: SP will share details and link to AB, to share with board members.	CC/SP SP/AB
<u>3</u>	Destination Marketing Update (PC) The ERBID team had a Review & Planning meeting with Chalk & Ward, and received a comprehensive review of what's been done, and brainstormed plans for 2026. Action: PC will produce an end of year Destination Marketing report once all data is in. The two campaigns (Families and Couples) have had nearly 10 million views in total. The Family campaign has now ended apart from an 'always on' section, then will resume again in January. The Couples campaign continues to perform well. PPC on Agatha Christie is doing well. Chalk & Ward have worked flexibly, reacting to testing of search terms and areas. SW Data Hub research shows the income level for English Riviera visitors is even across the difference affluence bands, showing our region's wide appeal. There will be a final planning meeting in October ahead of a final plan by end Oct/early Nov. Cruise English Riviera (CC) A SAGA ship visited Torquay for the first time and is coming back in September. There were excursions to local areas/attractions, and many guests came off shore to visit the town. The visit went well although it was noted that operations on quayside could be improved for next time. A fam visit from another cruise company is taking place in September, with ships booked for 2027. Other lines have also booked for 2027. Press and PR (CC) Media coverage continues to be strong including articles in the Telegraph and Guardian in August. Press trips are being organised. Photography and Videography (CC) Following the recent new Brixham assets, a new Torquay seafront/harbourside video has been commissioned, working with TIBO (Torbay Independent Business Operators).	

4	<u>EVENTS</u> Airshow (PC) PC and AD met with Phil Black (Culture & Events, Torbay Council) to discuss sponsorship ideas and possible partners. Will meet again to form plan to go forward. Airshow marketing meeting scheduled for 9th September so PC will report further at the next board meeting. Bay of Lights (PC) Advised by TC that some elements are now confirmed, but we are awaiting final details. PC will report back after the next marketing meeting in September. Sardine Festival (CH) The event went well with positive feedback. There was good media coverage and expect the event to be repeated in 2026. Seafood FEAST (KW) New events are still coming in. An influencer event is taking place in September and a national journalist visit is being arranged for during the FEAST.	
4	<u>ERBID3 Consultation (CC)</u> The ERBID3 Consultation Document had been reviewed and approved by the Board, and has now gone to print. Hard copies will be mailed out to BID levy-paying businesses later next week, and will also be available digitally. Consultation sessions are being arranged for October and November. It was agreed that board members will support at sessions where possible. Action: CC to share venues/dates so that board members can advise which they can attend. It was agreed to hold a Members' briefing on ERBID3 for Torbay Council. Action: AD to liaise with CC re: dates. JP advised liaising with the Torbay Place Leadership Board also.	CC AD CC
	<u>External Comms (CC)</u> Blue Flag Beach Accreditation AD updated that Keep Britain Tidy had required additional measures regarding designated usage areas on beaches, resulting in extra signage being put up. This will be reviewed post-season to see if any next steps are required. Media interviews CC was interviewed in August by BBC Spotlight and Greatest Hits Radio, relating to visitor spend and summer numbers.	
5	<u>AOB</u>	

	CH noted graffiti at top of Rock Walk. Action: AD will follow up with Swisco.	AD
	Next Meeting – 25 September, will be online. Action: CH to share Zoom link with AB to share to board. CC gave her apologies as will be on annual leave. Main agenda item to be the AGM, which will take place following the 30 th October board meeting.	CH

Meeting closed at 4 pm